

For Six Month Period Ending 31 DEC 1996
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration No. 769
Japan National Tourist Organization

(c) Business Address(es) of Registrant
One Rockefeller Plaza, Ste. 1250, New York, NY 10020

2. 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

(c) Explain fully all changes, if any, indicated in items (a) and (b) above.

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IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C¹, 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.

Not applicable

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¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws 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.)

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4. (a) 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
Mary Beth Maslowski	PR Manager	12/31/96

- (b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal? Yes No

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

- (b) Have any employee or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting? Yes No

If yes, furnish the following information:

Name	Position or connection	Date terminated
Mary Beth Maslowski	PR manager	12/31/96

- (c) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement? Yes No

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

II - FOREIGN PRINCIPAL

7. 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

8. Have you acquired any new foreign principal² during this 6 month reporting period?

Yes No

If yes, furnish following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

Japan National Tourist Organization

2-10-1 Yurakucho, Chiyoda-ku, Tokyo, Japan

10. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A³ Yes No
Exhibit B⁴ Yes No

not applicable

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.

² The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual 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 principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

⁴ The 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.

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 7, 8, and 9 of this statement? Yes No

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

Japan National Tourist Organization

Please see Schedule "A" attached hereto.

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ 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.

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.

⁵ The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any 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 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 7, 8, and 9 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 no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies⁶

Date	From Whom	Purpose	Amount
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Please see Schedule "B" attached hereto.

Total

(b) RECEIPTS - FUND RASING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, any money on behalf of any foreign principal named in items 7, 8, and 9 of this statement? Yes No

If yes, have you filed an Exhibit D to your registration? Yes No

If yes, indicate the date the Exhibit D was filed. Date _____.

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, and 9 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:

Name of foreign principal	Date received	Description of thing of value	Purpose
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6, 7 A 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).)

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

9 Things 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 named in Items 7, 8, and 9 of this statement? Yes No

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

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

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.

Date	To Whom	Purpose	Amount
------	---------	---------	--------

Please see Schedule "C" and "C-1"
attached hereto.

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, and 9 of this statement?

Yes No

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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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 value¹¹ 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:

Date	Amount or thing of value	Name of political organization	Name of candidate
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^{10, 11} Things 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.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials¹²?
Yes No

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V. nothing for any political propaganda.

17. Identify each such foreign principal.

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 informational materials?
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 informational materials 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 informational materials 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 the informational materials:

- English
 Other (specify)

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes No

12 The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4 (b) of the Act.

VI--EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

January 17, 1997

(Type or print name under each signature¹³)



Noriaki Nishimura

Deputy Director

Japan National Tourist Organization

13 This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

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.)


Signature

1/17/97

Date

Noriaki Nishimura

Please type or print name of signatory on the line above

Deputy Director

Title

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JAPAN NATIONAL TOURIST ORGANIZATION

SCHEDULE A, ITEM 11

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

The Registrant, located at 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 B included in the attached statement.

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

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

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COMMUNICATIONS
DIVISION

Part 3 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.

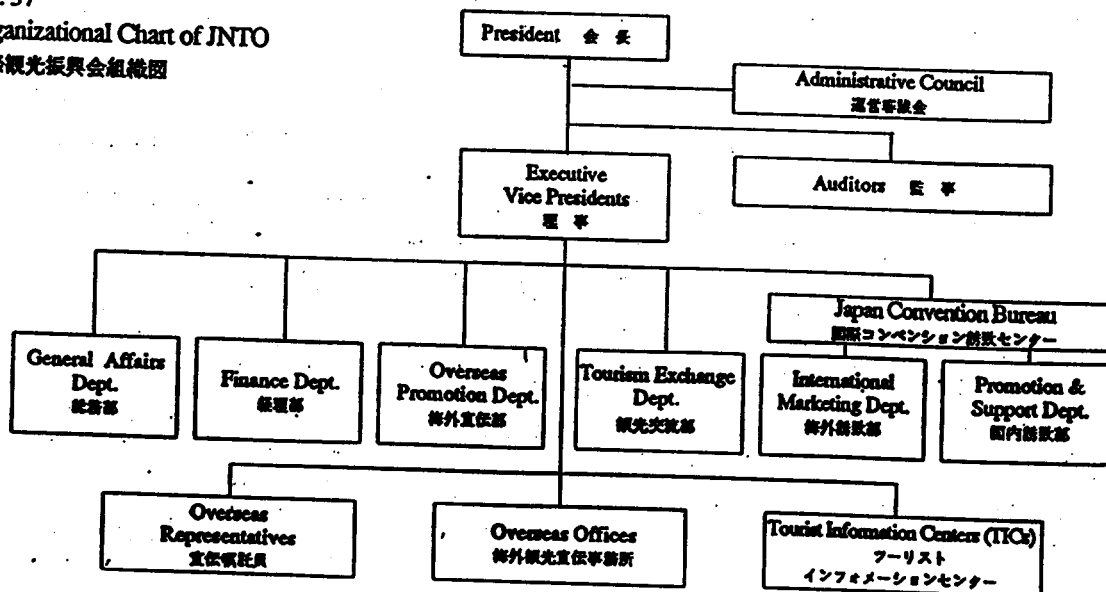
The original form of JNTO, as a promotional body for travel to Japan based on governmental policies, was the nonprofit International Tourist Association (ITA) (財) 国際観光協会 established in 1931. Since ITA was dissolved during the Pacific War, Japan Tourist Association (JTA) (財) 国際観光協会 was formed in 1955 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 宣伝販売員

