



# ANTOR – JAPAN

ASSOCIATION OF NATIONAL TOURIST OFFICE REPRESENTATIVES IN JAPAN  
駐 日 外 国 政 府 観 光 局 協 議 会

November 17th, 2020

## **GENERAL MEETING REPORT**

■Title: ANTOR-JAPAN GENERAL MEETING 2020 Vol.05

■Date: November 17th, 2020 (Tuesday) 14:00-16:00

■Place: JATA Meeting Room 4F

■Agenda:

- 1) Chairman's remarks: Recap of Online Travel Mart and recent activities.
- 2) Discussion and exchange of each NTO's situation
- 3) GUEST SPEAKER:  
Mr. Morgan Chaudler, President of Aichi International Convention & Exhibition Center Co.,Ltd.

■Participants:

### **Active Members:**

Mr. Frederic Mazenq, 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. Fumihiro Sakakibara, General Manager, Macao Government Tourism Office (Director)  
Ms. Maho Saito, Marketing Representative Office-Japan, Macao Government Tourism Office  
Mr. Yoshiaki Fujimura, Marketing Manager, Tourism Authority of Thailand  
Mr. Yasuhiko Yokoyama, Section Chief, Philippine Department of Tourism  
Mr. Michael Tauschmann, Director Japan, Korea, Taiwan, Austrian National Tourist Office Japan  
Mr. Jaime Alejandre, Director, Tourist Office of Spain

### **Allied Members:**

Mr. Akihiko Hosaka, Outbound Travel Promotion Division, JATA  
Ms. Chihiro Koyama, Sales Division, JTB Saitama Branch  
Mr. Kisho Nakagawa, Sales Division, JTB Saitama Branch  
Ms. Yumiko Ando, Marketing Tourism Action Department, All Nippon Airways Co.,Ltd.  
Mr. Yasuaki Sakaguchi, Marketing Manager, ForTravel.

### **GUEST:**

Mr. Raül Guerra, Japan & South Korea Regional Director, Catalan Tourist Board  
Ms. Sara Roloff, Director Japan, Switzerland Tourism  
Mr. Noriyuki Odai, Director, Japanissimo

Ms. Isabelle Massabo, Secretary General, ANTOR-JAPAN

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## CHAIRMAN'S REMARK

At the outset, Chairman Mr. Mazenq began the meeting by focusing that the situation of the COVID-19 keeps influencing the outbound travel worldwide and we cannot see any improvement yet to solve this situation. However, he mentioned as a recent update, a few countries have been moved from level 3 to level 2 for COVID-19 alert, specifically, Australia, New Zealand, Vietnam, Singapore, China, Korea, and others. However, the countries in level 3 are still many in the western area which does not improve the travel business for several destinations. And he also expressed for the fact that it is still important to focus on the potential of going down to level 2 and from 2 to 1, and it is needed to happen the following years somehow.

Mr. Mazenq shared about the discussion he was consecutively having with JNTO, to see their perspective about tourism inside and outside Japan. However, they are in the same situation as other destinations in the world and they do not have specific strategies for now and no information for outbound travel.

2 possible scenarios came up during the discussion about "when to open the border again?". The first option was it said in March or April, and the other one is for September after the Olympic and Paralympic Games in TOKYO.

But still, it will depend on the measurements taken by the IOC and JOC how to manage and how to get organize for this event because it will affect a lot of tourism industry. If the border opens in March before the Games, destinations can work for these seasons but if it would happen after the Games, which means in October, the business will be focused on for the low seasons.

Also, the JOC held some meetings as for the theme with how to get organized for the staffs and volunteer's measurement to deal with the COVID-19 to receive lots of participants at the event. More than 10 meetings a month are held to figure out some solutions to make the Olympic Games take place safely. Therefore, ANTOR-JAPAN should expect some positive improvements and decisions taken by the government which would link the tourism market. According to JNTO, the objectives is still 40 million visitors for now and 60 million in 2030. To allow that, it is needed to allow tourists to fly in Japan which means it would open the door to fly out too. Regarding the trade, several travel agencies have decided from next year to stop the package group tour industry for a year and switched into individual travel which would be faster to be recovered.

However, some points of view between travel agencies are struggling because some think it should be recovered by focusing more on group tours. It would be much easier to control travelers in a group tour than a FIT traveler to make sure for backtracking each traveler. The trade perspective is getting more and more complex comparing to few months ago.



## Minutes:

Discussion about each NTO's situation and opinions as ANTOR-JAPAN.

