

JATA and PATA Sign MoU to Work Together Enhance the Role of the tourism sector in Asia and the Pacific

The Japan Association of Travel Agents (JATA) and the Pacific Asia Travel Association (PATA) have agreed to work together to benefit both sets of members.

A Memorandum of Understanding (MoU), signed in April, will focus efforts on implementing joint activities related to tourism. The MoU shows the membership commitment by both associations to enhance the role of the tourism sector and to develop the tourism industry in Asia and the Pacific.

The MoU was signed by Jungo Kikuma, Chairman of JATA and Martin J Craigs, PATA Chief Executive Officer. The agreement commits the two organisations to continue their productive on-going cooperation through PATA's participation in the annual JATA Tourism EXPO Japan and JATA's participation in PATA's programme of work.

JATA Tourism EXPO Japan is internationally recognized as the one of the largest travel events in the world, presenting Japan as a tourism destination to a global audience. This year PATA will support a panel session at the EXPO on September 26 with the theme, "The Rapidly Growing Asian Market and Its Significance for the Tourism Industry." The panel will be moderated by PATA Regional Director - East Asia, Ivy Chee, with a presentation also being made by PATA CEO, Martin J Craigs. The discussion will explore the rapidly expanding Asian travel market and reaffirm sustainable growth.



Martin J Craigs

Martin J Craigs, PATA CEO, said: "Japan is a giant of tourism, long valued for its high quality outbound sector. In recent years we have seen the rise of destination Japan as an inbound entity too. This is a desirable and sustainable trend that PATA is keen to support."



Jungo Kikuma

Jungo Kikuma, Chairman of JATA, added: "After the next 10 years, Asia will become the new centre of gravity of tourism in the world. Taking this time's partnership opportunity and joining hands with PATA, we would like to make every effort for tourism vitalization as a driving force in the world tourism market"

PATA has been active in Japan since establishing the PATA Japan Chapter in 1962. More than 88 travel industry members today belong to the PATA Japan Chapter, which organizes a variety of special workshops and seminars, and inbound/outbound projects focusing on the Japanese market. Earlier this year, the chapter organized the PATA Japan Roundtable Discussion in Tokyo, which was attended by Ms Chee. The meeting was well attended by both public and private sectors with the aim of generating effective dialogue on issues and opportunities facing Japan's visitor economy.

Key Visual Chosen for JATA Tourism Expo Japan Expresses Various Ways of Traveling within the Trinity of Domestic, Inbound, and Outbound Travel

The key visual for the JATA Tourism Expo Japan to be held in September 2014 has been selected. The Expo is the result of the merging of the Japan Travel and Tourism Association's Tabi Fair and JATA Tabihaku.

With world-famous Japanese ukiyoe as the motif, it aims to express in a fun manner the various ways of traveling within the trinity of domestic, inbound, and outbound travel. Using Ukiyoe, which is something creative that is recognized as distinctively Japanese, it aims to enhance recognition by



people around the world, and Hiroshige's Nihonbashi: Morning Scene depicted at the base of the visual captures the sense of elation felt when departing on a new trip.

The key visual was designed with

the following points in mind: (1) makes clear at a glance that this is one of the largest travel events in the world, (2) implies a sense of expectation and forward motion about the new event, (3) makes people want to attend the event, and (4) enables continual reflection of the concept and design proposals.

From here forward, the key visual will be used in advertising and publicity materials, including ad posters and other types of advertisements, the website, the event space guide, handbills, and news releases.

Synergistic Effects of Merging Two Events

At last year's Tabi Fair, 81,287 persons attended, while 131,058 attended JATA Tabihaku, which featured exhibits by more than 800 companies and bodies from over 150 countries and regions.

JATA Tourism Expo Japan, the result of the merging of Tabi Fair and JATA Tabihaku, is expected to attract a larger number of visitors than last year's two events combined.

At JATA Tourism Expo Japan, one of the largest travel events in the world, attendees will be able to deepen their knowledge and understanding of the issues in, and the direction of, the international tourism industry as well as information on the latest trends through participating in the International Tourism Forum and business talks. In addition, participants will be able to distribute PR for BtoB on

industry day and PR for BtoC on general admission day.

Furthermore, due to the merging of Tabi Fair and JATA Tabihaku, JATA Tourism Expo Japan has evolved into an event for the outbound travel staff as well as the domestic travel and the inbound travel staff from Japanese travel agencies. This makes it an event that is highly useful for finding even richer business opportunities.



