

Schedule "A" Item 4 (b)

<u>Name</u>	<u>Residence Address</u>	<u>Citizenship</u>	<u>Position</u>	<u>Date Assumed</u>
Kintaro Makioka	12 Silver Beach Rd. Riverside, CT06878	Japan	Deputy Director	7/1/1997
Yoshiyuki Kageyama	415 East, 37th St., 21th floor, New York, NY10016	Japan	Deputy Director	8/27/1997

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CONFIDENTIAL

JAPAN NATIONAL TOURIST ORGANIZATION

SCHEDULE B, ITEM 11

The activities engaged in by the Registrant were devoted entirely to the promotion and stimulation of international tourism on behalf of its foreign principal, the Japan National Tourist Organization located in Tokyo, Japan.

The Registrant, located at One Rockefeller Plaza, Suite 1250, New York, New York is operated as a tourist information center. At the same time, it conducts publicity, distributes travel folders and pamphlets, participates in fairs and expositions, conducts investigations and research and performs any other acts to achieve the best results for the promotion of tourism in Japan.

Funds for this purpose were received from the foreign principal, as stated in ITEM 14 (a) SCHEDULE C included in the attached statement.

These funds were expended by the Registrant as indicated in detail in ITEM 15 (a) SCHEDULE D attached hereto. SCHEDULE D-1 of such statement is a breakdown of payments made for advertising and public relations expenses.

In addition, the following is a summary of the Registrant's activities directed to the general public and travel trade personnel.

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CORPORATE INFORMATION

## Part IV Japan National Tourist Organization 〈国際観光振興会〉

Japan National Tourist Organization (JNTO), established by law in April 1959 and reorganized in the years 1964, 1979, 1983 and 1985, is a nonprofit statutory organization under the direction of the Ministry of Transport designed to promote inbound travel to Japan and to provide information to Japanese travelers on traveling safely overseas.

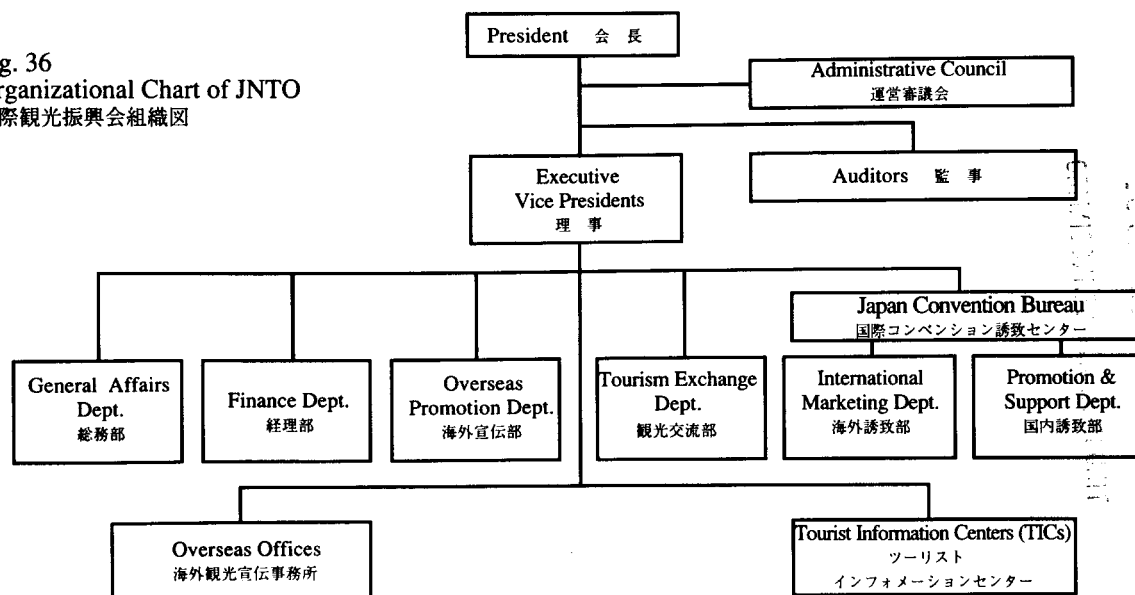
The original form of JNTO, as a promotional body for travel to Japan based on governmental policies, was the nonprofit International Tourist Association (ITA) (財) 国際観光協会 established in 1931. Since ITA was dissolved during the Pacific War, Japan Tourist Association (JTA) (財) 国際観光協会 was formed in 1955 to promote the same purpose as set forth for ITA, and in 1959, it was transformed by law into Japan National Tourist Association (JNTA) (特) 日本観光協会.

JNTA was a combined body of JTA and Japan Federation of Tourist Associations (社) 全日本観光連盟, which had been formed by local tourist associations and industries throughout the nation. JNTA had the dual purpose of promoting both international and domestic tourism.

Later in 1964, JNTA was again split into the two organizations existing at present: JNTO, established by a special law, and Japan Tourist Association (JTA) (社) 日本観光協会, which promotes domestic tourism in Japan. (See page 64 for information related to JTA.)

With the amendments made to the JNTO Law in 1979 and 1985, JNTO was given two additional responsibilities: dissemination of information on safe travel to Japanese overseas tourists and implementation of the National Examination for Guide-Interpreters.

Fig. 36  
Organizational Chart of JNTO  
国際観光振興会組織図



## 1 Organization and Directors 組織と役員

(The following data are correct as of May 1997.)

(1997年5月現在)

### (1) Administrative Council

運営審議会

JNTO has an Administrative Council that investigates and deliberates on important matters in connection with the operation of the Organization's activities. The Counselors, 26 in total, are selected from among people of learning and experience in the area of international tourism in Japan. They are appointed by the President and are subject to the approval of the Minister of Transport.

### (2) Head Office and Overseas Offices

本部及び海外観光宣伝事務所

JNTO maintains six departments in its head office and 14 overseas offices in the world's key cities, which exert promotional efforts under the direction of the head office. For the convenience of overseas visitors to Japan, two Tourist Information Centers (Tokyo and Kyoto) are operated by JNTO.

#### 1) Head Office 本部

The responsibilities of the six departments of the head office are outlined below.

#### General Affairs Department 総務部

This department is responsible for administrative matters of the Organization such as legal formalities, personnel matters, staff

training, domestic public relations and general coordination for the Organization.

It also manages the formulation of long-range marketing plans and priority projects, performance and analysis of market surveys, publishing of periodicals and materials on international tourism for the Japanese travel industry, and collection and publishing of statistical and other data on tourism.

#### Finance Department 経理部

This department oversees formulating budgets, requesting government subsidies, administering other fiscal affairs, contracting and procurement activities, and reporting financial settlements to the government.

#### Overseas Promotion Department

海外宣伝部

This department is in charge of administering the overseas offices which conduct tourist promotional activities: providing media assistance to prominent travel journalists around the world, participating in travel fairs and exhibitions, and carrying out joint tourist promotion efforts in cooperation with the Japanese travel industry.

Promotional literature in various languages, videos and slides are also produced and distributed by this department.

It also oversees liaison with various international tourism bodies such as East Asia Travel Association (EATA), Pacific Asia Travel Association (PATA) and World Tourism Organization (WTO).

JNTO started to offer travel information through the Internet from December 1993 as

part of an NTT (Nippon Telegraph and Telephone Corporation) experiment, and since August 1995, this department has started to offer its own home page service to provide more detailed travel information on Japan through the Internet.

### Tourism Exchange Department

#### 観光交流部

This department is responsible for improving reception services for foreign visitors to Japan, administering the Tourist Information Centers, and conducting the National Examination for Guide-Interpreters. Since the amendment of the JNTO Law, it also provides Japanese overseas travelers with information on how to travel safely.

In addition to these services mentioned above, it also inaugurated its International Tourism Exchange Project in April 1995. The Project is designed to promote inbound tourism to Japan by developing people-to-people exchange programs between Japan and other countries.

### Japan Convention Bureau

#### 国際コンベンション誘致センター

Japan Convention Bureau (JCB), as a division of JNTO, is responsible for convention and incentive travel promotion.

JCB comprises two departments at JNTO's Head Office: International Marketing Department and Promotion and Support Department.

### International Marketing Department

#### (海外誘致部)

This department administers marketing and promotional activities such as collection and analysis of marketing data, attracting conventions to Japan, advertising and public relations, and encouragement of attendance from overseas at conventions.

### Promotion and Support Department

#### (国内誘致部)

This department manages such activities as training programs for staff engaged in convention-related activities, providing information and advice for organizers of international meetings in Japan, and supporting tourist programs for foreign participants attending international conventions in Japan.

### 2) Overseas Offices

#### 海外観光宣伝事務所

Fourteen JNTO overseas offices implement, under the direction of the head office, various activities for tourist promotion including a travel information service, media assistance, showing of travelogue films, participation in fairs and exhibitions, and advertising in leading newspapers, magazines and travel trade publications within their major travel markets.

(See Table 37.)

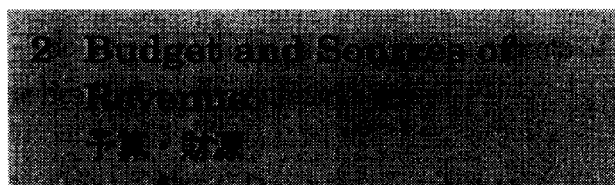
Table 37  
Overseas Offices of JNTO  
JNTO海外事務所の管轄国/地域

Office	Countries and Territories Administered
Seoul	Korea
Hong Kong	Hong Kong, China, Macau and the Philippines
Bangkok	Southeast Asian countries excluding those covered by the Hong Kong Office
Sydney	Australia and New Zealand
London	United Kingdom, Ireland, Denmark, Norway Sweden and English-speaking countries in Africa
Paris	France, Spain, Portugal, Belgium, Luxembourg and French-speaking countries in Africa
Frankfurt	European countries excluding those covered by other European Offices
Geneva	Switzerland, Italy, Greece, countries in former Yugoslavia and the Middle East
New York	
Chicago	U.S.A., countries in Central America and in Caribbean area
San Francisco	
Los Angeles	
Toronto	Canada
São Paulo	Countries in South America

### 3) Tourist Information Centers

#### ツーリスト・インフォメーション・センター

JNTO operates two Tourist Information Centers (TICs) that provide visitors from abroad with a wide variety of information on traveling in Japan. The TICs in Tokyo and Kyoto also offer two useful telephone services: Teletourist Service (Tokyo TIC only) and Japan Travel-Phone (Kyoto TIC only).



