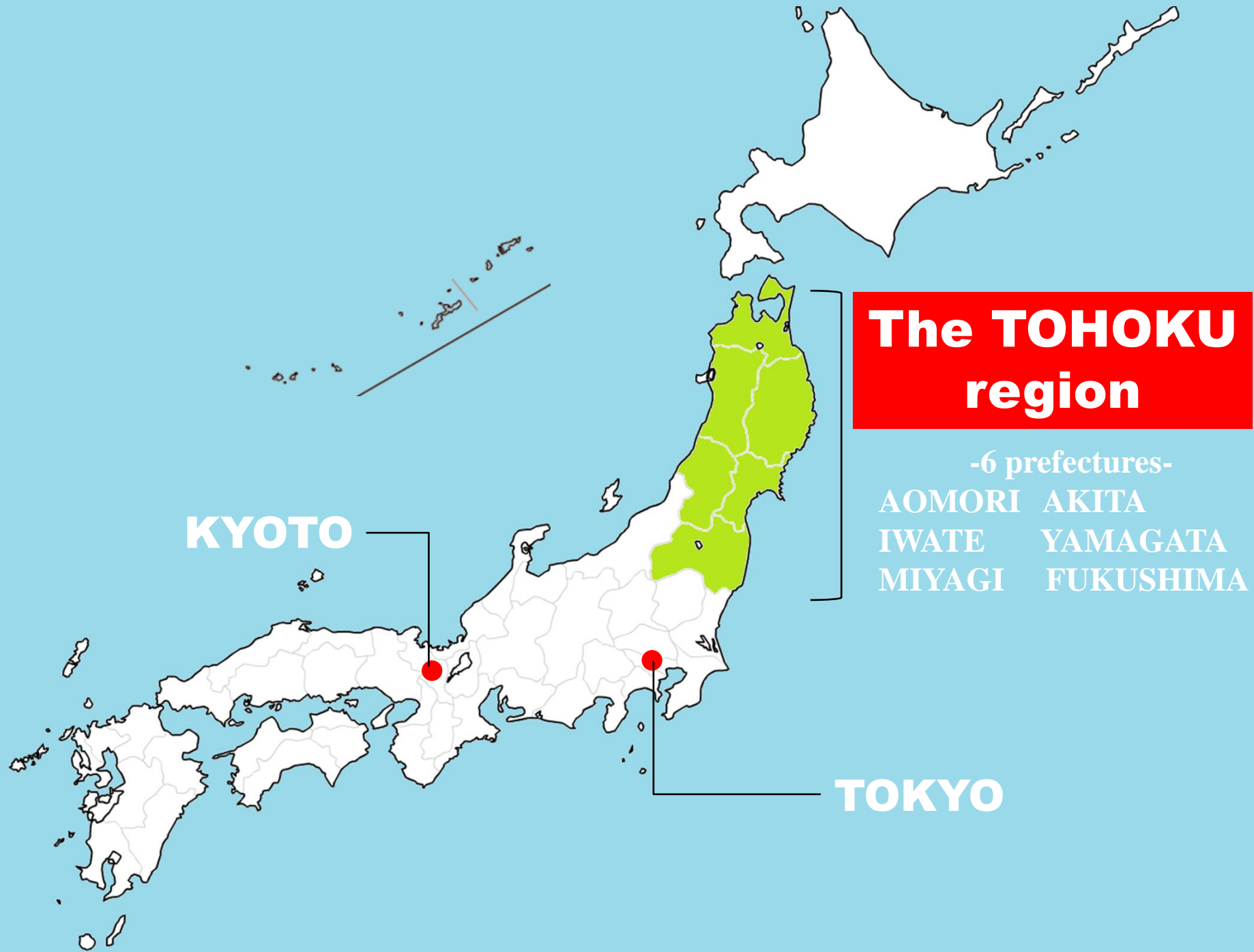


Japan Update

2016.5.20

Japan National Tourism Organization

Akiko Yoshida
Executive vice president



**The TOHOKU
region**

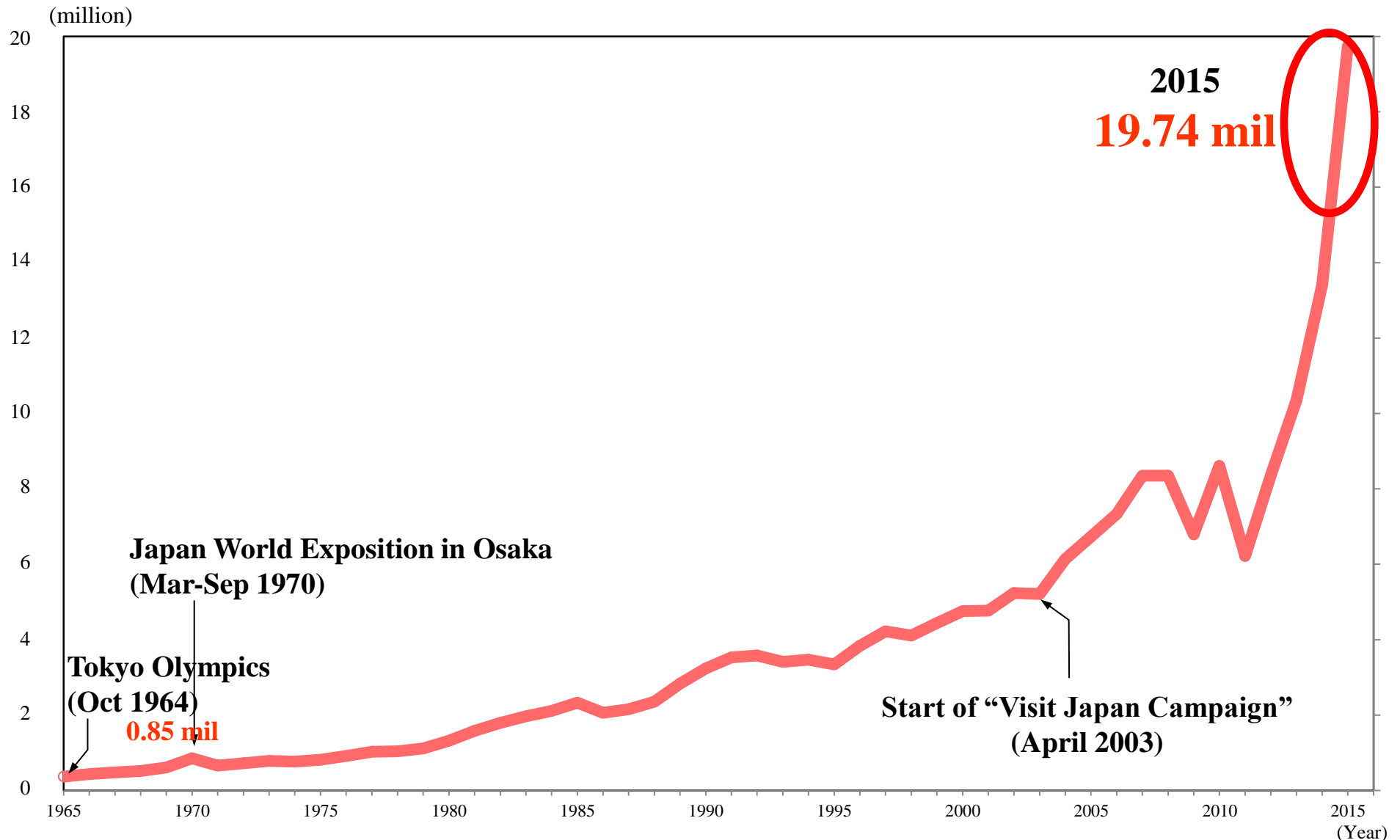
-6 prefectures-

- AOMORI
- AKITA
- IWATE
- YAMAGATA
- MIYAGI
- FUKUSHIMA

KYOTO

TOKYO

International Visitors to Japan



Exemption and relaxation of visa requirements

Thailand	2013	Exemption of Visas
Malaysia	2013	Exemption of Visas
Indonesia	2014	Visa exemption for E-Passport registration
China	2015	Relaxation
Vietnam	2014	Relaxation
Philippines	2014	Relaxation
India	2016	Relaxation

