

Japanese initiatives for the expansion of mutual relations

January 13, 2020

Susumu Kato
Vice Commissioner
Japan Tourism Agency

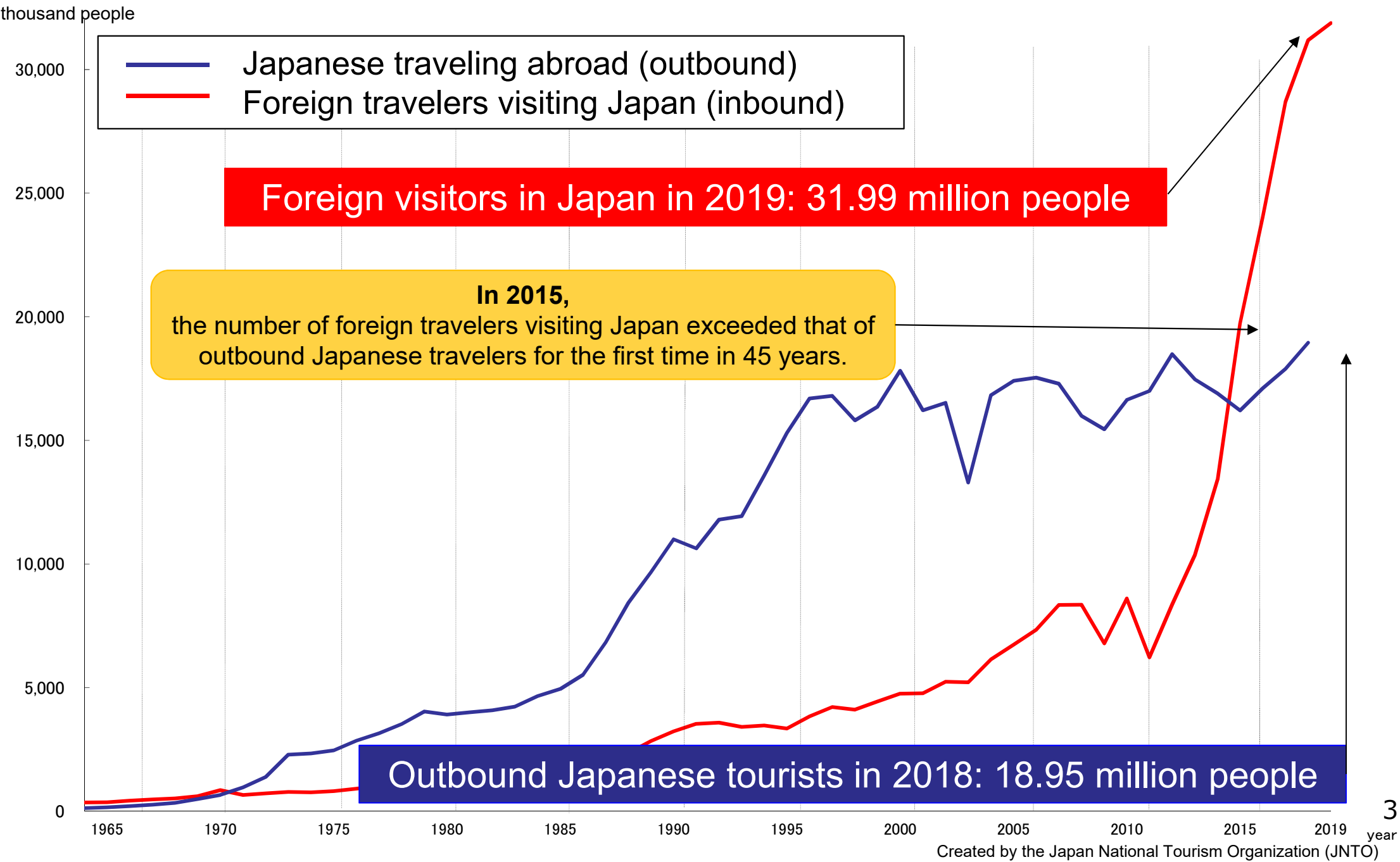
1. General overview

