



ANTOR – JAPAN

ASSOCIATION OF NATIONAL TOURIST OFFICE REPRESENTATIVES IN JAPAN
駐日外国政府観光局協議会

February 2020

GENERAL MEETING REPORT

■Title: GENERAL MEETING 2020 Vol.01

■Date: February 6th, 2020 (Thursday) from 2pm to 4pm

■Venue: ATOUT FRANCE (inside the Embassy of France) Meeting Room on 1F

■Attendees:

Active Members:

- Mr. Frederic Mazenq, Director, Atout-France France Tourism Development Agency Japan Office (Chairman)
- Mr. Akira Nishiyama, Regional Manager Asia and Australia, Germany National Tourist Office (Vice Chairman)
- Mr. Fumihiko Sakakibara, General Manager, Macao Government Tourism Office (Director)
- Mr. Yoshiaki Fujimura, Marketing Manager, Tourism Authority of Thailand
- Ms. Oto Oliveira, Tourism Director, Turismo de Portugal
- Mr. Stepan Pavlik, Director, Czech Tourist Authority - CzechTourism Japan
- Ms. Aso Satoko, PR & Marketing Manager, Czech Tourist Authority - CzechTourism Japan
- Mr. Magi Castelltort, Director, National Tourist Office of Spain

Allied Members:

- Ms. Kasumi Abe, Outbound Travel Promotion Division, JATA
- Mr. Akihiko Hosaka, Outbound Travel Promotion Division, JTA
- Ms. Motomasa Kogoshi, Sales Division, JTB Saitama Branch
- Ms. Yumiko Ando, Marketing Tourism Action Department, All Nippon Airways Co.,Ltd.
- Ms. Eri Kagami, Representative, Rail Europe Japan
- Mr. Yoshio Iimura, Tokyo Branch Sales Division, Kanbo Prass Corp.
- Mr. Go Kawasaki, President, for Travel
- Mr. Yasuaki Sakaguchi, Sales Division Manager, for Travel

Guests:

- Mr. Rémi Scoccimarro, Researcher in geography and town planning, Maison Franco-Japonaise
- Mr. Morgan Chaudeler, President, Aichi International Convention & Exhibition Center Co.,Ltd
- Ms. Inoue Chizuru, Sales Division, Aichi International Convention & Exhibition Center Co.,Ltd
- Ms. Veronique Totozafy, Counselor Economic and Cultural Affairs, Embassy of Madagascar
- Ms. Akie Toyama, Trade Officer - Trade Promotion and Investment Section, The Embassy of the Federative Republic of Brazil
- Ms. Isabelle Massabo, Secretary General, ANTOR-JAPAN

1. CHAIRMAN'S REMARK

ANTOR-JAPAN Secretariat

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At the outset, Chairman Mr. Mazenq began the meeting by mentioning the COVID-19 virus that could influence the outbound travel worldwide. He stated discussion about this virus and asked to all members what kind of economic impact it would give in Japan and, what kind of impact it would make on Japanese people traveling abroad.

Mr. Mazenq emphasized that this year we should still focus on young Japanese travelers of 20's to 30's which are 12 million. It's a bigger population comparing to other European countries such as Switzerland, Poland, Austria, Sweden and others.

2. Each NTO's situation and influences by COVID:

FRANCE

For the moment, no impact at all. No cancellation yet with the reason of Corona Virus from Japan to France. However, there are cancelation on Chinese flights and switched to direct flight with ANA/JAL from Japan. It is worrying in 3 months and we are looking at new bookings which are completely flat for high season. Meanwhile, the number is very bad in new market such as Asia, especially in Korea for the reason of being scared going at the airport to take airplane to avoid getting contaminated. In South Asia such as Philippines and China's travelers to France are decreasing but Japan is good comparing to other Asian countries. It will be important to pursue this phenomenon and start thinking about the marketing strategies for after the COVID to make people travel again even if we don't know when the end would be yet.

SPAIN

The situation is mainly same as from France. For Japanese market, it is still positive and successful for Spain. We had a very good year in 2019 so we hope it would continue. We wish that JATA would help us with this situation. It is the same situation as France in Korea as well. For the moment Japan is stable comparing to Korea which is panicking a lot.

