

# Tourism Branding after the Great East Japan Earthquake

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Noriko Kawai

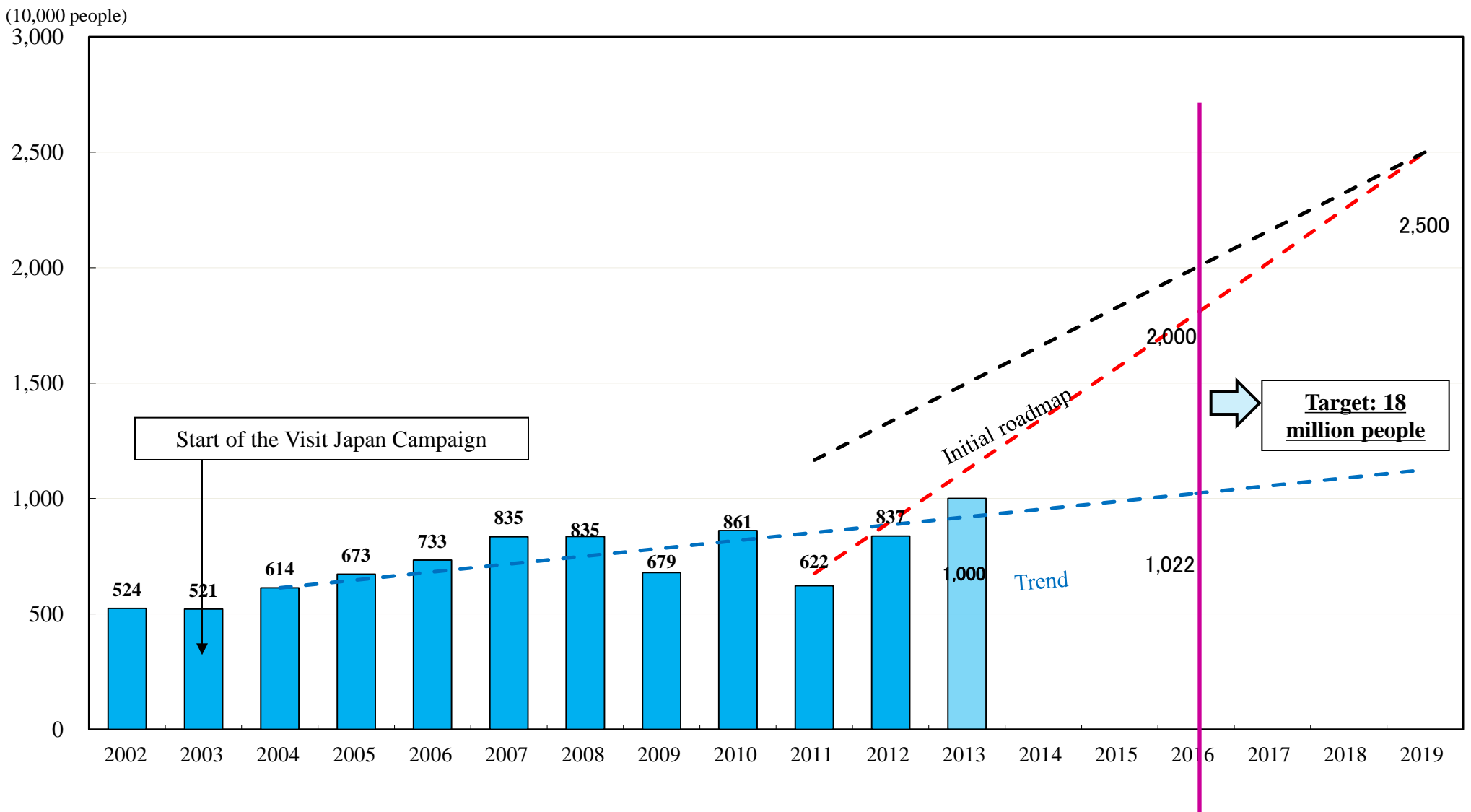
Deputy Director

