

OÙ PARTEZ-VOUS EN VACANCES ?



famille,
gastronomie
& vacances
actives
• ROUTES THÉMATIQUES •



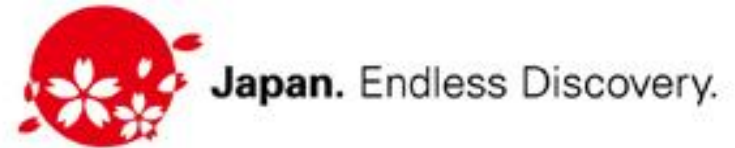
 **Japan.**
Endless
Discovery.

• PAYS À L'HONNEUR



Japan : Guest country in 2016

The guest country in 2016



2016 is a memorial year for Japan in Belgium, because...

- 150th anniversary of diplomatic relation between Japan and Belgium.
- Direct flight between Tokyo and Brussels has been started by All Nippon Airways (ANA).

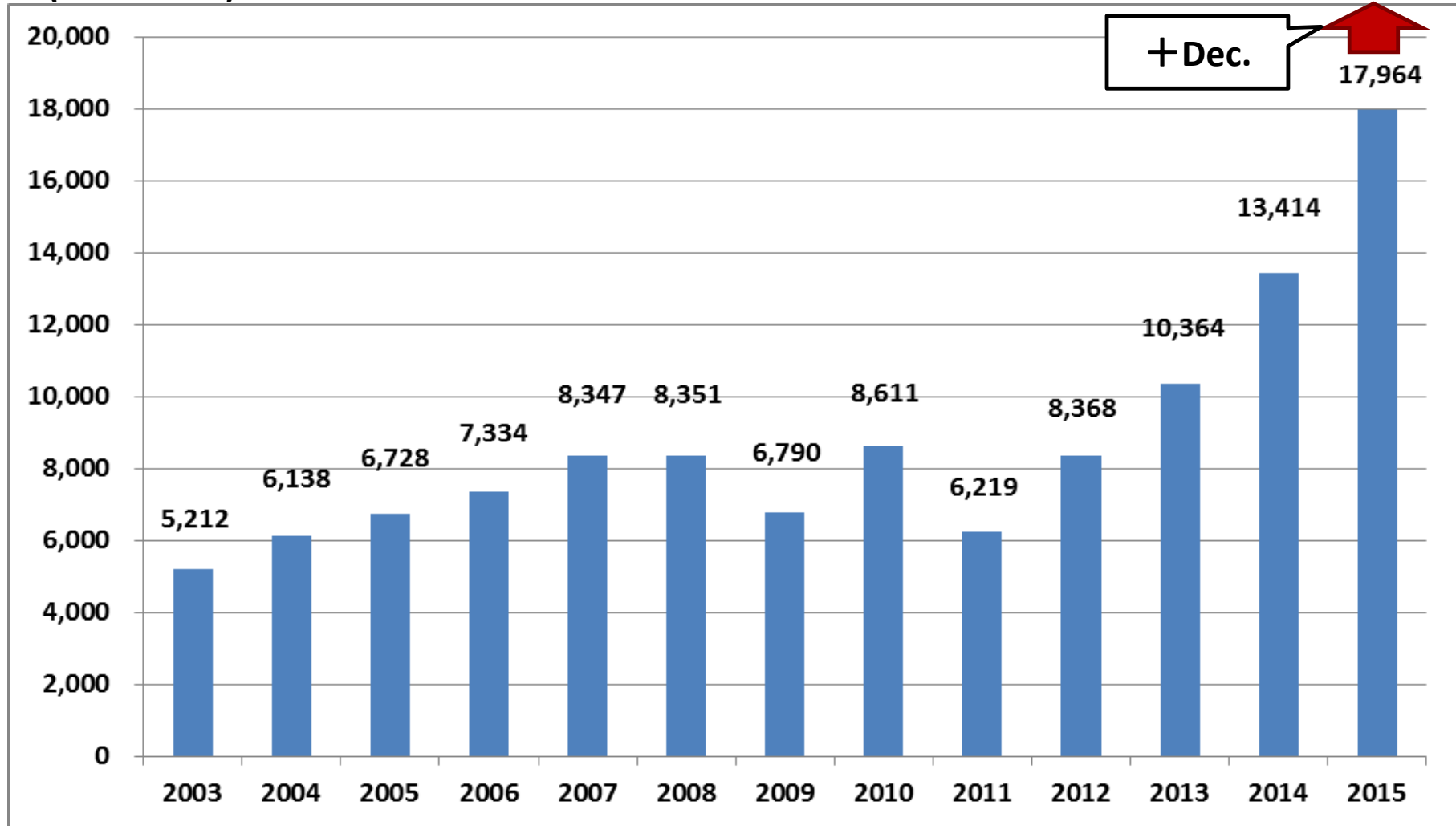
Japan booth in 2016



- Wooden structure featuring Japanese atmosphere with cherry tree.
- 12 co-exhibitors from Belgium, France, Netherlands, Germany.
- Various events (Japanese traditional magic show, Taiko performance, Tasting of Umeshu (Plum wine) and Sake, Samurai performance etc.)
- Lucky draw for one week Japan travel (sponsored by ANA and Prince Hotels).

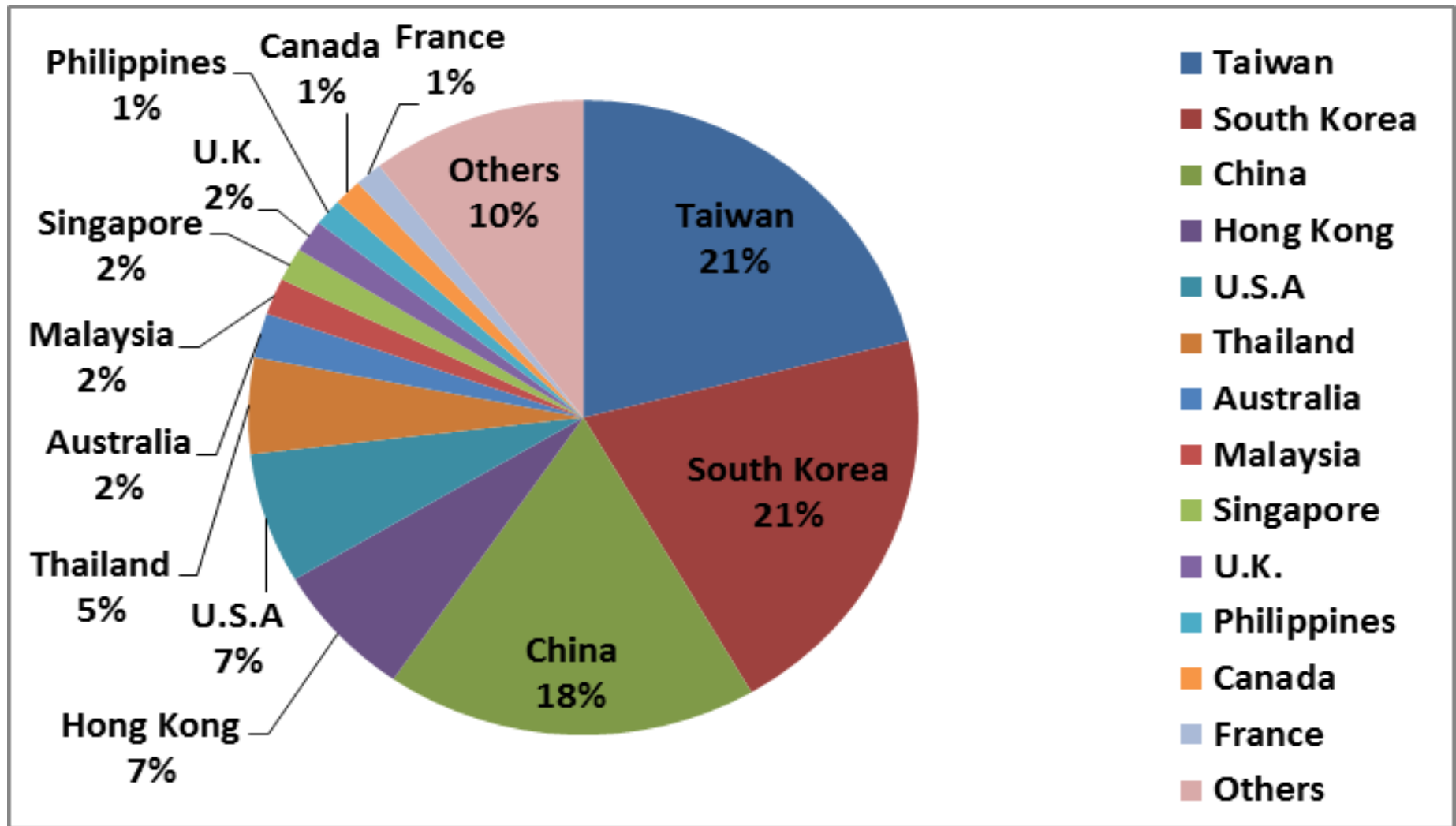
Foreign Tourists to Japan (trend)

