

# *JATA International Newsletter*

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 Japan Association of Travel Agents

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May 22<sup>nd</sup>, 2017

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## *Chairman Tagawa's Hitorigoto*

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"Hitorigoto" in Japanese means "murmuring to oneself." We have launched this section hoping that it will give some insights into what one of the leaders of the Japanese tourism industry has on his mind (Disclaimer: Although Mr. Tagawa is one of the most active members of the Japanese travel industry, this section might present thoughts on things which are not closely related to his work.)



The expectations of the positive impact of the fast-growing tourism in Asia were high at the WTTC Global Summit 2017 held in Bangkok. Indeed, the rapid expansion of travel has necessitated changes including development of infrastructure. It is important that we understand the value of this growth and the opportunities it presents. Our commitment will help create an environment for safe travel, maintain peace, and eradicate poverty. As tourism grows, it creates jobs and an environment in which local communities can prosper.

During the past several years, JATA recognized the power of travel and committed to popularizing it. Culture, health, mutual exchange & understanding, economic growth, education – tourism influences each and every one of these and contributes to the realization of safe and peaceful society, better personal realization and satisfaction through more employment opportunities, education, deeper understanding of other cultures and alleviation of poverty.

For many years, Europe and the Americas were the leading source markets and destinations. Yet, we have come to the point when ASEAN region has grown to be the new source market and destination of international tourism. The onus is on us to ensure that the power of tourism is realized properly. We all need to dedicate our efforts and make sure that this power is used to better the social and economic environment.

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*σ Japan Travel Market Trends ρ*

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## Golden Week 2017 saw an increase in overseas travelers to multiple destinations

The Golden Week this year (April 29<sup>th</sup> – May 7<sup>th</sup>) solidified the recovery trend of the Japanese overseas travel. According to the data released by the two major Japanese carriers Japan Airlines (JAL) and All Nippon Airways, overseas travel during the Golden Week grew to almost all destinations serviced by direct flights from Japan.

ANA carried 8.2% more overseas visitors over the previous year. On year-on-year basis, passengers to Europe increased by 22.9%, passengers to Asia & Oceania by 11.6%, and to North America by 7.3%. Honolulu saw 7.1% more ANA passengers while those traveling to China decreased by 1%.

JAL carried 2.6% more passengers to the American continents, 11.8% more to Europe, 12.6% more to South Korea and 10.9% more to Guam.

Low cost carriers also saw an increase in their occupancy rates during the Golden Week. Jet Star Japan carried 11.8% and Vanilla Air 2.2% more passengers overseas compared to the same period of 2016.

(Data source: Wing Travel Daily <http://jwing.net/t-daily/t-pdf/2017/1705/0509lkCv/rt.pdf>)

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σ *JATA's New Initiative* ρ

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### *Japan Outbound Tourism Council*



Japan Outbound Tourism Council (JOTC) elected the chairmen of the seven working committees which will work under it. The committees are Europe, Middle East, North, Central and South America, Asia, Oceania & the Pacific, and Marketing. Each committee set their overseas visitors goals and discussed the roadmap for achieving the 20-million overseas travelers goal for 2017 - 2020.

Mr. Jungo Kikuma, Chairman of JOTC noted that “during the first quarter of 2017, Japanese overseas travel grew by 8.9%” and added “we should speed up this growth trend by implementing the council’s action plan”

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σ *Latest Happenings & Events* ρ

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### *JATA's Office of International Tourism has a new blog*



The new blog was set up in February with the goal to provide information and comments on market trends and initiatives of JATA and its partners. New posts will appear once a week. We will be glad to respond to requests regarding specifics of the Japanese market, Japanese

travelers and comments about the industry.

URL: <https://officeinternationaltourism.wordpress.com/>

### *WTTC Global Summit in Bangkok*



The World Travel and Tourism Council Global Summit 2017 was held in Bangkok, Thailand, from April 24<sup>th</sup> to 27<sup>th</sup>. Hosted by the Tourism Authority Thailand (TAT), the summit gathered over 1,000 public and private sector leaders from the travel and tourism industry.

