



ANTOR – JAPAN

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

October 2019

GENERAL MEETING REPORT

■Title: GENERAL MEETING 2019 Vol.03

■Date: September 30th, 2019 (Monday) from 2pm to 4pm

■Venue: JTA (Japan Tourism Agency) Meeting Room on 15F

■Attendees:

Active Members:

- Mr. Frederic Mazonq, 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. Fumihiro Sakakibara, General Manager, Macao Government Tourism Office (Director)
- Mr. Tomasz Fiedorowicz, Director, Polish Tourism Organization
- Mr. Niel P. Ballesteros, Attaché and Director for East Japan, Philippine Department of Tourism
- Mr. Yasuhiko Yokoyama, Assistant Director/ Travel Trade, Philippine Department of Tourism
- Mr. Seksan Sripraiwan, Director, Tourism Authority of Thailand
- Mr. Yoshiaki Fujimura, Marketing Manager, Tourism Authority of Thailand
- Ms. Chizu Takaoka, Promotion Manager, Turismo de Portugal
- Ms. Marjorie L. Dewey, Managing Director – Japan, Visit California
- Ms. Harue Nakagawa, Director Japan, Netherlands Board of tourism & Convention

Allied Members:

- Ms. Kasumi Abe, Outbound Travel Promotion Division, JATA
- Mr. Masahiko Inada, Outbound Travel Promotion Division, JATA
- Ms. Saki Saito, Regional Tourism Development, JTB Saitama Branch
- Ms. Yumiko Ando, Marketing Tourism Action Department, All Nippon Airways Co.,Ltd.
- Ms. Eri Kagami, Representative, Rail Europe Japan
- Mr. Masaaki Matsuzaki, Tokyo Branch Manager, Kanbo Prass Corp.

Guests:

- Ms. Kazumi Nara, Director for Travel Promotion, Japan Tourism Agency (JTA)
- Mr. Jun Takashina, Vice Commissioner, Japan Tourism Agency (JTA)
- Mr. Tomoyuki Fueki, Deputy Director, office of Director for Travel Promotion, JTA
- Ms. Isabelle Massabo, Secretary General, ANTOR-JAPAN

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■Minutes:

As it was requested by the Chairman, Mr. Mazenq while the visit on the 30th of July, to H.E. Mr. Hiroshi Tabata, Commissioner of the Japan Tourism Agency (JTA), the ANTOR-JAPAN General Meeting Vol.03 has successfully taken place at JTA with the participation of Ms. Kazumi Nara, Director for Travel Promotion Mr. Jun Takashina, Vice Commissioner and Mr. Tomoyuki Fueki, Deputy Director, office of Director for Travel Promotion. The meeting started by the introduction of all participants.

Mr. Jun Takashina announced the kind welcome greeting by H.E. Mr. Tabata, and he emphasized that there is a major growth in Japan's tourism industry, however it is very important to spread outbound and not only inbound, for a sustainable tourism.

1. CHAIRMAN'S REMARK

At the outset, Chairman Mr. Mazenq 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. He also mentioned the importance to keep good eyes on 2% increase VAT so it could influence the outbound travel.

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

FRANCE

We are an expensive destination so 2% VAT increase might give some influence on the number of tourists, but we had a fantastic Golden Week with good results such as +12% however for July and August it was only +1%, not as much as expected. It seems like travelers switched the traveling period into GW then summer vacation. So, it is worrying if the 2% VAT would affect the number of tourists as well after October.

GERMANY

Travel product is not a target for VAT. We don't know how much impact would come on the market, it's more in consumers' mind. The risk we might have is with this 2% VAT, it will affect people who are not interested in travelling and these are the target that we really need to focus on. According to the market survey 30% Japanese travelled abroad at least once within 5 years. Japanese are very inactive for travelling. So, this kind of impact could be negative for the future. Regarding the budget +2% VAT is not a big issue, but we do matter about the exchange rate more than Tax.

USA (CALIFORNIA)

It would just take few months to adjust people's budget and the impact will be on daily life, so there might be a slowdown in the tourism, but it is not a major fact to worry about.

In GW there were very good prices packages that people would not in August. Huge increase but July was not good.

PHILIPPINE

There might be some impact with this VAT won't stay so long. However, the % of travelers would be less. It might quite influence, and we will see in the later month.