International Tourism Promotion Division

Japan Tourism Agency



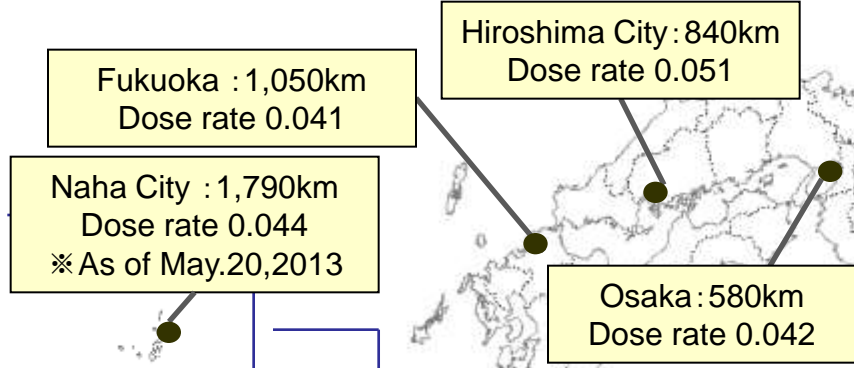
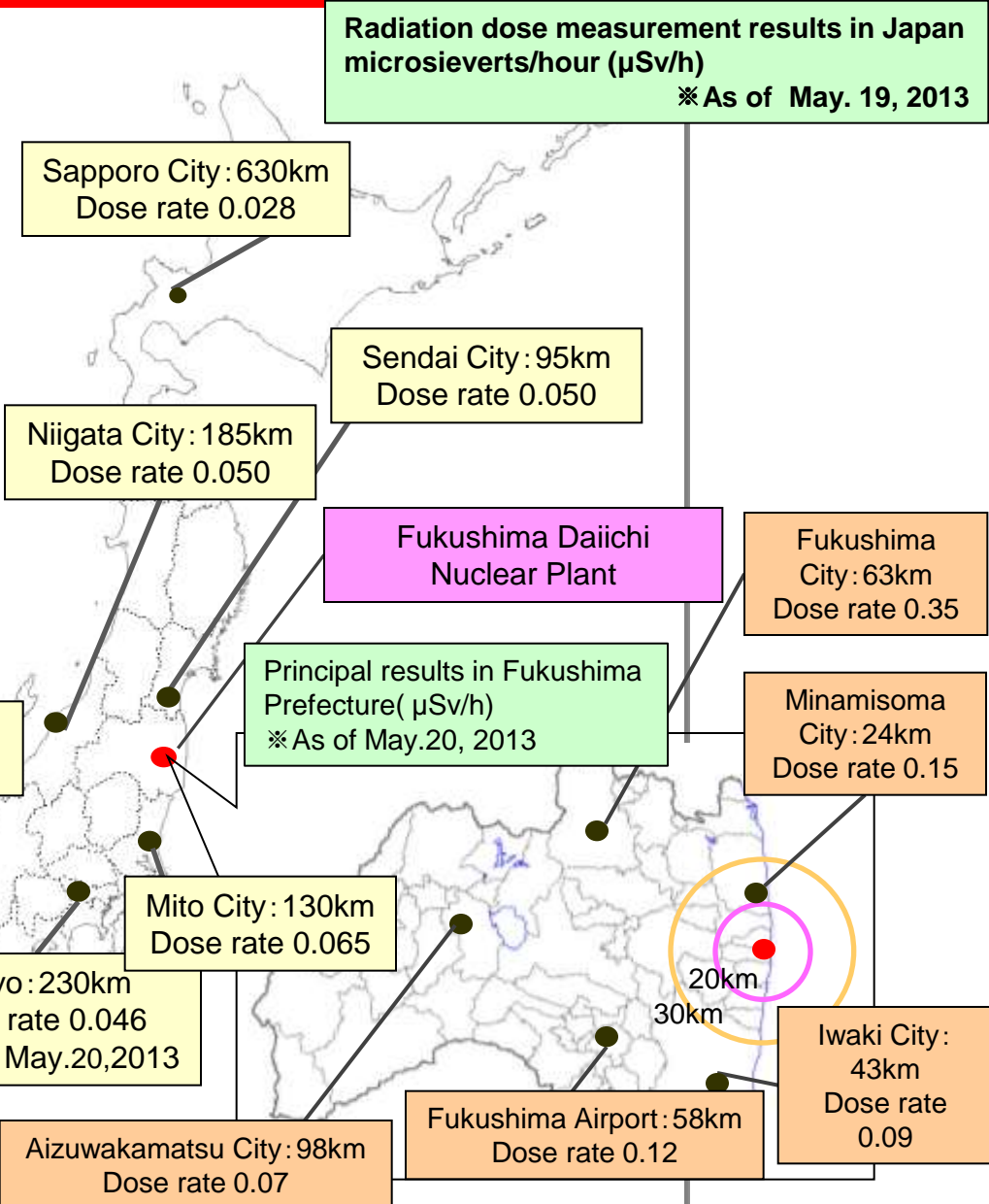
# Annual Change and Target for the Number of Foreign Travelers



