

For Six Month Period Ending 30 JUN 1997  
(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, Suite 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 C<sup>1</sup>, 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.

N/A

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<sup>1</sup> 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.)

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
Noriaki Nishimura	Deputy Director	6/10/1997

(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: Please see schedule "A" attached hereto.

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.

The services provided by individuals listed schedule "A" are in connection with various activities to promote tourism from the U.S. to Japan.

(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
Noriaki Nishimura	Deputy Director	6/10/1997

(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
Marian Goldberg	35-32 33rd St., 3rd Floor, L.I.C., NY 11106	U.S.A.	P.R. Manager, (Public Relations Manager)	1/23/1997

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.

Please see Short Form Registrations attached hereto.

**II - FOREIGN PRINCIPAL**


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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*

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8. Have you acquired any new foreign principal<sup>2</sup> during this 6 month reporting period?

Yes  No

If yes, furnish following information:

*Name and address of foreign principal*

*Date acquired*

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9. In addition to those named in Items 7 and 8, if any, list foreign principals<sup>2</sup> whom you continued to represent during the 6 month reporting period.

Japan National Tourist Organization

2-10-1 Yurakucho, Chiyoda-ku, Tokyo, 100, Japan

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10. **EXHIBITS A AND B**

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

Exhibit A <sup>3</sup>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	
Exhibit B <sup>4</sup>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A

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.

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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 "B" attached hereto.

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> 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.

<sup>5</sup> 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 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 monies<sup>6</sup>

Date	From Whom	Purpose	Amount
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Please see schedule "C" attached hereto.

\_\_\_\_\_  
Total

**(b) RECEIPTS - FUND RASING CAMPAIGN**

During this 6 month reporting period, have you received, as part of a fund raising campaign<sup>7</sup>, 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 value<sup>9</sup> 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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<sup>6, 7</sup> 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).)

<sup>8</sup> 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.

<sup>9</sup> 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
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Please see schedule "D" and "D-1" attached hereto.

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Total

**(b) DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> 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 value<sup>11</sup> 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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<sup>10, 11</sup> 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 materials<sup>12</sup>?  
Yes  No

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

No 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

<sup>12</sup> 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.



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.)

Hideyuki Kaneko  
Signature

7 / 30 / 1997

Date

Hideyuki Kaneko

Please type or print name of signatory on the line above

Deputy Director  
Title

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Schedule "A" Item 4 (b)

<u>Name</u>	<u>Residence Address</u>	<u>Citizenship</u>	<u>Position</u>	<u>Date Assumed</u>
Marian Goldberg	35-52 33rd St., 3rd floor, Long Island City, NY11106	U. S. A	P. R. Manager	1/23/1997

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Hideyuki Kaneko	255 East, 49th St., 19th floor, New York, NY10017	Japan	Deputy Director	6/10/1997
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CRIM/ISS/REGISTRATION

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, stated in ITEM 14 (a) SCHEDULE C included in the attached statement.

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

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

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FINANCIAL SECTION UNIT

Part IV Japan National Tourist Organization  
< 国際観光振興会 >



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

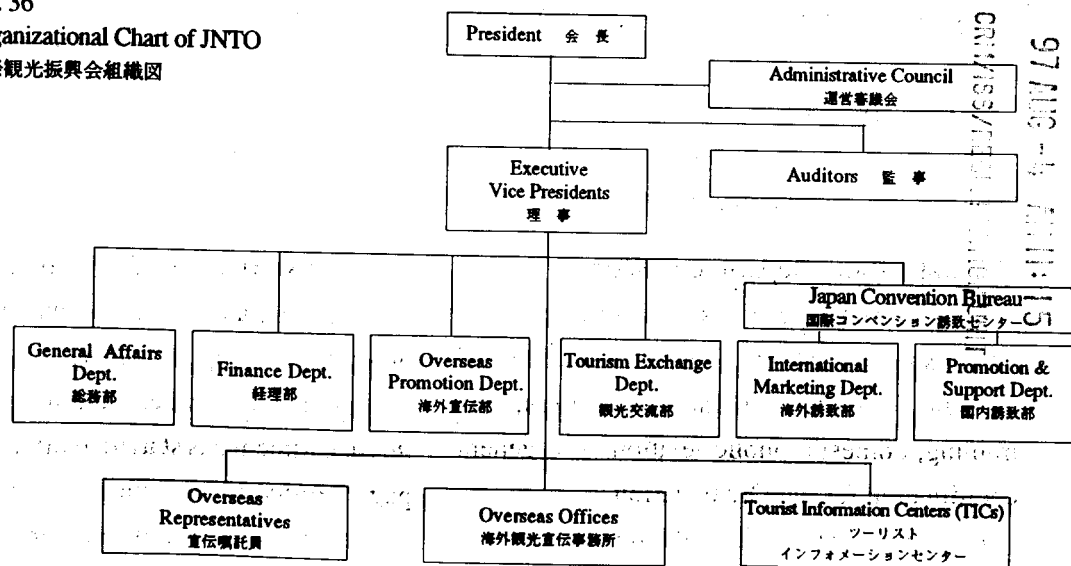
The original form of JNTO, as a promotional body for travel to Japan based on governmental policies, was the nonprofit International Tourist Association (ITA) (財)国際観光協会 established in 1931. Since ITA was dissolved during the Pacific War, Japan Tourist Association (JTA) (財)国際観光協会 was formed in 1955 to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

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

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

With the 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. 36  
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 1996.)

