Tourism Recovery – “JAPAN”

Minako Aoshima
Senior Assistant Manager
Research & Consulting Section
Inbound Tourism Strategy Department
Japan National Tourism Organization
1. The main socio-economic and natural disaster risks to tourism development in Japan.

- **Socio-economic risks**
  - The Safety Cities Index 2015: # 1 Tokyo
  - Country Brand Index 2014/2015: # Japan

- **Natural disaster risks**
  - Typhoons, flooding, earthquakes, tsunamis, volcanic eruptions, land slide etc.
2. Our planning resources to prepare for a crisis.

• Emergency drill

• Emergency provisions

• Infrastructure

The 3 shin-taishin Earthquake Resistance Construction Methods

- Vibration Control (seishin)
- Base Isolation (menshin)
- Basic Earthquake Resistance (taishin)

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3-1. A crisis management after 3.11 disaster on tourism recovery:

• Step 1 - March 2011 ~

Provision of Information/facts

Japan Now on Video

Voices of the world leaders at WTTC Global Tourism Summit

The 12th World Travel and Tourism Council (April 16 to 19)

Mr. David Tash, World Travel & Tourism Council
Mr. Yue Kong, Beijing Capital International Airport

Ms. Ni Wanyan, Giri Adnyani, Ministry of Tourism and Creative Economy

WTTC Delegates

Japan National Tourism Organization
3-2. A crisis management after 3.11 disaster on tourism recovery:

• Step 2 - May 2011～

Approach to media and travel industries in overseas

Travel to Japan Is Crucial to Country’s Rebound
Tourism officials meet with industry reps to increase travel to Japan following crisis there
By
Kenneth Shapiro

Last month, with travel to Japan near an all-time low, I was part of a group of media and tour operator representatives who met with top officials at the Japan Tourism Agency (JTA) in Tokyo. The goal of the meetings was to gather input on a plan to restore the country’s inbound tourism following the earthquake, tsunami and nuclear crisis that hit the country on March 11 of this year.

At the meeting, Yasuto Kawashima, director of International tourism promotion for the JTA, shared staggering statistics that showed that travel to Japan had plummeted by more than 50 percent each month from March to May of this year, compared to the same time last year. Overall, travel to Japan was down more than 30 percent for the first part of this year (Jan. - May) compared to the same time the previous year, and travel

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3-3. A crisis management after 3.11 disaster on tourism recovery:

• Step 3 - October 2011～

Approach to general public in overseas
GRAPH: Changes of Visitor Arrivals after launching of Visit Japan program

Global Financial Crisis

2003: 5.2
2004: 6.2
2005: 8.4
2006: 10.4
2007: 8.4
2008: 6.2
2009: 3.1
2010: 8.6
2011: 13.4

Mil visitors

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4. Insights and recommendations

- Networking with local governments and travel industries of own country plays a significant role to grasp the situation.
- Directing visitors to proper assistance in the area is essential.
- Distributing facts to travel trade and consumers in overseas needs to be done in all markets simultaneously.
- Involving media, travel trade and other international community to expand safety information is key to minimize the decrease of visitors.
Thank You

Minako Aoshima
Senior Assistant Manager
Research & Consulting Section
Inbound Tourism Strategy Department
Japan National Tourism Organization
Japan
minako_aoshima@jnto.go.jp