

Buyer Participation Guidelines

Secretariat herein refers to an operator commissioned by Japan National Tourism Organization (hereafter "JNTO") to plan and operate VISIT JAPAN Travel & MICE Mart 2026 (hereafter "VJTM & VJMM").

Participants herein refer to individuals who belong to travel agencies and meeting planners that develop or sell (or plan to develop or sell) tour products to Japan, travel agencies that offer incentive tours, and other organizations and who are selected and approved by JNTO.

For the purpose of these Regulations, "sellers" shall be construed as Japanese tourist associations, corporations, or organizations that have registered themselves for business meeting opportunities in VJTM & VJMM and whose registrations have been approved by JNTO.

1. As a rule, participants must participate in the business meetings, FAM trip, and any other official events specified by JNTO that are held during VJTM & VJMM period and must not leave the programs before their scheduled ends. Participants must obtain permission from JNTO if they need to leave the events for an unavoidable reason, and must pay for transportation and other expenses associated with their withdrawal.
2. Regarding the business meetings that are held during VJTM & VJMM period, participants must attend all business meetings that have been arranged with sellers in accordance with the business meeting schedule. As the business meetings will be held in English or Japanese, participants must be able to communicate in English or Japanese.
3. Those allowed to attend VJTM & VJMM business meetings shall be the participants specified in the detailed information for participation, and those accompanying the participants shall not exceed the number of admission passes issued.
4. Neither JNTO nor the Secretariat shall arrange for the participants of any business meetings to share the same room as their companions or anyone else, and the participants shall agree thereto.
5. If you will join VJTM & VJMM program with visa obtained through JNTO's guarantee, please apply to local Japanese government office abroad on your own. The type of visa you obtain must be for commercial activities. You cannot enter Japan with tourist visa. You must bear the expenses for your visa application. Be sure to enter and leave Japan on the respective dates approved by JNTO. You cannot extend your stay in Japan. This, however, does not prohibit another entity other than JNTO from being a guarantor for your visa application to enable you to enter Japan.
6. The expenses for participation in the program shall, as a rule, be borne as is set forth elsewhere. The participants shall understand fully and agree to the fact that there may be changes in the expenses for participation in the program on or after their entry into Japan.
7. While participating in the excursion, business meetings, and/or FAM trip, you must purchase the travel insurance for tourists traveling to and staying in Japan that is procured by JNTO. However, JNTO cannot procure insurance for foreign nationals who stay in Japan more than 30 days or Japanese nationals living abroad. They must therefore purchase appropriate travel insurance on their own. Participants must bear certain uninsurable expenses, such as travel expenses for returning to their countries, and they must agree to this requirement.
8. Participants must cooperate with all questionnaires, surveys for measuring results, and the like conducted by JNTO.
9. Participants must permit JNTO to use their right of publicity associated with photographic records and videotape recordings produced during VJTM & VJMM period on websites, reports, printed materials, or records of related events specified by JNTO. When you wish to post anything on social media or a website that identifies another person, you must obtain that person's authorization.
10. VJTM & VJMM participants whose registration has been approved by the Secretariat and who wish, for their own reasons, to cancel their registration for participation must submit a cancellation notice and a statement of the reasons to JNTO and the Secretariat either by snail mail or email. Participants shall bear any cancellation charges for accommodation, FAM trips, or other events that they may have canceled.

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11. Participants must agree that JNTO retains the right to, at its discretion, prevent and exclude a participant from participating in VJTM&VJMM in cases where JNTO deems it inappropriate for the participant to participate, such as where the participant's application form contains false information or the participant has arranged a very small number of business meetings with sellers, or where the participant has violated these Guidelines.
12. Participants must agree that they may lose their eligibility to participate in future VJTM&VJMM events and events organized by JNTO as a penalty in cases where any of the following are deemed to apply:
 - a. The participant is unwilling to actively perform or fails to perform work related to deciding a business meeting schedule (e.g., appointment requests from participants to sellers, request approval of appointments with sellers).
 - b. The participant is absent without notice from an official event that he/she is scheduled to attend during the period.
 - c. The participant changes the pre-arranged schedule for a business meeting without consulting JNTO and attends the business meeting.
 - d. The participant cancels participation after the business meeting schedule is decided, or fails to attend a scheduled business meeting without notice.
 - e. In cases where you do not cooperate with us in a questionnaire survey after VJTM&VJMM event.
 - f. JNTO or secretariat deems it inappropriate for the participant to participate in VJTM&VJMM.
13. If your business meeting partner engages in inappropriate conduct during the business meeting, you must report this to the secretariat without delay.
14. JNTO and the Secretariat will not be held responsible for any damage incurred by you or any organization or entity that you belong to (including but not limited to the cases mentioned below) during the duration of VJTM&VJMM program. If any expense is generated due to any such cases, you must agree to bear the resulting expenses, and any organization or entity that you are a member of must also agree to do the same.
 - a. JNTO or secretariat judges that cancellation, early closing, postponement, or venue relocation of VJTM&VJMM is necessary to ensure the interests of participants and acts accordingly, regardless of the reason (including, but not limited to occurrences of fire, natural disasters (e.g., typhoons and other types of bad weather), and infectious diseases).
 - b. FAM trip schedule is changed, or FAM trip is canceled, due to the occurrence of a fire, natural disaster (e.g., typhoon or other type of bad weather), infectious disease, or the like.
 - c. The general public or another third party suffers damage due to the occurrence of a fire, natural disaster, theft, infectious disease, or the like.
 - d. Accidental errors or omissions occur in the guidebook or other promotional material created for VJTM&VJMM.
 - e. The property of a participant is damaged, or an exhibit, material, or the like is damaged or lost during loading, unloading, or transportation.
 - f. A participant suffers disadvantage arising from business meeting.
15. During their stay in Japan, participants must abide by Japanese laws and other relevant laws and regulations that apply to VJTM venue, such as safety regulations and the Fire Service Act.
16. These Guidelines are subject to change any time without advance notice to the participants. The latest updates of the regulations will be published on the official website.
17. These Guidelines are governed by the laws of Japan, and Tokyo District Court will have exclusive jurisdiction of the first instance over all disputes concerning these Guidelines.
18. Participants are responsible for managing and safeguarding their ID (email address) and password related to this website appropriately and at their own risk.
19. In case of any discrepancies between the Japanese version and English version of these Guidelines, the Japanese version will take precedence.

