



# **ANTOR-JAPAN**

**Association of National Tourist Office Representatives in Japan**

駐日外国政府観光局協議会

## **"2 WAY TOURISM" PANEL DISCUSSION 2018**

**JULY 4th (WED) 2018 @Hiroshima International Conference Hall "Cosmos"**

# **REPORT**

**07.10.2018**

## ANTOR-JAPAN 2 Way Tourism Panel Discussion 2018

■Title:

ANTOR-JAPAN 2 WAY TOURISM Panel Discussion  
@ Hiroshima Inbound Business Fair 2018  
<http://www.hcvb.city.hiroshima.jp/inbound/>

■Place:

Hiroshima International Conference Hall “Cosmos”

Date & Time:

July 4th, 2018 (Wednesday)  
15:20-16:45

■Organized by:

Hiroshima Tourism Convention Bureau  
Hiroshima Prefectural Tourism Federation

■Supported by:

Chugoku Transport & Tourism Bureau, METI Chugoku Region, Hiroshima Prefecture, Hiroshima City,  
Chugoku region Travel & Tourism Association, Japan Travel & Tourism Association, Japan Finance Corporation

■Aim:

To introduce concrete tourism policies and market overseas at the “Exhibition for inbound Business Fair 2018”  
as a 2 way tourism.

■Selection of members:

Moderator: Ms. Isabelle Massabo (ANTOR-JAPAN)

Panelists: Mr. Akira Nishiyama (Germany), Ms. Kimiko Shimizu (Malaysia), Mr. Hironori Tomimatsu (Thailand)

■Visitor:

100



# ANTOR-JAPAN 2 Way Tourism Panel Discussion 2018

## ■ Entrance & Venue



## ■ Panelists



Mr. Akira Nishiyama  
 Director of German National Tourist Office Japan  
 Regional Manager Asia and Australia

Ms. Kimiko Shimizu  
 Malaysia Tourism Promotion Board  
 Marketing Manager in Osaka

Mr. Hironori Tomimatsu  
 Tourism Authority of Thailand  
 PR Manager in Osaka



# ANTOR-JAPAN 2 Way Tourism Panel Discussion 2018

## ■Theme:

1. Self-introduction
2. What is 2 Way Tourism?
3. Inbound tourism policies of each country:  
 What are the fields your country makes the strongest effort to?  
 What are the attractiveness of your country?  
 Why do you recognize so? What are the PR tools?
4. National Tourism Situation:  
 What are the trends in your country for tourism?  
 What are attractive in each countries?  
 Is there any specific business for the trend?
5. VFR market in Japan:  
 What do you think are the subjects of VFR in Japan,  
 considering the demographic group of foreigners living in Japan?  
 What do you think is the most effective measure to attract  
 more visitors?
6. Q & A

**Public got impressed by discovering several and different strategies for the promotional activity and PR of each country. It gave some hints for the next tourism exchange between Hiroshima and each destination.**



## After Party & Networking

- Title:  
ANTOR-JAPAN 2 WAY TOURISM  
Panel Discussion After Party & Networking
- Place:  
Hiroshima International Conference Hall "Cosmos"
- Date & Time:  
July 4th, 2018 (Wednesday)  
18:00-20:00
- Organized by:  
Hiroshima Tourism Convention Bureau
- Speech by:  
Mr. Kuroki Masayuki  
Managing Director of Hiroshima Tourism Convention Bureau
- Toast by:  
Mr. Akira Nishiyama  
Director of German National Tourist Office Japan  
Regional Manager Asia and Australia
- Closing Speech by:  
Mr. Atsushi Kijima  
Director of Tourism Department  
Chugoku Transport & Tourism Bureau  
(Ministry of Land, Infrastructure, Transport and Tourism)