New strategy for tourism in Japan

New targets

	2015	2020	2030
International visitors	19.7 million	40 million	60 million
Tourist spending	3.4 trillion yen (US \$30 billion)	8 trillion yen (US \$72 billion)	15 trillion yen (US \$134 billion)

Rate: US\$1 = 112 yen

3 tourism policies

(1) Utilizing tourism resources for regional revitalization

(2) Developing tourism industry as a new economic pillar

(3) Improving travel infrastructure

determined by “Council for the Development of a Tourism Vision to Support the Future of Japan”





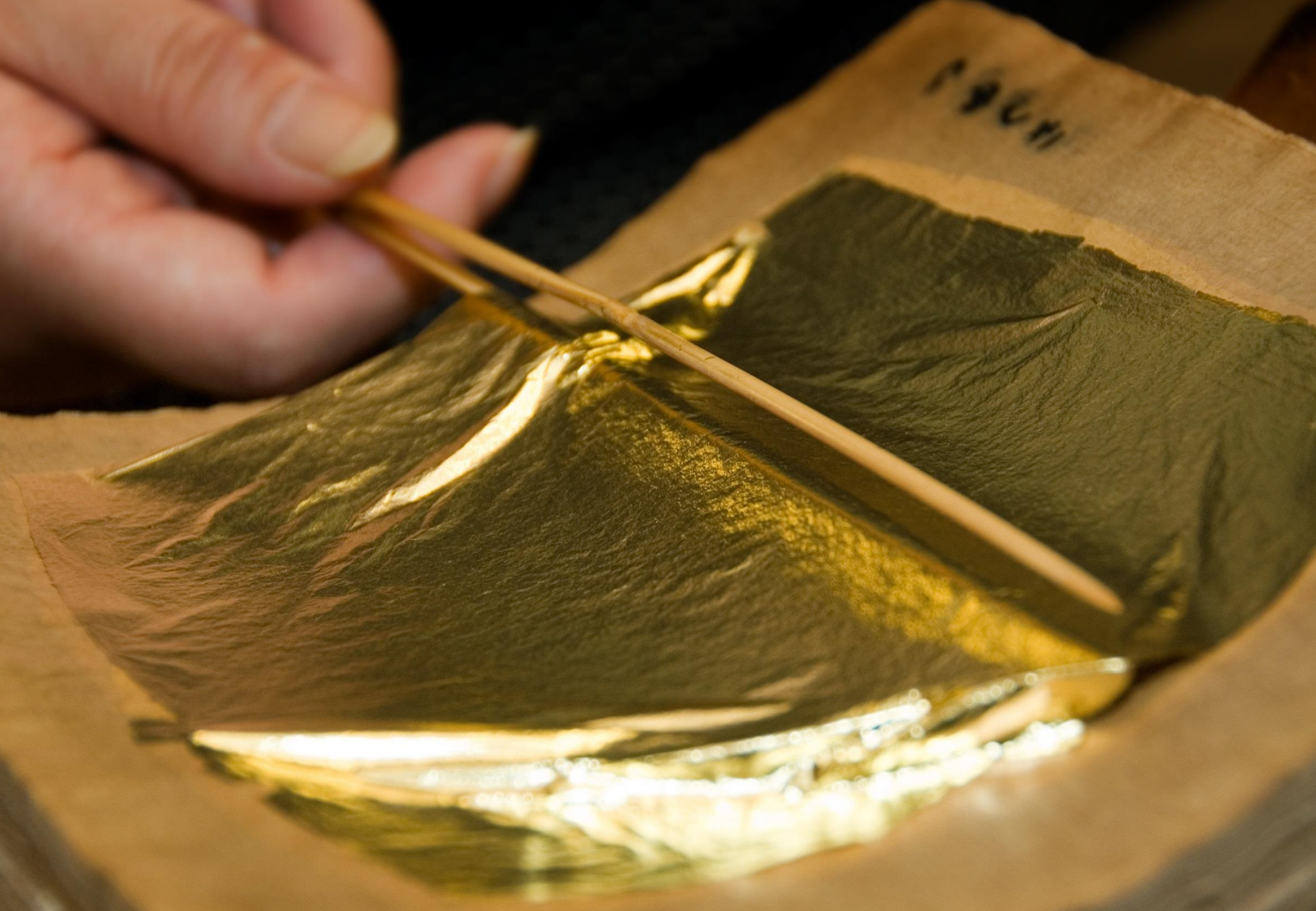






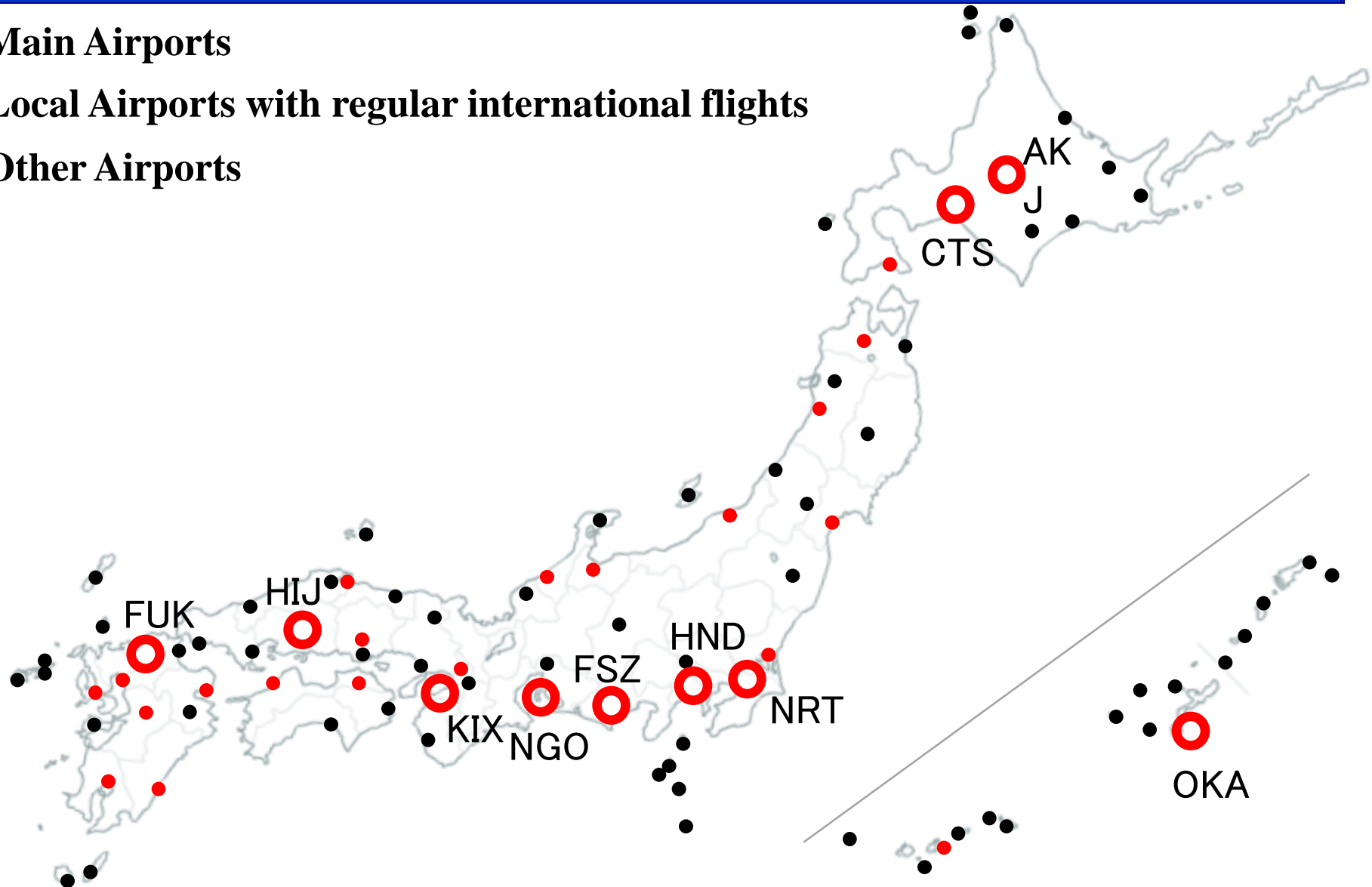




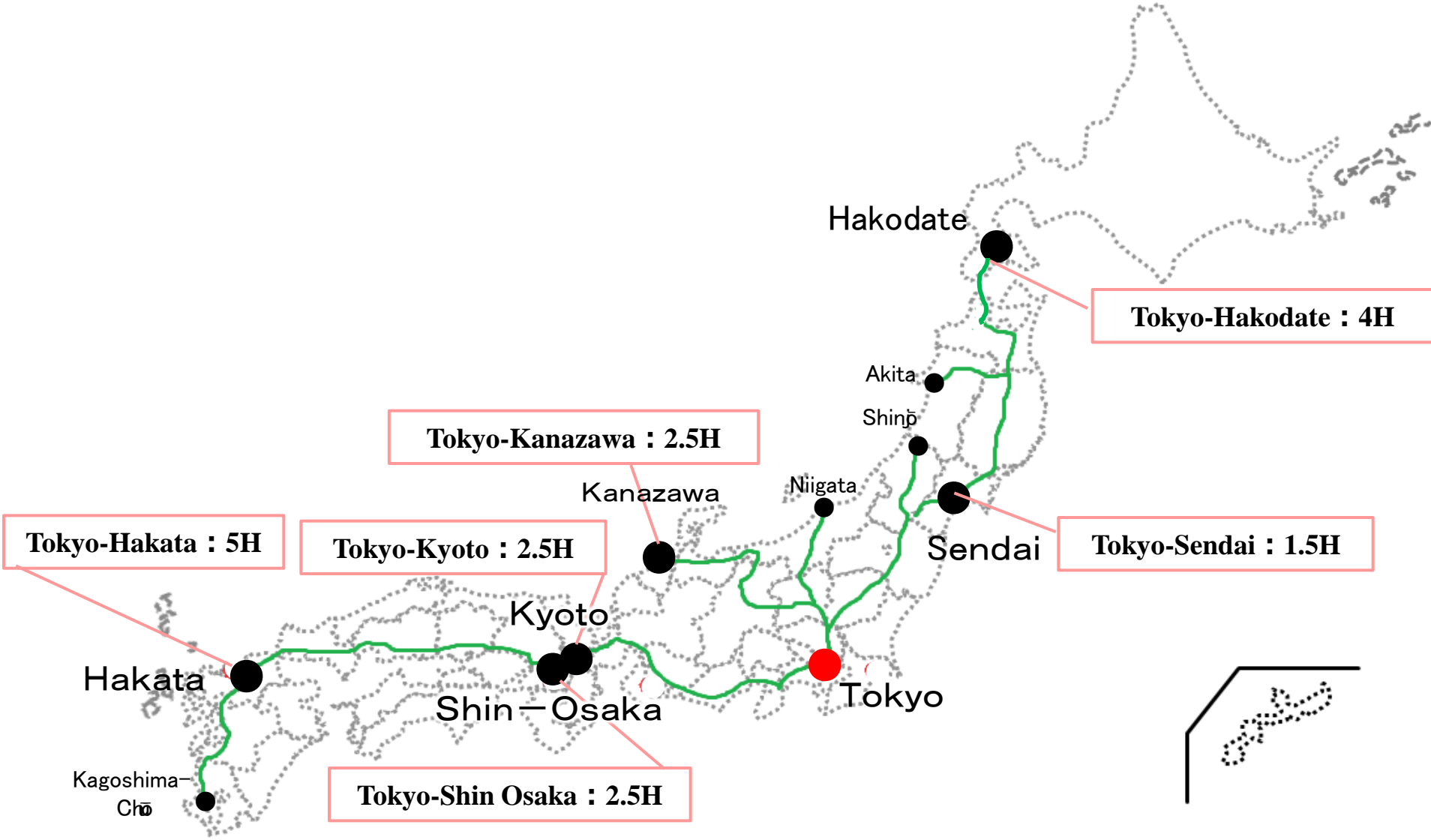


Air Network

- Main Airports
- Local Airports with regular international flights
- Other Airports



