Japan. Endless Discovery.

Tourism as an engine for Growth

Japan Tourism Agency,
Ministry of Land, Infrastructure, Transport and Tourism

July 2011

Significance of Tourism Nation

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

1. Promotion of international tourism strengthens our country's soft power

- Building a sound relationship with other countries is a national issue
- Grass-roots exchanges through international tourism supplement and strengthen the international diplomacy and significantly contribute to security assurance
- The number of tourists from China and the Republic of Korea has rapidly increased
- The annual number of tourists from China is 1.01 million and from the Republic of Korea 1.59 million (in 2009, the two countries account for 38.2% of the total number of tourists)

2. Tourism is an ace for economic revitalization in the age of declining birthrate and aging population

- Tourism promotion (=expansion of exchange population) and economic revitalization by creating demand are effective in the matured society with declining birthrate and aging population
- The domestic consumption for tourism is 22.1 trillion Yen and the production ripple effect is 48 trillion Yen. The employment effect is 4.06 million people (6.3% of the total number of employees) (FY2009)
- Foreign tourists are main players of consumption activities hard to be ignored (the consumption of foreign tourists in FY2009: 1.2 trillion Yen)

3. Regional revitalization by expanding the exchange population

- New approach for regional promotion measures is required in rural areas. The expansion of the exchange population by tourism is a key for regional economy
- Unique regional development to attract more tourists promotes the spirit of self-sufficiency and independence

4. Improving the quality of people's life through tourism nation

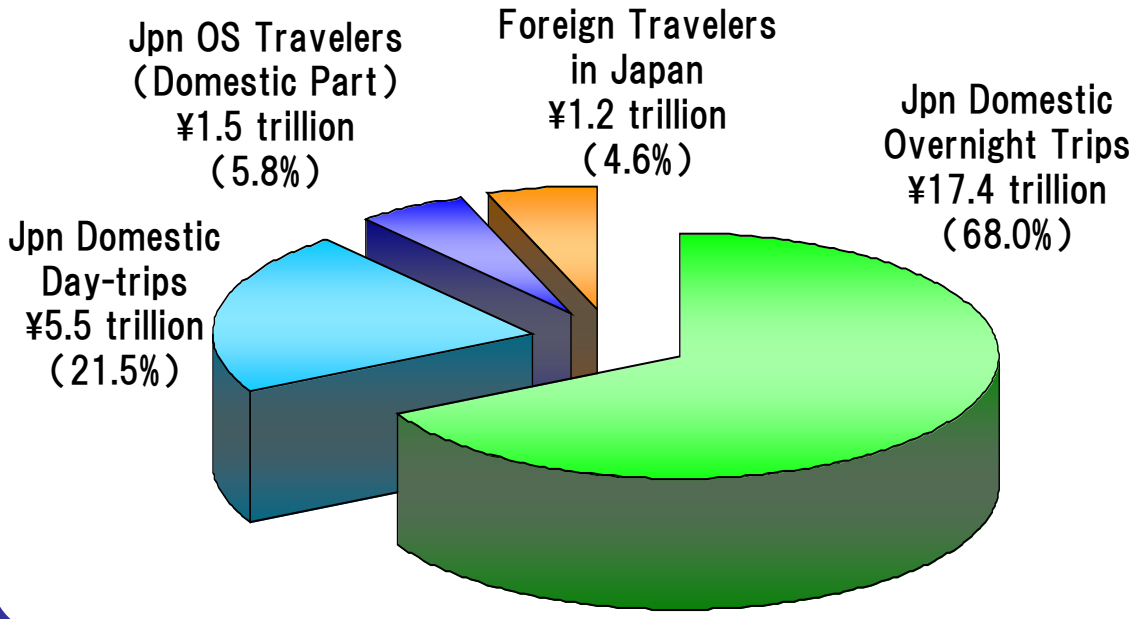
- The baby-boom generation entering the retirement period is looking for a new purpose of life. The expansion of tourism exchange contributes to enhancing the quality of life including mental activities
- Promotion of tourism nation is a process of rediscovering our country's historical and cultural value leading toward the revival of Japanese attractions

～ Revival of Japan by expanding the tourism exchange population～

Inbound Travel Expenses (2009)

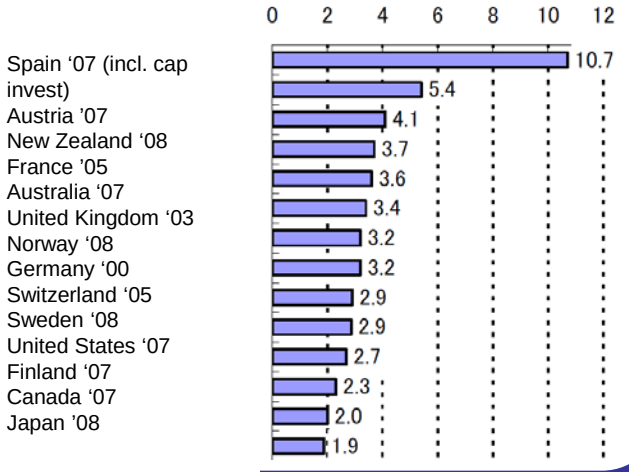
Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

¥25.5 trillion



Value added to tourist industry ¥11.5 trillion
(Vis-à-vis Nominal GDP 2.3%)(FY2008)

TSA International comparison
<Tourist industry shares>



Contribution toward Economy of Japan (Economic Effect)

Productive Ripple Effect ¥53.1 trillion ・・・6. 1% (of national accounting output)
Added Value Effect ¥27.1 trillion ・・・5. 8% (of nominal GDP)
Employment Effect 4.62 million ・・・ 7. 3% (of national total employed)
Tax Revenues Effect ¥7.4 trillion ・・・ 9. 6% (of national & local taxes)

Source: Ministry of Land, infrastructure, Transport and Tourism, "Consumer Outlook Survey in Tourism".

Current movements surrounding tourism administration

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

2003 January 31 Prime Minister Koizumi stated in the policy address that "the number of foreign tourists visiting Japan will be raised to 10 million"

April 1 Start of Visit Japan Campaign

2006 December 13 Enactment of the Tourism Nation Promotion Basic Law (unanimous vote)

2007 June 29 Cabinet decision on the Tourism Nation Promotion Basic Plan

2008 October 1 Establishment of Japan Tourism Agency

2009 March 13 Tourism Nation Promotion Strategy Council has summarized the "Realization of the Age of 20 Million Foreign Tourists Visiting Japan"

June 23 The Basic Economy and Fiscal Policy 2009 was decided by the Cabinet. It mentions "the realization of world-leading tourism nation (the number of foreign tourists visiting Japan will be raised to 20 million by 2020)" and "the promotion of taking a vacation and its decentralization"

July 1 Start of issuing the tourist visa for Chinese people

September 16 Hatoyama Cabinet was established

October 15 "Program of 30 million foreign tourists (FY2010 Budgetary request)

October 26 First "Growth Strategy Council" Ministry of Land, Infrastructure, Transport and Tourism

December 9 First "Tourism Nation Promotion Headquarter"

2010

May 17 Summarization by the Growth Strategy Council, Ministry of Land, Infrastructure, Transport and Tourism

June 8 Kan Cabinet was established

June 18 New Growth Strategy: Blueprint for Revitalizing Japan was decided by the Cabinet. "Tourism Nation/Regional Revitalization Strategy" was chosen as one of the 7 strategic fields

"Program of 30 Million Foreign Tourists" and "Decentralized vacation" were chosen as the national strategic project

July 1 Relaxation of the requirements for issuing tourist visa for Chinese people

Organization for promoting tourism nation

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

Ministry of Land, Infrastructure, Transport and Tourism

Growth Strategy Council

Council of advisors hosted by the Minister of Land, Infrastructure, Transport and Tourism to deliberated on issues related to the national land and transport administration including the “promotion of tourism nation”

Japan Tourism Agency (Development of tourist destinations, transmission of attractions of Japanese tourism, promotion of the tourism industry, etc.)

District Transport Bureau

JNTO（Japan National Tourism Organization）（Tourism promotion in overseas, etc.）

Tourism Nation Promotion Headquarter

○ Presided by Minister of Land, Infrastructure, Transport and Tourism consisting of the vice ministers of all the ministries and agencies

- Ministry of Justice (Enhancement of the immigration system, etc.)
- Ministry of Foreign Affairs (Public relations through foreign diplomatic missions, review of visas, etc.)
- Ministry of Education, Culture, Sports, Science and Technology (Conservation and utilization of cultural heritages, promotion of culture, exchanges with foreign students, educational trip, etc.)
- Ministry of Health, Labour and Welfare (Facilitation of taking vacations for workers, environmental hygiene management of hotel facilities, etc.)
- Ministry of Agriculture, Forestry and Fisheries (Coexistence of cities and rural areas and exchanges between them, social infrastructure development of rural areas, etc.)
- Ministry of Economy, Trade and Industry (Creation of the service industry, development of the contents industry, industry tourism, etc.)
- Ministry of the Environment (Conservation of national parks, world natural heritages, eco tourism, etc.)
- Others

Cooperation with the private sector and local governments

- Local governments
- Japan Association of Travel Agents
- Nippon Keidanren Tourism Committee
- All Nippon Travel Agents Association (ANTA)
- Japan Chamber of Commerce and Industry Tourism Expert Committee
- Japan Tourism Association
- Tourism Industry Association of Japan (TIJ)
- Other organizations (hotels and inns)

Tourism Promotion Policy

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

[Seven Strategic Areas]

Ⅰ Environment and Energy
Ⅱ Health
Ⅲ Asian economy
Ⅳ **Tourism and Local Revitalization**
Ⅴ Science, Technology and IT
Ⅵ Employment and Fostering Human Development
Ⅶ Finance

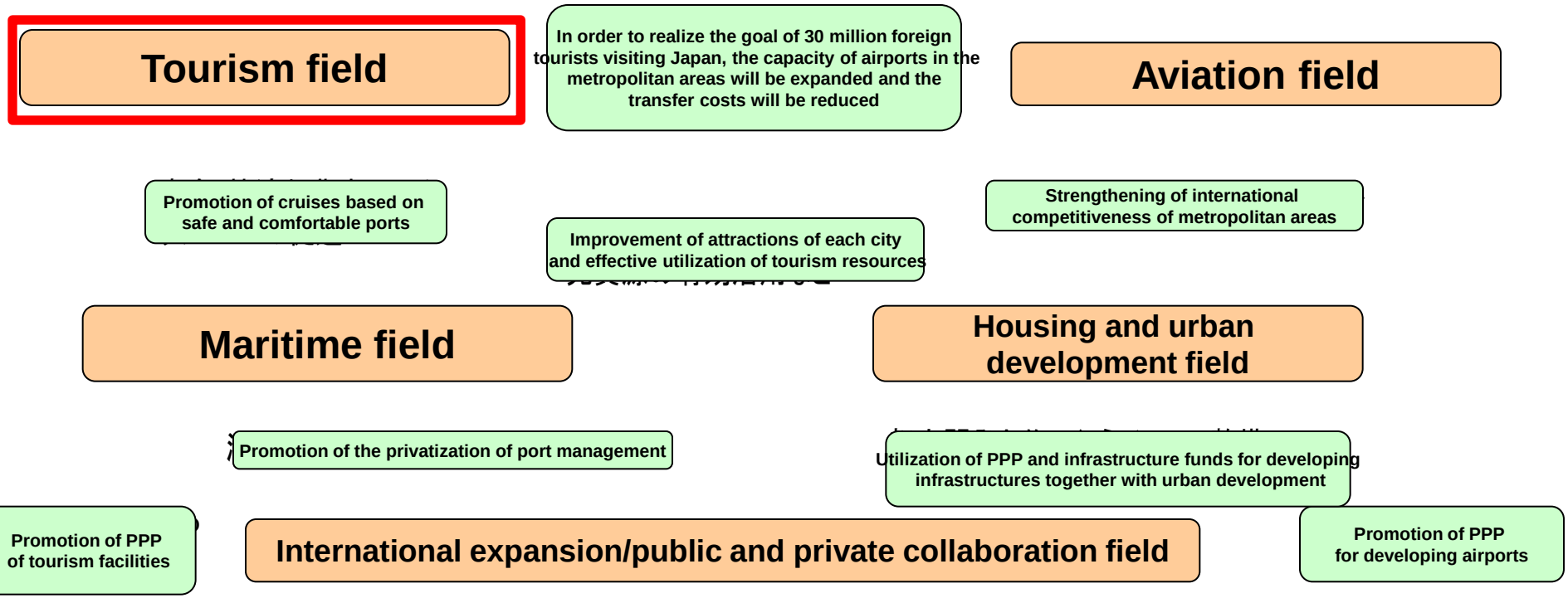
(*New Growth Strategy* : adopted by the Cabinet on June 18, 2010)

1. Increase the number of foreign visitors to Japan to 25 million per year by the beginning of 2020 and to 30 million in the future.
2. Promote creating new types of tourism and new destinations
3. Promote efforts to stagger vacation times

(*Growth Strategy Council*: Ministry of Land, Infrastructure, Transport and Tourism)

Correlation between the five fields subject to consideration at the Growth Strategy Panel

