

For Six Month Period Ending June 30 94
(Insert date)

Name of Registrant

Japan National Tourist Organization
630 Fifth Avenue, New York, NY 10111

Business Address of Registrant

630 Fifth Avenue
New York, NY 10111

Registration No.

769

I—REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

- | | | |
|-----------------------|------------------------------|-----------------------------|
| (1) Residence address | Yes ☐ | No ☐ |
| (2) Citizenship | Yes ☐ | No ☐ |
| (3) Occupation | Yes ☐ | No ☐ |

(b) If an organization:

- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes ☐ | No ☒ |
| (2) Ownership or control | Yes ☐ | No ☒ |
| (3) Branch offices | Yes ☐ | No ☒ |

2. Explain fully all changes, if any, indicated in item 1.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the Registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name

Masahiro Muroya

Position

Deputy Director

Date Connection

6/16/94

Ended

4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?
 Yes ☒ No ☐

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
Noriaki Nishimura	80 Smith Avenue White Plains, NY 10605	Japanese	Deputy Director	6/16/94

5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal?
 Yes ☒ No ☐

If yes, identify each such person and describe his services.

His service is in connection with various activities
 to promote tourism from the U.S. to Japan.

6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
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7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
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II—FOREIGN PRINCIPAL

(PAGE 3)

8. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal

Date of Termination

-
9. Have you acquired any new foreign principal¹ during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish following information:

Name and address of foreign principal

Date acquired

-
10. In addition to those named in Items 8 and 9, if any, list the foreign principals¹ whom you continued to represent during the 6 month reporting period.

Japan National Tourist Organization

2-10-1 Yuraku-cho, Chiyoda-ku, Tokyo, Japan

III—ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9, and 10 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

Japan National Tourist Organization

Please see Schedule "A" attached hereto.

¹The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).

A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity² as defined below?
Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

²The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV—FINANCIAL INFORMATION

14. (a) RECEIPTS—MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.³

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
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Please see Schedule "B" attached hereto.

Total

(b) RECEIPTS—THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁴ other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes ☐ No ☒

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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³A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).

⁴Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS—MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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Please see Schedule "C" and "C-1"
attached hereto.

Total

15. (b) DISBURSEMENTS—THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value⁵ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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(c) DISBURSEMENTS—POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value⁵ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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V—POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes ☐ No ☒

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal.

⁵Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda? Yes ☐ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following:

- ☐ Radio or TV broadcasts ☐ Magazine or newspaper articles ☐ Motion picture films ☐ Letters or telegrams
☐ Advertising campaigns ☐ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches

☐ Other (*specify*) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups:

- ☐ Public Officials ☐ Newspapers ☐ Libraries
☐ Legislators ☐ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☐ Other (*specify*) _____

21. What language was used in this political propaganda:

☐ English ☐ Other (*specify*) _____

22. Did you file with the Registration Section, U.S. Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☐

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes ☐ No ☐

24. Did you file with the Registration Section, U.S. Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act? Yes ☐ No ☐

VI—EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

Not applicable

- (a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

Exhibit A⁶ Yes ☐ No ☐
 Exhibit B⁷ Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☐

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

⁶The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

⁷The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C

Not applicable

If you have previously filed an Exhibit C⁸, state whether any changes therein have occurred during this 6 month reporting period. Yes ☐ No ☐

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement?

Yes ☐ No ☒

If no, list names of persons who have not filed the required statement.

Noriaki Nishimura

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

Noriaki Nishimura

Noriaki Nishimura

Deputy Director

Japan National Tourist Organization

Subscribed and sworn to before me at _____

this 4th day of November, 19 94

John J. Gaffney
(Signature of notary or other officer)

⁸The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

UNITED STATES DEPARTMENT OF JUSTICE
REGISTRATION UNIT
CRIMINAL DIVISION
WASHINGTON, D.C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your supplemental statement:

1. Is your answer to Item 16 of Section V (Political Propaganda - page 7 of Form OBD-64 - Supplemental Statement):

Yes _____ or No X

(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

Yes X or No _____

(If your answer to question 2 is "yes" please forward for our review copies of all such material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)

Noriaki Nishimura
Signature

10/19/94
Date

Noriaki Nishimura

Please type or print name of
signatory on the line above

Deputy Director

Title

PART THREE

JAPAN NATIONAL TOURIST ORGANIZATION

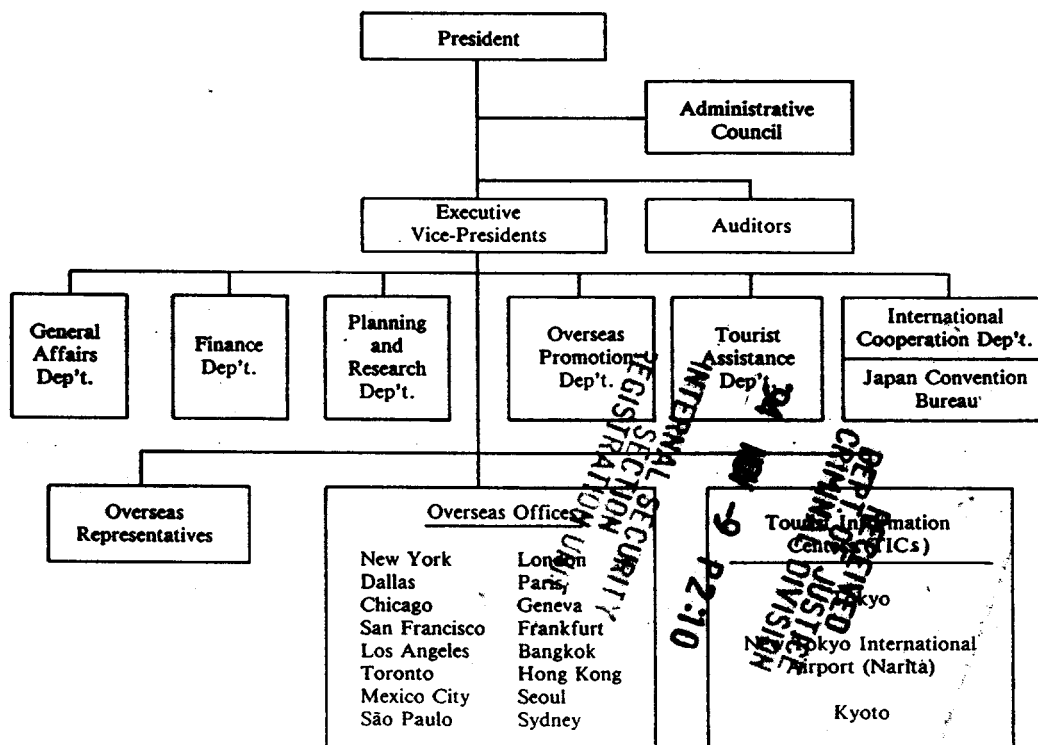
The Japan National Tourist Organization (JNTO), established by law in April 1959 and reorganized in the years of 1964, 1979, 1983 and 1985, is a nonprofit statutory organization designed to promote inbound travel to Japan and to provide information to Japanese travelers on traveling safely overseas under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

The original form of JNTO, as a promotion body for travel to Japan based on the Government's policy, was the nonprofit International Tourist Association (ITA)

established in 1931. As ITA was dissolved during World War II, the Japan Tourist Association (JTA) was formed in 1955 to promote the same purpose as set forth for ITA and in 1959, it was transformed by law into the Japan National Tourist Association (JNTA).

JNTA was a combined body of JTA and the Japan Federation of Tourist Associations, which had been formed by local tourist associations and industries throughout the nation. JNTA had the dual purpose of the promotion of both international and domestic

Fig. 9 Organizational Chart of the Japan National Tourist Organization



tourism.

Later in 1964, JNTA was again split into the two organizations existing at present. One is JNTO, established by a special law, and the other, the Japan Tourist Association (JTA) which promotes domestic tourism in Japan (See page 56 for JTA).

After the amendment 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.

1 ORGANIZATIONAL STRUCTURE

(1) Administrative Council

JNTO has an Administrative Council which investigates and deliberates on important matters in connection with the operation of the Organization's activities. The Counselors, 28 in total, are selected from among people of learning and experience in the 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

JNTO maintains six departments in the head office and sixteen overseas offices in key cities of the world, which exert promotional efforts under the direction of the head office. For the convenience of overseas visitors to Japan, three Tourist Information Centers (Tokyo, Kyoto and the New Tokyo International Airport at Narita) are operated by JNTO. The organizational chart is presented in Fig. 9.

1) Head Office

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

General Affairs Department

It is responsible for administrative matters of the organization such as legal formalities, personnel matters, staff training and general coordination for the organization.

Finance Department

It is responsible for formulating budgets, requesting Government subsidies, administering other fiscal affairs, contracting and procurement activities, and reporting financial settlement to the Government.

Planning and Research Department

It is responsible for 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.

Overseas Promotion Department

It is responsible for 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 travel industry in Japan.

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

Tourist Assistance Department

It 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.

International Cooperation Department

It is responsible for liaising with various international tourism bodies such as the World Tourism Organization, the East Asia Travel Association (EATA) and the Pacific Asia Travel Association (PATA). It also provides technical assistance to developing countries.

Japan Convention Bureau (JCB), a division of this department, makes promotional efforts to invite an increasing number of international conventions and events to Japan.

2) Overseas Offices

Sixteen JNTO overseas offices implement, under the direction of the head office, various activities for tourist promotion including travel information service, media assistance, showing of travelogue films, participation in fairs and exhibitions, and advertising in the leading newspapers, magazines and travel trade publications within their major travel markets (See Table 28).

3) Representatives

Areas distant from the overseas offices, where their promotional efforts do not penetrate, are covered by representatives stationed in the following sixteen cities, who provide information on travel in Japan and distribute travel literature.

(North America) (As of Mar. 1993)

Washington D.C., Boston, Seattle,
Montreal, Vancouver and Honolulu

(South America)

Buenos Aires and Rio de Janeiro

(Europe)

Copenhagen, Amsterdam, Brussels, Rome
and Madrid

(Asia)

Singapore and Manila

(Oceania)

Auckland

Table 28 Overseas Offices of JNTO

Offices (Country)	Territories
New York	U. S. A., Caribbean area
Dallas	
Chicago	
San Francisco	
Los Angeles (U.S.A.)	
Toronto (Canada)	Canada
Mexico City (Mexico)	Countries in Central America, Columbia, Venezuela and Ecuador
São Paulo (Brazil)	South America excluding three countries covered by Mexico City Office
London (U.K.)	Great Britain, Ireland, Denmark, Norway, Sweden and English- speaking countries in Africa
Paris (France)	France, Spain, Portugal, Belgium, Luxemburg and French-speaking countries in Africa
Geneva (Switzerland)	Switzerland, Italy, Croatia Slovenia, Greece and Middle East
Frankfurt (Germany)	Germany, Austria Netherlands and other European countries excluding those covered by other European Offices
Bangkok (Thailand)	Thailand, India, Pakistan, Malaysia, Singapore, Indonesia and other Southeast Asian countries excluding those covered by Hong Kong Office
Hong Kong	Hong Kong, Taiwan, Philippines and Macau
Seoul (Korea)	Korea
Sydney (Australia)	Australia and New Zealand

4) Tourist Information Centers

JNTO operates three Tourist Information Centers (TICs) which 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 and Japan Travel-Phone.

2 BUDGET AND SOURCES OF REVENUE

JNTO's annual budget for FY 1992 was 3,156 million yen (US\$25.1 million). Of the total budget for FY 1992, 2,449 million yen (US\$19.4 million) was Government subsidies. The remainder was composed of contributions

made by organizations and enterprises concerned with tourism, such as Japan Railways, Japan Airlines, Prefectural Governments, Japan Hotel Association and the travel agency industry. The JNTO funds for services for Japanese overseas tourists consist of the capital furnished by the Government and the contributions from the Japanese tourist industry.

