

# Ms. IYODA Miyuki

## Executive Vice President, Japan National Tourism Organization



Miyuki IYODA is Executive Vice President of Japan National Tourism Organization (JNTO). After joining JNTO in 1994, she has been engaged in various projects on “promoting Japan as a tourism destination” for over 30 years. During her tenure in JNTO, she served in London Office from 2003 to 2006, and in Rome Office from 2017 to 2018 where she acted as the inaugural head of the new office in Italy.

After returning from Italy, she was responsible for marketing and promotion in Europe, Middle East, Americas and Oceania before appointed as Executive Director of Global Projects Department, where she contributed to the strategic planning of JNTO’s global marketing activities with strong focus on luxury travel and adventure travel.

Miyuki joined board members in 2023 and is currently responsible for general administrations and overseas promotions.

Miyuki was born and brought up in Tokyo and graduated from Hitotsubashi University (Bachelor of Laws) and University of Hull in the United Kingdom (LL.M.) .