JTA

The travel products which will start from October has been already sold with +2% VAT. Therefore, we don't feel this big impact yet.

As an example, in 2014, when VTA went from 5% to 8%, the number of Japanese who went to Taiwan was +15%, and to Korea -17% according to 2013. So, VAT reason won't be only the reason of big impact.

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THAILAND

Doesn't affected much. However, in terms of administration it will be a problem.

MACAO

2% VAT increase means our activity shrink same amount. Even 2% is serious depending on destination and situation. Mind wise the VAT increase might cause idea of "don't spend money". But when the "departure Tax" came up, it didn't affect much.

Regarding the real situation in Macao and Hong Kong, not bigger incident however the problem does still exist, and it is becoming more violent. HK tourist office said they will take some break for consumer promotion for a while and they are planning to make a recovery campaign from December. Maybe in October the situation might get worse. And in Macao, we have app. 350,000 visitors from Japan but passengers who come direct are only 50,000 so 300,000 are via HK and Japanese travelers doesn't want to take this route. So now, Air Macao is increasing the capacity at the end of this year the total supply would be 150,000 to 260,000 so now tour agencies are shifting the route.

POLAND

It might cause the idea of "saving money".

NETHERLANDS

It would depend on the person and it's not an issue. For example, next year we will have more air capacity and the flight tickets will be cheaper. So, we expect more travelers.

As conclusion, the 2% VAT increase won't be the biggest reason of the influence to Japanese travelers however, the result will come few months later, so it would be an issue to keep eyes on and come back in 6 months to see the difference. Maybe data from consumers would be great to make.

At the end of this topic, Vice-Chairman Mr. Nishiyama made an important request to JTA about the question of "How the Japanese market is preserved"? Japan is not an important market anymore comparing to Korea and other Asian countries like India for example. The ranking of Japanese travelers is going down in many countries and the tourist offices are closing (except for Ireland and Portugal). Japan used to be a big source market but not anymore.

Tourism promotion doesn't work so much in Japan. NTOs need support from the government, like market research to make clear what is the strength of Japanese market so NTOs can approach to suppliers for investment in the tourism industry and to make more partners.

Ms. Nara mentioned that Mr. Tabata, the new commissioner of JTA put importance not only on inbound but also outbound travel for example the "20 years project" or create more vacation etc. The market research would be a great point to make and it is the first time to get such an interesting request.

ANTOR-JAPAN delivers 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.

3. Discussion about IR (Integrated Resorts) in Japan.

Mr. Mazenq expressed that lot of foreign countries are interested to know the procedure of IR in Japan. So, what is the news from JTA about IR?

- Japan is now collecting voices from locals about that and casino might be open around 2024 but nothing is decided yet and the schedule is not clear either.
- From USA's point of view, making Casino would make positive development to make Japanese discover Casinos in the USA or in the World and motivate them to travel more.
- From Macao's point of view, Casinos should be built apart from living area like in Macao to separate very clearly to people life and them.

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4. Food event for media "Gastronomy Tourism Fair"

Mr. Mazenq 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 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.

However, the idea of "Gastronomy" didn't fit members activity, so it has been changed into "Culinary Tourism Fair".

It will be decided by email as a last call for members to decide to make it happen or no.

If it would be positive, it will be organized to be held in January 2020 (or later) as part of the "ANTOR-JAPAN New Year's event".

5. ANTOR Survey

The survey will be shared again by email to fill it up on the google form to all active members on the schedule below:

1. October 1st, distribution of the google form address.
2. Deadline by December 31st, 2019.
3. Creation of the report from the data.
4. Shared and discussed at the General Meeting in January (or early February)

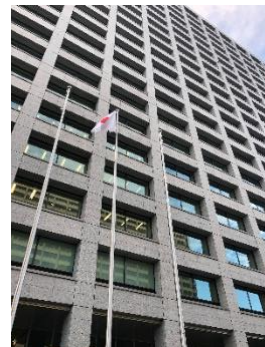
*Some of us may not possess the data required for some questions or have different kinds of data (ex: money spent per day vs per trip). Each member can fill into the best of their ability in order to obtain the most relevant results possible.

6. Reminder for ANTOR-JAPAN Director's vote to replace Mr. Guillermo.

It will be discussed directly with directors to find a candidate during the year.

7. Next Meeting Approval

The date and venue of the next General Meeting will be announced within days.
(Planned to be on late November or early December 2019)



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