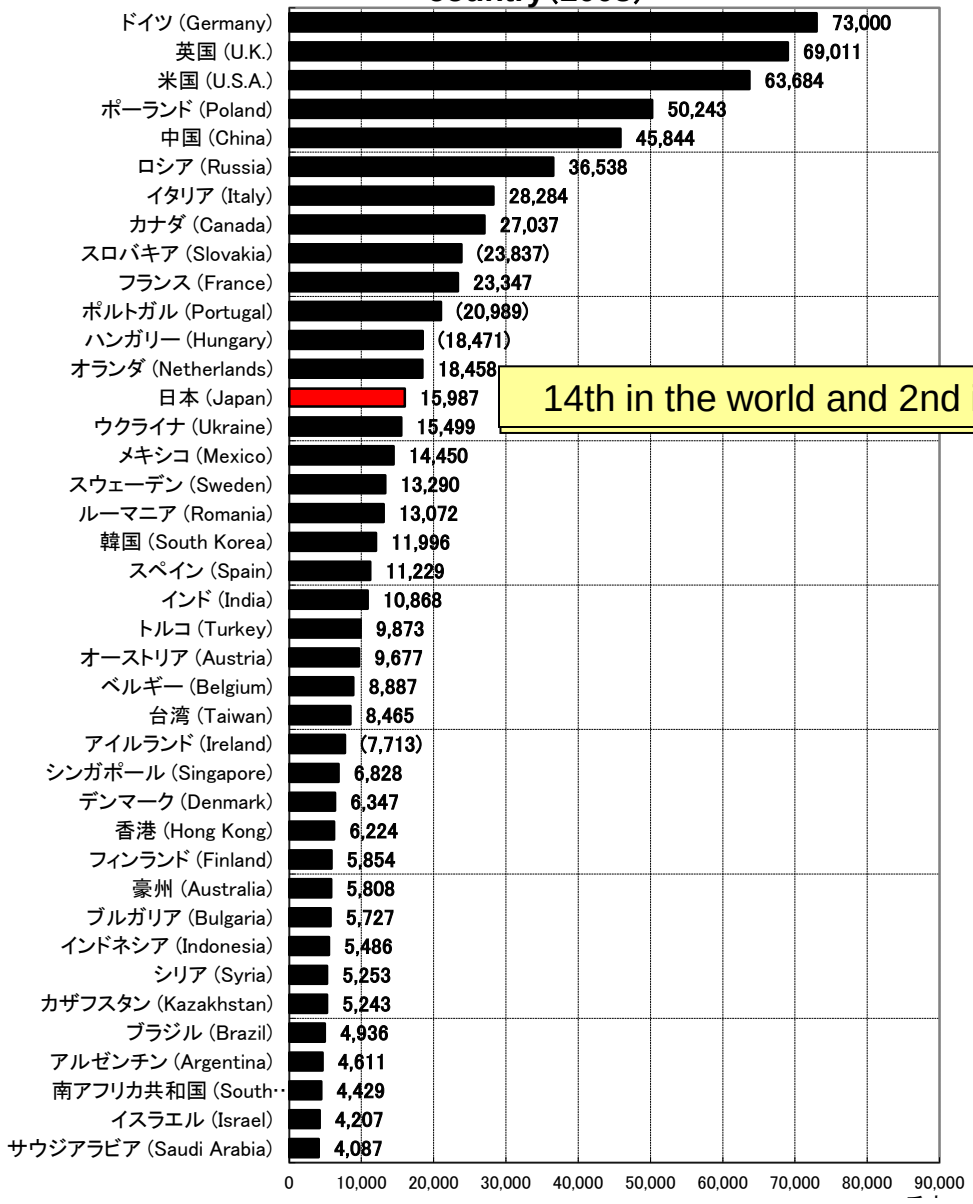
The five fields subject to consideration at the Growth Strategy Panel are important for the economic growth of Japan and they are closely related each other. Therefore, it is necessary to actively implement measures for exercising the synergy effect to the maximum extent by organic correlation shown below under the big goal of realizing the growth of Japan by incorporating the economic growth in Asia



International comparison of the number of foreign tourists

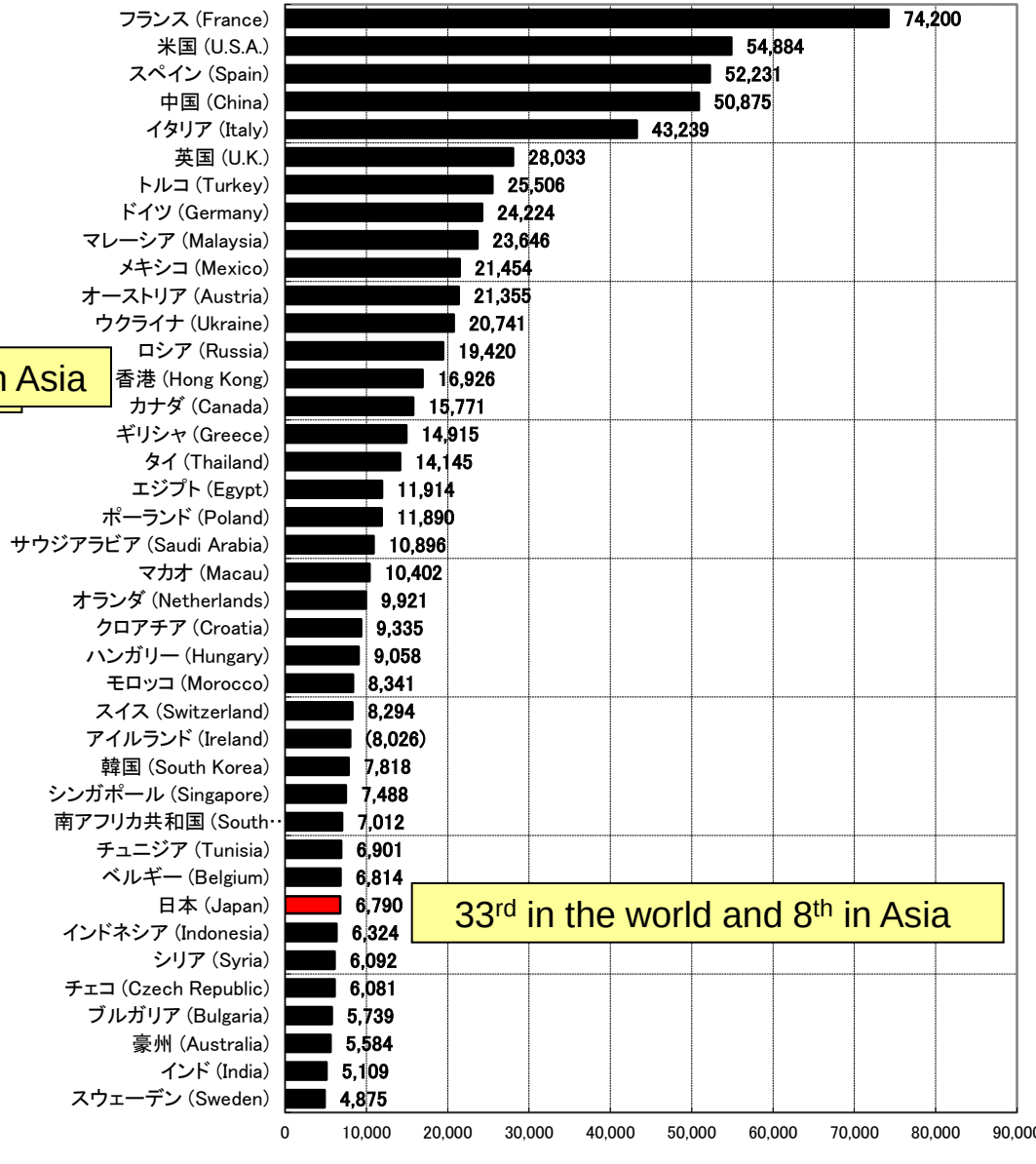
Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

Number of those leaving the country (2008)



14th in the world and 2nd in Asia

Number of those entering the country (2009)



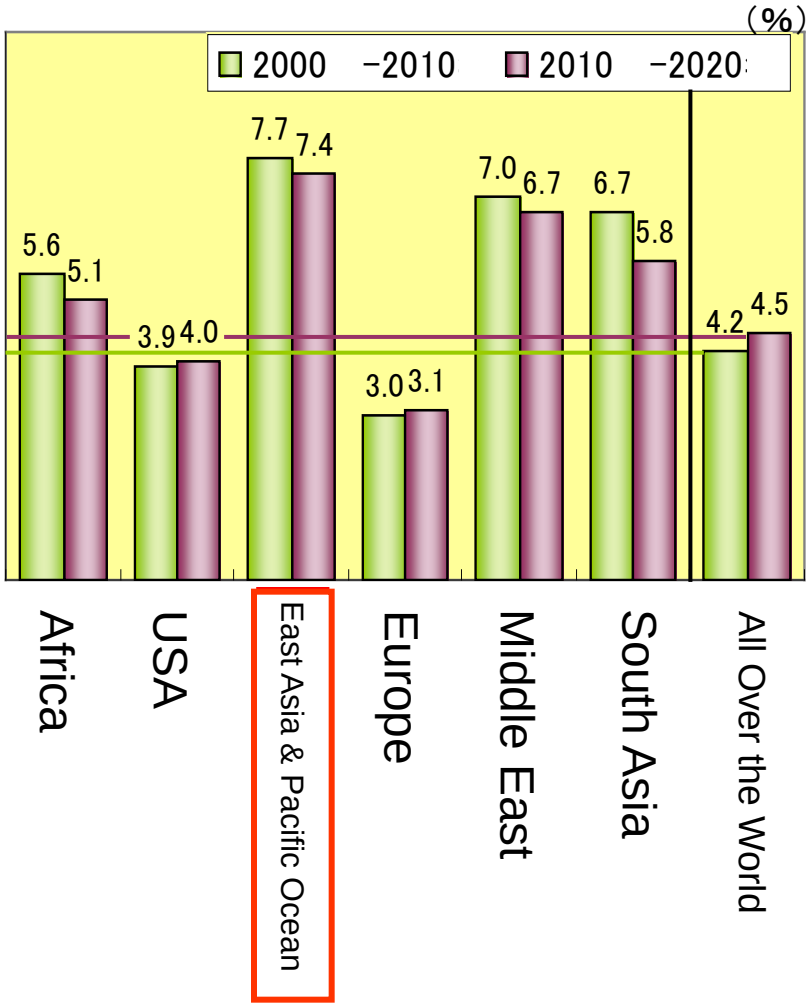
33rd in the world and 8th in Asia

(Source) Materials of JNTO

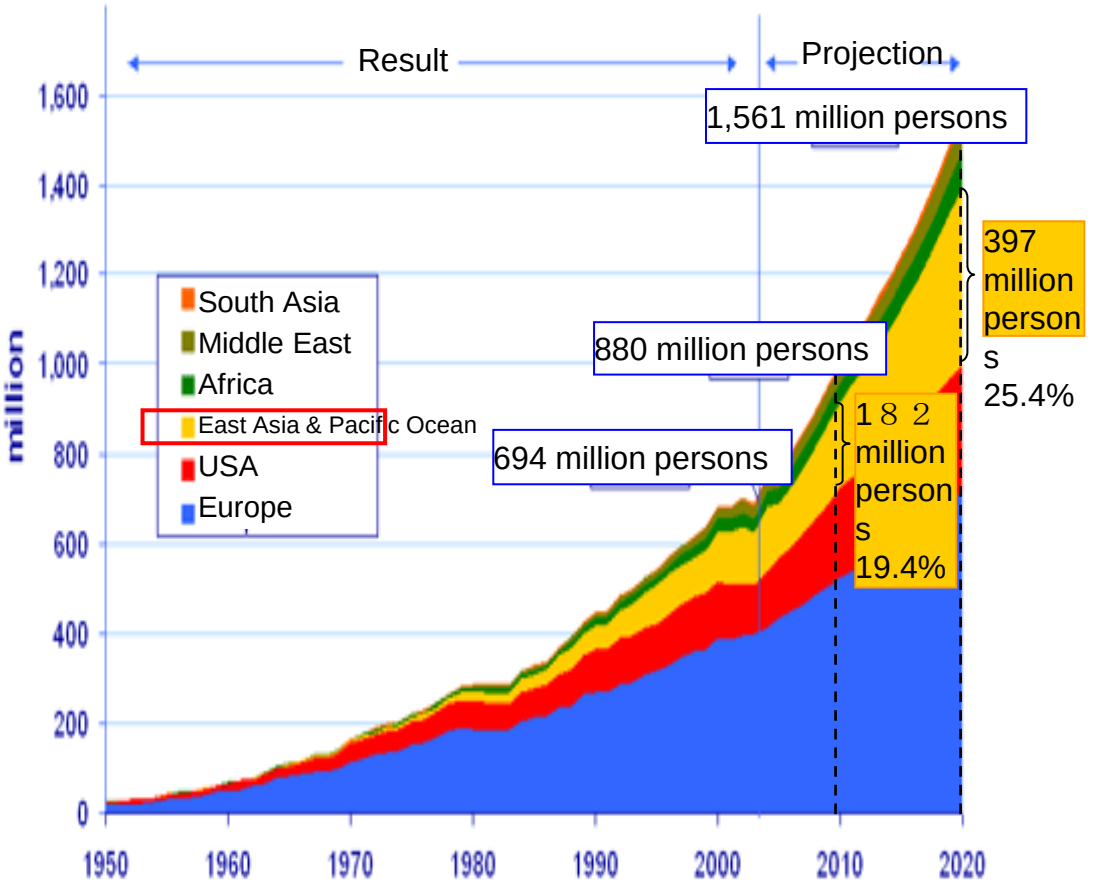
The expanding international tourism market in the world

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

In terms of the number of arriving international tourists, East Asia and the Pacific are expected to grow and the best market of international tourism .