CZECH REPUBLIC

There is not new information now and the market is not affected much. We don't have any bad news from Korean market and Korean market is more important than Japanese market. Few cases outside of China is present however there is no reason to panic. There is no need to do special promotion now, but we should start thinking.

GERMANY

Following the situation for the last two weeks, asking individual tour operators how the situation is, there is no big changes for the moment. But we see there are no new bookings and the activity is very low. So, it must be taken as a very serious situation and find out how we can manage for new bookings. The situation changes so fast and by watching the media reports, the end of this phenomenon is not clarified yet. Japanese customers are careful and very sensitive for security, Japan is one of the worse markets for crisis, so it is surprising to still see traveling Japanese people. They are pretty much calm about this situation because this virus is not caught from the air, it needs physical contact and they carry masks. News reports in Italy, France, Canada, might create misunderstandings which is the most crucial issue. International medias may cause some difficult situation for tourism industry.

THAILAND

Thailand is facing difficulties. Basically, the start of this year was very good. And it is the 60's anniversary for tourism in Thailand however, cancellation started. There are 2500 cancellations already. Also, among the total visitors, 1/3 are Chinese people. The Ministry of Health and Welfare in Thailand asked to Chinese travelers to enter the country, but the Cabinet is not following that and that is scaring other travel agents. Once you enter Thai, Chinese people are still there so other travelers are getting scared. Furthermore, Thailand travelers got Virus form Japanese and Korean. In this situation we don't know where we can catch this virus. Maybe during the coming 2-3 months the travel industry would be slow. There is also a big question such as, since Thailand is a hot country why this virus can expand? Maybe the reason is because the climate changes and

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sometimes it gets like 16 degrees in Thai. We are now trying to find out how to recover this situation in 3 months.

BRAZIL

Brazil is not so affected now. However, we are having some cancellation to Japan for Foodex. It was announced that Brazilian army approved to rescue Brazilians in China. It will globally be affected so we hope to find out how to solve this situation soon.

MACAO

Today there is no Japanese on flights to Macao. Japanese people stopped to Macao. Since this situation made a serious financial problem in Macao, all our staffs are busy to find protection for the economy. The government started to give marks for Macao citizen but still, for young kids there are not enough masks, we need jackets and small mask for children and gloves to take care of the clients. For Macao the situation is not positive. Negative impact for tourism especially for Eastern Asia. In Macao it has been decided that all casino stopped operation 2 weeks (14 days).

80% of income tax, revenues in Macao is made by Casino. It will seriously hit the economy.

Macao government mentioned 3 major things: 1. Don't accept travelers who are affected. 2. stop all the movement with Macao and other countries. 3. Strengthen quarantine in certain area because human to human contact causes diffusing this disease.

By collecting information from media, it says maybe the peak would be in April so the end of this phenomenon is not clear. If the Peak in Japan would be in April, can we be ready for the Olympic Games? All the information should be shared and simulated for maximum bad situation.

From the destination's point of view, Japan is seen like a major client after China.

Japan is biggest market however, after the cruise contamination, maybe the image would change into "don't come Japanese people". That kind of information, we should supply to the government and avoid making the image of Japan as a dangerous country. We must share actual situations. We should keep the image of "let's enjoy the traveling".

MADAGASCAR

No information for any changes for now. However, we are struggling sending people from Asia to Madagascar and we would like to learn more the market. We should do something to promote after the COVID would be gone.

PORTUGAL

We had 2 workshops cancelled in Seoul and in Tokyo. We mentioned that the situation in Japan and Korea is very different. There is more panic in Seoul.

People are warned to do not go to public, to seminar and, among 60 people only 10 are confirmed to our party and seminar. We had to postpone launching product. We don't know how it will end up so, we don't know what's going to happen next. Comparing Korea to Japan, for example SARS marked a lot of effects to Korea but not to Japan. Therefore, it can be said that people in Korea are more sensitive about this situation. Regarding the booking, during last year until January it was growing for 21% from South Korea and 1% from Japan.

JATA

JATA is now discussing about recovery strategy which will be introduced later.

JTB

A group of 500 people who were supposed to travel to Los Angeles in October was canceled. Five groups have been canceled just in our department which comes to a damage of about 100 million yen. Domestic travel has also been canceled. For example, a tour to Ise-Shima has also been canceled. We are trying to give other options to the customers such as, organizing events or parties while the situation would improve. However, we don't know if they would appreciate that either. The biggest risk is that people would avoid where many people is gathering.

