



**Message from Mr. Ryoichi Matsuyama, JNTO President**  
**Friday, December 20, 2013**

I am very pleased to announce that we have welcomed the ten millionth visitor to Japan this year on Friday, 20 December at Narita International Airport.

In 2003, Japan National Tourism Organization (JNTO), together with the Japan Tourism Agency, launched the Visit Japan Campaign with the aim of achieving 10 million visitors from overseas.

As JNTO's mission is to realize a "tourism-based" nation with expanded inbound tourism, it is our great pleasure to achieve our dream to have reached the goal today.

We wish to offer our heartfelt appreciation to everyone who has helped us by sending visitors to Japan. The hard times in recent years have made achieving this long-awaited 10 million goal all the more special to us. We would, of course, also like to thank the 10 million people who have visited Japan this year! We hope you have enjoyed your holidays and will be back to visit us again soon.

With the 2020 Tokyo Olympic & Paralympic Games now just over 6 years away, we look forward to further developing Japan's tourism infrastructure and welcoming many more visitors to Japan in the coming years.

Ryoichi Matsuyama  
President  
Japan National Tourism Organization