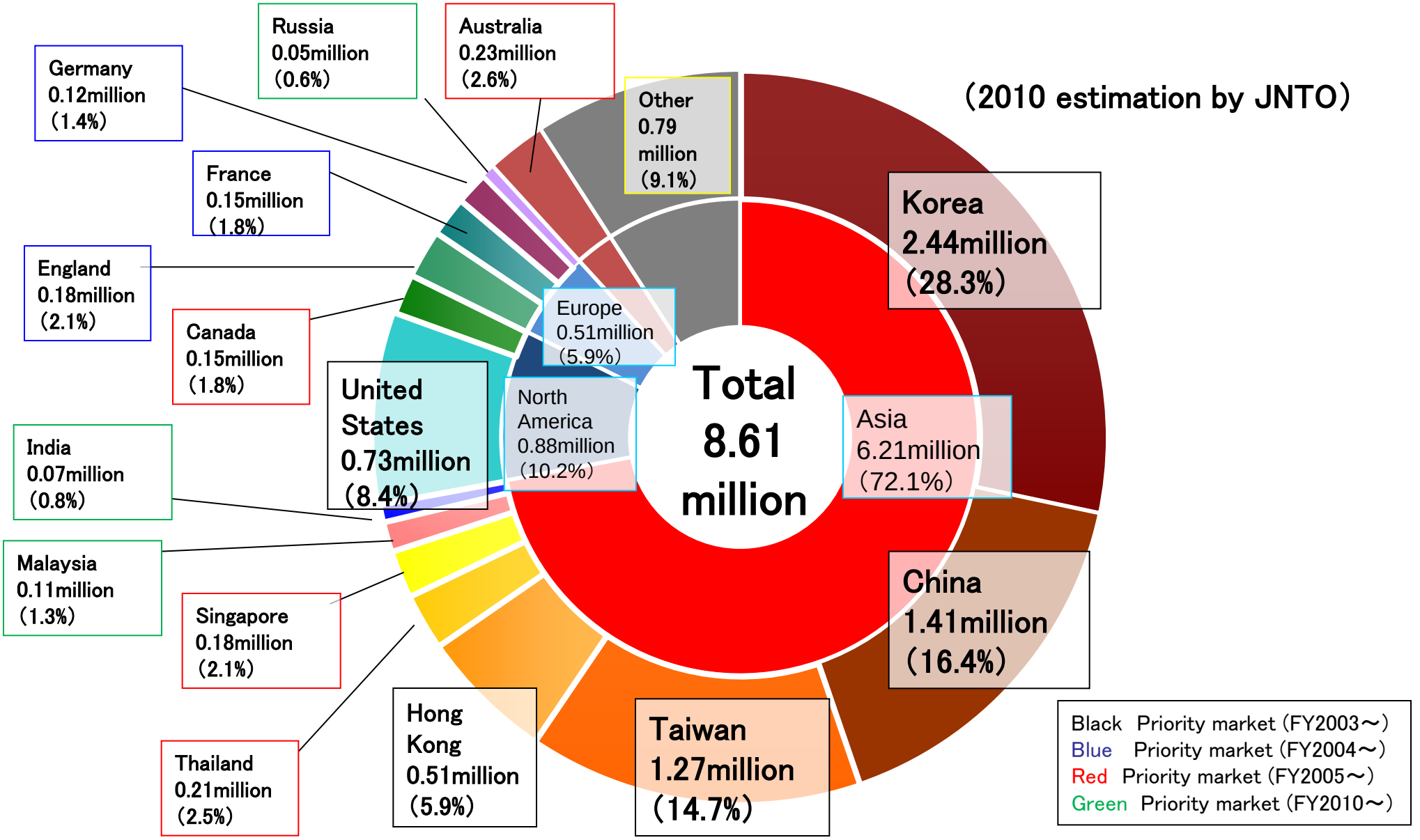
Number of arriving international tourists



Source: Based on UNWTO's "Tourism 2020 Vision"

Raito of foreign tourists visiting Japan by country and region

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

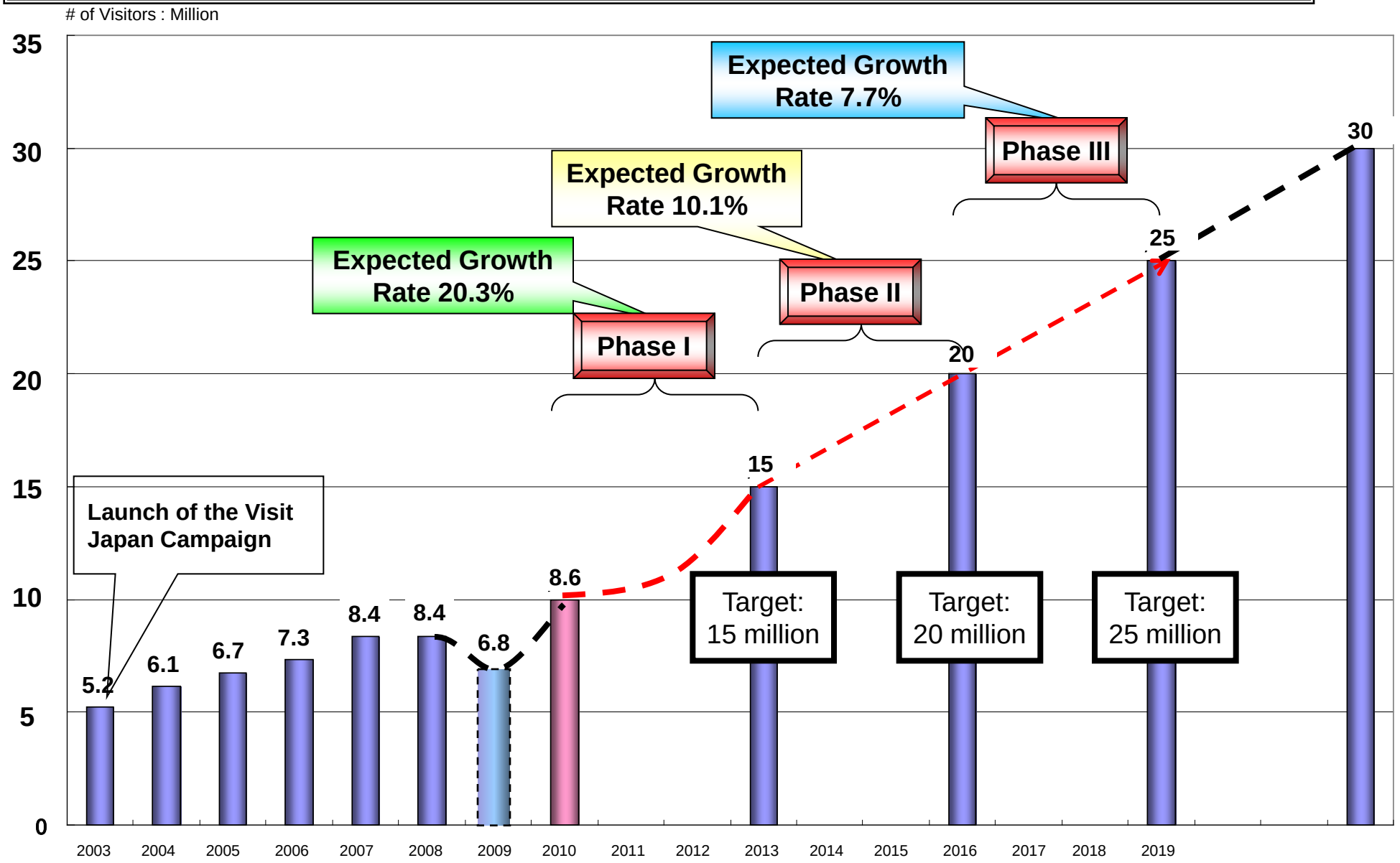


Program to Attract 30 Million International Visitors to Japan

—25 Million International Visitors (in 2019) under a Three-phase Rolling Plan—

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

Assuming the global economy and foreign exchange rates are stable, with no outbreak of war or pandemic.



ActionProgram for Achieve 25million International Visitors to Japan

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

Country / Area	2010	2013		2016		2019
	Measured (Preliminary)	Target	Percentage compared to 2009	Target	Percentage compared to 2013	target
China	141	390	3.86	600	1.54	※
Korea	244	350	2.20	430	1.23	※
Taiwan	127	190	1.86	210	1.11	※
Hong Kong	51	70	1.56	75	1.07	※
Thailand	21	60	3.33	80	1.33	※
Singapore	18	40	2.67	45	1.13	※
Malaysia	11	35	3.89	50	1.43	※
India	7	30	5.00	60	2.00	※
England	18	26	1.44	35	1.35	※
Germany	12	15	1.36	20	1.33	※
France	15	19	1.36	25	1.32	※
Russia	5	14	2.80	30	2.14	※
United Stats	73	95	1.36	120	1.26	※
Canada	15	20	1.33	25	1.25	※
Australia	23	35	1.67	45	1.29	※
Other	80	111	1.59	150	1.35	※
Total	**861**	**1,500**	**2.21**	**2,000**	**1.33**	**※**

※Each targets for 2019 will be set by reviewing and changing external environment and the achievement of 2016

Visit – Japan foreigners 30 million program (Visit-Japan tour program promotion project

Aiming to achieve the 1st term objective to make the number of visit-Japan foreigners15 million from the total 30 million visit-Japan foreigners project, positioning East Asian countries ranging from China, at this moment, the most significant market, establishing an optimal marketing plan based on the assessment result of KPI (Key Performance Indicator: objective indicator with respect to advertisement effects, etc.) and develop effective overseas promotion by selection and concentration.

Drastic marketing research

○ Extraction of potential visit-Japan tourist classes in each market and grasping trends of travel agents, etc.

Assessment of KPI Promotion Efforts

○ Based on instructions by project screening, conduct a fix point observation for promotion outcomes by KPI to be newly introduced from FY 2010.

Develop the Best Marketing Plan

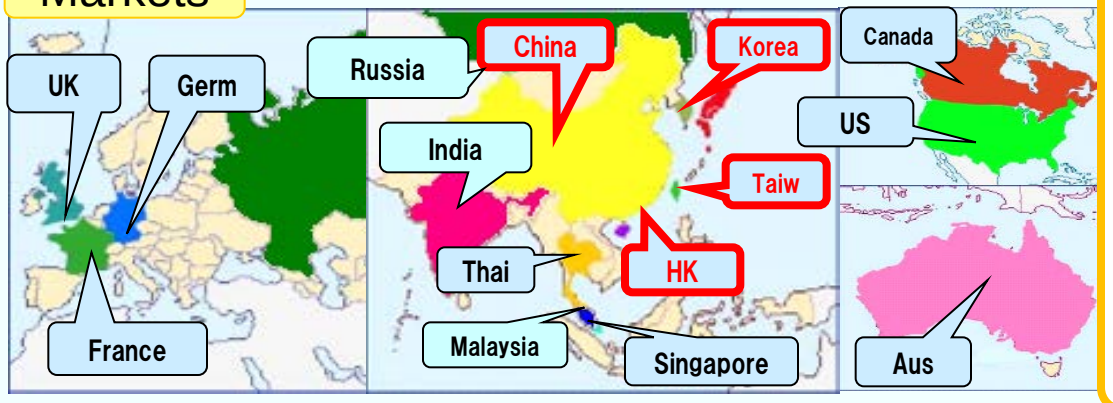
Projects for overseas consumers

○ Advertisement and PR for overseas local consumers
○ Invitation of overseas local news media to Japan
○ Booth display to travel fairs and so forth

Projects for local travel agents

○ Invitation of overseas local travel agents to Japan and implementation of commercial negotiations
○ Implementation of education programs for employees of overseas local travel agents
○ Joint advertisement for visit-Japan travel goods

Markets



Government budget draft for 2011

Visit-Japan promotion project– ¥6.05 billion

Key points:

○Planning of optimal promotion strategy based on marketing research and KPI observation results
○ Further strengthening of the promotion of East Asian 4 markets
○ Promotion development of programs in parallel with the Cool Japan transmissions.

Measures to increase Chinese Visitors to Japan

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

－ As most important market for the 30 million visitor program, Chinese travelers will be targeted for a large scale increase in Japan visit －

Issue	Measure
Ⅰ Strengthening of the promotional system in China	
1. Increasing base stations for promotion	(Till 2008) Shanghai and Beijing ⇒ an additional base in July 2009 in Guangdong
2. Securing budget increase for promotional expenses	(FY2009 budget) ¥2.5 billion ⇒Added ¥4 billion during term (＊concentrated promotion of the newly established private tourist visa) (FY2010 budget) Increase of budget for Visit Japan Project of ¥27.9 billion→most of the increase to ¥86.5 billion was use in 4 east Asian markets including China
Ⅱ Enlargement and strengthening of domestic reception facilities	
1. Augmenting Chinese directives in accommodation facilities and installation of broadcasting system in Chinese language	Maehara MLIT Minister requested cooperation of organizations for accommodations facilities（11.19. 2009） Conducted trial operation in 2010 for manuals in Chinese for use of accommodation and broadcast system in Chinese language.
2. Increasing the number of Chinese interpreters	Installation of guides-for-pay in addition to interpreter-guides is being planned
3. Increasing shops that accept China Union Pay card, Ginren	Memorandum of cooperation between JTA and China Union regarding ① establishing “China Union Japan Travel Pay Card, Ginren” and ②JTI will solicit domestic shops for handling China Union Pay Card（7.16.2010）
4. Review of tourist visa qualifications	Relaxation of private tourist visa qualifications (7.1.2010～)
5. Reconsideration of Chinese airliner landing permits at New Chitose Airport	Maehara MLIT Minister made a request to Kitazawa Defense Min（11.18.2009） Chinese airliners to land on Tues PM（12:00-16:00）3.28.2010～）
Ⅲ Quality improvement of travel goods for Japan visit	
1. Removal of ban against outbound shops in China	Mehara MLIT Minister requested Director Shao Qiwei of China’s National Tourism Administration（10.18.2009） Still requesting Chinese Gov. to implement as soon as possible
2. Strengthen measures against low-quality Japan visit packs and questionable tour guides	Established Japan Tour Improvement Desk（5.1.2010）

Tourist Visa Acquisition Requirement Relaxation for Chinese Tourists

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

Following changes were made for requirements for Chinese private tourists visa (effective July 2010).

① Relaxation of the requirement, "person of ample economic ability".

