



ANTOR – JAPAN

ASSOCIATION OF NATIONAL TOURIST OFFICE REPRESENTATIVES IN JAPAN
駐日外国政府観光局協議会

February 2021

GENERAL MEETING REPORT

■Title: GENERAL MEETING 2021 Vol.02

■Date: February 22nd, 2021 (Monday) from 2pm to 4pm

■Tool: ZOOM Meeting

■Participants:

Active Members:

- Mr. Frederic Mazonq, Director, Atout-France France Tourism Development Agency Japan Office (Chairman)
- Mr. Akira Nishiyama, Regional Manager Asia and Australia, Germany National Tourist Office (Vice Chairman)
- Mr. Fumihiko Sakakibara, General Manager, Macao Government Tourism Office (Director)
- Mr. Jaime Alejandro, Director, Tourist Office of Spain
- Mr. Stepan Pavlik, Director, Czech Tourist Authority - CzechTourism Japan
- Mr. Raul Guerra, Japan & South Korea Regional Director, Catalan Tourist Board
- Ms. Ines Queiroz, Director, Turismo de Portugal
- Ms. Chizu Takaoka, Promotion Manager, Turismo de Portugal

Allied Members:

- Ms. Kasumi Abe, Outbound Travel Promotion Division, JATA
- Mr. Akihiko Hosaka, Outbound Travel Promotion Division, JATA
- Mr. Chihiro Koyama, Sales Division, JTB Saitama Branch
- Ms. Natsuko Matsumoto, Tokyo Branch Overseas Division, Kanbo Prass Corp.
- Ms. Isabelle Massabo, Secretary General, ANTOR-JAPAN

The General Meeting 2021 Vol.02 has been held with Video Call (using Zoom Meeting) due to the COVID-19 situation.

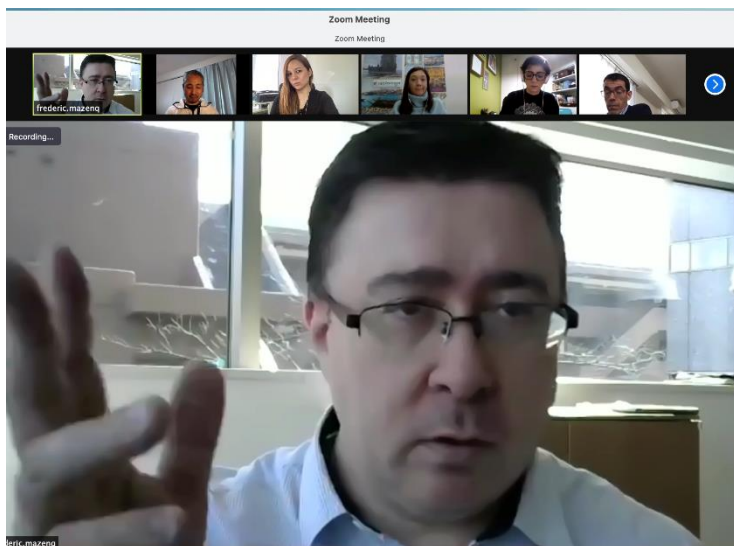
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1. CHAIRMAN'S REMARK



At the outset, Chairman Mr. Mazeng began the meeting by sending greetings to all participants for the second meeting of the year 2021. He shared some information regarding activities of JATA such as B to C event at the Airport (planned), Online Tour Grand Prix and the event at Kanda Myoujin Shrine related with the Olympic Games (planned). He also introduced the proposal from the Animation Tourism Association and asked to the members the possibilities to participate at this event. He emphasized the importance of keeping sharing information about how the

COVID-19 is still influencing the outbound travel. He focused on the theme of how and when the market recovery might happen this year although the number of the new cases was decreasing, and the situation seems to improve slowly.