Table 29 Budgets of Japan National Tourist Organization

Item	1988	1989	1990	1991	1992
(Revenue)					
Government Subsidies	14,671 (1,980,562)	14,121 (2,033,411)	16,150 (2,277,086)	16,874 (2,244,184)	19,435 (2,448,777)
Government Funds	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
Contributions	1,694 (228,717)	1,734 (249,694)	1,778 (250,767)	1,948 (259,034)	2,100 (264,611)
Examination for Guide Interpreters	226 (30,475)	198 (28,466)	241 (33,976)	276 (36,783)	297 (37,431)
Miscellaneous	1,791 (241,822)	1,425 (205,286)	1,790 (252,440)	2,323 (309,046)	3,219 (405,591)
Total	18,382 (2,481,576)	17,478 (2,516,857)	19,959 (2,814,269)	21,421 (2,849,047)	25,051 (3,156,410)
(Expenditure)					
Overseas Tourism Promotion (including overseas personnel expenses)	8,636 (1,165,889)	8,064 (1,161,190)	9,234 (1,302,024)	10,500 (1,396,508)	11,799 (1,486,639)
Promotional Aids	845 (114,122)	759 (109,318)	775 (109,318)	915 (121,720)	1,006 (126,740)
Convention Promotion	336 (45,313)	324 (46,634)	184 (25,881)	217 (28,905)	236 (29,215)
Reception of Foreign Visitors	1,084 (146,351)	1,096 (157,807)	1,139 (160,666)	1,290 (171,519)	1,731 (218,081)
Services for Japanese Overseas Tourists	169 (22,829)	163 (23,484)	187 (26,377)	216 (28,666)	237 (29,946)
Statistics & Research	84 (11,367)	85 (12,294)	88 (12,387)	101 (13,429)	155 (19,491)
Examination for Guide Interpreters	186 (25,115)	190 (27,354)	232 (32,748)	271 (36,062)	295 (37,174)
Management (excluding overseas personnel expenses)	6,636 (895,821)	6,373 (917,807)	7,680 (1,082,850)	7,411 (985,776)	8,913 (1,123,087)
Reserve	406 (54,769)	424 (60,969)	440 (62,018)	500 (66,462)	679 (85,537)
Total	18,382 (2,481,576)	17,478 (2,516,857)	19,959 (2,814,269)	21,421 (2,849,047)	25,051 (3,156,410)

Remark: The exchange rates are :US\$1=¥135 for 1988, ¥144 for 1989, ¥141 for 1990, ¥133 for 1991 and ¥126 for 1992.

The annual budgets for these five fiscal years are shown in Table 29.

3 PROMOTIONAL ACTIVITIES

(1) Advertising

JNTO's total advertising budget for FY 1992 was US\$ 170,714. Of the total, US\$96,877 was appropriated for the North American market.

Advertising was done through influential dailies, high-quality magazines, travel trade publications. A total of 70 insertions were effected.

JNTO continued with Japan Airlines and All Nippon Airways to place a series of joint advertisements in high-quality magazines under the catch-phrase such as, "Japan for yen pinchers" and "The Japan that's none of your business."

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

(2) Public Relations

JNTO's overseas offices carry out various public relations activities for the purpose of 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 1992 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. 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 make effective regional PR programs.

(3) Media Assistance

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 1992, 319 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 30).

Table 30 Number of Media People and Travel Agents Assisted by JNTO

Apr. 1992-Mar. 1993			
Occupation	Area	No. of case	No. of visitors
Travel Writers	America	42	58
	Europe	26	56
	Asia & Oceania	19	70
TV, Radio & Movies	America	3	7
	Europe	9	20
Producers	Asia & Oceania	9	37
	America	4	5
Photographers	Europe	3	5
	Asia & Oceania	0	3
Others		22	58
Sub Total		137	319
Travel Agents	America	10	130
	Europe	11	94
	Asia & Oceania	7	89
Grand Total		165	629

(4) Activities for Travel Trade

1) Travel Seminars

In FY 1992, travel seminars for travel trade and tourism-related organizations sponsored or cosponsored by JNTO totaled 148.

Since 1973, the head office of JNTO has yearly organized a mission and sent it to a growing market to further promote travel to Japan. In 1992, a travel trade seminar, the "Japan Tourism Workshop '92" took place in two American cities, San Antonio and San Diego. The mission was composed of representatives from 5 airline companies, 1 railway company, 3 travel agencies, 6 hotels and the Japan *Ryokan* Association. Attendants for the workshops were 105 in San Antonio and 119 in San Diego.

2) Travel Agent Familiarization Tours

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 information on Japan.

In FY 1992, JNTO sponsored breakfast or luncheon seminars for 28 travel agent familiarization tour groups (310 persons) sent to Japan from all over the world.

(5) Participation in Overseas Fairs and Exhibitions

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

The followings are major fairs, exhibitions, etc. in which JNTO participated during FY 1992.

- 1) '92 Korea World Travel Fair (KOTFA '92), Seoul, May 14-17, 1992
- 2) 35th COTAL Travel Trade Show, Santo Domingo, May 18-20, 1992
- 3) Intertour '92, Hong Kong, June 3-5, 1992
- 4) 62nd ASTA World Travel Trade Show, Cairo, September 20-26, 1992
- 5) Top Resa '92, Deauville, September 24-27, 1992
- 6) 17th Travel Trade Workshop (TTW '92), Montreux, October 27-29, 1992
- 7) World Travel Market '92 (WTM '92), London, November 16-20, 1992
- 8) International Tourism Trade Show (FITUR '93), Madrid, January 27-31, 1993
- 9) International Tourism Exchange (BIT '93), Milan, February 24-28, 1993
- 10) ITB Berlin '93, Berlin, March 6-11, 1993
- 11) TRAVEL '93, Singapore, March 19-21, 1993

Table 31 Number of Fairs and Exhibitions in which JNTO participated

Region	No.
N. America	37
M. & S. America	17
Europe	35
Asia & Oceania	14
Total	103

(6) Information Service

At JNTO's 16 overseas offices, information on travel to and within Japan is provided to consumers, travel agencies, the press, etc. The services available at those offices include:

- 1) dissemination of travel information and brochures;
- 2) loan of travel films including video cassette tapes;
- 3) loan of color slides and color and black/white photographs for printing;
- 4) loan of display materials;
- 5) 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 the JNTO overseas offices' information activities.

Inquires made at the JNTO overseas offices in person, by telephone or by letter, from April 1992 through March 1993 totaled 235,070 as shown in Table 32.

Table 32 Number of Inquiries made at JNTO's Overseas Offices
(April, 1992- Mar., 1993)

Office	Visitors	Telephone	Letter
New York	6,981	33,580	4,003
Dallas	473	4,467	1,422
Chicago	799	7,002	2,371
San Francisco	1,335	6,725	2,362
Los Angeles	1,863	9,358	2,514
Toronto	1,711	8,624	2,544
Mexico City	3,709	3,721	97
São Paulo	1,524	1,908	527
London	7,139	10,508	8,055
Paris	4,203	5,350	3,336
Geneva	4,120	4,660	3,237
Frankfurt	1,133	6,597	3,428
Bangkok	1,732	1,151	325
Hong Kong	14,648	10,143	149
Seoul	10,107	9,667	68
Sydney	3,573	10,840	1,281
Total	65,050	134,301	35,719

4 PROMOTIONAL MATERIAL

In FY 1992, over 99 million yen was spent on the production and distribution of various promotional aids.

(1) Printed Material

In FY 1992 JNTO produced some 2.18 million copies of travel brochures, maps, books, posters and a calendar as listed in Table 33. These publications were distributed free of charge to potential travelers and the travel

industry abroad through JNTO's 16 overseas offices.

They were also distributed to visitors from abroad through JNTO's four Tourist Information Centers (TICs) in Japan. In addition, JNTO produced some 680,000 copies of travel brochures of such tourist destinations as Hokkaido, Chiba, Niigata, Takayama, Shizuoka and Kagawa in cooperation with the local governments concerned and distributed them at home and abroad.

Table 33 Travel Literature Produced in FY 1992

Name of Literature	Copies Produced (in 1,000s)
Japan-Images and Reflections(E)	100
Your guide to Japan(E)	260
Your guide to Japan(C)	100
Your guide to Japan(K)	50
Your guide to Japan(G)	70
Your guide to Japan(F)	80
Your guide to Japan(S)	60
Your guide to Japan(P)	60
Your guide to Japan(T)	20
Your Traveling Companion(C)	30
Your Traveling Companion(K)	30
Tokyo(E)	300
Kyoto/Nara(C)	20
Fuji/Hakone/Kamakura/Nikko(E)	100
Hokkaido(E)	20
Tourist Map of Japan(E)	125
Tourist Map of Tokyo(E)	200
Tourist Map of Kyoto/Nara(E)	250
Railway Timetable(E)	100
Hotels in Japan(E)	45
Japan Ryokan Guide(E)	35
1993 Calendar(E)	15
Travel Manual 1993/94	30
Posters(E)	94

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

(2) Audiovisual Tools

For JNTO, the film and video are effective tools for promoting better understanding of Japan among people living in foreign countries, and for helping to motivate them to travel to Japan. JNTO has continued in its effort to

produce audiovisuals in film and video form at a pace of one or two a year. The most recent welcome addition to the "Meet Japan Series" is the travelogue video titled "The Best of The Old and the New" produced in FY 1992.

In the past few years, the production of video cassettes has been increased, involving those either converted from our existing file of films or those shot directly with video camera. The loans of video cassettes that our overseas offices have made for showings have exceeded the numbers of films for such purpose. This transition is reflected in the fact that VTR equipment is now more readily available, with this form of audiovisual tool being confirmed to be more useful in providing detailed and practical travel industry and consumers alike.

In FY 1992, the new travelogue video narrated in American English, "The Best of the Old and the New," was added to the line-up of the "Meet Japan Series." This video, subtitled "Shopping to Remember," provides the viewers not only with a host of practical information on

shopping in Japan but also imparts the sense of inviting excitement and pleasure open to one while shopping.

During FY 1992, 56 copies of the French and Korean versions of "A Taste of Nature," the second of the "Meet Japan Series," were produced.

In addition, a total of 281 copies of various JNTO travel audiovisuals was made and supplied to JNTO overseas offices.

Table 34 lists JNTO travel films and videos which are currently available on a free-loan basis at JNTO overseas offices. During FY 1992 more than 420,000 people around the world saw JNTO productions. (Table 35)

Table 34 List of JNTO Travel Films and Videos

(All are available on a free-loan basis)

Film	Produced in FY
Summertime in Japan	1978
Southern Kyushu, Land of Fire	1978
A Cultural Journey into Japan	1979
The Shimmering Inland Sea	1980
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

*Video Cassette Only

Table 35 Number of JNTO Film/Video Showings & Viewers in FY 1992

	No. of Showings	No. of Viewers
Through Overseas Offices	6,686	381,541
TV Showings	13	40,000(est.)
Through Film Showing Agencies	13	442
Total	6,712	421,983

(3) Photographs

A total of 4,132 monochrome prints and color transparencies were added to the photo libraries at JNTO's head office and its overseas offices in FY 1992. They were loaned to the media and the travel trade people for illustrations in their travel articles or in their tour brochures.

5 CONVENTION AND INCENTIVE TRAVEL PROMOTION

Convention and incentive travel promotion is an integral part of JNTO's total marketing activities, and the Japan Convention Bureau, a department of JNTO, is responsible for such

promotions. JCB was established in 1965 through the joint initiatives of local public entities, interested partners and organizations which supported the objectives of the bureau, and was merged with JNTO in the following year.

JNTO has been making every effort to attract more international gatherings and incentive travel to Japan through its worldwide network. A convention and incentive manager in Chicago who covers North America and another in London, who is responsible for promotions in Europe, are instrumental in helping bring more meetings and incentives to Japan. The manager in the US was originally instituted in 1966 in New York and the position was transferred to Chicago in 1990.

Japan's recent convention boom has resulted in the designation of 34 cities as "international convention cities" by the Ministry of Transport; those cities boast excellent meeting facilities and services. Marketing of those cities as a meeting and incentive site is emphasized in JNTO's activities.

The major activities of JNTO are as follows:

The specific projects carried out in FY 1992 include:

- 1) The semiannual publications "Japan International Congress Calendar" and "Exhibitions and Events in Japan," both in English and Japanese, and annual "Statistics on International Conventions in Japan" (Japanese Edition), were produced and distributed to interested parties. The biennially published "Convention Planners Guide to Japan" was distributed to meeting planners and incentive houses of the world.
- 2) Jointly with the travel industry and regional convention bureaus, JNTO produced a special Japan supplement on "Meetings & Conventions" of September issue in 1992.
- 3) In order to promote Japan as a site for meetings and incentives, JNTO continued to send a convention promotion mission to the United States and held a convention seminar in Washington D.C. and an incentive seminar in

Minneapolis. Also, JNTO participated in the IT&ME show in Chicago.

4) The Incentive Travel Marketplace - Japan is another very important marketing activity. The 9th Marketplace was organized in FY 1992 with a total of 24 leading incentive house representatives and travel agents participating from the United States, Canada, Australia and such major European countries as United Kingdom, France and Germany. This program was designed to provide participants with the opportunities of first-hand inspection of facilities and attractions of Japan as an incentive destination. It is annually carried out as a joint venture between JNTO and the Japanese travel industry.

5) Also, Japan Convention Study Tour was annually organized as a joint venture between JNTO and interested partners. Through this program, eight association executives and meeting planners were invited from USA and Europe and inspected meeting and lodging facilities in Tokyo, Yokohama, Kyoto and Kobe.

6) Also, JNTO initiated a joint venture with leading convention cities and participated in such large convention trade shows as a trade show held at the annual meeting of ASAE in Atlanta, Confex in London and EIBTM held in Geneva.