⇒ Visa shall be issued to a person in a clear "professional position" and having "economic ability"

② Even when the said person is not present, any relation of the 2nd degree or closer may receive the visa

③ Embassies accepting visa application and Chinese travel agencies were expanded

(Embassies in Beijing, Shanghai, Guangdong (48 agents) → 7 other embassies in overall China (290 agents) as of July 2010)

✱In July 2011, on the basis of past year's experience (Jul 2010 – Jun 2011) adjustments were made.
("Realization of New Growth Strategy 2011" Cabinet Decision, Jan 25, 2011)

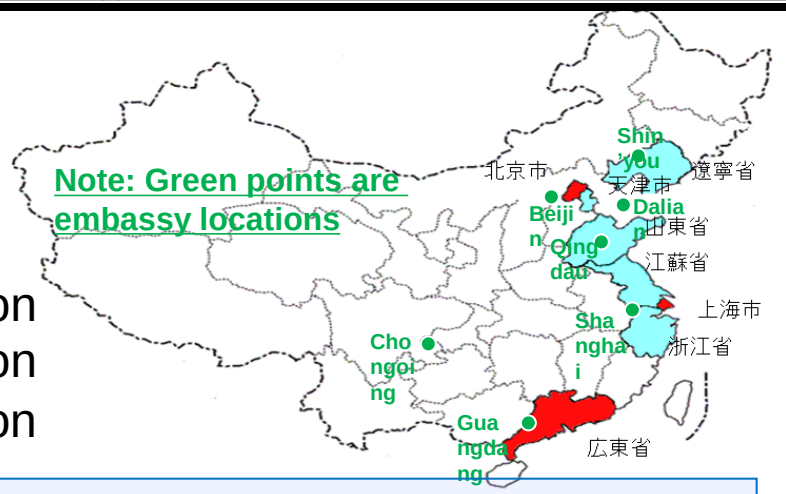
Ref① Group Tourist Visa (Sep 2000～)

<Applicant> All Chinese citizens (no restrictions for income: 4 – 40 persons/group)

<Guide> 1 each from Japan & China tour agencies (2 persons)

(Changes in enlargement of regions subject to the issue of group tourist visa)

Sep 2000～	1.1 trillion
Sep 2004～	3.7 trillion
Jul 24, 2005～	13 trillion



Ref② Private Tourist Visa (Jul 2009～)

<Applicant> **'person of ample economic ability"** ① & **Accompanying family** ② (Relation of the 3rd degree of closer)

<Process> Secure guarantee of Japan travel agent, request visa issuance via **Chinese travel agent** ③

<Guide> None

<Anti-Disappearance Measure> In case of disappearance of tourist, penalty on Travel Agent (a given period of permit suspension) is heavier than that for group tour.

<Effectiveness> Trial starting in July 2009 in **embassies in Beijing, Shanghai and Guangdong** ③ along with system improvement of the foreign embassies

Multi-Visa Issued to Chinese Private Tourist Visiting Okinawa

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

	<Okinawa> Tourist Multi-Visa	<All Japan> Private Tourist Visa
Applicant	Person of ample economic security and his accompanying relation of 2nd degree or closer (even on 2nd or later entry, the latter must be accompany the former)	Commanding a clear occupational position and economic ability and relatives of the 3rd degree or closer (accompaniment of the principal not required for relatives of the 2nd degree or closer)
No. of Entries	Multiple entries (multi-visa): during effective period, multiple entries are available (effective for 3 yeas after issuance)	Once (single-visa): only once
Period of Stay	90 days or less	15 days or less
Travel Requirements (visiting sites)	On first visit, must visit Okinawa (at any time during stay must spend at least overnight in Okinawa). Must show itinerary, air ticket reservation stub (or boarding stub on ship) No restrictions on 2nd or later visit (visiting Okinawa is not required)	No restrictions (on requesting visa, presentation of itinerary is required)
Warranty	Travel Agency (First time only) ＊On 2nd or later visit, personal reference is not required	Travel Agency
Issuance Fee	Excused	200 yuan（c. ¥2,600）
Effective Date	July 2011	July 2009 （Restrictions for acquisition conditions were relaxed in July 2010）

Improvement of Foreign Visitor Acceptance

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

In order to solidify a tourism-based country, it is necessary to heighten foreign visitors' expectation about touring Japan through raising perceptive by effective promotions and at the same time to satisfy them through providing hospitality and convenience of access. Toward this end, improvements of the tour environment and HR development efforts and other measures must be implemented to upgrade the overall quality of visitor acceptance.

Environmental Improvement

1. Upgrading of acceptance of foreign visitors

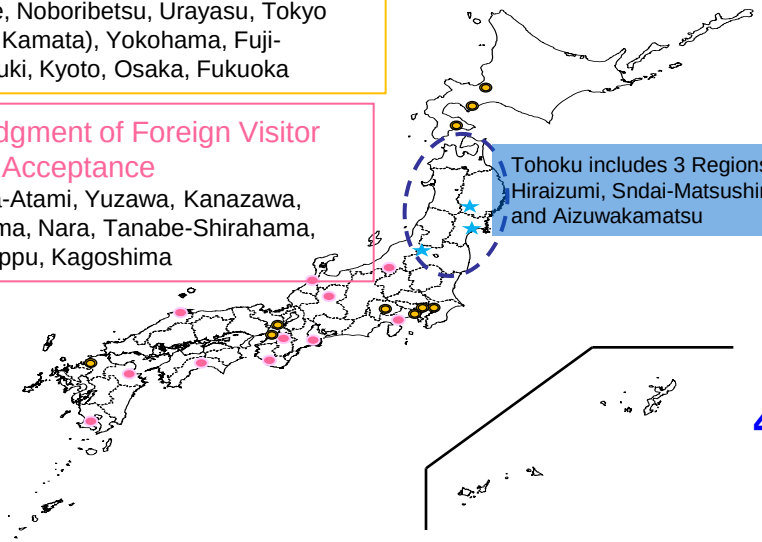
Government will select locations among areas frequently toured by foreign visitors to undertake development of model areas. About 25 such model areas will be developed in FY2011.

Districts Which Accept Foreign Visitors

Sapporo, Hakodate, Noboribetsu, Urayasu, Tokyo (Akihabara, Ginza, Kamata), Yokohama, Fuji-Kawaguchiko-Fuefuki, Kyoto, Osaka, Fukuoka

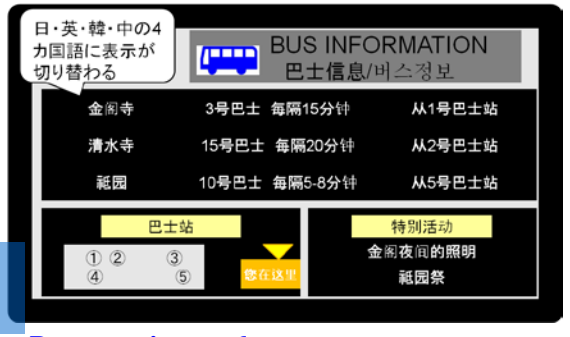
Regional Lodgment of Foreign Visitor Acceptance

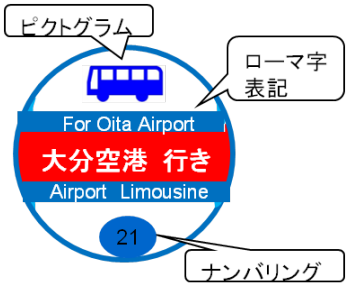
Hakone-Yugawara-Atami, Yuzawa, Kanazawa, Takayama, Iseshima, Nara, Tanabe-Shirahama, Matsue, Kochi, Beppu, Kagoshima



2. Reduction of the language barrier for foreign visitors

Implemented multi-language facilitation measures from the main access points through to tour sites in **13 districts throughout Japan** by supplementary budge of FY2010.





3. Promotion of Utilization of Information and Communications Technology

Installation of environment for free-of-charge LAN service is ongoing in public spaces such as main airports and Visit Japan Bases.

4. Provision of hotel information and broadcast system in Chinese

In order to establish and improve assess utility, provision of hotel information in video disks and in-house broadcasting systems using Chinese are under way.

Human Resources Development

5. Interpreter-Guide System in Overall Special Districts

Passing tests to be interpreter is required to obtain a license to work for foreign visitors for pay under current regulation.

A regulatory amendment for Overall Special Districts is being considered to permit a person other than interpreters trained by special municipal organizations to implement guide for pay.

6. Hospitality Service Support Assistance

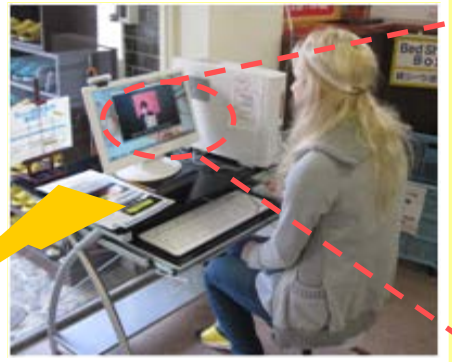
Dispatching residential foreign students as hospitality service supporters to all tour sites in Japan not only helps cultivation of new tourism resources, but also will provide ideas of info transmission and improvement measures from foreigners' standpoint to help identify changes required for increasing foreign visitors to Japan.

Bolstering ICT Terminal Network for Tour-Guiding

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

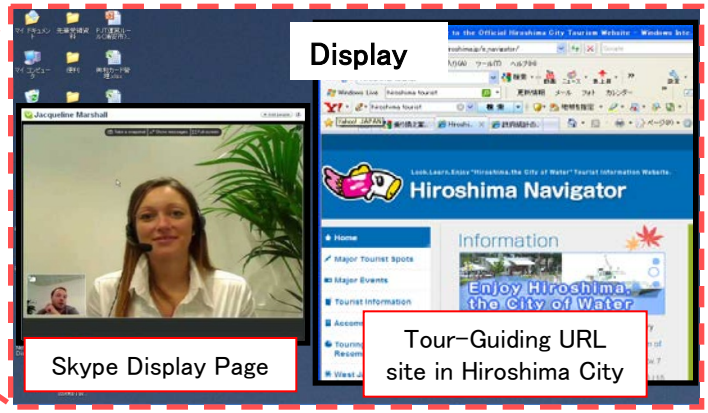
In order to enlarge availability of multi-language tour-guiding, visitors of the Hiroshima Peace Memorial Park may use the TV-telephone terminals for trial use located in its rest house and Municipal Youth Hostel to obtain tour-guiding from the TIC in Tokyo in English and Chinese.

TIC Tokyo
(Chiyoda-ku)



Hiroshima Municipal Youth Hostel

Peace Memorial Park Rest House



Contents & Environment

Contents	• Centered on touring sites and transportation. Info on other Japanese touring sites are also available.
Environment: Lang	• Contents are presented in English or Chinese.
Environment: Loc	• Terminals are located in the Peace Memorial Park Rest House and Hiroshima Municipal Youth Hostel.

New tourism resources

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

New tourisms stated in the Tourism Nation Promotion Basic Plan (June 2007, cabinet decision)

	＜Definition＞
Eco tourism	Experience and learn from natural environment and historical culture without damaging them (whale watching and plantation volunteer tour, etc.)
Green tourism	Leisure activities with stay to enjoy nature, culture and exchanges with local residents in rural area (experience of agricultural work, home stay in rural families, food education, etc.)
Culture tourism	Satisfying intellectual necessity for cultural factors such as Japanese history and tradition
Industry tourism	Tourism with learning and experiences in factories with historical and cultural value and those with their remains, machineries and state-of-the-art technologies
Health tourism	Recover, enhance and maintain health by visiting areas with rich nature and enjoying nature, hot springs and nutrient food, and healed mentally and physically
Others	Flower tourism, long-term stay tourism, etc.

New fields of tourism collaboration

	＜Example＞
Sports tourism	Neighborhood sightseeing by professional sports viewers and participants in sports events such as marathon and walking
Medical tourism	Foreigners visit Japan for the purpose of receiving treatment and medical checkups in medical institutions and they also enjoy sightseeing in Japan
Fashion, food, movie, animation tourism	Visit Japan trip for enjoying Japanese fashion and food, visit to location places of hit movies and animation-related places, etc.

Comprehensive promotion measures are considered in collaboration with prefectures

Promotion of sports tourism

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

Various sports resources in Japan

World-class sports for watching
Baseball, J-league, rugby, volleyball, golf, sumo, judo, etc.

Popular sports for participating for all generations
Marathon, walking, cycling, mountain climbing, skiing, golf, amateur baseball, etc.

"Spark" for expansion of inbound, domestic tourism promotion and regional revitalization by utilizing attractive sports resources to the maximum extent

Goals of efforts

- ◆ Transmitting sports resources in Japan to overseas and improving access
- ◆ Promoting sales of leisure sports tourism to the Asian market
- ◆ Inviting international games such as the world cup and the Olympic games, training camps, and related and related conferences
- ◆ Improving the appeal of sports facilities
- ◆ Sports tourism city development

Sports Tourism Promotion Liaison Conference

【Member】 Founded on May 18, 2010
Related governmental agencies, professional sports organizations, sports umbrella organizations, sports associations, tourism organizations, tourism-related companies, sports-related companies

【Issues to be considered】
（1）Future course of strategic invitation of international sports events, training camps and conferences（2）Measures for internationalization of sports and promotion of international exchanges
（3）Measures for promoting sports watching and creating tours for participation
（4）Measures for improving the ticketing from overseas
（5）Measures for improving the appeal of sports facilities
（6）Measures for promoting the city development using sports as a key
（7）Future course of promotion organization of sports tourism

＜For the time being＞

- Speedy consideration and implementation of demonstrative experiments
- Formation of interim summarization and response to the budgetary request
- Creating atmosphere for sports tourism accord the framework of organizations

Transmission of information by sports tourism website
Information on sports and tourism of neighboring areas is provided by linking websites of different sports associations

Collaboration with sports associations
Sports are used as contents for transmitting information on tourism and the support for sports events contributes to promotion of sports and encourages mutual development

Promotion and awareness raising by sports tourism maisters
Persons who have influence in each sports field are appointed as maister to promote sports tourism and raise awareness

Coordination with International Sports Events

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

F1 Japanese Grand Prix

Official name: 2010 FIA F1 World Championship, Round 16, Japanese Grand Prix
Schedule: October 8 (Friday)–10 (Sunday), 2010
Place: Suzuka International Racing Course (Suzuka, Mie Prefecture)

The leading motor sport in the world.
A total of about 600 million people watch it on TV!

★ Advice to local council

★ Cooperation to attract visitors to Japanese GP and Korean GP

★ “F1 + Mie Prefecture” familiarization trip

★ Creation of tourism products in coordination with neighboring tourist sites

World Women’s Volleyball

Official name: Women’s Volleyball World Championship
Schedule: October 29 (Friday)–November 4 (Thursday), 2010
Place: Tokyo, Osaka, Nagoya etc.