(thousands)



JNTO Statistics

Foreign Tourists to Japan (Nationality)



JNTO Statistics

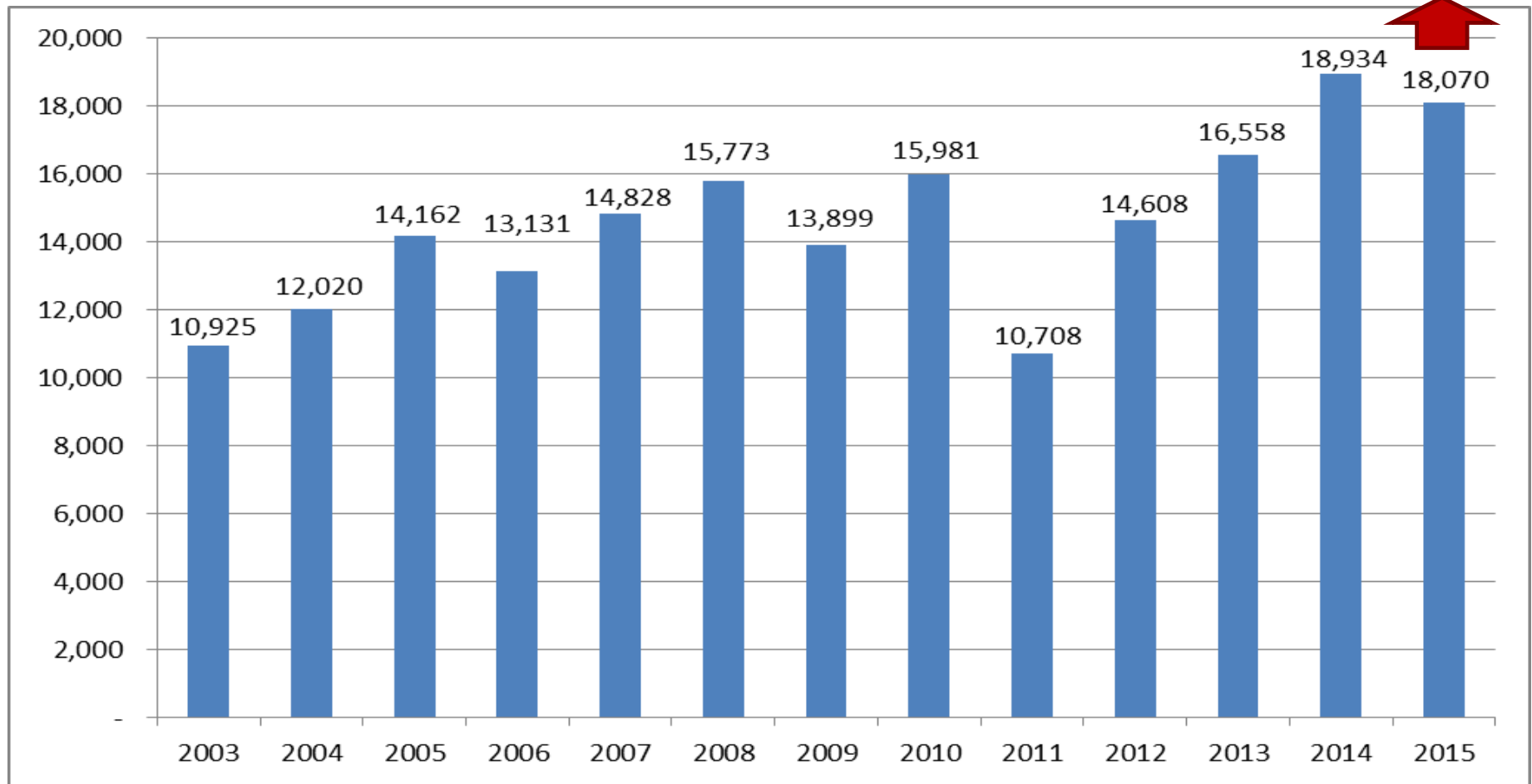
Major inbound tourism policy in Japan

1. Relaxing Visa requirement
2. More international flight from/to Japan
3. More promotion in foreign countries
4. Expansion of tax-free shopping
5. More comfortable environment for foreign tourists