2. Promoting visits to Japan in Vietnam

3. Tokyo 2020 Olympic and Paralympic Games

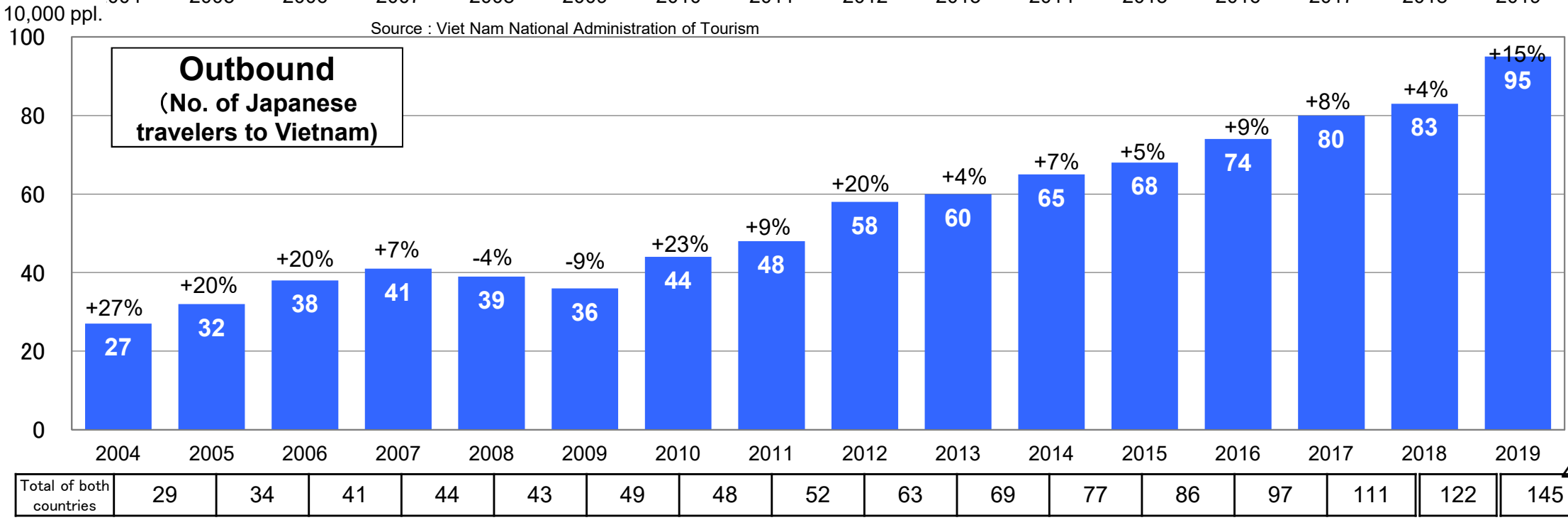
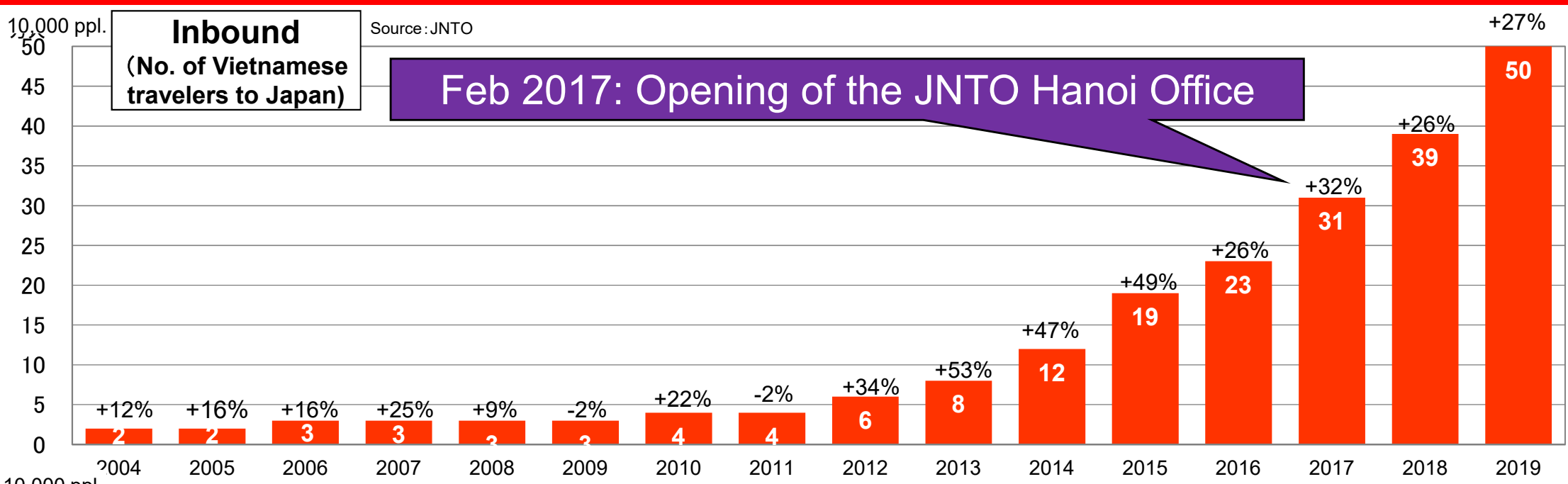
4. Outbound Tourism