JNTO's annual budget for FY 1996 was 3.4 billion yen (US\$ 35.1 million). Of the total budget for FY 1996, 2.4 billion yen (US\$ 25.0

million) was in the form of government subsidies. The remainder comprised contributions made by prefectural and municipal governments, organizations and enterprises involved with tourism, such as Japan Railways, Japan Airlines, Japan Travel Bureau and Japan Hotel Association. JNTO funds for services for Japanese overseas tourists consist of the capital furnished by the government and contributions from the Japanese tourist industry.

The annual budgets for the past two fiscal years are shown in Table 38.

Table 38  
Annual Budgets of Japan National Tourist Organization  
国際観光振興会の予算

Item	FY1995	FY1996
<b>Revenues</b>		
Government Subsidies (thousand US\$)	25,381	25,024
(million yen)	(2,437)	(2,427)
Government Funds	0	0
	(0)	(0)
Contributions	4,082	4,395
	(392)	(426)
National Guide-Interpreter Examination	461	428
	(44)	(42)
Miscellaneous	4,698	5,224
	(451)	(507)
<b>Total</b>	<b>34,622</b>	<b>35,071</b>
	(3,324)	(3,402)
<b>Expenditures</b>		
Overseas Tourism Promotion	16,196	16,298
(including overseas personnel expenses)	(1,555)	(1,581)
Promotional Aids	1,034	745
	(99)	(72)
Convention Promotion	1,800	1,914
	(173)	(186)
Reception of Foreign Visitors	2,359	2,835
	(226)	(275)
Services for Japanese Overseas Tourists	325	302
	(31)	(29)
Statistics & Research	126	182
	(12)	(18)
National Guide-Interpreter Examination	387	389
	(37)	(38)
Management	11,683	11,761
(excluding overseas personnel expenses)	(1,122)	(1,141)
Reserve	797	645
	(77)	(62)
<b>Total</b>	<b>34,707</b>	<b>35,071</b>
	(3,332)	(3,402)

\* The exchange rates 外貨換算レート:  
US\$ 1 = ¥96 (FY1995) / ¥97 (FY1996)

### 3 Promotional Activities

#### (1) Advertising 広告

Advertising was done through influential dailies, high-quality magazines and travel trade publications as well as through TV commercials. A total of 93 insertions were made. The media in which JNTO's advertisements were placed include The Independent (London) and the Strait Times (Singapore).

In its travel trade media advertising, JNTO stressed economical ways of traveling in Japan.

#### (2) Public Relations PR活動

JNTO's overseas offices carry out numerous public relations activities for the purpose of inbound market development. Their activities are in conformity with the annual basic policies worked out by the head office at the beginning of each fiscal year.

The PR activities during FY 1996 included constant editorial contacts and contribution of articles to newspapers and magazines; dissemination of news releases, appearances and interviews on TV and radio programs; publication of periodical travel news bulletins; supply of black & white and color photographs to the press; and holding of press conferences.

In the North American market, regional PR activities were carried out by each of the JNTO offices in the U.S. and Canada. Additionally, nationwide PR activities were conducted by a PR manager based in JNTO's New York Office. The manager also helped each of the offices create effective regional PR programs.

#### (3) Media Assistance

##### 海外報道関係者の招請及び取材協力

JNTO's media assistance is designed to acquaint prominent travel writers, photographers or TV crews with various tourist attractions in Japan by providing financial or editorial support to them. When carrying out this program, JNTO obtains active cooperation from carriers, hotels, local governments and many other tourism-related organizations.

In FY 1996, 243 notable journalists and photographers were assisted in this program. They wrote many articles on Japan for their media or reported their experiences through TV or radio programs. (See Table 39.)

Table 39  
Number of Media People and Travel Agents Assisted by JNTO  
(Apr. 1996 - Mar. 1997)  
平成8年度 メディア広報実績

Occupation	Area	No. of Cases	No. of Visitors
Travel Writers	Asia & Oceania	20	68
	Europe	22	34
	America	15	45
TV, Radio & Movies Producers	Asia & Oceania	5	17
	Europe	10	34
	America	4	17
Photographers	Asia & Oceania	0	0
	Europe	3	5
	America	1	2
Others		12	21
Subtotal		92	243
Travel Agents	Asia & Oceania	4	28
	Europe	3	21
	America	7	87
Grand Total		106	379

#### (4) Activities for Travel Trade

##### 旅行業者等に対する宣伝

##### 1) Travel Seminars セミナーの開催

In FY 1996, travel seminars for travel trade and tourism-related organizations sponsored or

Promotional Activities cosponsored by JNTO totaled 171. Because of the high potentiality of the Asian travel market, JNTO is planning to increase the number of travel seminars to be organized in Asia during FY 1997.

Table 40  
Number of Seminars JNTO Organized in FY 1996  
平成8年度 セミナー開催実績

Region	Number
Asia & Oceania	43
Europe	31
North America	90
Middle & South America	7
Total	171

## 2) Travel Trade Familiarization Tours

### 海外の旅行業者等の日本視察旅行の実施

JNTO has been actively involved in many agent familiarization tours designed to acquaint travel agents with major Japanese tourist attractions and provide them with updated travel information on Japan.

In FY 1996, JNTO sponsored breakfast or luncheon seminars for eight travel agent familiarization tour groups (121 members) sent to Japan from all over the world. JNTO also invited the following two agent groups (15 members) to encourage development of new tour plans for Japan:

- 1) December 18 - 21, 1996, Korea/Toyama, five members
- 2) March 24 - 27, 1997, Korea/Sakai City, ten members

## (5) Regional Tourism Promotion Fairs

### 広域観光プロモーション

As a nation, Japan comprises several broad-

ranging regions, each of which is topographically and culturally united, forming a single tourist destination. Conducting joint promotion with participating local governments and private enterprises to publicize Japan by profiling these regions is an effective means of tourism promotion. It is for this reason that JNTO continued to conduct series of regional tourism promotion fairs in FY 1996, which were launched in 1994. This kind of activity typically involves an exhibition fair, travel agent seminar and familiarization trip for journalists. Recently, JNTO puts more focus on Asian countries, whose growth rate is high. The following fairs were held in Asian countries.

### 1) Hokkaido Regional Promotion Fair

#### 北海道海外観光プロモーション

This event was conducted in Seoul, Korea and Hong Kong, September 2 - 6, 1996. JNTO cooperated with the local government of Hokkaido on this project.

### 2) Shikoku Regional Tourism Promotion Fair

#### 四国海外観光プロモーション

JNTO conducted this fair with the local governments of Kagawa, Tokushima, Ehime and Kochi Prefectures on this project. This fair was held in Hong Kong, October 24 - 27, 1996.

### 3) Kinki Regional Tourism Promotion Fair

#### 近畿海外プロモーション

JNTO conducted this fair jointly with the local governments of Fukui, Mie, Shiga, Kyoto, Osaka, Hyogo, Nara, Wakayama and Tokushima Prefectures. The fair was held in

Bangkok, November 20-24, 1996.

4) Tohoku Regional Tourism Promotion  
Fair 東北海外観光プロモーション

JNTO conducted this fair jointly with the local governments of Aomori, Iwate, Yamagata, Miyagi, Fukushima and Akita Prefectures. The fair was held in Singapore, January 10 - 13, 1997.

5) Kyushu Regional Tourism Promotion  
Fair 九州海外観光プロモーション

The fair was held in Hong Kong, January 16 - 20, 1997. JNTO worked with the local governments of Fukuoka, Saga, Nagasaki, Oita, Kumamoto, Miyazaki, Kagoshima and Okinawa Prefectures on this event.

6) Central Japan Tourism Promotion  
Fair 中京圏海外観光プロモーション

JNTO conducted this fair jointly with the local governments of Aichi, Shizuoka, Gifu and Mie Prefectures. The fair was held simultaneously in Bangkok, Thailand; Kuala Lumpur, Malaysia; and Singapore, February 13 - 19, 1997.

(6) Promotional Activities Using  
Japanese Traditional Local  
Entertainments

地域伝統芸能海外特別広報事業

Japan has a wealth of traditional local entertainments, which, if properly presented, constitute valuable tourist attractions. Accordingly, JNTO conducts promotional activities focusing on these entertainment performances. In FY 1996, a Japanese traditional dance group from Kyoto and a

trumpet shell player from Yamagata Prefecture were sent to Colorado Springs in the U.S. in October 1996, when JNTO took part in the "Grass Roots Summit."

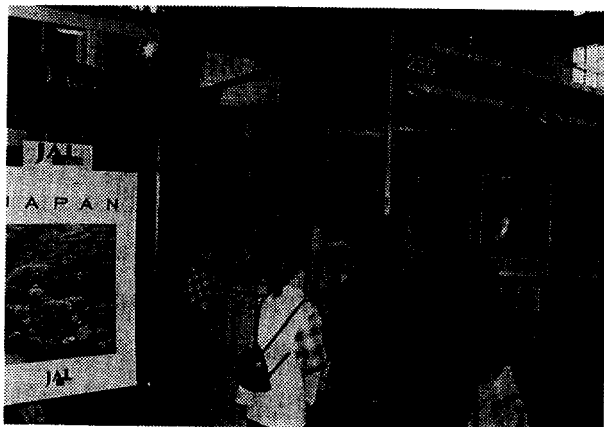
(7) Overseas Fairs and Exhibitions  
海外博覧会への参加

Participation in international travel fairs held overseas and exhibitions to present Japanese traditional displays and cultural demonstrations provides foreign consumers and travel trade people with opportunities to familiarize themselves with Japanese tourist attractions and have them get in closer touch with Japanese travel trade representatives.