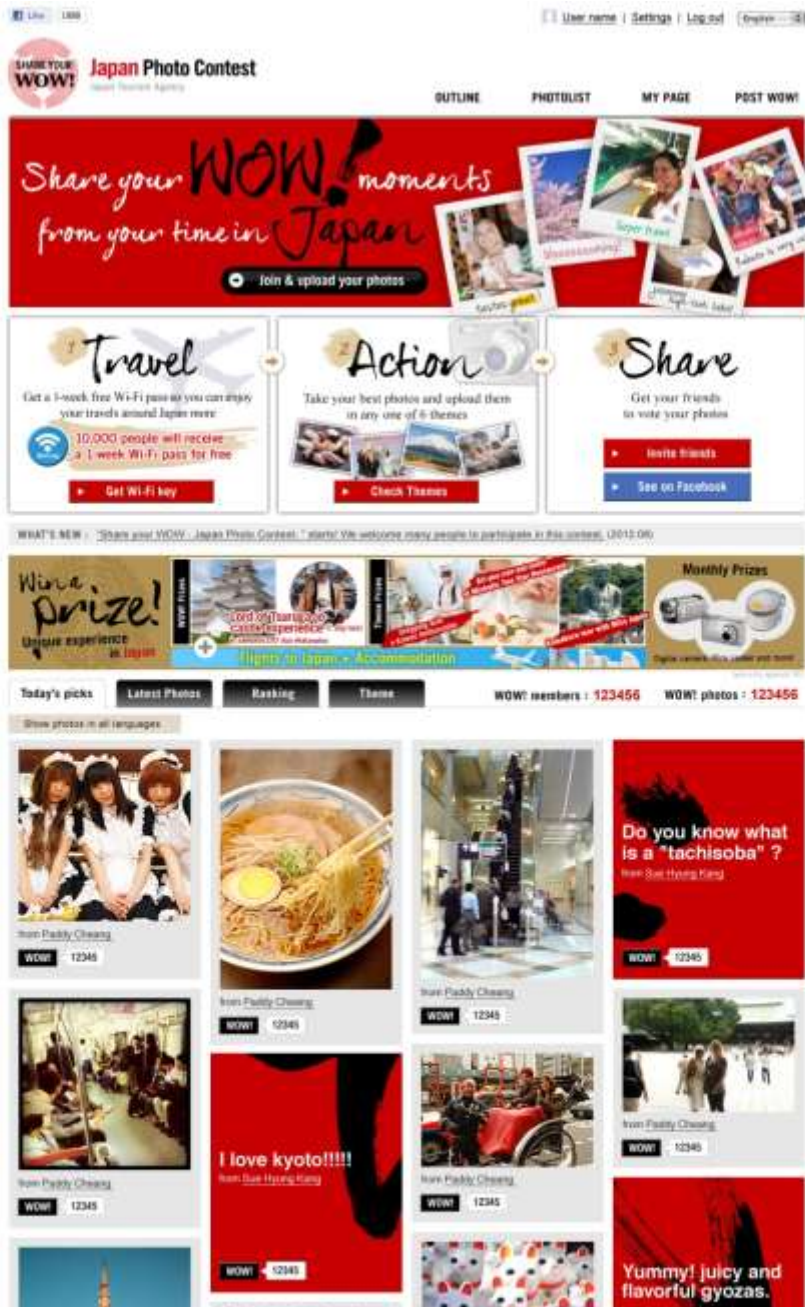
# Distance from Fukushima Daiichi Nuclear Plant and Radiation Dose Measurements