Changes in the number of foreign travelers visiting Japan and outbound Japanese travelers (1964-2018)





Change in number of tourists between Japan and Vietnam (2004-2019)



*These figures are rounded to the nearest integer so the total may not be accurate in some cases. *The percentages indicate the rate of change compared with the previous year (during the same month)

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Project Outline

- Seminar/business meeting aimed at local travel agencies in 3 major Vietnamese cities (largest market: Ho Chi Minh; capital city: Hanoi; third largest city: Da Nang)

(FY2019 attendees)

1) Ho Chi Minh (Feb. 2020 (TBC))

Japanese sellers: 41

Vietnamese buyers: 40

2) Hanoi (Oct. 2019)

Japanese sellers: 19

Vietnamese buyers: 21

3) Da Nang (Jul. 2019)

Japanese sellers: 14

Vietnamese buyers: 17

Plan for FY2020

- Next fiscal year, seminars and business meetings are once again planned to be held in the same three cities: Ho Chi Minh, Hanoi and Da Nang.



Business meeting



TV news segment on the seminar/business meeting (in Da Nang)

Inviting travel agencies and media

Inviting travel agencies

- 10 Vietnamese travel agencies (Hanoi, Ho Chi Minh)
- Agencies (10 people) invited to Kyushu in Sep. 2019
- Introduced exciting Kyushu tourist spots so that tours can be created in the future

Invitees

- No. of travel agencies: 10 (10 people)

Inviting the media

- Invited Vietnamese media to Japan to film a program promoting Japanese travel in Jul., Sep. and Dec. 2019

Name of Program

- DU LỊCH KỲ THÚ NHỮNG THÁM TỬ VUI NHỘN

(In English: Exciting Travels – Funny Detective)

Appearances by

- Jang Mi, T-UP (P336), Quyền Linh, Lê Lộc

- #1 Jan 30, 2020 (Thu.) [Summer (Fukuoka/Oita)]
- #2 Feb 6, 2020 (Thu.) [Fall (Miyagi/Fukushima)]
- #3 Feb 13, 2020 (Thu.) [Fall (Aichi/Kanagawa)]
- #4 Feb 20, 2020 (Thu.) [Winter (Hokkaido)]

***Each episode will be on Channel HTV7 from
10:45pm – 11:15pm!!**

Summary of Japan visas

<div> <div>Group</div> <div>Individual</div> </div>	Type	Maximum length of stay, period valid
	One-time visa (Tourist etc.)	15 days, 3 months (Restricted to select travel agencies)
	One-time visa (Tourist etc.)	90 days, 3 months
	Visa for multiple visits (Tourist etc.)	30 days, 5 years History of visits to Japan or to G7 countries, financial stability etc.
	Visa for multiple visits (Business/Culture/Intellectual etc.)	90 days, 10 years

Details concerning relaxing of visas

Introduced from	Measure (maximum length of stay, period valid)
Jul. 2013	• Introduction of visa for multiple visits (15 days, 3 years)
Sept. 2014	• Large-scale relaxing of conditions necessary for obtaining visas for multiple visits (30 days, 5 years)
Nov. 2014	• Simplifying application processes for those traveling as part of a group tour (15 days)
Feb. 2016	• Relaxing of conditions necessary for obtaining visas for multiple visits (90 days, 10 years)

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■ Specially-made JNTO website

Newly-created website introducing exciting tourist spots all over the country.