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聘及び取材協力

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) ITB 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		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

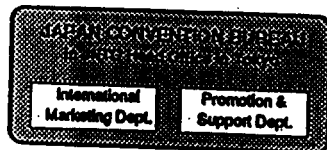
(As of July 1995)(1995年7月現在)

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

国際会議デシジョン・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) 米国旅行業者協会

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.

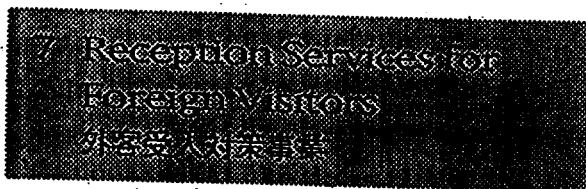
(4) Bilateral Tourism Exchange Programs
二国間観光交流促進協議会

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.



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) 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

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.

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).

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.

(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

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	83	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

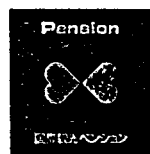
1) International Tourist Minshuku 国際観光民宿



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.

International Tourism
Exchange Project
国際観光交流事業

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

パンフレット「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.

SCHEDULE B ITEM 14 (a)

July 1 - December 31 1996

Receipts-Monies

July	\$ 119,888.93
August	\$ 128,694.95
September	\$ 147,815.38
October	\$ 161,652.30
November	\$ 180,542.75
December	\$ 180,811.67
Amount Brought Over From	
June 30, 1996	\$ 52,354.42
Total	\$ 971,760.40

SCHEDULE C ITEM 15 (a)

July 1 - December 31 1996

Disbursement by Month-Monies

July	\$ 117, 571. 56
August	\$ 108, 194. 14
September	\$ 139, 975. 41
October	\$ 114, 705. 36
November	\$ 120, 366. 15
December	\$ 175, 450. 82
<u>TOTAL</u>	\$ 776, 263. 44

Disbursement by Month-Monies

Allowance to Staff	\$ 300, 170. 74
Employees' Pay	\$ 137, 155. 58
Office Rent	\$ 142, 602. 05
Office Maintenance	\$ 32, 673. 53
Travel Expenses	\$ 9, 299. 98
Business Expenses	\$ 81, 577. 57
AD. & PR	\$ 72, 783. 99
<u>TOTAL</u>	\$ 776, 263. 44

SCHEDULE C-1, ITEM 15 (a)

Disbursement in Connection with AD&PR

July	AD.	\$	0. 00
	PR.	\$	4, 199. 90
August	AD.	\$	0. 00
	PR.	\$	3, 949. 60
September	AD. (DCA Ad, Successful Meets)	\$	18, 885. 00
	PR.	\$	4, 914. 40
October	AD.	\$	0. 00
	PR.	\$	6, 871. 75
November	AD. (DCA Advertising Inc.)	\$	3, 585. 00
	PR.	\$	6, 606. 29
December	AD. (Successful Meetings)	\$	15, 300. 00
	PR.	\$	8, 472. 05
	<u>TOTAL</u>	\$	72, 783. 99

Breakdown of PR. Expenses

<u>ITEM</u>	<u>PAID TO</u>	<u>AMOUNT</u>
1. PR Manager's Pay	PR Manager	\$ 23, 404. 72
2. Clipping Service	Burrelle's Inc.	\$ 1, 885. 05
3. News Letter Printing	Todd Photoprint Compe Mail	\$ 2, 876. 00
4. Meeting with Press	PR Manager 41-74 Club	\$ 827. 54
5. Equipments	Vespucci OCS, Inc	\$ 1, 697. 03
6. Travel Expense	Kintetsu PR Manager	\$ 965. 20
7. Postage, etc ----	US Post Fedex	\$ 3, 358. 45
	<u>TOTAL</u>	\$ 35, 013. 99