

# Toward the Recovery of Japan Tourism

7/20/2011

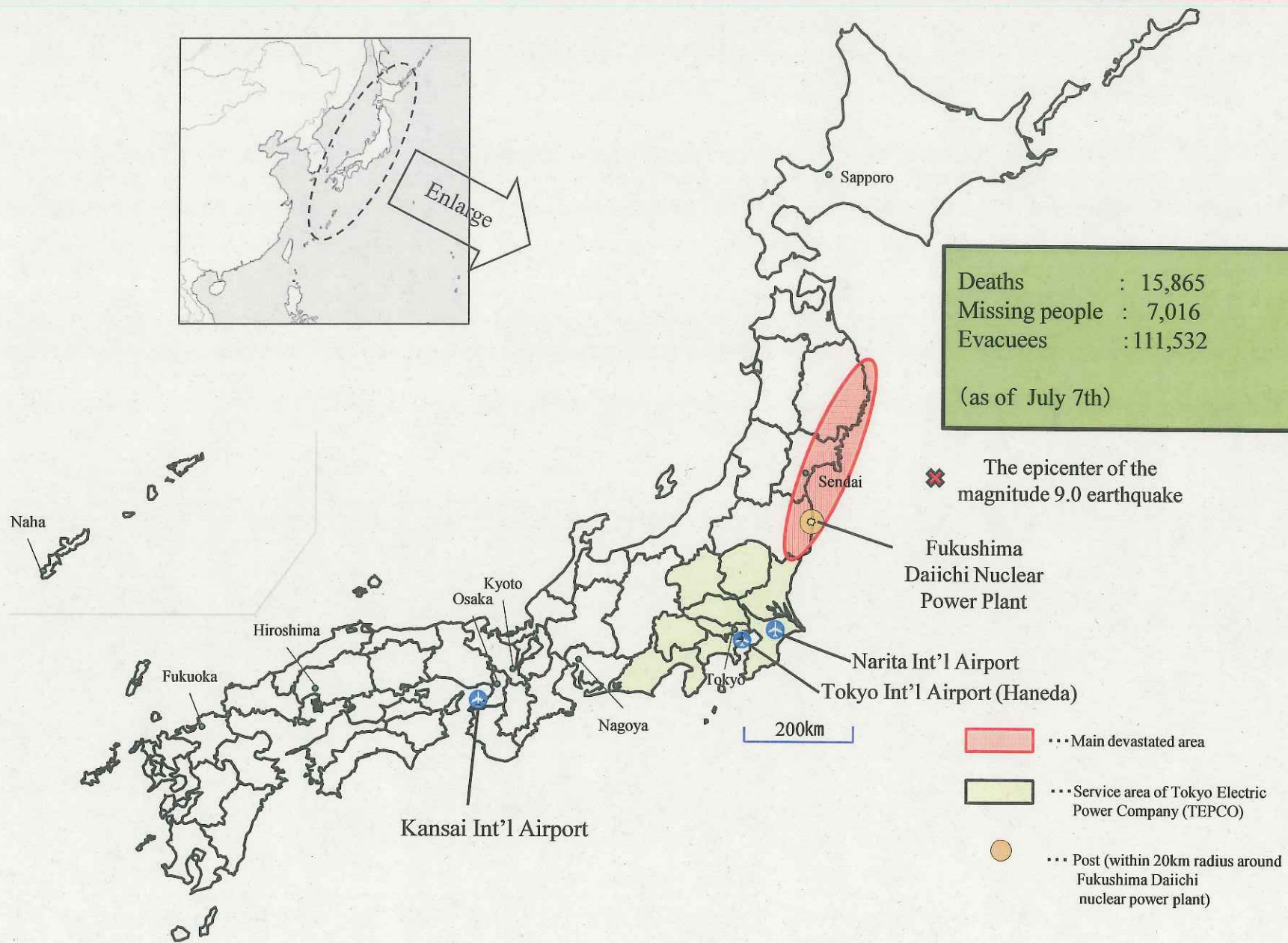
Hiroshi Mizohata

**Commissioner**

**Japan Tourism Agency**

**Ministry of Land, Infrastructure, Transport and Tourism**

# Geographic Map ~ March 11 Earthquake ~



# Current Status of "Roadmap towards Restoration from the Accident at Fukushima Daiichi Nuclear Power Station, TEPCO" (Revised edition)

Red colored: newly added to the previous version, ☆: already reported to the government

