

30 JUN 1996

For Six Month Period Ending _____
(Insert date)

Name of Registrant
Japan National Tourist Organization

Registration No. 769

Business Address of Registrant
One Rockefeller Plaza, Ste. 1250, New York, NY 10020

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.

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IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

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	Position	Date Connection Ended
Yoshio Koyasu	Deputy Director	5/16/96
Norishige Nozaki	Director	6/5/96

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: Please see Schedule "A" attached hereto.

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
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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.

Their services are 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 Yurakucho, 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 "B" 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 "C" 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 "D" and "D-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 A° Yes No
Exhibit B^7 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 / of the supplemental statement? Yes No

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

Izumi Kanda

Naohiko Sasaki

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

Deputy Director

Japan National Tourist Organization

Noriaki Nishimura

Subscribed and sworn to before me at _____

this _____ day of JUL 22 1996, 19 _____

R. Yanagi
(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 CRM-154, formerly 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

7/19/96

Date

Noriaki Nishimura

Please type or print name of signatory on the line above

Deputy Director
Title

INTERNAL SECURITY
SECTION
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Schedule "A" Item 4

Name	Residence Address	Citizenship	Position	Date Assumed
Izumi Kanda	141 East 56th St., Apt. # 4H New York, NY 10022	Japanese	Deputy Dir.	5/16/96
Naohiko Sasaki	19 Stonehouse Road Scarsdale, NY 10583	Japanese	Director	6/5/96

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SECTION
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Part3 Japan National Tourist Organization 国際観光振興会



Japan National Tourist Organization (JNTO), established by law in April 1959 and reorganized in the years 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.

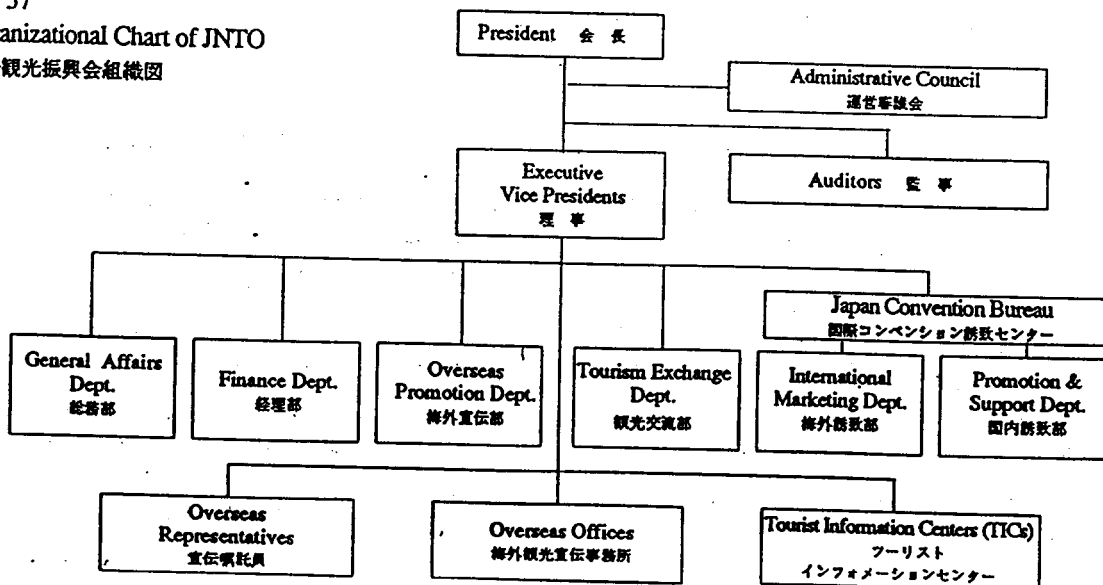
The original form of JNTO, as a promotional body for travel to Japan based on governmental policies, was the nonprofit International Tourist Association (ITA) (財) 国際観光協会 established in 1931. Since ITA was dissolved during the Pacific War, Japan Tourist Association (JTA) (財) 国際観光協会 was formed in 1955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

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

Later in 1964, JNTA was again split into the two organizations existing at present: JNTO, established by a special law, and Japan Tourist Association (JTA) (社) 日本観光協会, which promotes domestic tourism in Japan. (See page 72 for information relating to JTA.)

With 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.

Fig. 37
Organizational Chart of JNTO
国際観光振興会組織図



1 Organizational Structure
組織機構

(The following data are as of July 1995.)
(1995年7月現在)

(1) Administrative Council 運営審議会

JNTO has an Administrative Council which investigates and deliberates on important matters in connection with the operation of the Organization's activities. The Counselors, 30 in total, are selected from among people of learning and experience in the area of international tourism in Japan. They are appointed by the President and are subject to the approval of the Minister of Transport.

(2) Head Office and Overseas Offices

本部及び海外観光宣伝事務所

JNTO maintains six departments in the head office and 14 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, two Tourist Information Centers (Tokyo and Kyoto) are operated by JNTO. The organizational chart is presented in Fig. 37.

1) Head Office 本部

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

General Affairs Department 総務部

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

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

Finance Department 経理部

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

Overseas Promotion Department 海外宣伝部

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

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

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

JNTO started to offer travel information through the Internet from December 1993 as part of an NTT (Nippon Telegraph and Telephone Corporation) experiment, and since August 1995, this Department has started to offer its own home page service to provide more detailed travel information in Japan through the Internet.



Tourism Exchange Department 観光交流部

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.

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

Japan Convention Bureau

国際コンベンション誘致センター

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

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

International Marketing Department (海外誘致部)

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

Promotion and Support Department (国内誘致部)

It manages activities such as training programs for staff engaged in convention-related activities, providing information and advice for organizers of international meetings in Japan, and

supporting tourist programs for foreign participants attending international conventions in Japan.

2) Overseas Offices 海外観光宣伝事務所

Fourteen JNTO overseas offices implement, under the direction of the head office, various activities for tourist promotion including a travel information service, media assistance, showing of travelogue films, participation in fairs and exhibitions, and advertising in leading newspapers, magazines and travel trade publications within their major travel markets. (See Table 38.)

Table 38
Overseas Offices of JNTO
JNTO 海外事務所の管轄国/地域

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

3) Representatives 宣伝係託員

Areas distant from the overseas offices, where their promotional efforts do not penetrate, are covered by representatives stationed in the following 16 cities who provide information on travel in Japan and distribute travel literature:

North America: Washington, D.C.,
Boston, Seattle, Montreal,
Vancouver, Honolulu
South America: Buenos Aires, Rio de Janeiro
Europe: Copenhagen, Amsterdam,
Brussels, Rome, Madrid
Asia: Singapore, Manila
Oceania: Auckland
(As of March 1994) (1994年3月現在)

4) Tourist Information Centers

ツーリスト・インフォメーション・センター

JNTO operates two Tourist Information Centers (TICs) 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 (Tokyo TIC only) and Japan Travel-Phone.

2 Budget and Source of Revenue 予算・財源

JNTO's annual budget for FY 1994 was 3.4 billion yen (US\$ 33.3 million). Of the total budget for FY 1994, 2.5 billion yen (US\$ 24.5 million) was in the form of government subsidies. The remainder was composed of contributions made by organizations and enterprises involved with tourism, such as Japan Railways, Japan Airlines, prefectural governments, Japan Hotel Association and the

travel agency industry. JNTO funds for services for Japanese overseas tourists consist of the capital furnished by the government and contributions from the Japanese tourist industry.

The annual budgets for the past two fiscal years are shown in Table 39.

Table 39
Annual Budgets of Japan National Tourist Organization
国際観光振興会の予算

Item	1993	1994
Revenues		
Government Subsidies (thousand U.S. \$)	23,457	24,500
(million yen)	(2,533)	(2,474)
Government Funds	0	0
	(0)	(0)
Contributions	2,776	3,815
	(300)	(385)
National Guide-Interpreter Examination	387	364
	(42)	(37)
Miscellaneous	4,220	4,442
	(456)	(449)
Total	30,840	33,121
	(3,331)	(3,345)
Expenditures		
Overseas Tourism Promotion	14,992	15,499
(including overseas personnel expenses)	(1,619)	(1,565)
Promotional Aids	1,336	1,328
	(144)	(134)
Convention Promotion	273	1,710
	(29)	(173)
Reception of Foreign Visitors	2,032	2,030
	(219)	(205)
Services for Japanese Overseas Tourists	287	304
	(31)	(31)
Statistics & Research	176	120
	(19)	(12)
National Guide-Interpreter Examination	342	371
	(37)	(37)
Management	10,294	11,142
(excluding overseas personnel expenses)	(1,112)	(1,125)
Reserve	1,108	747
	(120)	(75)
Total	30,840	33,251
	(3,331)	(3,358)

* The exchange rates 外貨換算レート:

US\$ 1 = ¥108 (1993)
¥101 (1994)

3 Promotional Activities

海外観光宣伝活動

(1) Advertising 広告

Advertising was done through influential dailies, high-quality magazines and travel trade publications as well as through TV commercials. A total of 81 insertions were made. The media in which JNTO's advertisements were placed include the New York Times, Los Angeles Times and San Francisco Examiner.

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

(2) Public Relations P. R. 活動

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

The PR activities during FY 1994 included constant editorial contacts and contribution of articles to newspapers and magazines; dissemination of news releases, appearances and interviews on TV and radio programs; publication of periodical travel news bulletins; supply of black & white and color photographs to the press; and holding of press conferences.

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

(3) Media Assistance

海外報道関係者の招請及び取材協力

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

In FY 1994, 228 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 40.)

Table 40
Number of Media People and Travel Agents Assisted by JNTO
(Apr. 1994 - Mar. 1995)
平成6年度 協力宣伝実績

Occupation	Area	No. of cases	No. of visitors
Travel Writers	America	27	35
	Europe	14	33
	Asia & Oceania	15	48
TV, Radio & Movies	America	2	6
	Europe	7	21
Producers	Asia & Oceania	6	29
	America	4	8
Photographers	Europe	5	8
	Asia & Oceania	1	4
Others		15	36
Subtotal		96	228
Travel Agents	America	2	15
	Europe	7	65
	Asia & Oceania	7	47
Grand Total		112	355

(4) Activities for Travel Trade

旅行業者等に対する宣伝

1) Travel Seminars セミナーの開催

In FY 1994, travel seminars for travel trade and tourism-related organizations sponsored or cosponsored by JNTO totaled 189. Because of the high potentiality of the Asian travel market, JNTO is planning to increase the number of travel seminars to be organized in Asia during FY 1995.

2) Travel Trade Familiarization Tours

海外の旅行業者等の日本視察旅行の実施

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

In FY 1994, JNTO sponsored breakfast or luncheon seminars for 12 travel agent familiarization tour groups (103 members) sent to Japan from all over the world.

JNTO also invited the following four agent groups (24 members) to encourage development of new tour plans for Japan:

- 1) September 25-29, 1994, Hong Kong/Hokkaido, five members
- 2) December 3-10, 1994, Korea/Kagoshima & Miyazaki, five members
- 3) February 13-18, 1995, Korea/Tottori & Shimane, 10 members
- 4) February 27-March 5, 1995, USA/Aichi & Kochi, four members

(5) Regional Tourism Promotion Fairs

広域観光プロモーション

Japan comprises several broad-ranging regions, each of which is topographically and culturally united, forming a single tourist destination. Conducting joint promotion with participating local governments and private enterprises to publicize Japan by profiling these regions is an effective means of tourism promotion.

It is for this reason that JNTO newly launched a series of regional tourism promotion fairs in FY 1994. This kind of activity typically involves an exhibition fair, travel agent seminar and familiarization trip for journalists. The following fairs were held:

1) Kinki Regional Tourism Promotion Fair

近畿海外観光プロモーション

JNTO conducted this fair jointly with the local governments of Fukui, Mie, Shiga, Kyoto, Osaka, Hyogo, Nara and Wakayama Prefectures. The Fair was held in Auckland, New Zealand, November 16 - 20, 1994.

2) Shikoku Regional Tourism Promotion Fair

四国海外観光プロモーション

This event was conducted in Sydney, Australia, November 16 - 20, 1994. JNTO cooperated with the local governments of Kagawa, Tokushima, Ehime and Kochi Prefectures in this project.

