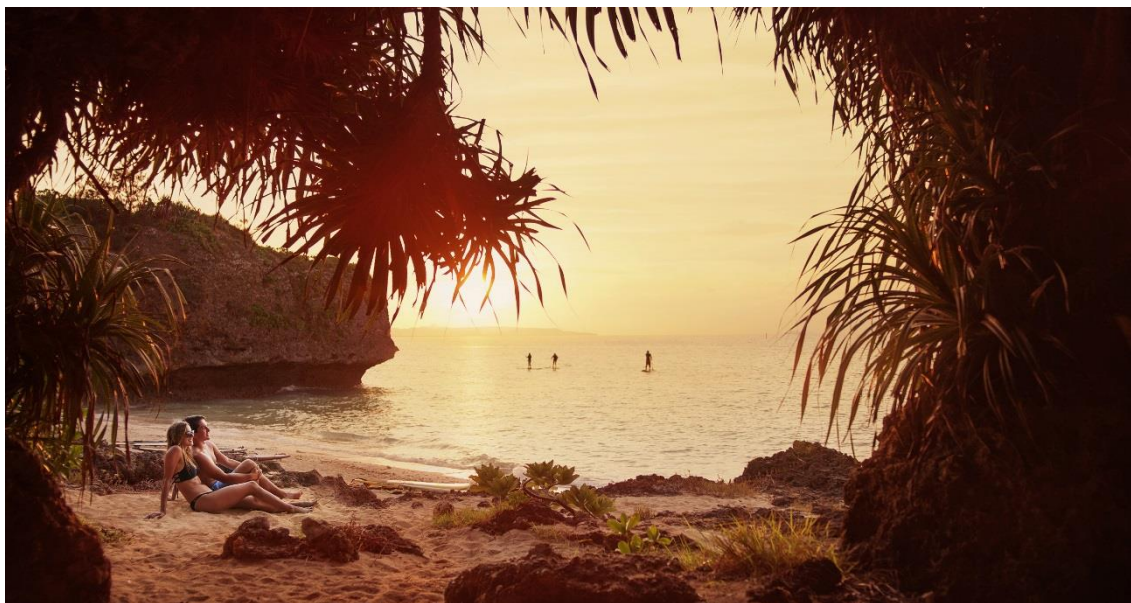


FOR IMMEDIATE RELEASE

Enjoy *my* Japan

“Enjoy my Japan” Global Campaign Targets Long-haul Travelers User-customized videos introduce some of Japan’s best tourist attractions



Spectacular sunsets in a tropical paradise setting are on offer at a secluded beach in Onna Village, Okinawa Prefecture

Tokyo, February 6, 2018 —Japan National Tourism Organization (JNTO) has today inaugurated a global-scale, multilingual campaign entitled “Enjoy my Japan.” The campaign seeks to entice long-haul travelers to visit Japan and explore the country beyond the well-known popular attractions, and immerse themselves more fully in the rich depths of Japanese nature and culture that exist off the beaten tourist path. This extensive, multifaceted promotion involves a broad variety of initiatives, including the launch of a dedicated website (www.enjoymyjapan.jp) featuring video clips that show a broad range of activities and scenes not typically associated with Japan, strategically targeted digital advertisements, and television commercials to be aired in multiple markets.

The campaign is a major addition to efforts made in recent years by both public and private sectors in Japan to attract more visitors from overseas. Since 2000, the number of travelers from abroad has soared by 500 percent, from 4.76 million to an estimated 28.7 million in 2017. “Enjoy my Japan” has been targeted especially for travelers from Europe, North America, and Australia. Long a popular destination for regional travelers from Asia Pacific nations, who comprise some 85 percent of visitors at present, there is plenty of room for growth with travelers from the West, who currently make up 11 percent.

A cornerstone of the campaign is the message that Japan literally has something for everyone, and that whatever it is a long-haul traveler goes to an overseas destination for, Japan is ready, willing, and waiting to fulfill their passions. In addition to satisfying visitors from abroad with the familiar, iconic sites and things to see and do the country has long been known for, there is also a desire to foster a richer and more personal experience by making lesser-known places and activities more accessible, especially to entire families and those with an adventurous spirit.