(1996年7月現在)

#### (1) Administrative Council 運営審議会

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

#### (2) Head Office and Overseas Offices

##### 本部及び海外観光宣伝事務所

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

##### 1) Head Office 本部

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

##### General Affairs Department 総務部

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

It also manages the formulation of long-range

marketing plans and priority projects, performance and analysis of market surveys, publishing of periodicals and materials on international tourism for the Japanese travel industry, and collection and publishing of statistical and other data on tourism.

##### Finance Department 経理部

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

##### Overseas Promotion Department 海外宣伝部

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

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

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

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

**Tourism Exchange Department 観光交流部**

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

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

**Japan Convention Bureau**

国際コンベンション誘致センター

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

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

**International Marketing Department (海外誘致部)**

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

**Promotion and Support Department (国内誘致部)**

This department manages such activities as training programs for staff engaged in convention-related activities, providing

information and advice for organizers of international meetings in Japan, and supporting tourist programs for foreign participants attending international conventions in Japan.

**2) Overseas Offices 海外観光宣伝事務所**

Fourteen JNTO overseas offices implement, under the direction of the head office, various activities for tourist promotion including a travel information service, media assistance, showing of travelogue films, participation in fairs and exhibitions, and advertising in leading newspapers, magazines and travel trade publications within their major travel markets. (See Table 37.)

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

Office	Countries and Territories Administered
New York	
Chicago	U.S.A., countries in Central America
San Francisco	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 the Philippines
Seoul	Korea
Sydney	Australia and New Zealand

## 3) Representatives 宣伝囑託員

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 July 1996) (1996年7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) that provide visitors from abroad with a wide variety of information on traveling in Japan. The TICs in Tokyo and Kyoto also offer two useful telephone services: Teletourist Service (Tokyo TIC only) and Japan Travel-Phone.

## 2 Budget and Sources of Revenue 予算・財源

JNTO's annual budget for FY 1995 was 3.3 billion yen (US\$ 34.7 million). Of the total budget for FY 1995, 2.4 billion yen (US\$ 25.4 million) was in the form of government subsidies. The remainder comprised 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 38.

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

Item	1994	1995
<b>Revenues</b>		
Government Subsidies (thousand U.S.\$)	24,500	25,381
(million yen)	(2,474)	(2,437)
Government Funds	0	0
	(0)	(0)
Contributions	3,815	4,082
	(385)	(392)
National Guide-Interpreter Examination	364	461
	(37)	(44)
Miscellaneous	4,442	4,698
	(449)	(451)
<b>Total</b>	<b>33,121</b>	<b>34,622</b>
	<b>(3,345)</b>	<b>(3,324)</b>
<b>Expenditures</b>		
Overseas Tourism Promotion	15,499	16,196
(including overseas personnel expenses)	(1,565)	(1,555)
Promotional Aids	1,328	1,034
	(134)	(99)
Convention Promotion	1,710	1,800
	(173)	(173)
Reception of Foreign Visitors	2,030	2,359
	(205)	(226)
Services for Japanese Overseas Tourists	304	325
	(31)	(31)
Statistics & Research	120	126
	(12)	(12)
National Guide-Interpreter Examination	371	387
	(37)	(37)
Management	11,142	11,683
(excluding overseas personnel expenses)	(1,125)	(1,122)
Reserve	747	797
	(75)	(77)
<b>Total</b>	<b>33,251</b>	<b>34,707</b>
	<b>(3,358)</b>	<b>(3,332)</b>

\* The exchange rates 外貨換算レート: US\$ 1 = ¥101 (1994)  
¥ 96 (1995)

### 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 76 insertions were made. The media in which JNTO's advertisements were placed include the Los Angeles Times and Orange County Register.

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

#### (2) Public Relations PR活動

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

The PR activities during FY 1995 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 1995, 171 notable journalists and photographers were assisted in this program. They wrote many articles on Japan for their media or reported their experiences through TV or radio programs. (See Table 39.)

Table 39  
Number of Media People and Travel Agents Assisted by JNTO  
(Apr. 1994 - Mar. 1995)  
平成7年度 協力宣伝実績

Occupation	Area	No. of Cases	No. of Visitors
Travel Writers	America	15	29
	Europe	14	27
	Asia & Oceania	9	26
TV, Radio & Movies Producers	America	4	10
	Europe	6	16
Photographers	Asia & Oceania	6	35
	America	0	0
	Europe	3	5
Others	Asia & Oceania	0	0
	America	15	23
	Europe	72	171
Subtotal	America	5	55
	Europe	1	12
	Asia & Oceania	4	33
Grand Total		82	271

#### (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 1995, travel seminars for travel trade and tourism-related organizations sponsored or

cosponsored by JNTO totaled 256. 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 1996.

## 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 1995, JNTO sponsored breakfast or luncheon seminars for nine travel agent familiarization tour groups (88 members) sent to Japan from all over the world.

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

- 1) October 14-17, 1995, Korea/Toyama, six members
- 2) October 25-27, 1995, Korea/Sakai City, eight 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 continued to conduct its series of regional tourism promotion

fairs in FY 1995, which were newly launched in the previous year. This kind of activity typically involves an exhibition fair, travel agent seminar and familiarization trip for journalists. The following fairs were held:

### 1) Shikoku Regional Tourism Promotion Fair 四国海外観光プロモーション

This event was conducted in Los Angeles and Orange City, California, U.S.A., August 31 - September 5, 1995. JNTO cooperated with the local governments of Kagawa, Tokushima, Ehime and Kochi Prefectures on this project.