3) Kyushu Regional Tourism Promotion Fair

九州海外観光プロモーション

The Fair was held in Hong Kong, February 17 -19, 1995. JNTO worked with the governments of Fukuoka, Saga, Nagasaki, Oita, Kumamoto, Miyazaki, Kagoshima and Okinawa Prefectures on this event.

(6) Promotion Activities Using Japanese Traditional Local Entertainments

地域伝統芸能海外特別広報事業

Japan has a wealth of traditional local entertainments, which, if properly presented, are valuable tourist attractions. Accordingly, JNTO conducts promotion activities focusing on these entertainments. In FY 1994, for example, a Japanese drum team from Kagoshima was sent to Williamsburg and Richmond, U.S.A. with promotion prepared featuring this local entertainment.

(7) Overseas Fairs and Exhibitions

海外博覧会への参加

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

Major fairs and exhibitions in which JNTO participated during FY 1994 were as follows:

- 1) 37th COTAL Travel Trade Show, Madrid, Spain, May 30 - June 1, 1994
- 2) International Travel Exposition '94, (ITE '94), Hong Kong, May 26 - 29, 1994
- 3) '94 Korea World Travel Fair (KOTFA '94), Seoul, Korea, September 13 - 16, 1994
- 4) Top Resa '94, Deauville, France, September 29 - October 2, 1994
- 5) 6th Outbound Tour Fair (OTF '94), Taipei, Taiwan, October 22 - 25, 1994
- 6) 64th ASTA World Travel Trade Show,

- Lisbon, Portugal, November 6 - 12, 1994
- 7) World Travel Market '94 (WTM '94), London, U.K., November 14 - 17, 1994
- 8) International Travel Market, Cologne, Germany, November 25 - 27, 1994
(Consignment activity. See page 100.)
- 9) International Tourism Exchange (BIT '95), Milan, Italy, February 22 - 26, 1995
- 10) IITB Berlin '95, Berlin, Germany, March 4 - 8, 1995
- 11) Travel '95, Singapore, March 17 - 19, 1995

Table 41
Number of Fairs and Exhibitions in which JNTO Participated
平成6年度 海外博覧会参加実績

Region	No.
North America	88
Middle & South America	1
Europe	23
Asia & Oceania	77
Total	189

(8) Information Service 旅行情報の提供

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

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

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

Inquiries made at JNTO's overseas offices in person, by telephone or by letter, from April 1994 through March 1995 totaled 235,384 as shown in Table 42.

Table 42
Number of Inquiries Made at JNTO's Overseas Offices
(Apr. 1994 - Mar. 1995)
平成6年度 旅行情報提供実績

Office	Visitors	Telephone	Letter
New York	3,850	51,523	3,720
Dallas	485	3,798	935
Chicago	829	7,557	1,425
San Francisco	1,678	5,686	2,707
Los Angeles	1,775	9,148	2,516
Toronto	1,315	6,865	1,976
São Paulo	1,149	1,609	554
London	7,357	12,611	6,552
Paris	4,303	4,289	2,985
Geneva	2,153	3,639	1,906
Frankfurt	590	7,325	6,180
Bangkok	1,867	1,315	454
Hong Kong	11,937	9,090	153
Seoul	11,935	12,246	36
Sydney	2,248	11,636	1,467
Total	53,471	148,337	33,576

* JNTO Dallas Office was closed in March 1995.

4 Promotional Material

宣伝印刷物・映画

(1) Printed Material 宣伝印刷物の作成

In FY 1994, JNTO produced 688,000 copies of travel brochures, maps, books, posters and a calendar as listed in Table 43. These publications were distributed free of charge to potential travelers and the travel industry abroad through JNTO's 15 overseas offices.

They were also distributed to visitors from abroad through JNTO's Tourist Information Centers (TICs) in Japan. In addition, JNTO produced some 150,000 copies of travel brochures highlighting such tourist destinations as Hokkaido, Chiba, Takayama, Shizuoka and Niigata in cooperation with the local governments concerned and distributed them at home and abroad.

Table 43
Travel Literature Produced in FY 1994
平成6年度 作成印刷物

Name of Literature	Copies Produced (in 1,000s)	Name of Literature	Copies Produced (in 1,000s)
Your Guide to Japan (E)	70	Tokyo (E)	50
Your Guide to Japan (C)	30	Tokyo (C)	20
Your Guide to Japan (K)	20	Tokyo (K)	20
Your Guide to Japan (F)	20	Tokyo (F)	20
Your Guide to Japan (G)	20	Tokyo (G)	20
Your Guide to Japan (P)	30	Osaka/Kobe (E)	30
Your Guide to Japan (T)	20	Southern Japan (E)	50
Your Traveling Companion (E)	10	Railway Timetable (E)	55
Your Traveling Companion (C)	10	Hotels in Japan (E)	50
Your Traveling Companion (K)	10	Japan Ryokan Guide (E)	35
Japan Practical Guide (C)	20	1995 Calendar (E)	15
Japan Practical Guide (K)	20	Travel Manual 1995/96	13
Hokkaido (E)	20	Posters	10
Total			688

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

(2) Audiovisual Aids 映画・ビデオ

Notably, in recent years, the role of film and video in JNTO's effort to promote tourism to Japan in foreign countries has become increasingly more important. JNTO has, therefore, made continuous efforts to maintain production of audiovisual aids in the form of film and video at the rate of one or two per year.

In FY 1994, a new video "New Encounters with JAPAN" was added to JNTO's list of available video/film products. This 10-minute promotion video was produced to target Asia, a rapidly emerging market, while depicting Japan as an enjoyable destination featuring ice-and-snow activities, hot springs, various theme parks throughout the country, wildlife (birds and animals) and beautiful land- and seascapes. Accompanied by light and effectively arranged music, the video successfully presents a concise yet profound impression of Japan both traditional and modern. Production of Chinese and Korean language versions is expected in the following fiscal year.

In the past few years, the production of video shot directly with video camera has replaced that done with the movie camera.

In addition, a total of 933 copies of various JNTO travel audiovisuals was made and supplied to JNTO overseas offices including newly dubbed Chinese and Korean versions of "KANSAI - A Journey into Japan's Cultural Heartland" presenting the Kansai area, the cradle of age-old Japanese culture and civilization.

Table 44 shows the list of JNTO travel films and videos currently available on a free-loan basis at JNTO overseas offices. According to

the statistics given in Table 45, they were seen by 1,093,556 people around the world during FY 1994.

Table 44

List of JNTO Travel Films and Videos

J N T O が作成した映画・ビデオ

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

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

*Video Cassette Only

Table 45

Number of JNTO Film/Video Showings in FY 1994

平成6年度 映画・ビデオ上映実績

	Number of Showings	Number of Viewers
Through Overseas Offices	7,776	268,556
TV Showings	5	825,000
Total	7,781	1,093,556

(3) Photographs 写真

A total of 1,828 color transparencies and prints were added to the photo libraries at JNTO's head and overseas offices in FY 1994. They were loaned to the media and the travel trade to be included in their travel articles or tour brochures.

5 Convention and Incentive Travel Promotion

国際会議等の誘致

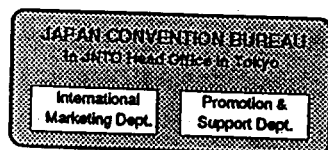
(As of July 1995) (1995年7月現在)

Convention and incentive travel promotion is an integral part of JNTO's total marketing activities, and is the responsibility of Japan Convention Bureau, a specialist department of JNTO. JCB was first established in 1965, as a joint initiative with local public entities and other interested parties, and was merged with JNTO in the following year.

In 1994, Japanese Diet approved a special law called the "International Convention Promotion Law." At the same time in accordance with the provision of this law, JNTO restructured its Japan Convention Bureau, and established a fresh, closer cooperative relationship with 42 government-designated "International Conventions Cities" who are keen to attract more international meetings and events.

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

Operating alongside these two departments are two overseas marketing offices, one in New York, the other in London, each of which is



manned by three convention specialists.

Additionally, a Convention Manager has been

appointed from among directorial/managerial staff in each of JNTO's 14 overseas offices, to create a worldwide marketing network to promote Japan as an international convention destination.

(1) Marketing Research

国際会議開催情報の収集・提供

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

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

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

(2) Promotional/Sales Activities

誘致・集客活動

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

(3) Liaison with Convention-related International Associations

関連国際団体との協力

JCB maintains a close relationship with the following major international, convention-related organizations: International Congress and

Convention Association (ICCA), UAI (Union of International Associations) and Asia Association of Convention and Visitor Bureaus (AACVB).

(4) Overseas Promotion 海外広報宣伝

1) Participation in Convention Industry Trade Shows 国際コンベンション見本市への参加

JCB regularly participates in the world's major convention and incentive trade shows, together with Japanese airlines, hoteliers and travel agents. In FY 1994, JCB exhibited at the EIBTM in Geneva, the ASAE trade show in San Francisco, the IT&ME Show in Chicago, and the Int'l CONFEX in London. The trade shows provide essential opportunities for Japanese suppliers to meet with overseas buyers.

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

In order to promote Japan as a site for international meetings and incentives, JCB regularly sends promotional missions to both the United States and Europe. Each mission is made up of representatives from regional convention bureaus and the travel industry partners, and in 1994, these participated in the IT&ME Show in Chicago, and EIBTM in Geneva. Following IT&ME, the mission conducted a convention seminar in Washington, D.C. and an incentive seminar in Minneapolis. A Convention seminar was held in Paris after EIBTM.

3) Japan Convention Study Tour 国際会議デジジョン・メーカーの招請

This is an annual joint project, a cooperation between JCB and the Japanese travel industry, in conjunction with regional convention bureaus.

Through this program, in 1994, nine international association executives and meeting planners were invited from the United States and Europe, and inspected meeting and lodging facilities in the cities of Tokyo, Chiba, Yokohama, Nagoya, Kyoto, Kobe and Fukuoka.

In 1994, JCB also conducted a second convention study tour, sponsored by the Ship & Ocean Foundation. Four association executives were invited from the U.S. and Europe, and visited the cities of Tokyo, Yokohama, Hamamatsu, Nagoya, Kyoto and Nara.

4) Incentive Travel Marketplace - Japan

インセンティブ・トラベル・マーケットプレイスの実施

The Incentive Travel Marketplace - Japan is another of JCB's most important marketing activities, and is a joint project in the same manner as the Japan Convention Study Tour. The Tenth Marketplace was conducted in FY 1994, with 20 participants, representing leading incentive houses and travel agents from the United States, Canada, Australia, the United Kingdom, France and Germany. This program was designed to give participants the opportunity to inspect and experience at firsthand the attractions and facilities which Japan offers as an incentive travel destination.

5) Advertising 専門誌日本特集号の発行

In conjunction with the travel industry and regional convention bureaus, in FY 1994, JCB commissioned two special Japan supplements in specialist convention publications, namely the September 1994 issue of the US magazine "Meetings & Conventions" and the March 1995 issue of the UK publication "Conference & Incentive Travel."

6) Production of Promotional & PR Materials
P.R.資料の作成・配付

In FY 1994, JCB produced a new 64-page guide, "Convention Destination Japan," aimed at the world's meeting planners and incentive houses, and introducing the 42 International Convention Cities.

(5) Training Program 人材育成

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

A "Seminar for Convention Bureau Staff" was held for the staff from 37 regional convention bureaus, especially those who were newly-appointed and still unfamiliar with convention-related activities. The seminar featured speakers from a travel agency and a professional congress organizers, as well as staff from JCB, seminar, and was designed to help attendees acquire basic expertise.

(6) Organizational Support 開催支援

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

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

In 1994, JCB also held a symposium entitled "How to Organize an International Meeting," in conjunction with 22 regional convention bureaus, for those interested in conducting international meeting and symposia. The JCB publication "Manual for Conference Organizers" (Japanese Edition) was used as the main text by all attendees.

2) Seminars 国際会議受入奨励セミナーの開催

Special seminars designed to urge Japanese association executives to host international meetings in Japan were conducted in cities such as Sendai and Fukuoka. This project was a regional version of the above symposium.

3) Consulting コンサルティング

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

4) Support to Regional Convention Cities
地方自治体等への協力

In 1994, positive operational support was given to Yokohama Convention Bureau for the holding of an OECD-DAES Informal Workshop; to Shizuoka Convention Bureau for holding the ICAO RSCSP Working Group A Meeting, and to the Executive Committee for the OSAKA World Tourism Forum '94.