Railway network



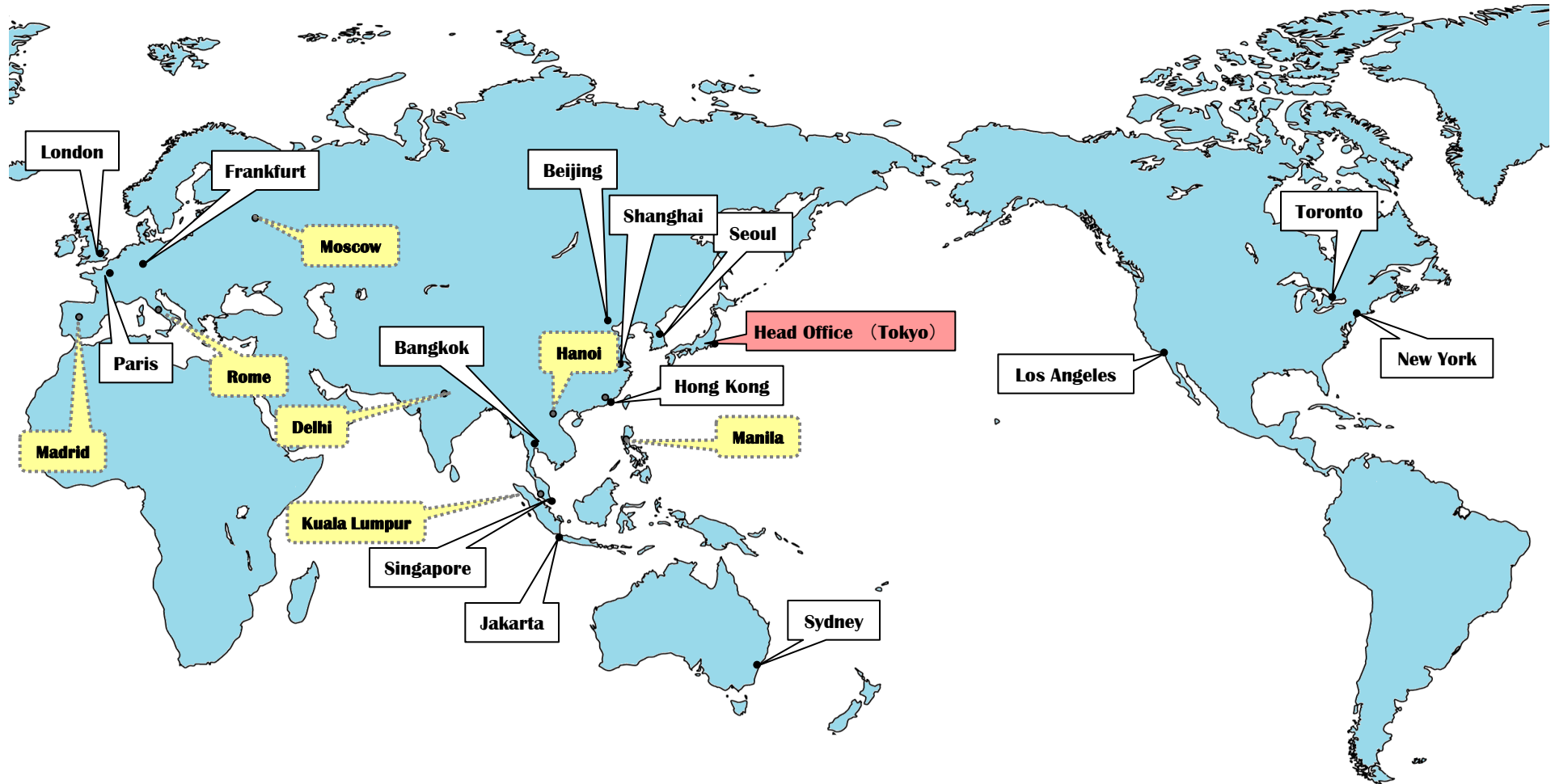
Luxury Trains



- (↑) JR Kyushu
cruise train
「SEVEN STARS」
- (↓) JR East
train suite
「SHIKI-SHIMA」



JNTO Overseas offices



Yellow: New JNTO offices due to open in Kuala Lumpur, Manila, Hanoi, Delhi, Rome, Madrid and Moscow 2016 onwards

Contact us!

Japan National Tourism Organization (JNTO)

strategy@jnto.go.jp

#PATA2016JNTO