

Japan National Tourism Organization London Office
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Visit Japan Year 2010

The Japan Tourism Agency (JTA) and Japan National Tourism Organization has announced they are making 2010 "Visit Japan Year (VJY)," and they will make every effort to reach the goal of having 10 million people visit Japan by the end of 2010.

Visit Japan Year 2010 will be held jointly with airlines, hoteliers, ground handlers, self-governing bodies, and related ministries and government agencies. In the executive committee, there are travel related organizations such as the JTA, Japan Association of Travel Agencies (JATA), Tourism Industry Association of Japan (TIJ), airlines and railway companies etc. Government and public organizations such as the Ministry of Foreign Affairs (MOFA), Ministry of Economy, Trade and Industry (METI), Ministry of Education, Culture, Sports, Science and Technology (MEXT), Nippon Keidanren (Japan Business Federation), Japan Department Stores Association (JDSA), credit card companies and banks will also be supporting Visit Japan Year 2010.

Visit Japan Year 2010 is planning to:

- Launch a series of special campaigns to target foreign tourists for Japan;
- Make a tactical approach to the foreign residents in Japan encouraging to have their family and friends visit them in Japan;
- Develop and distribute special contents through the year.

The Visit Japan Year 2010 website will go live in October 2009 to keep potential visitors up-to-date with what is happening in Japan. It will contain important travel news, exclusive reports on top events and festivals and new attractions. Visitors to the site will be able to register to receive e-newsletters with Visit Japan Year 2010 news.

Visit Japan Year 2010 will be a global campaign driven twice a year on the web within the framework of shopping, culture and food. The two key campaigns will take place in winter (January - March 2010) and autumn (September - November 2010). Further details for Visit Japan Year 2010 will be released later this year.

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For more information or images please contact:

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