(7) Financial Support 寄付金・交付金事業

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

(8) Japan Congress Convention Bureau

日本コンGRES・コンベンション・ビューロー

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

JCCB's major activities are:

- 1) attracting more international and national meetings,
- 2) promoting Japan as an ideal meeting site to the world convention markets,
- 3) research and study into attracting and facilitating international and national meetings,
- 4) training staff from local convention bureaus and other convention-related organizations, and
- 5) collecting and disseminating marketing information.

6 International Cooperation 国際協力

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

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

JNTO's major promotional activities in this international are outlined in the following.

(1) East Asia Travel Association (EATA)

東アジア観光協会

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

Since its establishment in 1966, EATA had focused its efforts on marketing in the European travel market until FY 1970, when the association expanded its marketing efforts to the North American continent so as to enhance 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 nine chapters: North America East Coast Chapter (New York), North America Central Regional Chapter (Chicago), North America West Coast Chapter (Los Angeles), Australia Chapter (Sydney), New Zealand Chapter (Auckland), United Kingdom Chapter (London), Central European Chapter (Frankfurt), French Chapter (Paris) and Canadian Chapter (Toronto).

During FY 1994/95 (July '94-June '95), EATA carried out a variety of marketing activities through its chapters. They organized seminars and other presentations for the travel trade and also participated in fairs and shows.

EATA furthermore worked tirelessly to reach consumers, the travel trade as well as the media of major travel markets throughout the world through press conferences, news releases, film loans and information services.

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

(2) Pacific Asia Travel Association (PATA)

太平洋アジア観光協会

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

PATA's Japan Chapter is actively promoting two-way traffic between Japan and other

destinations in the Asia-Pacific region. The chapter members totaled 183 as of March 31, 1995, comprising 20 government members, 11 carriers, 43 travel agencies, 88 hotels, and 21 press and other members.

Among the Chapter activities for FY 1994 were the "Japan Night" held at the 43rd PATA Annual Conference in Seoul and participation in the "Incentive Travel & Corporate Meetings in Asia" in Hong Kong for Japanese outbound travel agents.

(3) American Society of Travel Agents (ASTA) 米国旅行者協会

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

The main activities of the Japan Chapter in 1993 included sales promotion at the time of the ASTA World Congress which was held in Lisbon, Portugal, November 7 - 9, 1994.

(4) Bilateral Tourism Exchange Programs 二国間観光交流促進協議会

For the purpose of promoting mutual cooperation in the field of tourism with other respective countries, the Ministry of Transport, Japanese Government, has taken the initiative in starting intergovernmental meetings. The Japan-Korea Tourism Promotion Council 日韓観光振興協議会, which was originally established in 1971, the Japan-U.S. Tourism Exchange Promotion Council 日米観光交流促進協議会, founded in 1994, and the Japan-Canada Tourism Exchange

Promotion Council 日加観光交流促進協議会, established 1993, are the mechanisms which currently address the issue of tourism promotion on a bilateral basis.

JNTO has been involved in these dialogues mainly in the form of Japan-bound traffic subcommittee activities.

7 Reception Services for Foreign Visitors
外客受入対策事業

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

- 1) to improve and enhance the quantity and quality of tourist information services,
- 2) to ease and hopefully resolve visitors' language problems,
- 3) to promote mutual understanding and friendship between foreign visitors and the Japanese,
- 4) to generate greater international tourism in local areas, and
- 5) to reduce the travel costs of overseas visitors.

(1) Tourist Information Services
旅行情報の提供

- 1) Tourist Information Centers
ツーリスト・インフォメーション・センター
(As of June 1995) (1995年6月現在)

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

Tokyo Office: Located near Japan Railways
Yurakucho Station

Phone: (03) 3502-1461

Kyoto Office: Located near JR 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 and tourist restaurants. TICs also offer the following information and services:

- Operation of Teletourist
- Operation of Japan Travel-Phone
- Information on tours
- Information on budget travel
- Information on the Home Visit System

Table 46
Number of Inquiries Handled by TICs FY1994
平成6年度 TICの旅行情報提供実績

	Visitor	Telephone	Letter
Tokyo Office	63,766	21,310	1,944
Kyoto Office	61,946	14,415	358
Total	162,400	36,946	2,318
Teletourist Service (English)			61,220

2) Teletourist Service テレツーリストサービス

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

3) i Tourist Information Offices Network

「i」システム整備拡充事業

Since 1981, JNTO has been endeavoring to establish a nationwide network of tourist information offices for foreign visitors. As of March 31, 1995, the number of offices displaying the "i" sign reached 85. Most of them are operated by nonprofit local tourist associations.



0088-22-4800 or 0120-444800

for information on western Japan

3503-4400 (10 yen for 1 min.)

for a call within Tokyo

371-5649 (10 yen for 1 min.)

for a call within Kyoto's city limits

4) Mini-guides ミニガイドの作成

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 includes some 42 mini-guides of local areas; three walking tour course guides; and nine special interest guides (entitled Museums & Art Galleries, Ceramic Arts & Crafts in Japan, Japanese Gardens, Industrial Japan, Hot Springs, Annual Events, Traditional Sports, Skiing in Japan, and Camping in Japan).

2) Tourist's Handbook ツーリスト・ハンドブック

(問答式筆談フォーム集)の作成

The Tourist's Handbook subtitled, "Practical Ways to Relieve Your Language Problems," is designed to help overseas visitors, who may have little knowledge of the Japanese language, communicate with the Japanese who have little understanding of English. JNTO also produced a new Chinese edition and updated copies of the English edition in FY 1994.

(2) Relief from Language Problems

言語障壁の緩和

1) Japan Travel-Phone トラベルフォンの運営

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

0088-22-2800 or 0120-222800

for information on eastern Japan

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

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

4) Goodwill Guide Movement 善意通訳運動



Goodwill Guides are volunteer guides who help overseas visitors in case they have problems. The volunteers are registered with JNTO and wear a Goodwill Guide badge. As of March 31, 1995, the total number of Goodwill Guides is 40,805 spread among 69 groups throughout Japan under the SGG (Systematized Goodwill Guides).



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

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

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

In 1994, 6,501 applicants took the examination, of whom 497 succeeded in passing it. The total number of successful guide-interpreter candidates who obtained the license as of April 1, 1994 was 5,637.

Table 47
 Total Number of Successful Guide-Interpreter Candidates by Language (As of January 25, 1995)
 通訳案内業試験合格者の累計 (平成7年1月25日現在)

Language	Male	Female	Total
English	5,849	3,800	9,649
French	293	342	635
Spanish	316	336	652
German	258	321	579
Chinese	222	269	491
Italian	47	68	115
Portuguese	34	29	63
Russian	118	113	231
Korean	159	130	289
Total	7,296	5,408	12,704

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

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

(3) Home Visit System

ホームビジット制度の拡充

The Home Visit System or "meeting-the-Japanese-at-home" program was first introduced in Kyoto in 1956, and as of March 31, 1995, 17 prefectures, cities, and nonprofit associations offer the program for those visiting Japan.

In Tokyo, TIC makes arrangements for the home visit in their respective cities. Table 48 shows the number of Japanese families who voluntarily participated in the system and the number of guests they received during 1994.

Table 48
 Number of Hosts and Guests of "Home Visit System" in 1994
 ホームビジット利用実績

Area	Supporting Organization	No. of Registered Families	No. of Foreign Guests
Tokyo	Tokyo Metropolitan Government	74	279
Narita	Narita City Office	39	37
Yokohama	Yokohama Int'l Tourist Association	44	64
Nagoya	Nagoya Int'l Center	34	46
Otsu	Otsu City Office	33	0
Kyoto	Kyoto City Int'l Foundation	132	217
Osaka	Osaka City Office	86	40
Kobe	Kobe City Office	60	26
Wakayama	Wakayama Prefecture Government	27	0
Okayama	Okayama Int'l Plaza	88	5
Kurashiki	Kurashiki Assn. for Int'l Friendship	60	22
Mihara	Mihara Goodwill Association	22	0
Hiroshima	Hiroshima Int'l Relations Organization	80	55
Fukuoka	Fukuoka Int'l Exchange Center	155	11
Nagasaki	Nagasaki Prefecture Government	80	3
Kumamoto	Kumamoto City Office	16	3
Kagoshima	Kagoshima City Office	50	70
Total		1,187	878

(4) Development of International Tourism in Local Areas
地方都市国際化推進協力事業

1) Model International Tourist Areas (New Sites of Discovery) 国際観光モデル地区



JNTO and government-registered Model International Tourist Areas established the Conference on Promotion of Model International Tourist Areas in October 1987. The Conference set up a number of committees to study and discuss matters pertaining to the development and promotion of international tourism in member areas.

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

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

3) International Culture Villages 国際交流村の整備調査

Since 1988, the Ministry of Transport has been subsidizing local governments in the construction of International Culture Villages, and JNTO has been extending its support to these villages by working out an operation and promotion plan for each of them. JNTO is also conducting overseas publicity campaigns for the villages.

4) Seminars on International Tourism 外客受入に関する講習会の開催

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

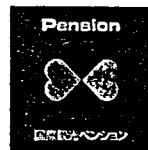
(5) Reduction of Travel Costs 低廉施設利用促進事業

1) International Tourist Minshuku 国際観光民宿



Minshuku, family-run Japanese-style inns, have become increasingly popular among foreign tourists. JNTO has so far selected 257 minshuku that welcome visitors from abroad at inexpensive rates and continues to update its list of International Tourist Minshuku.

2) International Tourist Pensions 国際観光ペンション



Pensions, borrowing their name from the French, are another family-run Western-style lodging usually located in seaside or mountain resort areas. JNTO prints and distributes a list of currently 298 pensions which provide overseas visitors with accommodation and food at reasonable cost.

3) Tourist Restaurants ツーリスト・レストラン



For budget travelers from abroad, JNTO compiles a list of restaurants in Japan, now totaling 332, which welcome overseas guests and offer food at inexpensive prices.

4) Directory of Welcome Inns ウェルカム・イン



For budget travelers, with the cooperation of JNTO, the Welcome Inn Reservation Center, run by the International Tourism Center of Japan, produces a list of less expensive accommodations entitled "Directory of Welcome Inns." The directory currently lists (as of March 1995) some 624 reasonably-priced ryokan, business hotels, minshuku, pensions, Kokumin-Shukusha (People's Lodges), and other accommodations.

5) Japan Rail Pass ジャパン・レール・パス

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

8 International Tourism Exchange Project

国際観光交流支援事業

JNTO inaugurated its International Tourism Exchange Project in April 1995. The Project is designed to promote inbound tourism to Japan by developing people-to-people exchange programs between Japan and other countries.

In pace with the intensifying trend toward international interdependence, Japan's regional

communities can no longer afford to remain outside the international society. In fact, there has been a growing demand among these communities for initiating international exchanges in various fields. In spite of this demand, however, many of the international exchanges hope to be implemented have not come to fruition due to the lack of information, experience or expertise essential to their success.

In an effort to bring to realization potential international exchanges desired by various groups in the regional communities, JNTO searches for potential partners, exercises its good offices with the partners on behalf of their counterparts and involves itself in exchange program planning, inclusive of dispatching well-experienced program coordinators and offering financial assistance for exchange programs in need.

In furthering this endeavor essential to developing international exchange programs, JNTO also conducts a range of surveys of various groups at home and abroad with regard to their prospective needs for international exchanges; presents sample exchange programs to these groups at seminars or through the Internet, and invites key figures of the overseas groups to Japan to facilitate their direct contact with potential Japanese counterparts.

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

9 Activities for Japanese Overseas Tourists

日本人海外旅行者の安全対策

The government has additionally given JNTO a unique assignment since 1979. Specifically involved is the offering of services necessary to ensure the problem-free travel of Japanese overseas travelers.

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

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

The following were major activities relating to this project conducted during FY 1994.

(1) Public Relations Activities 広報活動

1) Distribution of Illustrated Leaflet for Japanese Travelers Abroad バンフレット「目で見る安全な旅のヒント」の作成・配付

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

This leaflet aims to prevent the occurrence of

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

In FY 1994, JNTO printed 200,000 copies of the leaflet and distributed them to Japanese travelers at major international airports, specifically New Tokyo International Airport (Narita), Osaka International Airport, Fukuoka International Airport and at Tokyo City Air Terminal. In addition, the leaflets were made available abroad through JNTO's overseas offices.

