JNTO – What We Do –

Japan National Tourist Organization
www.jnto.go.jp
Inbound Tourism Promotion Initiatives
Improving Visitor Reception
The Visit Japan Campaign
International Conventions and Incentive Tours in Japan
Japanese Tourism Facts & Figures
What JNTO Can Offer
JNTO Organization Chart
Our modern times have witnessed an ever-accelerating movement of international travelers beyond their national boundaries on a global scale. Japan is no exception. One out of seven Japanese people travel abroad each year. While traveling overseas, we Japanese personally experience the history and cultures of the foreign countries we visit and gain a feeling of intimacy with the local people. So do international visitors who grace our shores. Their visits offer them true opportunities to become acquainted with Japan and its people, and thus further deepen mutual understanding.

Tourism is an all-encompassing industry that drives and embraces not only the travel, accommodation and transportation sectors, but includes the restaurant, retail and amusement industries. It even impacts the agricultural, fishing and manufacturing industries as well. Tourism also helps to sustain and revitalize regional economies since it can encourage a particular locale to rediscover and revitalize the tourism resources it has to offer. Given its significant economic ripple effects of an estimated ¥5.5 billion in GDP and the creation of employment opportunities for some 4.75 million people, tourism is bound to emerge as one of the major industries in the 21st century.

Over the past 40 years, including the period as a government-affiliated corporation, the Japan National Tourist Organization (JNTO), now an independent administrative agency, has striven to promote inbound travel to Japan with the goals of contributing to mutual international understanding and revitalizing Japan’s economy.

Currently, JNTO plays the leading role in the government-initiated “Visit Japan Campaign”, Japan’s inbound tourism initiative. As such, we are energetically developing a wide range of activities to achieve the main goal of the campaign – to increase the amount of international visitors to Japan to ten million by the year 2010.

All of us at JNTO – both at headquarters and at our 13 overseas offices – are committed to doing our utmost as we aspire to make a significant contribution to world peace and understanding through international tourism.

Minoru Nakamura, President
Japan National Tourist Organization

JNTO’s Vision & Mission

Vision:
To build a nation on inbound tourism initiative

Mission:
While contributing to the Visit Japan Campaign, we will reach a goal of attracting 10 million foreign visitors by the year 2010.

Brief History of JNTO

April 1964: Japan National Tourist Organization established as a government-affiliated corporation.
April 2003: Visit Japan Campaign launched.
October 2003: Japan National Tourist Organization reorganized as an independent administrative agency.
April 2004: New JNTO president, the first ever from the private sector, assumes office.
August 2004: Shanghai Office opened.
As the country’s national tourism promotion office, JNTO plays a major role in coordinating overseas PR and advertising campaigns and disseminating information on the myriad tourist and cultural attractions Japan has to offer. We also strive to increase inbound travelers by supporting travel agencies in developing, generating and marketing Japan-bound tour products.

Utilizing JNTO’s network of overseas offices, we directly approach overseas mass media to provide timely and newsworthy topics on Japanese tourism. In order to enhance the allure of Japan and the interest of potential visitors, we also contact airline in-flight magazines and travel publications with advertising proposals in relation to their editorial coverage. In addition, we invite international journalists to Japan and support them in their information gathering efforts.

PR Activities to Promote Japanese Tourist Attractions
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Access to Information on Tourism in Japan

We house a great deal of information on our JNTO Website. The JNTO Website is accessible in multiple languages such as English, Chinese, Korean, German and French. This allows individual travelers from overseas as well as tourism industry and interested media reps access to the latest information about tourism in Japan. The site registers an average access rate of over 29.3 million page views per year. In addition, we create and supply brochures, posters and videos that introduce the diverse tourist attractions of Japan, ranging in theme from accommodations and transportation to cuisine and cultural traditions.

JNTO Website: http://www.jnto.go.jp/

Tour Development and Marketing Support

Periodically we invite overseas tour operators to Japan to develop high-quality Japan-bound tour products. We provide opportunities not only to familiarize them with prospective and suitable tourist venues and attractions, but also to arrange meetings with Japanese suppliers which include tourism-related trade associations and companies. Our activities range from supplying visitor promotional materials to placing joint advertisements in order to support the integrated promotion of inbound tourism from the planning stage to the marketing stage. We actively approach the appropriate organizations to encourage an increase in international flights, including chartered flights; this has proved effective in developing new Japan tour products.