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

JNTO conducted this fair jointly with the local governments of Aomori, Iwate, Yamagata, Miyagi, Fukushima and Akita Prefectures. The fair was held in Singapore, September 29 - October 1, 1995.

### 3) 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, Wakayama and Tokushima Prefectures. The fair was held in Singapore, October 26-29, 1995.

### 4) 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 1-4, 1996. 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 1995, for example, Japanese folk dance teams from Iwate and Yamagata Prefectures were sent to Singapore in September 1995 to perform on the occasion of the Japan Fair '95.

### (7) Overseas Fairs and Exhibitions

#### 海外博覧会への参加

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

Major fairs and exhibitions in which JNTO participated during FY 1995 jointly with local governments and private organizations were as follows:

- 1) '95 Overseas Travel Fair in Korea (OTF '95), Seoul, Korea, May 25-28, 1995
- 2) International Travel Exposition '95 (ITE '95), Hong Kong, June 1-June 4, 1995
- 3) 38th COTAL Travel Trade Show, Lima, Peru, June 4-June 8, 1995
- 4) Top Resa '95, Deauville, France, September 28-October 1, 1995
- 5) 65th ASTA World Travel Trade Show,

- Philadelphia, U.S.A., November 5-10, 1995
- 6) 5th Taipei International Travel Fair (ITF'95), Taipei, Taiwan, November 10-13, 1995
  - 7) 16th World Travel Market (WTM '95), London, U.K., November 13-16
  - 8) Feria Internacional de Turismo (FITUR '96), Madrid, Spain, January 24-28, 1996
  - 9) International Tourism Exchange (BIT '96), Milan, Italy, February 28-March 3, 1996
  - 10) ITB Berlin '96, Berlin, Germany, March 9-13, 1996
  - 11) Travel '96, Singapore, March 15-17, 1996
  - 12) International Travel Market, Cologne, Germany, December 1-3, 1995
- (Refer to "Consignment Activities" on p. 94.)

Table 40  
Number of Seminars JNTO Organized in FY 1995  
平成7年度 セミナー開催実績

Region	Number
North America	154
Middle & South America	3
Europe	23
Asia & Oceania	76
Total	256

### (8) Information Service 旅行情報の提供

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

- 1) Dissemination of travel information and brochures,
- 2) Loaning/donating of travel films and video cassette tapes,

- 3) Loaning of color slides and color and black & white photographs for printing,
- 4) Loaning of display materials, and
- 5) Giving presentations about travel to and in Japan.

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

Inquiries made at JNTO's overseas offices in person, by telephone call or by letter, from April 1995 through March 1996 totaled 181,135 as shown in Table 41.

Table 41  
Number of Inquiries Made at JNTO's Overseas Offices  
(FY 1995)

平成7年度 旅行情報提供実績

Office	Visits	Phone Calls	Letters
New York	1,530	35,670	2,128
Chicago	581	6,325	1,320
San Francisco	1,429	4,382	1,500
Los Angeles	1,839	9,584	1,977
Toronto	1,152	7,143	1,870
São Paulo	1,083	1,606	547
London	2,105	12,057	1,148
Paris	3,908	4,108	3,409
Geneva	1,790	1,695	1,054
Frankfurt	555	5,958	6,469
Bangkok	1,901	1,582	472
Hong Kong	10,170	7,142	621
Seoul	9,722	10,673	11
Sydney	1,899	9,995	1,025
Total	39,664	117,920	23,551

#### (9) Internet Information Service

インターネットによる観光情報の提供

JNTO offers a comprehensive package of travel information through the Internet on Japan's diverse attractions and practical travel tips from the viewpoint of foreign visitors. JNTO's Internet

homepage "JAPAN TRAVEL UPDATES" <<http://www.jnto.go.jp>> includes "What's New," "Budget Travel Ideas Specifically for Transportation, Accommodations and Restaurants," "Annual Events," "Regional Tourist Information," "Convention Calendars" and much more to invite the world's Internet users to travel to Japan.

Table 42  
Number of Hits to "JAPAN TRAVEL UPDATES"  
平成7年8月31日開設以来のアクセス件数

1995	September	142,979
	October	200,793
	November	223,209
	December	202,761
1996	January	266,798
	February	333,772
	March	383,990
	April	523,320
	May	591,480
	June	567,924
Total		3,437,026

## 4 Promotional Material

宣伝印刷物・映画

### (1) Printed Material 宣伝印刷物の作成

In FY 1995, JNTO produced 769,000 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 14 overseas offices.

They were also distributed to visitors from abroad through JNTO's Tourist Information

Centers (TICs) in Japan. In addition, JNTO produced some 130,000 copies of travel brochures highlighting such tourist destinations as Hokkaido, Chiba, Takayama, and Southern Japan (English and Chinese) in cooperation with the local governments concerned and distributed them at home and abroad.