7) Further, JNTO held a seminar entitled "How to Organize an International Meeting" jointly with 24 regional convention bureaus. This program was designed to supply knowhow for the smooth operation of an international meeting to those who were interested in holding a meeting in Japan in the future. At the seminar, the "Manual for Organizing Conventions" (Japanese Edition) was distributed to all the participants.

6 INTERNATIONAL COOPERATION

JNTO maintains a close relationship with the following major world travel organizations: World Tourism Organization (WTO), East Asia Travel Association (EATA), Pacific Asia Travel Association (PATA), American Society of Travel Agents (ASTA), [Confederación de Organizaciones Turísticas de la América Latina (COTAL)], International Congress and Convention Association (ICCA), Union of International Associations (UAI) and Asian Association of Convention and Visitor Bureaus (AACVB).

JNTO's joint promotional activities are as follows:

(1) East Asia Travel Association (EATA)

EATA is a regional tourist promotion body comprising national tourism organizations, air carriers, travel agents associations of six East Asian countries and territories, namely: Hong Kong, Japan, Korea, Macau, 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 FY 1970 when EATA expanded its marketing efforts to the North American continent so as to have exposure in this affluent market.

EATA further expanded its activities to the Australia / New Zealand market in 1974, and to the Canadian market in 1991.

EATA currently has eight chapters: North America East Coast Chapter (New York), North America Central Regional Chapter (Chicago), North America West Coast Chapter (Los Angeles), Australia/New Zealand Chapter (Sydney), United Kingdom Chapter (London),

Central European Chapter (Frankfurt), French Chapter (Paris) and Canadian Chapter (Toronto).

During FY 1992/93 (July '92-June'93), EATA carried out a variety of marketing activities through the above chapters.

They organized seminars and other presentations for travel trade and also participated in fairs/shows.

EATA furthermore exerted constant efforts to reach consumers as well as the travel trade, and also media of major countries in the world through press conferences, news releases, film loan and information service.

JNTO, as one of the founding members, has taken an important role in EATA since its inception. JNTO provides the Secretariat office and part of its staff.

(2) Pacific Asia Travel Association (PATA)

JNTO, as one of the founding members of PATA, has been a most active supporter of the Association's aims and ideals. JNTO's contribution to PATA is significant financially as well as in terms of tourism promotion in the Pacific Asia region. On the other hand, JNTO's efforts to encourage travel to Japan in overseas markets are greatly assisted by PATA's various marketing, P R and educational activities.

PATA's Japan Chapter, renowned as one of the most active chapters in the world, is actively promoting tourist traffic between Japan and other destinations in the Pacific Asia region. Its secretariat is located in the headquarters of JNTO, which plays a leading role in the Chapter. Chapter members totaled 199 as of March 31, 1993, comprising 21 national tourist offices, 17 carriers, 46 travel agencies, 87 hotels, and 28 press and other members.

To achieve its objectives, the Japan Chapter undertook the following activities during FY 1992.

1. New Year Meeting & Party; Inviting Mr. Renton de Alwis

New Year Meeting & Party was held at the Tokyo Kotsu-Kaikan Bldg. on 21 January 1993. Mr. Renton de Alwis was invited to speak on "PATA MEMBER SERVICES & CHAPTER SUPPORT."

2. Inbound Promotion; PATA Chapters Out-of-Country-Meetings

(1) 17 PATA ORANGE COUNTY CHAPTER Members visited Tokyo, Kyoto and Osaka from 30 November to 6 December 1992. PATA Japan Chapter organized a luncheon meeting with its chapter members to exchange greetings.

(2) 20 PATA TEXAS CHAPTER Members visited Tokyo, Hakone and Osaka. PATA Japan Chapter organized, cooperating with JNTO, a breakfast meeting to make a presentation on Japan's tourism infrastructure and provided detailed travel information.

3. Outbound Promotion

(1) A familiarization trip to Malaysia by media & travel agent members was organized by Japan Chapter in November 1992. This was followed by two promotional seminars in Tokyo and Nagoya.

(2) South Asia Promotion Seminar was conducted in conjunction with Travel Journal, under the sponsorship of PATA Asia Division.

(3) A press trip, consisting of 7 journalists, to New Zealand was organized in March 1993. The Articles by the participants were issued as a result on each newspaper and magazines.

(4) Mr. Hisao Ohta of Travel Consultants and Mr. Masato Maruki of JNTO were dispatched to give a lecture on "Japanese Market" at the seminars organized by each chapter in India, Nepal and Macau in February 1993.

(3) American Society of Travel Agents (ASTA)

Japanese major travel agents, hoteliers and other travel-related firms belong to ASTA, which is considered to be as important as PATA in terms of opportunities provided for the promotion of Japan's tourism. The ASTA Japan Chapter was formed in October 1974.

The main activities of the Japan Chapter in 1992 included sales promotion at the time of the ASTA World Congress which was held in Cairo from September 20 to 26, 1992.

(4) Japan-Korea Tourism Promotion Council

With the purpose of promoting mutual cooperation between Japan and Korea in the field of international tourism, the Japan-Korea Tourism Promotion Council was established by the Japan National Tourist Organization and the Korea National Tourism Corporation (KNTC) in 1971. After ten meetings of the Council held in Japan and Korea until 1985, the Council was upgraded to inter-governmental level in 1986. The 7th Japan-Korea Tourism Promotion Council at the inter-governmental level was held in Tokyo in November, 1992 and discussed the following matters:

- 1) Introduction of recent travel promotional activities implemented by both countries;
- 2) How to increase the tourist flow between Japan and Korea;
- 3) Training of tourist guides in both countries and
- 4) Others.

7 RECEPTION SERVICES FOR FOREIGN VISITORS

JNTO has been making continued efforts to improve, expand and enhance reception services for visitors from abroad. The main areas of working programs are: 1) to improve

and enhance the quantity and quality of tourist information services: 2) to ease and solve visitors' language problems: 3) to promote mutual understanding and friendship between foreign visitors and the Japanese: 4) to develop international tourism in local areas and 5) to reduce the travel costs of foreign visitors.

(1) Tourist Information Services

1) Tourist Information Centers

JNTO operates the following three Tourist Information Centers (TICs) for foreign visitors:

New Tokyo International Airport Offices (Narita)

(located on the first floors of the Passenger Terminal 1 & 2) Phone: (0476) 32-8711 (Terminal 1) (0476)34-6251 (Terminal 2)

Tokyo Office

(located near Japan Railways Yurakucho Station) Phone: (03) 3502-1461

Kyoto Office

(located on the first floor of the Kyoto Tower Bldg. in front of Japan Railways Kyoto Station) Phone: (075) 371-5649

The multilingual staff of TICs answer all sorts of inquiries and distribute travel brochures, maps, lists of hotels, *ryokan*, youth hostels, *minshuku*, tourist restaurants, etc.

TIC also offer the following information and services:

Operation of Teletourist (see (1) 2))

Operation of Japan Travel-Phone
(see (2) 1))

Information on tours

Information on budget travel

Information on Home Visit System
(see (3) 1))

Information on Explore Japanese Culture System (see (3) 2))

Table 36 Number of Inquiries Handled by TICs
April 1992-March 1993

	Visitor	Telephone	Letter/Fax
Tokyo Office	82,949	34,279*	1,297
New Tokyo International Airport Office(Narita)**	79,010	1,959	47
Kyoto Office	66,110	24,386*	375
Total	228,069	60,624	1,719
Teletourist Service		English 53,048 French 3,124	

N.B. *: includes Travel-Phone inquiries

**:: includes figures of Terminal 2 Office which opened in Dec., '92

2) Teletourist Service

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 throughout the year by dialing the following numbers:

Tokyo: (03) 3503-2911 (English)

3) 'i' (Tourist Information Offices) Network

Since 1981, JNTO has been making efforts to establish a nationwide network of tourist information offices for foreign visitors.

As of March 31, 1993, the number of the offices with a sign of "i" reached 80. Most of them are operated by nonprofit local tourist associations.

4) Mini-guides

Besides the ordinary travel brochures, JNTO also produces and distributes a series of Mini-guides in English and some in Korean designed to serve as sources of detailed travel information. The series include some 42 mini-guides of local areas; 3 walking tour course guides; and 9 special interest guides (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

1) Japan Travel-Phone

In case a foreign visitor encounters some trouble, he or she may use a hotline free of charge (except within 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:

0088-22-2800 or 0120-222800

for information on eastern Japan

0088-22-4800 or 0120-444800

for information on western Japan

3503-4400 (¥10 for 3 mins.)

for a call within Tokyo

371-5649 (¥10 for 3 mins.) (as of Aug. '93.)

for a call within Kyoto city limits

2) The Tourist's Handbook

The Tourist's Handbook, subtitled "Practical Ways to Relieve Your Language Problems," is designed to help foreign visitors, who may have little knowledge of the Japanese language communicate with the Japanese, who may have little understanding of English and other languages. 120,000 copies of English edition were produced by JNTO in FY 1992.

3) Road Signs, Signboards and Tourist Information Boards

With the cooperation of local tourist offices and associations, JNTO has been making efforts to improve road signs, signboards and tourist information boards so that foreign visitors may not feel inconvenienced during their stay in Japan.

4) Good-will Guide Movement

Good-will Guides are volunteer guides who help foreign visitors in case they have some problems. The volunteers are registered with JNTO, and wear a Good-will Guide badge. The total number of the Good-will Guides is 38,871 as of March 31, 1993.

5) National Examination for Guide-Interpreters

In Japan, a person who wishes to work as a tourist guide for foreign visitors (legally called "guide-interpreter") must pass the national examination by the Minister of Transport and then obtain a license issued by the Governor of the Prefecture where he or she lives.

Table 37 Total Number of Successful Candidates for Guide-Interpreters by Language

(As of December 1, 1992)

Language	Male	Female	Total
English	5,588	3,462	9,050
French	274	318	592
Spanish	295	278	573
German	255	298	553
Chinese	211	203	414
Russian	43	57	100
Korean	31	24	55
Italian	111	99	210
Portuguese	115	86	201
Total	6,923	4,825	11,748

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

The national examination is usually held once a year and is divided into three parts: the first one is the written test of foreign language; the second is the oral test of the foreign language and a personality test; and the third is the written test of Japanese geography, Japanese history and general knowledge.

In 1992, the number of applicants who took the examination was 6,598, of whom 634 succeeded. The total number of successful guide-interpreters candidates who obtained the license was 4,918 as of April 1 1992.

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) Promotion of Mutual Understanding and Friendship

1) Home Visit System

The Home Visit System or meet-the-Japanese-at-home program was first introduced in Kyoto City in 1956 and as of March 31, 1993, 18 prefectures, cities, and nonprofit associations offer the program for visitors to Japan.

In Tokyo and Narita, TICs make arrangements for the Home Visit in their respective cities. Table 38 shows the number of

Table 38 Number of Hosts and Guests of "Home Visit System" in 1992

Areas	Supporting Organizations	No. of Registered Families	No. of Foreign Guests
Tokyo	Tokyo Metropolitan Government	74	313
Narita	Narita City Office	36	28
Yokohama	Yokohama Int'l Tourist Assn.	45	131
Nagoya	Nagoya Int'l Center	39	40
Otsu	Otsu City Office	88	71
Kyoto	Kyoto City Int'l Foundation	100	341
Osaka	Osaka City Office	73	46
Kobe	Kobe City Office	55	64
Wakayama	Wakayama Pref. Gov't	26	0
Okayama	Okayama Int'l Plaza	45	0
Kurashiki	Kurashiki Assn. for Int'l Friendship	60	45
Mihara	Mihara Goodwill Assn.	22	0
Hiroshima	Hiroshima Int'l Relations Org.	45	69
Fukuoka	Fukuoka Int'l Exchange Center	159	15
Nagasaki	Nagasaki Pref Gov't	3	0
Kumamoto	Kumamoto City Office	39	4
Miyazaki	Miyazaki Bridge of Fellowship	14	37
Kagoshima	Kagoshima City Office	51	54
Total		974	1,258

Japanese families who voluntarily participated in the system and the number of guests they received during 1992.

2) "EXPLORE JAPANESE CULTURE" SYSTEM

With the aim of meeting the foreign visitors' interest in seeing or experiencing Japanese culture, JNTO established in 1988 the "Explore Japanese Culture" system with the cooperation of local governments.

162 schools, firms and cultural facilities offer foreign visitors a chance to experience Japanese culture at their locations. The categories of the Japanese culture covered by the system come to over 80.

(4) Development of International Tourism in Local Areas

1) Model International Tourist Areas (New Sites of Discovery)

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 various committees to study and discuss matters pertaining to the development and promotion of international tourism in member areas.

2) Survey of International Tourist Areas

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 the local governments and tourist associations concerned for their consideration and appropriate actions.