Major fairs and exhibitions in which JNTO participated during FY 1996 jointly with local governments and private organizations were as follows:

- 1) '96 Korea World Travel Fair (KOTFA '96), Seoul, Korea, September 5-8, 1996
- 2) International Travel Expo Hong Kong '96 (ITE '96), Hong Kong, May 30-June 2, 1996
- 3) 39th COTAL Travel Trade Show, Montevideo, Uruguay, May 12-16, 1996
- 4) Top Resa '96, Deauville, France, September 26-29, 1996
- 5) 66th ASTA World Travel Trade Show, Bangkok, Thailand, October 7-9, 1996
- 6) 8th Overseas Travel Fair (OTF'96), Taipei, Taiwan, September 24-28, 1996
- 7) 17th World Travel Market (WTM '96), London, U.K., November 11-14, 1996
- 8) Feria Internacional de Turismo (FITUR '97), Madrid, Spain, January 29-February 2, 1997
- 9) Borsa Internazionale del Turismo (BIT '97), Milan, Italy, February 26-March 2, 1997

- 10) Internationale Tourismus-Boerse (ITB'97), Berlin '97, Berlin, Germany, March 9-13, 1997
- 11) NATAS Travel '97, Singapore, February 28 - March 2, 1997



## (8) Information Service

### 旅行情報の提供

At JNTO's 14 overseas offices, information on travel to and within Japan is provided to consumers, travel agencies, the press and other interested parties. The services available at these offices include:

- 1) Dissemination of travel information and brochures,
- 2) Loaning/donating of travel films and video cassette tapes,
- 3) Loaning of color slides and color and black & white photographs for printing,
- 4) Loaning of display materials, and
- 5) Giving presentations about travel to and in Japan.

Providing suggestions and assistance for local travel trade to develop tours to Japan is also an important part of JNTO's overseas offices' information activities.

Inquiries made at JNTO's overseas offices in

person, by telephone call or by letter, from April 1996 through March 1997 totaled 194,892 as shown in Table 41.

Table 41  
Number of Inquiries Made at JNTO's Overseas Offices (FY 1996)  
平成8年度 旅行情報提供実績

Office	Visits	Phone Calls	Letters
Seoul	9,947	11,325	15
Hong Kong	11,711	13,238	845
Bangkok	1,920	1,741	390
Sydney	2,001	8,565	1,105
London	3,471	16,043	1,119
Paris	3,915	5,177	3,800
Frankfurt	606	7,663	6,918
Geneva	1,479	1,636	909
New York	2,493	33,637	1,668
Chicago	587	6,192	1,453
San Francisco	1,476	5,186	1,359
Los Angeles	1,841	9,158	1,659
Toronto	1,172	6,675	1,449
São Paulo	1,357	1,593	398
<b>Total</b>	<b>43,976</b>	<b>127,829</b>	<b>23,087</b>

## (9) Internet Information Service

### インターネットによる観光情報の提供

JNTO offers a comprehensive package of travel information through the Internet on Japan's diverse attractions and practical travel tips from the viewpoint of foreign visitors. JNTO's Internet homepage "JAPAN TRAVEL UPDATES" (<http://www.jnto.go.jp>) includes "What's New," "Budget Travel Ideas Specifically for Transportation, Accommodations and Restaurants," "Annual Events," "Regional Tourist Information," "Convention Calendars" and much more to invite the world's Internet users to travel to Japan.

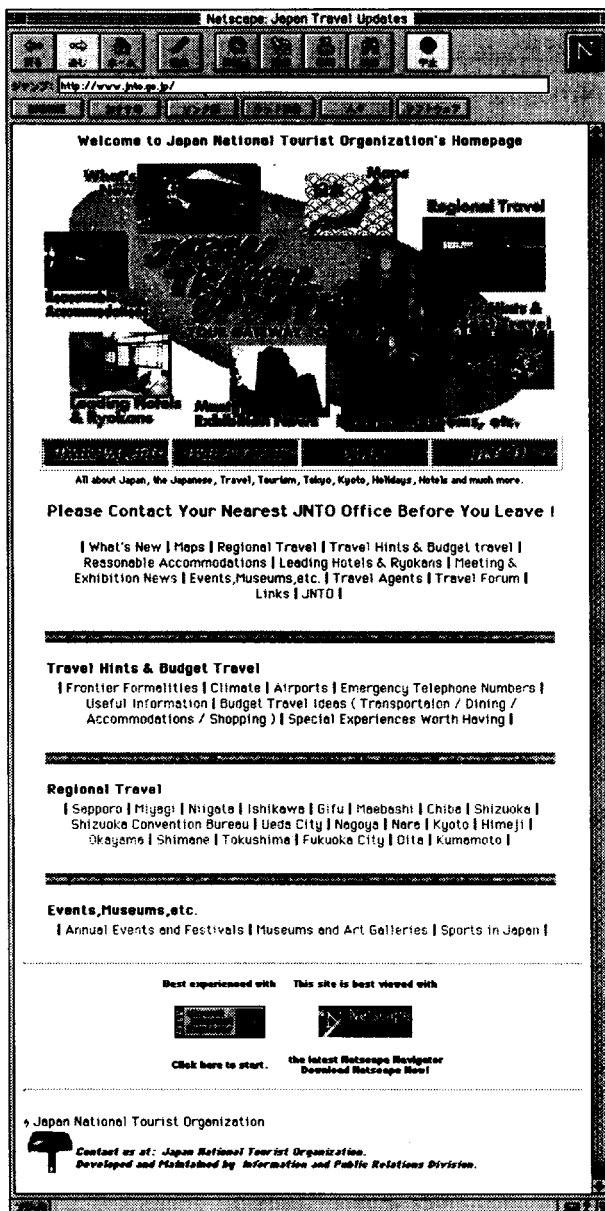


Table 42  
Number of Hits to "JAPAN TRAVEL UPDATES"  
平成8年度アクセス件数

Year	Month	Number of Hits	
1996	April	523,320	
	May	591,316	
	June	567,924	
	July	597,933	
	August	593,666	
	September	638,658	
	October	705,054	
	November	733,832	
	December	567,855	
	1997	January	794,994
		February	902,707
		March	1,182,123
Total		8,399,382	

## 4 Promotional Materials

### 宣伝印刷物・映画

#### (1) Printed Material

##### 宣伝印刷物の作成

In FY 1996, JNTO produced 603,400 copies of travel brochures, maps, books, posters and a calendar as listed in Table 43. These publications were distributed free of charge to potential travelers and the travel industry abroad through JNTO's 14 overseas offices.

They were also distributed to visitors from abroad through JNTO's Tourist Information Centers (TICs) in Japan. In addition, JNTO produced some 138,600 copies of travel brochures highlighting such tourist destinations as Hokkaido, Chiba (English and Korean), Hida Takayama, and Southern Japan in cooperation with the local governments concerned and distributed them at home and abroad.

Table 43  
Travel Literature Produced in FY 1996  
平成8年度 作成印刷物

Name of Literature	Copies Produced (in 1,000s)	Name of Literature	Copies Produced (in 1,000s)
Your Guide to Japan (E)	50	Railway Time Table (E)	50
Your Guide to Japan (F)	20	Hotels in Japan (E)	50
Your Guide to Japan (G)	30	Japan Ryokan Guide (E)	50
Your Guide to Japan (T)	50	1997 Calendar (E)	3
Your Traveling Companion (K)	30	Travel Manual 1997-98 (E)	8.4
Your Travelign Companion (C)	35	Poster "Jo-no-mai"	10
Japan for the Budget Traveler (E)	40	Poster "Kabuki"	10
Tokyo (F)	20	Poster "Hase Temple"	10
Tokyo (G)	20	Poster "Kinkakuji"	10
Tokyo (K)	20	Poster "Mt. Fuji and Shinkansen"	10
Tokyo (C)	20	Paper Bag	15
Fuji Hakone Kamakura Nikko (E)	40	Tourism in Japan (E)	2
			603.4
Total			

Note: E = English, C = Chinese, K = Korean, G = German, F = French, S = Spanish, P = Portuguese, T = Thai

## (2) Audiovisual Aids 映画・ビデオ

JNTO produces visual travelogues every year to disseminate Japan's wealth of attractive images overseas. JNTO had been producing 16-mm travelogue films for a period of time. Since 1990, however, to take advantage of video, given its handiness and growing popularity, the visual aids of JNTO have been produced only in video format.

In FY 1996, a new video titled "Panoramic Japan" was added to JNTO's list of available video/film products. This 11-minute promotion video was produced aiming especially at Asian visitors to Japan. The video offers revealing glimpses into various aspects of Japanese scenic beauty, life and society as well its modern aspects. It shows how surprisingly possible this richly rewarding travel experience can be. Production of Chinese and Korean language versions are expected in the next fiscal year.

A total of 602 copies of various JNTO travel audiovisuals have been made and supplied to JNTO overseas offices, including newly dubbed Chinese and Korean versions of "Ticket to Ride," which was originally produced in English in 1995.

Table 44 lists the JNTO travel films and videos currently available on a free-loan basis at JNTO overseas offices. According to the statistics given in Table 45, they were seen by some 950,504 people around the world during FY 1996. JNTO's travelogue videos can be donated to the travel agents and companies/organizations that are contributive to JNTO's promotional aims.