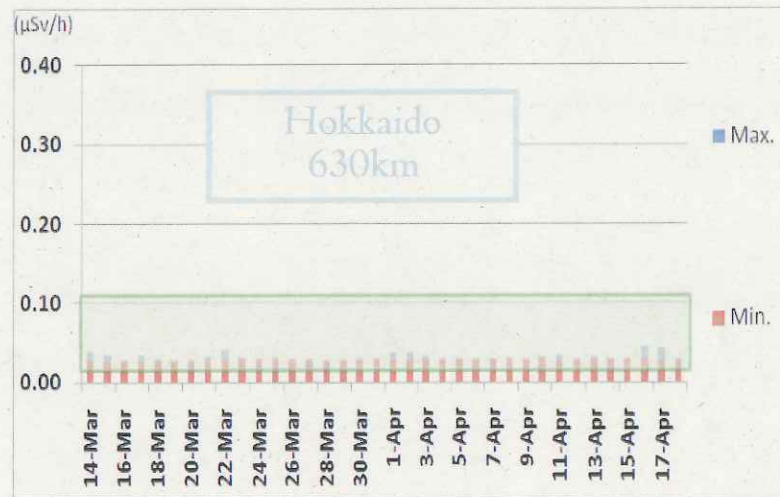
Issues	As of April 17	Step 1 (around 3 months)	Step 2 (around 3 to 6 months after achieving Step 1) current status (as of July 17)	Mid-term issues (around 3 years)
<b>I. Cooling</b>	(1) Reactor	<p>Fresh water Injection</p> <p>Cooling by minimum injection rate (injection cooling)</p> <p>Consideration and preparation of reuse of accumulated water</p> <p>Nitrogen gas injection ☆</p> <p>Improvement of work environment ☆</p>	<p>Circulating Injection Cooling (start) ☆</p> <p>Stable cooling</p> <p>Circulating Injection Cooling (continued)</p> <p>Cold shutdown condition</p>	<p style="color: red;">Continuous cold shutdown condition</p> <p>Protection against corrosion cracking of structural materials* <small>*partially ahead of schedule</small></p>
	(2) Spent Fuel Pool	<p>Fresh water Injection</p> <p>Reliability improvement in injection operation / remote-control operation *ahead of schedule</p> <p>Circulation cooling system ☆ (installation of heat exchanger) *partially ahead of schedule</p>	<p>Stable cooling</p> <p>Remote-controlled injection operation</p> <p>Consideration / installation of heat exchanging function</p> <p>More stable cooling</p>	<p style="color: red;">Start of removal work of fuels</p>
<b>II. Mitigation</b>	(3) Accumulated Water	<p>Transferring water with high radiation level</p> <p>Storing water with low radiation level</p>	<p>Secure storage place</p> <p>Installation of storage / processing facilities ☆</p> <p>Installation of storage facilities / decontamination processing</p> <p>Mitigation of contamination in the ocean</p>	<p>Reduction of total amount of contaminated water</p> <p>Installation of full-fledged water processing facilities</p> <p>Continuous processing of accumulated water</p> <p>Research of processing of sludge waste etc.</p> <p>Mitigation of contamination in the ocean</p>
	(4) Ground water	<p>Mitigation of contamination of groundwater</p> <p>Consideration of method of shielding wall of groundwater</p>	<p>Mitigate ocean contamination</p> <p>(Sub-drainage management with expansion of storage / processing facilities)</p> <p style="color: red;">Design / start of implementation of shielding wall of groundwater</p>	<p>Mitigate ocean contamination (continued)</p> <p>Solidification of contaminated soil, etc</p> <p>Establishment of shielding wall of groundwater</p>
	(5) Atmosphere / Soil	<p>Dispersion of inhibitor</p> <p>Removal of debris</p>	<p>Mitigate scattering</p> <p>Installation of reactor building cover (Unit 1) ☆</p> <p style="color: red;">Removal of debris (top of Unit 3&amp;4 R/B)</p> <p>Consideration of reactor building container</p>	<p>Mitigate scattering (continued)</p> <p style="color: red;">Removal of debris / installation of reactor building cover (Unit 3&amp;4)</p> <p style="color: red;">Start of installation work of reactor building container</p>

## Current Status of “Roadmap towards Restoration from the Accident at Fukushima Daiichi Nuclear Power Station, TEPCO” (Revised edition)

