

JATA 19-024

March 19, 2020

Proposal to the Government of Japan
By the Japan Association of Travel Agents
regarding the New Coronavirus Pandemic

Based on the current drastic decline* (See Note 1) of travel reservations for March and April, the Japan Association of Travel Agents submitted a proposal to the leading political parties in Japan on March 18th, 2020.

Note 1: The decline comes as a result of the imposed by the government voluntary ban on gatherings and other social activities. The number of bookings has declined by 70% compared to the same period of 2019. The financial loss due to the decline is estimated to reach USD 13.5 billion per month.

Proposed Measures

1. Guarantee long-term support for travel companies to ensure they don't have to resort to layoffs.
2. In collaboration with the travel industry, devise a strategy for minimizing the risk of infection and implement it across the industry. Once the strategy is implemented, lift the voluntary ban on travel and other social events.
3. Do not cancel but postpone school trips. Provide financial support for schools when they incur penalties due to the rescheduling of their trips.
4. In order to assist the recovery of the travel industry from the estimated USD 13.5 billion losses, devise and run a large-scale demand-stimulus campaign which surpasses any previously-run recovery initiatives.
 - ① Dedicate budget to the execution of the campaign;
 - ② In order to facilitate the success of the campaign, create a movement through the nation and encourage the public to use their paid holidays.
5. In order to revive the international travel exchange, Japan should propose global measures (taking body temperature before departure/upon arrival, medical checks at airports, etc.) which should be implemented worldwide and become an international standard.

For further information

Public Relations Office, Japan Association of Travel Agents

Tel: +81-3-3592-1244, Fax: +81-3-3592-1268

Email: press@jata-net.or.jp