Table 44  
List of JNTO Travel Films and Videos  
JNTOが作成した映画・ビデオ

(All are available on a free-loan basis.) (無料貸出方式)

Film	Produced in FY
JAPAN: Portrait in Sound	1981
Japan, Land of Enchantment	1982
Holiday in Japan	1982
Japan, Journey of Discovery	1983
Japan, Season by Season	1984
OSAKA, The Dynamic City	1985
Encounter with Japan	1986
Destination Japan	1987
Experience Japan	1988
Closer to Japan	1989
*Feeling Free (Meet Japan Series)	1990
*Warm Welcomes (Meet Japan Series)	1990
*A Taste of Nature (Meet Japan Series)	1991
*The Best of the Old and the New (Meet Japan Series)	1992
*KANSAI - A Journey into Japan's Cultural Heartland	1993
*The Four Seasons in Traditional Japanese Performing Arts	1993
*New Encounters with JAPAN	1994
*Ticket to Ride	1995
*Panoramic Japan	1996

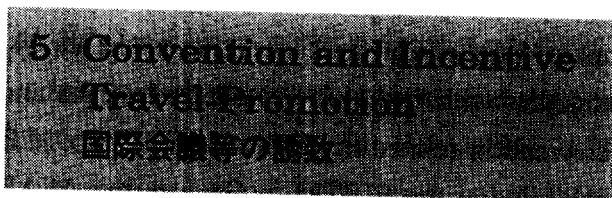
\*Video Cassette Only

Table 45  
Number of JNTO Film/Video Showings in FY 1996  
平成8年度 映画・ビデオ上映実績

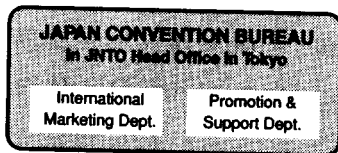
	No. of Showings	No. of Viewers
Through Overseas Offices	42,397	950,504

## (3) Photographs 写真

A total of 1,621 color transparencies were added to the photo libraries at JNTO's head office and overseas offices in FY 1996. They were loaned to the media and the travel trade to be included in their travel articles or tour brochures. In FY 1996, JNTO produced five new CD-ROM titles, each of which contains touristic photos based on its own theme. A total of 1,650 CD-ROMs has been duplicated and will be distributed through our overseas offices.



(As of July 1997) (1997年7月現在)



Convention and incentive travel promotion is an integral part of JNTO's total marketing activities, and is

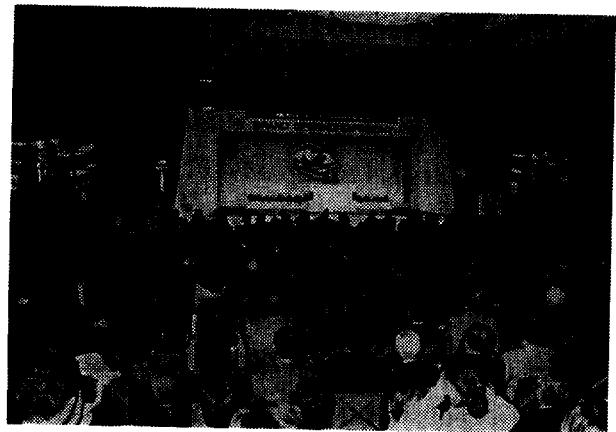
the responsibility of the Japan Convention Bureau (JCB), a specialist department of JNTO. JCB was first established in 1965, in a joint initiative with local public entities and other interested parties, and was merged with JNTO in the following year.

In 1994, the Japanese Diet approved a special law called the "International Convention Promotion Law." In the meantime, JNTO restructured the Japan Convention Bureau to establish a cooperative relationship with 42 government-designated "International Convention Cities" who are keen to attract more international meetings and events.

The reorganized Japan Convention Bureau is comprised of two departments in JNTO's head office in Tokyo: the International Marketing Department, and the Promotion & Support Department, the latter of which is responsible for facilitating activities within Japan itself.

Operating alongside these two departments are two JCB overseas marketing offices, one in New York and the other in London. Each is manned by three convention specialists.

Additionally, a Convention Manager has been appointed from the directorial/managerial staff of JNTO's 14 overseas offices to create a worldwide marketing network to promote Japan as an international convention destination.



In 1995, the Japan Congress and Convention Bureau (JCCB) was established with the aim of promoting Japan as a site for international conventions, and developing the convention industries in Japan. JCCB is composed of convention cities, convention bureaus, convention-related industries, the Ministry of Transport, and JNTO. JNTO provides the secretariat office including manpower for JCCB's operation.

In 1996, three new venues were added to the list of government-designated "International Convention Cities," bringing the total number from 42 to 45.

### (1) Marketing Research

国際会議開催情報の収集・提供

The International Marketing Department of JCB is responsible for collection and analysis of marketing data, and for providing sales-lead information to the International Convention Cities.

JCB also conducts research and studies on how to attract international meetings and events as well as incentive tours.

JCB produces and distributes the biannual publications "International Congress Calendar" and "Exhibitions and Events in Japan," as well as the Japanese language publication "Statistics on International Conventions in Japan," the only data source of international meeting and exhibition statistics of Japan.

## (2) Promotional & Sales Activities

### 誘致・集客活動

The International Marketing Department of JCB is responsible for attracting international meetings and events, and for facilitating overseas participation at international conventions in Japan.

## (3) Liaison with Convention-related International Associations

### 関連国際団体との協力

JCB is a member and maintains a close relationship with the following major international, convention-related organizations: the International Congress and Convention Association (ICCA), the Union of International Associations (UAI), and the Asian Association of Convention and Visitor Bureaus (AACVB).

## (4) Overseas Promotion

### 海外広報宣伝

### 1) Participation in Convention Industry

#### Trade Shows 国際コンベンション見本市

#### への参加

JCB regularly participates in the world's

major convention and incentive trade shows, together with regional convention bureaus and convention-related industries. In FY 1996, JCB exhibited at the EIBTM in Geneva, the ASAE Trade Show in Boston, the IT&ME Show in Chicago, the Int'l CONFEX in London, and the AIME in Melbourne.

### 2) Convention Seminars 海外でのコンベンション・セミナーの開催

In order to promote Japan as a site for international meetings and incentive travels, JCB regularly sends promotional missions to both the United States and Europe. Each mission is made up of representatives from regional convention bureaus and travel industry partners. In FY 1996, the mission conducted convention seminars in Chicago and Washington, D.C. Convention seminars were also held in Paris, London and Geneva immediately before the EIBTM. In addition to these seminars, in FY 1996, JNTO's overseas offices conducted 6 convention and incentive travel seminars in major cities.

### 3) Japan Convention Study Tour 国際会議デシジョン・メーカーの招請

This is an annual joint project between JCB Japanese travel industry and regional convention bureaus. Through this program, in FY 1996, 30 international association executives and meeting planners were invited from the United States and Europe, and inspected meeting and lodging facilities in the cities of Tokyo, Yokohama, Chiba, Kanazawa, Kyoto, Osaka and Kobe.

**4) Advertising 専門誌日本特集号の発行**

Jointly with the travel industry and regional convention bureaus, in FY 1996, JCB commissioned two special Japan supplements in convention industry publications: the October 1996 issue of the US magazine "Successful Meetings", and the May 1997 issue of the German publication "TW-Tagungs Wirtschaft."

**5) Production of Promotional & PR Materials PR資料の作成・配付**

In FY 1996, JCB produced a new 108-page guide, "Convention Destination Japan," for the world's meeting planners and incentive houses, and introducing the 45 International Convention Cities. JCB also produced four issues of "Japan Convention News."

**(5) Training Programs 人材育成**

JCB is responsible for devising and running training programs for staff engaged in the promotion and handling of international meetings in Japan. JCB conducts both basic and advanced training courses dealing with convention-related topics, and accepts trainees from the regional convention bureaus.

A "Seminar for Convention Bureau Staff" was held for the staff of 45 regional convention bureaus, especially those who were newly-appointed and still unfamiliar with convention-related activities. The seminar featured speakers from a travel agency and a professional congress organizer (PCO), as well as staff from JCB, and was designed to help attendees acquire basic expertise.

**(6) Organizational Support 開催支援**

JCB is endeavoring to become a strong, reliable source of useful information and advice for organizers of international meetings in Japan, drawing upon the experience of its staff, its comprehensive database, and continuing research activities.

**1) A Symposium for Promotion シンポジウム「国際会議の運営」**

In 1997, JCB, in conjunction with 45 regional convention bureaus, held a symposium entitled "How to Organize an International Meeting" for those interested in conducting international meetings and symposia. The JCB publication "Manual for Conference Organizers" (Japanese Edition) was used as the main text for all attendees.

**2) Seminars 国際会議受入奨励セミナーの開催**

Special seminars designed to urge Japanese association executives to host international meetings in Japan were conducted in cities such as Nagasaki, Miyazaki, Toyama, Kumamoto and Chiba. This project was a regional version of the above symposium.

**3) Consulting コンサルティング**

In addition to the symposium and seminars detailed above, JCB also provided information and advice on an individual basis to Japanese national associations, societies and organizations. Assistance was given in introducing convention-related service suppliers, and in supporting tourist programs for foreign participants at international meetings in Japan.

## (7) Financial Support

寄付金・交付金事業

JNTO has been designated as an "organization for the furthering of the public interest 特定公益増進法人" under Article 77 of the Corporate Tax Enforcement Ordinance, and Article 217 of the Income Tax Enforcement Law. In effect from April 1, 1994, this renders JNTO eligible to receive tax-exempt donations from corporations or individuals, and to provide financial support to international conventions which meet certain criteria.

## (8) Japan Congress and Convention

Bureau 日本コンGRES・コンベンション・ビューロー

In order to further develop Japan's convention business, a new entity, the Japan Congress and Convention Bureau (JCCB) was formed in June 1995, under the auspices of the Japanese Ministry of Transport, JNTO, local public bodies, and the convention-related industry. JCCB's Secretariat was established in Japan Convention Bureau's office.

JCCB's major activities are:

- 1) Attracting more international and national meetings,
- 2) Promoting Japan as an ideal meeting site to world convention markets,
- 3) Conducting research and study into attracting and facilitating international and national meetings,
- 4) Training staff from local convention bureaus and other convention-related organizations, and
- 5) Collecting and disseminating marketing

information.