• Webpage name:

TOKYO AND BEYOND 2020

~A Comprehensive Travel Guide for the Tokyo 2020 Olympic and Paralympic Games~

• Made public: Nov. 28, 2019

• Language(s): English, Chinese and Korean*

*Coming soon

• URL : <https://www.japan.travel/tokyo-and-beyond-2020/en/>

<HP>

TOKYO AND BEYOND 2020
A Comprehensive Travel Guide
for the Tokyo 2020 Olympic and Paralympic Games

TRAVELLER

MEDIA

ENGLISH

JNTO

PLAN AHEAD

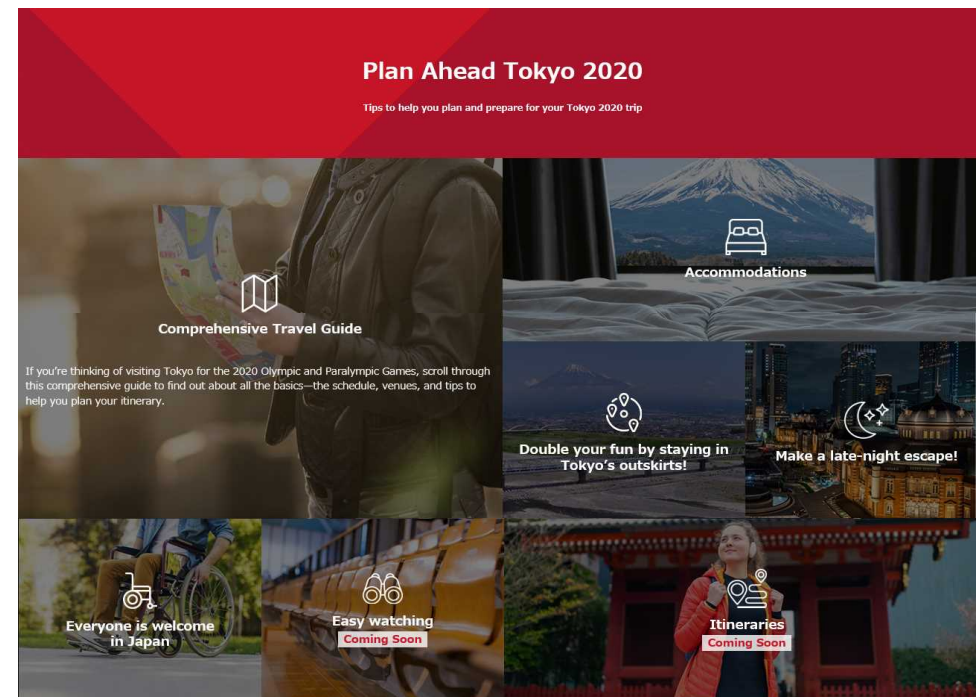
TOKYO & BEYOND



Comprehensive Travel Guide for Tokyo 2020

Your ultimate guide to the upcoming Tokyo 2020 Olympic and Paralympic Games!

TOKYO AND BEYOND 2020 Homepage



Taking advantage of the Olympic and Paralympic Games to concentrate efforts on promotion related to special programs (making private cultural properties public etc.) to encourage tourists to visit all parts of Japan

Overview

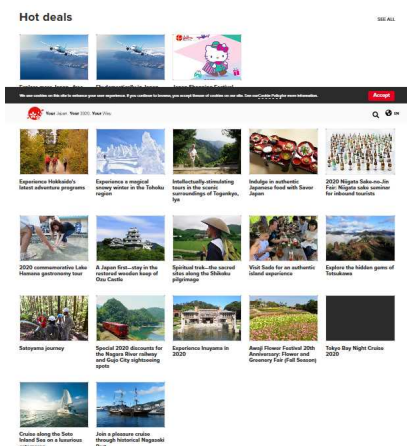
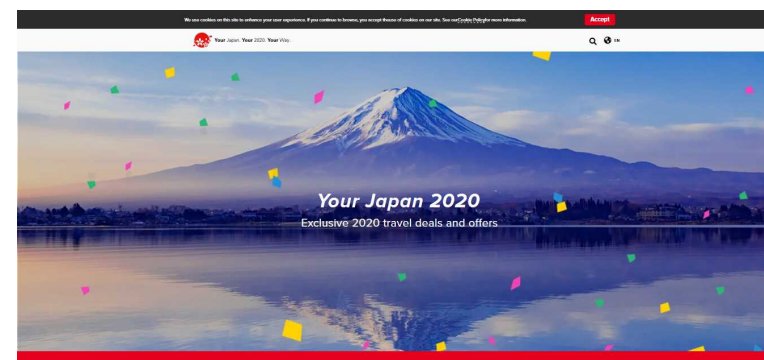
- A special tourism program using websites, social media and collaboration with airlines to **promote** tourism worldwide **making 2020 feel like a special year** (preferential treatment when purchasing domestic flights, making private cultural properties public etc.)



