



Japan. Endless Discovery.

Japan's Inbound Tourism after March 11, 2011

May 13, 2011

Japan National Tourism Organization (JNTO)

New York Office

1. The number of visitors to Japan from overseas plummeted after March 11.

Number of visitors from overseas in March:

	2011	2010	change
Total	352,800	710,000	-50.3%
U.S.A.	38,900	71,553	-45.6%

2. On April 14, 2011, the U.S. Department of State downgraded the travel alert to Japan. Only travel within a 50-mile radius of the Fukushima nuclear plant was restricted – an area which does not include major tourism destinations such as Tokyo and Kyoto.
3. The Commissioner of the Japan Tourism Agency (JTA), as well as the President of the Japan National Tourism Organization (JNTO), each issued a message to invite people from around the world to visit Japan. In their respective messages, they stressed that the affected areas were limited, and that most of Japan could be visited safely and comfortably.
4. JNTO provides travel-related information including the radiation levels, with useful links on its website. It is updated every day.
(http://www.japantravelinfo.com/news/news_item.php?newsid=431)
5. JTA and JNTO are currently making plans to invite travel industry leaders and media professionals to Japan, in order to witness the current situation first-hand.
6. A Japanese delegation will attend the Global Travel & Tourism Summit in Las Vegas, from May 17-19, and will communicate with industry leaders and media from around the world to revamp inbound tourism to Japan. The Summit is organized by the World Travel & Tourism Council, and the next Summit will be held in Tokyo in April 2012. There is current consideration to host some of the related events in the disaster-stricken Tohoku region.
7. Several travel agencies, hotels, and airlines are preparing a specially-priced product to thank the U.S. citizens for its support. It will be available later this month.

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April 22, 2011

To our dear friends with an interest in travel to Japan

On March 11, a massive earthquake and tsunami hit the northeast coastal region of Japan, which caused the region a huge loss of lives and properties. As you will be aware, they also caused an accident at a nuclear power station in Fukushima.

On behalf of the government and people of Japan, I would like to extend our sincere appreciation for the support and heart-warming messages kindly sent to us from your country's government and people. We will never forget the signs of friendship and solidarity you have shown us in response to this historic tragedy.

We are now firmly determined to overcome all the difficulties we are being faced with, in order to keep contributing to the peace and prosperity of the world. We have started to concentrate our efforts on achieving the resumption of economic stability, getting citizens' lives back to normal, resuming cultural activities and so on, throughout the country.

In the case of the tourism sector, we are committed to welcoming visitors from all over the world to our country. A vast majority of Japan's regions and their tourism attractions have not been affected by the disasters at all and thus are completely prepared to welcome guests from around the world.

We hope to see many visitors from abroad come to such regions and have a good time without feeling any anxiety over safety or security during their stay. For that purpose, our organization will keep delivering the latest, accurate information on destinations in Japan in a timely manner.

We feel people from around the world visiting Japan will bring us invaluable vigor, which we believe will have a significant positive impact on the Japanese people's struggle to reconstruct and to rehabilitate the devastated areas. At the same time, they will also provide us with precious opportunities to express our gratitude.

Accordingly, I am proud to state that this is the right time for you to enjoy your "Endless Discovery" in Japan.

Sincerely yours,

Hiroshi MIZOHATA
Commissioner
Japan Tourism Agency
Ministry of Land, Infrastructure, Transport & Tourism



April 2011

Message from the President of the Japan National Tourism Organization (JNTO)

It is now just over a month since the earthquake and tsunami hit the coast of the Tohoku region in Japan. We are very grateful for the generous contributions and support that we have received from all over the world. The support has been very important to us, and the Japanese people are determined to put all our efforts into recovery actions, in response to the outpouring of encouragement and solidarity that we have received from the global community.

The Japan National Tourism Organization will support the rebuilding efforts by continuing to pursue our mission to positively promote Japan as a vibrant, beautiful destination, brimming with unique cultural attractions, exciting cities, and friendly people.

We will continue to distribute the latest detailed and accurate information about travel to Japan, as well as to actively develop our promotional activities in order to encourage many people to visit Japan. To this end, your support and cooperation are indispensable.

Most of Japan's regions were unaffected by the earthquake, and we invite you to see the present condition of Japan for yourselves. We invite the world's media and tourism professionals to visit Japan, and to observe first-hand how Japan is still a unique and attractive travel destination.

Japan is now entering a beautiful season of new spring flowers and scenery. We continue to welcome visitors from all over the world with an unchanging spirit of hospitality, as we have always done. We will strive to encourage even more tourists to visit Japan, and when they do, the people of Japan will thank them for their messages of encouragement, prayers, and support that are helping the nation to recover from this disaster.

Sincerely,

Tadatoshi Mamiya, President
Japan National Tourism Organization