

FOR IMMEDIATE RELEASE

## JNTO fully revamps global English-language website

### New mobile-first site features compelling user targeted content and AI-powered search functionality

**TOKYO, February 5, 2018** –Japan National Tourism Organization (JNTO) today launches its new official global English-language website following an extensive overhaul. Redesigned to meet increasing mobile demand, the website features bold images accompanied with compelling text, all displayed promptly for smooth, stress-free browsing. Furthermore, the new website is equipped with advanced AI-powered search functionality allowing visitors to search the site’s extensive content pool accurately and efficiently.

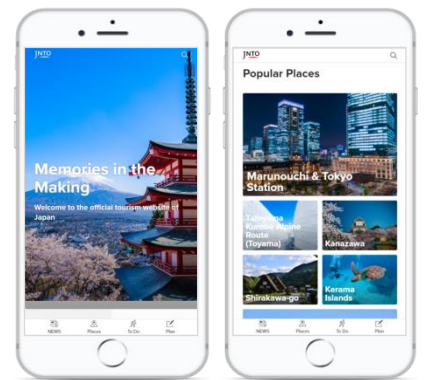
#### OVERVIEW

**Site Title:** Travel Japan - The Official Japan Guide

**URL:** <https://www.japan.travel/en/>

**Target Audience:** Global users with an emphasis on the European, North American and Oceania markets

**Highlight:** Showcases content attractively in a storytelling-style that covers everything from essential first-timer information to extensive destination introductions categorized by theme (culture, nature, food, etc.)



Home page on smart device

#### KEY FEATURES

##### 1. Mobile-first responsive web design

Designed especially for smartphone browsing, the website features vertical-scroll design, optimized content volume and fast text/image loading using Google AMP\*. The result affords users a seamless mobile-browsing experience anytime, anywhere.

\*Google Accelerated Mobile Pages: an open-source project created by Google and Twitter, that enables webmasters to create faster-loading web pages for mobile devices.

##### 2. Web content carefully selected and created based on actual tourist needs and site analysis

The attractions and sightseeing spots featured on the new site have been carefully selected based on site analytics and from the perspective of an actual tourist. All content has been originally created by native English speakers rather than simply translated from Japanese. Images have been selected in the same manner. This approach has resulted in a new website that showcases the best of Japan through inspiring photographs and compelling writing—with even more content to be added after the launch.

##### 3. Advanced AI-powered search functionality

The new site is equipped with artificial intelligence-driven search capabilities such as predictive search, enabling site visitors to find desired information quickly and with ease. The AI is able to learn common typos to continually improve search accuracy and user search experience.

In October, 2017, JNTO established its Digital Marketing Office, a new team specializing in online marketing. Simultaneously, the organization launched a new smartphone app, the Japan Official Travel App, and a new official Instagram account, @visitjapanjp. The website revamp signifies JNTO's commitment to delivering user-oriented information to leverage the Japan brand and convert visitor interest into real-time vacation planning.

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Headed by President Ryoichi Matsuyama, Japan National Tourism Organization is Japan's national tourism agency. The organization is committed to promoting Japan as a leading tourist destination on the global stage through a host of promotional endeavors.

**Home page on desktop/laptop**

