



Yasuyuki Harada

Japan Tourism Agency(JTA)

Prime Minister
Shinzo Abe

Ministerial Conference on Tourism
(Entire Cabinet)

MLIT

Ministry of Land, Infrastructure,
Transport and Tourism

Min. of
Justice

Min. of Foreign
Affairs

Min. of
Agriculture,
Forestry, and
Fisheries

Min. of
Environment

Min. of
Economy,
Trade and
Industry

Min. of
Education,
Culture, Sports,
Science and
Technology

JTA

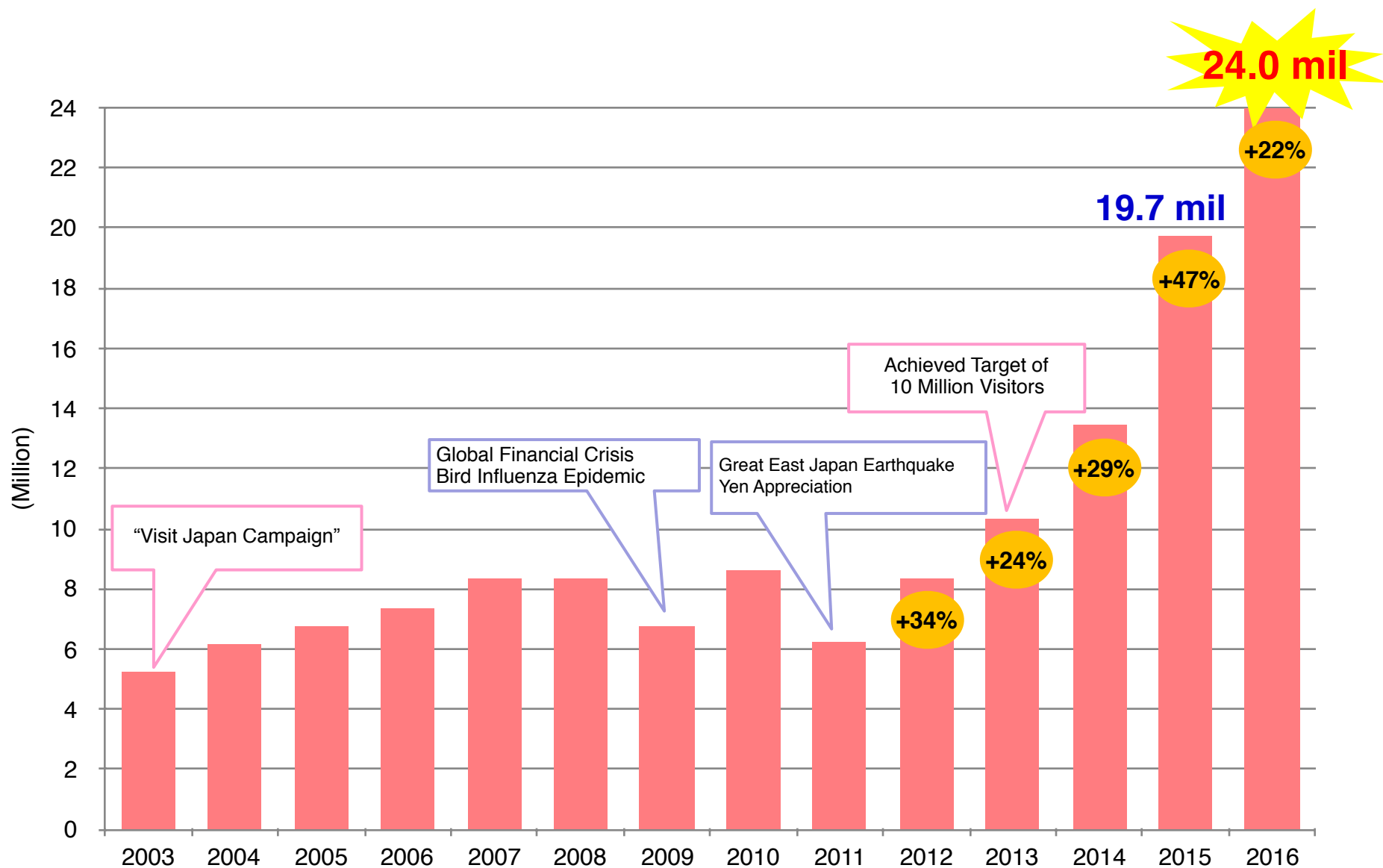
Japan Tourism Agency

1. Policy setting towards a "Tourism Nation"
2. Discussions with foreign governments
3. Coordination among ministries and agencies
4. Establish of a system of cooperation with private-sector enterprises and local governments
5. Support the creation of appealing tourism destinations