## 6 International Cooperation

国際協力

JNTO maintains close relations with the following major world travel organizations: World Tourism Organization (WTO)世界観光機関, East Asia Travel Association (EATA), Pacific Asia Travel Association (PATA), American Society of Travel Agents (ASTA), and Confederacion de Organizaciones Turisticas de la America Latina (COTAL) ラテンアメリカ観光機関連盟.

JNTO also works with several individual countries on a bilateral basis to further Japan-bound tourism traffic.

JNTO's major promotional activities with these international organizations are outlined in the following.

### (1) East Asia Travel Association

(EATA) 東アジア観光協会

EATA is a regional tourist promotion body comprising national tourism organizations, air carriers, travel agents associations of six East Asian countries and territories, namely Japan, Korea, Macau, Philippines, the Republic of China, and Thailand. The EATA Secretariat, whose office is located at JNTO's head office in Tokyo, supervises and coordinates the activities of this Association.

Since its establishment in 1966, EATA had focused its efforts on marketing in the European travel market until 1970, when the

Association expanded its marketing efforts to the North American continent so as to enhance exposure in this affluent market. The Association then further extended its activities to the Australia-New Zealand market in 1974 and to the Canadian market in 1991. In 1993, the Australia-New Zealand Chapter was approved to become individual chapters in order to meet the different needs in each market.

EATA currently has nine chapters: United States East Coast Chapter (New York), United States Central Regional Chapter (Chicago), United States West Coast Chapter (Los Angeles), Australia Chapter (Sydney), New Zealand Chapter (Auckland), United Kingdom Chapter (London), Central European Chapter (Frankfurt), French Chapter (Paris) and Canadian Chapter (Toronto).

During FY 1996-97 (July '96-June '97), EATA carried out a variety of marketing activities through its chapters. They organized seminars and other presentations for the travel trade and also participated in fairs and shows in each market area. Furthermore, the chapters of EATA worked tirelessly to reach consumers, the travel trade as well as the media of major travel markets throughout the world through press conferences, news releases, film loans and information services.

JNTO, as one of the founding members, has taken an important role in EATA since its inception. Along with providing the Secretariat office, JNTO furnishes part of its staff for EATA's operations.

## (2) Pacific Asia Travel Association

### (PATA) 太平洋アジア観光協会

JNTO, as one of the founding members of PATA, has been an active supporter of the Association's aims and ideals. Conversely, JNTO's efforts to encourage travel to Japan in overseas markets are greatly assisted by PATA's various marketing, PR and educational activities.

PATA's Japan Chapter has been actively promoting two-way traffic between Japan and other destinations in the Asia-Pacific region. The chapter members totaled 171 as of March 31, 1997, comprising 18 government members, 9 carriers, 41 travel agencies, 81 hotels, and 22 press and Association members.

Among the Chapter activities for FY 1996 were the "Japan Night" held at the 45th PATA Annual Conference in Bangkok and Familiarization Trip to Eastern Canada by four Travel Agent Members, followed by a seminar. Furthermore, as a result of a series of promotional activities for inviting the 1999 PATA Annual Conference to Nagoya, Japan was elected as its venue. The PATA 1999 Japan Host Committee was set up inside the JNTO Headquarters in November 1996.

## (3) American Society of Travel Agents

### (ASTA) 米国旅行者協会

JNTO, Japanese major travel agents, hoteliers and other travel-related firms belong to ASTA, which offers many cost-effective opportunities for the promotion of Japan's tourism. The ASTA Japan Chapter was formed in October 1974.

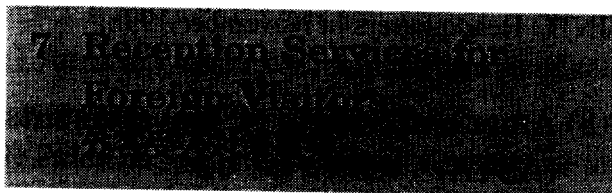
The main activities of the Japan Chapter in 1996 included sales promotion at the ASTA

World Congress which was held in Bangkok, Thailand, October 6-12, 1996.

#### (4) Bilateral Tourism Exchange Programs

##### 二国間観光交流促進協議会

For the purpose of promoting mutual cooperation in the field of tourism with other respective countries, the Ministry of Transport, Japanese Government, has taken the initiative in starting intergovernmental meetings. The mechanisms which currently address the issue of tourism promotion on a bilateral basis are: the Japan-Korea Tourism Promotion Council 日韓観光振興協議会, which was originally established in 1971, the Japan-U.S. Tourism Exchange Promotion Council 日米観光交流促進協議会, founded in 1994, the Japan-Canada Tourism Exchange Promotion Council 日加観光交流促進協議会, established in 1993, and the Japan-Australia Tourism Exchange Promotion Council 日豪観光交流促進協議会, established in 1996.



JNTO has been involved in these dialogues mainly through Japan-bound traffic subcommittee activities.

JNTO has been continually working to improve, expand and enhance reception services for visitors from abroad. The main aims of the working programs involved are to:

1) Improve and enhance the quantity and

quality of tourist information services,

2) Ease and hopefully resolve visitors' language problems,

3) Promote mutual understanding and friendship between foreign visitors and the Japanese,

4) Generate greater international tourism in local areas, and

5) Reduce the travel costs of overseas visitors.

#### (1) Tourist Information Services

##### 旅行情報の提供

#### 1) Tourist Information Centers ツーリス

スト・インフォメーション・センター

(As of May 1997) (1997年5月現在)

JNTO operates the following two Tourist Information Centers (TICs) for visitors from abroad:

Tokyo Office: Located near Japan Railways (JR) Yurakucho Station

Phone: (03) 3201-3331

Kyoto Office: Located near JR Kyoto Station

Phone: (075) 371-5649

The multilingual staffs of TICs answer all sorts of inquiries and distribute travel brochures, maps, lists of hotels, ryokan, youth hostels, pensions, minshuku and tourist restaurants. TICs also offer the following information and services:

Operation of Teletourist

Operation of Japan Travel-Phone

Information on tours

Information on budget travel

## Information on the Home Visit System

Table 46  
Number of Inquiries Handled by TICs FY 1996  
平成8年度 TICの旅行情報提供実績

	Visits	Phone Calls	Letters
Tokyo Office	51,245	16,155	423
Kyoto Office	60,449	16,647	377
Total	111,694	32,802	800
Teletourist Service (English)			34,946

### 2) Teletourist Service テレツーリストサービス

Tokyo TIC offers foreign visitors tape-recorded information by telephone on major events in and around Tokyo. The service, called "Teletourist," is available 24 hours a day throughout the year by dialing the following Tokyo number: (03) 3503-2911 (English).

### 3) 'i' Tourist Information Offices Network 「i」システム整備拡充事業



Since 1981, JNTO has been endeavoring to establish a nationwide network of tourist information offices for foreign visitors. As of May 31, 1997, the number of offices displaying the "?" sign reached 91. Most of them are operated by nonprofit local tourist associations. JNTO aims to improve 'i' Tourist Information Offices' staffs' quality and skills especially to serve Asian tourists whose number has been increasing.

### 4) Travel Mini-guides 実用旅行案内の作成

Besides the ordinary travel brochures, JNTO also produces and distributes a series of Travel Mini-guides in English and some in Korean designed to serve as sources of detailed travel information. The series includes mini-guides of

local areas; three walking tour course guides and nine special interest guides (entitled Museums & Art Galleries, Ceramic Arts & Crafts in Japan, Japanese Gardens, Industrial Japan, Hot Springs, Annual Events, Traditional Sports, Skiing in Japan, and Camping in Japan).

### (2) Relief from Language Problems

#### 言語障壁の緩和

#### 1) Japan Travel-Phone トラベルフォンの運営

Should an overseas visitor encounter some difficulty, he or she may use a hot line free of charge (except within the Tokyo or Kyoto city limits). This toll-free service, called "Japan Travel-Phone," is available from 9 a.m. to 5 p.m. throughout the year by dialing the following numbers:

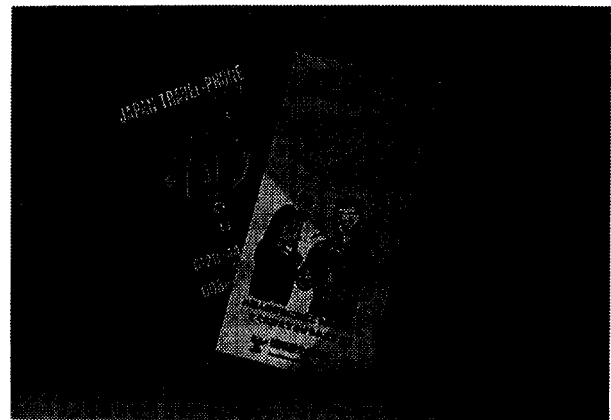
0088-22-4800 or 0120-44-4800

3201-3331 (10 yen for 1 min., except for Sat. afternoons, Sun. and national holidays.)

for a call within Tokyo (Area code: 03)

371-5649 (10 yen for 1 min.)

for a call within Kyoto's city limits (Area Code: 075).



2) Tourist's Language Handbook ツー  
リスト・ハンドブック (問答式筆談フォーム集)  
の作成

"Tourist's Language Handbook", subtitled "Practical Ways to Relieve Your Language Problems," is designed to help overseas visitors, who may have little knowledge of the Japanese language, communicate with those Japanese who have little understanding of English. JNTO also produced updated copies of Chinese and Korean editions in FY 1996.

3) Road Signs, Signboards and Tourist  
Information Boards 標識・案内板の整備

With the cooperation of local tourist offices and associations, JNTO has been making every effort to improve road signs, signboards and tourist information boards so that foreign visitors may enjoy greater convenience during their stay in Japan.