3) International Culture Villages

Since 1988, the Ministry of Transport has been giving a subsidy to local governments for the construction of International Culture Villages and JNTO has been extending its

support to the villages by working out an operation and promotion plan for each international Culture Village. JNTO is also conducting overseas publicity for the villages.

4) Seminars on International Tourism

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 for the tourist industry.

(5) Reduction of Traveling Costs

1) International Tourist Minshuku

Minshuku, family-run Japanese-style inns, have become increasingly popular among foreign tourists. JNTO selects 268 *minshuku* which welcome visitors from abroad at reasonable rates and produces a list of International Tourist *Minshuku*.

2) International Tourist Pensions

Pensions, borrowing their name from the French, are another family-run Western-style lodging usually located at seaside or mountain resort areas. JNTO prints and distributes a list of 323 pensions which provide foreign visitors with accommodation and food at reasonable and inexpensive rates.

3) Tourist Restaurant

For budget travelers from abroad, JNTO compiles a list of 269 restaurants in Japan which welcome foreign guests and offer foods at inexpensive prices.

4) Directory of Welcome Inns

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 inexpensive accommodations, namely "Directory of Welcome Inns." The directory lists some 400 reasonably-priced *ryokan*, business hotels,

minshuku, pensions, *Kokumin-Shukusha* (People's Lodge), etc.

5) Japan Rail Pass

For the benefit of tourists from abroad, Japan Railways companies sell the Japan Rail Pass which offers unlimited travel through out JR's entire railway network and most bus networks at specially reduced prices.

Vouchers that travelers are required to exchange for the actual passes after their arrivals in Japan can be purchased at overseas Japan Airlines ticket offices or authorized travel agents offices abroad.

8 ACTIVITIES FOR JAPANESE OVERSEAS TOURISTS

JNTO has been additionally given by the Government a unique assignment since 1979. This assignment was designed to offer services necessary for the smooth travel of Japanese overseas travelers.

As part of the services, JNTO offered information on overseas affairs including security, manners, customs, sanitary conditions, etc. for both the Japanese traveling public and the travel industry.

Based on the amendment of JNTO Law in June 1985, however, JNTO has confined its activities for Japanese overseas tourists to supplying them with information on the safety of travel. ("Information on the safety of travel" means useful information such as that on crime and hygiene necessary for Japanese overseas tourists to travel safely and to avoid becoming involved in trouble.)

The following were major activities relating to this project during FY 1992.

(1) Public Relations Activities

1) Distribution of Illustrated Leaflet for Japanese Travelers Abroad

In 1989, JNTO revised an illustrated leaflet titled "*MEDE MIRU ANZEN NA TABI NO HINTO*" (literally "Hints for Your Safe Journey Abroad with Illustrations").

This leaflet aims to prevent difficulties which Japanese travelers meet during their overseas trips, and is illustrated to make the general hints for safe travel abroad easier to understand.

In FY 1992, JNTO printed 100,000 copies of the leaflet and distributed them to Japanese travelers at major international airports, i.e. New Tokyo International Airport (Narita), Osaka Airport, Fukuoka Airport and at the Tokyo City Air Terminal. In addition, the leaflets were available abroad through JNTO's overseas offices.

2) Publicity through Travel Publications

As in the previous year, JNTO encouraged Japanese publishers of leading travel magazines and travel guide books to mention JNTO's services in their publications. In 1992, 18 travel publications referred to JNTO's services.

3) Newsletter on Japanese Overseas Travel

JNTO publishes a newsletter titled "*KAIGAI RYOKO JOHO*" (literally "Information on Overseas Travel") and distributes it to the travel trade as well as news media. The newsletter carries several examples of accidents or troubles, which Japanese travelers actually encountered during their overseas trips, for trade people's reference.

The newsletter was issued six times during FY 1992.

(2) Travel Assistance and Consulting Service for Japanese Travelers

1) Production and Distribution of Guide Booklets

During FY 1992, JNTO produced a series of guide booklets titled "*ANZEN NA TANOSHII TABI NO TAMENI*" (literally "for your safe and comfortable journey abroad"), which covered 11 different overseas destination areas. These booklets, which are for distribution to Japanese travelers, contain the following information:

- i) General information on each country or area;
- ii) Advice on health control and sanitary situation in each country or area;
- iii) Hints on special attention to be paid and manners to be observed at each locality;
- iv) Useful information on the locality concerned;
- v) Lists of local facilities and establishments which Japanese travelers may utilize in emergency cases and
- vi) "DOs", and "DON'Ts" at the respective localities.

Table 39 List of Booklets for Japanese Overseas Travelers

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

During FY 1992, 262,000 copies of the booklets were printed in total. JATA supervised by JNTO compiled 888,000 pamphlets and distributed them to all of its affiliated agents.

2) Assistance by the Overseas Offices for Japanese Travelers

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

The number of cases handled by the overseas offices during FY 1992 is shown in Table 40.

Table 40 Number of the Persons Attended by JNTO Offices (FY 1991/92)

JNTO Overseas Offices	Total No. of Persons Attended by JNTO Offices (FY 1991/92)	
	FY1991	FY1992
New York	2,640	2,807
Dallas	34	30
Chicago	21	19
San Francisco	82	120
Los Angeles	362	316
Toronto	240	215
Mexico City	612	514
São Paulo	0	48
London	1,528	2,752
Paris	1,125	1,532
Geneva	1,107	1,129
Frankfurt	631	511
Bangkok	178	152
Hong Kong	47	50
Sydney	163	304
Seoul	17	49
TOTAL	8,787	10,548

9 RESEARCH AND STATISTICS

(1) A Study of the Foreign Travel Markets

In FY 1992, the travel markets of European countries which generate Japan-bound

travelers, namely Britain and Italy were studied and published in two updated editions. Information on tourism administration and the activities of the national tourist offices of ten countries are also included. The study revealed:

- 1) General background of the market; i. e., population, economics, holiday seasons, etc;
- 2) Characteristics of their foreign travel activities, such as changes in the number, purpose and destination of trips;
- 3) Characteristics of their Japan travel, such as number of visits, places visited, impressions of tourist attractions, etc. and
- 4) Travel trade business, travel trade laws, analysis of package tours for Japan and the Orient, detailed information on travel agents, etc.

(2) Surveys of Foreign Visitors' Travel in Japan

In FY 1992, JNTO conducted two kinds of "sample surveys" on foreign visitors to Japan. One investigated places visited in Japan and impressions of tourist attractions and places.

A total of 3,651 foreign visitors, who left Japan from the New Tokyo International Airport (Narita) and the four other airports of Tokyo (Haneda), Osaka, Fukuoka and Naha were interviewed in four seasons.

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

(3) Statistics

JNTO collected and analyzed statistical data on international tourism.

"International Statistics on Tourism 1992," the statistical report of incoming and outgoing travelers, international travel receipts and payments of the year and their change over the years, was published.

Also, JNTO's monthly report on visitor

arrivals and Japanese overseas travelers provided up-to-date information on tourism and other industries, and was much appreciated by them.

(4) Other Reports and Documents

The following reports and documents were produced and distributed.

- **World Traveler's Cost Survey**
The 1991 survey was the 14th annual survey conducted in the 21 major cities of the world.
Tokyo ranked fourth after London, New York and Paris, proving not to be the most expensive city in the world as is sometimes exaggerated.
- **Japan's Top Ten International Tourism Topics of the Year and Expected Topics for the Coming Year.**
The biggest and most influential tourism-related events of the year were selected and announced, together with expected topics for the coming year.
- **"Kokusai Kanko Joho"**
This is a semi-annual publication on various subjects in world tourism, including "Impact of the Unification of the European Market on Tourism" and "The Big Picture 1992."
- **"Chosa Topics"**
This is a semi-monthly newsletter made up of timely reports and statistics provided by JNTO's overseas offices and other sources.

(5) Building of the Tourist Database

The Organization has built a tourist information database, named the "i-base," for foreign visitors to its Tourist Information Centers (TICs). As of the end of FY 1992, it contains nearly 4,000 items of the most frequently requested information and approximately 400 accommodation facilities of the Welcome Inn Reservation Center operated by the International Tourism Center of Japan.

In the database, there are 31 principal files or categories, such as hospitals, local information centers, restaurants as well as an accommodation category, with a detailed description of each item being given in both English and Japanese in most cases.

The database will continue to be updated, the number of its data inputs will be expanded, and the operating system will be made more practical.

10 CONSIGNMENT ACTIVITIES

JNTO is often commissioned by outside organizations and institutions to undertake various types of activities on their behalf. These consignment activities compliment JNTO's own tourism promotional activities, and also help to further international understanding and international exchange. In FY 1991, JNTO undertook the following.

(1) Young People's Essay Contest

The Ship & Ocean Foundation regularly commissions JNTO to organize competitions worldwide, with the aid of foreign media, to encourage young people to write essays about Japan. The competition is designed to promote an understanding of Japan among young people overseas. In 1992, the competition was held in the People's Republic of China and 20 prize-winners out of 973 applicants were awarded a 11-day educational tour to Japan which included such activities as a courtesy call to Prime Minister Miyazawa, a visit to a showroom of advanced multimedia systems, homestay with a Japanese family and exchange programs with Japanese youth.

(2) Promotion of Internationalization of Regional Airports

Commissioned by the Sasakawa Peace Foundation, JNTO organized a study tour to Australia and New Zealand for local government officials and airport-related organization officials. The purpose of the tour was to study internationalization of regional airports in Australia and New Zealand and to exchange views with airport and tourism-related officials there.

(3) Studies on the Operation and Maintenance of the 'i' Tourist Information System

In FY 1992, JNTO undertook 'i' Tourist Information System study entrusted by the cities of Sapporo, Sendai and Fukuoka.

(4) Operation of Information Bureaus of Tokyo

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

(5) Production of PR Materials

Local governments and related organizations commission JNTO to produce foreign-language printed materials to promote local tourism. In FY 1992, JNTO produced literature on Hokkaido, Chiba, Niigata, Takayama, Shizuoka and Kagawa.

(6) Coordination of Japanese Events at International Specialized Exhibition "Christopher Columbus: Ships and the Sea" held in Genoa, Italy

The above exhibition took place from May 15 through August 15, 1992 in Genoa, Italy in

celebration of the encounter of Columbus, a native Genoese, with what was then called the "New World." Japan officially participated in the Expo, and JNTO established its Event Secretariat to encourage and to assist various Japanese performers, both professional and amateur, in staging their unique performances on this occasion. Among the programs presented during the 93-day period were traditional martial arts, flower arrangement, puppet theater, a kimono show, and a Japanese drum concert, all of which were very well received.

In addition, on the occasions of the Opening (May 15) and Japan Day (Aug. 15), press trips were organized by JNTO. Journalists from influential dailies and trade papers joined in the tours to cover the Expo, especially the Japan pavilion and its events. Nine journalists for the Opening and three for Japan Day visited Genoa, whose reports, in turn, contributed to the attraction of a large number of visitors from Japan.

(7) Assistance to World Children's Baseball Fair

The Third World Children's Baseball Fair, organized by former manager of Japanese professional baseball's Yomiuri Giants, Mr. Sadaharu Oh, took place in Mito City in August. Former professional baseball players from the U.S. and Japan, who continue to devote themselves to the development of baseball among the youth, gathered together on this occasion. Fifteen members of JNTO attended the party and the games as interpreters to facilitate communication between the American and Japanese representatives.

(8) Assistance to and Cooperation with the Developing Countries in the Field of Tourism

1. Program for Training Specialists

Attending Japanese Tourists Overseas

JNTO invited 28 Japanese-speaking tour guides from Korea (19), Malaysia (2), Thailand (2), Australia (1), New Zealand (1), Mexico (1), Ireland (1) and Portugal (1) and gave them training in the tourism industry and arranged travel for observation purposes to help them improve their ability as tour guides.

