

Pre-Notice of Proposal Competition

26 August 2019
Japan National Tourism Organization (JNTO) Sydney Office
Executive Director Yoko Tanaka

We hereby announce the following planned proposal competition.

1. Date of Pre-Notice: 26 August 2019
2. Tentative Tender Period: Early September – Early October 2019
3. Overview of project
 - (a) Name of project: WA Airline Co-op FY 2019
 - (b) Details of project: The objective of this project raise awareness and educate the Western Australian travel market on Japan as a travel destination, and the new direct daily flight service between Perth and Tokyo (Narita) airport operated by All Nippon Airways (ANA), launching 1st September 2019. The campaign should drive consideration and conversion to travel to Japan flying with ANA through a cooperative marketing campaign.
 - (c) The services are subject to the Japanese government's budget for the fiscal 2019 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 October 2019 to End March 2020

End