

## **Pre-Notice of Proposal Competition**

17 January 2020  
Japan National Tourism Organization (JNTO) Sydney Office  
Executive Director Yoko Tanaka

We hereby announce the following planned proposal competition.

1. Date of Pre-Notice: 17 January 2020
2. Tentative Tender Period: Early February to Late February 2020
3. Overview of project
  - (a) Name of project: Marketing and Media in the Australian Market for FY 2020
  - (b) Details of project: The objective of this project is to raise Australian travellers' interest in visiting Japan through consumer advertising, digital marketing, and familiarisation trips for media and influencers.
  - (c) The services are subject to the Japanese government's budget for the fiscal 2020 being approved by the Diet, with the contract execution and performance of services occurring after the formation of the budget.
4. Procedures

Tentative project period: From April 2020 to End March 2021

End