Japan Outbound Tourism council

Second Meeting

Outbound Travel Promotion Division
Japan Outbound Tourism Council
Agenda

- Message from Chairman
- Report of Activities
- Reports of Area Teams
- From JOTC Secretariat
- Seminar by MOFA
- Lecture by MLIT
Message from Chairman

Mr. Jungo KIKUMA
Chairman

Japan Outbound Tourism Council
Agenda

- Message from Chairman
- Report of Activities
- Reports of Area Teams
- From Secretariats
- Seminar by MOFA
- Lecture by MLIT
Membership Update
as of Aug 15

JOTC members

- Total: 144
- Travel Agents: 49
- Embassies/Tourism Offices: 45
- Suppliers/Airlines/Organizations: 48
Membership Update
as of Aug 15

Europe Team

- Total 63
- Travel Agents 27
- Embassies/Tourism Offices 20
- Suppliers/Airlines/Organizations 12
Membership Update
as of Aug 15

Middle East & Africa Team

- Total 28
- Travel Agents 13
- Embassies/Tourism Offices 2
- Suppliers/Airlines/Organizations 13
Membership Update
as of Aug 15

North & South America Team

- Total: 67
- Travel Agents: 34
- Embassies/Tourism Offices: 15
- Suppliers/Airlines/Organizations: 15
Membership Update
as of Aug 15

Asia Team

- Total 58
- Travel Agents 29
- Embassies/Tourism Offices 6
- Suppliers/Airlines/Organizations 19
Membership Update
as of Aug 15

Oceania & the Pacific Team

- Total: 43
- Travel Agents: 25
- Embassies/Tourism Offices: 6
- Suppliers/Airlines/Organizations: 12
Membership Update
as of Aug 15

East Asia Team

- Total: 32
- Travel Agents: 23
- Embassies/Tourism Offices: 3
- Suppliers/Airlines/Organizations: 6
Report of Activities
Launch with 130 participants in Feb 2017
Goal: 20 million overseas travelers by 2020
Report of Activities

We held the Revive Korea Travel Forum in March 2017 with 162 members; the forum was co-sponsored by Korea Tourism Organization.
Report of Activities

Launch of Destination Seminars

* Aug 24 Latest Information on South Pacific Destinations
  44 Participants
Report of Activities

＊Aug 29 Latest Information on North African Countries
   16 Participants

Coming
＊Oct 5 Major Study of North Africa
＊Oct 18 Workshop at the EU Embassy
＊Oct 18 New Destinations of East Europe
Report of Activities

Coming

* Nov  1  Festivals in ASEAN Countries
* Nov 13  New Tour Products of the East Mediterranean Sea
* Nov  4  Discover Italy: New Tour Contents and Trends
* Nov 11  Study of the European Alps
Report of Activities

Culture Seminars

- Stimulate local demand
- Work with students
- Join local travel fairs
Report of Activities

Culture Seminar at Hokkaido University (Aug 26)

* Organized by JOTC & Hokkaido University
* Supported by MLITT and MOFA
* Travel Fair 2017 in Sapporo
* 10 Lectures by 5 specialists
* Destinations with no direct flights from/to Sapporo Airport
* 230 participants (Total 393)
Report of Activities
Report of Activities

Culture Seminars

* Hiroshima (January)
* Nagoya (March)
* Osaka (May)
* Ehime (June)
Agenda

● Message from Chairman
● Report of Activities
● Reports of Area Teams
● From JOTC Secretariat
● Seminar by MOFA
● Lecture by MLIT
EUROPE TEAM

Presentation: Global Youth Bureau

Chairman
Mr. Kotaro Kogi
(Chairman of Europe Team)
No. of Japanese Travelers in 2017

出國日本人數

Blue=2016, Red=2017

<table>
<thead>
<tr>
<th>Month</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
Europe TEAM

Area of Europe Team: Eurasia Continent

European countries, Turkey, USSR, State of Israel
Organization of Europe TEAM

Chairman: Mr. Kotaro Kogi
Vice chairman: Mr. Frederic Mazenc
Vice chairman: Mr. Tetsunori Dambara

