



PRESS RELEASE

**Official Opening of Japan National Tourism Organization (JNTO)
Jakarta Office**

Jakarta, 19 March 2014 – With the steady economic growth in Southeast Asia, Japan sees a significant growth in the visitor arrivals from this region. In the year 2013, there was an increase in the total number of visitors, it surpassed the 1.15 million mark. Visitors were from the major ASEAN countries, namely Thailand, Singapore, Malaysia, Indonesia, Philippines, and Vietnam. On 20 December 2013, Japan achieved its target of 10 million annual visitors and the numbers from ASEAN countries contributed to this goal.

Among these major ASEAN countries, Indonesia shows good potential. She has one of the largest population and good economic condition in the region. Hence Indonesia becomes one of the emerging markets for Japan bound tourism. JNTO's Statistics showed that for the year of 2013, 136,800 Indonesians visited Japan and there was an increase of 34.8% in the visitor arrivals as compared to the year of 2012.

To create greater awareness and develop the market further in Indonesia, JNTO has been looking into starting an office in its capital city and will officially open Jakarta office, its 14th overseas office, on 20 March 2014.

JNTO Jakarta office will collaborate with the Japan bound travel agencies, airlines and media in developing attractive products to new destinations for the Indonesia's growing middle class and MICE markets.

Outline of JNTO Jakarta Office

Katsuhisa ISHIZAKI (Executive Director)

Ryo ITO (Director)

Japan National Tourism Organization Jakarta Office

Summitmas I, 2F, JL. Jend Surdirman

No. 61-62, Jakarta, 12190, Indonesia

Tel: +62-21-252-0742 Fax: +62-21-252-0743

Website: www.jnto.or.id



Japan National Tourism Organization (JNTO)

Summitmas I, 2F, Jalan Jenderal Sudirman, Kav. 61-62, Jakarta 12190, Indonesia
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Opening Ceremony for JNTO Jakarta Office

In celebration of the official opening of the Jakarta office, JNTO will hold an opening ceremony reception on 24 March 2014 at the Shangri-La Hotel Jakarta. JNTO President, Mr. Ryoichi Matsuyama, Ambassador of Japan to Indonesia, His Excellency Yoshinori Katori, Ambassador of Japan to ASEAN, His Excellency Mr. Koichi Aiboshi, and Director General for Tourism Marketing, Ministry of Tourism and Creative Economy, Mrs. Esthy Reko Astuty are invited to grace this special occasion with guests from the local travel and airline industry and media companies.

Opening Ceremony (Invitation only)

Date: Monday, 24 March 2014
Time: 12:00 – 13:30
Venue: Shangri-La Hotel Jakarta, Sumatera & Java Room
Kota BNI JL. Jend.Sudirman Kav. 1
Jakarta, 10220, Indonesia
Tel: 62-(0)21-2922-9999

Upcoming events and activities for JNTO Jakarta Office

1. Astindo Fair 2014

JNTO Jakarta office will be participating in the Indonesia's largest consumer travel event, Astindo Fair 2014. This event is held from 21 – 23 March 2014 at the Jakarta Convention Center. JNTO has invited many suppliers from various parts of Japan to introduce their beautiful attractions, fun theme parks, efficient and comfortable train transportation to the Indonesia consumers who are planning to visit Japan.

List of JNTO's joint exhibitors at the Astindo Fair 2014

1. Japan National Tourism Organization
2. Tokyo Disney Resort
3. Mitsubishi Estate Simon Co., Ltd / PREMIUM OUTLETS® JAPAN
4. GIFU
5. Mitsui Fudosan Co., Ltd.
6. WAKU WAKU JAPAN
7. WEST JAPAN RAILWAY COMPANY / UNIVERSAL STUDIOS JAPAN®

For more information on the travel event, please refer to
<http://www.jnto.or.id/latest/201403004.html>



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2. Visit Japan Tourism Seminar and Travel Trade Meet (Invitation only)

Immediately after the opening ceremony reception at the Shangri-La Hotel Jakarta, JNTO will hold the Visit Japan Tourism Seminar and Travel Trade Meet at the same venue. This event is specially held for the Indonesian trade partners to meet the Japanese suppliers. It gives the trade partners a great opportunity for networking and gathering of the latest travelling information and products from the Japanese representatives.

Date: Monday, 24 March 2014

Time: 13:30 – 17:00

Venue: Shangri-La Hotel Jakarta, Sulawesi, Kalimantan & Maluku Room

3. JNTO Indonesia Facebook

JNTO started the official Facebook page for Indonesian in January 2014 and will continue to post updated Japan travel information for the Indonesian visitors. In late February 2014, JNTO launched a Facebook campaign, “100 Keindahan di Jepang (Japan’s Most Beautiful 100)”. It garnered more than 16,000 likes within a short period of time. This is an ongoing campaign which features Japan 100 most beautiful attractions and food. Through this campaign, it will generate more awareness of Japan travel among the Indonesian visitors.

To find out more about JNTO Indonesia Facebook page, please refer to

<https://www.facebook.com/KunjungiJepang>

Visitor arrivals to Japan from major Southeast Asian Countries

Country 【Population】	Jan.-Dec. 2013 (Changes)	Jan.-Feb. 2014 (Changes)
Thailand 【69.9 millions】	453,600人 (74.0%)	61,500人 (70.9%)
Singapore 【5.31 millions】	189,200人 (33.1%)	21,300人 (23.5%)
Malaysia 【29.3 millions】	176,500人 (35.6%)	28,100人 (51.1%)
Indonesia 【244.8 millions】	136,800人 (34.8%)	13,600人 (17.2%)
Philippines 【96.5 millions】	108,300人 (27.4%)	16,700人 (33.1%)
Vietnam 【89.7 millions】	84,400人 (53.0%)	14,100人 (50.8%)
Total	1,148,800人 (48.3%)	155,300人 (47.4%)

※ Population is based on 2012.



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★14 Cities where JNTO Overseas Offices are located (As of March 2014):

Seoul, Beijing, Shanghai, Bangkok, Singapore, **Jakarta**, Sydney, London, Paris, Frankfurt,
New York, Los Angeles, Toronto

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Contact:

JNTO Jakarta Office

Katsuhisa ISHIZAKI (Executive Director)

Ryo ITO (Director)

Tel: +62-21-252-0742

【Attachment】 Outline of JNTO Jakarta Office

◇Date of opening: 20th March, 2014

◇Address:

Summitmas I, 2F, Jalan Jenderal Sudirman,
Kav. 61-62, Jakarta Selatan, Indonesia

※Located in the same building as JETRO and JF

◇Staff



Executive Director
Mr. Katsuhisa ISHIZAKI



Director
Mr. Ryo ITO

◇Business activities:

- ①Marketing research
- ②Supporting to develop and sell tours to Japan
- ③Participating in local tourism fairs and exhibitions
- ③Public relations through local media
- ④Providing information to trade and consumers
- ⑤Supporting M.I.C.E.