→ **Target: 20 million foreign tourists to Japan in 2020**

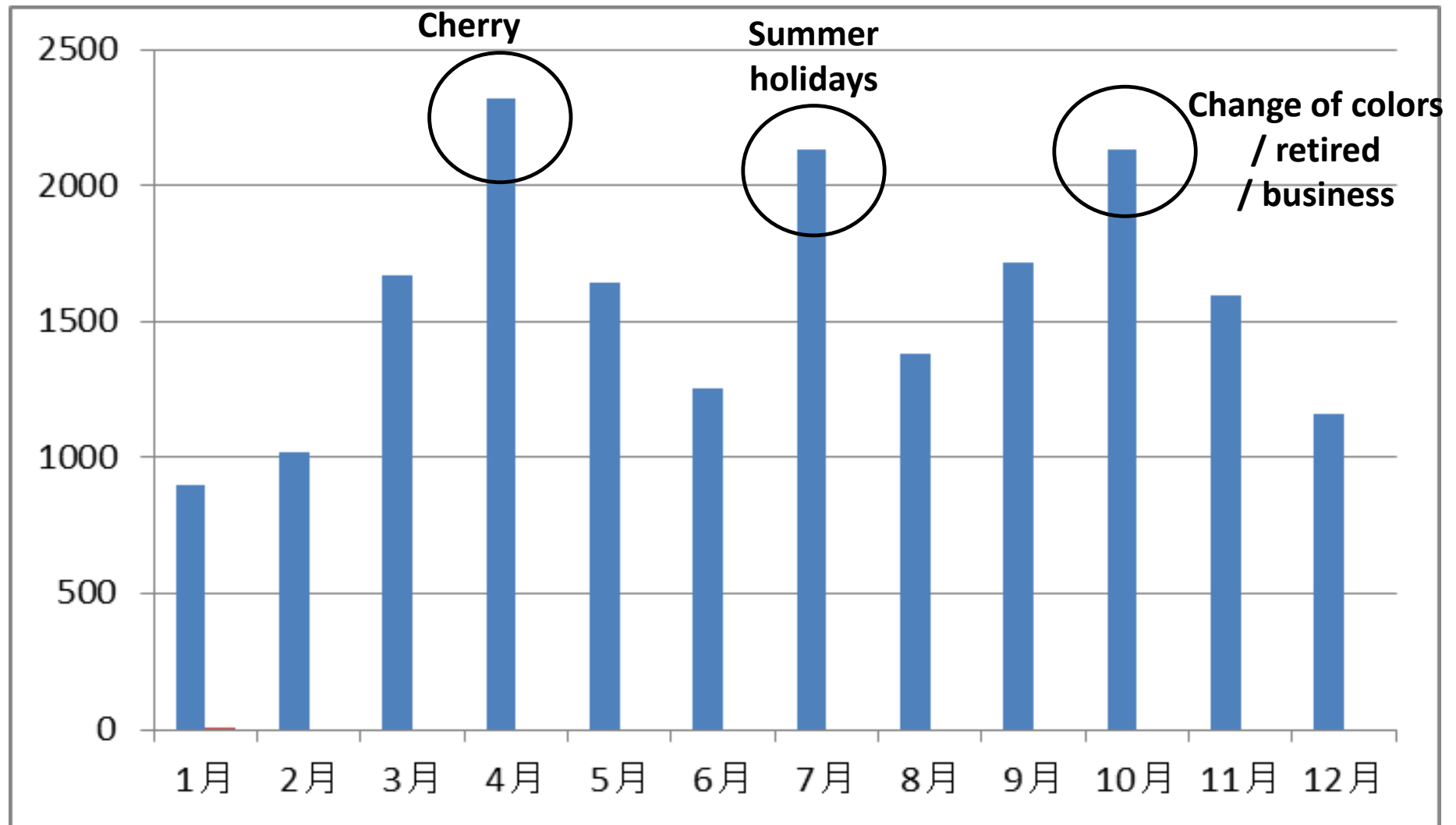
Belgian tourists to Japan

+ Oct. to Dec.



JNTO Statistics

Popular travel season for Belgian tourists to Japan



JNTO Statistics

Popular destinations for Belgian tourists in Japan

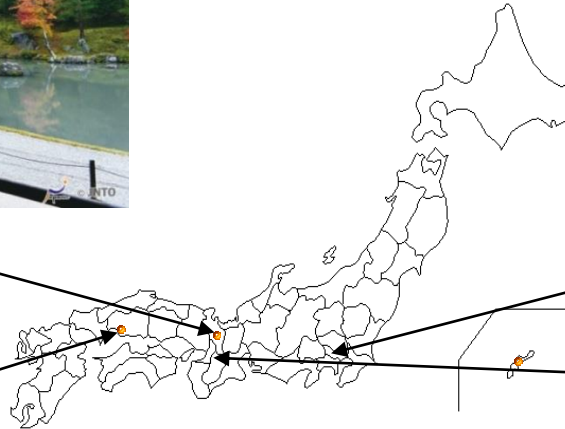


Kyoto



Tokyo

Hiroshima



Osaka



Profile of Belgian tourists in Japan

- 1. FIT , Longer stay (2 weeks)**
- 2. April / July / October**
- 3. 1st visit : Golden route (Tokyo, Kyoto, Hiroshima)**
2nd visit : beyond the golden route

The circumstances of European travel market for Japan

■ Positive

- ① Decrease of the value of Yen
- ② Improvement of flight connection between Europe and Japan

■ Negative

- ① Weak trend of European economy
 - ② Various risks in international affairs
(war, terrorism, disease, trouble in economy etc.)
-

■ Target

18,934 Belgian tourists to Japan (2014)→30,000 in near future

Prices in Japan (examples)

1 euro=130yen

- Economy Hotel (single):
→ 8.000 yen ~ (62 euros ~)
- Lunch: 800 ~ 1000 yen (6.2 ~ 7.7 euros)
- Metro, Train: 140 yen ~ (1.1 euros ~)



Trip to Japan : High performance in quality

1. Satisfied with a trip to Japan : 98% (by JTA)
Want to visit Japan again : 93% (by JTA)
2. Japan as 2nd in 'Best destinations in 2016'(by Lonelyplanet)
3. Tokyo as 1st and Osaka as 3rd in 'Safety city in Asia' (by the Economist)
4. Kyoto as 1st in "Best city in the world' (by travel and leisure)
5. Narita airport as 4th in ' Best airport in the world' (by edream)