JNTO

Japan National
Tourism Organization

1. Promotion and advertisement of tourism to Japan
2. Operation of Tourist Information Center in Japan for foreign visitors
3. Administration of Guide-interpreter examination
4. Publication of tourism statistics and market reports
5. Providing support for international conventions and incentive events



Source: JNTO

1. Increasing interest in Japan as a travel destination

2. Governmental initiatives

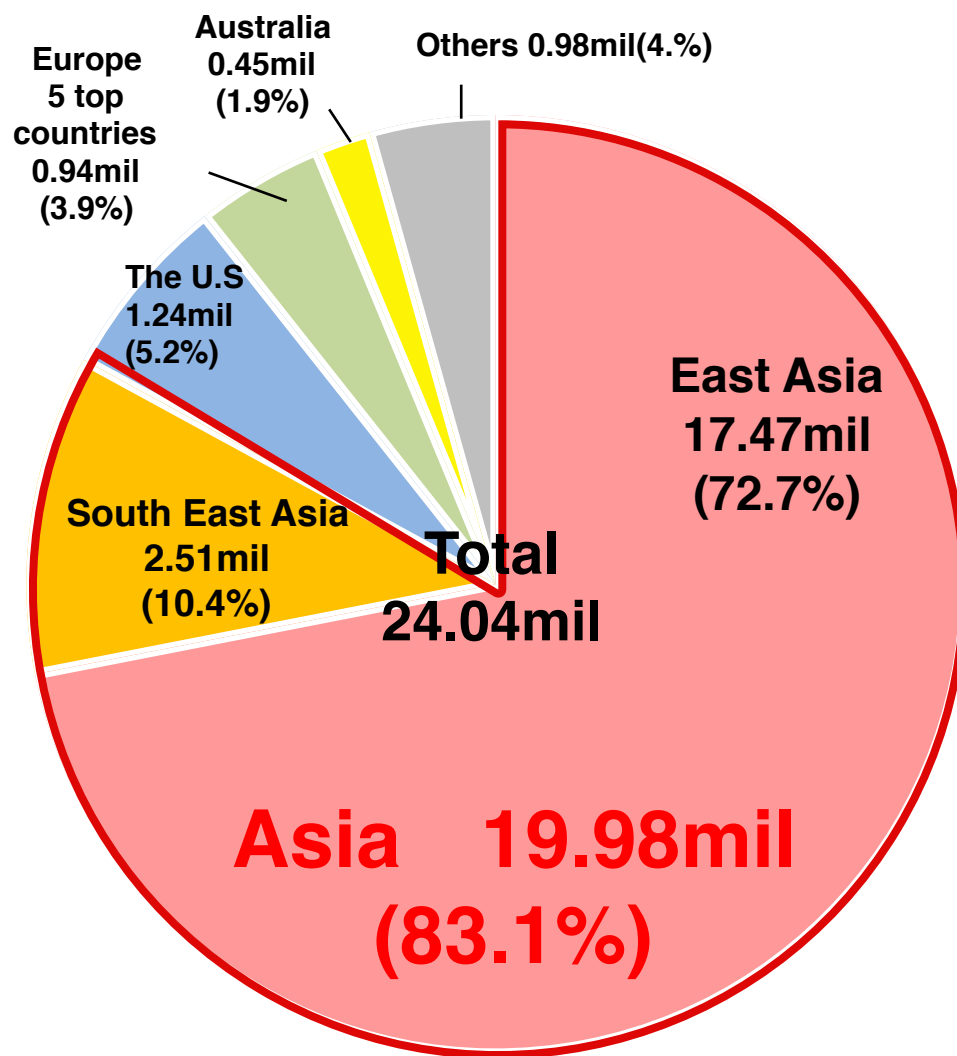
- **Exemption and relaxation of visa requirements**
- **Expansion of tax-free program**
- **Expansion of LCC networks**
- **Continuous promotion by JNTO**