Table 43  
Travel Literature Produced in FY 1995  
平成7年度 作成印刷物

Name of Literature	Copies Produced (in 1,000s)	Name of Literature	Copies Produced (in 1,000s)
Japan for the Budget Traveler (E)	180	Osaka Kobe (E)	50
Your Traveling Companion (E)	50	Tokyo (E)	50
Images & Reflections (E)	40	Tokyo (P)	10
Images & Reflections (K)	5	Tokyo (T)	10
Kyoto Nara (F)	20	Hotels in Japan (E)	50
Kyoto Nara (G)	60	Japan Ryokan Guide (E)	17
Kyoto Nara (P)	10	Railway Time Table (E)	40
Kyoto Nara (C)	80	Tourism in Japan 1995-96 (E)	2
Kyoto Nara (K)	60	Travel Manual 1996-97 (E)	22
Kyoto Nara (T)	10	1996 Calendar (E)	3
Total			769

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

## (2) Audiovisual Aids 映画・ビデオ

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

In FY 1995, a new video titled "Ticket to Ride" was added to JNTO's list of available video/film products. This 10-minute promotion video was produced aiming at dispelling potential visitors' practical concerns on travel in Japan. It gives viewers a number of practical tips such as how

to make the most of the country's extensive and convenient rail system. At the same time the video offers revealing glimpses into Japanese life and society. It shows how surprisingly doable this richly rewarding travel experience can be. Production of Chinese and Korean language versions are expected in the next fiscal year.

A total of 1,200 copies of various JNTO travel audiovisuals have been made and supplied to JNTO overseas offices, including newly dubbed Chinese and Korean versions of "New Encounters with Japan," which was originally produced in English in 1994.

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 103,534 people around the world during FY 1995. JNTO's travelogue videos can be donated to the travel agents and companies/organizations that are contributive to JNTO's promotional aims.

Table 44  
List of JNTO Travel Films and Videos  
JNTO が作成した映画・ビデオ  
(All are available on a free-loan basis.) (無料貸出方式)

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

Table 45  
Number of JNTO Film/Video Showings in FY 1995  
平成7年度 映画・ビデオ上映実績

	No. of Showings	No. of Viewers
Through Overseas Offices	7,243	103,534

### (3) Photographs 写真

A total of 1,612 color transparencies were added to the photo libraries at JNTO's head office and overseas offices in FY 1995. They were loaned to the media and the travel trade to be included in their travel articles or tour brochures. In FY 1995, JNTO began preparing CD-ROMs containing touristic photos.

## 5 Convention and Incentive Travel Promotion 国際会議等の誘致

(As of July 1996) (1996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 (JCB), 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, the Japanese Diet approved a special law called the

"International Convention Promotion Law." In the meantime, JNTO restructured



its Japan Convention Bureau to establish a cooperative relationship with 42 government-designated "International Convention Cities" who are keen to attract more international meetings and events.

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

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

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

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

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

**(1) Marketing Research**

## 国際会議開催情報の収集・提供

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

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

JCB produces and distributes the biannual publications "International Congress Calendar" and "Exhibitions and Events in Japan," as well as the Japanese language publication "Statistics on International Conventions in Japan," the only data 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 Meetings Association (ICCA), UAI (Union of International Associations) and Asian Association of Convention and Visitor Bureaus (AACVB).

**(4) Overseas Promotion 海外広報宣伝****1) Participation in Convention Industry Trade Shows 国際コンベンション見本市への参加**

JCB regularly participates in the world's major convention and incentive trade shows, together with regional convention bureaus and convention-related industries. In FY 1995, JCB exhibited at the EIBTM in Geneva, the ASAE trade show in Washington D.C., the IT&ME Show in Chicago, the Int'l CONFEX in London and the AIME in Melbourne.

**2) Convention Seminars**

## 海外でのコンベンション・セミナーの開催

In order to promote Japan as a site for international meetings and incentive travels, JCB regularly sends promotional missions to both the United States and Europe. Each mission is made up of representatives from regional convention bureaus and the travel industry partners. In FY 1995, following the IT&ME, the mission conducted convention seminars in Chicago, Washington, D.C. and Boston. Convention seminars were also held in Geneva, Paris and Vienna after the EIBTM. In addition to these seminars, in FY 1995, JNTO's overseas offices conducted 13 convention and incentive travel seminars in major cities.

**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 between JCB and the Japanese travel industry, in conjunction with regional convention bureaus. Through this program, in FY 1995, 15 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, Shizuoka, Nagoya, Kyoto, Osaka, Kobe, Beppu and Miyazaki.

#### 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 important marketing activities, and is a joint project in the same manner as the Japan Convention Study Tour. The Eleventh Marketplace was conducted in FY 1995, with 16 participants, representing leading incentive houses and travel agents from the United States, Australia, the United Kingdom, France and Germany. This program was designed to give participants the opportunity to inspect and experience 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 1995, JCB commissioned two special Japan supplements in convention specialist publications: the September 1995 issue of the US magazine "Meetings & Conventions" and the May 1996 issue of the French publication "EXPO News."

#### 6) Production of Promotional & PR Materials

PR資料の作成・配付

In FY 1995, JCB produced a new 60-page guide, "Convention Destination Japan," aimed at the world's meeting planners and incentive houses, and introducing the 42 International Convention Cities. JCB also produced three issues of "Japan Convention News."

#### (5) Training Programs 人材育成

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

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

#### (6) Organizational Support 開催支援

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

##### 1) A Symposium for Promotion

シンポジウム「国際会議の運営」

In 1996, JCB also held a symposium entitled "How to Organize an International Meeting," in conjunction with 45 regional convention bureaus, for those interested in conducting international meetings and symposia. The JCB publication "Manual for Conference Organizers" (Japanese Edition) was used as the main text for all attendees.