11 Priority Projects for Fiscal Year 1993

The World Tourism Organization (WTO) reported that the total number of international travelers in 1992 was 476 million, a 4.5% increase over the previous year, which resulted in a new travel record. In fact, the annual increase rate of international travelers recovered to almost the same level as was achieved before the Gulf War broke out. Foreign arrivals to Japan in 1992 increased for the sixth consecutive year to 3.58 million, demonstrating slight but important growth of 1.4% over the previous year. Under such circumstances, it should be noted that the total number of visitors to Japan from Taiwan, Hong Kong and China reached one million in 1992 for the first time and that the Asian market took an essential step in its importance warranting promotion of foreign visitors to Japan. The number of Japanese outbound travelers decreased 3.3% in 1991 over the previous year, reflecting the adverse effect of the Gulf War, while, in 1992, it increased in reaction to the restrained travel demand during the war for a 10.9% rise to 11.79 million, setting a new record. However, from the latter half of 1992, an inclination among Japanese toward restraining consumption, exacerbated by the recent economic recession, has gradually

prevailed. This has resulted in a continuous decrease in outbound travel by our nationals from last September in comparison with each month of the previous year (as of March 1993). Focusing on the health of this year's world economy, countries in Europe, especially EC member countries that only this year formulated the integrated market, produced no indicators of an upturning recovery from their burdensome economic decline. The United States has also been brought to a relative standstill recently in spite of showing signs of a recovery from its economic recession being initiated at the end of last year. Overall, it can be concluded that the world economy remains in a protracted slump except for a number of our neighboring Asian countries that are expected to perform rather satisfactorily even in these difficult times. In addition, our national currency, the yen, has been rapidly appreciating against the US dollar and other monetary units from this March. This has accordingly intensified the severity of promoting Japan as a destination to foreign visitors. In an effort to offset this situation, JNTO will make every possible effort to increase the number of foreign visitors by introducing a number of new projects in close cooperation with its related organizations as well as expanding existing ones.

(1) Basic Policies

1) As specific frictional problems including those of the regional and global economies such as the imbalance of trade between Japan and other nations have become more and more visible, the role assumed by JNTO, that of contributing to the promotion of mutual understanding between Japan and other countries through vitalization of international tourist traffic, has been further evaluated as being much more salient than before. JNTO will thus do its utmost to relieve this divisive atmosphere by expanding and implementing projects in a more efficient and effective manner.

2) JNTO will implement its projects in accordance with the principles set out in the "Tourism Promotion Policy for the 21st Century by the Transport Policy Council" and its "Two-Way Tourism 21" action program, which were formulated respectively by the Transport Policy Council and the Ministry of Transport. In summarizing the above, since the ratio of the Japanese inbound and outbound tourism volumes, which is about one to three, is extremely disproportionate, JNTO will try to normalize this imbalance by further encouraging foreign visitors to travel to Japan.

3) Considering the growing importance of Asia as a visitor source market, JNTO will implement its projects by placing special emphasis on this dynamic area. Complementing the above, JNTO will also seek to formulate measures to be taken to offset the seeming disadvantages caused by the recent rapid appreciation of the yen, implement them, and make them public for the benefit of prospective travelers.

4) JNTO will continue to improve its reception services for foreign visitors by maintaining even closer contacts with local governments and related organizations, and extensively contribute to promoting the greater internationalization of local areas.

5) JNTO will provide assistance in implementing travel promotion-related projects covered under the "Law for Promotion of Tourism and Specific Regional Industries through Traditional Festivals and Events" (Festival Law) and the Partial Amendment of the "Law for Improvement of International Tourist Hotel Facilities." In addition, it will also assist and cooperate with the Japan Tourist Association and affiliated organizations in carrying out projects in accordance with the "Grant-in-Aid System for Tourism Promotion."

6) To effect the expansion and diversification of its planned international tourism projects, JNTO will seek closer ties and firmer cooperation with other organizations such as the Japan Tourist Association, International

Tourism Development Institute of Japan, Japan Convention Promotion Association and International Tourism Center of Japan, local governments, and other like organizations and tourism-related industries. To further promote international tourism traffic, it will also work in close cooperation with such international organizations as the Pacific Asia Travel Association (PATA) and East Asia Travel Association (EATA).

7) Since it is of considerable value for the general public to recognize the significance of international tourism's role as well as the projects implemented by JNTO and their meaning, JNTO will place greater emphasis on making these factors known publicly to the Japanese people.

(2) Details of Priority Projects

1. Overseas Promotional Activities

1) JNTO set its 1993 figure for foreign visitor arrivals at 3.78 million, an increase of 5.5% over that of last year. JNTO will make every effort to achieve this target figure in cooperation with its related organizations.

2) As the Asian market for foreign visitors to Japan is growing rapidly, JNTO will implement promotional activities which place emphasis squarely on this area, and consider establishing a system which meets the demands of this Asian-oriented promotion. To meet better the needs of the Korean market which offers significant potential for generating a great number of visitors to Japan, JNTO will produce a new tourism map of Japan written in Korean.

3) To offset the tightening burden on the travel budget caused by the recent rapid appreciation of the yen, JNTO will further seek ways to enable foreign visitors to travel more economically. And it will make a positive push to publicize these travel tips through its overseas offices and other outlets, laying stress on the exceptional security, cleanliness and

lavish hospitality Japan offers the prospective travelers.

4) Taking into account the fact that Kansai International Airport will open next year, JNTO will implement promotional activities centered on emphasizing an introduction of the Kansai area and its neighboring cities and sites.

5) In cooperation with related local governments, JNTO will produce printed materials publicizing the wealth of traditional festivals and events possible to be staged, covered under the "Law for Promotion of Tourism and Specific Regional Industries through Traditional Festivals and Events." It will further arrange for dispatching the performers involved to overseas locations as PR activities.

6) JNTO will do its utmost to enhance its media assistance projects by inviting persons working in the overseas mass media field to Japan, and make available to them the unique opportunity to introduce Japan's attractive tourism resources to overseas viewers through their actual travel experience gained.

7) In accordance with the Partial Amendment made to the "Law for Improvement of International Tourist Hotel Facilities," JNTO will publicize overseas information on newly registered hotels and accommodations.

8) Based on the Grant-in-Aid System for Tourism Promotion, JNTO will assist and cooperate with related organizations in holding overseas PR activities for the purpose of promoting a greater number of foreign visitors to Japan's local areas.

2. Improvement of Reception Services for Foreign Visitors

1) JNTO will endeavor to improve its reception services for foreign visitors to enable them to travel alone worry-free anywhere in the country. To help relieve them of the language barrier problem, JNTO will enhance its nationwide "i" Information System (network of tourist information centers for foreign visitors)

and provide their staff with the necessary training to meet this aim. Additionally, JNTO will also make more efficient and effective use of its affiliated group of the Good-will Guides.

2) In a further attempt to reduce the increasing cost of travel in Japan brought on by the appreciating yen and other economic factors, JNTO will do all it can to expand member facilities in the International Tourist *Minshuku* and the International Tourist Pensions, and to assist determinedly in strengthening the mission of the "Welcome Inn Reservation Service System," a reservation service for foreign visitors seeking reasonable accommodation in Japan. Moreover, JNTO will formulate and implement measures assuring more economical travel for foreign visitors including consideration of introducing a "culture card system" similar to that operating in the Netherlands.

3) To keep pace with the quickening internationalization of local areas in Japan and the expected increase in regional airports offering international air services, JNTO will assist and cooperate extensively with local governments and related organizations in implementing the projects required to meet these goals by maintaining close working contact with them.

4) In line with the principles underscored in the "Tourism Action Program in the Nineties (TAP 90's)" implemented by the Ministry of Transport, JNTO will assist and cooperate with affiliated organizations in promoting international tourism.

5) In accordance with projects covered under the "Law for Promotion of Tourism and Specific Regional Industries through Traditional Festivals and Events," JNTO will provide foreign visitors with an array of information on these activities.

6) JNTO will strengthen activities in the areas designated as "New Sites of Discovery" through further improvement of the reception services for foreign visitors.

3. International Convention Promotion

- 1) JNTO will introduce overseas Japan's compelling points as a country of exceptional convention opportunities through participating in as many convention trade shows held in foreign countries as possible in cooperation with the International Convention Cities designated by the Ministry of Transport and the respective regional convention bureaus. And JNTO will host convention incentive seminars in two cities in the United States.
- 2) Jointly with the travel industry and regional convention bureaus, JNTO will produce a special Japan supplement in "Successful Meetings," a convention trade journal, and make use of this article at convention trade shows held overseas to publicize Japan's international convention business.
- 3) JNTO will promote incentive tours and international conventions to Japan by inviting influential incentive house and international organization executives from North America and Europe.
- 4) JNTO will provide training regarding promotion of the international convention and its operation, and on other related aspects to the bureau staffs of the 34 International Convention Cities designated by the Ministry of Transport.
- 5) JNTO will provide the Japan Convention Promotion Association with assistance in dispatching staffs of the regional convention bureaus to enable them to receive practical training. Furthermore, JNTO will cooperate with JCPA in holding the planned "Convention Promotion Forum" at Sendai by inviting an expert from overseas.
- 6) JNTO will assist the Japan Convention Promotion Association in staging the Third International Meeting Expo at Yokohama.

4. International Cooperation and International Exchange Activities

- 1) JNTO will cooperate with the Pacific Asia Travel Association in holding its Board Meeting in Tokyo.
- 2) Accepting the consignment from related organizations, JNTO will implement a practical training program for Japanese-speaking guides from Korea and Spain by inviting them to Japan.
- 3) JNTO will give training to persons working in overseas tourism industries in cooperation with the International Tourism Development Institute of Japan.
- 4) JNTO will implement joint public relations with the Pacific Asia Travel Association (PATA), East Asia Travel Association (EATA) and Asian Association of Convention & Visitor Bureau (AACVB). JNTO will also assist PATA's Japan Chapter in enthusiastically promoting bilateral tourism traffic.

5. Services for Japanese Overseas Tourists

- 1) In light of additional safety measures needed to ensure the safety of Japanese overseas tourists and to enhance international cooperation, JNTO will assist its counterpart organizations in foreign countries in improving their reception services for Japanese tourists.
- 2) JNTO will intensify cooperation with editors of guidebooks on foreign countries.
- 3) JNTO will hold a series of meetings with international as well as domestic tourism-related organizations and overseas corporations and publishers for the purpose of exchanging information on how to enhance safe travel by Japanese.

6. Planning and Research Activities

- 1) The Steering Committee for Fundamental Matters established within JNTO will prepare to make decisions on the following subjects.
 - i) Fostering JNTO's projects so that they support and complement the requirements of the new travel age.
 - ii) Formulating JNTO's medium- and long-range plans.
 - iii) Determining concrete projects and implementing their management in JNTO to fully assist in those which will be implemented by the Grant-in-Aid System for Tourism Promotion for fostering international tourism.
- 2) In accordance with resolutions formulated by the Transport Policy Council, MOT's Two-Way Tourism 21 Program, and suggestions, by the Steering Committee for Fundamental Matters, JNTO will reevaluate and revise its medium-range project plan and firmly established its long-term vision.
- 3) JNTO will promote the construction of a database for inbound and outbound tourism statistics for Japan and other countries, a range of survey responses, and tourism-related essays and theses and data on international tourism. JNTO will also improve its system for controlling computerization of travel information retained by the Organization. Moreover, JNTO will work to utilize more effectively this stored information.
- 4) JNTO will quickly collect and analyze information on major travel trends, which are considered to substantially influence international tourism, and will provide it to related travel industry organization.
- 5) JNTO will do its utmost to publicize its activities through providing consultation concerning Japan's international tourism to domestic and international travel-related organizations and corporations.

7. Links with International Tourism Center of Japan

JNTO will seek to forge closer links with the International Tourism Center of Japan through implementing joint projects such as promoting inbound travel to Japan, improving reception services for foreign tourists, facilitating overseas traveling by Japanese, promoting tourism in developing countries, holding symposia on overseas travel, and organizing the Second World Resort & Cruise Fair.

8. Enrichment and Enlargement of JNTO's Projects

When JNTO implements the above projects, it will take the following points into consideration:

- 1) JNTO will review all of its existing projects and seek further effective implementation.
- 2) JNTO will make every effort to increase the scale of projects in close cooperation with related organizations and corporations.
- 3) JNTO will enhance public relations in Japan concerning its activities and accomplishments, and seek to increase its supporters and cooperators.

JAPAN NATIONAL TOURIST ORGANIZATION

SCHEDULE A, 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 Rockefeller Plaza, 630 Fifth Avenue, 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 B included in the attached statement.

These funds were expended by the Registrant as indicated in detail in ITEM 15 (a) SCHEDULE C attached hereto. SCHEDULE C-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.

SCHEDULE B ITEM 14(a)

January 1- December 30 1994

Receipts-Monies

January.....	\$ 148,054.08
February	\$ 31,516.73
March.....	\$ 38,822.92
April.....	\$ 79,461.71
May.....	\$ 79,448.76
June.....	\$ 137,385.52
Amount Brought Over From	
December 31, 1993.....	\$ 73,166.28
TOTAL.....	\$ 587,856.00

SCHEDULE C ITEM 15(a)

January 1-June 30, 1994

Disbursement by Month-Monies

January.....	\$ 90,257.91
February.....	\$ 92,898.66
March.....	\$ 108,020.14
April.....	\$ 79,178.35
May.....	\$ 80,045.88
June.....	\$ 132,664.62
<u>TOTAL.....</u>	<u>\$ 583,065.56</u>

Disbursement by Nature

Allowance to Staff.....	\$ 302,444.86
Employees' Pay.....	\$ 43,837.71
Office Rent.....	\$ 88,845.54
Office Maintenance.....	\$ 23,622.04
Travel Expenses.....	\$ 2,036.56
Business Expenses.....	\$ 82,692.19
AD.& PR.	\$ 39,200.48
Convention.....	\$ 386.18
<u>TOTAL.....</u>	<u>\$ 583,065.56</u>

SCHEDULE C-1, ITEM 15(a)

Disbursement in Connection with AD.& PR.