Chairman &

two vice
chairmen

Working Team A
Board Members

Working Team B
Acting Members
Working Team of Europe

Working Team A (Managing members)

Ten Members selected from the Team

* Travel Agents: Club Tourism, Hankyu Travel International, JTB World Vacations, Nippon Travel Agency, Eurasia Travel

* Airlines: Finn Air, Qatar Airways

* Embassies, Tourism Offices: Turkish Embassy, Zhrich Tourism Office
Working Team of Europe

Working Team B (Acting members)

- **Team EUROPE:**
  In charge of Promotion for European countries except Russia
  
  17 Travel Agents, 5 Tour Operators, 8 Airlines & Transport companies, 29 Tourism Offices & Embassies

- **Russia Working:**
  In charge of Promotion for Russia

  8 Travel Agents, 1 Tour Operator, 1 Airline, Embassy & Tourism Office
Europe Team: Our Activities in 2017

1 Meeting Schedule
* First meeting: 19Apr. Decision of Activities in 2017

Working Team (A)
* 22May : Annual Activity Plan of 2017
* 29Jun  : Selection of “Scenic Routes & Roads”
* 22Aug  : Additional Selection of “Scenic Routes & Roads”

Working Team (B)
* 22Sep  : Team Europe
Europe Team: Activities in 2017

2. Activity Plan in 2017

① Further Tour Products for 30 Beautiful Villages & Capital of Culture
② Selection & Tour Products of Scenic Routes & Roads
③ BtoB & BtoC Seminars in Tourism EXPO, Promotion of 30 Beautiful Villages, Capital of Culture and Scenic Routes & Roads
④ Photo Contest for Tour Participants of Beautiful Village & Capital of Culture
⑤ BtoC Promotion in University Festival
⑥ BtoB Workshop in EU Embassy
⑦ BtoB & BtoC Promotions in Local Cities
⑧ Study Tours Joint PR Activities with Embassies & Tourism Offices
Europe Team: Activities in 2017

1. Further Tour Products for 30 Beautiful Villages & Capital Culture

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Travel Agents</td>
<td>46</td>
<td>109</td>
<td>114</td>
<td>259</td>
<td>186</td>
</tr>
<tr>
<td>No. of Tours</td>
<td>71</td>
<td>205</td>
<td>220</td>
<td>457</td>
<td>410</td>
</tr>
<tr>
<td>Total No. of Tourists</td>
<td>3,933</td>
<td>10,807</td>
<td>15,809</td>
<td>19,209</td>
<td>24,217</td>
</tr>
<tr>
<td>VS Previous Year</td>
<td>274.8%</td>
<td>146.3%</td>
<td></td>
<td></td>
<td>126.1%</td>
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</table>

Europe Team: Activities in 2017

① Further Tour Products for 30 Beautiful Villages & Capital of Culture

**Capital of Culture**

<table>
<thead>
<tr>
<th>Year</th>
<th>Country, City</th>
<th>Country, City</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Poland Wroclaw</td>
<td>Spain St. Sebastian</td>
</tr>
<tr>
<td>2017</td>
<td>Cyprus Pafos</td>
<td>Denmark Aarhus</td>
</tr>
<tr>
<td>2018</td>
<td>Netherlands Leeuwarden</td>
<td>Malta Valetta</td>
</tr>
</tbody>
</table>
Europe Team: Activities in 2017

① Further Tour Products for 30 Beautiful Villages & Capital of Culture

Capital of Culture: Sales Results

<table>
<thead>
<tr>
<th>No. of Participants</th>
<th>2016 Wroclaw</th>
<th>2016 St. Sebastian</th>
<th>2017 Pafos</th>
<th>2017 Aarhus</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd Half 2016</td>
<td>1,757</td>
<td>942</td>
<td>76</td>
<td>0</td>
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<tr>
<td>1st Half 2017</td>
<td>2,569</td>
<td>748</td>
<td>438</td>
<td>7</td>
</tr>
<tr>
<td>2nd Half 2017 Target</td>
<td>1,585</td>
<td>825</td>
<td>940</td>
<td>20</td>
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</tbody>
</table>