3. Growth of middle and high-income class among Asian countries

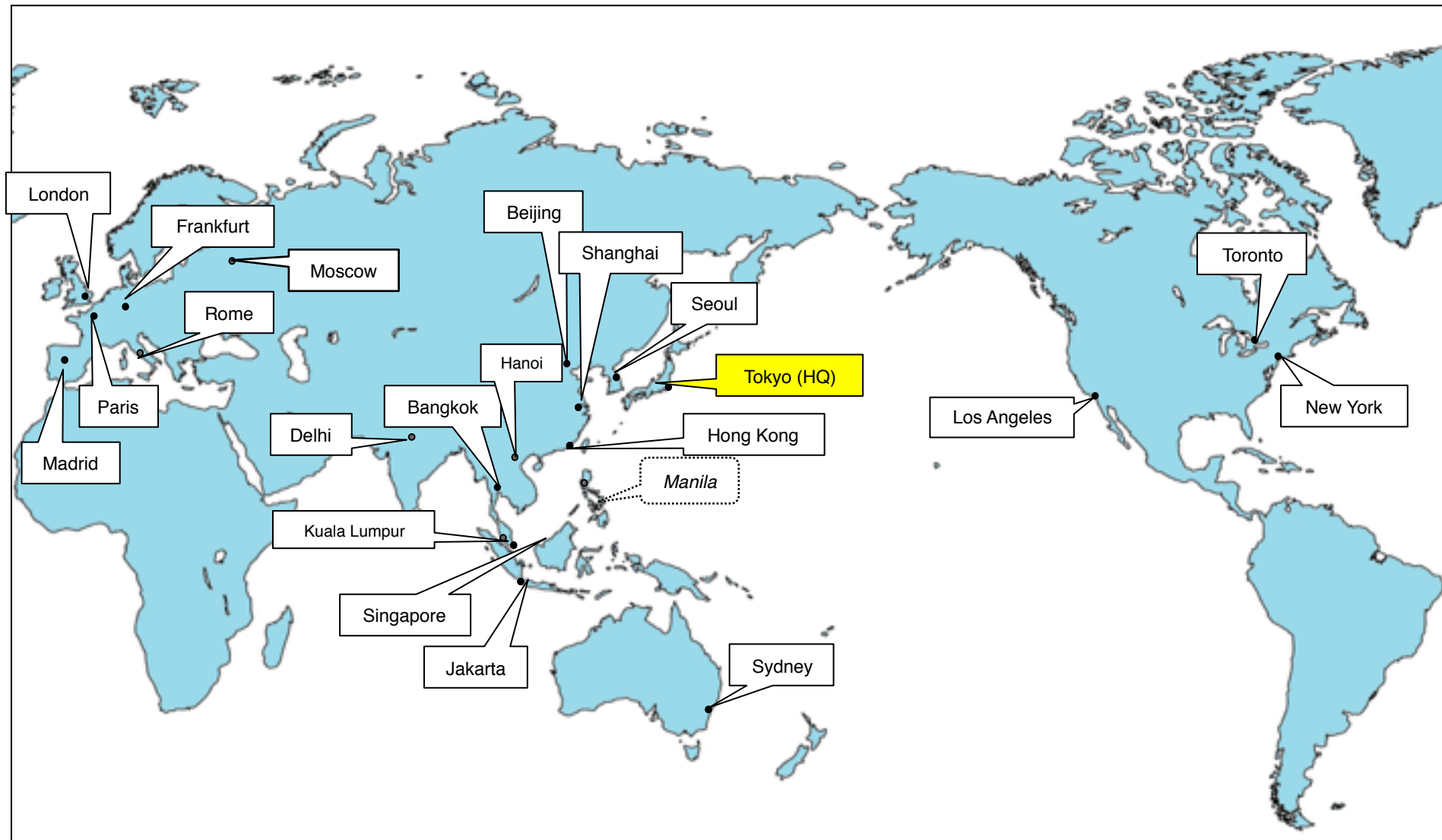
Source Markets in 2016

Top 10 Markets for Japanese Inbound

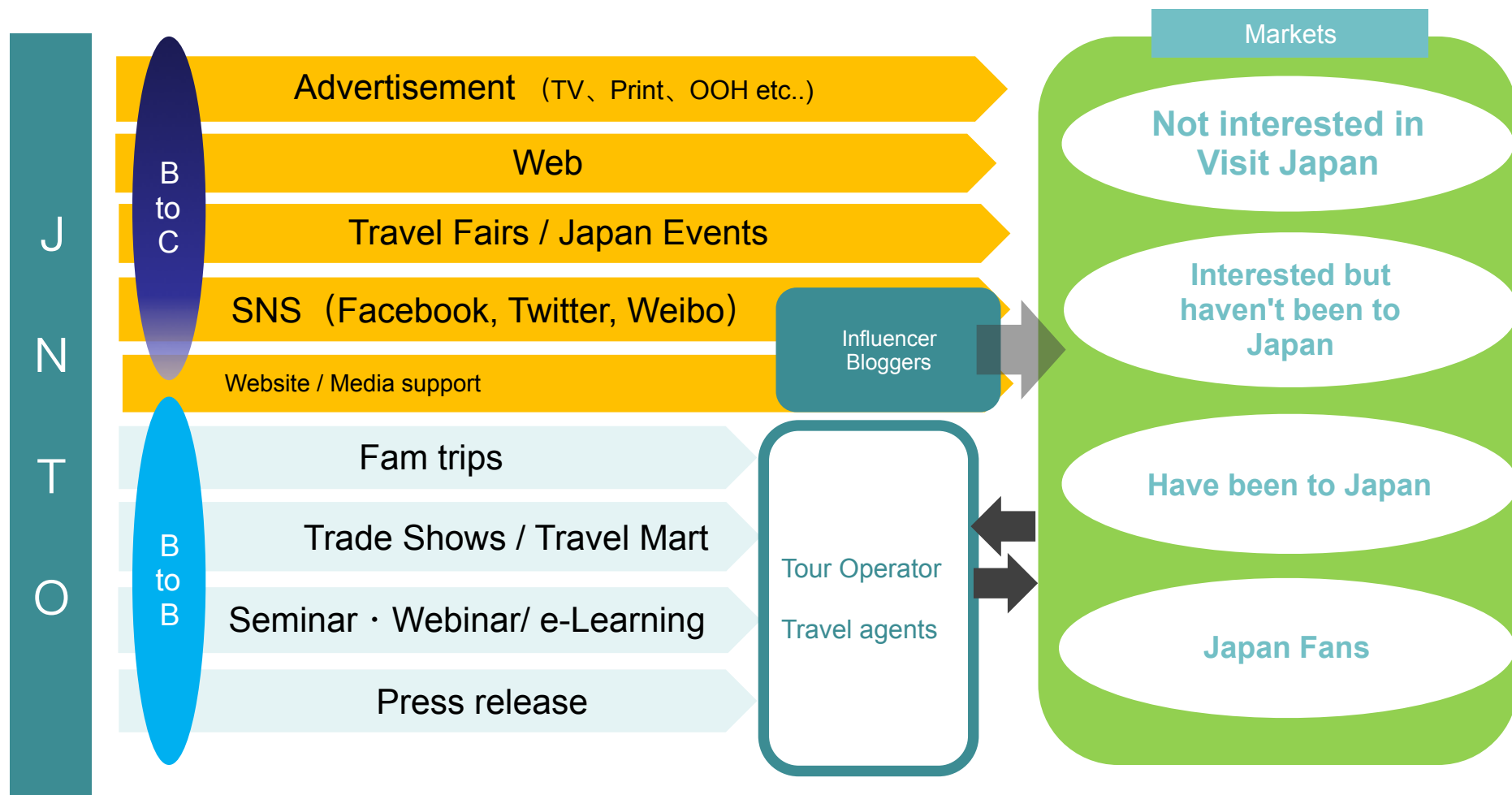
Country	Visitor number
Total	24,039,053
1 China	6,372,948
2 Korea	5,090,302
3 Taiwan	4,167,504
4 Hong Kong	1,839,189
5 The United States	1,242,702
6 Thailand	901,458
7 Australia	445,237
8 Malaysia	394,262
9 Singapore	361,804
10 Phillipines	347,860



※Asia: Visit Japan target countries



*Manila Office is to be opened soon.



- **Target countries:** UK, France, Germany, Italy, Spain
- + other 15 countries in Europe
- **Campaign period:** November 2016 – March 2017



[JAPAN - Where tradition meets the future - YouTube](#)



https://www.youtube.com/watch?v=WLIv7HnZ_fE

2016/11/06 - アップロード元: visitjapan

This movie vividly portrays the traditional, modern and natural attractions of Tokyo, Kyoto and other locations ...

Key results

- Promotion video **6,200,000+** views on YOUTUBE
- Consumer Attitude Change / Call to action

	n	Recognition	Interest	Think of Visiting Japan	Searched Japan travel info.	Purchased flight / tours to Japan
Sample (all)	2000	66.94	52.38	18.13		
Ad. viewers	969	94.82	75.08	48.44	15.58	2.82

- **B to B marketing evaluation**
- **ROI**

Dilemma..

Improvement underway



Thank you