



For Immediate Release

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**JAPAN TOURISM CELEBRATE 10 MILLION VISITORS AND
HIGHEST RECORD OF SINGAPORE ARRIVALS
– JNTO NAMED RECIPIENTS FOR JAPAN TOURISM AWARDS –**

In celebration of achieving its 2013 goal of 10 million visitors as well as the highest record of Singaporean arrivals to Japan, the Japan National Tourism Organisation (JNTO) and the Embassy of Japan (Singapore) will be holding an awards ceremony to honour industry partners that have demonstrated steadfast support and made remarkable contributions towards boosting Japan's tourism. The nominees will be awarded based on two categories, the JNTO President Award or the Japan Tourism Award.

Singapore Airlines has been chosen as the recipient for the JNTO President award for its exemplary commitment to the Japan tourism market within the Singapore, Malaysia and Indonesia region. The prestigious nomination comes after a consensus of all 14 of JNTO's worldwide offices and is awarded to only 5 organizations.

The President of JNTO, Mr Matsuyama Ryoichi, congratulates Singapore Airlines as the recipient of the JNTO President Award and said, "Singapore Airlines has cooperated extensively with JNTO's Visit Japan campaigns, and has contributed a large number of Singaporean visitor arrivals to Japan. We would like to sincerely thank Singapore Airlines for its commitment. We look forward to more future collaborations with Singapore Airlines, as well as mutual exchange between Japan, Singapore and her neighbouring countries."



The JNTO President Award will be presented to Singapore Airlines' Regional Vice President for Southeast Asia, Mr Philip Goh by the Japanese Ambassador, His Excellency Takeuchi Haruhisa, at a dinner reception held at the Ambassador's Official Residence of the Embassy of Japan in Singapore on 28 March, 2014.

Mr Philip Goh said, "Singapore Airlines is honoured to be bestowed this award by JNTO. We are committed to increasing services and air travel to Japan, and will be adding a fifth daily service between Singapore and Tokyo from 30 March 2014. With this addition, Singapore Airlines will operate 63 flights per week between Singapore and Japan, serving Tokyo (Haneda and Narita), Osaka, Nagoya and Fukuoka. We look forward to strengthening our partnership with JNTO further and bringing more customers to Japan for work and for leisure."

The Japan Tourism Award is awarded to 10 major local travel agencies in Singapore for outstanding contribution towards achieving the highest record of Singaporean visitor arrivals to Japan in 2013. These travel agencies have also played an important role during the 2011 Tohoku earthquake and tsunami disaster. According to the JNTO statistics, Singaporean visitors to Japan have clinched a new high at 189,200 visitors in 2013. This is a record for Singapore, surpassing its previous high of 180,972 visitors in 2010.

"Japan remains one of the most popular tourism destinations for Singaporean travellers – with its many offerings in its unique culture, its gastronomical delights, and breath-taking scenery. It is little wonder that Japan has always been amongst the top 5 most popular destinations for visitors to the NATAS travel fair each and every year." said Mr William Tan, President of the National Association of Travel Agents Singapore (NATAS). "That Japan has attained these 2 remarkable milestones so quickly after the Tohoku disaster speaks volumes of the unmatched resilience of the Japanese spirit." He added.

List of Japan Tourism Award Recipients

JNTO President Award

Singapore Airlines Pte Ltd

Japan Tourism Award

- *Air Sino-Euro Associates Travel Pte Ltd*
- *Apple Vacations Singapore Pte Ltd*
- *Chan Brothers Travel Pte Ltd*
- *Commonwealth Travel Service Corporation Pte Ltd*
- *Dynasty Travel International Pte Ltd*
- *Follow Me Japan Pte Ltd*
- *Hong Thai Travel Services (S) Pte. Ltd.*
- *JTB Pte Ltd*
- *Nam Ho Travel Service (Singapore) Pte. Ltd.*
- *Sino-America Tours Corporation Pte Ltd*

Hideki Manabe, Executive Director of JNTO Singapore said, “My heartiest congratulations to the award recipients who should be proud of their remarkable achievements. Although this award serves to reward a few exceptional contributions for their total commitment in promoting Japan tourism, there is certainly no shortage of nominees worthy of recognition. Many individuals, travel agencies and airlines have excelled in contributing to Japan’s achievements. With the corresponding weak yen and affordable low airfares, Japan has established itself as a leading tourist destination at the recent NATAS Fair. This would not have been made possible without the tremendous support from all members in the travel industry”

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Background

In 2003, under the Visit Japan Campaign initiative, the Japanese government set a target of attracting 10 million visitors a year by 2010. Despite the March 11, 2011 Great East Japan Earthquake and tsunami, Japan has made a full recovery and achieved its goal of reaching 10 million visitors in 2013. The previous highest annual record was 8.6 million in 2010.

The Japan Tourism Agency (JTA) and JNTO target to raise the number of inbound tourists to 18 million by 2015 and 25 million by 2020. JNTO Singapore will continue to work hard to promote Japan as a preferred destination for visitors from Singapore, Malaysia and India.