

Ms. NAKAYAMA Rieko

Executive Vice President

Japan National Tourism Organization (JNTO)



Joined the Ministry of Transport (currently the Ministry of Land, Infrastructure, Transport and Tourism, MLIT) in 1994.

Since then, she has successively held senior positions in the international fields including Air Talks Officer of the Civil Aviation Bureau and the Director of International Policy Division, Policy Bureau.

In the tourism sector, besides serving as the Executive Director of the Paris Office, JNTO, she has been committed to promoting inbound tourism in Japan as the Executive Vice President, JNTO since July 2022.

Received an MBA from the University of Michigan, USA in 2001.