2) Publicity through Travel Publications

旅行書等によるP.R.

As in the previous year, JNTO encouraged Japanese publishers of leading travel magazines and travel guidebooks to mention JNTO's services in their publications. In 1994, 16 travel publications made reference to JNTO's services.

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

JNTO publishes a newsletter titled "KAIGAI RYOKO JOHO" (literally "Information on Overseas Travel") and distributes it to the travel trade as well as the news media. For trade people's reference, the newsletter carries several examples of accidents or problems that Japanese travelers actually encountered during their overseas trips. The newsletter was issued six times during FY 1994.

(2) Travel Assistance and Consulting Service for Japanese Travelers
情報提供及び相談・案内業務

1) Production and Distribution of Guide Booklets

手引書「安全な楽しい旅のために」の作成・配付

During FY 1994, JNTO produced a series of guide booklets titled "ANZEN NA TANOSHII TABI NO TAMENI," or "For Your Safe and Comfortable Journey Abroad," which cover 12 different overseas destination areas. These booklets, which are for distribution to Japanese travelers, contain the following information:

- a) General information on each of the 12 countries or territories (Table 49),
- b) Advice on the health control and the sanitary situation in each country or area,
- c) Hints on special attention to be paid and manners to be observed at each locality,
- d) Useful information on the locality concerned,
- e) Lists of local facilities and establishments which Japanese travelers may utilize in emergency cases, and
- f) DOs and DON'Ts at the respective localities.

During FY 1994, 149,000 copies of the booklets were printed in total. JATA, under JNTO's supervision, compiled 860,000 pamphlets and distributed them to all of its affiliated agents.

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

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

The number of cases handled by the overseas offices during FY 1994 is shown in Table 50.

Table 49
Guide Booklets Available for Japanese Overseas Travelers
「安全な楽しい旅のために」掲載都市

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

Table 50
Number of the Persons Attended by JNTO Offices
日本人旅行者相談・案内件数
(FY 1993/94)

JNTO Overseas Offices	Total Number of Japanese Travelers Attended by JNTO Offices (FY 1993/94)	
	FY 1993	FY 1994
New York	3,057	840
Dallas	34	31
Chicago	29	20
San Francisco	130	28
Los Angeles	315	277
Toronto	178	185
Mexico City	232	-
São Paulo	12	12
London	2,627	2,344
Paris	1,918	1,894
Geneva	1,092	852
Frankfurt	518	692
Bangkok	207	254
Hong Kong	25	5
Sydney	330	187
Seoul	102	87
TOTAL	10,806	7,708

Note: JNTO's Mexico City office was closed in March 1994, and Dallas Office in March 1995.

10 Research and Statistics 調査・統計

(1) Study of Foreign Travel Markets 海外観光市場調査

In FY 1994, the travel markets of nine main countries which generate Japan-bound travelers, namely, Taiwan, Hong Kong, Canada, Australia, Brazil, Germany, Thailand, France and Switzerland, were studied and published in updated editions.

The report included information on each countries' general background of the market, characteristics of the inbound/outbound and Japan travel markets, travel trade business, tourism administration and so on.

(2) Surveys on Foreign Visitors' Travel in Japan 訪日外客調査

In FY 1994, JNTO conducted the following kinds of sample surveys on foreign visitors to Japan.

1) "Overseas Visitors Japan Travel Survey" - focusing on places visited by overseas visitors. 訪日外客訪問地調査

In 1994, approximately 3.4 million foreigners came to Japan. The "Annual Report of Statistics on Legal Migrants" published by the Ministry of Justice and "Statistics on Tourism" published by JNTO reveal the number of foreign visitors, their ports of entry and disembarkation, and their purpose of visit, among other facts. However, there are no statistics available indicating which parts of Japan they actually visited.

To make up for this absence of statistics,

JNTO has annually conducted an "Overseas Visitors Japan Travel Survey" for the past 10 years. This survey has been designed to determine roughly the places or cities in Japan visited by overseas visitors. In addition, this survey is aimed at determining the impressions and opinions about tourism in Japan held by overseas visitors.

The contents of this survey have included the following:

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

The results have been processed according to gender, age, occupation, purpose of visit and mode of travel. In 1994, a total of 3,345 overseas visitors, who were leaving Japan from either New Tokyo International Airport (Narita) or the five other airports of Tokyo (Haneda), Osaka/Kansai, Fukuoka, Naha and Nagoya were interviewed during the early summer, fall and winter seasons.

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

2) Overseas Visitor Japan Travel Survey
entitled "Overseas Visitors Japan Travel
Survey Focusing on Expenditure"

訪日外客消費額調査

This survey has been designed to acquire more information about how much overseas visitors spend during their stay in Japan.

This survey was conducted from October 3 to October 26, 1994 at the three airports of New Tokyo International Airport (Narita), Tokyo International Airport (Haneda), and Kansai International Airport with the cooperation of a total of 836 overseas visitors who had finished their travel in Japan and were about to leave Japan after completing their departure procedures.

(3) Statistics 統計

JNTO collected and analyzed statistical data on international tourism. The Organization then published "Statistics on Tourism Japan 1994," a statistical report detailing inbound and outbound travelers to/from Japan, international travel receipts and payments of the year and their change over the years.

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 academics and industry people.

(4) Other Reports and Documents

観光関連資料の刊行

The following reports and documents were produced and distributed.

1) "Japan's Top Ten International Tourism
Topics of the Year and Expected Topics
for the Coming Year"

「1994年国際観光10大ニュース」

The largest and most influential tourism-related events of the year were selected and announced together with expected topics for the coming year. (See page 13.)

2) "Kokusai Kanko Joho" 「国際観光情報」

This publication covers various subjects prominent in world tourism. In FY 1994, for example the WTO's "Sustainable Tourism Development: Guide for Local Planners" was translated and published in Japanese.

11 Consignment Activities 受託事業

JNTO is often commissioned by outside organizations and institutions to undertake various types of activities on their behalf. These consignment activities compliment JNTO's own tourism promotional activities, and also help to further international understanding as well as international exchange. In FY 1994, JNTO undertook, among others, the following:

● Management of Participation in International Travel Market, Cologne, Germany

ケルン国際旅行見本市への出展協力参加

JNTO was commissioned by the City of Kyoto to manage the city's participation in International Travel Market, Cologne, Germany, November 25 - 27, 1994. JNTO, fully utilizing its marketing expertise, conducted effective tourism promotion for Kyoto.

● Production of PR Materials

観光宣伝印刷物の作成

Japanese local governments and related organizations commission JNTO to produce foreign-language printed materials to promote local tourism. In FY 1994, JNTO produced literature on Hokkaido, Chiba, Takayama, Shizuoka and Niigata at their request.

● Operation of Information Bureaus of Tokyo

東京都「i」(外国人案内所)の運営

Commissioned by the Tokyo Metropolitan Government, JNTO operates two Information Bureaus of Tokyo (IBT) in Japan Railway's Tokyo and Shinjuku Stations. JNTO has also edited a series of books containing travel

information data for FY 1994.

● Assistance to and Cooperation with the Developing Countries in the Field of Tourism - Program for Training Specialists Accompanying Japanese Tourists Overseas

途上国の観光セクター支援事業「接遇専門家実務研修」

JNTO invited 27 Japanese-speaking tour guides from Korea (20), Spain (5), New Zealand (1) and Portugal (1) and gave them training in the tourism industry for observation purposes to help them improve their ability as tour guides.

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

Commissioned by local tourist associations, JNTO conducted a survey on the 'i' Tourist Information Offices Network in FY 1994. The following offices were admitted to the nationwide network of tourist information offices for foreign visitors:

Tourist Information Offices	Since
Aomori Prefectural Tourist Information Center	Jul. 1994
Nagoya Port Visitors Information Center	Oct. 1994
Takarazuka Tourist Information	Feb. 1995
Fukui Prefectural Tourist and Local Products Information	Feb. 1995
Kamakura City Tourist Information Service	Mar. 1995

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

客船等の要員研修事業

Since 1992, the All-Japan Seamen's Union has been operating a trainee ship program as one of its technical cooperation activities with Asian countries, and 87 trainees have thus far finished their program. In addition to students from the Philippines, this organization started accepting Vietnamese from this year (FY 1995) by government request.

JAPAN NATIONAL TOURIST ORGANIZATION

SCHEDULE B, ITEM 11

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

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

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

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

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

RECEIVED
FEDERAL BUREAU OF INVESTIGATION
CRIMINAL DIVISION
JUL 24 10:09
INTERNATIONAL SECTION
REGISTRATION UNIT

SCHEDULE C ITEM 14 (a)

January 1 ~ June 30 1996

Receipts-Monies

January	\$	121,724.17
February	\$	28,150.57
March	\$	81,839.51
April	\$	112,611.55
May	\$	77,945.83
June	\$	808.43
Amount Brought Over From		
December 31, 1994	\$	126,827.03
Total	\$	694,907.09

RECEIVED
 DEPT. OF JUSTICE
 CRIMINAL DIVISION
 JUN 24 10:09 '96
 INTERNAL SECURITY
 SECTION
 REGISTRATION UNIT

SCHEDULE D ITEM 15 (a)

January 1~ June 30, 1996

Disbursement by Month-Monies

January	\$ 97,093.75
February	\$ 102,523.59
March	\$ 157,151.07
April	\$ 78,186.37
May	\$ 82,192.31
June	\$ 125,405.58
<u>TOTAL</u>	\$ 642,552.67

Disbursement by Month-Monies

Allowance to Staff	\$ 284,782.74
Employees' Pay	\$ 116,925.86
Office Rent	\$ 74,270.44
Office Maintenance	\$ 23,869.72
Travel Expenses	\$ 1,385.68
Business Expenses	\$ 109,379.17
AD. & PR	\$ 31,939.06
<u>TOTAL</u>	\$ 642,552.67

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 CRIMINAL DIVISION
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 INTERNATIONAL SECURITY
 SECTION
 REGISTRATION UNIT

SCHEDULE D-1, ITEM 15 (a)

Disbursement in Connection with AD&PR

January	AD. (US Jaoan Business News)---	\$ 150.00
	PR.	\$ 4,271.05
February	AD. (US Frontline News)	\$ 150.00
	PR.	\$ 4,456.90
March	AD. (DC Advertising Inc)---	\$ 2,979.75
	PR.	\$ 5,820.78
April	AD.	\$ 0.00
	PR.	\$ 3,894.83
May	AD.	\$ 0.00
	PR.	\$ 5,894.35
June	AD.	\$ 0.00
	PR.	\$ 4,321.40
	<u>TOTAL</u>	\$ 31,939.06

Breakdown of PR. Expenses

<u>ITEM</u>	<u>PAID TO</u>	<u>AMOUNT</u>
1. PR Manager's Pay	PR Manager	\$ 19,721.37
2. Clipping Service	Burrelle's Inc.	\$ 2,151.25
3. News Letter Printing	Todd Photoprint Inc.	\$ 982.25
4. Meeting with Press	The Nippon Club	\$ 896.94
5. Equipments	Vespucci OCS, Inc	\$ 1,699.68
6. Travel Expense	PR Manager, SATW	\$ 2,599.32
7. Delivery Service etc.	Federal Express	\$ 608.50
	<u>TOTAL</u>	\$ 28,659.31

Presentation and Speeches

- *February** Mr. Yoshio Koyasu made a presentation on travel to Japan to 101 travel agents in three cities in the state of Texas, i.e, San Antonio, Austin and Houston.

- *March** Mr. Bruce Kanfer made a presentation on meetings & conventions in Japan for the 57 association executives in Manhattan, NY.

- *May** Ms. Mary Beth Maslowski made presentations on travel to Japan to 30 travel agents in Naples, FL and 31 travel agents in Orlando FL. She also made a presentation to 66 travel agents in Boston, MA.