2. Minutes:

FRANCE

Mr. Mazeng mentioned first that for the moment, no major improvement in France. However, in Japan it has been said that some tests for inbound tourism might take place under the budget of JTA 2020 which is valid until the end of March 2021. Regarding the Olympic Games, the torch ceremony will take place on March 25th. Bringing people back to Japan will ask some travel agents to propose or suggest some specific strategies to end up the recovery for the Two-way tourism industry as for inbound and outbound.

As for the second point, the government is funding to companies to pay salaries to the employees until the end of June which would be hopefully renewed so that would help Japanese people to travel as soon as the situation would improve during this year. On the other hand, the flights are still limited but slowly increasing for cargo use. However, the costs for airlines multiplied by two or three times and airline companies are dealing with several strategies to maintain the business for the future and the Olympic Games to transport passengers.

As for the COVID-19 situation, the number of cases has decreased, and this result might be a good sign for a positive change for the tourism and the economy in general.

Regarding the proposal by The Anime Tourism Association, Mr. Mazeng explained that the Association proposed ANTOR-JAPAN's members to participate at one of their projects which is a panel discussion with the theme of "Youkai" (=Spirits, Ghosts, Monsters, Fairies, etc...). It would be an opportunity to introduce each country's culture. The anime is called "Yokai Daisensou Guardians" one of the works of KADOKAWA (the leading publishing companies in Japan).

The anime is planned to be on Road Show this summer, this proposal is one of the PR events for the movie. Mr. Mazeng mentioned that it could be a good chance to relate this event as one of the destination's PR and details will be shared lately.

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PORTUGAL

Introduction of the new Director, Ms. Ines Queiroz participating from Portugal online (5am). Ms. Queiroz is still based in Portugal because she could not enter Japan yet because there are no flights between Japan and Portugal now.

Regarding the Olympics, there is no specific news for a special representation or pavilion. She mentioned as for the situation in Portugal is not wonderful but getting better.

However, it is still in a major lockdown, everything that it is not essential for the economy is closed such as schools, bars, and restaurants.

New cases are under 2000 per day comparing to one month ago which was 15,000 cases. Regarding the Tourism office activity, some monthly webinars are held to keep Portugal in the mind of the tourism agents. The recovery might take long because of the lack of direct flights to Portugal which is the major issue.

Tourism of Portugal is taking this time to think about new ways of making new offers and new products with more nature, wine, gastronomy, travelling in smaller groups and the idea of Glamping has been focused as well with focusing on the quality of services. Portugal is trying to get ready to welcome more tourists with several new ideas once the pandemic situation would improve.

GERMANY

Mr. Nishiyama emphasized the situation according to the analysis made in Germany, and he said that there is a potential that the Japanese market will do more nature oriented or sustainable tourism. However, Europe will stay as a cultural destination except for some destinations like Switzerland Alps, Norwegian and Scandinavian fiords. Europe will be attractive for Japanese in terms of culture and history, so, it is not very realistic that the Japanese market gets more interested in camping outdoor activities in Europe. The outdoor branding will be stronger in Australia, in New Zealand, in some islands, in USA, and in Canada.

Regarding the pricing, settings might change and impact the market after CORONA. It might be higher depending on the demand and supply relationship in Europe. Therefore, the European destinations will be oriented more in luxury. According to the survey made by German international tourism research institute, overseas markets like USA, China and Japan showed much higher interest in this nature sustainable tourism topics than European markets, so it might be a non-avoidable theme.

For the Olympic Games, Germany had planned to have a public pavilion, called the "German House (or Deutsches house)" located in Odaiba (Tokyo). The area is sponsored by many private companies and Private launching events are planned to take place. German festival which was cancelled last year might get organized as soon as the situation in Japan would get eased.

Now, the most efficient activities are basically concentrated on online social media activities as the, the border restriction will stay until at least up to the Olympic Games.

As for PR, since the tour operators cannot still provide and sell their own package, the travelers can arrange their own travels by booking individually the airline platform or hotel websites the FIT would show a faster recovery than group tours.