Seminars on 2018 European Capital of Culture were held on Jul 12.
35 Participants attended the Presentation by Two Tourism Offices of Malta & Netherlands

19th Japan Foundation for International Tourism
Europe Team: Activities in 2017

② 20 Selections of “European Scenic Routes & Roads”, & Tour Development

※ Candidates: 73 applications by Embassies, tour operators, & travel agents
※ Selection: Working Team (A) (Managing Members) has selected as follows
  UK : Wales, England
  Italy : Calabria, Amalfi
  Austria : Gleis Dorf
  Netherlands : World Heritage Beemster
Europe Team: Activities in 2017

② 20 Selections of “European Scenic Routes & Roads” & Tour Development

Croatia     :     Istra, Plitvice
Swiss       :     Alps, Rapperswil
Spain       :     Caliph, Catalunya
Czech       :     Bohemian
Germany     :     Black Forest
Turkey      :     Olive & Aegean Sea
Europe Team: Activities in 2017

20 Selections of “European Scenic Routes & Roads”, & Tour Development

Hungary : Balaton Highland
France : Lavender, Scene, Cicada
Belgium : Brueghel
Europe Team: Activities in 2017

Development of Tour Products about 30 Beautiful Villages, Villages, Capital of Culture, 20 Scenic Routes & Roads

Our Strategy

Welcome to the following supports by Embassies, Tourism Offices, & Airlines

- Study Tour for Beautiful Villages, Capital of Culture, Scenic Routes & Roads
- Media Promotion for above materials
- Financial Support for Travel Agents who are planning develop the above Tours

19th Japan Foundation for International Tourism
Europe Team: Activities in 2017

③ Activities of “Europe Square” in Tourism EXPO 2017

• Photo Exhibition of 20 Scenic Routes & Roads
• Photo Exhibition of Capital of Culture 2018
• Photo Contest & Exhibition Focusing on Beautiful Villages & Capital of Culture
• BtoB (22Sep) & BtoC (23&24Sep) Seminars Focusing on Beautiful Villages & Scenic Routes&Roads
Europe Team: Activities in 2017

④ Tourism EXPO 2017 Photo Contest

* Participants: Tourists taking part in the Tours of Beautiful Villages & Capital of Culture
* Reward Photos: Exhibited in the Area of "Europe Square"
* Award Ceremony: 23Sep, at 17:00～18:00
* Venue: Europe Square
Europe Team: Activities in 2017

⑤ B to C Promotion in University Festival

Dates: 14 (Sat) & 15 (Sun) Oct. 2017

Venue: Jissen Women’s University (Shibuya-Ku)

* Exhibitors: Embassies & Tourism Offices

* What to do?: Workshop & Seminars

Exhibition, Sales & Fitting of Folkloric Costumes,

Traditional Handy Crafts, Cookies etc.

* Purposes: Mutual Understanding of Cultural & Historical Background
Europe Team: Activities in 2017

⑥ Workshop in EU Embassy
(Delegation of European Union to Japan)

Date & Time: 18 (Wed), Oct. 2017 from 10:00～18:00

Venue : EU Embassy (Minamiazabu, Minato-Ku)

※ Exhibitors: Ireland, UK, Italy, Estonia, Austria, Netherlands, Greece, Swiss, Spain, Czech, Germany, Finland, France, Belgium, Latvia, Lithuania

※ Schedule: Business Meeting with Travel Agents in AM, Media & Journalist Meeting in PM
Europe Team: Activities in 2017

 Participation of Local Tourism Events

* Photo Exhibition of Beautiful Villages & Capital of Culture in “Ehime Tabi Fest”（24～25 Jun.）
* Planning to Participate in the Exhibition in “Hiroshima Sora Tabi” as above （Jan. 2018）
* Scheduled to Exhibit in Fukuoka & Nagoya
Europe Team: Activities in 2017