PUBLIC RELATIONS MANAGER PRESS RELEASES FROM
JANUARY 1996 TO JUNE 1996

JANUARY 1996

January 31, 1996 -- **INBOUND TRAVEL WILL ALSO BE PROMOTED**
AT JAPAN'S TABI (Travel) FAIR '96

January 31, 1996 -- **OSAKA CASTLE TO BE CLOSED FOR REMODELING**

January 31, 1996 -- **JAPANESE SKI SLOPES ARE EASILY**
ACCESSIBLE FOR ENGLISH SPEAKING SKIERS

January 31, 1996 -- **AFFORDABLE JAPAN?!?!?!?**
YES! A drop in the yen and declining consumer prices!!!!

January 12, 1996 -- **SUNTORY MUSEUM, A NEW CULTURAL**
COMPLEX OPENS IN OSAKA

January 12, 1996 -- **47TH ANNUAL SAPPORO SNOW FESTIVAL TO**
BE HELD THIS FEBRUARY

January 12, 1996 -- **OURS INN OFFERS GREAT VALUE IN TOKYO!!!!**

FEBRUARY 1996

February 29, 1996 -- **OSAKA CITY AIR TERMINAL BUILDING'S**
GRAND OPENING SET FOR MARCH 23rd

PAGE 2.

February 29, 1996 -- IMPERIAL HOTEL, OSAKA TO OPEN MARCH 15th!/New Hotel to be Imperial's first luxury-class city property other than 104-year-old flagship

February 29, 1996 -- NEW, HUGE ENTERTAINMENT AND SHOPPING COMPLEX and A GRAND HYATT HOTEL OPEN IN FUKUOKA

February 12, 1996 -- RAINBOW BRIDGE, ONE OF THE HIGHLIGHTS OF NEW WATERFRONT DEVELOPMENT IN TOKYO

February 12, 1996 -- HOTEL NIKKO TOKYO TO OPEN ON TOKYO BAY ON MARCH 12th

MARCH 1996

March 29, 1996 -- VISITORS ARE "HEAD OVER HEELS" AT GIFU THEME PARK

March 29, 1996 -- ALL-YOU-CAN-EAT BUFFETS OFFER EXCEPTIONAL VALUE IN TOKYO

March 29, 1996 -- NEW SUBWAY STATION FOR WEST SHINJUKU

March 15, 1996 -- JAPAN INBOUND TRAVEL ON THE RISE AFTER A DECLINE. TRAVELERS FROM NORTH AMERICA ARE UP AS WELL!

March 15, 1996 -- TOKYO CHERRY BLOSSOMS SCHEDULED TO BEGIN BLOOMING APRIL 6th, THREE DAYS LATER THAN LAST YEAR -- Ideas for traditional and non-traditional places to view-

PAGE 3.

APRIL 1996

April 29, 1996 -- **KAMAKURA CINEMA WORLD CELEBRATES FILM**

April 29, 1996 -- **NEW VIDEOTAPE ON TRAVEL TO JAPAN NOW AVAILABLE**

April 29, 1996 -- **FERRY SERVICE AVAILABLE FROM JAPAN TO CHINA, KOREA AND RUSSIA**

April 29, 1996 -- **JAPAN TRAVEL PHONE SERVICE CHANGES NUMBERS/NEW BROCHURE NOW AVAILABLE**

April 12, 1996 -- **1.2 MILLION VISITORS EXPECTED FOR WORLD CERAMICS EXPOSITION '96 IN SAGA, JAPAN**

April 12, 1996 -- **INDOOR WATER PARK MAKES WAVES**

April 12, 1996 -- **INTERNATIONAL FAIR TO BE HELD IN YOKOHAMA HIGHLIGHTS THEME PARKS AND RESORTS**

MAY 1996

May 29, 1996 -- **NEW JAPANESE NATIONAL HOLIDAY DESIGNATED**

May 29, 1996 -- **CARTOON MUSEUM OPENS IN KANSAI**

May 29, 1996 -- **JAPAN HOTEL NEWS UPDATE**

May 15, 1996 -- **NEW ATTRACTION OPENS IN TOKYO DISNEYLAND**

PAGE 4.

May 15, 1996 -- JAPAN OUTBOUND COUNT IN 1995 REACHES 15.29 Million

May 15, 1996 -- SUSHI MADE CHEAP/Tastes handmade but costs less

JUNE 1996

June 28, 1996 -- EAT FOR FREE IN TOKYO!

June 28, 1996 -- TOKYU HOTELS OFFERS SPECIAL SUMMER PROMOTIONAL RATES

June 28, 1996 -- NEW DIRECTOR APPOINTED AT NEW YORK OFFICE

June 14, 1996 -- HEY, "E-mail me!"

June 14, 1996 -- NEWEST VIRTUAL REALITY AMUSEMENT PARK OPENS IN TOKYO

June 14, 1996 -- THE NEW TOKYO BAY WATERFRONT AREA! A view to fun and excitement!

-END-

News

FOR IMMEDIATE RELEASE:
January 12, 1996

Contact: Mary Beth Maslowski
(212)757-5641

OURS INN OFFERS GREAT VALUE IN TOKYO!!

Tokyo has some of the world's most luxurious international hotels, but there are plenty of excellent economical places to stay as well. There are Japanese business hotels, guest houses and ryokans (Japanese style inns.) and **OURS INN HANKYU**. This giant western-style hotel located just 3 minutes from Shinagawa station in the South of Tokyo has 801 single rooms for only 5,000 yen (\$50) including all tax and service charges. Each room has its own color TV, alarm clock, air conditioner, toilet and washbasin. And **OURS INN** offers a traditional taste of Japan as well. On the very top floor of the hotel there are two enormous communal baths, one for men and one for women. The baths have views of the whole of Tokyo and on a clear day majestic Mount Fuji is visible in the distance.

To make reservations contact:

OURS INN HANKYU

TEL (03)3775-6121

FAX (03)3778-3861

Japan National Tourist Organization

ONE ROCKEFELLER PLAZA, SUITE 1250 NEW YORK, N.Y. 10020
TEL (212) 757-5641 • 757-5640 (TOURIST INFORMATION DESK) FAX (212) 307-6754

News

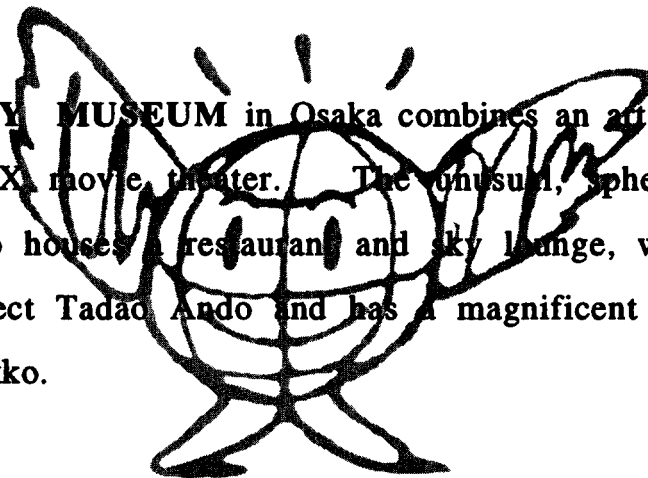
FOR IMMEDIATE RELEASE:
January 12, 1996

Contact: Mary Beth Maslowski
(212)757-5641

SUNTORY MUSEUM,

A NEW CULTURAL COMPLEX OPENS IN OSAKA

The **SUNTORY MUSEUM** in Osaka combines an art gallery with a state-of-the-art IMAX movie theater. The unusual, sphere-shaped building, which also houses a restaurant and sky lounge, was designed by world-famous architect Tadao Ando and has a magnificent view of Osaka Bay and Mount Rokko.



The art gallery features a dramatic glass wall which looks out onto the sea and into the sunset. The museum's collection includes over 10,000 posters representing outstanding graphic artists from all over the world, including such masters as Toulouse-Lautrec, Mucha and Cassandre.

The IMAX theater shows a wealth of IMAX films including a new 3-D movie. "Into the Deep" uses advanced 3-D imaging and sound technology to take you on a voyage under the sea.

For more information on the Suntory Museum
and other sights in Osaka please contact:

Japan National Tourist Organization

ONE ROCKEFELLER PLAZA, SUITE 1250 NEW YORK, N.Y. 10020
TEL (212) 757-5641 • 757-5640 (TOURIST INFORMATION DESK) FAX (212) 307-6754



FOR IMMEDIATE RELEASE
 January 12, 1996

Contact: Mary Beth Maslowski
 (212)757-5641

**47TH ANNUAL SAPPORO SNOW FESTIVAL TO BE HELD THIS
 FEBRUARY**

Every year the city of Sapporo turns into a winter wonderland as corporations and individuals from all over the world construct gigantic snow sculptures in Odori Park and Makomanai Park. Ice sculptures also take over the streets of Susukino. At night green, blue and pink lights illuminate the giant cartoon characters and life-size replicas of famous temples in Kyoto. There's a carnival like atmosphere as friends and families move past a giant snow slide and listen to a band while munching on roasted corn on the cob.

This year's festival takes place From February 6th through the 12th. Admission is free except for a nominal charge at Makomanai Park.

For more information contact:

NEW YORK	One Rockefeller Plaza, Suite 1250 New York, NY 10020	(212)757-5640
CHICAGO	401 N. Michigan Avenue, Suite 770 Chicago, IL 60611	(312)222-0874
SAN FRANCISCO	360 Post Street, Suite 601 San Francisco, CA 94108	(415)989-7140
LOS ANGELES	624 S. Grand Avenue, Suite 1611 Los Angeles, CA 90017	(213)623-1952
TORONTO	165 University Avenue, Toronto Ontario, M5H 3B8	(416)366-7140

E-mail TorontoJNTO@Inforamp.net



Japan National Tourist Organization

ONE ROCKEFELLER PLAZA, SUITE 1250 NEW YORK, N.Y. 10020
TEL (212) 757-5641 • 757-5640 (TOURIST INFORMATION) FAX (212) 307-6754

FOR IMMEDIATE RELEASE:
January 31, 1996

Contact: Mary Beth Maslowski
(212)757-5641

JAPANESE SKI SLOPES ARE EASILY ACCESSIBLE FOR ENGLISH SPEAKING SKIERS

For ten years **Beltop Travel Service** has been organizing weekend ski trips with English guides to various ski resorts on the winter wonderland island of Hokkaido. A 90 minute flight from Tokyo carries skiers to Japan's northern-most island where there is good powder, fantastic scenery, wide open slopes and short lift lines.

The cost of each trip includes round trip airfare on Japan Airlines, ground transportation, accommodations, some meals and ski passes. **Beltop**, a Tokyo based travel agency, features two kinds of ski tours: one day, one night stays for 29,000 yen (About \$290) and three day, two night stays from \$550 to \$850.

Ski tours can be booked by telephone or fax from the USA by phone or fax.

BELTOP TRAVEL SERVICE

Tel -- 011-81-33211-6555

Fax -- 011-81-33211-3775

Tokyo Chicago San Francisco Los Angeles Toronto São Paulo
London Paris Genève Frankfurt Bangkok Hong Kong Seoul Sydney



Japan National Tourist Organization

ONE ROCKEFELLER PLAZA, SUITE 1250 NEW YORK, N.Y. 10020
TEL (212) 757-5641 • 757-5640 (TOURIST INFORMATION) FAX (212) 307-6754

FOR IMMEDIATE RELEASE:
January 31, 1996

Contact: Mary Beth Maslowski
(212)757-5641

AFFORDABLE JAPAN?!?!?

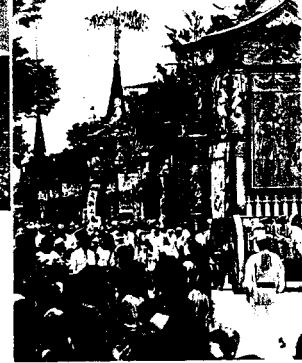
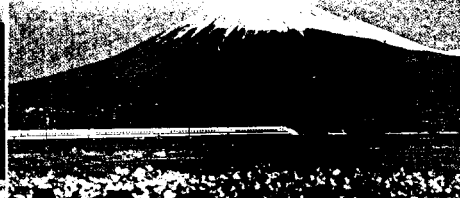
YES! A drop in the yen and declining consumer prices!

A weaker yen, coupled with declining consumer prices, has begun to bring travel and living costs for tourists down towards international averages. According to the "McDonald's Index", which compares consumer retail prices in different countries on the basis of the price of a Big Mac, Japan ranks on par with Britain now that the price of the famous burger recently came down to 288 yen (About U.S.\$2.88.) That puts the cost \$0.3 higher than the U.S. **but** less expensive than France or Germany.