4) Goodwill Guide Program 善意通訳運動



Goodwill Guides are volunteer guides who assist overseas visitors. The volunteers are registered with JNTO and wear a Goodwill

Guide badge. As of March 31, 1997, the total number of Goodwill Guides is 43,313 spread among 75 groups throughout Japan under the SGG (Systematized Goodwill Guides).

5) National Examination for Guide-  
Interpreters 通訳案内業試験の実施

In Japan, a person who wishes to work as a tourist guide assisting foreign visitors (legally called a "guide-interpreter") must pass the

Ministry of Transport's national examination and then obtain a license issued by the Governor of the Prefecture where he or she lives.

The national examination is usually held once a year and is divided into three parts: the first part is a written test of the foreign language of the candidate's choice, the second is an oral test of the foreign language and a personality test, and the third is a written test covering Japanese geography, Japanese history and general knowledge.

In 1996, 5,316 applicants took the examination, of whom 347 succeeded in passing it. The total number of successful guide-interpreter candidates who obtained the license as of April 1, 1996 was 6,504.

Table 47  
Total Number of Successful Guide-Interpreter  
Candidates by Language (As of December 13, 1996)  
通訳案内業試験合格者の累計 (平成8年12月13日現在)

Language	Male	Female	Total
English	6,025	4,133	10,158
Spanish	319	357	676
French	299	361	660
German	265	335	600
Chinese	242	339	581
Korean	177	164	341
Russian	121	126	247
Italian	49	74	123
Portuguese	38	35	73
Total	7,535	5,924	13,459

Source: Tourism Department, Transport Policy Bureau,  
Ministry of Transport.

With an amendment in 1983 to the Guide-Interpreter Business Law, JNTO was entrusted by the Ministry of Transport with the task of conducting the National Examination for Guide-Interpreters.

### (3) Home Visit System

#### ホームビジット制度の拡充

The Home Visit System or "meeting-the-Japanese-at-home" program was first introduced in Kyoto in 1956, and as of March 31, 1997, 14 prefectures, cities, and nonprofit associations offer the program for those visiting Japan.

In Tokyo, for example, Tokyo TIC makes arrangements for the home visit in the city. Table 48 shows the number of Japanese families who voluntarily participated in the system and the number of guests they received during 1996.

Table 48  
Number of Hosts and Guests of "Home Visit System" in 1996  
ホームビジット利用実績

Area	Supporting Organization	No. of Registered Families	No. of Foreign Guests
Narita	Narita City Office	44	28
Tokyo	Tokyo Metropolitan Government	75	229
Yokohama	Yokohama Int'l Tourist Association	40	162
Nagoya	Nagoya Int'l Center	45	33
Otsu	Otsu Int'l Goodwill Association	38	24
Kyoto	Kyoto City Int'l Foundation	112	185
Osaka	Osaka Tourist Association	55	57
Kobe	Kobe Int'l Tourist Association	50	89
Kurashiki	Kurashiki Association of Int'l Friendship	42	36
Okayama	Okayama Prefectural Int'l Exchange Foundation	31	0
Hiroshima	Hiroshima Int'l Relations Organization	78	31
Fukuoka	Fukuoka Int'l Association	178	8
Kumamoto	Kumamoto Int'l Foundation	15	20
Miyazaki	Miyazaki Int'l Foundation	188	4
Total		991	906

### (4) Development of International Tourism in Local Areas

#### 地方都市国際化推進協力事業

#### 1) Model International Tourist Areas

(New Sites of Discovery) 国際観光モデル地区

JNTO and government-registered Model



International Tourist Areas established the Conference on Promotion of Model International Tourist Areas in

October 1987. The Conference set up a number of committees to study and discuss matters pertaining to the development and promotion of international tourism in member areas.

#### 2) Survey of International Tourist Areas 国際観光地整備調査

With the aim of improving reception services and facilities for foreign tourists in local tourist areas, JNTO has been conducting every year a survey of international tourist areas in Japan. The report of the survey is distributed to concerned local governments and tourist associations for their consideration and appropriate action.

#### 3) Seminars on International Tourism

##### 外客受入に関する講習会の開催

For the purpose of developing international tourism in local areas, JNTO has been organizing or giving assistance to seminars and symposia on international tourism held in local cities for people working in the tourism industry.

#### (5) Reduction of Travel Costs

##### 低廉施設利用促進事業

#### 1) Directory of Welcome Inns ウェルカム・イン



For budget travelers, with the cooperation of JNTO, the Welcome Inn Reservation

Center, run by the International Tourism Center of Japan, produces a list of less expensive accommodations entitled "Directory of Welcome Inns." The directory currently lists (as of May 1997) 701 reasonably-priced ryokan, business hotels, minshuku, pensions, kokumin-shukusha (people's lodges), and other accommodations.

## 2) Japan Rail Pass ジャパン・レール・パス

For the benefit of tourists coming from abroad, Japan Railways companies sell the Japan Rail Pass which offers unlimited travel throughout JR's entire railway network and most bus networks at specially reduced prices. Vouchers which travelers are required to exchange for the actual passes after their arrival in Japan can be purchased at overseas Japan Airlines ticket offices or authorized travel agents offices abroad.



In pace with the intensifying trend toward international interdependence, Japan's regional communities can no longer afford to remain outside the international society. In fact, there has been a growing demand among these communities for initiating international exchanges in various fields. In spite of this demand, however, many of the international exchanges hoping to be implemented have not yet come to fruition due to the lack of

information, experience or expertise essential to their success.

In order to improve this situation, JNTO inaugurated its International Tourism Exchange Project in April 1995. The project is designed to promote inbound tourism to Japan by supporting and developing people-to-people exchange programs between Japan and other countries.

The specific fields that JNTO is targeting to make this new project a reality include sister city exchanges, school-to-school exchanges, Japanese language studies, special interest group exchanges, sports/musical events, professional study exchanges and traditional performing arts exchanges.

The outline of the Project for FY 1996 is as follows.

### (1) Surveys on Potential International Exchanges 国際交流実態調査

In order to seek out and initiate potential international exchanges for which JNTO's involvement would be deemed appropriate for ensuring their realization, JNTO conducts a range of surveys of various groups at home and abroad to ascertain their prospective needs for international exchanges, and deliberate their status and problems of international exchanges in an effort to effect workable solutions.

### (2) International Exchange Support Activities 国際交流支援事業

In an endeavor to bring to realization potential international exchanges desired by numerous groups both at home and abroad, JNTO searches for potential partners, exercises

its good offices with these prospective partners on behalf of their counterparts, and involves itself extensively in exchange program planning, inclusive of dispatching well-experienced program coordinators and offering financial assistance for exchange programs in need.

In FY 1996, JNTO supported 31 people-to-people exchange programs in reaching their fruition. These programs ranged from Japanese language studies and sports/musical events to study tours taken by foreign school teachers. Example programs are: Japan-Canada High School Basketball Exchange, Japan-Korea Traditional Performing Art Exchange, Japan Multimedia Experience of University Students of Hong Kong, Japan-China Juvenile Baseball Exchange, Japan-Germany Calligraphy Fanciers Exchange and Japan Study Tour of British School Teachers.

### (3) Invitation of Overseas Key Persons

#### 海外交流団体等要人の招請

In furthering its endeavor essential to developing international exchanges, JNTO invites key persons of overseas organizations to Japan to facilitate their direct contact with Japanese potential counterparts.

According to the Japan School Tours Bureau, 43,837 Japanese middle and high school students visited Korea by tours organized by their schools in 1996, while very few Korean students came to Japan by way of school tours. Thus, to promote more Korean school tours to Japan, JNTO invited Korean educators to Japan for their inspection as a promising destination for their school tours.

This inspection tour allowed the invited educators to study firsthand the natural and cultural tourist resources, reception facilities, possible student exchange programs, and to experience tour routes proposed for the Korean school tours. A conference was held at each area visited with local government officials, education board members, school principals and tourism-related professionals to discuss relevant problems and find practical solutions for making school tours from Korea to Japan a reality.

Joining this inspection tour were two principals of junior high schools, seven principals of high schools and one official from the Korea School Tours Bureau. The tour, staged from January 17 through January 23, 1997, visited Oita Prefecture, Miyazaki Prefecture and Kagoshima Prefecture. Organized by JNTO, the tour was supported by the municipalities of these three prefectures.

### (4) Expansion and Activation of Homestay Systems

#### ホームステイ制度の拡充・活性化

Since the homestay offers the best opportunity for overseas visitors to experience the real life of the Japanese and thus constitutes an important element of international exchange programs, JNTO makes a continuous effort to expand and activate homestay systems in Japan.

JNTO published a homestay manual for prospective host families to encourage them to enroll and provide them with the practical points of receiving foreign guests in their homes.

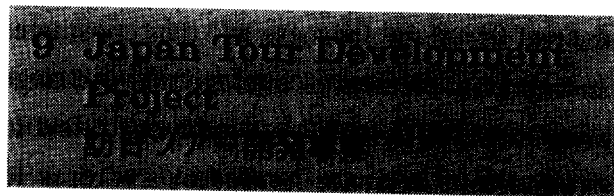
JNTO also supported international exchanges through its homestay arrangements in Fukuoka City, Yokohama City, Sendai City and Nishine Town of Iwate Prefecture during FY 1996.

### (5) Public Relations Activities

#### 宣伝広報活動

In order to make JNTO's services known to international affairs divisions of local municipalities as well as local international associations in Japan, JNTO started a quarterly newsletter for them, which carried a variety of exchanges that JNTO helped, exchanges wished by foreign groups and articles contributed by readers of this newsletter.

JNTO continued to publicize its International Tourism Exchange Project overseas by organizing seminars for educational institutions, sports organizations and a wide variety of special interest groups. In order to complement its overseas promotional efforts, JNTO produced a special leaflet in English entitled "STEP INTO THE REAL JAPAN." The leaflet explains how JNTO can help organize and support exchange programs that cover the diverse appeals of Japan.