⑧ Study Tours in Collaboration with Embassies & Tourism Offices

The Netherlands
¬ Theme: Beautiful Village Hindeloopen & Capital of Culture Leewarden 2018
¬ Period & Participants: 21〜26 Jun. 10 Participants
¬ Remarks: Workshop & Business Meeting with Local Suppliers

A Tout France
¬ Theme: Two Beautiful Villages in Southern & Northern Parts of France
¬ Period & Participants: 26 Jun.〜3 Jul. 8 Participants
¬ Remarks: Workshop & Business Meeting with Local Suppliers
Europe Team: Activities in 2017

Study Tours in Collaboration with Embassies & Tourism Offices

We welcome to launch Study Tours in Collaboration with Embassies & Tourism Offices during Jan. To Mar. In 2018.
Middle East & Africa TEAM

Presented by Mr. Toru NISHIYAMA
Chairman of the TEAM
(President, Nihombashi Travellers’ Club Co., Ltd.)

- Member : 28 (JATA members and others)
- Basic action plan:
  Tour Planning: “Extraordinary experiences”
  (completely different from ordinary daily life)
  Safety Information
  Varieties : Plans including nearby areas with major destinations
Middle East & Africa TEAM

Team meeting
Held on May 25 （25 participants）
Agenda: Future target destinations and contents from travel agents
PR plans from Airlines, NTO’s
current future programs
（Dubai, Egypt, South Africa）
Middle East & Africa TEAM

Seminars

**Jordan (June 13)**
by Mr. Murakami
(GM, Overseas Network)

**North Africa/Maghreb (August 29)**
by Mr. Uemura
(Executive Mgr, Salam Morocco Co.,Ltd)
by Mr. Kato
(Manage, DCI)

*Namibia, Ethiopia, Zambia and Uganda (Oct.05)*
Special seminar for planners
Middle East & Africa TEAM

Future plan

FAM & Inspection

Egypt : May 2018 (TBD)
Offered by ETA Mumbai office

OMAN : March 2018
Offered by MOFA Oman
45th anniversary of Oman and Japan diplomatic relations
Special events to be held in March 2018
Middle East & Africa TEAM

• Future plan II

Attending Business Meetings and inspection tours

  • Indaba (Durban, South Africa)
    May 08–11 2018

  • Arabian Travel Mart (Dubai, UAE)
    Apr 22– 2018
    Under review
Middle East & Africa TEAM

- Latest topics in these countries
  - Egypt: Regular reports by JTUE (Japanese Travel Union of Egypt) delivered since 2014
- Latest info on Safety and Security
  - Travel advisory, recovery of safety and peace
  - Lowering of travel advisory level in other countries

To be launched at JOTC Web page
America TEAM

Chairman
Toru Ikuta

Vice Chairman
Guillermo Eguiarte

Vice Chairman
Marjorie Dewey
America TEAM

- **Action Policy**
  The America Team established three sub-teams for the achievement of the target of 4,602 thousand people in the 2020. In collaboration with the tourism offices of each country, we will actively participate in their tourism promotion activities and support them by sharing current challenges and new development plans.

- **1st Team Meeting on 31MAY**
  - Established 3 sub-teams (Americas, Hawaii, Micronesia) and selected 3 project managers for them
  - Setting the number of targets for Japanese visitors
  - Survey team members for sharing current challenges and requests for team activities
Main Themes of Activities
- Product Development of new destinations and off season

Sub-Team Meetings
- 1st Sub-Team Meeting (kicking-off) on 7/6
- 2nd Sub-Team Meeting on 8/29

United States of America
- In collaboration with “Discover America Project” of JATA
- Professional Seminar, Multi-State Study Tour, etc

Canada
- In collaboration with Team CANADA
  (Destination Canada, State Tourism Offices)