City	Dose Rate (μSv/h)	Measurement date	Referring Website
New York	0.094	May 31, 2011	<a href="http://digistar.com/boston/">http://digistar.com/boston/</a>
Paris	0.058	May.15, 2013	<a href="http://www.irsn.fr/FR/Documents/france.htm">http://www.irsn.fr/FR/Documents/france.htm</a>
Berlin	0.071-0.089	May.18, 2013	<a href="http://odlinfo.bfs.de/">http://odlinfo.bfs.de/</a>
London	0.088	Jan.15, 2013	<a href="http://eurdepweb.jrc.ec.europa.eu/PublicEurdepMap/Disclaimer.aspx">http://eurdepweb.jrc.ec.europa.eu/PublicEurdepMap/Disclaimer.aspx</a>
Singapore	0.060	May.19, 2013	<a href="http://app2.nea.gov.sg/topics_radiation.aspx">http://app2.nea.gov.sg/topics_radiation.aspx</a>
Hong Kong	0.080 - 0.150	May.20, 2013	<a href="http://www.hko.gov.hk/radiation/ermp/rmn/appl/et/map/rmn_hourly_e.htm">http://www.hko.gov.hk/radiation/ermp/rmn/appl/et/map/rmn_hourly_e.htm</a>
Beijing	* 0.063	May.19, 2013	<a href="http://haq.mep.gov.cn/gzdt/">http://haq.mep.gov.cn/gzdt/</a>
Taipei	0.057	May.20, 2013	<a href="http://www.trmc.aec.gov.tw/utf8/eng/">http://www.trmc.aec.gov.tw/utf8/eng/</a>
Seoul	0.106	Aug 1, 2012	<a href="http://www.mest.go.kr/web/42083/iernet/list.do">http://www.mest.go.kr/web/42083/iernet/list.do</a>

\* Unit in original data is nGy/h. The figure in this table has been estimated on the basis of 1μGy/h=0.8μSv/h.



# Share Your Wow through SNS



- Campaign period: September 1, 2012 – February 15, 2013

- Campaign website

<http://japanphotocontest.jp> (English, Korean, and traditional Chinese)

<http://japanphotocontest.cn> (Simplified Chinese)

① Register and Visit Japan

② Post photos during the trip in Japan  
Cool!/Beautiful!/Happy!/Delicious!/ Funny!/Miracle!

③ Share the posted photos with friends through SNS.

④ Winners were invited to the awards ceremony in Japan.



# Examples of Award Winning Photos



**Miracle! Award  
Winner: Nicola Furniss  
(South Africa)**



**Cool! Award  
Winner: Melissa Kaita  
(Canada)**

■ Date: March 15, 2013

■ Location: Metropolitan Area Underground Discharge Channel



The “Surge Tank” of the Metropolitan Area  
Outer Underground Discharge Channel

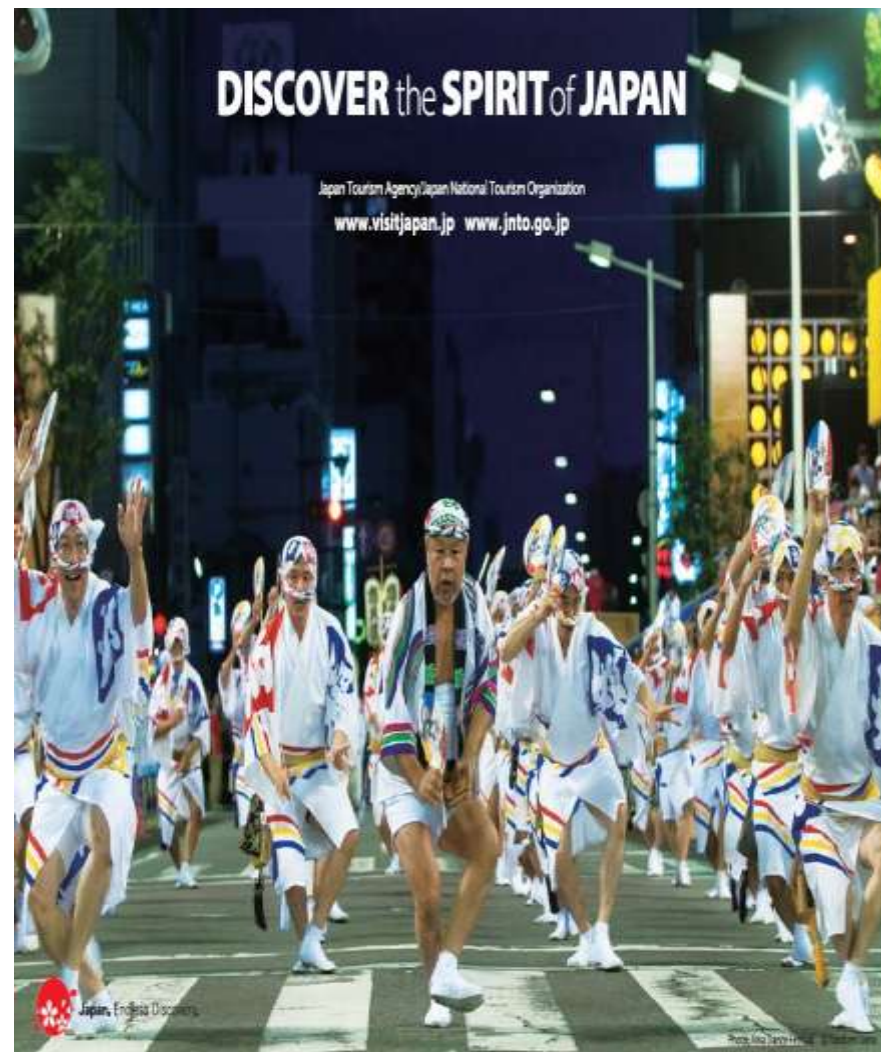
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The new challenge of branding Japan tourism