- (To be added) Japan Cultural Expo, an exhibition of culture and arts held in all parts of Japan



Images from the homepage



- URL : <https://www.japan.travel/2020/en/>
- Language(s): English, Simplified Chinese, Traditional Chinese and Korean

Planned increases in airport capacity in 2020

- Fukuoka

The maximum number of inbound and outbound airplanes per hour is scheduled to increase from 35 to 38 from 29 March 2020.

- New Chitose (Sapporo)

The maximum number of inbound and outbound airplanes per hour is scheduled to increase from 42 to 50 from 29 March 2020.

- Narita (Tokyo)

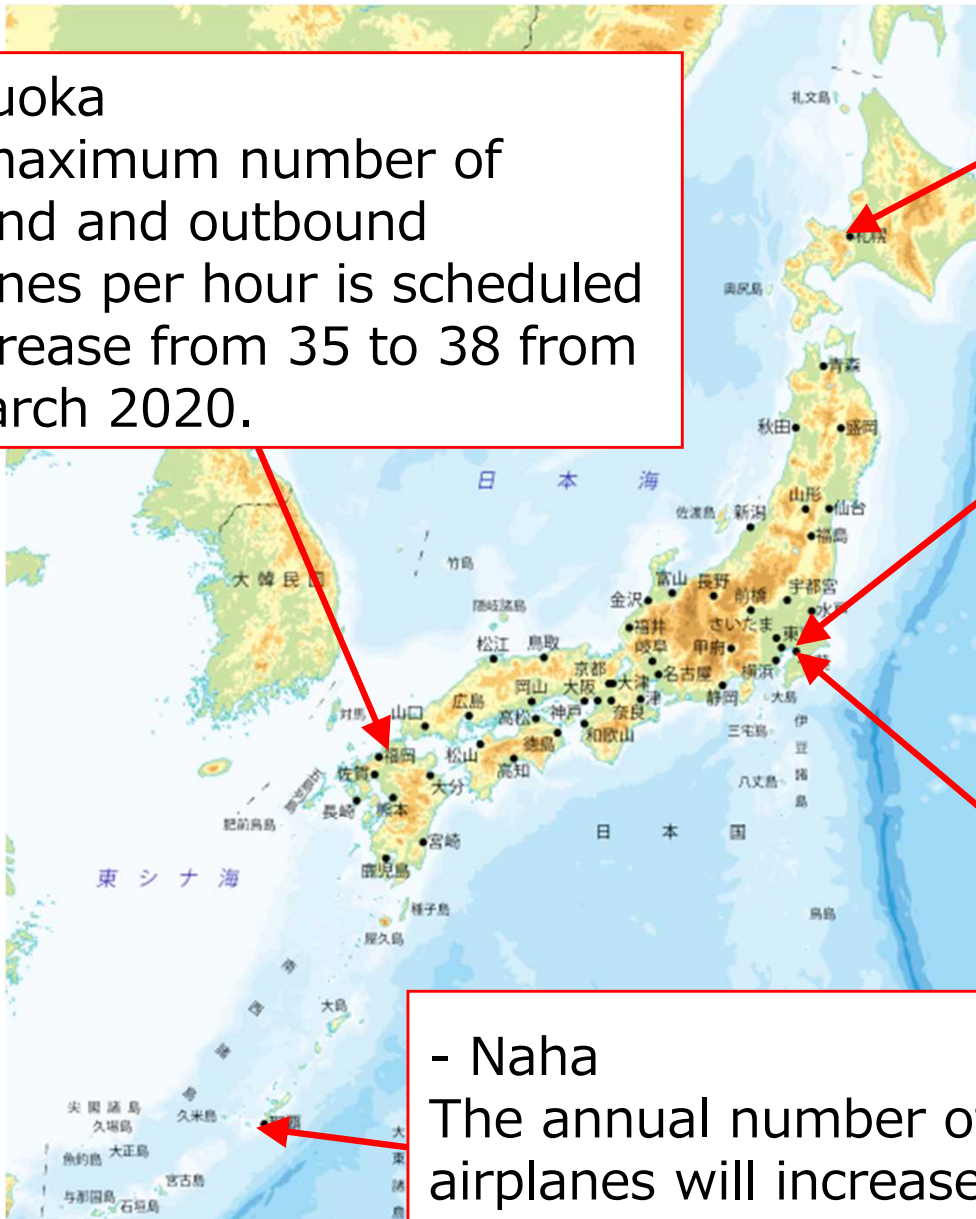
The annual number of inbound and outbound airplanes is scheduled to increase by 40,000 in 2020.