Other fast food chains are following suit with price reductions and this trend is reflected across the board of consumer goods affecting everyone from hotel rooms to clothing, to wines and spirits. The trend toward lower prices has also coincided with a readjustment in exchange rates. After reaching record highs the yen has come down to around \$1 = Y103.

Please see the following page for examples of current prices of goods and services in Japan.

Tokyo	Chicago	San Francisco	Los Angeles	Toronto	São Paulo		
London	Paris	Genève	Frankfurt	Bangkok	Hong Kong	Seoul	Sydney



JAPAN

where the past greets the future

AFFORDABLE JAPAN

Some Guide prices of Key Goods and Services

Based on exchange rate of 100 yen = \$1

FOOD & DRINK

A soft drink from a supermarket	Y70	70 cents
A soft drink from a machine	Y110	\$1.10
Breakfast service in a coffee shop	Y500	\$5
A set menu lunch in a restaurant	Y1,000	\$10
A full dinner for two with drinks	Y4,000	\$40

TRANSPORT AND TOURS

Minimum rail fare from Tokyo to Narita airport (40 miles)	Y930	\$9.30
A rail or subway ride in central Tokyo or Osaka	Y140	\$1.40
A two mile taxi ride in Tokyo	Y800	\$8
One way bullet train fare from Tokyo to Kyoto	\$12,970	\$130
A one week rail pass giving unlimited travel	\$27,800	\$278

ACCOMMODATION

Youth Hostel	Y2,500	\$25
A single room at a Japanese guest house or inn	Y4,800	\$48
A twin room in a budget hotel	Y10,000	\$100
A double room at a three star hotel in Tokyo	Y14,500	\$145



JAPAN

where the past greets the future

FOR IMMEDIATE RELEASE
January 31, 1996

Contact: **Mary Beth Maslowski**
(212)757-5641

OSAKA CASTLE TO BE CLOSED FOR REMODELING

Majestic Osaka castle will be closed from April 1st of this year until March 31, 1997 as a major repair effort to restore the city symbol begins. The castle was originally built in 1583 and thought to be impregnable but did suffer heavy damage in the 1600's. In 1931 the present reconstruction was built.

This time around the castle will get a new white coating accentuated with gold, black and green and the arching gables will be covered with gold leaf. 200 decorative roof tiles and dolphin like-fish on the top of the castle will also be treated to a new gold coat. The inside of the tower will also be remodeled and quake proofing measures will be implemented.

For more information on sites in Osaka please contact:

- | | | |
|----------------------|--|---------------|
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| CHICAGO | 401 N. Michigan Avenue, Suite 770
Chicago, IL 60611 | (312)222-0874 |
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FOR IMMEDIATE RELEASE:
January 31, 1996

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(212)757-5641

INBOUND TRAVEL WILL ALSO BE PROMOTED AT
JAPAN'S TABI (Travel) FAIR '96

TABI (Travel) FAIR '96 will be held from April 10th to the 14th at Makuhari Messe Exhibition Hall. The venue is conveniently located between Narita International Airport and downtown Tokyo. This year's much awaited sequel to TABI FAIR '95, which focused on domestic travel, will be the first travel fair held in Japan to promote **inbound travel**. The first two days of the fair will feature distinctive arrangements for travel agents, tour operators and other professionals from abroad who have an interest in creating or further expanding their travel products for visitors to Japan.

Travel buyers from all over the world are encouraged to visit **TABI FAIR '96**, where the most up-to-date information will be provided on components, services and arrangements to be included in any conceived Japan travel project. The latest developments of Japanese tourism -- world-class theme parks, expanded infrastructure, etc. will be introduced.

At **TABI FAIR '96** exhibitors will come from all corners of the country with most of the 47 prefectures (provinces) and the major travel

- cont'd -

related organizations individually represented. The 150 exhibitors (estimated as of January 15, 1996) are provincial tourist departments and associations, travel agencies, hotels, ryokans (Japanese-style inns), airlines, railways, bus companies, theme parks and other key players.

Besides exhibitor booths there will be a **Travel Mart** for one-on-one business meetings, a **Destination Seminar** in English, Chinese (Mandarin) and Korean on salable travel components from different areas in Japan (April 10) and **Q & A discussion** with Japanese travel experts (April 11)

Although Japan's inbound travel is currently confronted by less than favorable circumstances, the long-term trend between 1985 and 1995 was a restrained but resilient growth. During that period, the number of foreign visitors to Japan increased by 60%. It is against this background that all the travel-related organizations and firms in Japan are united in their efforts to promote travel to Japan from overseas.

Those in the travel industry who wish to attend the fair should contact **Ms. Hiroko Tani** at the New York office of the Japan National Tourist Organization. JNTO has arranged for discounted air fare and room rates for visitors from abroad and admission to **TABI FAIR '96** and the above functions are free.

TABI FAIR '96 is being organized by its Executive Committee, and for its overall implementation, the Japan Tourist Association (JTA) plays a key role. JNTO shares the cost for, and is fully involved in the planning and operation of inbound-related arrangements.

News

FOR IMMEDIATE RELEASE:
February 12, 1996

Contact: Mary Beth Maslowski
(212)757-5641

RAINBOW BRIDGE, ONE OF THE HIGHLIGHTS OF NEW WATERFRONT DEVELOPMENT IN TOKYO

*It rises out of Tokyo Bay, huge and hulking,!!! Is it Godzilla? No!
Land ho!* Space has always been a premium in Tokyo and now relief is being found in the development of reclaimed land in the city's southern coastal area.

Still close to downtown, and with such buildings as the futuristic "Teleport Town" the international convention center "Big Site" (opening in April '96), and the new Hotel Nikko Tokyo, the waterfront area is being spotlighted as a promising new space for business and recreation.

Rainbow Bridge makes the seaside space easily accessible and the structure has become an attraction itself. There are two levels for cars and trains and also a "Rainbow Promenade", two pedestrian walking areas where visitors can enjoy the sea breezes and panoramic views of the port and ships. Observation rooms with telescopes are at each end of the bridge and during the day the view is incredible! (And at night it's incredibly romantic!)

For more information on Rainbow Bridge and other development in the Tokyo waterfront area please contact JNTO in:

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CHICAGO
TORONTO

(212)757-5640
(312)222-0874
(416)366-7140

SAN FRANCISCO
LOS ANGELES

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News

FOR IMMEDIATE RELEASE:
February 12, 1996

Contact: Mary Beth Maslowski
(212)757-5641

HOTEL NIKKO TOKYO TO OPEN ON TOKYO BAY ON MARCH 12th

Development on reclaimed land on Tokyo Bay continues! Rainbow Bridge and a new train line join "Teleport Town" and "Big Site" convention center (opening in April '96) on what promises to be an exciting new space for business and recreation. The **HOTEL NIKKO TOKYO**, a striking new structure, will soon open its doors on March 12th 1996.

This new waterfront area of Tokyo Bay commands a panoramic view of the sparkling, modern city and at the **Hotel Nikko Tokyo** all guest rooms and many of the restaurants and other facilities have terraces with a view of the harbor, Rainbow Bridge and Tokyo Tower.

The hotel's beautiful waterside location offers fast, easy access to the entire Tokyo region and it's approximately 15 minutes from Haneda Airport by car. There is also limousine bus service directly to the hotel from Narita Airport!

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FOR IMMEDIATE RELEASE:
February 29, 1996

Contact: Mary Beth Maslowski
(212)757-5641

NEW, HUGE ENTERTAINMENT AND SHOPPING COMPLEX
and
A GRAND HYATT HOTEL OPEN IN FUKUOKA

Japan's southern island of **Kyushu** offers breathtaking sub-tropical sights, hot sand baths, outdoor and *indoor* beaches! One of its largest cities, **Fukuoka**, is also known for a variety of interesting sites and events such as Dazaihu-Tenmangu shrine and the November Kyushu sumo tournament. The city continues to grow and in recent years has added the retractable roofed Fukuoka Dome.

Fukuoka continues to expand and the newest addition is the **Canal City Complex**, this huge, ultra-modern multi-purpose center includes, a retail mall with **150** restaurants and shops, **Sega World** amusement center, **Daiichi Department Store**, a performing arts theater, **13** movie theaters, two office buildings, and a parking garage.

Opening in April of this year the **Grand Hyatt Fukuoka** will also be part of **Canal City**. This 380 room is the seventh Hyatt hotel to open in Japan and the chain's first "Grand Hyatt" property in the land of the rising sun.

Canal City is conveniently located in the downtown area near Hakata Station and the city's main entertainment area and a 15 minute drive from Hakata airport. For more information contact:

Japan National Tourist Organization

News

FOR IMMEDIATE RELEASE:
February 29, 1996

Contact: Mary Beth Maslowski
(212)757-5641

OSAKA CITY AIR TERMINAL BUILDING'S GRAND OPENING SET FOR MARCH 23rd

Osaka City Air Terminal (OCAT), opening on March 23rd, is the fourth (CAT) City Air Terminal built to service **Kansai International Airport**. City Air Terminals make travel even more convenient since they enable airline passengers to check into their flights and check baggage *in town* instead of at the airport!

And, in the eight floors of Osaka's terminal building, there's much more to do than check in and drop off. From its basement train station to the spacious check-in lobby, international shopping floor and restaurant area, it's a trip in itself.



JNTO

Other CATs serving the Kansai area include the **Kobe Cat, Kyoto CAT (KCAT)** and also in Osaka, the **Namba train station CAT**.

Travelers flying out of Tokyo can use **Tokyo CAT (TCAT)** and **Yokohama CAT (YCAT)**.

For more information on City Air Terminals and travel in Japan please contact JNTO in:

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FOR IMMEDIATE RELEASE:
February 29, 1996

Contact: Mary Beth Maslowski
(212)757-5641

IMPERIAL HOTEL, OSAKA TO OPEN MARCH 15th!

New Hotel to be Imperial's first luxury-class city property other than 104-year-old flagship

*The Imperial Hotel.....*these words conjure up images of western style luxury and Frank Lloyd Wright's distinctive designs and lines. The Imperial Hotel, Osaka will reflect the identical standards of service, accommodation and cuisine which have made its Tokyo flagship world-famous since its founding in 1890 as Japan's first fully western style hotel.

The Imperial Hotel, Osaka, a 24 story, 390 guest room site, will also employ designs inspired by Wright and a 90's influence as well. Exclusively for the new hotel, Shiseido, one of Japan's leading cosmetic houses, has put together a quiet blend of floral, wood and citrus notes created to impart a feeling of tranquillity and well-being. The fragrance will be used throughout the site's lobbies and hallways. However, each spring the Imperial Osaka, which stands on a riverside property overlooking thousands of cherry trees, will replace its signature scent with that of the famed blossoms.

Guests of the hotel will also be furnished with fine quality bathroom amenities scented with a blend of fragrances specifically designed to induce a feeling of relaxation. *So when in Osaka, sit back, sniff and rreeellaaaxx, in Imperial style.*

For more information and reservations please contact:
IMPERIAL HOTEL, New York Sales office (212)692-9001

Japan National Tourist Organization

News

FOR IMMEDIATE RELEASE:
March 15, 1996

Contact: Mary Beth Maslowski
(212)757-5641

TOKYO CHERRY BLOSSOMS SCHEDULED TO BEGIN BLOOMING APRIL 6th, THREE DAYS LATER THAN LAST YEAR.

-Ideas for traditional and non-traditional places to view-

Even though this year's blossoms are a little late they will be as spectacular as ever! If you're lucky enough to be in Tokyo during spring be prepared for pretty pink petals and your choice of partygoers or a placid outing.

Cherry blossoms bloom all over Japan and in Tokyo the options for viewing are as endless as the trees. Traditionally, Japanese friends and family gather outdoors to eat, drink, be merry and sing karaoke songs. For these groups Ueno Park and Sumida Park are popular. If you're in that area there's also a fine and FREE view of the beautiful blossoms from the 14th floor of the nearby Sumida Ward office. Travelers can take a "water-bus" along Sumida River for a mobile view.

People on the move can also walk the 2 mile trail through Zenpukuji River Ryokuchi Park where there are over 600 trees. Or rent a rowboat since many of Tokyo's parks have lakes and ponds ringed with cherry trees.

