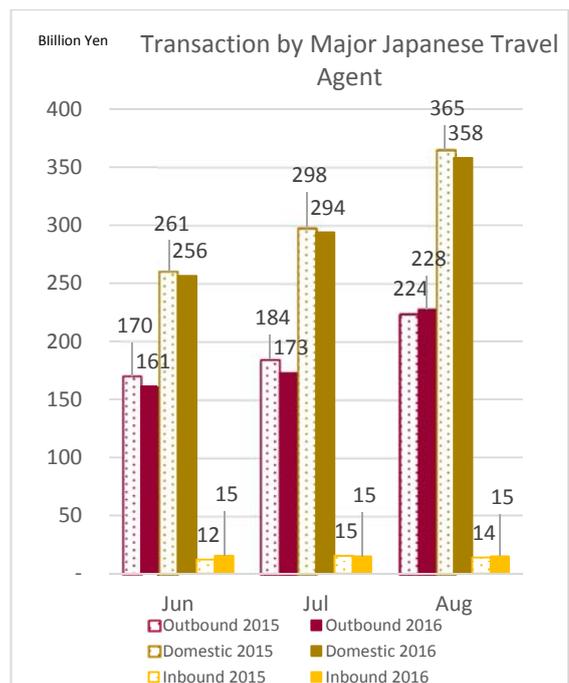
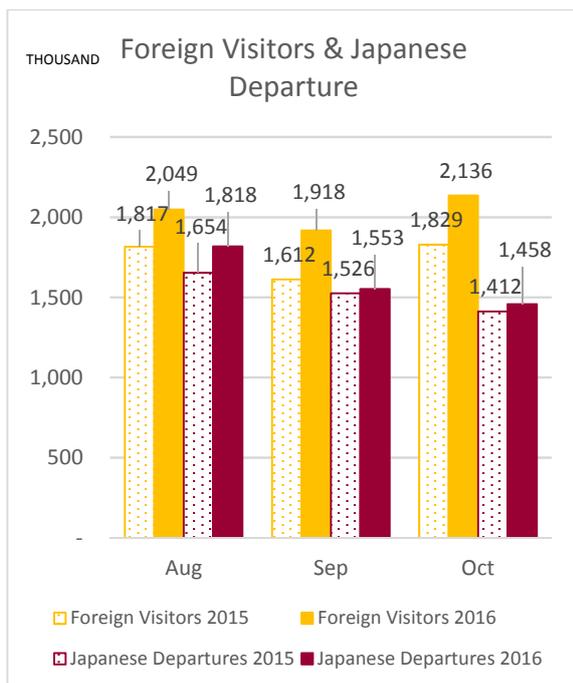


Japan Travel Market & JATA Activity Update

Bimonthly Report, September-October 2016 Issue

1. DATA



Foreign Visitors & Japanese Departure

Compared to the same month last year, the number of inbound visitors grew by 12.7% up to 2.049 million in August, surpassing the 2-million mark for a second consecutive month. In September, 19.0% or 1.918 million foreigners visited Japan and 16.8% more (2.136 million) in October, with each of the three months showing the highest ever numbers on year-on-year basis. The number of arrivals in October was the second highest ever, following that of July (2.297 million) this year.

From January to October this year, 20.113 million foreigners (23.3% over the previous year) visited Japan and the number exceed the 20-million mark for the first time ever.

The number of Japanese overseas travelers increased by 10.0% (up to 1.818 million) in August, 1.8% (up to 1.553 million) in September and 3.2% (up to 1.458 million) in October, maintaining a positive growth trend over the previous year for 5 consecutive months. The total number for January – October was 14.177 million or 4.8% more than that of the same period of 2015.

Transaction by Major Japanese Travel Agent

Compared to the same period in 2015, overseas travel decreased by 5.1% in June and 6.0% in July but grew by 1.8% in August. Foreign visitors to Japan increased by 26.7% in June, decreased by 2.9% in July and grew by 7.2% in August. Domestic travel was down in each of the three months, showing a decrease of 1.7% in June, 1.3% in July and 1.9% in August.

