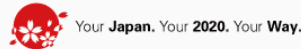


## JAPAN NATIONAL TOURISM ORGANIZATION LAUNCHES "YOUR JAPAN 2020" CAMPAIGN



**National, 19 January 2020:** In a strategic move to entice the Indian outbound travelers, Japan National Tourism Organization (JNTO) is kickstarting the year with a brand new “Your Japan 2020” campaign. The new campaign aims to provide special experiences and great offers to the Indian travelers on an unprecedented scale.

As 2020 also marks the year of much-awaited and spoken about the Olympic and Paralympic Games in Japan, the country is all set to welcome visitors from all across the world. In order to make their visit entertaining, JNTO has charted out fun filled events across the year and all-around Japan. While the destination would be buzzing with festivities, unique offers like- exclusive public openings, Japan-first special events, free air tickets to local areas, and large discounts will elevate the mood of the visitors.

Through the campaign "Your Japan 2020", JNTO wants to invite visitors globally to experience Japan their way through events like never before. This high magnitude campaign began on 1<sup>st</sup> January and will extend till end of this year; that is 31<sup>st</sup> December 2020. JNTO through its premeditated partnership is allowing travelers on an economical trip to Japan as both, domestic & international airlines are handing out phenomenal discounts.

The year 2020 in Japan also marks a year for the shopaholics as the destination is hosting their largest shopping festival on record from 1<sup>st</sup> January 2020- 28<sup>th</sup> February 2021. More than 1000 stores nation wide are providing never seen before discounts. The shopping outlets are also organizing fun filled events winners of which will be rewarded with exciting goodies. Moreover, for a special shopping experience during the bargain seasons Japan Shopping Tourism Organization (JSTO) will be providing additional cashback benefits.

For a hassle-free travel in Japan the visitors can also enjoy the luxury of “hands-free” travel with half-price luggage storage and delivery services. There are numerous engaging activities planned such as cooking classes for foodies and washoku-lovers (Traditional Japanese Food lovers). Japan visit in 2020 has something for all as even the anime lovers can witness Pokémon and other popular characters reenergized this year.

As the year begin with winters in Japan, one can head for a thrilling skiing experience in Hokkaido region or mountainside of Japan. The Hakusan Ichirino Onsen Ski Resort in Ishikawa is giving out a free lift pass for the day where you can rejuvenate in a relaxing hot spring. The Niigata Sake-no-Jin Fair 2020 in the Niigata prefecture will display Sake of over 500 brands.

Spring brings with it the season of cherry blossom and never imagined experiences. Your childhood fantasy of living in a castle can come to life in Japan this year, as the Ozu Castle in Ehime prefecture is allowing travelers to spend a night in this Japanese castle from April 2020. History lovers can also rejoice as they can visit the tourist sites of Mie Prefecture steeped in the traditions of samurai and ninja at half the price.

Summer is Japan will showcase Tohoku summer festivals where one can experience large, traditional and exciting activities. For adventure lovers, you can experience Hokkaido prefecture like never before. Your nature and outdoor guides of the Hokkaido Adventure Travel Association will provide you with unique outdoor experiences. Not only that, there will be new spots which people haven't explored yet. The Tokyo Bay Night Cruise has been a popular summertime tradition for 85 years. The 2020 cruise is replete with food stalls, Taiko drum performances, etc. Enjoy sightseeing in the Mt. Fuji area with special 50% off during the 2020 campaign period.

Autumn in 2020 will bring with it ‘Savor Japan’ campaign which will be positioned at developing countryside experiences. Travelers can stay in an authentic countryside settlement and experience their local cuisine. Another distinct experience would be a special tour of ‘Iya Valley’ in Tokushima prefecture, which is a remote and hidden valley, tour conducted by Alex Kerr—an Eastern culture researcher and noted author.

Commenting on the campaign, **Mr. Yusuke Yamamoto, Executive Director, JNTO** said, “The year 2020 is highly crucial for Japan as all eyes would be on our destination for hosting the World Olympic Games. In order to make every individual’s visit to our destination enthralling, JNTO has made conscious efforts in planning. We have categorically focused on each areas of traveler’s interest and spread activities all around the year starting from 1<sup>st</sup> January to 31<sup>st</sup> December 2020. We are extremely thrilled to host each one of you in Japan and are certain that your visit would be something, which you would never forget. Through our new campaign “**Your Japan 2020**”, we would like to invite more and more Indian to come and explore Japan to the fullest the way you want it to be.”

Japan in fact witnessed 11,700 Indian tourist arrivals in December, posting 13.9% SPLY hike. Moreover, 175,900 Indians visited Japan from Jan-Dec’19, posting a phenomenal 14.2% year-on-year hike.

**About Japan National Tourism Organization:**

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 21 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.

Campaign Information Website: <https://www.japan.travel/2020/en/>

JNTO Website: <https://www.japan.travel/en/in/>

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