2) Seminars 国際会議受入奨励セミナーの開催

Special seminars designed to urge Japanese association executives to host international meetings in Japan were conducted in cities such as Morioka, Nagoya, Kobe, Maebashi and Shizuoka. This project was a regional version of the above symposium.

3) Consulting コンサルティング

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

(7) Financial Support 寄付金・交付金事業

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

(8) Japan Congress and Convention Bureau

日本コンGRESS・コンベンション・ビューロー

In order to further develop Japan's convention business, a new entity, the Japan Congress and Convention Bureau (JCCB) was formed in June

1995, under the auspices of the Japanese Ministry of Transport, JNTO, local public bodies and the convention-related industry. JCCB's Secretariat was established in Japan Convention Bureau's office.

JCCB's major activities are:

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

6 International Cooperation  
国際協力

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

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

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

### (1) East Asia Travel Association (EATA)

#### 東アジア観光協会

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

Since its establishment in 1966, EATA had focused its efforts on marketing in the European travel market until 1970, when the association expanded its marketing efforts to the North American continent so as to enhance exposure in this affluent market. Then the Association further expanded its activities to the Australia-New Zealand market in 1974 and to the Canadian market in 1991. In 1993, the Australia-New Zealand Chapter was approved to become individual chapters in order to meet the different needs in each market.

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

During FY 1995-96 (July '95-June '96), EATA carried out a variety of marketing activities through its chapters. They organized seminars and other presentations for the travel trade and

also participated in fairs and shows in each market area. Also EATA participated in the South Africa Workshops in October 1995 as a special marketing activity to draw more attention from the local travel agents. Furthermore, the chapters of EATA worked tirelessly to reach consumers, the travel trade as well as the media of major travel markets throughout the world through press conferences, news releases, film loans and information services.

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

### (2) Pacific Asia Travel Association (PATA)

#### 太平洋アジア観光協会

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

PATA's Japan Chapter has been actively promoting two-way traffic between Japan and other destinations in the Asia-Pacific region. The chapter members totaled 179 as of March 31, 1996, comprising 18 government members, 10 carriers, 44 travel agencies, 87 hotels, and 20 press and other members.

Among the Chapter activities for FY 1995 were the "Japan Night" held at the 44th PATA Annual Conference in New Zealand and Familiarization Trip to Eastern Canada by nine Travel Agent Members, followed by a seminar.

Furthermore, for inviting the 1999 PATA Annual Conference to Nagoya, Japan, PATA Japan Chapter, with the cooperation of JNTO and Nagoya Municipal Government implemented a series of promotion activities. As a result of these activities, Japan was elected to host the 1999 PATA Annual Conference.

### (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 1995 included sales promotion at the ASTA World Congress which was held in Philadelphia, U.S.A., November 5-10, 1995.

### (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 in 1993, are the mechanisms which currently address the issue of tourism promotion on a bilateral basis.

JNTO has been involved in these dialogues

mainly through 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 to:

- 1) Improve and enhance the quantity and quality of tourist information services,
- 2) Ease and hopefully resolve visitors' language problems,
- 3) Promote mutual understanding and friend-ship between foreign visitors and the Japanese,
- 4) Generate greater international tourism in local areas, and
- 5) Reduce the travel costs of overseas visitors.

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

- 1) Tourist Information Centers  
ツーリスト・インフォメーション・センター  
(As of June 1996) (1996年6月現在)

JNTO operates the following two 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, pensions, minshuku and tourist restaurants. TICs also offer the following information and services:

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

Table 46  
Number of Inquiries Handled by TICs FY 1995  
平成7年度 TICの旅行情報提供実績

	Visits	Phone Calls	Letters
Tokyo Office	55,364	17,970	559
Kyoto Office	57,118	14,694	325
Total	112,482	32,664	884
Teletourist Service (English)			37,478

## 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

「?」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 June 30, 1996, the number of offices displaying the "?" sign reached 86. Most of them are operated by nonprofit local tourist associations.

## 4) Mini-guides 実用旅行案内の作成

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) Relief from Language Problems

言語障壁の緩和

### 1) Japan Travel-Phone トラベルフォンの運営

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

0088-22-4800 or 0120-44-4800

3502-1461 (¥10 for 1 min., except for Sat. afternoons, Sun. and national holidays.)  
for a call within Tokyo (Area code: 03)

371-5649 (¥10 for 1 min.)

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

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 updated copies of Chinese and Korean editions in FY 1995.

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, 1996, the total number of Goodwill Guides is 42,359 spread among 73 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 part is a written test of the foreign language of the candidate's choice, the second is an oral test of the foreign language and a personality test, and the third is a written test covering Japanese geography, Japanese history and general knowledge.

In 1995, 5,087 applicants took the examination, of whom 408 succeeded in passing it. The total number of successful guide-interpreter candidates who obtained the license as of April 1, 1995 was 5,978.

Table 47  
Total Number of Successful Guide-Interpreter Candidates by Language (As of December 15, 1995)  
通訳案内業試験合格者の累計 (平成7年12月15日現在)

Language	Male	Female	Total
English	5,943	3,976	9,919
Spanish	318	352	670
French	298	353	651
German	262	327	589
Chinese	231	304	535
Korean	169	150	319
Russian	119	120	239
Italian	47	73	120
Portuguese	37	33	70
Total	7,424	5,688	13,112

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, 1996, 16 prefectures, cities, and nonprofit associations offer the program for those visiting Japan.