2. MARKET TRENDS & TOPICS

Outbound

Market

As a whole, major travel agencies handled fewer tours in this fiscal period year-on-year basis. The number of realized tours was 5.1% smaller in June, 6.0% smaller in July but increased by 1.8% in August.

Among other factors, the political instability abroad led to a decrease in travel demand with Europe leading the parade. In addition to Olympic-connected tours, August saw a strong demand for tours to Asian and North American destinations.

Inbound

Market

Major travel agencies recorded an increased volume of handled tours. In June, demand was up by 26.7% and 7.2% in August, while it decreased by 2.9% in July year-on-year basis.

Despite the strong demand from East Asia, Vietnam, the Philippines, Indonesia, and other source markets in South-East Asia, the volume of handled tours was smaller than last year due to the 23rd World Scout Jamboree which was held in Kirara City in Yamagata Prefecture in July. The arrivals from North America in August were strong.

Domestic

Market

The number of tours handled by major travel agencies was smaller than the same period last year. The agencies saw a 1.7% decrease in June, a 1.3% decrease in July and 1.9% in August.

In June, while Tohoku and some other regions enjoyed strong demand, demand for Kumamoto was weaker than the same period a year before due to the impact of the earthquake there earlier this year. In July, despite the Kyushu Recovery Campaign (Kyushu Travel Coupons guaranteeing discounts to all tourists who book their tours to Kyushu with a travel agency) the demand fell short of that of July 2015. In August, typhoons influenced negatively domestic travel but Kyushu got on the recovery track thanks to the positive impact of the Kyushu Recovery Campaign.

JATA Activity



The Japan Association of Travel Agents initiated the “Enjoy Japan to the Full!” campaign on April 1, 2014, promoting the increase of domestic overnights. The first commercial, run from the beginning of the campaign, featured popular artists WORLD ORDER and was produced in Hokuriku, which at the time had attracted attention with the extension of the Hokuriku Shinkansen tracks. In April 2015, JATA released a promotional video shot in Kyushu, which had garnered popularity as a destination for inbound travelers. The second video for the year was released in July the same year, and again, introduced the

Tohoku region.

In fiscal year 2016, the campaign is scheduled to introduce Fukushima with a promotional video of WORLD ORDER titled “Miwa’s Tour Diary” released in April.



<http://asobitsukuse.jp/>

3. HOT NEWS

JATA Tourism EXPO Japan 2016 September 22 – 25, 2016 @ Tokyo Big Sight



The Asia’s largest and one of the world’s most substantial travel and tourism trade events, Tourism EXPO Japan 2016, was held over four days in Tokyo by the Japan Association of Travel Agents (JATA) and the Japan Travel and Tourism Association (JTTA). In its third year, the annual JATA Tourism EXPO Japan was accommodated by Japan’s best known convention center, Tokyo Big Sight, located in Odaiba, the bay area of the capital which entices with its strikingly modern yet understated elegance.

“Be part of the World. Travel.” was chosen as the theme of this year’s EXPO as the organizers tried to convey both the existing popular mood and the expectations of the travel and tourism industry.

The exhibitors from 140 countries and 47 Japanese prefectures and regions showcased the potential of their destinations and products in 1,662 exhibition stands, held meetings with potential business partners and, at the same time, turned the six exhibition halls into a vivid array of mini events such as national dance and music performances, wine tastings, talk shows, tattoo painting, and virtual and real-time experiences. The venue was overflowing with travel-lovers accompanied by their children, relatives and friends as the exhibitors were ready with something to see or experience for everyone who was there.

In its third year under this name, Tourism EXPO Japan turned into another success, with 185,800 people from the travel trade and general public visiting the event at Tokyo Big Sight over the four days from Sep 22 to Sep 25.

