

For Immediate Release

JAPAN PAVILION AT NATAS HOLIDAYS 2014

Singapore, 21 August 2014 – The Japan Tourism Agency (JTA) and Japan National Tourism Organization (JNTO) Singapore are proud to present the Japan Pavilion at NATAS Holidays 2014. It will be held at Singapore EXPO, Hall 4, Booth 4H60, from 29 to 31 August 2014, 1000hr to 2130hr.

JNTO Singapore will launch a new campaign for family travel, 'Experience Japan!' This campaign is targeted at families who wish to travel to Japan during the autumn and winter seasons. It will also raise awareness of the various beautiful destinations, interesting activities, renowned cuisine which Japan has to offer to the family travellers!

Experience Japan! Campaign



The images for the campaign as shown above are a family, having a hearty crab kaiseki (multi-course) meal at a ryokan (Japanese inn) and enjoying the winter season in front of the kamakura (ice igloo). These scenarios aim to show heartwarming holidays families are able to experience in Japan!

'Experience Japan!' campaign's images will be used for JNTO Singapore's joint advertisement with ten travel agencies. The joint advertisement insertions are to be featured on Lianhe Zaobao, 18 and 29 August 2014, and The Straits Times, 19 and 28 August 2014.

At this bi-annual NATAS fair, there are 20 participating JNTO partners from the various prefectural and local tourism offices, theme parks and other Japan tourism related organisations. Their representatives will be at the Japan Pavilion to provide useful Japan travel information and tourism materials.

List of 20 Exhibitors at the Japan Pavilion

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| 1) Central Hokkaido (Tomamu • Furano) | 11) Nara City |
| 2) City of Niigata | 12) New Kansai International Airport Company, Ltd. |
| 3) City of Sapporo | 13) Oriental Land Ltd. (Tokyo Disney Resort) |
| 4) Gifu Prefecture | 14) Snow Country Region Japan |
| 5) Hokkaido Tourism Organization | 15) The Foundation for Kansai Region Promotion – Kansai International Tourism Promotion Center |
| 6) JR West Communications Company | 16) Tokyu Corporation |
| 7) Kumamoto City, Kitakyushu City, Beppu City | 17) Tohoku Tourism Promotion Organization/City of Sendai |
| 8) Kyushu Tourism Promotion Organization | 18) Tourism Shikoku |
| 9) Mitsui Fudosan Group | 19) Wakayama Prefectural Government |
| 10) Nankai Electric Railway Co., Ltd. | 20) Wattention Co., Ltd. |

Redemption of Gifts at the Japan Pavilion

Visitors who purchase Japan group tours, free and easy packages, or return air tickets to Japan at the 3-day NATAS Holidays 2014, can redeem exclusive complimentary gifts at the Japan Pavilion, Booth 4H60. The choices of gifts are travel pouches and travel neck pillows, while stocks last!



Travel Pouches



Travel Neck Pillows

Sweet Treats at the Japan Pavilion

During the NATAS fair, JNTO Singapore will specially prepare a cotton candy machine at the Japan Pavilion. Cotton candy is enjoyed by the young and old, and can be shared among families and friends! Look out for the giveaway of cotton candy in cute packagings with well-known Japanese cartoon characters like Hello Kitty and Doraemon. The cotton candy giveaway is scheduled for once per day during the 3-day fair and 3 hours per session.

Singaporean Visitors' Arrivals to Japan

For the first half of 2014, there was a steady increase of Singaporean visitors travelling to Japan. The total number of Singaporean visitors was 97,900, increase by 17.5% (83,304) over the same period in 2013. With the low exchange of Japanese yen and exciting campaigns lined up for the second half of the year, JNTO Singapore is positive that there will be more Singaporean visitors travelling to Japan.

About Japan National Tourism Organization, Singapore

Established in May 2006, Japan National Tourism Organization (JNTO) in Singapore is one of its 14 overseas offices of Japan. Working closely with its main headquarters in Tokyo, the local government and tourism offices of Japan, JNTO has been actively promoting Japan tourism in Singapore, Malaysia and India.

Entering its 8th year in office here, JNTO has been an active and committed exhibitor at every NATAS Travel fair, with the support from its 47 prefectural tourism offices promoting inbound tourism to Japan.