"Three Core Values of Japan Tourism" discussed by 11 Advisory Committee members, including 8 foreign members from 6 countries



"3Cs" of Japanese people  
**C**haracter,  
**C**reation,  
and **C**ommon Life





## Character



### **1: Experience the unique, enigmatic character of the Japanese**

- i. Sincere, disciplined and well-mannered, as seen during the difficult days after the March 2011 earthquake
- ii. Reserved but kind; considerate and warm, even towards people they don't know
- iii. Building their own unique perspective of the world through their curiosity and perseverance
- iv. Having a deep mutual understanding between each other and "*wabi-sabi*" mind – almost a sixth sense allowing communication without speaking



## **2: Encounter creations born of Japanese people's meticulousness.**

- i. Creations by artisans and experts with their traditional skills fused with innovation
- ii. World-class high-tech creations born from teamwork and the art of merging ideas
- iii. Creations born by taking in other cultures, East and West, and adapting them to suit Japanese values
- iv. Creations born by integrating ideas with nature based on respect and appreciation for nature
- v. Japanese cuisine of the freshest natural ingredients





### **3: Enjoy the simple pleasures they find in their common life.**

Pleasures in life that

- i. bring enjoyment and relaxation
- ii. are deeply connected to the four seasons and tradition and combined with modernity
- iii. enable highly sophisticated consumption and meet the expectations of the world's most discriminating consumers
- iv. pamper the customer with spectacular service
- v. come from convenience, cleanliness and safety throughout the nation, in cities and the countryside

# Overall Composition of the Video Footage

## Principle footage (1 video: approx. 5min.)

The Three values (character, creation and common life) to be depicted symbolically

☆ 17 languages

Japanese, English, Korean, Simplified Chinese, Traditional Chinese, Thai, German, French, Russian, Portuguese, Italian, Spanish, Arabic, Malay, Vietnamese, Indonesian, Hindu

## Themed footage (14 videos+α: approx. 2-3 min. each)

The sub-theme of each of the 3 values to be depicted in detail

### The Japanese character (x4)

- The spirit of consideration
- The spirit of achieving the ultimate
- The spirit of courtesy
- The spirit of unspoken understanding

### Creations born of Japanese meticulousness (x5)

- Creations born from a balance of tradition and innovation
- High-tech creations born from teamwork
- Uniquely Japanese interpretations
- Living with the seasons
- Japanese cuisine

### How the Japanese enjoy life (x5)

- Little moments of happiness in everyday life
- The happiness of enjoying what the seasons have to offer
- The happiness of desires being met
- The happiness of experiencing the ultimate hospitality
- The happiness of being able to live in comfort and safety

☆ 4 languages : English, Korean, Simplified Chinese, Traditional Chinese

## Footage of Tourist Attractions

(approx.150 videos: approx. 2-3 min. each)

The tourist resources throughout Japan are depicted from the perspective of the 3 values

Example:

Otaru Canal	Tsuruga Castle	Kusatsu Hot Springs	Tenryu-ji Temple
Asahiyama Zoo	Ouchi-juku	Kawagoe	To-ji Temple
Three mountains of Dewa	Shirakami Mountain Range	Kairaku-en Garden	Byodo-in Temple
Matsushima	Zao	Minakami Hot Springs	Yakushima

☆ 4 languages : English, Korean, Simplified Chinese, Traditional Chinese



**Japan.** Endless Discovery.