Mr. Tagawa Chairman of JATA and Vice-Chairman of WTTC attended the summit along with other participants who included government ministers, the Secretary General of the World Tourism Organization, industry CEOs, and internationally recognized thought leaders in the fields of conservation, security, finance, and technology. As the flagship private sector event under the UN Year of Sustainable Tourism for Development, the Summit centered on the theme of 'Transforming Our World' and how Travel & Tourism can maximize its contribution to sustainable development.



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*News from the Industry*

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### *Turkish Airlines media meeting in Tokyo*



Turkish Airlines in Tokyo held a Media Round Table and Balkans Workshop on April 4<sup>th</sup> at the Shangri-la Hotel. Embassies and tourism offices of Balkan destinations which Turkish Airlines flies to were invited to take part in the event which

was part of Turkish Airlines' beyond Istanbul promotion.

### *29<sup>th</sup> Meeting of the UNWTO Commission for East Asia and the Pacific*



The General Director of the JATA Office of International Tourism, Mr. Hiroshi Sawabe, took part in the 29th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia (29th CAP-CSA) & UNWTO Regional Forum on Crisis Communication was held in Bangladesh on 15-17 May, 2017.



The 29th CAP-CSA Joint meeting which is UNWTO's principal annual event in the Asia-Pacific region was attended by participants from UNWTO Member States, UNWTO Affiliate Members and international and regional organizations. Key topics discussed this year included:

- UNWTO's Program of Work for the Region
- Tourism and Ethics
- International Year of Sustainable Tourism for Development 2017
- Tourism Crisis Communication
- Other statutory issues related to the UNWTO Asia-Pacific Member States

Mr. Sawabe, as a panelist in the Regional Forum, presented the experience of JATA in Crisis Management.



### *Tellmeclub's bankruptcy and JATA's response to the crisis*



Tellmeclub, a discount travel agency with branch offices in a number of major cities in

Japan filed for bankruptcy in April, sending ripples across the industry. JATA set up an emergency call center to respond to claims made by customers of Telmeclub. JATA also initiated a job-interview sessions for the college graduates who were to begin their careers at Tellmeclub from April. In support for the graduates 20 member companies of JATA attended the session and after conducting interviews offered job opportunities to the graduates who participated in the session.

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## *JATA General Assembly Meeting*

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JATA will hold its 61<sup>st</sup> Annual General Meeting on June 22<sup>nd</sup>, 2017, in the Marunouchi District of Tokyo. The meeting will be followed by a reception where partners of JATA, travel industry executives, and representatives of national tourism organizations will meet to exchange news and ideas about business at present.

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## **Tourism Expo Japan**

*September 21<sup>st</sup> - September 24<sup>th</sup> 2017 @ Tokyo Big Sight*

σ *Applications for Japan Tourism Awards open till May 31st!* ▻

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With exhibitors from over 140 countries and regions across the world, and over 40,000 industry professionals all gathered in one place, it is the one and only Tourism EXPO Japan 2017!

This year, we've lined up our best business matching program yet!

## *Japan Tourism Awards*

*The winners will be commended on the first day of Tourism EXPO Japan 2017 (September 21st, Thu)*

The awards will be held for the third time this year and will acknowledge contributors to the advancement of the travel industry in Japan and in other parts of the world. Applications will be accepted from public and private sector initiatives, individuals, companies and associations in the three categories. For more information and to



download the application form, please visit

<http://www.t-expo.jp/en/biz/program/award.html>

*Do not miss the chance to promote your business! Apply now for the Japan Tourism Awards and show your achievements to industry professionals from Japan and the world!*

## *Business Program*



- *Enhanced!* Sep 21s: Business meetings by appointment, arranged in advance through our matching system.
- *New!* Sep 22<sup>nd</sup>: Drop-in style business meetings at exhibitors' booths arranged in advance through our matching system.
- *New!* Sep 23<sup>rd</sup> & 24<sup>th</sup>: Business-meeting areas available throughout the duration of the EXPO.