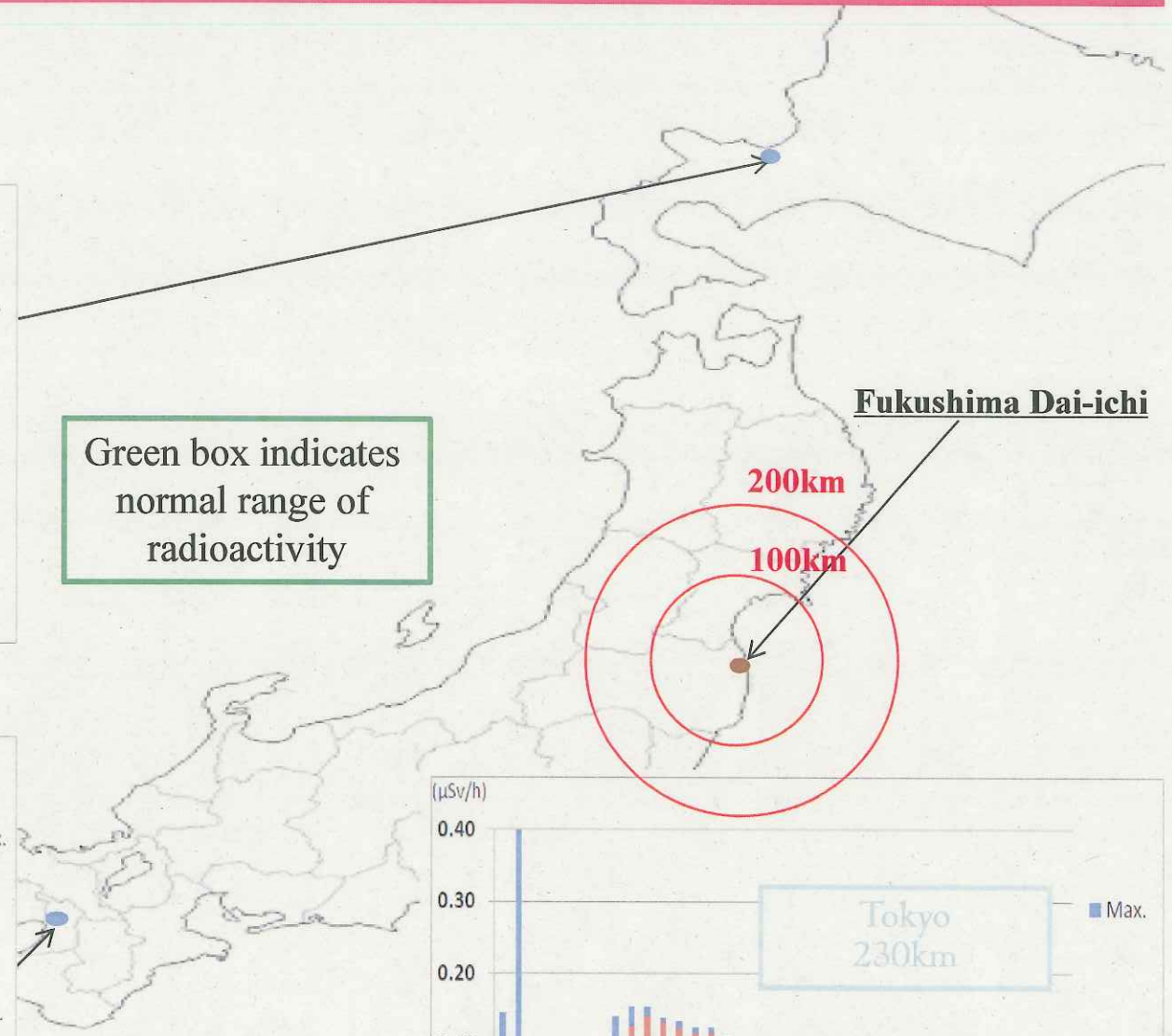
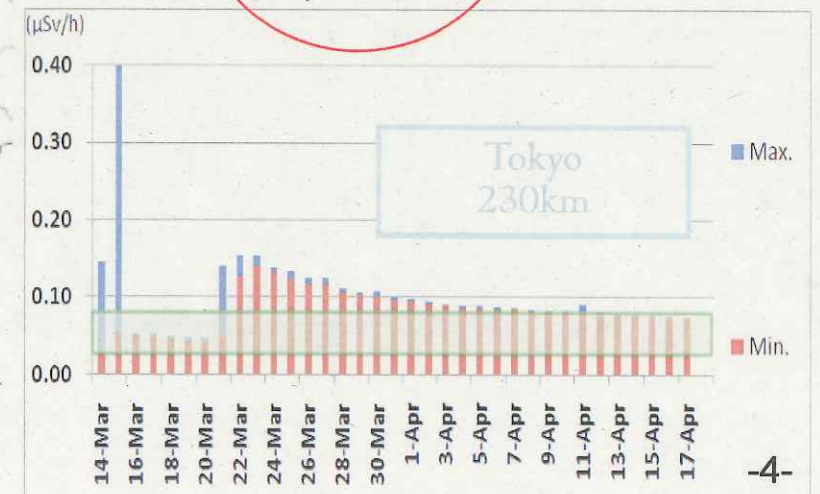
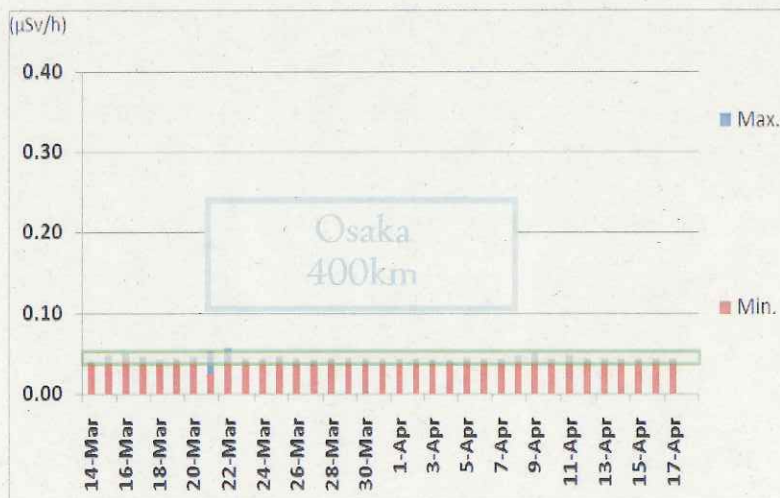
Red colored: newly added to the previous version, ☆: already reported to the government

Issues		As of April 17	Step 1 (around 3 months)	Step 2 (around 3 to 6 months after achieving Step1) current status (as of July 17)	Mid-term issues (around 3 years)
III. Monitoring/ Decontamination	(㊦) Measurement, Reduction and Announcement		<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Expansion, enhancement and announcement of radiation dose monitoring in and out of the power station</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; text-align: center;">Start of full-fledged decontamination</div>		<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Continuous environmental monitoring</div> <div style="border: 1px solid black; padding: 5px;">Continuous decontamination</div>
	IV. Countermeasures against aftershocks, etc	(㊦) Tsunami, Reinforcement, etc		<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Enhancement of countermeasures against aftershocks and tsunami, preparation for various countermeasures for radiation shielding</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; text-align: center;">(Unit 4 spent fuel pool) Installation of supporting structure ☆</div> <div style="border: 1px solid black; padding: 5px;">Consideration / implementation of reinforcement work of each Unit</div>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Continue various countermeasures for radiation shielding</div> <div style="border: 1px dashed black; padding: 5px;">Reinforcement work of each Unit</div>
V. Environment improvement	(㊦) Lifework environment		<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; text-align: center;">Improvement of workers' life / work environment</div>		<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; text-align: center;">Improvement of workers' life / work environment</div>
	(㊦) Radiation control / Medical care		<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; text-align: center;">Improvement of radiation control / medical system</div>		<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; text-align: center;">Improvement of radiation control / medical system</div>
<b>Measures for Mid-term issues</b>				<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; text-align: center; color: red;">Government's concept of securing safety</div> <div style="border: 1px solid black; padding: 5px; text-align: center; color: red;">Establishing plant operation plan based on the safety concept</div>	<div style="border: 1px solid black; padding: 5px; text-align: center; color: red;">Response based on the plant operation plan</div>