Our activities

Advertisement



Travel market

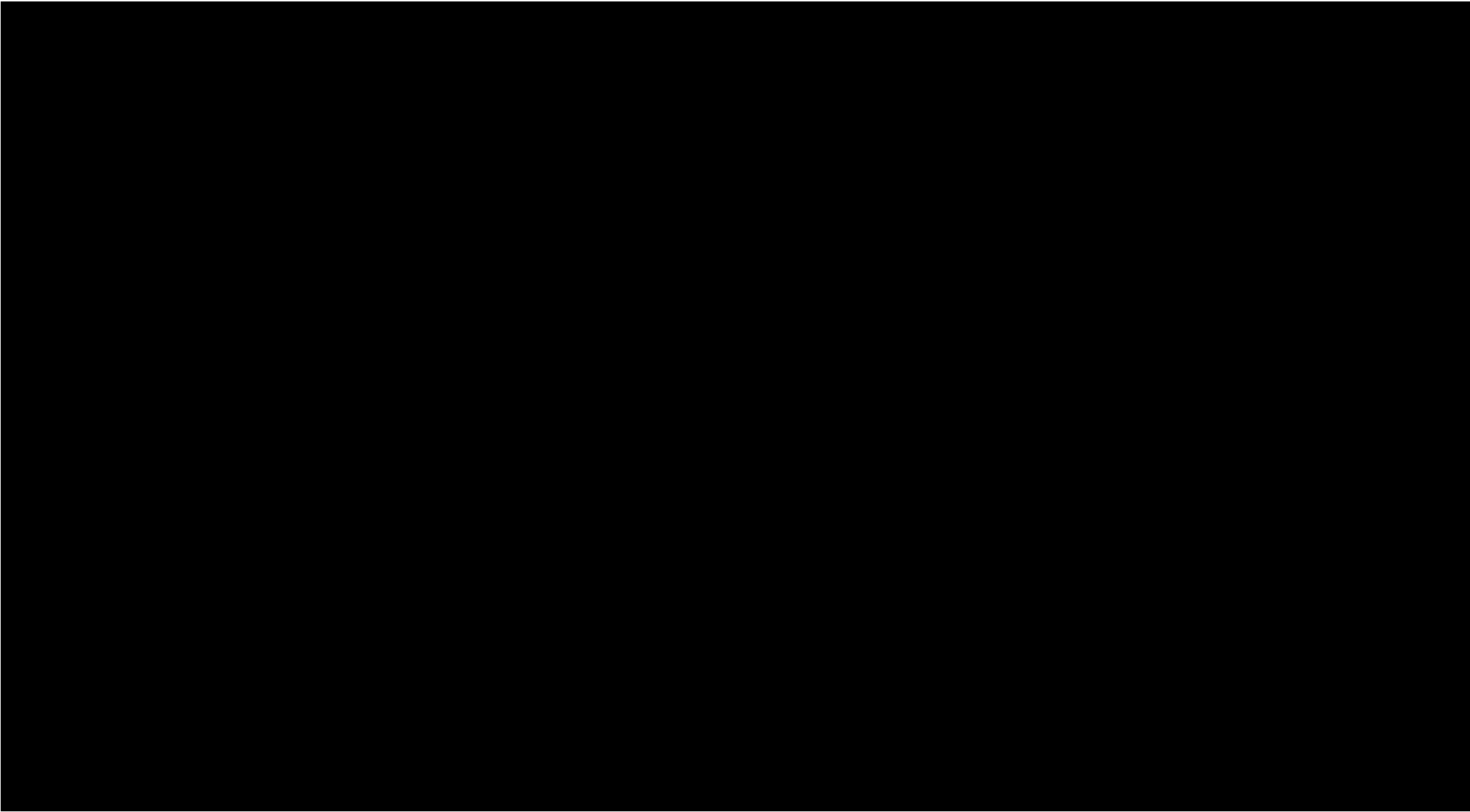


Seminar



Facebook





Thank you for your attention.
Visit Japan, please.

