



# ANTOR – JAPAN

ASSOCIATION OF NATIONAL TOURIST OFFICE REPRESENTATIVES IN JAPAN

駐日外国政府観光局協議会

Tokyo, April 24th, 2019

## GENERAL MEETING REPORT

■ Title: GENERAL MEETING 2019 Vol.02

■ Date: April 24<sup>th</sup>, 2019 (Wednesday) 14:00-16:00

■ Place: JATA (Japan Association of Travel Agents) 3F floor,  
(Address: 3-3-3, Kasumigaseki, Chiyoda-ku, Tokyo 100-0013)

■ Attendees:

- Mr. Frederic Mazonq, Director, Atout-France France Tourism Development Agency Japan Office (Chairman)
- Mr. Guillermo Eguiarte Bendímez, Director, Mexico Tourism Board (Vice 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. Niel P. Ballesteros, Attache and Director for East Japan, Philippine Embassy Department of Tourism
- Mr. Yasuhiko Yokoyama, Chief Marketing Officer, Visit Indonesia Tourism Officer - Japan
- Mr. Oto Oliveira, Tourism Director Japan and Korea, Turismo de Portugal, I.P.
- Mr. Chizu Takaoka, Promotion Manager, Turismo de Portugal, I.P.
- Ms. Marjorie Dewey, managing Director-Japan, Visit California
- Ms. Miako Sudo, Director Japan, VISITFLANDERS Tourist Office for Flanders-Brussels, Belgium
- Ms. Harue Nakagawa, Director Japan, Netherlands Board of Tourism & Convention
- Ms. Martina Cilkova, Director, Czech Tourist Authority - CzechTourism Japan
- Ms. Satoko Aso, PR & Online marketing manager, Czech Tourist Authority - CzechTourism Japan
- Ms. Lola de la Hosseraye, Chargee de mission, Atout-France France Tourism Development Agency Japan Office
- Mr. Akihiko Hosaka, Assistant General Manager, Outbound Travel Promotion Division, JATA
- Ms. Kasumi Abe, Outbound Travel Promotion Division, JATA
- Ms. Natsuko Matsumoto, Sales Department Overseas Business, Kanbo Prass Corp.
- Ms. Eri Kagami, Representative, Rail Europe Japan
- Mr. Katsuo Aso, Manager Overseas Travel Department, KNT-CT Holdings Co.,Ltd.
- Mr. Kazumasa Ikeda, International Relations & Marketing Manager, Japan Youth Hostels, Inc.
- Ms. Isabelle Massabo, ANTOR-JAPAN Secretary General

■ Minutes:

1. CHAIRMAN'S REMARK:



At the outset, Chairman Mazonq expressed, as he did at the previous meeting, his intention to promote outbound travel even further under close cooperation with JTA, JATA and other entities. However, since ANTOR's budget is limited, it would be difficult to organize B to C events. Therefore, he suggested for a simple format to try some **media events**. Mr. Mazonq introduced once again the project of "Gastronomy Tourism Fair". He explained that it will provide a good opportunity for Japanese press to meet the appealing gastronomic culture of 15 to 20 countries at one sitting, and at the same, each NTO will have chance to appeal its culture to massive

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people through media. He asked each NTO to invite media, one chief from the embassy or restaurant who can make national cuisine and provide also one drink.

He insisted that this event should take place at one embassy, because using an embassy will be cheaper and it will enhance the relation between them and the tourism offices. If it can be organized every year, it needs to make a rotation and take place at different embassy. He emphasized that PR through food event "works well" especially in Japan.

#### PORTUGAL:

Director Oto shared his experience of media event tried with ANTOR-SWEDEN. He mentioned that the situation in Japan and Sweden was completely different since their working time is not the same, and they faced difficulties to gather journalists to make PR articles. They have tried to organize dinner event and lunch event, but it didn't work for the reason of time and limited budget and others.

They end up making it at breakfast, as it is cheaper, and the number of participants started growing.

After several discussions, they found out that journalists were interested to get prices for their articles.

ANTOR-SWEDEN made a simple event where they gathered judges and gave awards for the best one-line and off-line articles. Winners got 4 tickets (Hong Kong-Sweden) sponsored by SAS. After all, this media event ended as a success.



#### MACAO:

Director commented that they have done media event as well and gather over 100 journalists and awarded valuable articles with specific criteria and invited also chef from Macanese food restaurant. It will be a lot of efforts. But still, he emphasized that ANTOR-JAPAN is not an association for marketing resources. It is a gathering to share information between NTOs.

#### CALIFORNIA:

Director remarked that they organize contest and invite airlines, embassy and NTO.

It is a lot of preparation but very successful. They have made media event for Las Vegas with Tap Dancing as well.

#### NETHERLANDS:

Director asked who will be the organizer?

#### GERMANY:

Director has agreed to do the media event if it is beneficial for all. In the past EU media event took place, it was very successful, 200 journalists were competing for off-line, on-line and TV award. but it was too much work for the administration, and it ended because it was not possible to handle anymore.

#### CZECH:

Director emphasized for the fact that ANTOR should focus on the budget and if ANTOR would like to make events, we should join other events.

#### MEXICO:

Director has agreed that media event could be a win-win situation for all. By inviting journalist, new feature can be made. As sponsorship ANTOR can get with a concrete theme so its is good to focus on gastronomy. For example, it would be interesting to approach Colonna or Chocolates. Chocolate could be a way of communication because it can be founded in several countries' airport and many destinations have they own chocolates. It can be a new way to approach media.

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**After all, most participants agreed to make media event but still the content must be discussed. Further questions will be asked through the ANTOR survey which will be distributed by email later.**

2. Participation at Tourism EXPO JAPAN with JOTC support:  
JOTC won't join TEJ 2019 so it needs more discussion to find out for any other possibility providing ANTOR a booth for members who won't be participate at TEJ 2019 in Osaka.
3. After discussion, 4 hemes to ask JTA from NTOs have been decided such as:
  - 1) **Over Tourism**
  - 2) **SDGs**
  - 3) **Security announce (by MOFA)**
  - 4) **Young travelers' testimony**

MEXICO: Request to review the way of announcing the security and protection which influence a lot of Japanese travelers.

CALIFORNIA: The case of 911 has been discussed with MOFA and ANTOR to do not involve innocent Islamic destination.

MACAO: Regarding young travelers, Macao prefers old people to stay. It is important to focus on young travelers it is also important to think about 40' and 50' other than baby boomers who are not travelling.

PHILIPPINES: Since we will send young travelers abroad with this "20's project", we should get testimony and find out the best practice to attract non travelers and make others travel.

FRANCE: Think about the possibility to invite young staffs working at travel agencies and make a discussion with them.

CZECH: The school program is good to make young Japanese travel more in the country where they study. It might take some time, but it is interested as a long-term target.

4. ANTOR-JAPAN SURVEY:  
CZECH: It is necessary to know what for and how the survey will be used.

MACAO: The survey is too long and there are some questions which cannot be answered like the budget.

**The survey will be distributed again by email to all. ANTOR-JAPAN secretariat will receive a feedback from members to decide which questions would be kept and removed. The purpose to make it is to share information between members only.**

**It can be shared with embassies and the headquarters of each NTOs as well.**

\*Some of us may not possess the data required for some questions or have different kinds of data (ex: money spent per day vs per trip). Each member can fill in to the best of their ability in order to obtain the most relevant results possible.

5. Next Meeting Approval  
**The date and venue of the next General Meeting will be announced within days.**  
**The majority agreed to make it from 2 pm to 4 pm.**



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