# Atmospheric Readings in Tokyo, Osaka and Sapporo



Green box indicates normal range of radioactivity



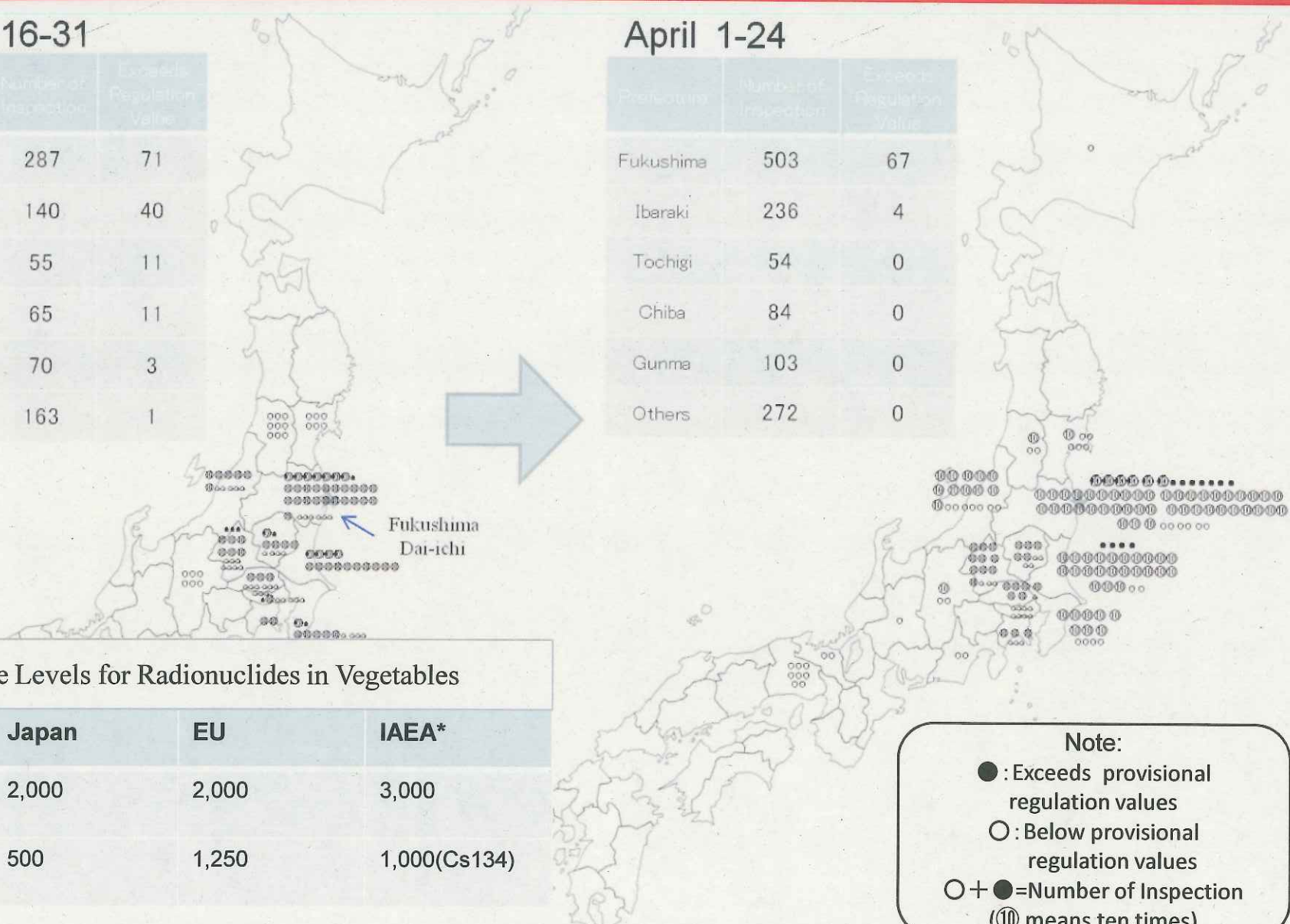
# Safety of Farm Products

March 16-31

Prefecture	Number of Inspection	Exceeds Regulation Value
Fukushima	287	71
Ibaraki	140	40
Tochigi	55	11
Chiba	65	11
Gunma	70	3
Others	163	1

April 1-24

Prefecture	Number of Inspection	Exceeds Regulation Value
Fukushima	503	67
Ibaraki	236	4
Tochigi	54	0
Chiba	84	0
Gunma	103	0
Others	272	0



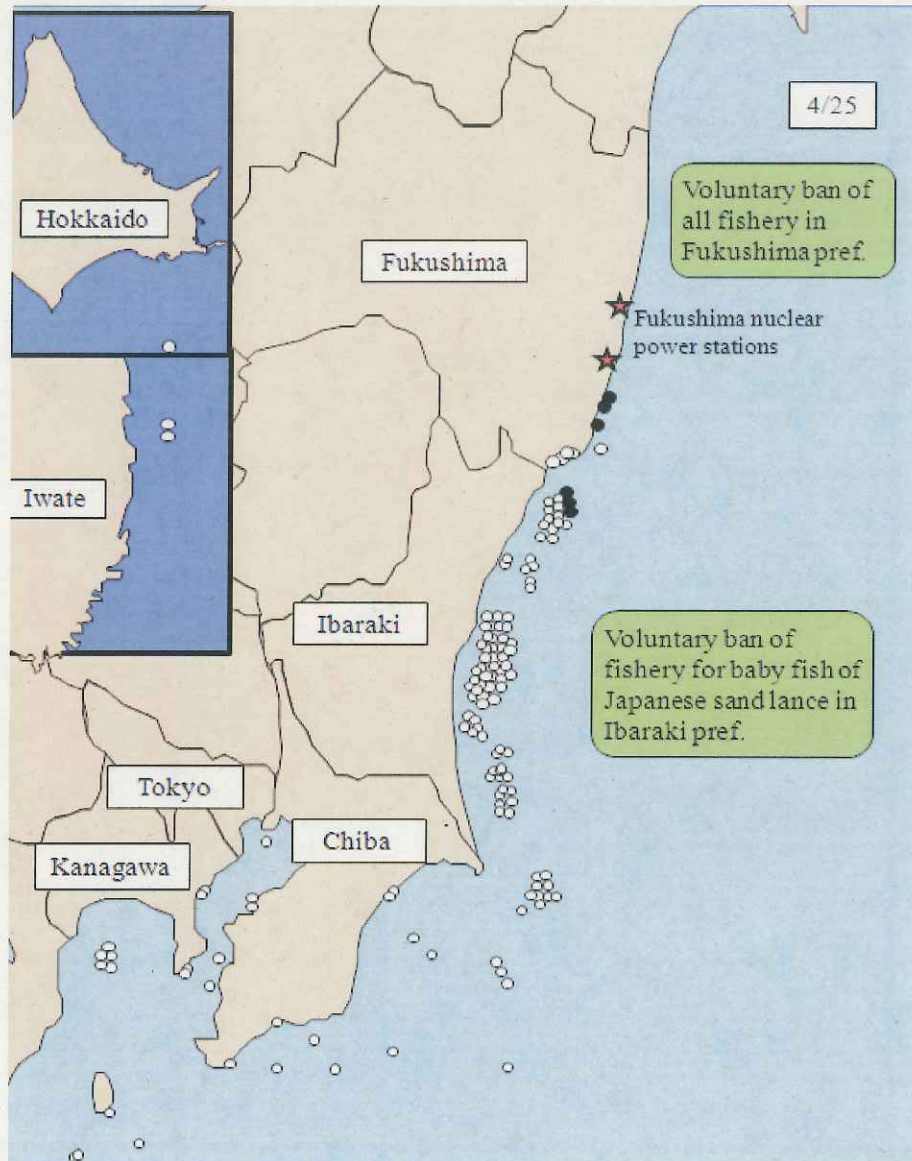
## Guidance Levels for Radionuclides in Vegetables