KANBO PRASS

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We have the serious problem and we cannot schedule the manufacture production.

ANA

We have canceled and downsized all china flights including Hong Kong and we have a huge number of cancellations. Maybe few numbers for new bookings would come for other destinations.

for TRAVEL

We are operating a travel website for Japanese overseas travelers. China's PV numbers have dropped significantly. It affects not only China but also Hong Kong and Australia users. There are still some people who are moving, even in this difficult situation.

The demand for short-distance destinations, such as Guam and Saipan, or even Vladivostok in Russia are increasing. Some people have lost their destinations, but others have changed their objectives. It is important to deliver such information to the Japanese.

Users are still watching our website and looking at our reviews and travel blogs.

However, 50% of viewers has decreased especially for Chinses destination and for South East Asia it is 25% down. The numbers keep changing day by day.

RAIL EUROPE

Until now it is stable. The image of the virus sounds different in Europe.

Some clients from some travel agents, when we go to opera city, they couldn't get in.

Comparing to Japan, the Korean market has been damaged a lot.

Office is trying to send news the ordinary promotion news. Don't know say anything for now.

AICHI INTERNATIONAL CONVENTION & EXIHITION CENTER

Some concerts got canceled such as hand shaking events to avoid physical contacts.

Our venue opened last august and big problem

Connected directly to the airport and we have flight to China.

Lot of flights, like 50 flights got cancelled LCC Chubu to China. We need a very big effort for Communication. We are supposed to be in Macao for some exhibition and it got canceled.

We have B to C concert especially hand shaking got cancelled

At the end of this topic, Director Mr. Sakakibara made an important remark that we must find how to make this situation into a positive one after this problem would be solved. ANTOR-JAPAN might encourage people to go abroad.

ANTOR-JAPAN delivers its messages by exchanging opinions and information gathered via LINE to the Japanese Government, taking into consideration that ANTOR-JAPAN is the only effective body to apply reasonable pressure on the Japanese Government for further cooperation to promote outbound travel.



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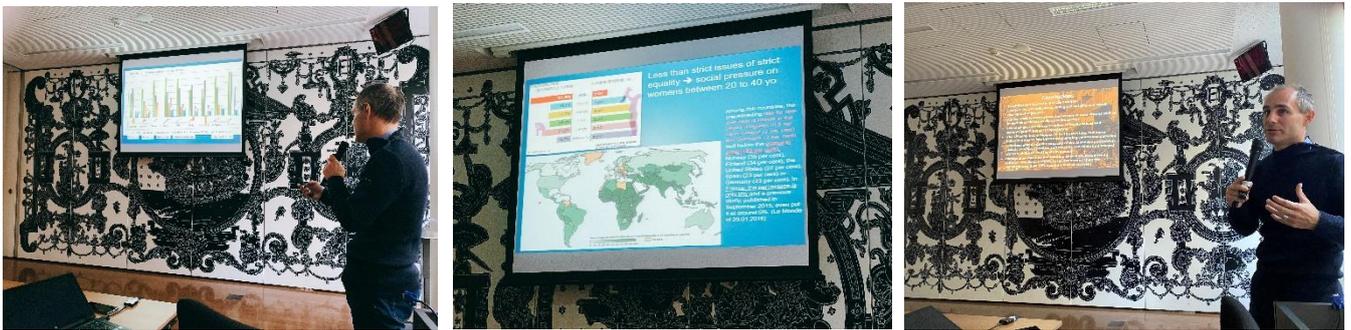
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3. Guest Speaker presentation: Mr. Rémi Scoccimarro

Theme: "Changes in the Japanese population in terms of workforce, income level, geographic location that effect the Tourism industry in Japan".

Mr. Scoccimarro is a researcher in geography and town planning, specialist in Japanese territories, author of an Atlas of Japan published in 2018. (Ref. Documents)



4. Special offer Presentation: Mr. Damien Dome from AICHI SKY EXPO

Theme: Active Special Experience Program

Since Mr. Dome has an urgent call, Ms. Inoue made the presentation on behalf of him. (Ref. Documents)



5. Next Meeting Approval

The date and venue of the next General Meeting will be announced within days.
(Planned to be on April 2020)

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