

Notice of the Scheduled Tender (As of December 11, 2024)

Japan National Tourism Organization (JNTO) Frankfurt office

No.	Name of the project (tentative)	Project outline	Scheduled time of the call for proposals	Remarks
1	Project for SNS and web management, advertisement with influencers and SNS advertisement in FY 2025	<p>The objective of this project is as follows</p> <ol style="list-style-type: none"> 1. To grow the number of reach and engagements for JNTO's German SNS accounts by effectively managing its accounts, creating new contents and collaborating with influencers to promote Japan and the JNTO's channels. 2. To gain more unique users to the JNTO's German website mainly by SEO optimization. 3. To gain the number of reach and engagements from Switzerland by implementing advertisements at German-speaking areas in Switzerland. 	January in 2025	This is a proposal competition which is an open and competitive process.
2	Project for PR in the German market in FY 2025	The objective of this project is to implement PR for media to promote Japan as a travel destination.		
3	Project for marketing activities in Switzerland to promote Japan as a travel destination in FY 2025	The objective of this project is to raise the interest and to increase the number of Swiss travelers to Japan by effectively carrying out promotional activities in Switzerland based on most up-to-date data analysis and marketing.		

*Name of the project is tentative and is subject to change.

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