(Bq/kg)	Japan	EU	IAEA*
Radioactive Iodine	2,000	2,000	3,000
Radioactive Cesium	500	1,250	1,000(Cs134)

**Note:**  
 ● : Exceeds provisional regulation values  
 ○ : Below provisional regulation values  
 ○+●=Number of Inspection  
 (⑩ means ten times)

\*OIL(Operational Intervention Levels)6: Locally produced food, milk and water have been screened, and all members of the public, including infants, children and pregnant women can safely drink the milk and water and eat the food during the emergency phase.

Source: Ministry of Health, Labour and Welfare, EURATOM, IAEA  
Ministry of Economy, Trade and Industry



## Sampling Tests of Fish and Other Live Seafood

The Japanese government with the local governments are checking radiation levels of fish and other live seafood every week on a sampling basis. Characteristics depending on the types of fishery products are duly taken into account.

## Voluntary Restraint of Fishing Activities

The local fishing industries, at the affected areas are subject to voluntary restraint of fishing activities when any fish or fishery products are found to have radiation level higher than upper limit of allowable level as a result of the regular check above.

If the radiation level is below the upper limit three times in a row, fishing can be resumed.

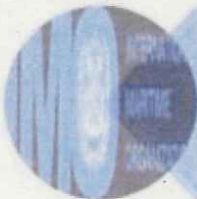
# Cooperation with International Organizations



International Atomic Energy Agency (IAEA)



International Civil Aviation Organization (ICAO)



International Maritime Organization (IMO)



World Meteorological Organization (WMO)



World Health Organization (WHO)

## The March 19 Joint Statement Confirmed - No Restrictions on Travel to Japan -

- International flight and maritime operations can continue normally into and out of Japan's major airports and sea ports, excluding those damaged by the tsunami.
- Screening for radiation of international passengers from Japan is not considered necessary at this time.
- Currently available information indicates that increased levels have been detected at some airports, but these do not represent any health risk.

• Joint Statement from above Five Organizations

<http://www2.icao.int/en/NewsRoom/Lists/News/Attachments/37/PI0.05.11.EN.pdf>



# Press release of UNWTO

Radiation monitoring around airports and seaports in Japan continues to confirm that levels remain well within safe limits from a health perspective.

In addition, monitoring of passengers, crew and cargo from Japan carried out to date in other countries, in accordance with their national policy, does not suggest any health or safety risk.

Therefore, screening of radiation for health and safety purposes is currently considered unnecessary at airports and seaports around the world.



## World Tourism Organization UNWTO

[Home](#) [Member States](#) [Affiliate Members](#) [Programmes](#) [Regions](#) [Projects](#) [Event](#)

### Press Release

## UN agencies: current situation poses no risk to travel to and from Japan

Montreal  
15 Apr 11

PR No. PR11034

Current situation for travel and transport to and from Japan

The United Nations organizations (WHO, IAEA, UNWTO, WMO, IMO, ICAO, ILO) closely monitoring the effects of the damaged Fukushima Daiichi plant remain confident that radiation levels do not present health or transportation safety hazards to passengers and crew.

On 18 March, based on the International Nuclear and Radiological Event Scale (INES)<sup>1</sup>, the Japanese Ministry of Economy, Trade and Industry assessed the safety significance rating of the accident at the plant as Level 5. On 12 April, this assessment was revised to Level 7 following information obtained from estimations of the amount of radioactive material discharged to the atmosphere.

Radiation monitoring around airports and seaports in Japan continues to confirm that levels remain well within safe limits from a health perspective. In addition, monitoring of passengers, crew and cargo from Japan carried out to date in other countries, in accordance with their national policy, does not suggest any health or safety risk. Therefore, screening of radiation for health and safety purposes is currently considered unnecessary at airports and seaports around the world.