Volleyball Event with History and Tradition
World championship every four years!

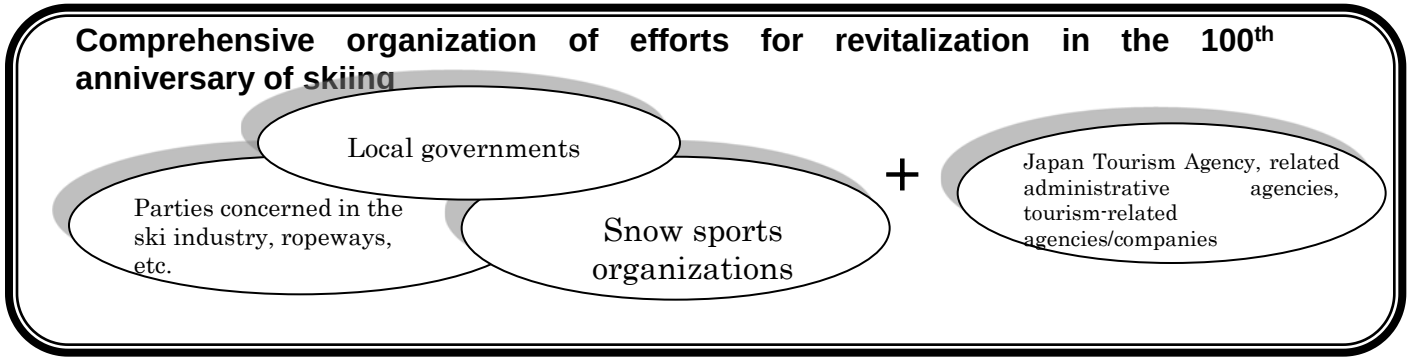
PR activities around the world on the volleyball tournament together with information on neighboring tourist sites

7th World Travel Fair (WTF), Shanghai【China】
May 27 – 29
KOTOFA【Republic of Korea】
June 3 – 6
Japan Festival, Expo 2010 Shanghai【China】
July 15 – 21

Efforts for winter sports tourism in collaboration with Japan Skiing 100 Year Commemorative Committee

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

100 years have passed since Major Lerch from Austria introduced skiing for the first time to Japan in January 12, 1911. “The Japan Skiing 100 Year Commemorative Committee” was established by joint efforts of administration which involves in snow sports and snow resorts (prefectures), private companies, organizations and media. The Japan Tourism Agency cooperates for deliberating on and implementing measures for revitalizing snow resorts



Transmission of attractions of snow leisure to overseas

● Advertisement is put in other countries using the symbol mark developed by the Japan Skiing 100 Year Commemorative Committee, “SNOW RESORT JAPAN”
● Holding the project for inviting travel agencies which handle snow leisure travel (October)
● Advertisement (as needed for the demand for winter travel) utilizing Japanese snow leisure in other countries (newspapers, magazines, websites, etc.)
● Promotion support at Travel Expo, Travel mart, etc. (November)
● Survey on demand for snow leisure is conducted for Europe and Australia and advertisement is put in accordance with the survey (from January)
● Skifan Trip as a demonstrative experiment (planned in January)

Specific example of promotion for the Australian market

Approach the family class from 30’s to 50’s and the affluent class from 40’s to 60’s, and approach other classes interested in winter sports in a combined way

・Various advertisement on the Internet
・Advertisement on magazines (2 magazines)
・Outdoor advertisement in Sydney and Melbourne (2 types, October and November)
・Promotion of powder snow in the campaign site
・Snowboard game in FACEBOOK
・Experience-based exhibition event
・Introduction of snow in a few pages of booklet of introducing Japan

Promote high-quality ski resorts in Japan using the word, “Think powder”

Promotion of domestic snow leisure

●TOKYO SNOW WORLD in ODAIBA
Events are held to commemorate the 100th anniversary by the Japan Skiing 100 Year Commemorative Committee from 17th to 19th of December (supported and backed up by Japan Tourism Agency)

● Monitor tour survey is planned to be implemented in various locations to stimulate the demand for winter sports tourism (planned from the end of January)

Monitor tour example

Relaxing snow resort tour for seniors

Resort tour for satisfying the seniors not only skiing but also snow shoes, food and hotels

Cross-country skiing experience tour

Learning cross-country skiing as a way to enjoy snow resort and new motivation to enjoy winter travel

● Symposium for revitalizing winter sports tourism (planned on January 27)

Summary of Basic Policy on Sports Tourism Promotion

～Enjoy Travel via Japan's Sports～

An Ideal Fusion of Sports and Tourism

"Enriching Japan's Tourism" An effort to create a new tourism attractions via sports, actualize various local tourism resources, and vitalize visiting Japan and inland travel

" Further Fusion of Sports and Tourism" Intentional fusion will give new reasons to visit the sites and appreciation will create new business opportunities

Japan. Endless Discovery. Increase foreign Japan visitors

JAPAN MICE More int'l events to be held

Increasing accommodations and expenditures on inland tours

がんばろう！日本

Keep in line with the "The Strategy for Sports Nation"

Sports promotion

Establishment of Tourism Nation

Promote regional harmony by closer relations among regional, tourism sports & business orgs.

Vitalize health, industry & int'l relations

Sports-based community development for tourism

Demonstrations & Research ⇔ Marketing ⇔ Economic Effects

Basic Direction for Promoting Sports-Tourism

① Establishing sports-based community development for tourism and contents of sports spectacles

- Development of community sports contents linked with community development policy
- Establish local sports commission commonly with municipality, sports and tourism organizations
- Enhancing information processing/transmission and development of infrastructure for various languages for tourists

② Aggressively inviting international sports events

- Development of skills in enticement and management of events
- Instituting national system to support holding of int'l sports events
- Coping with regulations by sharing information and promoting understanding and cooperation by local residents
- Mount powerful marketing and ad activities prior to the event

③ Making travel packages and promoting transmission of information

- Development of brand of sports-tourism of Japan and aggressive broadcasting
- Establishment of ticket sale mechanism and information transmission by multiple languages
- To conduct tailor-made promotion based on objective, and study needs in detail
- Direct sports-tourism promotion for domestic consumption & by awards

④ HR development in sports-tourism and their employment

- To establish qualifications for sports-tourism HR and concentrate HR Information
- To recruit retired top athletes for management/promotion of sports events
- To involve foreigners for content development and information transmission
- Increase opportunities for sports & travel participation also in education

Establishment of All Japan Sports-Tourism Promotion Association（JSTA）

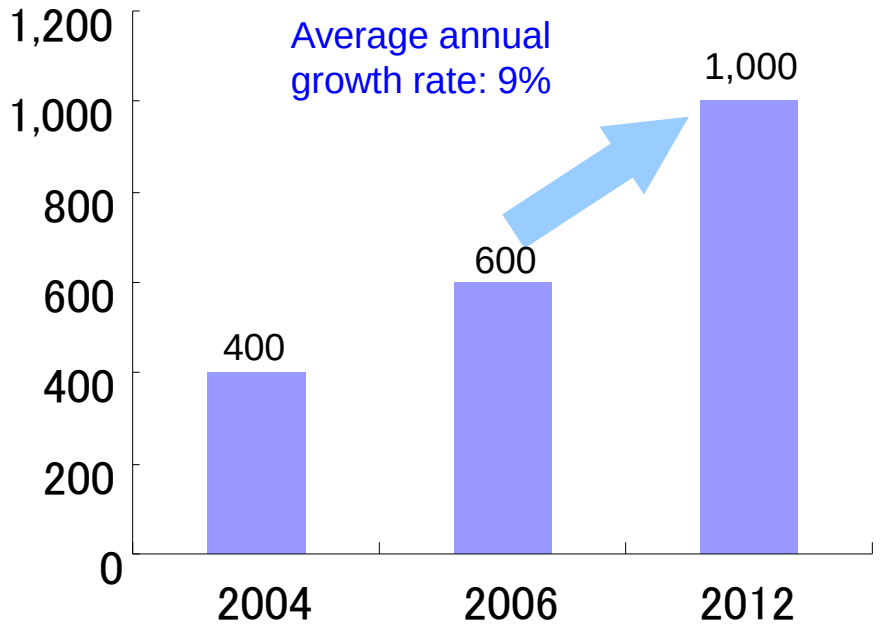
We will strengthen all domestic sports & tourism orgs. and business networks and provide above four support services to foreign counterparts.

Medical Tourism in the World

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

Estimated Medical Tourism Market*1

(Units: 100 million dollars)



Flow Patterns of Medical Tourists*2

Medical Travelers by Source and Destination[b]

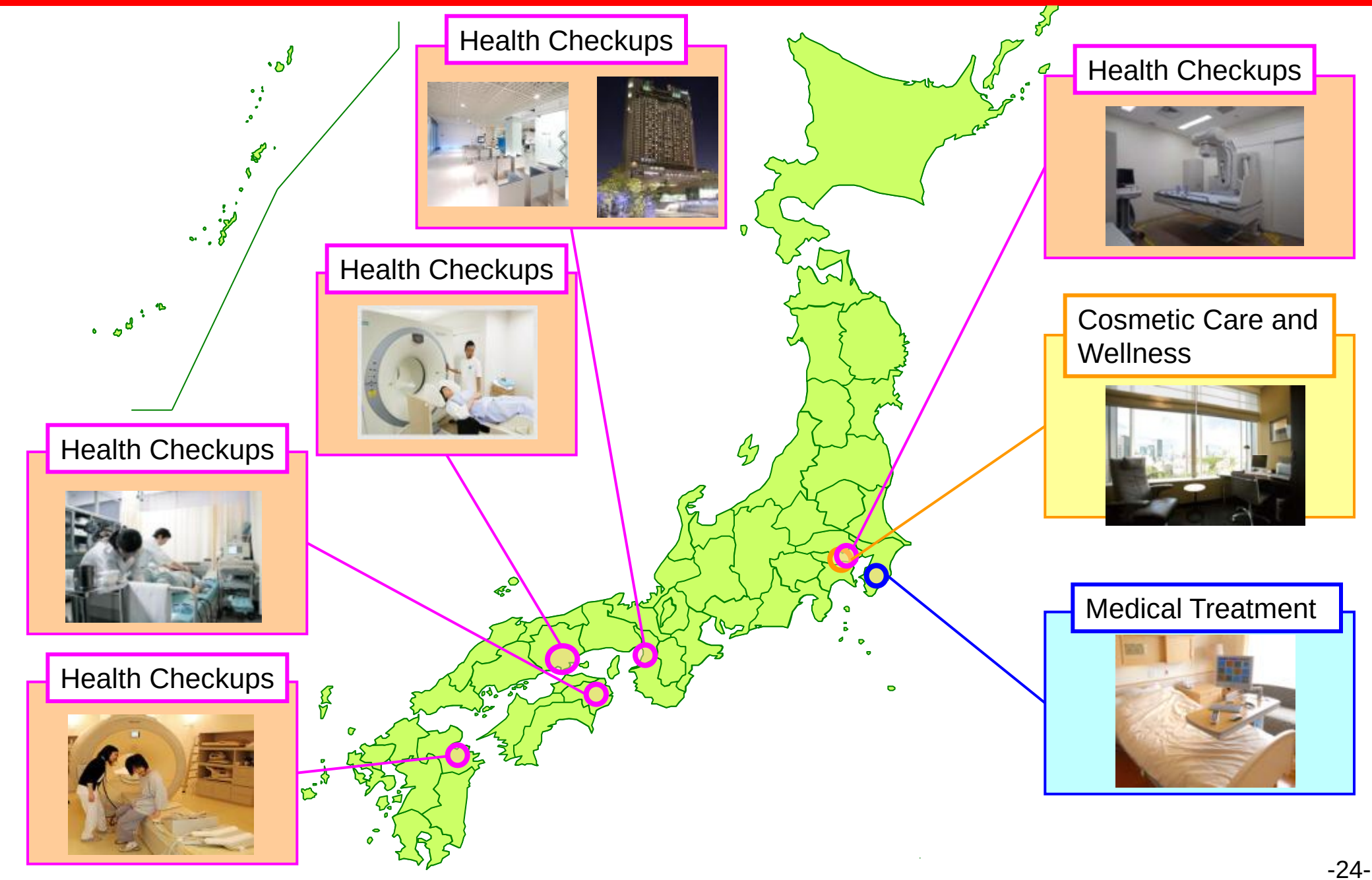
From \ To	Asia	Europe	Latin America	Middle East	North America
Africa	95%	4%	1%		
Asia	93%	1%			6%
Europe	39%	10%	5%	13%	33%
Latin America	1%		12%		87%
Middle East	32%	8%		2%	58%
North America	45%		26%	2%	27%
Oceania	99%		1%		

- Definition of Medical Tourism in Japan : Engaging in tourism activities while visiting an economy for medical service (medical examination and treatment).
- Three medical service areas are included—“health checkups,” “medical treatment,” and “cosmetic care and wellness.”

Sources : *1: Estimated and predicted values appeared in *Medical Tourism: Global Competition in Healthcare (National Center for Policy Analysis)*. Whether tourism activities in the visited economy are included in the data or not is not clearly stated.
*2: McKinsey “*Mapping the market for medical travel*”.

Examples of Medical Tourism in Japan

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism



Forest x Tourism ～2011, the Int'l Year of Forests, Corroboration with Forestry Agency～

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

■ International Year of Forests

・Year 2011 is the UN-Declared Year of Forests (IYF)
・UN is encouraging member nations to promote appropriate activities (sustainable forest management, protection and enlightenment of forests)
・Forestry agency will offer a variety of local programs (tree-planting ceremonies, support program for forest workers, promotion of forest studies, conferences, photograph exhibitions, etc.)
・National Committee for the International Year of Forests in it's first meeting (Dec 16, 2010) set its motto:

"Explore Forests"
～Revitalize Our Forests for Our Future～
～The Starting Year for Forests and Forestry Revitalization～

2011 International Year of Forests

Reference Information

The "International Year" selected by and voted on in the UN General Assembly is a period in which specific items, particularly priority items call for attention of member countries, various organizations and individuals of the word to urge to resolve the issues .