Opening Ceremony and the Global Tourism Forum



Despite the thick clouds and the morning rain which did their best to make the first day of the EXPO look gray and bleak, more than 700 guests gathered for the Opening Ceremony and the Global Tourism Forum at BelleSalle in Nihonbashi in central Tokyo. In his opening speech, JATA Chairman Mr. Hiromi Tagawa noted that through the years, Tourism EXPO Japan has grown to become one of the most comprehensive travel trade events in the world, promoting inbound, outbound and domestic travel on B to B to C basis. With the Tokyo Olympics and Paralympics four years ahead, Japan is committed to developing further travel and will pursue a

leading position in the field of international travel and tourism. Through stronger cooperation between government and travel sectors, Japan will work to further expand travel exchange in Asia and strengthen the role of DMOs in order to promote the appeal of local areas as travel destinations. Following, Mr. Keiichi Ishii, Minister of Land, Infrastructure, Transport and Tourism congratulated the guests and organizers, while making references to the tremendous growth of inbound tourism to Japan and the new objectives of the government. Thirty-two ministers, vice ministers and government officials from all over the world got on stage for the tape-cutting ceremony, an indispensable part of any grand opening in Japan.

Following, Dr. Taleb Rifai, Secretary General of UNWTO highlighted “Tourism for All,” the theme of World Tourism Day 2016. In his keynote speech, Dr. Rifai emphasized that every person in the world has the right to access leisure and tourism services on an equal basis and that reaching universal accessibility is a shared responsibility of all parties involved in the tourism value chain, as well as a business opportunity for companies and destinations. Mr. David Scowcill, President & CEO of WTTC, talked about the economic impact of tourism, saying that the travel and tourism sector now supports 284 million people in employment or 1 in 11 jobs on the planet. International tourist arrivals have surged, and visitor spending more than matched that growth. Visitors from emerging economies now represent almost half of the global international arrivals, proving the growth and increased opportunities for travel from those in these new markets. While the sector faces challenges every year, travel and tourism

expansion is forecast to continue at a strong rate with new destinations and opportunities continuing to emerge as tourism becomes increasingly affordable across the developing world. This growth will require countries to adopt a concerted and coordinated approach to talent planning and development between their industry, governments and educational institutions to ensure that they fulfil their potential in the years ahead and contribute to sustainability of resources, communities and the environment. The keynote speeches were followed by a panel discussion moderated by Mr. Yoshiaki Hongo, Specially-appointed Professor, Tokyo Metropolitan University and Tokyo Institute of Technology. Mr. Vijay Poonosamy, Ethihad Vice President and Mr. Christian Mantei, General Manager of Atout France, joined Dr. Rifai, Mr. Scowcill and Mr. Tagawa for the discussion to share views on the latest challenges which the industry faces.

Japan Tourism Award

The first-day program of Tourism EXPO Japan 2016 continued with the Japan Tourism Award Presentation Ceremony. Organizations and private companies in the travel and tourism industry were commended for their contribution to the development of the industry. The audiences applauded KNT-CT Holdings, the winner of the second Japan Tourism Award for Responsible Tourism, recognizing the company's commitment to universal tourism. As the saying goes, if something happens once, it may never happen again. If it happens twice, it becomes a tradition. The Second Japan Tourism Award for Responsible Tourism, which was presented by UNWTO Secretary General Dr. Taleb Rifai, recognized the efforts of KNT-CT Holdings and set the company as an example of how a private business organization can use new business opportunities to enhance quality of life and support each and every member of society.

WTTC Networking Reception

More than 250 executives working in the public and private sectors of the travel and tourism industry joined the reception hosted by Mr. David Scowcill, President & CEO of WTTC, and Mr. Hiromi Tagawa, Vice-Chairman of WTTC. The artfully prepared bite food and variety of drinks gradually evolved the mood from business-like to celebratory and the reception ended only to give way to the festivity of JAPAN NIGHT.

Japan Night at Nihonbashi: Traditional Culture Night



Held in Nihonbashi, one of the oldest and most symbolic parts of the Japanese capital, the JAPAN NIGHT was both a celebration of and introduction to the JATA Tourism EXPO Japan 2016. The indoor reception was inaugurated by Mr. Yamaguchi, Chairman of the Japan Travel and Tourism Association, Mr. Akihiko Tamura, Commissioner of Japan Tourism Agency, and Mr. Yoshihide Suga, Chief Cabinet Secretary. As no official function in Japan goes without a barrel-breaking ceremony, state ministers and industry leaders got on stage again to break the sizeable sake barrels and enjoy a sip of the delicious drink while still on stage! The attendants were entertained by the modern dance band World Order, shamisen musicians and kabuki actors, followed by a captivating fusion of animation and live-dance

musical fantasy and a presentation of internationally designed kimonos.