Working Group for Central-South America
- Planning Seminar for Planners, Workshops, Professional Study Tours, etc
America TEAM

Seminar in collaboration with Mexico Tourism Board on 6/29

- Yucatán province and Maya’s Central American countries
- Keynote speech of “Attraction of Mayan” for travelers eyes
- Introduction of Model Tours
- Yucatán Night (Mayan Cuisine)
America TEAM

《Sub-Team for Hawaii》

Main Themes of Activities
- In collaboration with Hawaii Tourism Authority
- Product Development of Hawaiian Islands and MICE

Sub-Team Meetings
- 1st Sub-Team Meeting (kicking-off) on 8/3
- Project Managers Meeting on 9/1

In collaboration with Hawaii Tourism Japan
- Promotion by cluster, Supporting their activities
- Working and creating for new business demands

Working Group for Hawaii
- Product Development of Hawaiian Islands (Joint Operations, New Contents for OP tour, etc)
- Expansion for First Timers, MICE Market
America TEAM

『Sub-Team for Micronesia(Guam, Mariana)』

Main Themes of Activities

- Improvement in Business Environment and Approach to Shortage of Airlines Seats
- Local Partnership Cooperation

Sub-Team Meetings

- 1st Sub-Team Meeting (kicking-off) on 7/28

In collaboration with Tourism Council in existing.

- JGTC (Japan Guam Tourism Council)
- JMTC (Japan Mariana Tourism Council)

Working and Promotions for All-Micronesian Area

- Seminar and Study Tour for Planners
- Meetings and Suggestions to Tourism Authorities
Asia TEAM

Vice Chairman
Mr. Seiji Matsuda

President & CEO
Hankyu Travel International
Asia TEAM

- Asia Team Area
  21 countries not including China, Korea and Taiwan

- Target Number of Travelers
  7.2 million in 2020
Asia TEAM

- **Team Activities**
  - Meeting on June 07
  - Meeting on July 10
  - Meeting on August 04 with 35 participants (planning Activity)
Asia TEAM

Major activities in the 1st half

• 130th anniversary project – Japan/Thailand Amity and Commerce Treaty
• Fam tour to Cambodia in April
• Fam tour to Philippines in August
Asia TEAM

Major activities in the 1st half – Meetings

Meeting with Mongol Travel Association on Sep. 25

- expansion of the Mongolian market
- Study as activities
- latest information and opinion exchange
Asia TEAM

Major activities in the 1st half – FAM Tours to Thailand

130th Anniversary of Japan-Thailand

Diplomatic Relations 2017

- Theme: Royal history Road
- Theme: Sunflower
- Theme: Mice (With coordinator)
Asia TEAM

Major activities in the 2nd half – Seminar

【Professional perspective for planners】
1st Nov. 2017

Tour products of local festivals
（Indonesia, Cambodia, Myanmar, Laos）
From the above flow to development of destination /
attract customers Several seminars to be connected
will be planned after January
Asia TEAM

Major activities in the 2nd half – Market development and expansion

① Charter projects

Planning Siem Reap Charter in 2018

- Off-line
- Direct marketing
- Peak season

Deregulation – New business opportunities
Major activities in the 2nd half

② Market Development and Expansion

- Vietnam
  (45th anniversary of diplomatic relations establishment)
- Indonesia
  (60th anniversary of diplomatic establishment)
- Thailand, Laos, Myanmar
  (2018 Tourism year)
- Japan–Mekong
  (10th anniversary of exchange)
Asia TEAM

Major activities in the 2nd half – Market development and expansion

③ Development of Youth Travel
  • Discover new customer base
  • Foster interest in overseas and Asia
  • Development and cooperation as
Oceania・Pacific TEAM

Oceania Team

Junko FUKUSHIMA
JTBI World Vacations, Inc.
Oceania Planning & Purchasing
Asia, Oceania & China Division
Senior Manager

Pacific Team

Nobuyasu UEO
Nippon Travel Agency Co., Ltd.
Overseas Travel Division,
Headquarters
Deputy General Manager
Oceania・Pacific TEAM

