

# Japan National Tourism Organization (JNTO) appoints Blue Square Consultants (BSC) as their India representative

*-BSC to execute trade and public relation services to strengthen JNTO's foothold in the Indian market-*

**National, XX th April, 2019:** The Indian travel and tourism industry is one of the most rapidly growing and evolving sectors basis statistical data of the previous fiscal years. Capitalizing on this significant development, Japan National Tourism Organization, is anticipating increasing Indian tourist inflow in Japan. To meet their revised targets, the tourism board has appointed Blue Square Consultants, one of the leading destination representation companies, to enhance trade & media outreach and entice the burgeoning traveller segment.

Addressing the occasion, **Mr. XXXX, xxxx, Japan National Tourism Organization**, expressed, *“India has been an important source market for us owing to the emergent disposable income groups and changing lifestyles. Though we have witnessed substantial rise in numbers of Indian tourists, basis the remarkable stance of the Indian outbound travel market, we are expecting a robust growth in the forthcoming years. Banking on the favourable dynamics, we are keen on escalating our targets by a higher margin through strategic positioning of Japan in metro cities.”*

He further added, *“We are confident that Blue Square Consultants will help us in reaching out to the right target audience and stakeholders with innovative means of communication. Through this association, we hope to bring out the best of what Japan has to offer and weave an experience for aspiring Indian travellers.”*

**Lubaina Sheerazi, COO, Blue Square Consultants**, quoted, *“We are extremely delighted to be appointed as the representative of Japan National Tourism Organization in India. The travel and tourism industry is undergoing an exponential shift wherein new age platforms are acting as catalysts to influence the ‘millennials’ and ‘Gen Y’, who essentially are the core target groups. It is a privilege to represent a culturally rich yet technologically advanced country like Japan in this digital era. We look forward to bringing out the best of the destination through our gamut of services and achieve fruitful results in multiplying the number of Indian visitors.”*

Alongside reaching out to the target market through various mediums, Blue Square Consultants will educate the trade & media partners identify the diverse attractions & prefectures through exclusive educational & promotional programmes.

## **About Japan National Tourism Organization (JNTO)**

The Japan National Tourism Organization (JNTO) was founded in 1964 with the mission of enticing foreign travelers to Japan. Affiliated with the Japan Tourism Agency of the Ministry of Land, Infrastructure, Transport and Tourism, JNTO has effectively functioned as the Japanese government bureau of tourism. It has a total of 20 tourism-promotion-oriented offices across the world, and a large network of suppliers for tourism and event services in Japan. The Japan Convention Bureau (JCB), within JNTO, gathers professionals dedicated to attracting international conferences and incentive tours to Japan, located in 6 strategic offices.

Website: <https://www.jnto.go.jp/>.

## **About Blue Square Consultants:**

Blue Square Consultants (BSC) is a full-fledged travel representation firm headquartered in Mumbai with branch offices in New Delhi, Chennai and Bangalore. Since 2010, we have been servicing clients across the globe and some of the prominent names include the Ministry of Tourism of Oman, Tourism Authority of Thailand, Seychelles Tourism Board, Azerbaijan Tourism, Kenya Tourist Office, Jumeirah Group of Hotels, Palladium Hotel Group, Cinnamon Group of Hotels & Resorts and Norwegian Cruise Line Holdings. Additionally, we are promoting eight DMC clients, who have seen significant growth in their business year-on-year. BSC offers end-to-end services like formulation of annual marketing, sales and communication strategies, sales blitz, familiarization trips for agents and media, joint co-ops with key accounts, road shows, webinars, bespoke project management, trade servicing, wedding planner and influencer associations to name a few.

Website: <http://www.bluesquareconsultants.com/>