50th Anniversary of Deregulation of Overseas Travel-Part 3 Female Tour Conductors Contribute to Popularization of Outbound Travel Driving a Movement among the Youth and Mature Segments

At the beginning of the 1970s when outbound travel entered its growth phase, women began to take on the job of tour conductor, something which had been done mainly by men until then. Female tour conductors were hired in response to the increase in female tourists, and they greatly contributed to the popularization of outbound travel across generations. They were also key players in the subsequent outbound travel boom among young women and the expansion of demand for overseas travel among mature women.

Service for Female Tourists Increased after Sale of Tours to General Public

When Kinki Nippon Tourist began selling its Holiday Tour in February 1972, the company attracted attention because it hired female tour conductors called “holiday girls” as contract employees.

According to Naohiko Kato who handled Holiday Tours as the sales section manager in the International Division at the



time, in comparison to the conventional group tours, a higher percentage of women joined the new package tours which were open to the general public, and one of the major reasons why female tour conductors

were hired was to better serve the women.

“During the age of group tours, male salespeople acted as the tour conductors for the tours they sold, and so all the tour conductors were men. However, seven years after outbound travel deregulation, the number of female travelers participating in tours open to the general public increased greatly, and we began to look for female tour conductors,” explains Kato.

More than a few managers at other travel wholesalers reacted by saying, “Can female tour conductors be trusted with the responsibility?”

Michiko Yamanoi, who was among the third wave of those hired in December 1972, worked as a “holiday girl” until the 1990s. She recalls, “At first, when I actually met the tour participants at the airport, I would hear some people say with concern, ‘Will we be okay with a girl?’”

According to the departure and arrival statistics of Japan’s



Ministry of Justice, while fewer than 50,000 women traveled out of Japan in 1964 when outbound travel was deregulated, this figure grew to more than 300,000

in 1972, an increase of more than six times in eight years, which illustrates the transformation of the market.

Male/Female Ratio Shifts from 7:3 to 5:5

“We thought that there might be things that female customers wouldn’t want to discuss with a male tour conductor if they had a problem during the trip. The job of tour conductor may have remained mainly male if we hadn’t offered package tours to the general public,” says Kato. The male/female ratio was 71:29 in 1964, but in 2012, it had shifted to 54:46.

“Nowadays, mature women are traveling overseas in numbers approaching those of young women, and it probably can be said that female tour conductors who appeared in the 1970s formed the foundation that made that possible,” continues Kato. “Single destination tours have become mainstream, and the number of tours with no tour conductor has increased; however, on trips to destinations like Europe, etc., the role played by female tour conductors continues to be significant, and their contribution to popularization of outbound travel is palpable.”

Meanwhile, with the changes in the environment of the travel industry and the outbound travel market, the position and functions of the tour conductors on tours have entered a new phase.

“In the early days, tour conductors were allowed a large amount of discretion, including the ability to make changes in the itinerary, and they could act flexibly in order to please customers. However, nowadays with all the restrictive rules, they can’t do that anymore,” explains Yamanoi.

Yamanoi’s view is that “the travel industry is an industry selling excitement,” and she hopes that in the future, “travel agencies will reconsider their setup so that tour conductors can make freer use of their abilities.”

Year-End/New Year Becomes an Established Season for Outbound Trips

In 1975, the trend in the number of outbound travelers remained robust, increasing by 5.6% year on year to 2,466,326, while the number of domestic travelers was in a slump. Particularly during the year-end of 1975 and the beginning of 1976, the number of outbound travelers displayed double-digit growth year on year.

The White Paper on Tourism at that time analyzed this increase as being the result of the establishment, in the minds of ordinary people, of the New Year vacation period as a time for outbound trips. According to the White Paper on Tourism, more than 100,000 Japanese travelers departed from Tokyo International Airport (Haneda) during December 26, 1975, to January 4, 1976, representing a 14% increase year on year. The average number of travelers departing per day during this year-end/New Year period increased by more than 50% compared to the annual daily average and was close to the average in August, the peak season for outbound travel.

As noted in the White Paper on Tourism, this numerical trend indicates that the New Year vacation period had become established as a season for outbound trips. Moreover, the percentage of repeaters among total number of tourists traveling overseas had been in a gradual uptrend ever since 1970 when multi-use passports started to be issued, and in 1975, the percentage of repeaters surpassed 40%, thereby contributing to the increase in the number of outbound travelers.