As the day progressed, even the weather became more cooperative. In the late afternoon, the rain went away and the streets around Nihonbashi became live with Japanese traditional performances and festive activities. As part of the multi-cultural program, local residents and tourists alike enjoyed the traditional firefighting techniques of the Edo period, paper lantern performances of the Akita Kanto Festival, Japanese Taiko, and an appearance of the carved floats of the world heritage candidate Kanuma Fall Festival of Saitama Prefecture. The sound of Japanese music and a rhythm set by Brazilian drums could be heard from far away, attracting a great number of viewers and turning the event into a celebration which only a few expected but many seemed to enjoy.

An event for all and everyone, state ministers and ordinary citizens alike, JAPAN NIGHT left behind no one of the 15,200 people willing to

be part of it.

The Asian Tourism Leaders' Forum

With the Tokyo Olympics and Paralympics four years ahead, the second Asian Tourism Leaders' Forum focused on the MICE and Sports, noting that MICE and sports are interconnected and are one of the best tools for sustainable tourism growth. Recognizing the fact that travel and tourism have an enormous impact on today's global economy, participants shared best practices, looked for insights and references for future development. The Forum highlighted the fact that the time has come when both governments and the industry are required to prepare strategic plans together with a long-term vision if MICE and sports events are to be successful. MICE and sports have an enormous impact on the tourism value chain in the host destinations but the stake holders also need to approach MICE from customers' point of view as it will help understand how to further develop the MICE and sports travel business. The UNWTO Regional Support Office for Asia and the Pacific, the Japan Association of Travel Agents and the Pacific Asia Travel Association identified "Sustainable Tourism Development ~ Asia leads the world" as the theme for the next three years and the participants in the forum commonly agreed and signed the "Asian Tourism Leaders' Forum Tokyo Declaration 2016."

Visit Japan Travel & MICE Mart (VJTMM)

The Visit Japan Travel & MICE Mart was inaugurated on September 21. Together with Tourism EXPO Japan, the VJTMM set the beginning of the Japan Travel Month, supported by the Japan Agency for Cultural Affairs, the Japan Sports Agency and the Japan Tourism Agency. During the three days of VJTMM, 450 Japanese suppliers and 364 overseas buyers from 28 countries met at Tokyo Big Sight to discuss new opportunities and expand their business network. As the number of international visitors has continued to grow fast and in an effort to support the

recovery of the earthquake-hit Tohoku and Kyushu regions, the organizers and Japanese sellers offered products featuring local areas with a strong presence from the two regions which are recovering from natural disasters.

Business Meeting and Tourism Professional Seminars

This year again, the Business Meeting was organized as a venue for overseas suppliers and Japanese buyers (travel agencies) to find new partners and look for future business opportunities while the more than 30 business professional seminars provided latest information on tourist attractions and updates on the trends of the Japanese outbound and inbound travel trends.