January	AD.	\$ 100.00 (U.S. JAPAN)
	PR.	7,332.79
February	AD.	0.00
	PR.	5,300.84
March	AD.	0.00
	PR.	10,760.58
April	AD.	0.00
	PR.	4,778.00
May	AD.	0.00
	PR.	4,296.17
June	AD.	0.00
	PR.	6,632.10

TOTAL 39,200.48

Breakdown of PR. Expenses

<u>ITEM</u>	<u>PAID TO</u>	<u>AMOUNT</u>
1. PR Manager's Pay	PR Manager	\$ 19,374.00
2. Postage etc.	US Postal Service, Federal EXP	\$ 8,093.00
3. Clipping Service	Burrelle's Inc.	\$ 1,995.56
4. News Letter Printing	Todd Photoprint Inc.	\$ 1,171.00
5. Mailing Label Printing	Docuprint Inc.	\$ 983.62
6. Meeting with Press	ESSEX House, etc.	\$ 4,420.58
7. Equipments (envelopes, etc.)	Vespucci Enterprises Penn Office Supply, OCS Inc.	\$ 3,062.72

TOTAL\$ 39,100.48

ADVERTISEMENT

January 1 - June 30, 1994

January: US Japan

February: San Francisco Examiner

PRESENTATIONS & SPEECHES

- * February** Ms. Tani gave a presentation on Japanese tourism developments to 105 representatives of travel agencies in Tampa, FL.
- * March** Ms. Tani gave a presentation on Japanese tourism developments to 66 representatives of travel agencies in Edison, NJ.
- * March** Ms. Tani gave a presentation on Japanese tourism developments to 107 representatives of travel agencies in Philadelphia, PA.
- * April** Ms. Heffner gave a presentation on traveling in Japan to 30 representatives of Smithsonian Museum in Washington, DC.

Public Relations News Release Report for Japan National Tourist Organization

January 1994 - June 1994

January, 1994

1. JAPAN TRAVEL ESSAY CONTEST OFFERS PRIZE TRIP, January 6, 1994
2. JAPAN FOR THE BUDGET TRAVELER, A FREE BROCHURE, January 21, 1994
3. IMARI HOLDS AMATEUR CERAMICS CONTEST, January 21, 1994
4. KYOTO IN WINTER REVEALS HIDDEN TREASURES, January 21, 1994
5. INTERNATIONAL TOURISM TOPICS, January 31, 1994

February, 1994

6. TRAVEL ESSAY CONTEST INVITES PARTICIPANTS TO TELL THEIR STORY,
February 25, 1994
7. CHERRY BLOSSOMS CAST A SPELL OVER JAPAN IN SPRING, February 21, 1994

April, 1994

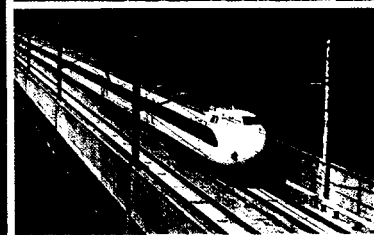
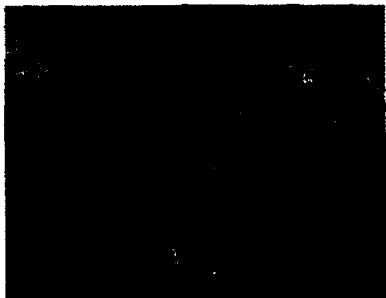
8. KANSAI INTERNATIONAL AIRPORT FACT SHEET, April 25, 1994
9. KANSAI INTERNATIONAL AIRPORT TO OPEN IN FALL 1994, April 25, 1994
10. OSAKA WORLD TOURISM FORUM '94 TO GATHER TOURISM MINISTERS,
April 25, 1994
11. KYOTO FACT SHEET, April 29, 1994
12. HISTORICAL ROUTES IN KANSAI GIVE GLIMPSE OF REGION'S HISTORY,
April 29, 1994
13. KYOTO, JAPAN'S CULTURE CAPITOL, CELEBRATES 1200TH, April 29, 1994

May, 1994

14. TRAVEL ESSAY CONTEST WINNERS SELECTED, May 24, 1994
15. BEST SUMMER EVENTS IN JAPAN, May 24, 1994



JAPAN



CONTACT: Maria Heffner
212/757-5640

JAPAN TRAVEL ESSAY CONTEST OFFERS PRIZE TRIP

NEW YORK, N.Y., January 6, 1994 -- The Japan National Tourist Organization, with the support of All Nippon Airways, announced today that it will be holding the first Travel Essay Contest "Nippon no Tabi" in 1994. "Tabi" means "journey" in Japanese, and entrants are asked to describe a memorable travel experience they had on their "Journey to Japan" or "Nippon no Tabi".

The first prize is a round-trip ticket for two to Japan from one of the three All Nippon Airways gateways, along with four night's accommodations at the ANA Hotel Tokyo. Second and third-place prizes will also be awarded.

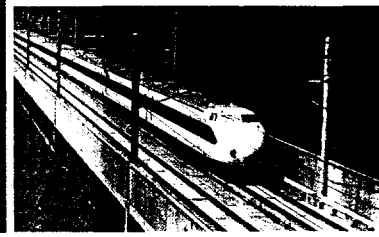
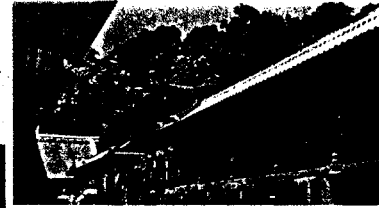
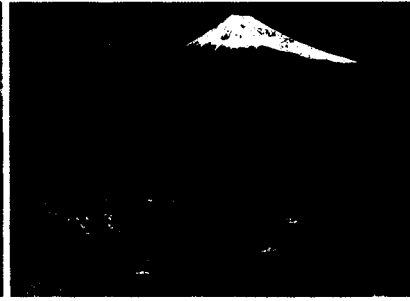
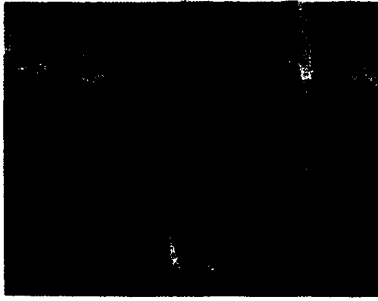
Deadline for entry is March 30, 1994, and winners will be announced on May 15, 1994. The submitted essays must be up to five letter-sized pages, double-spaced and typed in English. Essays should be sent to the Japan National Tourist Organization, 630 Fifth Ave., Suite 2101, New York, NY 10111 ATTN: Travel Essay Contest, along with the entrant's name, address, telephone number, occupation, and dates traveled to Japan.

For more information contact the Japan National Tourist Organization at 630 Fifth Ave., Suite 2101, New York, NY 10111 (212)757-5640.

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JAPAN



CONTACT: Maria Heffner
212/757-5640

Japan For the Budget Traveler, a Free Brochure

NEW YORK, N.Y., January 21, 1994 -- The Japan National Tourist Organization (JNTO), in an effort to help curb travel costs for visitors to Japan, has produced an 18-page, free brochure called 'Japan For the Budget Traveler'.

The brochure contains tips on where to stay, how to get around, what to eat and where, famous sites to see on your own, and popular places to shop without breaking the bank. A list of the JNTO's three Tourist Information Centers, invaluable sources of information for travelers already in Japan, is also included.

For more information on travel to Japan contact the JNTO at 630 Fifth Ave., Suite 2101, New York, N.Y. 10111 (212)757-5640. JNTO, founded in 1964 by the Japanese government, promotes tourism to Japan through many activities, including extensive travel information service to media representatives and consumers.

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JAPAN



CONTACT: Maria Heffner
212/757-5640

Imari Holds Amateur Ceramics Contest

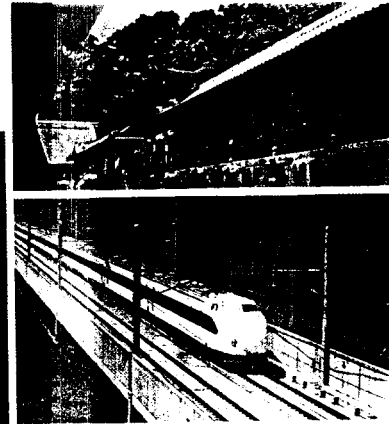
NEW YORK, N.Y., January 21, 1994 -- The port city of Imari, located on the northern tip of Kyushu, Japan's southern-most island, has shipped Japanese ceramics to the rest of the world since white porcelain was discovered in Japan in the early 17th century. By the mid-18th century, large quantities of this Japanese porcelain, called 'Imari Ware', had been shipped to Europe and is still appreciated by ceramic-lovers the world over today.

As a tribute to the region's long history of producing excellent ceramics, the city of Imari is hosting the 'International Amateur Ceramics Contest '94'. Asking amateur ceramic artists (high school age or older) around the world to submit original works of porcelain, pottery or earthenware, the contest committee hopes to attract talented potters and unveil their creative works. Deadline for application is March 13, 1994.

For an application form and for more information contact the Japan National Tourist Organization (JNTO) at 630 Fifth Ave., Suite 2101, New York, New York 10111 (212)757-5640.

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JAPAN



CONTACT: Maria Heffner
212/757-5640

Kyoto in Winter Reveals Hidden Treasures

NEW YORK, N.Y., January 21, 1994 -- Although Kyoto, Japan's historic and cultural center, located 319 miles west of Tokyo, receives the greatest number of visitors in the spring and fall months, Kyoto's winter holds a special treat for those who visit there.

From December until March, selected temples, gardens and museums will open to the public for special viewing, including pieces of Buddhist art, painted screens and other pieces designated as Important Cultural Properties or National Treasures.

For more information on Kyoto in winter, contact the Japan National Tourist Organization (JNTO) at 630 Fifth Ave., Suite 2101, New York, New York 10111 (212)757-5640. JNTO, founded in 1964 by the Japanese government, promotes tourism to Japan through many activities, including extensive travel information service to media representatives and consumers.

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CONTACT: Maria Heffner
212/757-5640

INTERNATIONAL TOURISM TOPICS FOR 1994

NEW YORK, N.Y., January 31, 1994 -- What's going on in 1994? The Japan National Tourist Organization (JNTO) has compiled a list of the ten events, openings and happenings that will most effect the tourism sector, both within Japan and throughout the world, in 1994.

Japan's First 24-hour Airport to Open Near Osaka

The New Kansai International Airport, to be opened in September of this year, will be Japan's first 24-hour airport. The passenger terminal contains a four-floor, spacious gallery called "Canyon", featuring an atmosphere of natural greenery. Transportation to the airport will include Japan Railway's direct express train "Haruka", originating in Kyoto and making a stop in Shin Osaka, the Nankai Electric Railway train "Rapi:t", limousine buses and a jet foil from Kobe.

Tourism Ministers from Around the Globe to Gather

In conjunction with the opening of Kansai International Airport, Japan's Ministry of Transportation is inviting international tourism ministers to take part in the "Osaka World Tourism Forum '94" from November 2, 1994

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Int'l Tourism Topics for 1994/ Continued

for five days in Osaka. Presentations on each participating countries' tourism resources, tourism policies, and possibilities for international cooperation will be discussed in an exchange of ideas during the "World Conference of Tourism Ministers", the Forum's main event. The "World Tourism Seminar" and a tourism exhibition at the "World Tourism Fiesta" will also take place.

Japan Seeks Greater Number of International Conventions

The Japanese Ministry of Transport and the Japan National Tourist Organization have launched a plan to double the number of international conventions held in Japan from 248 in 1992 to 500 in the year 2000. Beginning in 1994, the Japan National Tourist Organization, with the cooperation of international convention cities, plans to increase its efforts at convention promotion.

Also in 1994, as was the case in the previous year, many large-scaled convention halls and centers will be opened. Of special note, the National Convention Hall, able to seat up to 5,000 people is to be opened in April in Yokohama. One of the world's largest convention halls, it will also medium and small room facilities. Other convention facilities to be opened in 1994 include:

- Sun Messe Kagawa, Takamatsu City, March 1994
- Asia-Pacific Trade Center (ATC), Osaka, April 1994
- Yamagata Big Wing, Yamagata City, August 1994
- Act City, Hamamatsu City, October 1994
- Expansion of the Nagoya International Congress Hall, Nagoya City, October 1994
- WCC Summit, Miyazaki City, October 1994

Int'l Tourism Topics for 1994/ Continued

Many Large-Scale Events to Take Place in Kansai

With Kyoto marking the 1200th anniversary of its founding, many events have been planned throughout 1994 using five themes, three of which are "Creation, Discovery and Gatherings". In Wakayama, "Wellness Wakayama - World Resort Expo" will be held from July 16-September 25. In Mie Prefecture, the "International Festival Expo Mie '94" will be held from July 22-November 6.

