

**Embassy of India
Tokyo

Press Release

Launch of India Ecotourism Campaign in Japan

H.E. Mr. Sibi George, Ambassador of India to Japan with Mr.Kuniharu Ebina, President, Japan Association of Travel Agents(JATA) launched the “India Ecotourism’ campaign today at the Tourism Expo Japan being held at Tokyo Big Sight from 26-29 September 2024.

India participated at the Tourism Expo as the Partner Country and the Pavilion set up by Ministry of Tourism, Government of India won the “Chairman Prize” in the Tourism Expo Japan 2024 Booth Award.

The year 2024 is being celebrated as “India-Japan year of Tourism, with the theme “Connecting Himalayas with Mount Fuji” with a view to promote bilateral tourism and cultural exchanges, reinforcing the strong bond between India and Japan and strengthen people-to-people connect.

September 2024 has also been marked as ‘India Month’ in Japan to celebrate the deep historical, cultural and diplomatic ties between India and Japan, which featured a diverse range of events focusing on trade, investment, culture, and people-to-people exchanges.

The India Ecotourism campaign will feature a tourism promotion campaign from October through December 2024 with focus on the magnificent lakes, rivers, snow clad mountains, beaches, waterfalls, backwaters, forests, mangroves, hill stations & resorts, golf courses, Ayurveda resorts, yoga & meditation centers, and vineyards in India, encouraging tourists to explore the natural beauty and bounty of India.

Tokyo
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