Promoting Japan at Overseas Travel Fairs

We actively participate in overseas travel fairs and exhibitions as they are an effective way to promote inbound tourism. We ensure effective participation in such events by organizing partnerships with local Japanese autonomous bodies and tourism-related trade associations. We utilize these opportunities to supply information to and negotiate travel business opportunities with those in the local travel trade. We also support local travel agents by staging Japan-bound travel promotional seminars in major cities outside Japan. These seminars are increasingly effective in enhancing the image of “Japan as an attractive destination” and leading to the development of additional Japan-bound tour products.
Improving and expanding elements of domestic visitor reception infrastructure is a crucial step in order to significantly increase foreign visitors to Japan. JNTO, in collaboration with local public authorities and private sector enterprises, extends support to international visitors in a great variety of ways.

Improvement of the Visitor Reception Environment

In order to welcome international visitors, JNTO works closely with local transport bureaus to offer visitor reception training courses for those employed in local accommodation and tourist facilities. Other measures we have pursued include promoting the “Goodwill Guide Campaign” designed to provide foreign visitors with free interpretation and guide services; increasing the presence of foreign languages on road traffic signs; and publication of a “Tourist Language Book” which allows foreign visitors to communicate with local Japanese people by pointing to specific conversational phrases. We also promote the utilization of “Welcome Cards” (cards for discount purchase of goods and services for foreign visitors in many local tourist areas), and “Welcome Inns” which are budget-oriented accommodations geared to international travelers.
The JNTO Tourist Information Center

Open year-round, the JNTO-operated Tourist Information Center (TIC) serves international visitors with over-the-counter supplies of tourist information on all of Japan in English, Chinese and Korean and distributes free brochures and maps in multiple languages. It also responds to visitor phone inquiries.

Collaboration with Other Tourist Information Offices

Many local governments and tourist associations operate tourist information offices around Japan. JNTO has identified those tourist information offices that are staffed and equipped to cater to international visitors and marked them with an “i” (“i” for “information”). JNTO is working to enhance the quality of these “i” information offices through mutual collaboration with the TIC operated by JNTO. These “i” offices supply information to ensure that international visitors will enjoy traveling in Japan safely and comfortably. JNTO not only provides the “i” offices with nationwide tourist information but also holds foreign visitor reception training courses for “i” office staffs.

National Examination for Licensed Guide-Interpreters

Acting on behalf of the Ministry of Land, Infrastructure and Transport, JNTO conducts the National Examination for Licensed Guide-Interpreters. Not only are the guide-interpreters required to be highly competent in their foreign language abilities, but they also need to have a comprehensive knowledge of Japanese geography, history, industry, politics, economy and culture in order to fulfill the important role of introducing Japan to her foreign guests.
The Visit Japan Campaign

In 2003, the Japanese government launched the Visit Japan Campaign (VJC), establishing the goal of achieving ten million annual international visitors to Japan by the year 2010. JNTO plays a central role in this VJC endeavor.

Deploying VJC Activities in Major Markets Worldwide

We are moving forward with VJC promotional activities in Japan’s major tourist-generating markets throughout the world, including such priority markets as Korea, Taiwan, the U.S.A., China, Hong Kong, the U.K., Australia, Canada, Thailand, Germany, France and Singapore. Capitalizing fully on JNTO’s long-standing know-how and well established worldwide network, we aggressively focus our endeavors on PR and advertising activities and extending increasingly effective support to encourage overseas travel agencies to develop, generate and market Japan-bound tour products by extending increasingly effective support.
JNTO’s Overseas Office Network

Concurrently, the JNTO President also serves as the VJC Headquarters Vice Chairman. JNTO overseas offices perform key roles in overseas VJC Promotion Meetings that have been set up via strategic alliances between the government and the private sector, involving Japanese diplomatic entities, local opinion leaders and travel agents, among others. JNTO’s many years of experience in inbound tourism promotion, combined with our expertise in market analysis and specific project planning and implementation, underlies our active involvement in support of these market-by-market operational teams.

Support by JNTO Overseas Offices

JNTO maintains a network of 13 overseas offices strategically located in major tourist-generating markets around the world, each playing a vital role in the promotion of VJC. Our offices take responsibility for information gathering, market analysis, planning and implementation of sales campaigns, and implementing advertising and other media-focused promotional activities, all based on the specific market environments of each office. Not only do we promote VJC at overseas travel fairs and events, but we also contribute to enhancing the recognition of VJC by promoting the use of the VJC logo in Japan-bound tour brochures and other materials produced by local travel agencies.