Exs: 2009 Int'l Year of Astronomy, Natural Fibres, Reconciliation
2010 Int'l Year of Biodiversity, Rapprochement of Cultures, Youth
2011 Int'l Year of Forestry, Chemistry

■ Corroboration between Tourism Agency and Forestry Agency during IYF

・ Feb 18 In the Native Product Contest 2011 instituted "IYF Special Award"（Playing House Set）

・ Mar 08 Attended assignment ceremony of IYF Child Ambassador
(Musical principal actor in *Freddie the Leaf)*
Message from Commissioner dressing as Freddie to urge the activities of IYF

・ Mar 09 At the Native Product Contest 2011 Ceremony, the IYF Child Ambassador performed at the opening and assisted the Commissioner of the Forestry Agency when granting "IYF Special Award"

・ Mar – May (Plan) Events to "explore forests" with Ambassadors of various countries

・ As a part of IYF promotion projects, programs in tourism promotion and enlarged social exchange using forests in or near tourism areas (in planning)
(Holding of in-forest events, creation of production of eco-tourism merchandise, etc.)

Reference: Musical *Freddie the Leaf*
Musical presentation of a best-seller book planned by Director Shigeaki Hinohara of St. Luke's International Hospital

東日本大震災の影響

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

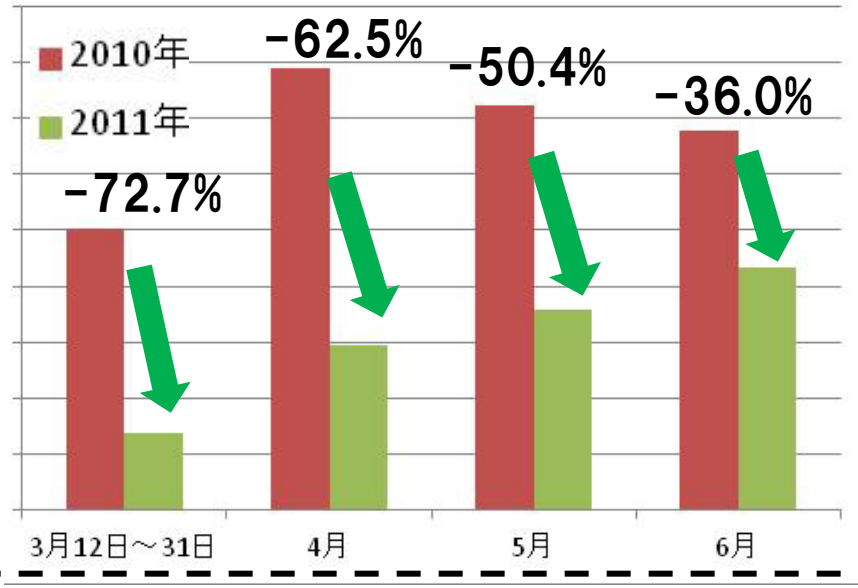
○ ホテル・旅館の宿泊予約キャンセル

・東北　約61%
・関東　約48%
・全国　約36%　※ 3・4月、観光庁サンプル調査

○ ホテル・旅館の震災関連倒産　23件

（倒産件数合計　184件）
※ 帝国データバンク調べ（6月17日時点累計）

○ 訪日外国人旅行者数



【国内旅行】

○GWは、全般的に回復傾向（国内宿泊旅行実施者数　－3．2%　国内宿泊旅行消費額　－3．1%）
○GWに震災復興や支援活動等のために国内宿泊旅行を実施した者が全体の25%。
○西高東低、安近短などの傾向あり。
○GW後は厳しい予約状況の地域も。

【訪日外国人旅行】

○各国外交当局による日本向け渡航情報は、震災発生直後と比べれば、緩和の方向へ。
○3月中ストップしていた訪日観光ツアーも、4月以降、一部再開へ。

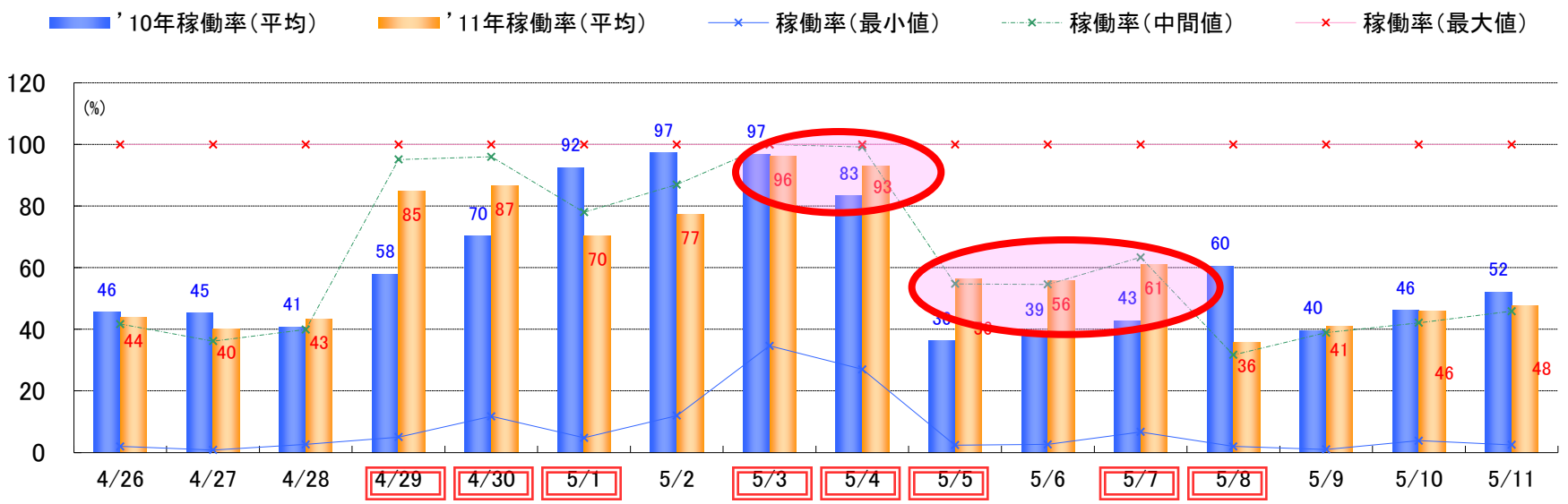
GWの旅行の動向

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

- 国内宿泊旅行実施者数は約2,000万人。昨年比約3.2%減。
- 国内宿泊旅行消費額は8,981億円。昨年比約3.1%減。
- 宿泊施設の稼働率は5/3、5/4がピーク。ＧＷ後半においても昨年を上回る稼働率。

	2011年（4/26～5/11）	2010年(4/26～5/11)	増減
国内宿泊旅行人数　（万人）	2,000	2,066	-3.2%
国内宿泊旅行　消費額（億円）	8,981	9,272	-3.1%
国内宿泊旅行　実施率（%）	19.5	20.2	-0.7ﾎﾟｲﾝﾄ
国内日帰り旅行人数　（万人）	2,893	3,584	-19.3%
国内日帰り旅行　消費額（億円）	4,396	4,454	-1.3%
国内日帰り旅行　実施率（%）	28.2	35.0	-6.8ﾎﾟｲﾝﾄ

宿泊施設のゴールデンウィーク期間の稼働率



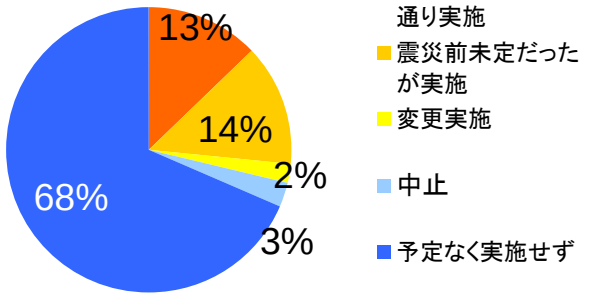
震災の影響（GWの旅行実施、お盆の旅行予定）について

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

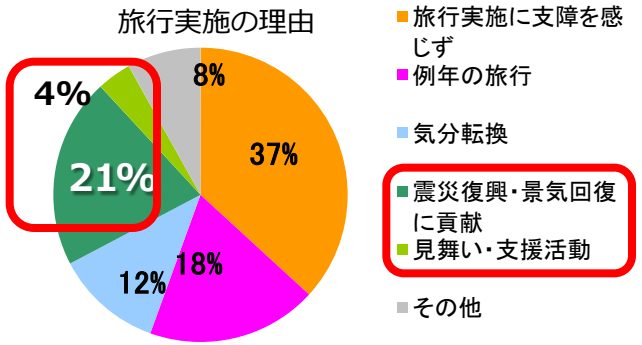
- 国内宿泊旅行を実施した理由のうち、震災復興・景気回復に貢献(21%)、見舞い・支援活動(4%)が全体の25%を占める。
- お盆時期の旅行予定者のうち、27%が震災復興・景気回復に貢献するためと回答(約1,549万人)。自粛により旅行しない予定の人（約884万人）を大きく上回る。

GW期間中の国内宿泊旅行への震災の影響

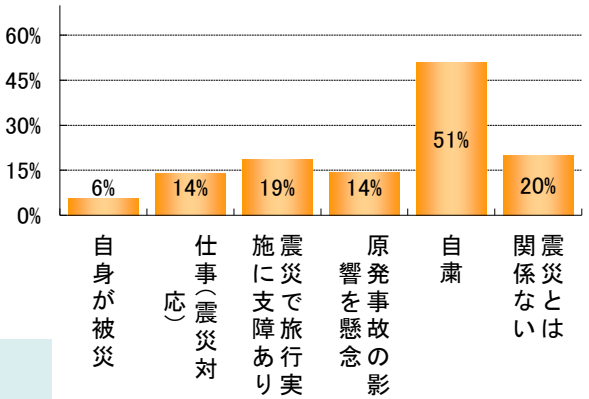
旅行実施状況



旅行実施の理由

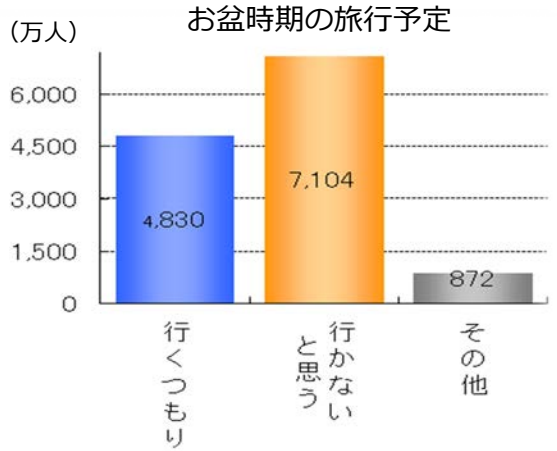


予定していた旅行先や内容を変更した、旅行を実施しなかった理由（複数回答）

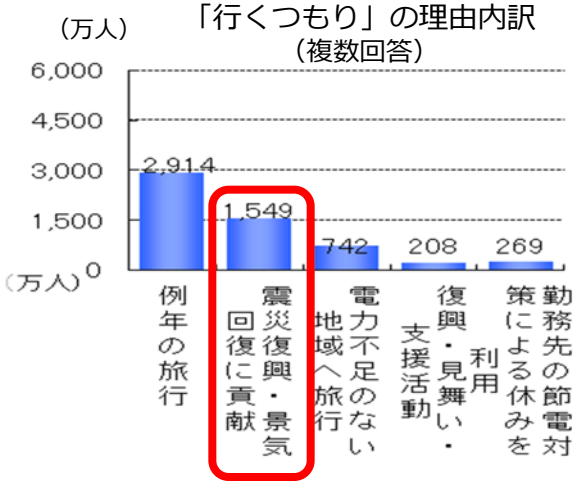


お盆時期の旅行予定への震災の影響

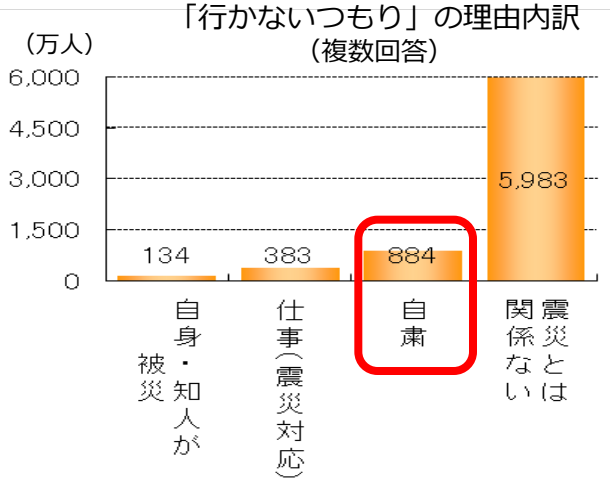
お盆時期の旅行予定



「行くつもり」の理由内訳（複数回答）



「行かないつもり」の理由内訳（複数回答）



※観光庁「ゴールデンウィークにおける観光旅行の動向」（調査対象期間：4月21日～5月11日）
・需要側調査・・・実施時期：平成23年 5月14日～15日、調査対象者数：3，142人
（今回の調査では、東日本大震災の影響により、被災地を含む地域のサンプルに偏りがあることを留意。）
・供給側調査・・・①宿泊施設に対する調査：全国の主な観光地の宿泊施設を対象に、全国で604施設を抽出し、調査票への回答があった333施設について集計。
②観光地点に対する調査：全国の主な観光地点について433地点を抽出し、調査票への回答があった331地点について集計。
（宿泊施設及び観光地点については、青森県の一部、岩手県、宮城県、福島県、茨城県を調査対象外にしている。）

夏のボーナスの使い道と夏季休暇の過ごし方

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

- 夏のボーナスで購入を検討している商品・サービスは、「国内外旅行」「贅沢な外食」等が上位に。IT系商品が目立った昨夏と比べ、震災後のストレスを気分転換で解消したい生活者心理が浮き彫り。
- 夏季休暇は、平均5.7日間で、71.7%が「昨年と変わらない」と回答。過ごし方として、全体の18.3%が日帰りを含む国内旅行を検討。