SPAIN

Mr. Alejandro mentioned in Spain direct flights from Narita to Madrid were planned to reopen from April 30th, but Iberia reports delay of reopening route until 30th June. As a very positive news he reports that FITUR will be hold in hybrid but with much in person participation in Madrid from 19th-23rd May. Regarding glamping Spain has been approached in November last year by some Japanese tour operators interested in stablishing glamping facilities close to Madrid. This fact seems to be symptom of change in the interest of tourists about glamping abroad.

CZECH REPUBLIC

Mr. Pavlik described the situation that from their perspective the situation is still the worst.

CzechTourism is now producing some videos about the latest activities in Czech Republic once the situation gets back to normal. Some campaigns for Japan, Korea, and Taiwan are still going on. Some matchmaking online events are planned with some Japanese counterparts as well.

New products such as traveling to villages, promoting more sites around castles, and some active tourism focused on sustainability and eco-tourism are now discussed.

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MACAO

Mr. Sakakibara mentioned again that the head office in Macao is still not giving a go sign for any promotional activities. However, some signs to open the gate are showing up. The idea is to do not cut the budget into the small pieces until the market will open again which might happen in two or three months, then use it more efficiently with strategic actions. As soon as the gate opens it would be important to focus and read on travelers' decisions and actions. Therefore, the PR activities would depend on it and be different. But the market would be slow to get back to normal and some efforts of digging up the market would be necessary.

Regarding the Japanese travelers, after making some interviews, 80% of people are still negative to travel to avoid catching the Virus on the way. Concerning Glamping and camping, these activities are getting popular these days. However, the target is so limited, and it is considered as one of the options and not as a main trigger for making people traveling abroad.

CATALUNYA

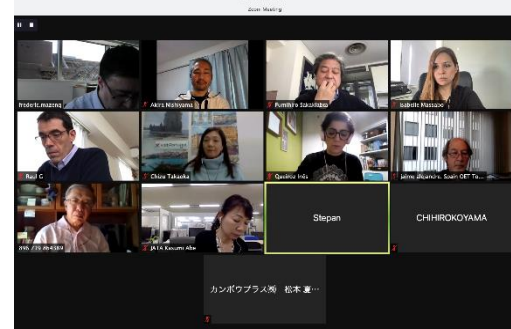
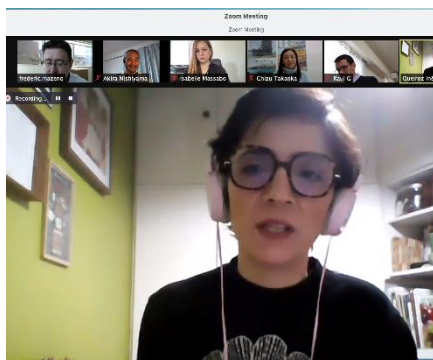
Mr. Guerra explained his perspectives to deal with the situation. The Catalan Tourist Board is now being active on creating some awareness campaigns. With some remaining budget from 2020 that can be used in 2021 some articles about on several destinations are published. The Asia Pacific Facebook accounts are planned to get started on the native Japanese Facebook & Instagram account. One Catalonia project got awarded by the Japan Awards 2020. This project is a AR & VR video game about the destination. The awards ceremony was supposed to take place last January, but it got postponed into early March.

The CTB is also working a lot on internal reorganization. And about the glamping or more activities in the nature are mostly only oriented to the European market but now it is considered to give the situation to open to the Asian market and especially to Japan market.

The project "The Grand Tour of Catalonia" has been designed to discover more different destinations around Catalonia. And it is thought to be done independently or in very small groups. These new products are planned to be designed to adapt to the Japanese market. So, the challenge is to combine the culture, gastronomy, and nature.

3. Next Meeting Approval

- Title: GENERAL MEETING 2021 Vol.03
- Date: April 5th, 2021 (Monday) from 2pm to 4pm
- Tool: ZOOM Meeting



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