In Tokyo, for example, the TIC makes arrangements for the home visit in the city. Table 48 shows the number of Japanese families who voluntarily participated in the system and the number of guests they received during 1995.

Table 48  
Number of Hosts and Guests of "Home Visit System" in 1995  
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	75	157
Narita	Narita City Office	39	33
Yokohama	Yokohama Int'l Tourist Association	44	47
Nagoya	Nagoya Int'l Center	45	11
Otsu	Otsu City Office	33	0
Kyoto	Kyoto City Int'l Foundation	113	180
Osaka	Osaka City Office	55	85
Kobe	Kobe City Office	55	3
Okayama	Okayama Int'l Plaza	29	0
Kurashiki	Kurashiki Assn. for Int'l Friendship	60	38
Hiroshima	Hiroshima Int'l Relations Organization	84	24
Fukuoka	Fukuoka Int'l Exchange Center	167	25
Nagasaki	Nagasaki Prefecture Government	66	7
Kumamoto	Kumamoto City Office	28	4
Miyazaki	Miyazaki Prefecture Int'l Foundation	127	0
Kagoshima	Kagoshima City Office	49	3
Total		1,069	617

### (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 285 pensions that currently 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 331, that welcome overseas guests and offer inexpensively priced food.

### 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 May 1996) some 684 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

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

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

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

The outline of the Project for FY 1995 is as follows.

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

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

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

In an endeavor to bring to realization potential international exchanges desired by numerous groups both at home and abroad, JNTO searches for potential partners, exercises its good offices with these prospective partners on behalf of their counterparts, and involves itself extensively in exchange program planning, inclusive of

dispatching well-experienced program coordinators and offering financial assistance for exchange programs in need.

In FY 1995, JNTO supported 19 people-to-people exchange programs in reaching their fruition. These programs ranged from Japanese language studies and sports/musical events to study tours taken by foreign school teachers. Example programs are: Japan Experience of Thai University Students Studying Japanese Language, Japanese Language & Cultural Studies in Matsue, World Horn Festival in Yamagata, Japan-Brazil Juvenile Soccer Exchanges, Japan-Switzerland Bonsai Fanciers Exchange Program, and Japan Study Tour of Korean School Teachers.

#### (3) Invitation of Overseas Key Persons 海外交流団体等要人の招請

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

According to the Japan School Tours Bureau, 42,326 Japanese middle and high school students visited Korea by tours organized by their schools in 1995, while very few Korean students came to Japan by way of school tours. Thus, to promote more Korean school tours to Japan, JNTO invited Korean educators to Japan for their inspection as a promising destination for their school tours.

This inspection tour allowed the invited educators to study firsthand the natural and cultural tourist resources, reception facilities, possible student exchange programs, and to experience tour routes proposed for the Korean

school tours. A conference was held at each area visited with local government officials, education board members, school principals and tourism-related professionals to discuss relevant problems and find practical solutions for making school tours from Korea to Japan a reality.

Joining this inspection tour were two principals of junior high schools in Seoul, five principals of high schools in Seoul and one official from the Korea School Tours Bureau. The tour, staged from January 20 through January 27, 1996, visited Kyoto City, Nara City, Oita Prefecture and Kumamoto Prefecture. Organized by JNTO, the tour was supported by the municipalities of Kyoto City, Nara City and Oita Prefecture, and Kumamoto Tourist Association.

#### (4) Promotion of Sister School Affiliations

##### 姉妹校提携の推進

JNTO promotes the establishment of sister school affiliations which will lead to closer future commitments between schools. In FY 1995, JNTO intermediated between a public junior high school in Seoul and one in Suginami Ward, Tokyo, and between a public elementary school in South Australia and one in Seto-cho, Okayama. Preparation is now well under way to make these respective sister school affiliations an actuality.

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

##### ホームステイ制度の拡充・活性化

Since the homestay offers the best opportunity for overseas visitors to experience the real life of the Japanese and thus constitutes an important

element of international exchange programs, JNTO makes a continuous effort to expand and activate homestay systems in Japan. In FY 1995, JNTO supported international exchanges through its homestay arrangements in 10 cities including Yokohama, Omiya, Urawa, Fujinomiya and Hiroshima.

At the Model International Tourist Areas Conference held in Kobe in December 1995, JNTO hosted a homestay seminar for the attending local government officials. The Organization invited an official of Nishine-cho Town Office in Iwate Prefecture as a lecturer as he was particularly responsible for founding a homestay system in his town in conjunction with an exchange program for the town's residents and young Thai visitors.

#### (6) Public Relations Activities 宣伝広報活動

In order to make JNTO's services known to potential organizers of international exchange programs in Japan and to encourage them to exert even greater efforts in the area of international exchange, JNTO published a PR pamphlet outlining its International Tourism Exchange Project. The Organization produced 20,000 copies of it and distributed them to the international exchange sections of all municipalities and major international exchange bodies throughout the country.

JNTO publicized this Project overseas through its branch office network. JNTO's overseas offices stimulated public awareness by issuing special newsletters and organizing seminars for educational institutions, sports organizations, local governments, travel agents and a wide variety of special interest groups.