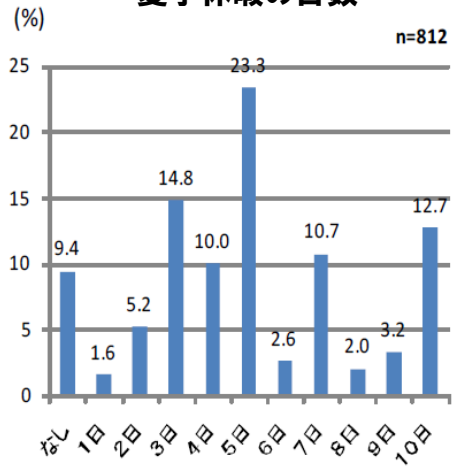
夏のボーナスの使い道として検討している商品・サービスランキング（2011年）

全体(n=686)		
1位	国内旅行	22.2%
2位	ＬＥＤ電球	9.6%
3位	贅沢な外食	7.6%
4位	ブルーレイディスクレコーダー	6.1%
5位	海外旅行	5.7%
6位	地デジ対応テレビ（３７インチ以下）	4.8%
7位	扇風機（据置型）	4.7%
8位	スマートフォン	4.4%
9位	節電・節水家電	3.9%
10位	ベッドや布団などに敷く冷却マット	3.2%

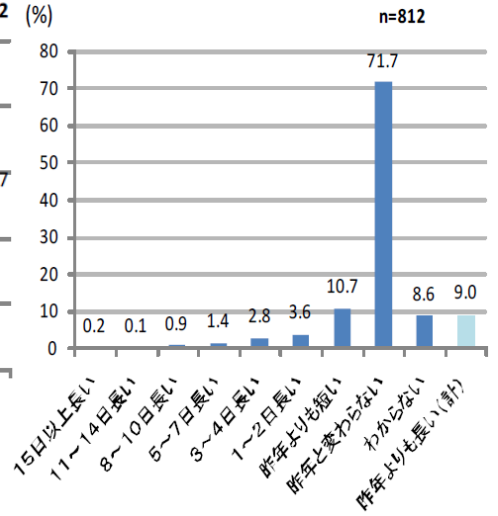
【参考】昨年度のランキング

全体（ｎ＝507）		
1位	国内旅行	28.6%
2位	衣料品	15.0%
3位	地デジ対応テレビ	11.4%
4位	外食	10.8%
5位	海外旅行	9.5%
6位	パソコン	8.5%
7位	家具・インテリア	6.3%
8位	ＤＶＤ・ＨＤＤレコーダー	6.1%
9位	靴	5.9%
10位	車	4.9%
10位	パソコン周辺機器	4.9%

夏季休暇の日数



夏季休暇の長さの昨年比



夏季休暇の過ごし方

	特に何もしない	帰省する、実家に行く	日帰り旅行、ドライブ・ツーリング	1泊の国内旅行	夏祭り・盆踊り・花火大会などに行く	2泊の国内旅行	スポーツ観戦・コンサートに行く	動物園・美術館などに行く	遊園地・テーマパークに行く	キャンプや登山・ハイキングをする	海水浴やサーフィンダイビングなどのマリンスポーツをする	3泊の国内旅行	1週間以内の海外旅行	その他	1週間～2週間以内の海外旅行	東日本大震災の被災地でボランティア活動をする	4泊の国内旅行	5泊以上の国内旅行	2週間以上の海外旅行	わからない	国内旅行（計）	海外旅行（計）
全体	25.8	24.9	16.7	9.5	9.2	6.5	5.4	5.2	4.9	4.8	4.2	2.7	2.6	1.1	1.0	0.8	0.7	0.5	0.3	17.5	18.3	3.7
東日本	24.3	27.0	17.7	9.3	9.5	6.7	5.3	6.0	5.2	4.1	3.6	2.9	3.1	0.5	1.4	0.5	0.7	0.5	0.5	17.7	19.1	5.0
西日本	27.7	22.1	17.7	9.8	8.8	6.3	5.7	4.1	4.4	5.7	5.1	2.5	1.9	1.9	0.3	1.3	0.6	0.6	0.0	17.3	17.4	1.9

（出典）電通総研『消費者気分調査レポート』（2011年6月）

旅行需要の回復・促進

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

○　観光は、即効的で、すそ野の広い経済効果あり（東北においても、農業等と比べても遜色ない主要産業）。
○　しかしながら、観光関連施設、交通インフラ等の震災被害による影響のみならず、自粛風潮や風評被害により、被災地以外の地域も含め、広域的に国内旅行及び訪日旅行の需要が減退。

➡ 正確な情報の発信や旅行需要の喚起策が急務。

【国内旅行】

- 自粛風潮を打破するためのメッセージの発出
- 官民合同観光振興キャンペーン　がんばろう！日本
- 復興イベント（スポーツ大会等）に対する支援
- ツアー造成の支援
- 電力需給緩和に向けた長期滞在旅行の推進
- 地域や観光・交通関係業界と連携しながら、一層の旅行振興策の検討
- 観光圏や観光地域づくりプラットフォームの形成に対する支援

【訪日外国人旅行】

- 日本の安全・安心に関する正確な情報の発信
- 中国・韓国など主要国政府との連携
- 海外のメディアや旅行会社を日本へ招請
- 海外消費者向けプロモーション活動
- 海外旅行会社の訪日販売に対する支援強化
- 国際会議（MICE）のキャンセル防止及び誘致・開催の促進
- 外国人旅行者の受入環境の整備

○国内旅行及び訪日外国人旅行の需要を回復・促進し、地域経済を活性化

国内旅行需要の喚起に向けた取り組み

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

目的

◎正確な情報発信等による自粛等の解消　◎消費者への効果的な旅行地情報の伝達
◎魅力的な旅行商品・企画乗車券等の造成　◎東北被災地支援＋日本全国への旅行促進

・官民一体で大きなムーブメント
・官民の適切な役割分担

観光庁

官民合同「がんばろう！日本」国内旅行振興キャンペーン

戦略提案

観光・交通関係者との意見交換
・情報提供ビジネス事業者
・日観協
・旅行事業者、宿泊事業者
・JR、航空事業者

消費者
・効果的な動画情報
・口コミ情報
・新聞広告
・ポスター広告

効果的な情報発信

観光地
・季節に応じた観光資源宣伝
・魅力的な集客イベント実施
・お得情報、耳より情報
・物産情報　等

依頼

情報提供

メディア
・新聞記事
・TV番組取り上げ

理解協力

経済界
（経団連、日商、同友会）
・企業研修旅行
・観光機運醸成

理解協力

情報提供

造成要請

交通業界
・魅力的な企画乗車券
・周遊きっぷ
・ボランティア応援きっぷ
・航空特別割引運賃

観光業界
・魅力的な旅行商品・宿泊パック等提供
・ボランティアパッケージ
・格安旅行・宿泊商品
・長期滞在型商品
・若者応援商品

国内旅行振興キャンペーン事業概要

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各種メディアを活用した効果的な情報発信

観光庁が、新聞、テレビ、ポスター等、以下の各種媒体を通じて、大々的に宣伝

新聞広告、テレビCM
- 全国紙3紙（7月13日）
- 東京ローカルTVCM

ポスター
- 空港、ターミナル駅、電車内等に掲示（約3万枚）

インターネット
- ポータルサイトへ誘引
- 口コミ情報発信（有力ブロガー、ツイッター活用）

東北・東日本観光復興支援

- 東北観光推進機構「東北観光復興ポータルサイト」との連携
- Yahoo! JAPAN「東北地方観光支援特集サイト」等との連携
- 「関東観光ポータルサイト」との連携

→東北・東日本の観光魅力（世界遺産、祭り、食など）、活躍する人の奮闘ぶり、東北向け各種旅行商品 等を動画を含め、発信

Yahoo! JAPAN「東北地方観光支援特集サイト」

キャンペーンポータルサイトへの誘導バナー

夏休みの宿泊旅行推進

「日本の夏を元気に、旅で笑顔に。」

宿泊旅行の推進
→特典付きの3泊以上のおすすめ旅行や、長期滞在旅行の情報発信

国内旅行振興キャンペーンに賛同して、通常よりも一層の旅行者への特典付与がある3泊以上の旅行商品・プランを「キャンペーンポータルサイト」において、「3泊以上のおすすめ旅行」と露出を高めて発信する他、長期滞在型旅行メニューや地域情報の紹介を実施。

作文コンクールの実施
→子供を通じ、旅行促進

小中学校で作文コンクールを実施し、優秀者には観光庁長官賞などを授与。

魅力的な各地の観光情報発信

各観光地のナマの情報を提供
→ブログ、ツイッター等を活用

消費者の参加

「日本再発見。～もう一度日本を見つけよう～」
＝短文と写真の投稿、抽選で賞品を授与
→ポータルサイトの魅力向上、消費者の意識拡大・深化

日本再発見。
もう一度日本を見つけよう

ポスターイメージ

Japan Tourism Agency
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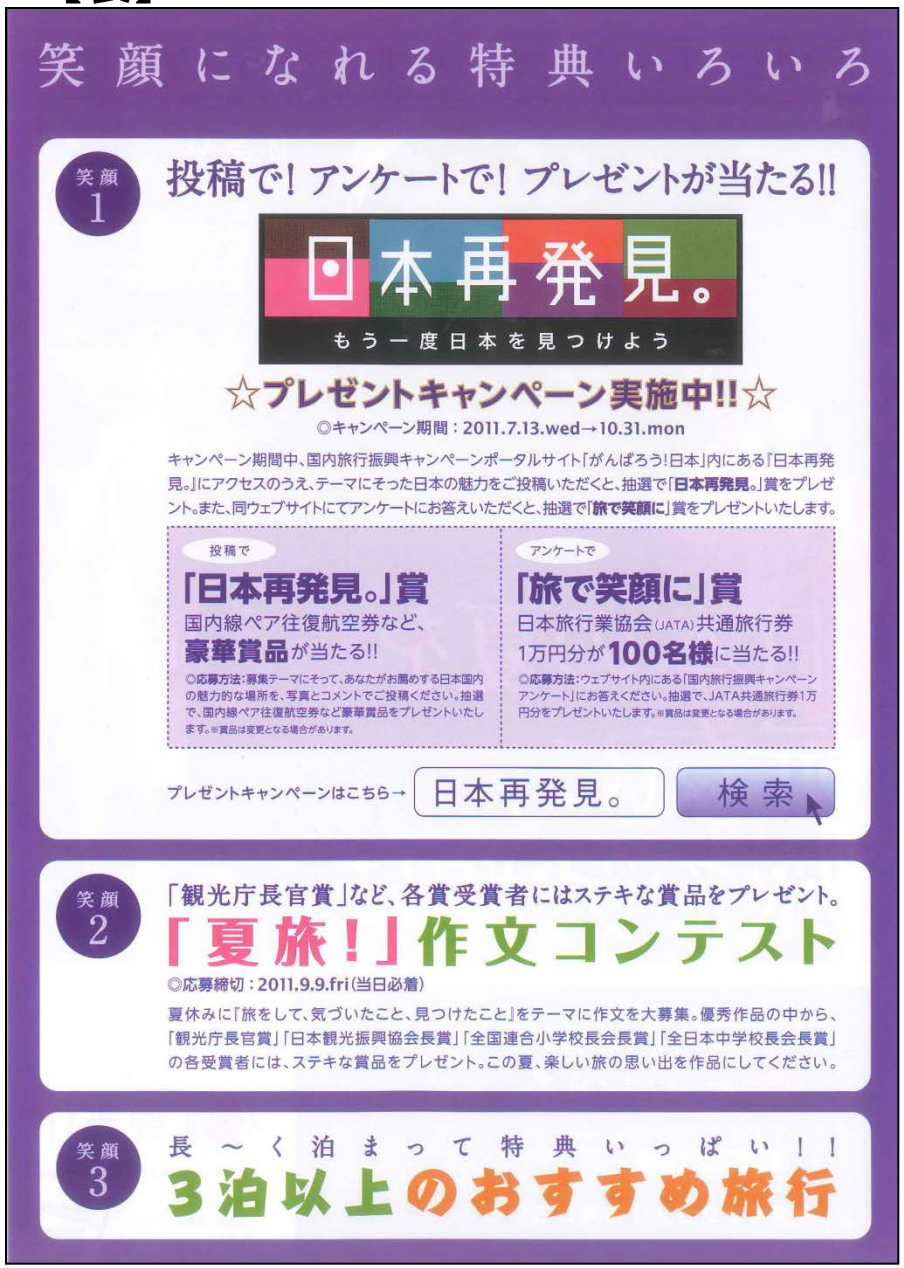
【表】

【裏】



JNTOのWebsiteにて、正確な情報と日本の“いま”を発信

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主に、国内にいる外国人旅行者に向けた情報提供（英・中（簡体/繁体）・韓）を震災当日より実施

災害関係情報	公的機関情報
・震災関連情報 ・原発関連情報 ・計画停電情報　等	・行政機関関連情報 ・国連機関関連情報 ・在日外国公館情報　等
交通情報	**その他**
・エアライン運航情報 ・鉄道・バス運行情報　等	・災害時医療通訳サービス ・安否確認情報　等

