



ANTOR – JAPAN

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

February 2019

GENERAL MEETING REPORT

■Date: February 5th, 2019 (Tuesday)

■Time: 11:00am to 1:30pm

■Venue: JATA (Japan Association of Travel Agents) Office (Meeting Room 4F)

■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)
- Ms. Martina Cilkova, Director, Czech Tourist Authority - CzechTourism Japan
- Ms. Satoko Aso, PR & Online marketing manager, Czech Tourist Authority - CzechTourism Japan
- Mr. Tadahiko Narita, Country Manager, Visit Indonesia Tourism Officer - Japan
- Ms. Naomi Takahashi, Chief Marketing Officer, Visit Indonesia Tourism Officer - Japan
- Ms. Chika Namba, Assistant of Director, Korea Tourism Organization
- Mr. Oto Oliveira, Tourism Director Japan and Korea, Turismo de Portugal, I.P.
- Mr. Chizu Takaoka, Promotion Manager, Turismo de Portugal, I.P.

Allied Members:

- JATA
- JTB Saitama Branch
- Globe-Trotter Travel Guidebook, Diamond-Big Co., Ltd.
- Kanbo Prass Corp.
- All Nippon Airways Co.,Ltd.
- Japan Inbound Solution Co. Ltd.
- Rail Europe Japan

■Minutes:

1. CHARIMAN'S REMARK

At the outset, Director Mazonq stated that while Government of Japan put emphasis on inbound travel, there is a potential for further development of outbound travel and expressed his intention ANTOR-JAPAN to promote outbound travel even further under close cooperation with JTA, JATA and other entities, taking into consideration the importance of two-ways tourism. He also mentioned the importance to keep good eyes on how upcoming rugby world cup as well as other international events in Japan could influence the outbound travel.

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2. Each NTO's situation and strategy:

- FRANCE
The situation is good! The number of flights will increase from April. The number of tourists from Japan to France has increased as well +16 in 2018 and it is still growing, +9%. However, the "Yellow vest protesters" mark serious influences on the tourism industry in France.
- CZECH
The number of tourists from Japan to Czech marked about 12% increase over the previous year during the first 9 months of 2018. Czech is now focusing on promotion of gastronomic culture as well as golf tourism, making use of social media and online promotion, targeting new regions such as Kansai area.
- PORTUGAL
Portugal re-opened office in Tokyo on the grounds that Japan has following features which make Japan an attractive market; i) a relatively large number of tourists is expected in low seasons from Japan; ii) Japanese tourists tend to stay in 5- or 4-star hotels; iii) Japanese tourists tend to use programs from tourism agencies.
- GERMANY
The number of tourists from Japan to Germany marked 3.5% increase over the previous year during the first 11 months of 2018, which still is under average. Germany recognizes that it is a critical moment to expand targets and to attract millennial generation from a long-term perspective.
- MEXICO
25% of Asian tourists is from Kanto area. ANA's direct flight from Tokyo to Mexico City gave great positive impact. Collaboration with neighboring countries to organize round trip helps to increase number of tourists. Despite the distance and relatively high price, destination Mexico attracts younger generation as well as senior generation. Showing things that Japan and Mexico has in common was a successful strategy.
- MACAO
There is a problem of flight capacity. Especially during Chinese holiday seasons, Japanese tourists finds it difficult to book flights. Even though its records growth in number of tourists from Japan to Macao in low seasons, it drops in high seasons because of this problem. Increase of inbound tourism could also mean making it harder for Japanese tourists to book flights. This is a negative feature for outbound tourism.
- SOUTH KOREA
South Korea also faces problem of flight capacity. The Government of South Korea and Japan aim to realize two-ways tourism gradually. The political issue of former civilian workers and of fire-control radar gave negative impact on package tour especially for senior generation, though there is mostly no influence on online reservation. 70% of Japanese tourists to South Korea is repeater.
- INDONESIA
There still is a demand for brochure in Japanese market. Unlike other markets, percentage of online reservation is lower in Japan. Strategy for 2019 will be decided in April.

3. Discussion on how to promote outbound tourism

Important points addressed during the discussion on how to promote outbound tourism is as follows:

- The acquisition rate of passport under the age of 25 in Japan is surprisingly low. Millennial generation in Japan is not interested in travelling overseas unlike young people in other countries. From a middle and long-term perspective, it is of great importance to expand market share now, otherwise the outbound tourism in Japan will decline dramatically when the senior generation get

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even older. Although the younger generation does not have time and money at the present moment, it is crucial to show them now through SNS or by other means that travelling is a potential option for them in the future.

- The fact that 70% of visitors from Japan to South Korea are repeaters shows that even destinations in Asia which is cheaper and easier in comparison with European or American Continent struggle in broadening the market share. It is imperative all of the members to think and discuss how to inspire Japanese people and to turn their eyes towards overseas travelling.
- It is important to understand the advantage of tour guide that it gives security to the tourists. Japanese tourists value security.
- Many Japanese tourists do not drive in foreign countries. In order for them to visit world heritage sites in a country, it is necessary to use bus tour organized in that country. Tourist industries should take advantage of this situation. When a Japanese travel agency organized a round trip tour to multiple not-very-famous heritage sites, it was booked instantly. Japanese agencies are relatively conservative, but taking some risks and organizing something new, such as the above-mentioned types of tour could benefit them greatly.
- A difficult point in promoting a destination in Japan is that there are very few occasions where NTOs could promote their countries to more than 100 stakeholders gather at one place. This kind of occasion could benefit both sides and should be encouraged.
- ANTOR-JAPAN should deliver its messages and opinions to the Japanese Government even further, 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.
- The new commissioner of the Japan Tourism Agency (JTA) put importance not only on inbound but also outbound travel. ANTOR-JAPAN should and will deepen its cooperation with JTA as well as JATA in promoting outbound tourism.

4. ANTOR-JAPAN ACTIVITY 2019

- Gastronomy Tourism Fair
Director Mr. Mazenq introduced a project of "Gastronomy Tourism Fair" according to the attached PPT handout. The Director 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 people through media. This suggestion obtained broad support.
- ANTOR report
Director Mr. Mazenq suggested to publish "ANTOR report" where each NTO introduces their situation. This could be used as an effective way when communicating other stakeholders as well as diplomats and government officials.

5. Next Meeting Approval

The date and venue of the next General Meeting will be announced within days.



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