- Haneda (Tokyo)

The annual number of inbound and outbound airplanes is scheduled increase by 40,000 (50 flights per day) from 29 March 2020.

- Naha

The annual number of inbound and outbound airplanes will increase to 240,000 from the end of March 2020 with the construction of a new runway.



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Japanese overseas travelers (country/region) 2015-2017

2015			2016			2017		
1	U.S.	3,792,997	1	U.S.	3,603,786	1	U.S.	3,595,607
2	China	2,497,657	2	China	2,587,440	2	China	2,680,033
3	Korea	1,837,782	3	Korea	2,297,893	3	Korea	2,311,447
4	Taiwan	1,627,229	4	Taiwan	1,895,702	4	Taiwan	1,898,854
5	Thailand	1,381,702	5	Thailand	1,439,510	5	Thailand	1,544,442
6	Singapore	849,162	6	Singapore	840,231	6	Singapore	846,440
7	Guam	773,019	7	Guam	745,680	7	Hong Kong	813,207
8	Vietnam	671,379	8	Vietnam	740,592	8	Vietnam	798,119
9	Germany	647,243	9	Hong Kong	692,529	9	Guam	620,547
10	Hong Kong	632,959	10	Germany	545,013	10	Germany	584,871

*USA figures include those of Hawaii and Guam

Created by the Japan National Tourism Organization (JNTO)

Organization

Youth Outbound Promotion Executive Meeting

Destinations

Hong Kong; Macau; Vietnam; Bangkok, Thailand; Penang, Malaysia; Kota Kinabalu, Malaysia; Cebu, Philippines; Guam; Hangzhou and Shanghai, China; Busan and Seoul, Korea; Seoul, Korea; Kaohsiung, Taiwan; Taipei

Date

October to December 2019

Participation Fee

0 yen (Economy class/1 room for 2 or 3 people/1 adult)

Fuel surcharge and taxes etc. are not included and will be charged separately.

Eligibility

- 20 years old as of April 2, 2019
- Having Japanese nationality without any overseas travel experience



Results in Da Nang

Implementation area	International departure	Travel agency	Departure date	Return date	The number of participants
Da Nang	Narita Airport (Vietnam Airlines)	KNT-CT Holdings Co., Ltd.	25-Nov	29-Nov	8

Date	Schedule
1 st day	From Narita to Vietnam with Vietnam Airlines Courtesy visit to Da Nang Foreign Office Dinner hosted by Da Nang People's Committee
2 nd day	Morning: Tour of Da Nang City Afternoon: Overseas experience program 1 Exchange meeting with young people learning Japanese
3 rd day	Morning: Tour of Burner Hills Afternoon: Visit Hoi An
4 th day	Morning: Overseas experience program 2 Daiwa Vietnam factory tour Afternoon: Tour of Marble Mountain
5 th day	Departure from Da Nang to Narita with Vietnam Airlines

Da Nang tour

[Excerpt from social media post]

- This project was made possible through the cooperation of many people, such as airlines, travel agencies, and local officials. Thank you very much for making this such a wonderful project to be a part of.
- I was overwhelmed by the number of bikes in the city of Da Nang. The fact that order existed among the disorder deeply moved me.
- I was impressed by the dedication of young people in Da Nang towards learning Japanese.
- We interacted with local students studying Japanese. I look forward to seeing them again.
- I ate many things for the first time, but everything was delicious and I love Vietnamese food.