Collaboration with Local Government Bodies in Japan

Taking advantage of its nonpartisan status, JNTO engages in a variety of projects such as participation in travel fairs in conjunction with local governments, organizing fam trips for overseas travel agents and special tours for overseas school administrators in its bid to plan and promote educational tours to Japan. In VJC regional projects implemented by local transport bureaus, JNTO cooperates in the selection of travel agents to be invited, and in conducting interview surveys of travel agents. Furthermore, JNTO overseas offices continue to act as a liaison and to cooperate with municipalities in Japan so that the VJC campaign will continue to bear fruit even after the termination of the campaign proper.
International conventions and incentive tours enhance the international images of Japan’s host cities and, perhaps more importantly, often produce significant ripple effects to local economies. JNTO actively supports the invitation of international conventions, events and incentive tours hand-in-hand with Japan’s “International Convention Cities” (Japanese cities willing to and capable of hosting international conventions) and related organizations.

Zeroing in on the International Convention Market

The key to success in inviting any international convention or incentive tour lies in a special type of know-how that differs from that used to promote general inbound tourism. At the center of Japan’s convention promotion endeavors are the JNTO convention promotion specialists stationed in the target cities of New York, London and Seoul. They actively promote the attractive image of Japan through PR activities and advertising while engaging in information gathering as well as the sales and lobbying needed to support the convention invitation process.

For businesses, incentive tours are an effective means to reward employees with overseas tours for commendable performance. Promoting such tours is another important field on which JNTO is focusing.
In order to invite as many international conventions to Japan as possible, we actively participate in convention-dedicated overseas exhibitions. We make contact with international organizations and invite decision makers in those organizations to visit potential host cities in Japan. For Japanese organizations planning to host an international convention, we supply them with an International Convention Invitational Manual that explains the procedures and documentation requirements to become a candidate. We also offer consulting services on a wide range of convention-related procedures from the invitation stage and pre-convention support to actual operational management.

Backed by our original database, which has been accumulated over the years, JNTO offers information on international conventions and events likely to be held in Japan. We also publish brochures that list track records of conventions and an outline of convention facilities in the “International Convention Cities.” Another JNTO support activity is to direct workshops for those interested in inviting conventions to Japan with the objective of fine-tuning their know-how and expertise.

In its capacity as “an organization for furthering the public interest,” JNTO operates a system in which it collects tax-exempt donations on behalf of international conventions that meet specific requirements, and allocates such donations to the conventions approved. The purpose of this system is to support and promote the hosting of international conventions in Japan. To this day, over 340 conventions have benefited from this endeavor. Not only have these tax-exempt donations financially supported the organizers, but they have also contributed to the streamlining of the administrative process for organizing conventions.

Inviting International Conventions
Supplying Convention Information
Supporting Tax-exempt Donations
Over the past several years, JNTO has been especially energetic in developing diverse PR and advertising activities in many parts of the world. The purpose is not only to increase the number of foreign visitors to Japan but also to establish that inbound tourism is a vital pillar of Japan’s collective prosperity. In 1964 when JNTO was founded, international visitors to Japan numbered only 350,000. In 2005, the third year of the Visit Japan Campaign, it soared to 6,730,000 – a phenomenal nineteen-fold increase in 40 years. This achievement is attributable to the all-out, combined and united efforts of the government and the private sector.

**Foreign Visitors to Japan**

<table>
<thead>
<tr>
<th>Year (year)</th>
<th>Tourism</th>
<th>Business</th>
<th>Others</th>
<th>Transit</th>
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<td>6,000</td>
<td>7,000</td>
<td>8,000</td>
<td>9,000</td>
</tr>
</tbody>
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(Unit: Thousand Persons)
Asia, the most tourist-generating region

Of the total number of inbound visitors in 2005, tourists and business travelers accounted for 64.9% and 22.0%, respectively. The majority of tourists were from Asia. In particular, some 90% of visitors from Taiwan and Korea were tourists.

According to the by-region breakdown of international visitors in 2005, those from Asia accounted for some 70%, followed by 14.8% from North America, 11.9% from Europe and 3.6% from Oceania.

The past several years have been nicely buoyant in the growth of international visitors. Presumably Japan’s allure is due to a number of contributing factors, such as the country’s uniquely superb scenic attractions and how they change throughout its four distinct seasons, its rich and sophisticated cultural traditions, the excellent cuisine, an abundance of resort-type hot springs, its dazzling urban attractions and colorful elements of a unique youth-oriented culture.
What JNTO Can Offer

For the Travel Trade

To help you sell Japan-bound tour products, JNTO’s overseas offices extend support in various ways to bolster the local travel trade; in addition, each office analyzes their respective local market environment and trends. The activities of overseas offices include consulting services as well as training and educational programs geared to the propagation and positive marketing of Japan-bound tours.