Oceania–Pacific Area Team
Australia and New Zealand
Countries in the South Pacific

Meeting on Aug. 03

Target Number of Travelers : 900,000 in 2020
(588,000 in 2016)
Oceania・Pacific TEAM

Oceania Major activities

Signed MOU – 700,000 travelers in 2020

May 2017 Australia Trade Event ATE
Sales meeting held during the exhibition

12 Japan Travel Agency
2 Airlines
4 Local travel Agency
Total 18 companies participated
Oceania・Pacific TEAM

Major activities

Meeting on Apr. 26
Discussion for agenda about sales Meeting
Meeting on May 24 in Sydney
ATE Program and Sales Meeting in Sydney
Meeting on Jun. 19
Discussion on action plan
Meeting on Aug. 03
Discussion for promotion next year
Oceania・Pacific TEAM

A way of thinking towards an increase in customers

Increase of Passenger
Extension of stay
Off-season promotion.
Oceania・Pacific TEAM

Major activities

① Select priority city

- 4 cities: 【SYD・MEL・OOL・CNS】
  → Appeal the face from the point at deep suburbs

- 3 cities: 【PER・DWN・HBT】
  → Development of a new roundtrip city aimed at increasing the number of days
Oceania・Pacific TEAM

Major activities

② B2C promotion

[Brochure]
Creating a shared MAP in which local attractions are consolidated

[PR]
Priority City Promotion Poster: 2 Directions
Oceania•Pacific TEAM

Collaboration with New Zealand

Seminars in Jul.–Aug. 2017

• **New Zealand Seminar (from July to August)**
  Hosted by Tourism New Zealand and Air New Zealand
  7 cities  550 participants
  (Tokyo, Nagoya, Osaka, Hiroshima, Fukuoka, Sapporo, Sendai)

• Seminar on Aug. 28 with 54 participants
  New Zealand Educational travel seminar
Future major activities

- Incentive Seminar
- FAM plan for the second half of 2018 priority cities
- Cooperation with trade / seminar
- Continue Working at quarterly pace
- New Zealand subcommittee
Oceania・Pacific TEAM

Oceania Team
Junko FUKUSHIMA
JTB World Vacations, Inc.
Oceania Planning & Purchasing
Asia, Oceania & Chinna Division
Senior Manager

Pacific Team
Nobuyasu UEO
Nippon travel Agency Co.,Ltd.
Overseas Travel division,
Headquaters
Deputy General Manager
Oceania・Pacific TEAM

Pacific Major Plans

Main theme : Destination development

- New Caledonia, Tahiti, Palau
  Deepen understanding of destination, to product creation

- Other South Pacific island countries
  Activities aimed at cultivating new destinations
Oceania・Pacific TEAM

Seminar for planners on Aug. 24

“New tour products in the South Pacific Ocean”
(44 participants)

【Cook Islands ・ Tonga ・ Solomon Islands ・ Vanuatu】
Both of them have fewer than 1,000 Japanese travelers, but the blue ocean market with abundant tourism resources. In the seminar, useful local information will be disseminated from experts in various fields and it will be a useful network place.
Future Activities （Meeting on Sep.14,）
Collaboration to expand destination cognition

- Approach to charter
- Development of clusters (youth / family layer)
- Seminar for strengthening sales force of dealers
- holding FAM
- New perspective to make trends for planners
  South Pacific 2nd (January 2018 –)
East ASIA TEAM

Speaker: Mr Katsumi FUJITA
PRESIDENT & CEO JALPAK Co., Ltd

Member: Travel Agents  Embassies
       Tourism Offices  & Others 32
Area: China, Korea & Taiwan
(ORG): Japan–China diplomatic relations 45th anniversary project
       Japan–Korea tourism exchange promotion committee

Activity Policy:
Search & develop for the demand creation & new style of travel through original tour products focused on new areas and materials