Tourism EXPO Japan General Public Days Sep 24 – 25

With the advent of many Asian source markets, Japan has had to relinquish its place as a leading source market in the region. Despite the fact though, JATA Tourism EXPO Japan has been gaining popularity over the years and this year again, the exhibitors welcomed a record number of visitors during the two general public days. It is only fair to say that this success is largely due to the efforts of the exhibitors themselves who organized talk shows, life performances, seminars, quiz games, stamp rallies, games, tattooing sessions, wine tastings, and many other mini events for the visitors to enjoy. Theme areas such as Europe Square, Central Asia, and Black Sea Area added interest to the exhibition by promoting the great potential for further growth of the countries in the areas while Meet the World introduced destinations which are still little known as such in Japan and Asia. Traditional and modern stage performances from all five continents jazzed up the exhibition by adding rhythm, color, sparkle and emotion. As the stand exhibits and the stage performances provided food for the eyes and ears, the World Food Court, G-G Grand Prix Gourmet EXPO 2016 & World Gourmet Street, the Donburi (Rice ball) Contest catered to the culinary sense of the visitors, exhibitors and organizers alike. In addition to the popular main dishes, drinks and appetizers for all ages were on offer, adding to the excitement and festive atmosphere of the event. Travel IS a comprehensive experience, which engages all five senses, helps people learn and better understand the world around them. Travel gives food to the eyes and the soul and JATA Tourism EXPO Japan 2016 conveyed the message to everybody who was there. The Japan Association of Travel Agents will continue to work for the advancement of the travel and tourism industry and through finding new business opportunities, make contributions to the well-being of the society as a whole and local communities in Japan, in Asia and in the world.

Conveying the Success of the Fast-Growing Tourism in Asia to the World

UNWTO, PATA and JATA Sign the “Tokyo Declaration 2016”

Discussions on the theme “MICE and Sports”

The Asian Tourism Leaders’ Forum was held on September 23rd, the second day of JATA Tourism EXPO Japan 2016.

Taking into account the rapid growth of international travel in Asia, the forum established “Sustainable Tourism



Development ~ Asia leads the world” as the theme for the next three years while this year’s discussions were conducted under the theme “MICE and SPORTS.”

Mr. Tagawa, Chairman of the Tourism EXPO Japan Organizing Committee, emphasized that in order to ensure sustainable development of the rapidly growing Asian tourism, the world and Japan need to employ and, more importantly, convey their combined experience and knowhow.

The speakers, representing key figures in the travel industry, the academic world and government agencies shared their views and experience and made a statement of commitment, Tokyo Declaration 2016, to the future of sustainable tourism in Asia through communicating information and knowledge about sustainable development of tourism. The statement reveals the shared agreement that MICE and sports tourism contributes to the sustainable development of tourism destinations and that they should become the engine of further tourism growth in Japan.

MoU signed by Tourism Australia and JATA Working together towards a common goal in 2020



The Japan Association of Travel Agents (JATA) and Tourism Australia (TA) signed a Memorandum of Understanding for “Australia 2020 Project” in Tokyo on September 21st.

JATA and TA set detailed goals for the period up to 2020 and agreed to work together in the fields of sales promotion, BtoB promotion, tourism marketing, education, and destination development.

Mr. Hiromi Tagawa, Chairman of JATA, signed the memorandum on behalf of the association and said that in order to continue to expand the market, travel agencies should go beyond the realization of “just travel” but create opportunities for cultural exchange and new experiences. “We should offer tour products which convey the attractiveness of Australia, which previous products have failed to show.” Further, Mr. Tagawa hinted that developing agricultural experience tours to Australia, for example, could be conducive to the revitalization of local communities in Japan as well. Mr. Tony House of Tourism Australia affirmed the importance of Japan as a source market and said that developing tours for the Japanese travelers is a major challenge as TA and the industry have to respond to changing customer needs by creating tours which will motivate Japanese travelers to choose Australia as their next destination.

Successful first European Tourism Media Workshop at EU Delegation in Tokyo



On October 18th, 2016, the first “European Tourism Media Workshop” took place at the premises of the Delegation of the European Union to Japan. 16 European countries (12 national tourist offices and 4 embassies) participated as exhibitors in this event. For the first time, European countries organized a joint tourism promotion event focusing on Japanese media. In total, 64 editors and journalists from newspapers, magazines, TV production companies and individual bloggers attended the workshop and actively contacted the exhibitors in order to discuss ways of future cooperation for promoting Europe as a

travel destination to Japanese customers.

Mr. Francesco Fini, Deputy Head of the EU Delegation to Japan, opened the event with an encouraging speech, stating that “tourism is being regarded as a very important economic sector, which not only leads to economic development and create solid employment, but also contributes to the unity of societies”. In the following presentation by freelance TV announcer and travel journalist Ms. Hiromi Yokoi, media promotion strategies and upcoming touristic highlights of the 16 European countries were exemplified. During the workshop, intensive one on one communication between exhibitors and media representatives was made. The huge interest of the media representatives was underlined by the fact that the event had to be extended after the scheduled closing time.