### *In addition*

*Enhanced!* Improved quality of negotiations participants (buyers and sellers)

*Enhanced!* More buyers from the Tokyo Metropolitan Area and local regions

*New!* Buyer attraction and special seminar in association with MICE (tentative)

### *And more*

#### **Networking opportunities!**

Sep 21<sup>st</sup>: Networking presentation of outbound travel professionals – a networking event for travel agencies (buyers) and exhibitors (sellers)

## **The NEWS!**

*The Key Persons List (contact details of the participants in the Business Meeting) will be open by the end of August. If you have registered for the Business Meeting, use the list to set up appointments with All who registered for use by those who register for the Business the*

## *Invitations*

### *To the Official Events of Tourism EXPO Japan 2017*

*The invitations to the official events of Tourism EXPO Japan will be sent to the registered exhibitors in Mid-July. For more information on the event program feel free to contact:*

Tourism EXPO Japan (TEJ) Promotion Office

Tel. +81-3-5510-2004; Email: [event@t-expo.jp](mailto:event@t-expo.jp) URL: [t-expo.jp/en](http://t-expo.jp/en)

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σ Salt & Pepper ρ



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### *Are we still talking about wine?*



On April 12<sup>th</sup>, the Ministry of Foreign Affairs held a Wine Night. The event introduced wines from countries with century-old wine-making traditions. The embassies of Azerbaijan, Georgia, Moldova, and Tunisia supported the event by providing wine for the guests. Among those who attended were ambassadors, politicians, representatives of the diplomatic corps in Tokyo, travel industry professionals and media. Wine has been present in the Japanese market for decades now. Though it had to compete with traditional alcoholic drinks like Japanese sake and shochu, the market has grown steadily and we have come to the point where one can buy wine from almost any part of the world be it online or at off-license shops.

Yet, wine from East European countries and North Africa still has some way to go before it becomes mainstream. For wine lovers, wine is often the first step to getting to know a country. Needless to say, while human ambassadors play a very important role in establishing bilateral relations, wine can be a strong ambassador of the millennium-old traditions, natural beauty and even travel attractions of any given destination. If we go a step further, wine can become a travel attraction by itself. Because, what can be better than sipping the delicious drink while feeling the wind on your skin, savoring local dishes and listening to the stories the locals tell you about their lives, their food and wine?

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*↪ See who visited us in the past two months ↻*

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April 7<sup>th</sup>, 2017 Mr. Igde Pitana, Deputy Minister of Tourism, Republic of Indonesia, visited the Headquarters of JATA

April 7<sup>th</sup>, 2017 Dr. Miklos Sesztak, Minister of State Development of Hungary, visited the Headquarters of JATA

April 10<sup>th</sup>, 2017 Mr. Jung Chang Soo, President of the Korean Tourism Organization, visited Mr. Tagawa, Chairman of JATA

April 11<sup>th</sup>, 2017 Ms. Nanae Singeo, Managing Director of the Palau Visitors Authority, visited Mr. Tadashi Shimura, President of JATA

April 21<sup>st</sup>, 2017 Mr. Tarmo Mutso, Director, Estonian Tourist Board, visited Mr. Tadashi Shimura, President of JATA

May 11<sup>th</sup>, 2017 Mr. Bilal Eksi, CEO of Turkish Airlines, visited Mr. Hiromi Tagawa, Chairman of JATA

May 15<sup>th</sup>, 2017 H. E. Mr. Mr. Mohamed Hussain Shareef, Ambassador of the Republic of Maldives in Tokyo, visited Mr. Tadashi Shimura, President of JATA

May 18<sup>th</sup>, 2017 A South Korean delegation visited Mr. Jungo Kikuma, Vice-Chairman of JATA

May 18<sup>th</sup>, 2017 Mr. Jung Ho Choi, President & CEO of JINAIR, visited the Head Quarters of JATA

For more information about JATA, you are welcome to explore

<http://www.jata-net.or.jp/english/whats/wht12.htm>