## 9 Japan Tour Development Project

### 訪日ツアー開発事業

This Project is designed to explore the possibilities of developing new tour products under the cosponsorship of JNTO and local tourism bureaus or associations concerned by inviting key planners of major overseas tour wholesalers to the prospective destinations in Japan. JNTO, together with local bureaus or associations, develops some sample tour routes for these wholesalers to experience and evaluate, and then organizes a conference at which the wholesalers are provided an occasion to discuss with local travel trade representatives a broad range of ideas and solutions for making new tour products to the destinations concerned a reality.

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

The Project has proved to be highly productive in developing new tour products. The Project for FY 1995 is summarized as in Table 49.

Table 49  
Japan Tour Development Projects Carried out in FY 1995  
平成7年度訪日ツアー開発事業

Market Regions/Countries	Destination	No. of Planners Invited	Time of Study Tour	Main Cosponsor
Taiwan	Hokkaido	5	August	Hokkaido Tourist Association
Hong Kong	Okinawa	7	September	Okinawa Visitors Bureau
Korea	Northern Tohoku	6	September	Northern Tohoku Tourism Promotion Council
Korea	Kansai	7	March	Osaka Kyoto Kobe Tourism Promotion Council

## 10 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 1995.

#### (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・配布

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

This leaflet aims to prevent the occurrence of

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

In FY 1995, JNTO printed 200,000 copies of the leaflet and distributed them to Japanese travelers at major international airports, specifically New Tokyo International Airport (Narita), Kansai International Airport, Fukuoka International Airport and at Tokyo City Air Terminal. In addition, the leaflets were made available abroad through JNTO's overseas offices.

## 2) Publicity through Travel Publications

旅行書等によるPR

As in the previous year, JNTO encouraged Japanese publishers of leading travel magazines and travel guidebooks to mention JNTO's services in their publications. In 1995, nine travel publications made reference to JNTO's services.

## 3) Newsletter on Japanese Overseas Travel

「海外旅行情報」の作成・配布

JNTO publishes a newsletter titled "KAIGAI RYOKO JOHO" (literally "Information on Overseas Travel") and distributes it to the travel trade as well as the news media. For trade people's reference, the newsletter carries several examples of accidents or problems that Japanese travelers actually encountered during their overseas trips. The newsletter was issued six times during FY 1995.

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

情報提供及び相談・案内業務

### 1) Production and Distribution of Guide Booklets

手引書「安全な楽しい旅のために」の作成・配布

During FY 1995, JNTO produced a series of guide booklets titled "ANZEN NA TANOSHII TABI NO TAMENI," or "For Your Safe and Comfortable Journey Abroad," which cover 12 different overseas destination areas. These booklets, which are for distribution to Japanese travelers, contain the following information:

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

During FY 1995, 259,000 copies of the booklets were printed in total. JATA, under JNTO's supervision, compiled 200,000 pamphlets and distributed them to all of its affiliated agents.

### 2) Overseas Offices Assistance to Japanese Travelers

海外事務所における相談・案内

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

The number of cases handled by the overseas offices during FY 1995 is shown in Table 51.

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

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

Table 51  
Number of the Persons Attended by JNTO Offices  
(FY 1994/95)

日本人旅行者相談・案内件数

JNTO Overseas Offices	Total Number of Japanese Travelers Counseled by JNTO Offices (FY 1994/95)	
	FY 1994	FY 1995
	New York	840
Dallas	31	-
Chicago	20	53
San Francisco	28	28
Los Angeles	277	239
Toronto	185	240
São Paulo	12	18
London	2,344	85
Paris	1,894	2,459
Geneva	852	622
Frankfurt	692	692
Bangkok	254	411
Hong Kong	5	0
Sydney	187	86
Seoul	87	68
TOTAL	7,708	6,145

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

## 11. Research and Statistics 調査・統計

### (1) JNTO Marketing Council

JNTOマーケティング専門懇談会

On June 2, 1995, the Tourism Policy Council submitted a proposal for the "General Direction in Which Japan's Future Tourism Policies Should Be Set" in reply to a May 1994 inquiry made by the Minister of Transport. The proposal defines JNTO's position for marketing and promotion of inbound tourism to Japan as: "Precisely targeted tourist marketing should be conducted by Japan National Tourist Organization, and concerted promotional efforts should be made jointly by the government and the private sector, with an emphasis on the growing Asian tourist markets."

In order to facilitate the proposal, the Organization established the "JNTO Marketing Council" to secure the consultation of experts from the travel industry as well as the marketing industry. The Council held five meetings during the November 1995 - April 1996 period and submitted the following proposals toward realizing its aim:

- 1) Establish a marketing strategy for each major market,
- 2) Tighten liaison with overseas travel agents;
- 3) Undertake promotions with priority placed on the Asian market,
- 4) Conduct a large-scale campaign to promote inbound tourism,
- 5) Attempt to reduce factors negatively affecting the promotion of inbound tourism

such as the restriction of visit-Japan visa issuance, and

- 6) Establish a more marketing-oriented organization.

## (2) "JNTO's White Paper on International Tourism"

JNTO白書「世界と日本の国際観光交流の動向」

The Organization will compile the first edition of "JNTO's White Paper on International Tourism" featuring 23 major tourist market countries/regions for Japan. The "White Paper" aims to serve as a fundamental source for both the local governments and the private sector to conduct precisely targeted tourist marketing. The "White Paper" will include statistical analyses and descriptions on inbound and outbound tourism to and from Japan from the 1960s to date.