This project is designed to explore the possibilities of developing new tour products under the cosponsorship of JNTO and local tourism bureaus or associations concerned by inviting key planners of major overseas tour wholesalers to prospective destinations in Japan.

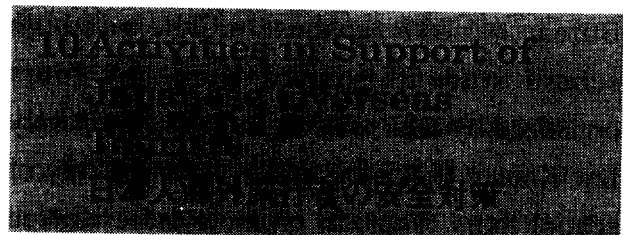
JNTO, together with local bureaus or associations, develops some sample tour routes for these wholesalers to experience and evaluate, and then organizes a conference at which the wholesalers are provided an occasion to discuss with local travel trade representatives a broad range of ideas and solutions for making new tour products to the destinations concerned a reality.

This project has as its main objective the stimulation of inbound tourism to local regions in Japan, and directs its efforts particularly toward neighboring Asian countries that have shown remarkable growth as overseas travel markets.

The project has proved to be highly productive in developing new tour products. The project for FY 1996 is summarized as in Table 49.

Table 49  
Japan Tour Development Projects Carried out in FY 1996  
平成8年度訪日ツアー開発事業

Market Country / Region	Destination	No. of Planners Invited	Time of Study Tour	Main Cosponsor
12 countries/regions	Kansai	32	April	Rekishu Kaido Promotional Council
Taiwan	Okinawa	11	May	Okinawa Convention & Visitors Bureau
Hong Kong	Hokkaido	5	June	Hokkaido Government, Tourism Promotion Division
Singapore	Tohoku	13	September	Tohoku Tourism Promotion Council
Korea	Northern Tohoku	6	March	Northern Tohoku Tourism Promotion Council



The government has additionally given JNTO a unique assignment since 1979. Specifically involved is the offering of services necessary to

ensure the problem-free travel of Japanese overseas travelers.

As part of the services made available, JNTO offers information on overseas affairs including security, manners, customs and sanitary conditions for both the Japanese traveling public and the travel industry as a whole.

Based on the amendment to the JNTO Law in June 1985, however, JNTO has confined its activities benefiting Japanese overseas tourists to supplying them with information on safe travel. This information includes pointers on crime and hygiene necessary for the Japanese travelers venturing abroad to enable them to travel safely and avoid involving themselves in undesirable trouble.

The following were major activities relating to this project conducted during FY 1996.

## (1) Public Relations Activities

### 広報活動

#### 1) Distribution of Illustrated Leaflet for Japanese Travelers Abroad

パンフレット「目で見る安全な旅のヒント」の作成・配布

In 1989, JNTO revised its illustrated leaflet entitled "MEDE MIRU ANZEN NA TABI NO HINTO," literally meaning "Hints for Your Safe Journey Abroad with Illustrations."

This leaflet aims to prevent the occurrence of difficulties that Japanese travelers commonly experience during their overseas trips, and is illustrated to make the general hints for safe travel abroad easier to understand.

In FY 1996, JNTO printed 100,000 copies of the leaflet and distributed them to Japanese travelers at major international airports,

specifically New Tokyo International Airport (Narita), Kansai International Airport, Fukuoka International Airport and at Tokyo City Air Terminal. In addition, the leaflets were made available abroad through JNTO's overseas offices.

#### 2) Publicity through Travel Publications 旅行書等によるPR

As in the previous year, JNTO encouraged Japanese publishers of leading travel magazines and travel guidebooks to mention JNTO's services in their publications. In 1996, nine travel publications made reference to JNTO's services.

#### 3) Newsletter on Japanese Overseas Travel 「海外旅行情報」の作成・配布

JNTO publishes a newsletter titled "KAIGAI RYOKO JOHO" (literally "Information on Overseas Travel") and distributes it to the travel trade as well as the news media. For trade people's reference, the newsletter carries several examples of accidents or problems that Japanese travelers actually encountered during their overseas trips. The newsletter was issued six times during FY 1996.

#### (2) Travel Assistance and Consulting Service for Japanese Travelers

情報提供及び相談・案内業務

#### 1) Production and Distribution of Guide Booklets

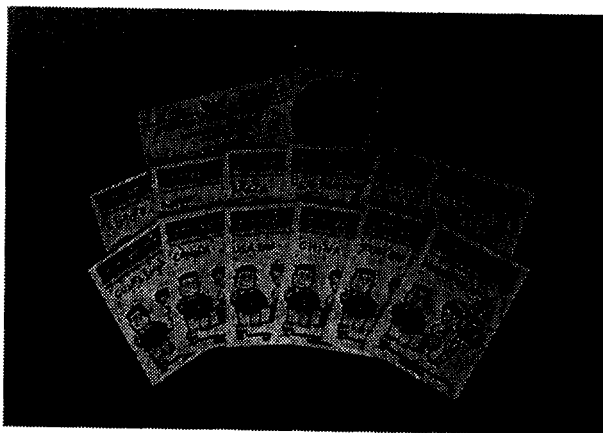
手引書「安全な楽しい旅のために」の作成・配布

During FY 1996, JNTO produced a series of guide booklets titled "ANZEN NA TANOSHII TABI NO TAMENI," or "For Your Safe and Comfortable Journey Abroad," which cover 12

different overseas destination areas. These booklets, which are for distribution to Japanese travelers, contain the following information:

- a) General information on each of the 12 countries or territories (Table 50),
- b) Advice on the health control and the sanitary situation in each country or area,
- c) Hints on special attention to be paid and manners to be observed at each locality,
- d) Useful information on the locality concerned,
- e) Lists of local facilities and establishments which Japanese travelers may utilize in emergency cases, and
- f) DOs and DON'Ts at the respective localities.

During FY 1996, 34,500 copies of the booklets were printed in total. JATA, under JNTO's supervision, compiled 200,000 pamphlets and distributed them to all of its affiliated agents.



## 2) Overseas Offices Assistance to Japanese Travelers 海外事務所における相談・案内

JNTO's overseas offices provide the necessary assistance to Japanese travelers who are in trouble and visit these offices for help.

The number of cases handled by the overseas

offices during FY 1996 is shown in Table 51.

Table 50  
Guide Booklets Available for Japanese Overseas Travelers  
「安全な楽しい旅のために」掲載都市

Titles/Editions	Cities/Areas covered
Eastern and Central U.S.A.	New York, Washington, D.C., Boston, Chicago, Dallas and New Orleans
Western U.S.A. and Mexico	San Francisco, Los Angeles, Las Vegas and Mexico City
Hawaii	Honolulu, Islands of Hawaii, Maui and Kauai
Canada	Vancouver, Canadian Rockies, Toronto and Montreal
Brazil	São Paulo, Rio de Janeiro
Europe	London, Paris, Rome, Geneva, Frankfurt, Madrid and Athens
Southeast Asia	Bangkok, Singapore and Kuala Lumpur
Hong Kong/Macau	Hong Kong and Macau
China	Beijing, Shanghai, Xi'an, Guangzhou and Guilin
Australia	Sydney and Melbourne
Korea	Seoul, Pusan and Kyongju
Guam, Saipan	Guam, Saipan, Rota

Table 51  
Number of the Persons Attended by JNTO Offices (FY 1995/96)  
日本人旅行者相談・案内件数

JNTO Overseas Offices	Total Number of Japanese Travelers Counseled by JNTO	
	FY 1995	FY 1996
Seoul	68	194
Hong Kong	0	1
Bangkok	411	272
Sydney	86	146
London	85	207
Paris	2,459	3,744
Frankfurt	692	771
Geneva	622	479
New York	1,144	980
Chicago	53	6
San Francisco	28	45
Los Angeles	239	249
Toronto	240	188
São Paulo	18	12
TOTAL	6,145	7,294

### 3) Safe Travel Information Service Available by Facsimile ファックス通信利用による情報提供

Ushering in a new era of tourism, Japanese overseas travelers are now exceeding 16 million a year. To disseminate efficiently needed advice on safer travel to them, JNTO has launched a new service system providing information through facsimile.

Travelers can now receive the necessary information before their departure regardless of whether they are at home or at the office, and whenever they want through FAX machine. This enables them to utilize fully the hints on safe travel in the destination of their choice, the contents of which are based on JNTO's guide booklet entitled "ANZEN NA TANOSHII TABI NO TAMENI," or "For Your Safe and Comfortable Journey Abroad."

## 11 Research and Statistics

### 調査・統計

#### (1) Publication of "JNTO's White Paper on International Tourism 1997"

JNTO白書「世界と日本の国際観光交流の動向」  
1997年版

The Organization compiled the first edition of "JNTO's White Paper on International Tourism" featuring 23 major tourist market countries/regions for Japan. The "White Paper" aims to serve as a fundamental resource for both the local governments and the private sector to design and conduct more productive tourism marketing. The "White Paper" includes statistical analyses and explanation on

both inbound and outbound tourism trends in Japan from the 1960s to date.

#### (2) Research on Marketing Strategy Formulation

マーケティング戦略研究

In June 1995, the Tourism Policy Council submitted a proposal for the "General Direction in Which Japan's Future Tourism Policies Should Be Set" which defines JNTO's position for marketing and promotion of inbound tourism to Japan as: "Precisely targeted tourist marketing should be conducted by Japan National Tourist Organization, and concerted promotional efforts should be made jointly by the government and the private sectors, with an emphasis on the growing Asian tourist markets."

In response to this proposal, the Organization established the "JNTO Marketing Council" consisting of marketing experts. In April 1996, the Council proposed that JNTO establish a marketing strategy for each major market.