The goal of this joint European activity is to focus the interest of Japanese media on Europe as a highly interesting and richly varied travel destination for Japanese travelers, to give a boost to the image of European countries and their cultural and touristic highlights, and to regain confidence among Japanese consumers in order to create a positive trend in tourism towards Europe.

The following European countries participated in the joint media event:

Austria, Czech Republic, Flanders-Brussels, Finland, France, Germany, Greece, Hungary, Italy, Latvia, Luxemburg, Netherlands, Rumania, Slovenia, Spain, Sweden

4. AROUND THE WORLD

The following is a list of courtesy calls to JATA from September to October 2016.

Mr. Rick Hamilton, Executive Director, Tourism Queensland, Australia, visited Mr. Tadashi Shimura, President of JATA, on September 16th, Friday

http://www.jata-net.or.jp/about/jata/visit/2016/160916_australia.html#australia

Zen-Nittu Kasumigaseki Bldg., 3-3 Kasumigaseki 3-chome, Chiyoda-ku, Tokyo 100-0013, Japan
PHONE:[+81] 3 3592 1244 FAX[+81] 3 3592 1268 URL <http://www.jata-net.or.jp>

Mr. Ohn Maung, Union Minister, Ministry of Hotels & Tourism of the Republic of the Union of Myanmar, visited Mr. Hiromi Tagawa, Chairman of JATA, on September 23rd, Friday

http://www.jata-net.or.jp/about/jata/visit/2016/160923_myanmar.html#myanmar

Assoc. Prof. Huseyin Yayman, Vice Minister of Tourism, Turkey, visited Mr. Kikuma, Vice-Chairman of JATA, on September 23rd, Friday

http://www.jata-net.or.jp/about/jata/visit/2016/160923_turkey.html#turkey

Mr. Anthony Lau, Executive Director, Hong Kong Tourism Board, and Mr. Choi Pat Tai, Permanent Honorable Chairman, Hong Kong Japanese Tour Operators Association, visited Mr. Jungo Kikuma, Vice-Chairman of JATA, on September 23rd, Friday

http://www.jata-net.or.jp/about/jata/visit/2016/160923_hongkong.html#hongkong

Mr. Enrique de la Madrid Cordero, Minister of Tourism of Mexico, met with Mr. Hiromi Tagawa, Chairman of JATA, on September 23rd, Friday

http://www.jata-net.or.jp/about/jata/visit/2016/160923_mexico.html#mexico

Mr. Enrique de la Madrid Cordero, Minister of Tourism of Mexico, met with Mr. Hiromi Tagawa, Chairman of JATA, on September 23rd, Friday

http://www.jata-net.or.jp/about/jata/visit/2016/160923_mexico.html#mexico

Mr. Tom Norwalk, President & CEO of Visit Seattle, USA, visited Mr. Tagawa, Chairman of JATA, on September 23rd, Friday

http://www.jata-net.or.jp/about/jata/visit/2016/160923_usa.html#usa

Mr. George Minas, Tourism Officer, Cyprus Tourism Organization, Marketing Department, visited Mr. Tadashi Shimura, President of JATA, on September 24th, Saturday

http://www.jata-net.or.jp/about/jata/visit/2016/160924_cyprus.html#cyprus

Mr. Jang Jiyun, Regional Director of Korea MICE Association, and Mr. Song Ja-jin, Governor of North Jeolla Province, South Korea, visited Mr. Tagawa, Chairman of JATA, on September 24th, Saturday

http://www.jata-net.or.jp/about/jata/visit/2016/160924_korea.html#korea

Ms. Marcela Bacigalupo, Minister of Tourism of Paraguay, visited Mr. Tagawa, Chairman of JATA, on September 24th, Saturday