発信情報の追加

主に、海外にいる外国人消費者に向けた情報（英・中（簡体/繁体）・韓）を提供

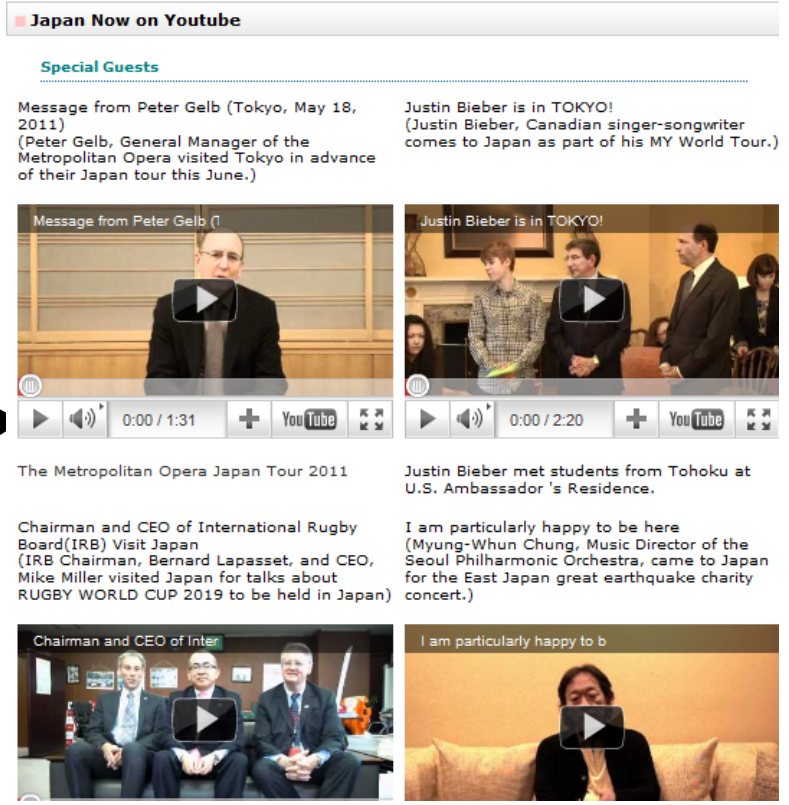
災害関係情報
- 地図を使った正確な情報（特に原発関連情報）

交通情報
- 地図を使った正確な情報
- エリアごとの交通情報

公的機関情報

エリア別の旅行情報
- 主要観光施設情報
- イベント情報
- 動画・写真を使った日本の“いま”の発信

その他



※　ジャスティン・ビーバー氏等の著名人や日本にいる外国人の動画を掲載

今後の情報発信の4つのポイント

1. 海外ではわからない日本の“いま”の発信
2. 被災地とその他の地域と分けた情報提供
3. 情報をより分かりやすく発信
4. 海外の外国人旅行者を意識した情報発信

主要国の外交当局による日本向け渡航情報について

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

国・地域	当初	内容	最新	内容
韓国	3/17	渡航禁止地域：対象地域なし 渡航制限地域：福島第一原発から半径30キロ以内 渡航自粛地域：青森、岩手、宮城、福島、茨城県 渡航注意地域：東京都と千葉県	5/17	「渡航注意」地域から東京都と千葉県が除外 渡航禁止地域：対象地域なし 渡航制限地域：福島第一原発から半径30キロ以内＋福島県飯舘村、川俣町、田村市、南相馬市 渡航自粛地域：岩手、宮城、福島、茨城県 渡航注意地域：対象地域なし
中国	3/15	被災地への渡航延期を勧告。	4/29	福島などの深刻な被災地への訪問は自粛し、日本の他の地区を訪問予定の中国人観光客は、訪問先の衛生状態及び日本の関係当局が出す情報に注意を払うよう求める。
台湾	3/15	東北地区、関東地区の全域（東京を含む）並びに北海道東部及び南部沿岸地区を「赤色警報（渡航に適しない）」とし、沖縄を除く「赤色警報」地域以外の日本各地方については「灰色警報（注意喚起）」地域に指定。	6/13	「赤色警報（渡航に適しない）」が発出されていた東北地方のうち、福島県を除く全県の赤色警報を解除した。また、沖縄県を除き日本全域に適用されていた「灰色警報（注意喚起）」についても解除した。（これにより、福島県を除く全域で一切の渡航制限が解除された。）
香港	3/15	「黒色警報（渡航禁止）：福島、宮城、岩手、茨城県 「赤色警報（渡航自粛）」：その他の地域	6/10	福島県、宮城県、岩手県、茨城県の4県に対する「黒色警報（渡航禁止）」を「赤色警報（渡航自粛）」に下げる。ただし、福島原発半径80Km以内は旅行しないよう警告する。日本の他の地域は、「黄色警報（渡航注意勧告）」を解除する。
米国	3/13	政府関係者の不要不急の渡航の延期や、一般市民の観光などの自粛を勧告。	6/9	福島第一原発の半径50マイル（80km）以外への渡航自粛勧告を解除。ただし、東北新幹線や東北自動車道を利用して、80キロ圏内を通過することは「安全」とする。
英国	3/13	東京や東北地方へのすべての不必要な渡航自粛を勧告。	4/7	（勧告レベルが緩和され）、渡航自粛対象地域から東京を除外。

※各国外交当局HP等による

訪日需要の大幅減に対応した緊急対応事業について

Japan Tourism Agency
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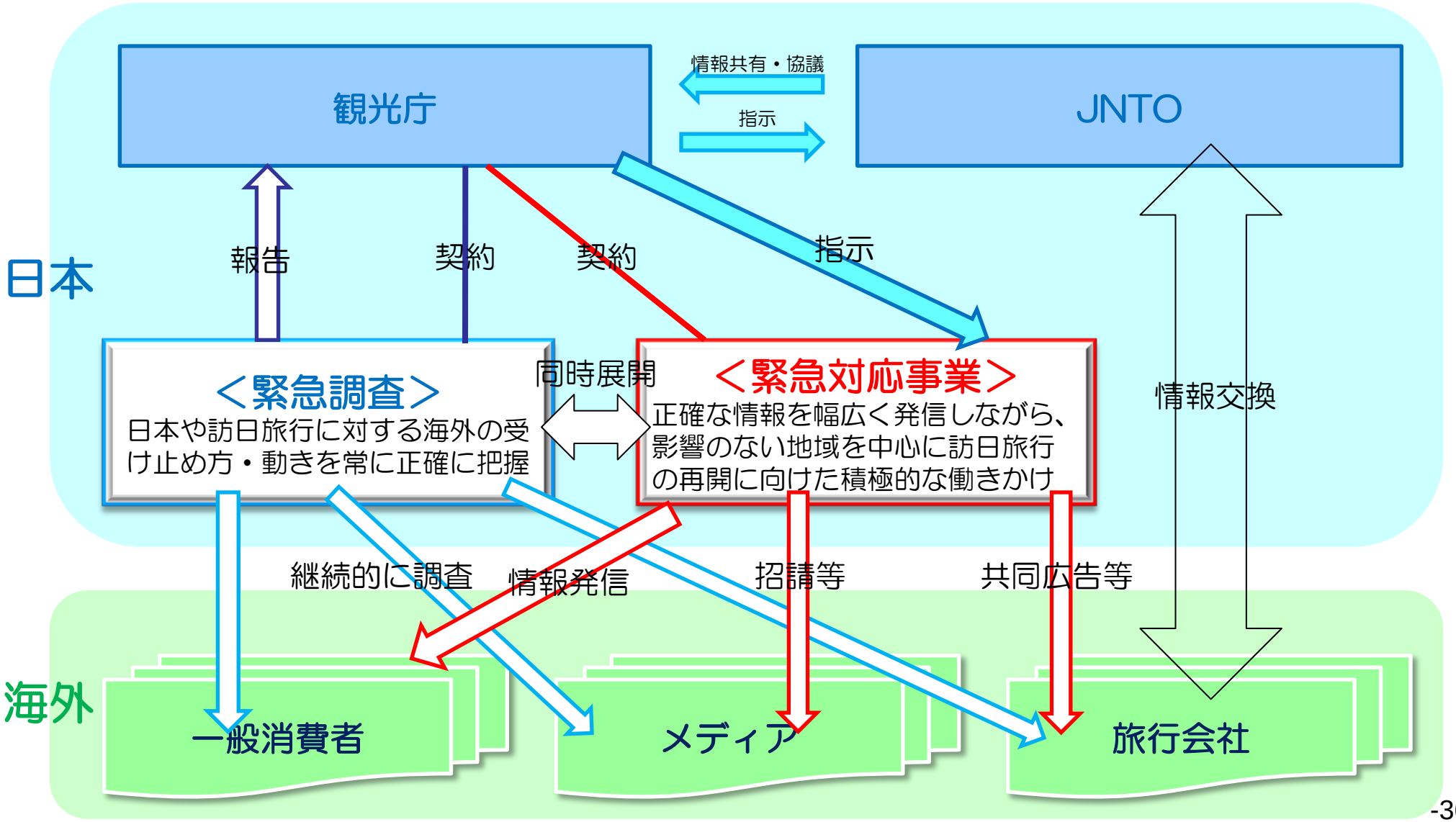
訪日旅行プロモーションの本格的一斉展開に向けた準備として、緊急対応事業を展開し、震災・原発事故の影響のない地域などへの訪日旅行の復活を働きかける。



日中韓サミット・日中韓観光大臣会合

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

1. 日中韓サミット首脳宣言（2011.5.22）

【日本語仮訳】

・我々は，三箇国間の観光促進は経済の刺激，特に災害の影響を受けている日本の観光部門の刺激につながるとともに，他国に対する理解を深めることができることを確認した。

・我々は，2010年の第5回日中韓観光大臣会合の際に設定された，2015年までに三箇国間の人的交流規模を2600万人に拡大するという目標を支持した。

・我々は，こうした目標の実現や観光及び友好的な交流の促進にとって好ましい環境を生みだし，堅持していくために，三箇国が共に努力していくべきであるとの考えで一致した。

・我々はまた，ビザ手続の迅速化に向けた取組を確認した。

・我々は姉妹・友好都市交流の拡大を推進することが重要であるとの考えで一致した。

2. 第6回日中韓観光大臣会合

(1) 開催地　韓国江原道（カンウォン）・平昌（ピョンチャン）（2018年冬期五輪立候補地）

(2) 日程　　5月 28日(土)　二国間会談、開幕式

29日(日)　三大臣会合、観光地視察

30日(月)　観光地視察、閉幕式（春川（チュンチョン））

(3) 三大臣会合において、訪日旅行の安全・安心に対する懸念払拭のため、経済産業省審議官に同行を求め、原子力発電所事故の現状、国内の放射線量の状況等についてプレゼンテーション

(4) 三大臣会合の成果文書として、「危機管理マニュアル」の共同開発などを内容とする「共同声明」に署名

(5) 大畠大臣から次回会合は2012年に日本の東北地方で開催することを提案し、中韓大臣も同意

「ポジティブ・オフ」運動

Japan Tourism Agency
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●震災の影響で、今夏はピーク電力の削減が必要（東電・東北電管内で15%削減）

【節電の観点】

- 企業において、休業・休暇を長期化・分散化する動き。
- 家庭部門における節電も必要。

＋

【観光の観点】

- 震災や風評被害等により、観光地等の経済に大きな影響。
- 被災地域を含めた国内観光振興を行う必要性。

節電と旅行による経済活性化を両立するため、休業・休暇の取得と、外出／旅行を促進

目的とキャッチ･コピー：

- 「休暇を前向きにとらえ、楽しむ」運動を展開。
- 今夏は、節電を契機として取組開始。長期的には、休暇を楽しむライフスタイルやワーク・ライフ・バランスの実現など、「ライフスタイル・イノベーション」につなげる。
- キャッチ･コピーを「ポジティブ・オフ」運動とする。

ロゴとキャッチ･コピーの意味：

POSITIVE OFF

- 「オフ」を前向きにとらえよう。
- 「オフ」（節電）をライフスタイル変革の契機にしよう。
- 「オフ」には、自分磨きをしよう。
- 「オフ」には、家族との絆を深めよう。

- 節電のための「オフ」
- 家／オフィスから離れる「オフ」
- 休暇を取る「オフ」
- 日常から離れる「オフ」
- 自分の心と体をリセットする「オフ」

「ポジティブ・オフ」運動の実施と賛同企業・団体について

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

★「ポジティブ・オフ」運動の実施

観光庁等	「ポジティブ・オフ」運動賛同企業・団体の取組を、ウェブや新聞広告等で紹介。
賛同企業・団体	【第一段階】従業員に、休暇の取得と外出／旅行の促進を呼びかけ。可能なら、福利厚生でのサポートや、新たな休暇制度の創設も。
	【第二段階】「ポジティブ・オフ」運動賛同企業・団体であることを、自社イメージ広告等で宣言。さらに、「ポジティブ・オフ」運動関連商品・サービスも展開。

様々な取組で、運動のすそ野を拡大！

★「ポジティブ・オフ」運動の賛同企業・団体になるには？

賛同規約で定められた取組（従業員に対し、社内メール等で、休暇の取得と外出／旅行の促進を呼びかける、それらに福利厚生のサポートをつける、等）を実施することを条件に、賛同申請書を提出すればOK。

★「ポジティブ・オフ」運動の賛同企業・団体一覧（7月15日現在）

ＩＴホールディングス株式会社
イケア・ジャパン株式会社
株式会社内田洋行
NECビッグローブ株式会社
株式会社NTTデータ
MS&ADインシュアランス グループホールディングス株式会社
王子製紙株式会社
小田急電鉄株式会社
カゴメ株式会社
九州旅客鉄道株式会社
近畿日本ツーリスト株式会社
株式会社ぐるなび
京王電鉄株式会社
公益社団法人経済同友会事務局
京成電鉄株式会社
京浜急行電鉄株式会社
コクヨ株式会社
JX日鉱日石エネルギー株式会社
株式会社JTB法人東京
住友化学株式会社
西武グループ
株式会社セブン-イレブン・ジャパン
全日本空輸株式会社
株式会社損害保険ジャパン
第一生命保険株式会社
TSUCHIYA 株式会社
東海旅客鉄道株式会社
東京急行電鉄株式会社
東京海上日動火災保険株式会社
東京地下鉄株式会社
株式会社　東芝
凸版印刷株式会社
東武鉄道株式会社
西日本旅客鉄道株式会社
日本経済新聞社
日本航空株式会社
日本システムウエア株式会社
日本マイクロソフト株式会社
日本ユニシス株式会社
株式会社日本旅行
パルシステム生活協同組合連合会
ぴあ株式会社
東日本電信電話株式会社
東日本旅客鉄道株式会社
三井不動産株式会社
株式会社三菱ケミカルホールディングス
三菱重工業株式会社
株式会社リクルート　カスタマーアクションプラットフォームカンパニー
株式会社ローソン
ワタミ株式会社
国土交通省観光庁