For the romantically inclined there are quiet spots around town where there is strictly no karaoke allowed and at night many of the parks illuminate the trees until 9 PM.

For more information on cherry blossom viewing in Tokyo and throughout Japan please contact:

Japan National Tourist Organization

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FOR IMMEDIATE RELEASE
 March 15, 1996

Contact: Mary Beth Maslowski
 (212)757-5641

JAPAN INBOUND TRAVEL ON THE RISE AFTER A DECLINE.
TRAVELERS FROM NORTH AMERICA ARE UP AS WELL!

The Planning and Research Division of Japan National Tourist Organization reported that the number of inbound foreign visitors edged up 0.1% thus ending a nine month consecutive run of declines recorded through October 1995. Provisional figures for December show a 3.6 percent increase.

The number of visitors from the U.S. has been on the rise since September of '95 when the total of visitor arrivals for that month rose to 45,709, an increase of 8.4% over '94. In October and November figures rose 0.3 and 3.2% respectively. December statistics are not available as yet.

Speculations on the rise in inbound traffic include a stronger U.S. economy and the weakening of the yen.

For more information please contact:

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FOR IMMEDIATE RELEASE:
May 15, 1996

Contact: Mary Beth Maslowski
(212)757-5641

JAPAN OUTBOUND COUNT IN 1995 REACHES 15.29 Million

These provisional figures break the all-time record high of 13.57 million set in 1994. *Japan National Tourist Organization (JNTO)*, which compiles the figures, cited the high value of the Japanese yen against other world currencies and a growing popularity in overseas travel which contributed to a rise in family travel during the school holiday season as major factors in overall growth .

Provisional numbers for 1995 inbound are estimated at 3.34 million.

For more information please contact:

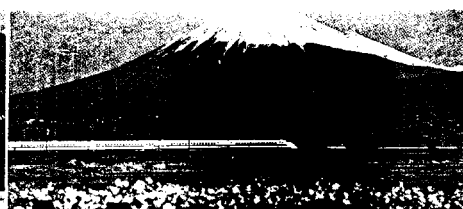
JAPAN NATIONAL TOURIST ORGANIZATION (JNTO)

One Rockefeller Plaza, Suite 1250

New York, NY 10020

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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March 29, 1996

Contact: Mary Beth Maslowski

(212)757-5641

NEW SUBWAY STATION FOR WEST SHINJUKU

The area west of Shinjuku station has been growing by leaps and bounds with new hotels, businesses and restaurants. To service the area, Tokyo Rapid Transit Authority, the city's largest subway operator, has announced the opening of a new station on the Marunouchi line. The **Nishi Shinjuku** (West Shinjuku) station is convenient to the new Tokyo Metropolitan Government Offices as well as nearby hotels such as the **KEIO PLAZA INTER-CONTINENTAL HOTEL**, the **HILTON** and the **CENTURY HYATT**.

For more information on the West Shinjuku area and travel throughout Japan please contact JAPAN NATIONAL TOURIST ORGANIZATION:

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Contact: Mary Beth Maslowski
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VISITORS ARE "HEAD OVER HEELS" AT GIFU THEME PARK

Once inside the "Site of Reversible Destiny" visitors find their reality, their minds and sometimes their bodies reeling. This outdoor park in Gifu in central Japan is a crater-like landscape criss-crossed by tortuous paths, weird mounds and depressions, maze-like houses and surreal maps. Like a hall of mirrors for the senses, it definitely produces disorientation. Cool!

The idea for the park was conceived over 20 years ago by New York based artists Shusaku Arakawa and Madeline Gins and since its opening in October 1995 has proved to be quite popular. An average of 50,000 visitors a month get their destiny reversed although some have become so disoriented by the steep slopes and shifting perspectives that they've fallen down and sustained a minor injury. So, please, leave your high-heeled pumps at home and have a *fall!* I mean *ball*.

The park is open every day except Monday and admission is \$7.00. For more information contact JAPAN NATIONAL TOURIST ORGANIZATION:

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FOR IMMEDIATE RELEASE

April 12, 1996

Contact: Mary Beth Maslowski
(212)757-5641

INTERNATIONAL FAIR TO BE HELD IN YOKOHAMA HIGHLIGHTS THEME PARKS AND RESORTS

This year, from July 18th through July 21st, 1996, at the Pacifico Yokohama International Conference Center, Japan National Tourist Organization, the International Tourism Center of Japan and the City of Yokohama are pleased to present

WORLD THEME PARK FAIR '96.

Theme parks have rapidly become one of the most popular tourist resources of the century and this fair will be the *first* expo to provide a forum for attractions from all over the world. It's an excellent opportunity for exhibitors to promote their theme parks and resort attractions as well as dramatically increase outbound traffic from Japan to other countries. Over 3,000 invited guests will include incentive tour buyers, conference organizers, company and trade union travel organizers, journalists and other mass media members. In addition, 150,000 visitors from the Tokyo metropolitan area are also expected.

For more information please contact JNTO or:

World Theme Park '96 Preparative Committee
c/o International Tourism Center of Japan
Tokyo Kotsu Kaikan, 9F
2-10-1, Yurakucho, Chiyoda-ku, Tokyo Japan
TEL: 011-81-3-3211-5711
FAX: 011-81-3-3211-9009



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FOR IMMEDIATE RELEASE:
April 12, 1996

Contact: Mary Beth Maslowski
(212)757-5641

1.2 MILLION VISITORS EXPECTED FOR WORLD CERAMICS EXPOSITION '96 IN SAGA, JAPAN

The World Ceramics Exposition will be held in Saga Prefecture from July 19th 1996 to October 13th, 1996 on the island of Kyushu with the main venue in Arita district, the birthplace of ceramics in Japan. The expo with "Our Brilliant Future" as its main theme intends to bring people, together through displays and exhibits of pottery and cutting edge technology from all over the world.

Ceramics will be offered for sale and visitors can express themselves by making their own! International cuisine served on pottery from around the globe can be found in the food bazaar and world-wide entertainment will be featured on the "Global Stage."

Satellite Venues of the expo will be established centering around sites in three nearby areas. Also within easy access is a famous hot spring resort, and Arita Porcelain Park, Huis Ten Bosch amusement park, Space World as well as an attraction that recreates Edo-era Kyushu and it's European influences.

Adult admission to the expo ranges from \$22 to \$28. Further information can be
obtained from JNTO or:

ORGANIZING COMMITTEE FOR WORLD CERAMICS EXPOSITION IN SAGA '96

1-1-59 Jonai

Saga-shi 840

Fax 011-81-952-25-7329

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Contact: Mary Beth Maslowski
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INDOOR WATER PARK MAKES WAVES

Yokohama Wild Blue is an indoor island where waves sometimes over 5 feet high rush over the bay. Kids paddle in the lagoon and swoosh through water slides. If you want to relax just lounge on the beach, by the outdoor pool or in a whirlpool. There are also restaurants along the water way.

But, it's not called **WILD** for nothing. Each hour a wave machine gets things rolling in the Big Bay pool for 20 minutes at a time. And now, every Wednesday after 5 PM it becomes a body-boarders paradise with a full hour of big waves.

Also, from now until June, the pool is open exclusively to body-boarders on Saturday and Sunday mornings and board rental is free. During regular business hours, (10 AM to 10 PM), **free** body board lessons are given but you do need to have your own board or rent one.

Yokohama Wild Blue is located 30 minutes from downtown Tokyo.

For more information contact a JNTO office in:

- NEW YORK** One Rockefeller Plaza, Suite 1250 (212)757-5640
New York, NY 10020
- CHICAGO** 401 N. Michigan Avenue, Suite 770 (312)222-0874
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Contact: Mary Beth Maslowski
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FERRY SERVICE AVAILABLE FROM JAPAN TO CHINA, KOREA AND RUSSIA

Warm weather brings thoughts of traveling. Japan is a fine destination and as long as you're halfway round the world you might as well see as much of Asia as you can. From Japan ferries run between the following destinations:

Shanghai, China

Tianin, China

Pusan, Korea

Vladivostock, Russia

Sakhalin

The clean modern vessels have lounges, restaurants, karaoke, game rooms and a variety of sleeping accommodations from private cabins, bunk beds to tatami rooms. Prices vary according to destination and class of accommodations with prices starting at \$200 one way.

For more information on this exciting way to see Japan and Asia please contact:

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(212)757-5641

NEW VIDEOTAPE ON TRAVEL TO JAPAN NOW AVAILABLE

JNTO, Japan Airlines and Japan Railways have put together a new video on travel to Japan. The 20 minute tape is a delightful overview of all the attractions and delights a trip to Japan can offer. The video is available for free rental from travel agents who are part of the Travelview Preview system. Agencies who participate in this system loan out the videotapes at no cost. The video is also available at select Blockbuster stores nationwide.

For more information contact:

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(212)757-5641

JAPAN TRAVEL PHONE SERVICE CHANGES NUMBERS NEW BROCHURE NOW AVAILABLE

JNTO is always ready to assist travelers to Japan. In North America we can provide valuable information, maps and brochures. Once you arrive questions can be answered by a network of nationwide information centers. But, no matter where your journey takes you, visitors can still get assistance from our **JAPAN TRAVEL PHONE**.

Maybe you have a question about your bullet train ticket, or need directions or travel advice. Give us a call! This service is available *toll free* throughout Japan and it's just the price of a local call if you're in Tokyo or Kyoto.

The **1996/1997 JAPAN TRAVEL PHONE** brochure also lists other useful phone numbers as well as maps of major cities, and all kinds of info on making phone calls, changing money, taking a train and using the postal system.

The JAPAN TRAVEL PHONE free booklet and information on JNTO's many services can be obtained from any of our 5 North American offices:

- | | | |
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FOR IMMEDIATE RELEASE
 May 15, 1996

Contact: **Mary Beth Maslowski**
 (212)757-5641

NEW ATTRACTION OPENS IN TOKYO DISNEYLAND

Toontown, opened on April 15th and is a wacky world where Mickey, Minnie, Donald and other Disney characters live and play. Visit **Mickey's House** and pose for a picture and a hug. Over at **Minnie's place** you can "bake" a cake and help Ms. Mouse choose a dress from her wardrobe, (polka dots, preferred). At **Goofy's Bounce House** children can bounce off the walls and the furniture. Explore **Chip 'n Dale's tree** and try their handy slide for a quick exit.

In **Toontown** there are rides as well like a **coaster** that races around and nearly dunks you in Toon Lake and a **trolley** that bobs and pitches its way across town.

Admission to Disneyland includes entry to this fun, new attraction.

For more information contact:

JAPAN NATIONAL TOURIST ORGANIZATION

NEW YORK	One Rockefeller Plaza, Suite 1250 New York, NY 10020	(212)757-5640
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Japan National Tourist Organization

ONE ROCKEFELLER PLAZA, SUITE 1250 NEW YORK, N.Y. 10020
TEL (212) 757-5641 • 757-5640 (TOURIST INFORMATION) FAX (212) 307-6754

FOR IMMEDIATE RELEASE:
May 15, 1996

Contact: Mary Beth Maslowski
(212)757-5641

JAPAN OUTBOUND COUNT IN 1995 REACHES 15.29 Million

These provisional figures break the all-time record high of 13.57 million set in 1994. *Japan National Tourist Organization* (JNTO), which compiles the figures, cited the high value of the Japanese yen against other world currencies and a growing popularity in overseas travel which contributed to a rise in family travel during the school holiday season as major factors in overall growth .

Provisional numbers for 1995 inbound are estimated at 3.34 million.

For more information please contact:

JAPAN NATIONAL TOURIST ORGANIZATION (JNTO)

One Rockefeller Plaza, Suite 1250

NEW YORK, NY 10020

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RELEASE AT WILL:
May 15, 1996

Contact: Mary Beth Maslowski
(212)757-5641

SUSHI MADE CHEAP

Tastes handmade but costs less

Sushi, one of Japan's finest dishes, is usually made at sushi bars by trained chefs, right in front of your eyes. Sure you can go the restaurant route, but there's another alternative. Machine-made, individually wrapped sushi tastes just as good, especially at 10 percent the price! That's one of the best parts of a trip to Japan. No matter if you're in a posh restaurant or a supermarket you'll get delicious food and fine, quality service.