In order to put this proposal into practice, the Organization compiled current market information and expertise for 24 major tourist countries/regions for Japan into a publication entitled "Marketing Manual -- Tourism Data for Promoting Japan-bound Travel 1997/1998" (「マーケティング・マニュアルー訪日旅行者誘致のためのデータ集 1997/1998」). As Welcome Plan 21 (ウエルカムプラン21ー訪日観光交流倍増計画) strongly encourages closer cooperation of the public and private sectors, the "Marketing Manual," along with "JNTO's White Paper," is expected to be an

indispensable resource for enhancing this joint endeavor.

In addition to the marketing data compilation above, the Organization especially selected South Korea for more extensive research on such aspects as its socio-economic environment, its local travel industry, the current trend of Korean visitors to Japan, and prospective market segments for Japan.

### (3) Surveys on Foreign Visitors'

#### Travel in Japan 訪日外客調査

In FY 1996, JNTO conducted the following two sample surveys on foreign visitors to Japan.

#### 1) "Overseas Visitors Japan Travel Survey - Focusing on Places Visited"

##### 訪日外客訪問地調査

In 1996, approximately 3.8 million foreigners came to Japan. The "Annual Report of Statistics on Legal Migrants" published by the Ministry of Justice and "Statistics on Tourism / Japan" published by JNTO reveal, among other factors, the number of foreign visitors, their ports of entry and disembarkation, and their purpose of visit. However, there are no statistics available indicating which parts of Japan they actually visited.

To make up for this absence of statistics, JNTO has annually conducted an "Overseas Visitors Japan Travel Survey" for the past 12 years. This survey has been designed to determine roughly the places or cities in Japan visited by overseas visitors. In addition, this survey is aimed at determining the impressions

and opinions about tourism in Japan held by overseas visitors.

The principal issues of this survey have included:

- a) Places visited in Japan by overseas visitors,
- b) Types of accommodation used by overseas visitors during their stay in Japan,
- c) Activities or aspects enjoyed by overseas visitors during their stay in Japan, and
- d) Evaluation made by overseas visitors of each place visited.

The results are now being processed according to country or area of residence, gender, age, occupation, purpose of visit and other similar factors. In 1996, a total of 2,964 overseas visitors, who were leaving Japan from either New Tokyo International Airport (Narita) or the five other airports of Tokyo (Haneda), Kansai, Fukuoka, Naha and Nagoya were interviewed during the early summer, fall and winter seasons.

These surveys have been invaluable in planning promotional strategies, establishing policies, and improving reception facilities for foreign tourists.

#### 2) "Overseas Visitors Japan Travel Survey - Focusing on Expenditures"

##### 訪日外客消費額調査

This survey has been designed to acquire more information about how much overseas visitors spend during their stay in Japan. In 1996, a total of 881 overseas visitors, who were leaving Japan from either New Tokyo International Airport (Narita) or the five other airports of Tokyo (Haneda), Kansai, Fukuoka, Naha and Nagoya were interviewed during the

early summer, fall and winter seasons.

#### (4) Statistics 統計

JNTO collects and analyzes statistical data on international tourism. The Organization then publishes "Statistics on Tourism/Japan," a statistical report of inbound and outbound travelers to and from Japan, international travel receipts and payments of the year and their change incurred over the years.

Also, JNTO's monthly report on visitor arrivals and Japanese overseas travelers provides up-to-date information on tourism and other industries, and is much appreciated by academics and industry people.

### 12 Consignment Activities

受託事業

JNTO is often commissioned by outside organizations and institutions to undertake various types of activities on their behalf. These consignment activities complement JNTO's own tourism promotional activities, and also help further international understanding as well as international exchange. In FY 1996, JNTO undertook, among others, the following:

#### ●Kinki Regional Tourism Promotion

Fair 近畿海外観光プロモーションの実施

Commissioned by the Prefectural Governor's Committee of Kinki District (Fukui, Mie, Shiga, Kyoto, Osaka, Hyogo, Nara, Wakayama and Tokushima), JNTO conducted this fair in Bangkok on November 21.

#### ●Production of PR Materials 観光宣伝印刷物の作成

Japanese local governments and related organizations commission JNTO to produce foreign-language printed materials to promote local tourism. In FY 1996, JNTO produced literature on Hokkaido, Chiba, Takayama and Kyushu at their request.

#### ●Operation of Information Bureaus of Tokyo 東京都「i」(外国人案内所)の運営

Commissioned by the Tokyo Metropolitan Government, JNTO operates two Information Bureaus of Tokyo (IBT) in Japan Railway's Tokyo and Shinjuku Stations.

#### ●Japanese-Speaking Guide Intensive Training Program 「接遇専門家実務研修」

JNTO invited 24 Japanese-speaking tour guides from Korea (18 guides), Spain (5) and New Zealand (1) and gave them training in the tourism industry to help them improve their ability as tour guides.

#### ●Survey on 'i' Tourist Information Offices Network 「i」システム整備調査の実施

Commissioned by a local tourist association, JNTO conducted a survey on the 'i' Tourist Information Office Network in FY 1996. Admitted to the nationwide network of tourist information offices for foreign visitors were Hakone Tourist Information Service, Aomori Airport Tourist Information Center, Hirosaki City Tourist Bureau, Hirosaki Sightseeing Information Center, Ise City Tourist

Information and Tazawako Tourist Information  
Center.

●Acceptance of Passenger Ship Crew  
Trainees by All-Japan Seamen's  
Union

客船等の要員研修事業

Since 1992, the All-Japan Seamen's Union has been operating a trainee ship program as one of its technical cooperation activities with Asian countries, and 126 trainees have thus far finished their program. In addition to students from the Philippines, this organization started accepting Vietnamese from this year (FY 1996) by government request.

**SCHEDULE C ITEM 14 (a)**

July 1 - December 31, 1997

Receipts - Monies

July .....	\$ 141,759.56
August .....	\$ 142,359.79
September .....	\$ 163,889.19
October .....	\$ 155,640.17
November .....	\$ 139,241.21
December .....	\$ 137,292.09
Amount Brought Over From June 30, 1997 .....	\$ 46,984.94
<u>TOTAL</u> .....	\$ 927,166.95

**SCHEDULE D ITEM 15 (a)**

July 1 - December 31, 1997

Disbursement by Month - Monies

July .....	\$ 103,988.83
August .....	\$ 118,449.99
September .....	\$ 118,800.49
October .....	\$ 134,103.46
November .....	\$ 100,025.29
December.....	\$ 162,640.85
<u>TOTAL</u> .....	\$ 738,008.91

Disbursement by Nature

Allowance to Staff .....	\$ 286,351.34
Employee's pay .....	\$ 134,295.72
Office Rent .....	\$ 133,491.00
Office Maintenance .....	\$ 45,007.32
Travel Expenses .....	\$ 9,953.46
Business Expenses .....	\$ 78,398.08
AD. & PR .....	\$ 50,511.99
<u>TOTAL</u> .....	\$ 738,008.91

## SCHEDULE D - 1, ITEM 15 (a)

### Disbursement in Connection with AD & PR

July	AD (DCA ad, Educated Trv. )	\$	1,152.88
	PR .....	\$	4,400.64
August	AD .....	\$	0.00
	PR .....	\$	8,296.26
September	AD .....	\$	0.00
	PR .....	\$	4,188.69
October	AD (Bill Communications)	\$	15,912.00
	PR .....	\$	5,241.39
November	AD .....	\$	0.00
	PR .....	\$	3,801.98
December	AD	\$	0.00
	PR .....	\$	7,518.15
<u>TOTAL</u>	.....	\$	50,511.99

### Breakdown of PR Expenses

<u>ITEM</u>	<u>PAID TO</u>		<u>AMOUNT</u>
1. PR Manager's Pay	PR Manager	\$	20,500.00
2. Clipping Service	Burrelle's	\$	1,894.65
3. News Letter Printing	Todd Photoprint Inc.	\$	1,163.00
4. Meeting with Press	SATW, The 41-74 Club, etc.	\$	1,441.25
5. Equipments, Books	Vespucci, OCS Inc.,	\$	2,902.70
6. Postage	US Post Master	\$	3,000.00
7. Delivery Service, etc.	Fedral Express, etc.	\$	2,545.51
	<u>TOTAL</u>	\$	33,447.11

JULY TO DECEMBER 1997  
P. R. MANAGER' S PRESS RELIESES

July

1. SEVEN DAY TOKYO PACKAGE FROM \$ 8 9 9  
ROUND-TRIP
2. JAPAN SAMURAI CULTURE TOUR
3. NEW JAPAN FOR THE BUDGET TRAVELER  
BOOKLET AVAILABLE
4. CULTURAL HIGHROAD OF JAPAN

Septmber

1. JAPAN HOSTS THE FIRST INTERNATIONAL  
ART FAIR

November

1. JAPAN NATIONAL TOURIST ORGANIZATION  
HOSTS KANSAI FORUM

December

1. ONLY TWO MAONTHS TO GO . . . UPDATE :  
1 9 9 8 WINTER OLYMPICS, NAGANO, JAPAN

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COPIES OF PRESS  
RELIESES  
1997

PRINTED MATERIALS

1. YOUR GUIDE TO JAPAN
2. JAPAN FOR THE BUDGET TRAVELER
3. TOURIST' S LANGUAGE HANDBOOK
4. HOTELS IN JAPAN
5. JAPAN RYOKAN GUIDE
6. YOUTH HOSTELS MAP OF JAPAN
7. DIRECTORY OF WELCOME INN
8. RAILWAY TIMETABLE
9. JAPAN RAIL PASS
10. JAPAN TRAVEL-PHONE
11. HOKKAIDO
12. TOHOKU
13. TOKYO
14. FUJI, HAKONE, KAMAKURA, NIKKO
15. NAGANO PREFECTURE
16. KANAZAWA
17. KYOTO, NARA
18. FUKUOKA CITY VISITOR' S GUIDE
19. TOURIST MAP OF JAPAN
20. TOURIST MAP OF TOKYO
21. TOURIST MAP OF KYOTO, NARA
22. EXHIBITIONS & EVENTS IN JAPAN

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