http://www.jata-net.or.jp/about/jata/visit/2016/160924_paraguay.html#paraguay

Zen-Nittu Kasumigaseki Bldg., 3-3 Kasumigaseki 3-chome, Chiyoda-ku, Tokyo 100-0013, Japan
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Mr. Mr. Feng Litao, Deputy Director General, Marketing and International Cooperation Department, China National Tourism Administration, visited Mr. Tagawa, Chairman of JATA, on September 24th, Saturday

http://www.jata-net.or.jp/about/jata/visit/2016/160924_china.html#china

Mr. I Gde Pitana, Deputy Minister, Ministry of Tourism, Indonesia, visited Mr. Tagawa on September 24th, Saturday

http://www.jata-net.or.jp/about/jata/visit/2016/160924_indonesia.html#indonesia

Mr. Ion Paduraru, Secretary General of the Administration of the President of the Republic of Moldova, visited Mr. Tadashi Shimura, President of JATA, on September 24th, Saturday

http://www.jata-net.or.jp/about/jata/visit/2016/160924_moldova.html#moldova

Mr. Jim Jones, Managing Director, North Wales Tourism, Great Britain, met with Mr. Jungo Kikuma, Vice Chairman of JATA, on September 24th, Saturday

http://www.jata-net.or.jp/about/jata/visit/2016/160924_uk.html#uk

Mr. Haris Mohamed, Executive Director of the Maldives Marketing & Public Relations Corporation, visited Mr. Shimura, President of JATA, on September 24th, Saturday

http://www.jata-net.or.jp/about/jata/visit/2016/160924_maldives.html#maldives

Mr. Muhammad Faruk Khan, MP, Chairman of Parliamentary Standing Committee on Civil Aviation and Tourism of Bangladesh, visited Mr. Tagawa, Chairman of JATA, on September 25th, Sunday

http://www.jata-net.or.jp/about/jata/visit/2016/160925_bangladesh.html#bangladesh

Mr. Saly Phimphith, Director, Tourism Marketing Department, Ministry Of Information, Culture and Tourism, Laos, paid a visit to Mr. Tagawa, Chairman of JATA, on September 25th, Sunday

http://www.jata-net.or.jp/about/jata/visit/2016/160925_laos.html#laos

Mr. Wayne Liu, PhD, Deputy Director General, Taiwan Tourism Organization, visited Mr. Tagawa, Chairman of JATA, on September 25th, Sunday

http://www.jata-net.or.jp/about/jata/visit/2016/160925_taiwan.html#taiwan

Mr. Colin Fox, Chairman of the Lake District-Japan Forum visited Mr. Tadashi Shimura, President of JATA, on October 6th, Thursday

http://www.jata-net.or.jp/about/jata/visit/2016/161006_uk.html#uk

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H. E. Mr. Geert Bourgeois, Minister-President of the Government of Flanders, Belgium, and Mr. Peter De Wilde, CEO VISITFLANDERS and President of the European Travel Commission visited Mr. Hiromi Tagawa, Chairman of JATA, on October 13th, Thursday

http://www.jata-net.or.jp/about/jata/visit/2016/161013_belgium.html#belgium

Mr. Mukhtar Babayev MP, Head of Azerbaijan-Japan Inter-parliamentary Friendship Group, Visited Mr. Tadashi Shimura, President of JATA, on October 18th, Tuesday

http://www.jata-net.or.jp/about/jata/visit/2016/161018_azerbaijan.html#azerbaijan

Mr. Tahirou Barry, Minister of Culture, Art and Tourism of Burkina Faso, visited the Head Quarters of JATA on October 19th, Wednesday

http://www.jata-net.or.jp/about/jata/visit/2016/161019_burkinafaso.html#burkinafaso

Mr. Anko Van Der Werff, Chief Revenue Officer, Grupo Aeromexico, visited the Head Quarters of JATA on October 20th, Thursday

http://www.jata-net.or.jp/about/jata/visit/2016/161020_mexico.html#mexico

H.E. Ms. Wanda Corazon Tulfo Teo, Minister of Tourism of the Philippines, visited Mr. Hiromi Tagawa, Chairman of JATA, on October 26th, Wednesday

http://www.jata-net.or.jp/about/jata/visit/2016/161026_philippines.html#philippines