For updates, travelers visiting Japan by air are advised to consult a dedicated website established by the Japanese Civil Aviation Bureau: [http://www.mlit.go.jp/koku/fr/japan\\_en/](http://www.mlit.go.jp/koku/fr/japan_en/)

Further information covering all aspects of the response of the Ministry of Land, Infrastructure, Transport and Tourism of Japan, as well as information regarding the radiation dose in Tokyo Bay and at sea in the region can be found on the following websites:

[http://www.mlit.go.jp/page/kar001\\_fr\\_001411.htm](http://www.mlit.go.jp/page/kar001_fr_001411.htm)

[http://www.mlit.go.jp/kwan/kwan\\_fr1\\_000041.htm](http://www.mlit.go.jp/kwan/kwan_fr1_000041.htm)

[http://www.mlit.go.jp/en/maritime/maritime\\_fr1\\_000007.htm](http://www.mlit.go.jp/en/maritime/maritime_fr1_000007.htm)

The UN agencies involved in the monitoring process are the World Health Organization, the International Atomic Energy Agency, the World Meteorological Organization, the International Maritime Organization, the International Civil Aviation Organization, the World Tourism Organization and the International Labour Organization.

<sup>1</sup>Information concerning travel and transport to and from Japan by air or sea is not dependent on the INES rating.

Further information concerning health aspects is available on the website of the World Health Organization: [www.who.int](http://www.who.int)

ICAO Newsroom: <http://www2.icao.int/en/newsroom/default.asp>

# Impact on Tourism (March–June)

	March	April	May	June
Inbound *1	Δ50% (Δ70%)*2	Δ60%	Δ50%	Δ36%
Outbound	Δ18%	Δ9%	Δ8%	Δ3%
Domestic	Δ25-40% *3	Δ25-40% *3	Δ19%*4 (Δ3%*5)	—

\*1: including business tourists

\*2: after March 11th

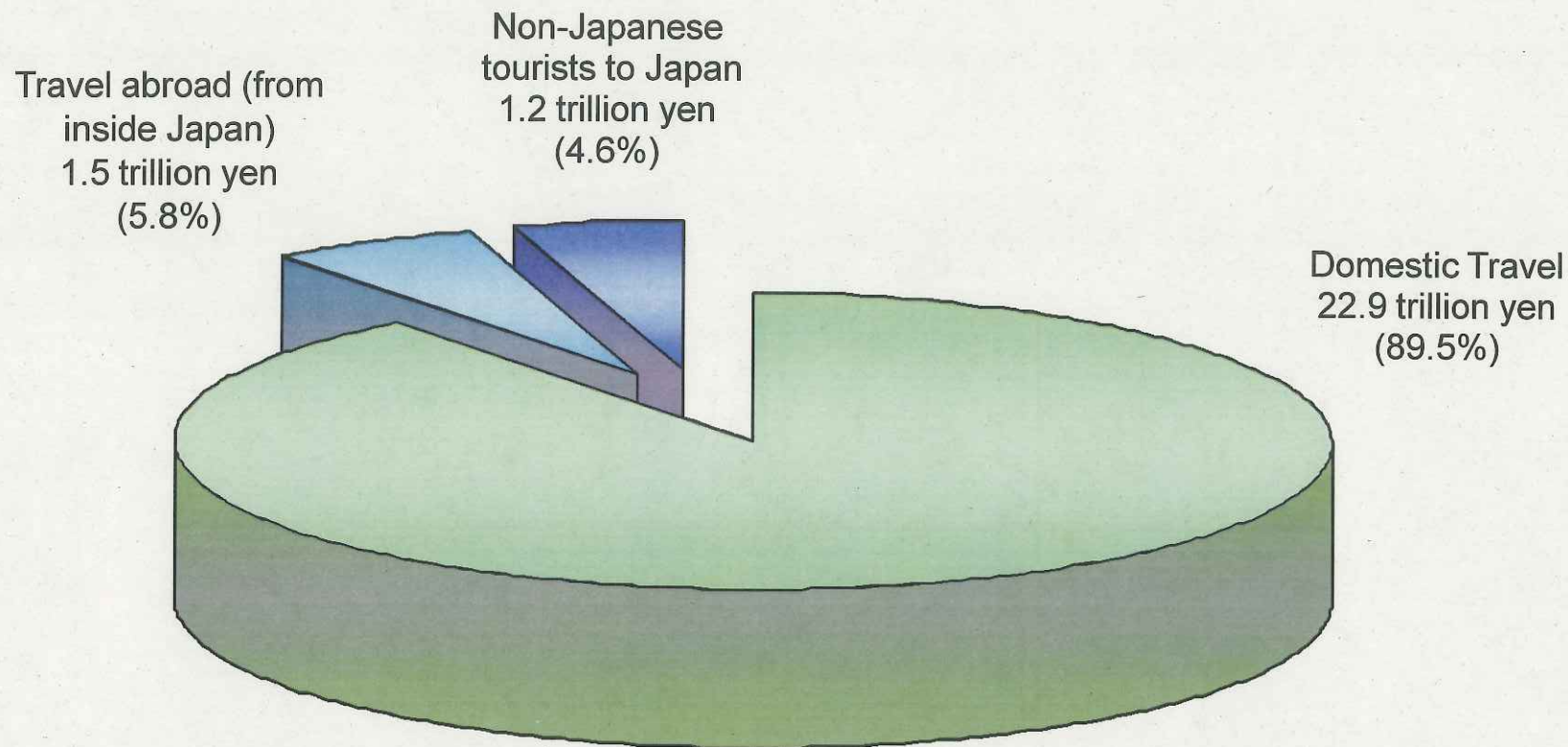
\*3: estimated by several Japanese travel bureaus

\*4: estimation of **day trip** for GW (26, Apr~11, May)

\*5: estimation of **staying trip** for GW (26, Apr~11, May)

# Travel Consumption in Japan (2009)

25.5 trillion yen



# Efforts for reconstruction in the tourism field



## “Efforts for promoting tourism in the meantime” (April 12, from the Commissioner of the Japan Tourism Agency to parties concerned)

- Each region actively transmits the “power of Japan” through tourism

## Reopening of Tokyo Disney Land and Tokyo Disney Sea® (April 15, April 28)

## “Meeting for support for reconstruction of Tohoku” (April 21, Japan Travel and Tourism Association)

- Tourism can play a vital role in reconstructing the affected areas and aiding the recovery of the economy so strong efforts will be made for promoting tourism nationwide in cooperation with tourism-related industries