Buyer Participation Guidelines

Participation Expenses

Expenses covered by JNTO

1. Excursions

- a. Accommodation
 - The accommodations to be used from the check-in on the afternoon of Tuesday, September 22, through Wednesday, September 23.
 - Any expenses incurred for checking in earlier than the time designated by JNTO on Tuesday, September 22, shall be borne by participants.
- b. Meals
 - One breakfast at the hotel on Wednesday, September 23
 - One lunch during the excursion on Wednesday, September 23
- c. Transportation
 - Transportation during the excursion on Wednesday, September 23
- d. Other
 - Travel insurance for foreign tourists traveling to and in Japan on Tuesday, September 22, through Wednesday, September 23
 - * Except for foreign nationals who stay in Japan for more than 30 days and Japanese nationals living abroad.

2. Business meetings

- a. Accommodation
 - Accommodation from check-in on the afternoon of Wednesday, September 23, until check-out on the morning of Saturday, September 26
 - * Any expenses incurred for checking in earlier than the time designated by JNTO on Wednesday, September 23, shall be borne by the participant.
- b. Meals
 - Three breakfasts at the hotel from Thursday, September 24, through Saturday, September 26
 - Two lunches at the business meeting hall from Thursday, September 24, through Friday, September 25
- c. Other
 - Travel insurance for foreign tourists traveling to and staying in Japan on Wednesday, September 23, through Saturday, September 26
 - * Except for foreign nationals who stay in Japan for more than 30 days and Japanese nationals living abroad.

3. For the FAM trips

- a. Accommodation
 - From Saturday, September 26, through the end of the selected FAM trip on Monday, September 28, or on Tuesday, September 29
- b. Meals
 - From lunch on Saturday, September 26, to breakfast on Monday, September 28, or on Tuesday, September 29
- c. Transportation
 - Transportation on the selected FAM trip
 - For general buyers only:
 - Transportation from the final hotel on the selected FAM trip on Monday, September 28, or on Tuesday, September 29, to Haneda Airport, Narita International Airport, or Tokyo Station.
 - For MICE buyers only:
 - Transportation from the final hotel on the selected FAM trip on Tuesday, September 29, to Haneda Airport or Narita Airport.
 - * You are to bear the expenses for transportation from the final hotel on your selected FAM trip to any place other than those specified above.
- d. Other
 - Facility admission fees during the FAM trip
 - Travel insurance for foreign tourists traveling to and staying in Japan during the selected FAM trip
 - * Except for foreign nationals who stay in Japan for more than 30 days and Japanese nationals living abroad.

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Participation Expenses

Expenses borne by participants

1. Expenses for visa applications (to be borne by JNTO only for the MICE buyers it has invited)
* The visa application that will be issued by JNTO will only guarantee the official duration of the VJTM & VJMM. Participants who wish to prolong their stay will need to separately ask another guarantor to issue the required documents for their visa application.
2. International airfare, airport usage fee, other taxes, insurance premiums, etc. (to be borne by JNTO only for the MICE buyers it has invited)
3. Medical expenses and expenses for participants' insurance.
4. Expenses for transportation from the airport upon arrival in Japan to the hotel. (to be borne by JNTO only for the MICE buyers it has invited)
5. Expenses to be borne if you need to check in early at your designated hotel on Wednesday, September 24 (or on Tuesday, September 23, for the excursion participants only), or expenses for staying before or after the designated date
6. Dinner on the three days from Wednesday, September 24, through Friday, September 26 (JNTO will provide dinner on Friday, September 26, for the MICE buyers it has invited.)
7. Expenses for transportation from the business meeting venue to the airport after the end of the business meeting program. (For participants who join only the business meeting event.)
8. Personal expenses (such as phone and internet charges, Wi-Fi/SIM rental, room service charges, laundry, and additional food and drink)
9. Shipping expenses for all baggage.
10. All expenses for the accommodation, meals, drinks, transportation, visa application fees, and all other necessities of any person accompanying you to your business meetings.
11. All expenses, such as for transportation, associated with withdrawal before the end of the event.
12. Expenses not included in the above-mentioned range of expenses borne by JNTO.