Executive meeting: held on April 6
East ASIA TEAM

China （Goal:3.5 million by 2020）

Activities:

The 45th anniversary diplomatic relations of project

- Exclusive logo and HP product for the 45th anniversary year
- Original events & the target (10,000)
  - The 28th Dalian Acacia festival (5/21-27)
- The Dalian high-level forum • Acacia walking festival
East ASIA TEAM

○ Tourism exchange month in Jiangsu (Sep〜Oct)
  • Events held in 4 cities in Jiangsu
    9/10 Nantong  10/14 Nanjing
    10/28 Suzhou  10/21 Yangzhou
    ＊250 customers by 5 Agents

Schedule:
The 40th anniversary project of Peace & friendship treaty
  • Launch the project & make exclusive logo & HP for the 40th anniversary
  • Planning original events & the target for the project
  • Others : Information by HP, Fam trip, Seminars
East ASIA TEAM

Korea (Goal: 3.5 million by 2020)

Activities: Japan-Korea Tourism exchange promotion committee (Visit Korea)

- Cooperate with KTO & joint plan
  - 3/3 Korea Travel Forum with 162 members
    Theme: For new style of travel
    ~ Planers Eye for Re-discovery Korea ~
    ① Re-discovery city  ② Local materials  ③ New materials
    Attend: Local governments, Suppliers 23
East ASIA TEAM

○ 5/19 & 22 Workshop for Educational Tour
   held in Korean Embassy
   *Korean local governments & the person concerned
     Tokyo: 17 participants
       from 8 companies
     Osaka: 50 participants
       from 24 companies

Tourism exchange project

○ 6/10 ~ 12 Tourism & Economic Exchange Delegation
   (360 participants)
   *JATA also joined the delegation and visited Mokpo, Seoul.
     (Rep. Mr Jungo Kikuma Vice Chairman)

Travel industry has contributed to improving relations
East ASIA TEAM

○ The 32th Japan–Korea tourism promotion conference & exchange expansion symposium in Jeju on 14–16 July

* MOU for 10 million tourism exchanges
* Rep. of JATA Mr Katsumi Fujita, Executive Officer (86 & 190 Participants)

Schedule: Visit Korea (2016~18年)
- Walking Festa in Kudara
- Others: Information by HP, Fam trip, Seminars
East ASIA TEAM

Taiwan (Goal: 2 million by 2020)

Activities:

Japan - Taiwan Tourism Promotion Association
Japan - Taiwan Tourism Promotion Council

- 5/31〜6/4 The 10th Japan-Taiwan Tourism Summit in Shikoku (Kagawa and Ehime)

Participants: 276 (Japan:186/JATA:62)

- 6/1 Tourism Summit in Takamatsu
- 6/2 Tourism Railway Forum in Saijo
East ASIA TEAM

Schedule

• Cooperation with Taiwan Tourism Association & Joint Plan
  ○ Elections for Taiwan Heritage 30 (Tentative Proposal Plan)

10月 Notice, Nomination, Recruit (~ Nov.)
11月 Authentication ceremony: 30 selections
12月 Taiwan 30 selections: FAM trips
2018～ Taiwan seminars & workshops
  4月 Taiwan 30 selections products
  9月 30 Awards ceremony (Tourism EXPO Japan 2018)
Agenda

- Message from Chairman
- Report of Activities
- Reports of Area Teams
- From JOTC Secretariat
- Seminar by MOFA
- Lecture by MLIT
Home Page Launched
Buyer & Seller List
Agenda

- Message from Chairman
- Report of Activities
- Reports of Area Teams
- From Secretariat
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- Lecture by MLIT
Mr. Motoyuki ISHIZE

Director,
Japanese Nationals Overseas Safety Division,
Consular Affairs Bureau
Ministry of Foreign Affairs
Agenda

- Message from Chairman
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- Lecture by MLIT
Mr. Toshiyuki ONUMA

Director,
Aviation Industries Division, Civil Aviation Bureau
Ministry of Land, Infrastructure, Transport and Tourism