The campaign theme, “Enjoy my Japan,” expresses the interaction of the international traveler with the Japanese people themselves, in addition to inviting visitors to create their own personal relationship with the country as a preferred destination. An intrinsic component of the campaign is to motivate the Japanese people to open their arms to visitors from abroad, and to show and tell them just what it is that’s so special about their country.

In constructing and honing the focus of the campaign, avid travelers were surveyed to identify the things they find most alluring when choosing a destination abroad. Survey results revealed a series of commonly recurring “passion points” that make up a satisfying trip. In turn, these were categorized and compiled into a list of locations and experiences designed to fulfill a traveler’s passions—*cuisine, tradition, nature, city, relaxation, art, outdoor*—and a series of brief video clips, available for viewing at EnjoymyJapan.jp, were produced to bring them all to life.

Website visitors also have the option of crafting their own “virtual tour” of Japan by answering a few quick questions about their interests, which then serves up a “personalized movie” with scenes that show the types of sites and experiences on offer from one end of Japan to the other. “One’s personal engagement with Japan starts at the website,” said JNTO president Ryoichi Matsuyama. “It continues with enriching experiences like summer and winter adventure sports, spring and autumn mountain treks and steam train rides, and seaside cycling excursions. Any time of year, Japan offers fine dining and mouthwatering street fare, vibrant night life in safe and spectacular cities, virtually unlimited shopping and entertainment options, exposure to ancient traditions that still exist side-by-side with emerging pop cultural trends, and physical and spiritual rejuvenation at remote hot springs, spas, and Zen Buddhist retreats,” he said.

JNTO will support the unveiling of the “Enjoy my Japan” website with campaign events in Tokyo as well as in key global cities such as London, Berlin, Paris, Sydney and New York. At these gatherings, widely recognized influencers in the travel sector will reach out to their audiences to convey their wanderlust and share some of their own travel experiences in Japan.

About JNTO



Japan National Tourism Organization (JNTO), an independent agency of the Japanese government, promotes Japan as a leisure and business destination to further exchanges between Japan and the world. JNTO disseminates information, conducts publicity and exhibitions, develops tours, carries out research and much more, utilizing its international network of 20 offices.

Media Inquiries

JNTO Enjoy my Japan Global Campaign media contact:

intogc@webershandwick.com

Tel: +81 90 9006 2769

Enjoy *my* Japan

Tradition



Enryakuji Temple on Mount Hiei, Shiga

Cuisine



Ginza Sushi Aoki, Tokyo

City



Night view in Tokyo

Nature



Onna Village, Okinawa

Art



Naoshima, Kagawa

Relaxation



Onna Village, Okinawa

Outdoor



Minakami, Gunma

**Filming locations of “concept movie”
-Enjoy my Japan Global Campaign-**

Prefecture	Filming location
Okinawa	Onna Village
Nara	Kasuga Taisha Shrine
Shizuoka	Mount Jyoyama
Okinawa	Okinawa Churaumi Aquarium
Okinawa	Ryukyu Onsen Senagajima Hotel
Ehime	Setouchi Retreat Aonagi
Kagawa	Naoshima
Tochigi	Nikko Toshogu Shrine
Ehime and Hiroshima	Shimanami Kaido
Tokyo	Kanze Noh Theater
Tottori	Tottori Sakyu (sand dunes)
Hiroshima	Shinshoji Temple
Tokyo	Evening scene from Roppongi Hills
Tokyo	Night view from Andaz Tokyo
Tokyo	Shibuya Crossing
Gunma	Minakami
Ibaraki	Hitachi Seaside Park
Kyoto	Sagano Scenic Railway
Tottori	Mount Daisen
Kyoto	Fire Ramen Menbaka Ichidai
Tokyo	Ginza Sushi Aoki
Shiga	Enryakuji Temple on Mount Hiei
Shimane	Adachi Museum of Art
Shiga	Lake Biwa
Tokyo	Tokyo Yosakoi
Gunma	Takaragawa Onsen Osenkaku
Tokyo	Takamaru Sengyoten
Tokyo	Mount Takao
Tokyo	The National Art Center, Tokyo