Aiming to Expand Domestic Overnight Trips Targeted at Young People; Launch of “Play Everywhere in Japan!” Campaign

In continuation from last fiscal year’s “One More Night, One More Trip” campaign, this year JATA is launching the “Play Everywhere in Japan!” campaign targeted at young people. We asked Katsuhisa Yoshikawa, chairperson of JATA’s Domestic Travel Promotion Committee, about this campaign which aims to expand domestic overnight trips.

Promoting a Movement to Create Demand for Domestic Overnight Trips

---What is the aim of the “Play Everywhere in Japan!” campaign that started this fiscal year?



Katsuhisa Yoshikawa

Yoshikawa: Consistent with the previous “One More Night, One More Trip” campaign, we aim to stimulate demand for domestic overnight trips. However, in this campaign, we are replacing “travel” with “play” and making the basic concept “enjoy domestic overnight trips!” To boost the figures for domestic overnight trips, we

are promoting a movement to create nationwide excitement targeted at the customer segment that does not travel or that has a weak interest in traveling, mainly focusing on young people. To exaggerate slightly, travel is a part of the life pattern of the mature segment, such that for some people, their lives revolve around going on trips, whereas the lives of the young segment revolve around their computers and mobile devices, and they don’t go on real trips. We developed the “Play Everywhere in Japan!” campaign in an effort to ignite a movement that would make them notice the good things about traveling and make them want to actually travel. On the campaign website, we’ve posted volume 1 of a video by the group WORLD ORDER produced in cooperation with Ishikawa Prefecture, a destination whose time has come given the scheduled opening of the Hokuriku Shinkansen extension in March next year. Volume 2 will be uploaded in July and volume 3 in October. As part of the opening of the campaign, we are holding a video and photo submission campaign called “Get into the Character of WORLD ORDER.” In calling for submission of photos and videos from around Japan that imitate the group WORLD ORDER and presenting them on Facebook and YouTube, the aim is to uncover new tourism resources and attract new customers by featuring attractive areas around Japan. Moreover, in “Play Everywhere in Regional Points of Interest!,” young staff members from member companies of the Domestic Travel Promotion Committee will upload information on special regional spots, as seen from the eyes of a pro, on JATA’s official Facebook page every month. The featured regions will be as follow. April: Kanto (Tokyo and surrounding region), May: Metropolitan Tokyo, June: Shikoku Island, Chugoku (southwestern Honshu) and Tohoku (northeastern Honshu), July: Hokkaido,

August: Chubu (central Honshu), September: Kanto, October: Okinawa, November: Kansai (Kyoto, Nara, and Osaka region), December: Okinawa, January: Tohoku and Kanto, February: Hokkaido and Kansai, March: Chubu and Kyushu Island. Campaign posters will also be displayed in the storefronts of JATA member companies, etc.

After Ascertaining the Results, Onward to the Next Stage

---Please tell us about the future deployment of the “Play Everywhere in Japan!” campaign.

Yoshikawa: Two weeks after we released volume 1 of the WORLD ORDER video on You Tube, we had over 30,000 views. Truly, the video is spreading with terrific speed among the young segment whose computers and mobile devices are like a part of their bodies. Given that it is likely to spread by word-of-mouth through social networking services (SNS), etc., how can we get young people with little interest in traveling to go on trips? To what extent can each JATA-member travel agency actually awaken demand among the young segment? All JATA can do as an industry body is to create an atmosphere to boost interest in travel among young people, and it is up to each travel agency to see how much actual demand it can harness from young people who have become interested. I would like for all travel agencies to ride the wave of this campaign and to fully utilize their planning and sales capabilities, whether through product planning, group trips, or Web products. I think that we are off to a very good start in creating a movement using computers and mobile devices, so I expect each company to make further efforts. How can each company bring in good material and good ingredients — specific plus-alpha factors like I referred to above — so that it leads to results no matter what the environment surrounding the travel market is like? I think the role of JATA as an industry body is to think about how to deploy campaigns next year and beyond while at the same time ascertaining the results of the campaigns.

---What is the specific image of the campaign?

Yoshikawa: For the first fiscal year, on the assumption that traveler trends will change significantly when the extension of the Hokuriku Shinkansen to Kanazawa opens in 2015, we chose Ishikawa Prefecture as the stage for WORLD ORDER to perform. In subsequent years, so that the entire industry can help boost tourist spots as one of our major initiatives and to communicate the fun of travel to travelers, we want to produce WORLD ORDER videos in tourist spots all around Japan with the participation of officials and local people in the campaign. Support of redevelopment in northeastern Japan is a particularly important theme for JATA, and so through videos made in northeastern Japan, we want to show the rest of Japan and the world the vigor of that region.