The 12th Asian Games to be Held in Hiroshima

7,300 people from 43 countries will participate in the 34 competitions comprising the 12th Asian Games to be held in Hiroshima from October 2-16 of this year. In a special provision by the Japanese government, athletes and officials participating in the games will not be required to have a visa to enter the country.

Large-Scale Meetings to be held in 1994

"The 10th Int'l Conference on AIDS - Int'l Conference on STD" will take place from August 7-12 using the National Convention Hall of Yokohama as its main site. 10,000 participants from 166 countries are expected, 7,000 of them from outside of Japan. Participants will be made up of doctors, researchers, academics, patients with AIDS and HIV infected persons. Not only the conference planners, but the local government and the surrounding community will play a role in hosting the meeting and it is hoped that this event will serve as a role model for hosting future large-scaled international conferences.

Int'l Tourism Topics for 1994/ Continued

Other international conferences in which over 2,000 non-Japanese will participate in 1994 include:

- The 15th World Congress of the Transplantation Society, Kyoto International Conference Hall, August 1994
- The 5th Int'l Diabetes Fed. Congress, Kobe Int'l Conference Center, November 1994
- The 1994 JCI Kobe World Congress, Kobe Int'l Conference Center, November 1994

Large Hotels Continue to Open

Hotels that began construction in the profitable period of the late 1980's are opening in succession from spring to autumn of this year. In Tokyo several up-scale hotels will open - Rhiga Royal Hotel Waseda (127 rooms) near Takadanobaba Station, Park Hyatt Tokyo (179 rooms) in Nishi Shinjuku, and Westin Hotel Tokyo (445 rooms) in Ebisu. Hotels opening next to convention facilities include the Hyatt Regency (520 rooms) in Osaka, Hotel Ocean 45 (753 rooms) in Miyazaki and the Okura Act City Hotel Hamamatsu (324 rooms), opening next to Hamamatsu Station.

Theme Parks "Shima Spain Village" and "Porto Europa" to Open

"Shima Spain Village", located in Shima, Mie Prefecture, is set to open on April 22 of this year. With a total investment of \$550 million, this park is set on a site measuring 280 acres. Also, in Marina City, Wakayama Prefecture, a theme park called "Porto Europa" will open on the occasion of the World Resort Expo.

Tourist Promotion Activities to Asian Countries to Increase/Korea and Taiwan to Apply For No-Visa Status for Japanese Visitors
Celebrating the 600th anniversary of moving the capital of Korea to Seoul, Korean officials have designated 1994 Visit Korea Year and are planning events throughout the year. Moreover, the no-visa policy adopted for Japanese visitors to Korea during the Taejon Expo in 1993 will be extended into 1994.

In Taiwan, visa requirements have been waived from January 1, 1994 for visitors there from 12 countries including Japan, the U.S.A., Canada and the U.K., as long as the visit doesn't exceed five days.

Malaysia has also designated this year as Malaysia Tourism Year '94, and is actively promoting itself.

Individual Inclusive Fares to be Introduced in Japan

In a response to the growing trend for international travelers in Japan to venture overseas in smaller groups, the Ministry of Transport has changed their international fare system, centered around group travel until now, introducing the Individual Inclusive Tour fare on international departing flights from April 1 of this year. These fares are to be applied to packages that include hotel charges, etc. and will be less than the previous Group Inclusive Tour fares. The Individual Inclusive Tour fares will be controlled by a "Flexible Fare System" that fluctuates between 10% above and 35% below the Ministry of Transport's approved fare.



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Travel Essay Contest Invites Participants to Tell Their Story

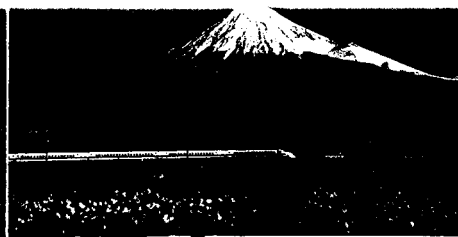
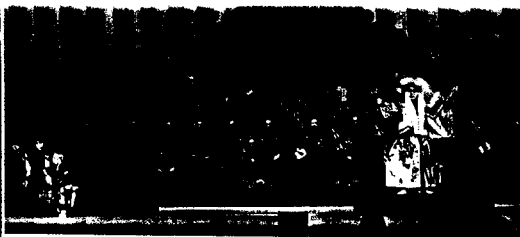
New York, N.Y., Feb. 25, 1994 -- The Japan National Tourist Organization (JNTO) and All Nippon Airways (ANA) are inviting U.S. residents who have traveled to Japan in the past to write about a memorable travel experience in Japan in their first ever Travel Essay Contest, "Nippon no Tabi".

"Tabi" means "journey" in Japanese, and the entrant who is judged to write the best essay about their "Nippon no Tabi" or "Journey to Japan" will win two, round-trip business-class tickets to Japan on ANA, along with four nights' accommodation at the ANA Hotel Tokyo. Second and third-place prizes will also be awarded.

Entries should be up to five, letter-sized pages, double-spaced and typed in English. Deadline for entry is March 30, 1994. Winners will be announced on May 15, 1994. Entrants should include name, address, telephone number, occupation and dates traveled to Japan. Employees of ANA, JNTO, travel agencies and airlines, along with their family members, are not eligible for entry. Copyrights will belong to JNTO.

For more information contact the Japan National Tourist Organization at 630 Fifth Ave., Suite 2101, New York, N.Y. 10111 (212)757-5640.

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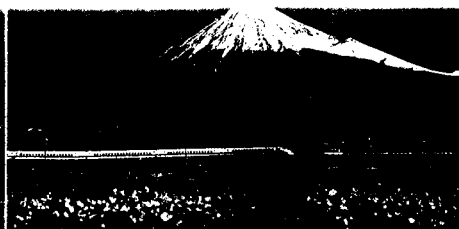
Cherry Blossoms Cast a Spell Over Japan in Spring

NEW YORK, N.Y., Feb. 21, 1994 -- The cherry blossom, with its fragile petals that fall to the ground at the peak of their beauty, has captivated the Japanese throughout history, being closely associated to the revered qualities of grace and acceptance in the face of death. Each year, people throughout Japan make special efforts to enjoy at least a moment or two under a blooming cherry blossom tree, with some picnicking in larger groups.

Planning a trip to Japan during cherry blossom time promises to be a rewarding experience, allowing the visitor to catch a glimpse of a country rich in culture and history while it enjoys its most glorious season. Cherry blossoms begin to bloom in Okinawa, Japan's southernmost point, in late January and continue their progression north, reaching Hokkaido, Japan's northernmost island, in May. The peak blossom time in Tokyo usually falls between early and mid-April with some of the most popular places for viewing cherry blossoms in Tokyo being Ueno Park, Yasukuni Shrine and Sumida Park.

For more information on travel to Japan contact the Japan National Tourist Organization at 630 Fifth Ave., Suite 2101, New York, N.Y. 10111 (212)757-5640.

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KANSAI INTERNATIONAL AIRPORT (KIA) FACT SHEET

Countries Flying Into KIA	There are 44 countries who have permission to fly into KIA: EUROPE - Austria, Denmark, France*, Finland, Germany*, <u>Hungary</u>, Italy, Netherlands, Norway, <u>Poland</u>, Russia, Spain, Sweden, Switzerland, U.K.* AFRICA - Egypt, <u>Ethiopia</u>, <u>South Africa</u> AMERICA - Brazil, Canada, <u>Mexico</u>, USA* OCEANIA - Australia, Fiji, New Zealand ASIA - Bangladesh, <u>Brunei</u>, China*, Hong Kong*, India*, Indonesia, Malaysia, <u>Mongolia</u>, <u>Myanmar</u>, <u>Nepal</u>, Philippines, Republic of Korea*, Singapore*, Sri Lanka, Thailand*, <u>Vietnam</u> MIDDLE EAST - <u>Jordan</u>, Lebanon, Turkey
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(*)Countries presently flying into the existing Osaka Int'l Airport
Countries underlined will open an air route to Japan for the 1st time

Transportation Into KIA (one way)	<u>JR train from Osaka:</u> \$13 (¥1,440) one way <u>Nankai Railway train from Namba Station:</u> \$7.25 (¥800) <u>JR train from Shin-Osaka Station:</u> \$26.60 (¥2,930) one way <u>JR train from Kyoto (local):</u> \$16.35 (¥1,800) <u>JR train from Kyoto (express):</u> \$31.20 (¥3,430) <u>JR train from Nara:</u> \$14.80 (¥1,630) <u>Jetfoil from Kobe City Air Terminal:</u> fare to be decided <u>Limousine bus:</u> routes and fares to be decided <u>Taxi from downtown Osaka:</u> approximately \$118 (¥13,000)
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(** Yen/dollar exchange = ¥110 per \$1.00)

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KANSAI INTERNATIONAL AIRPORT TO OPEN IN FALL 1994

NEW YORK, N.Y., April 25, 1994 -- On September 4, 1994, the new Kansai International Airport, Japan's first 24-hour airport facility, will open in the Bay of Osaka. With this opening, it is expected that the face of transportation within Japan will significantly change, bringing relief to the passenger congestion occurring at both Narita and Osaka International Airport, as well as facilitating the flow of international air cargo into Japan which, at present, takes place predominantly through Narita.

To avoid the constraints that noise pollution controls impose on flight schedules, the Kansai International Airport was built on a man-made island three miles off of the Senshu coast and will remain in operation 24 hours a day, 365 days a year. This will allow the airport to form networks with other 24-hour operational airports around the world while maintaining environmental standards regulating noise pollution.

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The man-made island containing the airport is a massive 1,278 acres, stretching three-fourths of a mile from east to west and 2.6 miles from north to south. The total cost for building the airport, a project begun in 1987, is approximately \$12.4 billion and was financed two-thirds by the national government and one-sixth each by local governments and private companies.

The Kansai International Airport will be equipped to handle 160,000 takeoffs and landings yearly with an annual passenger flow of 30.7 million people and 1.4 million tons of cargo. Although only one runway will be operating initially, it is hoped that, in the future, two additional runways will be built.

A 2.25 mile long bridge connecting the airport to the mainland will open with a six-lane highway on the upper level and a two-way rail line on the lower level. Trains with direct routes into the stations of Osaka (29 minutes), Shin-Osaka (55 minutes) and Kyoto (85 minutes) will provide convenient transportation for passengers. A jet-foil to Kobe (28 minutes) will also be in operation.

The airport's Passenger Terminal Building has been designed for easy accessibility, placing the international departure area on the fourth floor, domestic arrivals and departures on the second floor and the international arrivals on the first floor. Railway service will go directly to the arrival and departure areas.

Because international flights and domestic flights can make connections within the same airport facility (unlike in Tokyo where one must transfer from Narita Airport to Haneda Airport, taking approximately 90 minutes), passengers will be able to reach their destination quickly and easily.

For more information contact the Japan National Tourist Organization (JNTO) at 630 Fifth Avenue, Suite 2101, New York, New York 10111 (212)757-5640.

JNTO, founded in 1964 by the Japanese government, promotes tourism to Japan through many activities, including extensive travel information service to media representatives and consumers.

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KYOTO, JAPAN'S CULTURE CAPITAL, CELEBRATES 1200th

NEW YORK, N.Y., April 29, 1994 -- The city of Kyoto has long been considered the cultural and historic center of Japan. In 1992, 38.7 million people visited Kyoto - 79,000 from the U.S. - to experience its wealth of over 1,500 temples and shrines, numerous gardens, palaces, castles and the vibrant beauty of a city steeped in tradition.

1994 marks the 1200th anniversary of the founding of Kyoto, which, in 794 became the capital city of Japan under the rule of Emperor Kammu and which remained the capital until 1868, when it was transferred to Tokyo. The year-long celebration of Kyoto's anniversary began with the tolling of the temple bells throughout Japan before midnight on December 31, 1993, followed by an elaborate display of fireworks in downtown Kyoto. Special events and projects have been planned to follow throughout 1994, turning the entire city into a pavilion in which to celebrate, ending at midnight on December 31, 1994, once again with the tolling of the temple bells.

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KYOTO'S 1200th, April 29, 1994/ Page Two

1994 will also see the up-start of several, long-term projects in Kyoto, including the rebuilding of Kyoto Station in the downtown area to serve the expanding needs of transportation in and out of Kyoto City as well as to accommodate the new airport routes linking Kyoto to the new Kansai International Airport.