### ① In Japan

- Encouraging Japanese to travel
- Promoting events to visit Tohoku

### ② Outbound

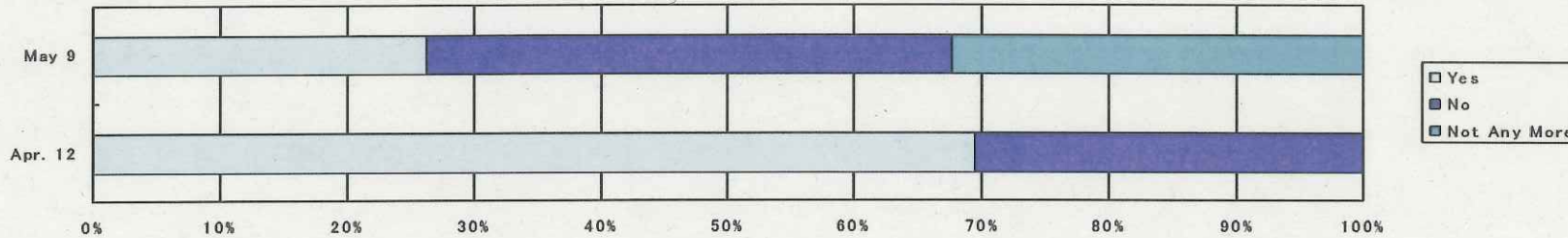
- Encouraging Japanese to go abroad through “Visit World Campaign” by Japan Association of Travel Agents (JATA)

### ③ Inbound

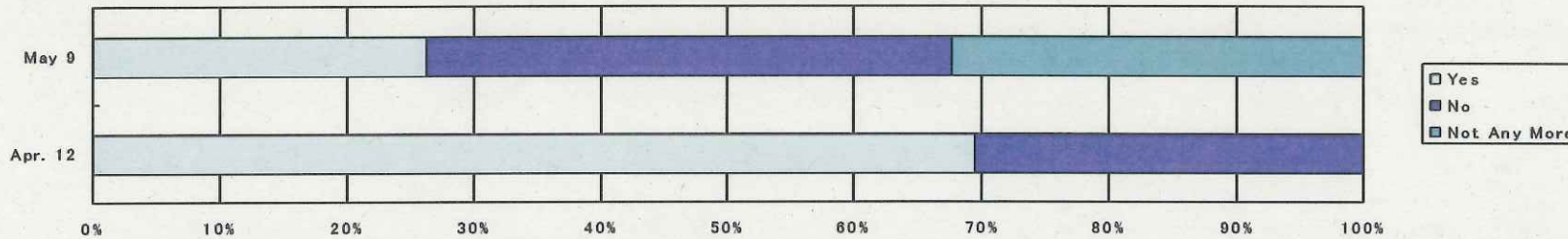
- providing information to tourists
- Joint committee of government and business
- B to B promotion
- B to C promotion

# Attitude is Changing

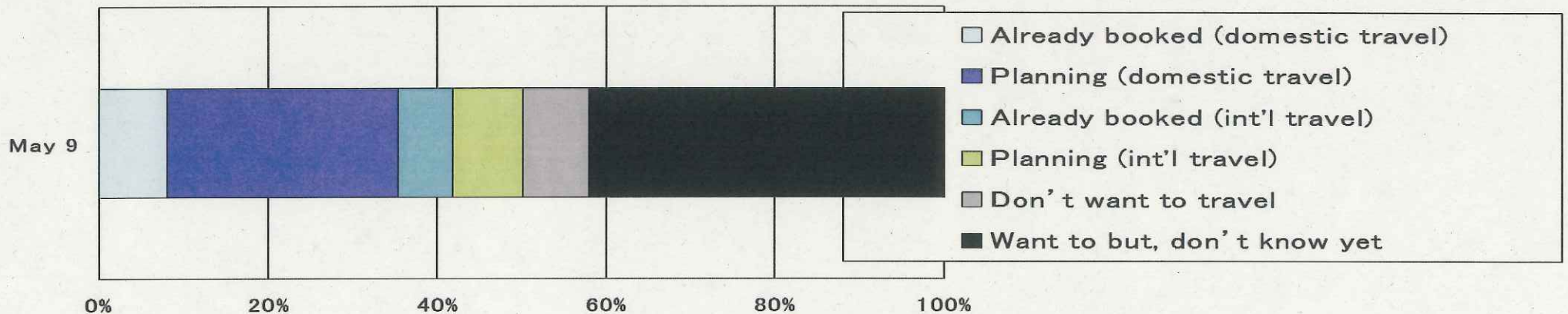
Question : Does 3.11. disaster affect your daily life?



Question: Shall we raise our spirit and go out for shopping, etc.



Question: Do you plan to travel during summer vacation?



# Efforts made by JTA and JNTO in the first stage

JNTO overseas offices have been holding local conferences and seminars for medias and travel agencies in 15 overseas countries/regions more than 60 times since the Earthquake for providing travel update information with relevant local government and private organizations.

## Emergency Assistance Hotline for Foreign Tourists

### 24-hour basis call center

- The Tourist Information Center (TIC) at the JNTO provides a call center service with many languages on a 24-hour basis

### Investigating missing tourists

- Inquire on missing tourist

→ Currently, no report of missing foreign tourists in the affected areas

## Providing up-to-date information

### Disaster Information

- Earthquake Damages
- Nuclear Plant Statuses
- Rolling Blackout and etc.

### Public Transportation

- Airline operations
- Railroads and Bus Lines

### Official Information

- Japanese Government
- UN Organizations
- Various Embassies and etc.

### Miscellaneous

- Medical Translation Services
- Missing Persons and etc.