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

In FY 1995, JNTO conducted the following two sample surveys on foreign visitors to Japan.

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

訪日外客訪問地調査

In 1995, approximately 3.3 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, among other factors, the number of foreign visitors, their ports of entry and disembarkation, and their purpose of visit. However, there are no statistics available

indicating which parts of Japan they actually visited.

To make up for this absence of statistics, JNTO has annually conducted an "Overseas Visitors Japan Travel Survey" for the past 11 years. This survey has been designed to determine roughly the places or cities in Japan visited by overseas visitors. In addition, this survey is aimed at determining the impressions and opinions about tourism in Japan held by overseas visitors.

The principal issues of this survey have included:

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

The results are now being processed according to country or area of residence, gender, age, occupation, purpose of visit and other similar factors. In 1995, a total of 3,411 overseas visitors, who were leaving Japan from either New Tokyo International Airport (Narita) or the five other airports of Tokyo (Haneda), Kansai, Fukuoka, Naha and Nagoya were interviewed during the early summer, fall and winter seasons.

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

## 2) "Overseas Visitors Japan Travel Survey - Focusing on Their Interest before Coming to Japan"

### 訪日外客実態調査

This survey has been designed to ascertain where foreign visitors' interests lie regarding their Japan trip.

This survey was conducted in October and November 1995 and again in February 1996 at New Tokyo (Narita), Tokyo (Haneda), Kansai, Fukuoka, Naha and Nagoya International Airports with the cooperation of a total of 2,291 overseas visitors who had finished their travel in Japan and were about to leave the country after completing their departure procedures.

The same kind of survey as described above was given out at the two JNTO Tourist Information Centers (TICs) of Tokyo and Kyoto in October through December 1995 to a total of 902 overseas visitors who dropped in at these TICs to pick up travel information and voiced their willingness to cooperate with us.

### (4) Statistics 統計

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

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

## 1.2 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 1995, 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, December 1-3, 1995. 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 1995, JNTO produced literature on Hokkaido, Chiba, Takayama and Kyushu at their request.

#### ● Operation of Information Bureaus of Tokyo

東京都「i」(外国人案内所)の運営

Commissioned by the Tokyo Metropolitan Government, JNTO operates two Information

Bureaus of Tokyo (IBT) in Japan Railway's Tokyo and Shinjuku Stations.

- 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 Hungary (1) and gave them training in the tourism industry to help them improve their ability as tour guides.

- Survey on 'i' Tourist Information Offices Network  
「i」システム整備調査の実施  
Commissioned by a local tourist association, JNTO conducted a survey on the 'i' Tourist Information Office Network in FY 1995. The Tokushima Prefecture International Exchange Association (TOPIA) was admitted to the nationwide network of tourist information offices for foreign visitors.

- 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 100 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 C ITEM 14(a)**

January 1 - June 30, 1997

Receipts - Monies

January .....	\$ 136,694.61
February .....	\$ 44,362.23
March .....	\$ 64,118.85
April .....	\$ 98,568.57
May .....	\$ 112,454.18
June .....	\$ 150,629.86
Amount Brought Over From December 31, 1996 .....	\$ 195,496.96
<u>TOTAL</u> .....	\$ 802,325.26

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**SCHEDULE D ITEM 15 (a)**

January 1 - June 30, 1997

Disbursement by Month - Monies

January	.....	\$ 107,594.45
February	.....	\$ 144,923.72
March	.....	\$ 163,137.84
April	.....	\$ 107,699.04
May	.....	\$ 103,576.60
June	.....	\$ 134,817.41
<u>TOTAL</u>	.....	\$ 761,749.06

Disbursement by Nature

Allowance to Staff	.....	\$ 304,442.60
Employee's pay	.....	\$ 113,315.46
Office Rent	.....	\$ 133,022.51
Office Maintenance	.....	\$ 43,197.82
Travel Expenses	.....	\$ 7,759.31
Business Expenses	.....	\$ 121,612.05
AD. & PR	.....	\$ 38,399.31
<u>TOTAL</u>	.....	\$ 761,749.06

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

### Disbursement in Connection with AD & PR

January	AD ( US Frontline News )	\$	210.00
	PR .....	\$	1,968.01
February	AD .....	\$	0.00
	PR .....	\$	4,488.64
March	AD (Adams/Laux Publishing)	\$	7,502.42
	PR .....	\$	8,326.77
April	AD .....	\$	0.00
	PR .....	\$	3,786.66
May	AD .....	\$	0.00
	PR .....	\$	4,381.21
June	AD (DCA advertising inc.)	\$	15.18
	PR .....	\$	7,720.42
<u>TOTAL</u>	.....	\$	38,399.31

### Breakdown of PR Expenses

<u>ITEM</u>	<u>PAID TO</u>		<u>AMOUNT</u>
1. PR Manager's Pay	PR Manager	\$	16,105.26
2. Clipping Service	Burrelle's	\$	2,048.12
3. News Letter Printing	Todd Photoprint Inc.	\$	1,254.55
4. Meeting with Press, etc.	SATW, Japan Society	\$	740.00
5. Equipments, Books	Vespucci, OCS Inc.,	\$	2,873.70
6. Postage	US Post Master	\$	6,000.00
7. Delivery Service, etc.	Fedral Express, etc.	\$	1,650.08
	<u>TOTAL</u>	\$	30,671.71