For more information contact the Japan National Tourist Organization (JNTO) at 630 Fifth Avenue, Suite 2101, New York, N.Y. 10111 (212)757-5640.

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KYOTO FACT SHEET

Description Kyoto is located 370 miles west of Tokyo and 30 miles northeast of Osaka, a 2 hour and forty minute bullet train ride from Tokyo. With a population of 1.4 million people, covering an area of 236 square miles, Kyoto is Japan's seventh largest city.

The popular seasons for visiting Kyoto are in the spring (cherry blossoms) and the fall (autumn leaves).

1200th Anniversary **December 31, 1993:** Countdown at midnight followed by fireworks and a laser beam show.

Events (highlights) **January 28-30, 1994:** Kyoto Artisans Festival at Kyoto Trade Fair Center

March, 1994: Kyoto Festival of the Arts featuring special performances by overseas guests.

March 20, 1994: Kyoto International Half Marathon with 12,000 competitors running a course by many historic sites in Kyoto.

April, 1994: World Conference of Historical Cities held to discuss the common problems shared by the world's historical cities: the preservation of their environment and their cultural heritage.

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June 6, 1994: Commemorative Celebration at Umekoji Park featuring a showcase of folk culture and street performers.

September, 1994: Kyoto International Film Festival underscoring the long relationship of Kyoto to film in Japan.

November, 1994: The Kyoto Festival with parades and other special stage performances taking place throughout the city.

November 8, 1994: The Heian Declaration to be given at the Kyoto International Conference Hall recollecting the 1200 years of Kyoto's history and making a new appeal for peace and stability in the centuries to come.

November 10, 1994: The 10th Kyoto Prize Awards given for outstanding contributions in science and civilization.

December 31, 1994: The closing ceremony for Kyoto's 1200th will be marked by the tolling of the temple bells and other performances to be decided.

**Annual
Festivals**

Yasurai Festival (Second Sunday in April): Festival held at the Imamiya Shrine where four demons dance around people carrying parasols decorated like cherry blossom trees. It is held to pacify the god of sickness, with ritual dances beginning around the shrine at 3 PM.

Fujinomori Festival (May 5): An ancient horse-racing festival held at Fujinomori and Kamigamo Shrine. It is believed to have originated in 1093 when a ceremony was performed for the gods to obtain peace and a good harvest.

Aoi Festival (May 15): Held at Kamigamo and Shimogamo shrines where men clad in Heian period costumes re-enact an Imperial procession. One of Japan's most popular festivals.

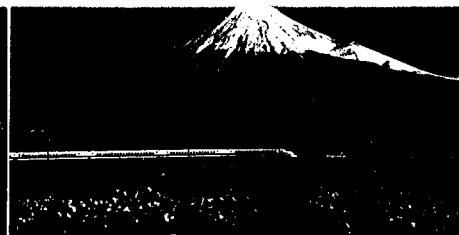
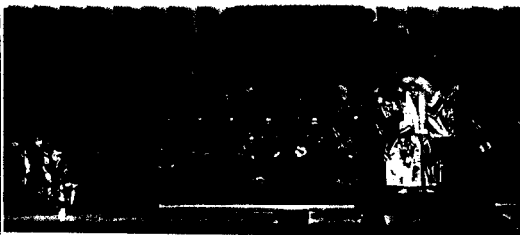
Mifune (Boat) Festival (Third Sunday in May): Gaily decorated boats like those of ancient times float down the Oi River, carrying people in court attire. Music and dancing takes place on the two larger boats, with bowsprits fashioned in the shape of a dragon and a phoenix.

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Gion Festival (July 17): One of the three largest festivals held in Japan, decorated shrine-wagons and floats are marched through the main streets of Kyoto to the accompaniment of flutes, drums, gongs and other musical instruments.

The Festival of Eras (Oct. 22): Starting at the Kyoto Imperial Palace and ending at the Heian Shrine, this festival is held to commemorate the founding of Kyoto in 794. It features a unique procession of more than 2,000 people in groups wearing costumes of each era for the last 1200 years. 1994 will mark an especially elaborate festival to celebrate the last 1200 years.

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HISTORICAL ROUTES IN KANSAI GIVE GLIMPSE OF REGION'S HISTORY

NEW YORK, N.Y., April 29, 1994 -- The Kansai region in Japan consists of eight prefectures (Osaka, Kyoto, Hyogo, Wakayama, Mie, Shiga, Fukui and Nara) that contain 60 percent of Japan's national treasures and 50 percent of its important cultural treasures. In an effort to arouse the interest of people from around the world in Japan, several historical routes have been developed in the Kansai region that would familiarize visitors with areas of great cultural and historical value.

The project, called "Rekishi Kaido", consists of one Main Route and several theme routes. The Main Route stretches for approximately 180 miles and passes through six of Japan's most historical cities, allowing the visitor to trace the footsteps of past eras in the time sequence of occurrence. The seven theme routes, including the Naniwa Historical Route that connects towns which developed along old highways, and the Shugenja Wilderness Route that leads to centers for mountaineering ascetics and wilderness areas, give a more specific look at local areas.

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OSAKA WORLD TOURISM FORUM '94 TO GATHER TOURISM MINISTERS

NEW YORK, N.Y., April 25, 1994 -- With the opening of the Kansai International Airport in 1994, travel into and out of Japan will become easier, with subsequent changes in travel and tourism trends expected to follow. Seeing this as an opportune time to discuss the future of international tourism, the Ministry of Transport in Japan and the Executive Committee of the Osaka World Tourism Forum '94, under the auspices of the World Tourism Organization, has invited tourism ministers from 126 regions, states and nations to attend the Osaka World Tourism Forum '94 to take place from November 2-6 of this year.

The forum will consist of three parts. The first, the World Conference of Tourism Ministers (November 2-6) will allow participants to meet and discuss the long-term impact of international exchange through tourism and the opportunities it allows to nurture friendly relations amongst nations., ending with a summarization of the discussions in the "Osaka Tourism Declaration". The second part, the World Tourism Seminar (November 3 & 4), will be divided into a Promotion Session and a Theme Session. The Promotion Session will provide the

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chance for each participating country to present its leading tourist attractions and services to the industry's top travel executives. And the Theme Session will further explore, through analytical presentations and panel discussions, the future of international tourism. Finally, the World Tourism Fiesta (November 2-6) will be an international tourism exhibition for travel-related industries and the traveling public.

For more information contact the Japan National Tourist Organization (JNTO) at 630 Fifth Ave., Suite 2101, New York, N.Y. 10111 (212)757-5640. JNTO, founded in 1964 by the Japanese government, promotes tourism to Japan through many activities, including extensive travel information service to media representatives and consumers.

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TRAVEL ESSAY CONTEST WINNERS SELECTED

NEW YORK, N.Y., May 24, 1994 -- In an overwhelming response to the first All Nippon Airways/Japan National Tourist Organization "Nippon no Tabi" Travel Essay Contest, 1,100 essays were gathered from throughout the country. Using the theme of "A Memorable Travel Experience in Japan", the essays received described a spectrum of experiences and personal encounters had while traveling in Japan.

The winner of this year's contest, as determined by a panel of nine judges from Japan and the U.S., was Mr. Greg Dvorak, a third-year student of East Asian Studies at Rutgers University in New Jersey. Mr. Dvorak's essay, titled "Back to Izumo, Back to Springtime" described a visit to Izumo, located in Shimane Prefecture on the main island of Japan. As winner of the contest, Mr. Dvorak receives two round-trip, business-class tickets to Japan from All Nippon Airways, along with four nights' accommodation at the ANA Hotel Tokyo.

Second prize went to Ms. Kirsten Cais of New Jersey with Mr. Jonathon Jaffe of Washington being selected as third prize winner. A special judges' award was given to Fr. Stephen Lynch of Rhode Island.

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BEST SUMMER EVENTS IN JAPAN

NEW YORK, N.Y., May 24, 1994 -- The summer months in Japan are alive with an assortment of festivals and other events, some with histories dating as far back as the 9th century. Visitors to Japan can enjoy parades and other processions, fabulous fireworks displays and, if you're not careful, you may even be pulled from your road-side observing post to join in on the traditional 'Bon Odori' folk dance.

Many of the festivals are related to the Bon Festival, celebrated in mid-July or mid-August depending on the region of Japan. The Bon Festival, or 'O-bon', is observed to honor the spirit of deceased ancestors whose souls are believed to venture back to earth during this time. Many Japanese return to their hometowns to be with their families and to visit the family graves where they offer incense and prayers. Please keep in mind that this is a busy season for traveling within Japan.

<u>DATE</u>	<u>EVENT</u>	<u>LOCATION</u>
Jul 17	<u>GION MATSURI</u>	(Yasaka Shrine, Kyoto)
One of the most noted festivals of Japan, it dates back to the 9th century when the head of the Yasaka Shrine led a large procession of people wielding decorated palanquins through Kyoto, appealing to the		

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gods to aid them as they suffered through a devastating pestilence.

The festival is observed from the 1st through the 31st of the month, but is highlighted by the colorful parade of floats on the 17th.

Jul 25 **TENJIN MATSURI** (Tenmangu Shrine, Osaka)

The largest festival held in Osaka, it marks a tradition begun in the 10th century when the people of Osaka would gather to pray for the protection of their health at the Tenmangu Shrine. Rubbing themselves with pieces of paper in a ritualistic cleansing, the paper would then be carried down river on boats and discarded. The modern day observance reconstructs the boat procession with a fleet of sacred boats carrying palanquins sailing down the river. This is followed by fireworks.

Jul 30 **HANABI TAIKAI (FIREWORKS DISPLAY)** (Sumida River, Tokyo)

Fireworks display take place in most major cities throughout the summer months, but the most noted of these is the 'Hanabi Taikai' held in Tokyo. Set over the Sumida River, it is an entertaining finish to a summer night on the town.

Jul 25 **KANGENSAI** (Itsukushima Shrine, Miyajima
Hiroshima City)

This festival, held on a different date each year, features traditional court music and dance. These are performed on brightly decorated boats which

are towed from a large red 'torii', or gate, that stands in waters off-shore of Miyajima, to the opposite shore across the channel.

Aug 1-7 **NEBUTA MATSURI AND NEPUTA MATSURI** (Aomori City,
Hirosaki City)

Both of these festivals were originally held to drive off listlessness in harvesters before the harvest season began. The Nebuta, held in Aomori from Aug 2-7, centers around a parade of costumed figures set on frameworks of bamboo and wire and carried around. Dancers wearing flowered hats and the beating of an enormous drum accompany the parade. The Neputa, held in Hirosaki City from Aug 1-7, features fan-shaped floats covered with elaborate pictures of warriors and beautiful women that are also paraded around. Children carry paper goldfish suspended on sticks and also participate in the parade.

Aug 4-7 **KANTO MATSURI** (Akita City)

Connected to 'Tanabata', the festival of the two stars, Vega and Altair, who, although lovers, can meet only one night each year, the Kanto Matsuri is held as an observance to procure a good harvest from the gods. Brightly young men try their skill at balancing 'kanto', long bamboo poles hung with many lanterns, on their hands, foreheads and shoulders as a part of the festivities.

Aug 6-8 **HANAGASA MATSURI** (Yamagata City)

One of the largest festivals in the northern region, the Hanagasa features several thousand people wearing painted paper hats and dancing as they wave their hats in the air. Many people gather to watch the dancers as they wind their way through the city streets.

Aug 12-15 **AWA ODORI** (Tokushima City)

Connected to the Bon Festival, the Awa Odori is a type of dance known all throughout Japan. Men and women in special costumes dance and sing from day through to the night and loud and lively music accompanies them.

Aug 16 **DAIMONJI BONFIRE** (Mt. Nyoigadake, Kyoto)

Another well-known Kyoto event, this bonfire, shaped in the form of the Chinese character 'dai', which means 'big', is set ablaze near the summit of Mt. Nyoigadake. This bonfire can clearly be seen from afar and marks the end of the Bon Festival, sending the souls of deceased ancestors who have returned to this world back.

For more information contact the Japan National Tourist Organization (JNTO) at 630 Fifth Ave. Suite 2101, New York, N.Y. 10111 (212)757-5640.

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PRINTED MATERIALS

1. Your Traveling Companion
2. Your Guide to Japan
3. JAPAN Images and Reflections (out of stock)
4. Japan for the Budget Traveler
5. Tokyo
6. Fuji/Hakone/Kamakura/Nikko
7. Kyoto/Nara
8. The Tourist's Handbook
9. Hokkaido
10. Tohoku
11. Takayama
12. Southern Japan
13. Map of Japan
14. Map of Tokyo
15. Map of Kyoto/Nara
16. Hotels in Japan
17. Japan Ryokan Guide
18. Youth Hostels in Japan
19. Welcome Inns Directory
20. Japanese Inns Group
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23. Travel Phone
24. Exhibitions & Events in Japan