Major department store chains such as Isetan, Tobu and Matsuya began selling sushi made by robots in the early 90's. If you go into any Japanese department store across the country the basement will be the food floor. That's where, among other tasty things, you can find sushi with prices ranging from 50 to 150 yen (50 cents to \$1.50). It's looks like a sushi salad bar or buffet and there's always a wide variety of crab, roe, salmon, sea urchin, shrimp and tuna, etc. So mix and match, try and taste.

For more information on robot sushi or department stores in Japan please contact:

JAPAN NATIONAL TOURIST ORGANIZATION (INTO)

One Rockefeller Plaza, Suite 1250

New York, NY 10020



JAPAN

where the past greets the future

FOR IMMEDIATE RELEASE
May 29, 1996

Contact: **Mary Beth Maslowski**
(212)757-5641

CARTOON MUSEUM OPENS IN KANSAI

We've told you about low-cost and free museums! We've given you lists! The newest to be added is the **Osamu Tezuka Manga Museum**. (*Manga means cartoon or comics.*) Located in Takurazuka City and convenient to Kobe, Kyoto and Osaka, the museum is open Tuesday to Thursday from 9:30 to 5 PM.

Osamu Tezuka is known for his *Astro Boy* and *Simba the Lion* comics and inside the museum's theater original films are shown on a high definition television screen. Try creating your own cartoons in the workshop and browse the library filled with comic books and cartoon videos. Characters from Tezuka's works can also be seen in the exhibition galleries.

Admission is ¥500 for adults, ¥300 for students and ¥100 for children.
(¥107=\$1.)

For more information contact:

INTO

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FOR IMMEDIATE RELEASE
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Contact: Mary Beth Maslowski
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NEW JAPANESE NATIONAL HOLIDAY DESIGNATED

This year on July 20th, NATIONAL MARITIME DAY will be celebrated for the first time. The holiday was created by this island nation in recognition of the importance of the sea and those working in Japan's vital marine industry.

Stores and restaurants will be open but most museums will be closed. Yokohama city which is built on a beautiful bay will be celebrating shoreside with festivals in the **Minato Mirai** area and friends of the earth will be gathering in the afternoon at Tokyo's **Odaiba beach** for some beach beautification (AKA *cleaning*.)

For more information please contact:

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Contact: Mary Beth Maslowski
(212)757-5641

JAPAN HOTEL NEWS UPDATE

This summer Japanese hotels are hot! New openings such as the **Imperial Hotel Osaka** and the **Namba Oriental Hotel Osaka** have brought about special sizzling grand opening rates.

And, as of May 20th, travel agents will be able to access and book **New Otani Hotels** with instant confirmation via Sabre, Galileo and Amadeus CRS systems by the using the chain access code "NO." Special promotional offers will be also be available. Also, the **New Otani** and the **Hotel Okura**, two of Tokyo's many prestigious hotels, are planning major renovations over a 5 year period at a cost of 20 billion yen each.

For special rate information please see the following pages!

Tokyo	Chicago	San Francisco	Los Angeles	Toronto	São Paulo		
London	Paris	Genève	Frankfurt	Bangkok	Hong Kong	Seoul	Sydney

¥107 = \$1

HOTEL	PRICE	DATES	PHONE
<i>TOKYU HOTELS</i> (Tokyo and throughout Japan)	Rates start at ¥11,600 per night and include breakfast, tax and service charges	<i>Until 9/30/96</i>	(212)867-1370 (800)822-0016
<i>KEIO PLAZA INTER- CONTINENTAL HOTEL</i> (Tokyo)	¥21,500 (includes breakfast, excludes service charge and tax)	<i>Until 6/30/96</i>	(212)854-6435 (800)222-KEIO
<i>PALACE HOTELS</i> (Tokyo, Saitama, Hakone)	¥23,000 for single and double (excludes service charge and tax)	<i>Until 8/31/96</i>	(212)808-5550
<i>ROYAL PARK HOTEL</i> (Tokyo)	¥20,000 single, ¥23,500 double (excluding service charge and tax) Basket of fruit upon arrival	<i>Until 9/30/96</i>	Summit Int'l Hotels (800)457-4000
<i>RIGHA ROYAL HOTELS</i> (Tokyo, Tokyo Int'l Airport, Kyoto, Osaka)	<u>Guaranteed U.S. dollar rates</u> -- singles from \$120 doubles from \$170	<i>Until 12/31/96</i>	(800)877-7107 (212)468-8713
<i>HOTEL OKURA TOKYO</i> (Tokyo)	For members of Okura Hotel Chain (membership is free) ¥24,000 single or ¥26,000 double (exclusive of service charge and tax)	<i>Until 9/30/96</i>	(212)755-0733 (800)223-6800

¥107 = \$1

HOTEL	PRICE	DATES	PHONE
PRINCE HOTELS (Tokyo & Yokohama)	<u>Guaranteed U.S. Dollar rates</u> singles from \$110 including service charge and breakfast Other special rates range from ¥16,000 to ¥21,000	Dates vary -- most until 12/31/96	(212)889-5928 (800)542-8686
ANA HOTEL TOKYO	Tenth-Summer Anniversary rates -- ¥18,000 single or double occupancy -- Free use of fitness room and late check out	Until 9/16/96	(212)332-1500 (800)ANA-HOTELS
IMPERIAL HOTEL TOKYO	Executive Privilege Plan--¥24,000 single ¥25,000 double ¥30,000 single including American breakfast, service charge, tax	Until 9/30/96	(212)692-9001 (800)223-6800
IMPERIAL HOTEL OSAKA	<u>Grand Opening Rates</u> -- ¥11,000 single ¥16,000 double	Until 9/30/96	(212)692-9001 (800)223-6800
NAMBA ORIENTAL (Osaka)	<u>Grand Opening Rates</u> -- From ¥8,000 single to ¥22,000 deluxe twin	Until 9/30/96	Tel 81-816-647-8111 Fax 81-816-632-9979
NANKAI SOUTH TOWER HOTEL (Osaka)	Business Plan - ¥16,500 single ¥22,000 double (Includes breakfast and service charge)	All year round	Summit Int'l Hotels (800)457-4000
WESTIN HOTEL OSAKA	..Third Anniversary Overnight Plan -- \$156 single \$226 twin/double	Until 9/30/96	(800)228-3000 http://www.westin.com



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FOR IMMEDIATE RELEASE:

June 14, 1996

Contact: Mary Beth Maslowski
(212)757-5641

HEY, "E-mail me!"

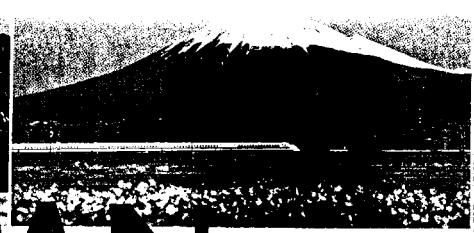
All five of JNTO's North American offices can now be reached by e-mail! Of course you're still welcome to call with your questions about Japan but if you're electronically inclined drop us an e-mail line.

We'd also be happy to send you maps, brochures and pamphlets including info on budget travel, Japan rail pass and Welcome Inn Reservation Center, our free reservation service. JNTO's home page <http://www.jnto.go.jp> is also a great resource for Japan travel information.

We look forward to hearing from you!

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JAPAN

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FOR IMMEDIATE RELEASE
June 14, 1996

Contact: Mary Beth Maslowski
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THE NEW TOKYO BAY WATERFRONT AREA! A view to fun and excitement!

Tokyo is a city on the sea. Of course standing in the middle of downtown its easy to forget that the Tokyo Bay area is only a quick train ride away. The picturesque waterfront was largely under-utilized but now further developments offer a mix of natural and man-made wonders, romantic views and state-of-the-art buildings. Two new train lines service the area and, with the addition of reclaimed land, development continues!

The Decks Tokyo Beach waterfront complex opens on July 12th. Besides housing a train station there are also stores, restaurants and Tokyo Joypolis, an all-weather indoor amusement facility with 11 attractions, two restaurants and a Sega-goods store.

Nearby also check out Rainbow Bridge, Hotel Nikko Tokyo, Hotel Inter-Continental Tokyo, Big Sight convention center and a new shopping plaza. However, while the bay area is high-tech there's still plenty of nature left at the various seaside parks and aquariums that were around before this newest phase of waterfront development even started.

For more information contact INTO in:

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NEWEST VIRTUAL REALITY AMUSEMENT PARK OPENS IN TOKYO

In the last two years Sega's amusement parks in Osaka and Yokohama have attracted over 4,300,000 visitors with their outstanding virtual reality computer graphics. On July 12th TOKYO JOYPOLIS will open in the up and coming Tokyo Bay Waterfront Area.

The key idea behind Sega's parks is the concept of "*Interactive Entertainment*" -- action that is generated by the visitor himself. In the Aqua Nova Tour to a city in the sea you'll have to ward off an attack by sea monsters. The "story" will change according to your fighting results. Half pipe Canyon gives riders the feeling of skateboarding through city streets and on Power sled you can race against other virtual athletes. Nine of the park's attractions have been newly developed for Tokyo Joypolis and in Oct' 96 look for Shinjuku Joypolis, (in the Shinjuku area of Tokyo.)

For more information contact JNTO in:

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FOR IMMEDIATE RELEASE
 June 28, 1996

Contact: Mary Beth Maslowski
 (212)757-5641

TOKYU HOTELS OFFERS SPECIAL SUMMER PROMOTIONAL RATES

This summer, rates are discounted up to 62% at nine of Tokyu's hotels in Japan! Guests of Tokyu should be sure to sign up for free membership in "The Welcome Club". This complimentary frequent guest recognition program offers room upgrades, extended check-out times and discounts at Tokyu Hotel restaurants.

HOTEL	SINGLE	DOUBLE	VALID UNTIL
Sapporo Tokyu	13,900 yen	19,350	9/30
Capitol Tokyu (Tokyo)	19,500	21,500	8/31
Ginza Tokyu	17,500	20,860	9/08
Akasaka Tokyu	16,500	16,500	8/31
Yokohama Tokyu	14,700	14,700	8/31
Nagoya Tokyu	10,500	10,500	8/31
Kyoto Tokyu	16,400	18,800	9/30
Osaka Tokyu	9,800	16,100	9/30
Hakata Tokyu	8,000	17,000	9/30

For reservations call 1-800-42-TOKYU (86598) and for more information contact Tokyu Hotels New York sales office at (212)867-1370.



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NEW DIRECTOR APPOINTED AT NEW YORK OFFICE

Mr. Naohiko Sasaki has assumed the position of Director of Japan National Tourist Organization's New York office. Mr. Sasaki, dispatched from the Ministry of Transport, replaces Mr. Norishige Nozaki, who will return to Japan later this month after serving his three-year term in New York.

Mr. Sasaki, a native of Tokyo, graduated from Tokyo University in 1974 and entered the Ministry of Transport the same year. At the ministry he was responsible for planning and formulating transport policy and he has also been involved with tourism issues pertaining to ASEAN countries.

For more information contact the Japan National Tourist Organization (JNTO) (212)757-5641. 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: Mary Beth Maslowski
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EAT FOR FREE IN TOKYO!

Last March we told you about all-you-can-eat buffets in Tokyo. Another way to eat cheap (*or even free*) is to bring a big appetite, wear a loose pair of pants and prepare your stomach to be challenged!

At **RAMEN KOSHIN** in Setagaya, if you eat their **JUMBO** ramen in 30 minutes it's free. Otherwise the cost is 2,000 yen. Eat two **JUMBO** ramen in 60 minutes and you'll have a very full belly and a 30,000 yen prize.

In Shinjuku's **SHO-YA** enjoy a Super Jumbo Katsu Curry. Clean your plate and pay nothing. There's no time limit but the serving is three times larger than your normal pork cutlet and curry. But, since it only costs 1,000 yen, there's not much to lose if you feel full and don't finish.

And for over 20 years the mother of all eating challenges has been at **LIBERIA** in Meguro. There try to get through three 1 pound beef steaks and three plates of rice. Finish everything in 30 minutes and you'll get 10,000 yen plus the 8,700 you paid for the meal. **Bon Big Appétit!**

For a list of all-you-can-eat buffets in Tokyo contact any of our offices!

NEW YORK <i>jntonyc@interport.net</i>	One Rockefeller Plaza, Suite 1250 New York, NY 10020	(212)757-5640
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