Tour Development:
- Hosting a Familiarization Trip
- Introducing contacts of local governments and travel related businesses
- Any consultation for tour development

Marketing:
- Participation in JNTO/VJC booth in major Travel Shows.
- Participation in JNTO seminars for travel agents in major cities.
- Joint Advertisement in Newspapers, Magazines, Internet etc.
- Promotion via JNTO Website and e-newsletters
- Subsidizing your tour brochures / blank shell printing costs by means of JNTO advertisement

Education:
- Help educate your sales staff, travel agents, and clients by giving lectures

Maps and Brochures:
- Supplying free maps and brochures on tourist attraction in Japan
- Providing high resolution photos by CD-ROMs or through our website (Japan Tourist Photo Library : http://www.jnto.go.jp/eng/)

| a) Your Guide to Japan         | f) Kyoto/Nara        |
| b) Tourist Map of Japan        | g) Fuji/Hakone/Kamakura/Nikko |
| c) Tourist Map of Tokyo        | h) Tokyo & Vicinity Walking Guide |
| d) Tourist Map of Kyoto/Nara   | i) Kyoto & Vicinity Walking Guide |
| e) Tokyo                       |
For the Press

In a bid to further promote the attractions of Japan overseas, JNTO is in a position to offer positive assistance to overseas mass media in their travels to Japan for news gathering or filming.

1. Coordination and financial support for your press trips
2. Providing up to date information on Japanese Inbound Tourism
3. Providing high resolution photos and video footage
4. Fact check for your stories

Website for Travel Trade Professionals
URL: http://www.jnto.go.jp/eng/ttp/

In addition to information targeting individual travelers, JNTO Website offers comprehensive information for Travel Trade professionals. Main content is “Japan Sales Guide”, which includes essential data for selling Japan.

Table of Contents:
-Japan Sales Guide
-Land Operators in Japan
-Meeting & Incentives
-Accommodation
-Special Interest Travel Guide
-A Complete Guide to Japan’s Four Corners
-Japan’s Tourism Policy
-Tourism Statistics

Japan Sales Guide:
URL: http://www.jnto.go.jp/eng/ttp/sg/index.html
**Administration Department**
TEL: 03-3216-1901
Personnel, labor management, salaries, welfare benefits, regulations, general affairs
Overseas offices management, mid-term planning, performance evaluation, auditing, domestic PR, information disclosure

**General Affairs Group:**

**Management Group:**

**Management Group:**

**Accounting Department**
TEL: 03-3216-1904
Administrative accounting, budget
Financial statements, purchasing

**Managerial Accounting Group:**

**Financial Accounting Group:**

**Business Development Department**
TEL: 03-3216-1905
Services for supporting groups and members, planning and new project development, bilateral tourism talks

**Business Planning & Membership Service Group:**

**Research & Information Office:**
**Information Systems Group:**
**Promotional Materials Group:**
**Research & Statistics Group:**

**Overseas Market Development Department**
TEL: 03-3216-1902
Planning and implementation of promotional projects, tour generation support, planning and implementation of marketing support projects, VJC project coordination in Asia
Planning and implementation of promotional projects, tour generation support, planning and implementation of marketing support projects, VJC project coordination in Europe, the Americas and Oceania

**Asia Group:**

**Europe, Americas & Oceania Group:**

**Internal Trade Service Department**
TEL: 03-3216-1903
Coordination within Japan of overseas media and travel trade invitees
Planning and coordination of visitor reception measures, improvement /expansion and support (incl. training courses) of “i” information offices, supporting Goodwill Guides, administration of “National Examination for Licensed Guide-Interpreters”
TEL: 03-3201-3331
Supply of tourist information, support of “i” information offices

**Trade Visitor Operations Group:**
**Tourist Service Providers Support Group:**
**Tourist Information Center (TIC) & “i” Support Center:**

**Japan Convention Bureau**
TEL: 03-3216-2905
Marketing activities for the invitation of conventions and incentive tour groups, JNTO overseas office management in support of marketing and inviting conventions and incentive tour groups
Collecting and allocating tax-exempt donations in support of international conventions, compiling convention statistics, surveys and research, conducting human resources development training, collaboration with the JCCB (Japan Congress Convention Bureau, a voluntary organization for convention promotion in Japan)

**Marketing Group:**

**Advisory Support Group:**

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