# Providing Information on “Active Japan”

- 1. Disaster Information
- 2. Public Transportation
- 3. Official Information
- 4. Miscellaneous



## Japan Now on Youtube

### Special Guests

Message from Peter Gelb (Tokyo, May 18, 2011)  
(Peter Gelb, General Manager of the Metropolitan Opera visited Tokyo in advance of their Japan tour this June.)



-->The Metropolitan Opera Japan Tour 2011  
I am particularly happy to be here  
(Myung-Whun Chung, Music Director of the Seoul Philharmonic Orchestra, came to Japan for the East Japan great earthquake charity concert.)



Myun-Whun.Chung profile :  
<http://www.seoulphil.co.kr/english/orchestra/>

Justin Bieber is in TOKYO!  
(Justin Bieber, Canadian singer-songwriter comes to Japan as part of his MY World Tour.)



Justin Bieber met students from Tohoku at U.S. Ambassador's Residence  
Back to business  
(A video with British Ambassador David Warren and British designer Sir Paul Smith asking British visitors and business to come back to Japan.)



(c)The British Embassy in Tokyo.  
<http://ukinjapan.fco.gov.uk/en/>



## Visit Japan tourism websites

Japan National Tourism Organization <http://www.jnto.go.jp/eq/eng/>

VISIT JAPAN <http://www.visitjapan.jp/eng/index.html>

Japan Guide <http://www.japan-guide.com/news/0018.html>

The Foreign Correspondent's Club of Japan <http://www.fccj.or.jp/>

## Press release of international organizations, etc.

UNWTO <http://85.62.13.114/media/news/en/press.php>

Ministry of Land, Infrastructure, Transport and Tourism (press release of ICAO, IATA, UNWTO, IMO)

[http://www.mlit.go.jp/page/kanbo01\\_hy\\_001411.html](http://www.mlit.go.jp/page/kanbo01_hy_001411.html)

## Measurement of radioactive materials

MEXT (radiation monitoring data) <http://www.mext.go.jp/english/incident/1303962.htm>

Nuclear and Industrial Safety Agency (restriction of nuclear power) <http://www.nisa.meti.go.jp/english/index.html>

MLIT (radiation measurement values at Narita and Haneda airport) [http://www.mlit.go.jp/koku/koku\\_tk7\\_000003.html](http://www.mlit.go.jp/koku/koku_tk7_000003.html)

## Other information

MLIT (current status of airline services after the earthquake) [http://www.mlit.go.jp/koku/flyjapan\\_en/index.html](http://www.mlit.go.jp/koku/flyjapan_en/index.html)

Ministry of Agriculture, Forestry and Fisheries of Japan (influence on agricultural products) <http://www.maff.go.jp/e/index.html>

Prime Minister of Japan and his Cabinet <http://www.kantei.go.jp/foreign/index-e.html>

Ministry of Foreign Affairs of Japan <http://www.mofa.go.jp/index.html>

Tokyo Electric Power Company <http://www.tepco.co.jp/en/index-e.html>



## B to B promotion

### For Travel Agencies Airlines & Media

- Organise technical visit
- Joint promotion
- Promote MICE

**By the end of July,  
About 1,000 people visit  
Japan by this recovery  
Program.**

### Contact closest JNTO office

Head Quarter (Japan: Tokyo) Tel +81(3)3216-1902

e-mail [media-assist@jnto.go.jp](mailto:media-assist@jnto.go.jp)

U.S.A.: New York Tel +1 (212) 757-5640 e-mail [visitjapan@jntonyc.org](mailto:visitjapan@jntonyc.org)

U.S.A.: Los Angeles Tel +1 (213) 623-1952 e-mail [info@jnto-lax.org](mailto:info@jnto-lax.org)

CANADA: Toronto Tel +1 (416) 366-7140 e-mail [info@jntoxyz.com](mailto:info@jntoxyz.com)

UK: London Tel +44 (020) 7398-5670 e-mail [info@jnto.co.uk](mailto:info@jnto.co.uk)

GERMANY: Frankfurt Tel +49 (069) 20353 e-mail [fra@jnto.de](mailto:fra@jnto.de)

FRANCE: Paris Tel +33 (01) 42-96-20-29 e-mail [info@tourisme-japon.fr](mailto:info@tourisme-japon.fr)

KOREA: Seoul Tel +82 (02) 777-8601 e-mail [media-assist@jnto.go.jp](mailto:media-assist@jnto.go.jp)

CHINA: Beijing Tel +86 (010) 6513-9023 e-mail [media-assist@jnto.go.jp](mailto:media-assist@jnto.go.jp)

CHINA: Shanghai Tel +86 (021) 5466-2808 e-mail [media-assist@jnto.go.jp](mailto:media-assist@jnto.go.jp)

CHINA: Hong Kong Tel +852 2968-5688 e-mail [media-assist@jnto.go.jp](mailto:media-assist@jnto.go.jp)

THAILAND: Bangkok Tel +66 (02) 233-5108 e-mail [info@japantourist.org](mailto:info@japantourist.org)

SINGAPORE: Singapore Tel +65 6223-8205 e-mail [media-assist@jnto.go.jp](mailto:media-assist@jnto.go.jp)

AUSTRALIA: Sydney Tel +61 (02) 9279 2177 e-mail [travelinfo@jnto.org.au](mailto:travelinfo@jnto.org.au)

※ Interchange Association, Japan : Taipei Tel +886 (02) 2713-8000 (ex 2705)

# Movements to rebuild tourists spots (Inbound)



Tour from Taiwan to Hokkaido in April



Tour from Thailand to Tokyo in May



Tour from Singapore in April-May

# International Big Events will be held in Japan



43<sup>rd</sup> Artistic Gymnastics World Championships in Tokyo in October, 2011



UIA2011 TOKYO(The 24<sup>th</sup> World Congress of Architecture) in September, 2011

※UIA : The International Union of Architects