## GERMANY

Germany has a negative situation at this moment and expecting some lockdowns in the country. The Japanese people are not allowed to enter Europe at this moment from Japanese restrictions measurement. This might continue until the border control on the Japanese side will be improved. As for the trade activities, webinars on the first of December will take place in Tokyo, a small but the first real B2B event. Hopefully, this will be also seen by other partners in the market and feel the importance of doing not only online activities but real activities. The target is 30 people from a travel trade and the travel media and 25 from 30 are already booked. So, the excuses or any anxieties of COVID-19 have been influenced this event participation. Nobody will come from Germany, it is a simple market event, kind of Christmas party at the end of every year to show appreciation to travel and trade. Usually it starts before the evening with German wines and beers and a lot of entertainments, with 70 to 80 people.

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This year, it will be a simplified lunch sitting style up to 30 people with distance between the guests, and no entertainment. Participants will have to keep wearing mask during the event except while eating and drinking. The window will be open during the party.

## **SPAIN**

The National Tourist Office of Spain attended the trade show in Okinawa with a booth at the venue as the only destination from Europe. Spain was present at KOTFA as well in Korea the week before for 4 days. 7000 visitors have attended KOTFA. Regarding the recent situation in Spain, last week, PCR test for anyone arriving in Spain was approved and right now there are visitors from around 151 countries. The PCR test must be done 72 hours in advance and travelers who arrive in Spain without a negative PCR test result may be sanctioned with fines of up to 6,000 euros.

G20 was held in October 17, many of the ministers in economy mentioned to restart international travel as soon as possible to recover the tourism industry. The minister of industry, commerce and tourism decided to organize with UNWTO the international conference to be held in Canary Island on 13th, November. Lot of ministers from several countries are invited including the Minister of MLIT in Japan. However, he does not have a chance to participate at the conference physically, but he is planning to give an online speech.

Spain is planning to attend at the Tourism Expo Japan 2021 in next January in hope that would not be canceled.

## **MACAO**

No new case of COVID-19 has been reported for more than 230 days, the total cases so far are only 46 patients. Macao government is very strict, and they only allowed Mainland China residents to enter the country from September 23. But since then, they have no new cases reported. Foreigners are still not yet accepted to enter in Macao. It only allows nonresident foreigners, when they come from territories, or countries with no cases of COVID-19 for 130 days consecutive days. So, if Japan has no new cases for more than 130 days, Japanese can enter Macao. Regarding between Hong Kong and Macao, it will be able to travel in the second or third quarter of next year, so the traffic is still limited. For example, if a foreigner wants to go in Macao, he can go to the mainland China, and he has to stay there for 14 days quarantine, get the PCR test, and then move to Macao. However, he will have to stay again 14 days quarantine inside Macao to be free to travel. It is still limited for workers VISA and Macao ID holders. Therefore, the government consideration is focused on the protection of the citizens and control the safety of travelers. At the end, focusing on the situation worldwide and on some conferences, which take place in the world, the tourism industry is now facing a lot of lost in the term of fairness booking air seats, hotel services, catering services etc., and it is not avoidable to take at least one more year to come back to normal.

## **PHILIPPINES**

The border is not open for everyone yet and limited only for business track and investors. The VISA is issued only for the important visitors coming to Philippine. However, there is no lockdown in the city but there is a system called "Community Quarantine" separated in 4 categories such as, 1 is enhance the community quarantine, 2 is modified enhance the community quarantine, 3 is the general community quarantine (called "GCQ") and 4 is modified general community quarantine. The tourism started with the domestic travelers, mostly in a small island and it hoped to be open more as sooner as possible. It is expected to open the border in April to be right time to re-open the market. The Philippine Department of Tourism attended the Tourism Expo in Okinawa, tried to set the biggest booth among the others as a challenge for this situation keeping the social distance and tried to make it festive. The PDT is pleased to announce to have received some awards for the best destinations as a leading island and cities in Asia.

## **AUSTRIA**

At the last meeting Austria was more in an optimistic situation and it was open for Japanese travelers without VISA and 14 days quarantine. However, the situation turned over and the country faces the second lockdown now until the sixth of December such as Hotels, restaurants, cafes, museum are all closed and stay home after 8 pm. It is again a disaster for the entire industry. Now it is 7000-8000 cases per day, and Austria hopes that some measure will be taken by Christmas. They want to bring the numbers down at the beginning of December, but it does not look too promising. Furthermore, a terror attack occurred in Vienna recently in the city center where three people

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died. Christmas business is hoped to be happened in Austria including Christmas markets and get ready for ski season.

## THAILAND

Thailand had a special tourist visa for Japanese but since it has become into medium risk from low risk, the country cannot issue the special tourist visa anymore. Thailand is now under manage for the corona case; everyday few new cases are reported like only one person yesterday. Thailand has also joined the tourism Expo in general and will be joining the expo in Tokyo too with 5 booths but only for the business matching purpose. It is important now to consider what kind of product would be appropriate to sell after or with this situation to the travel agents.

## ANA

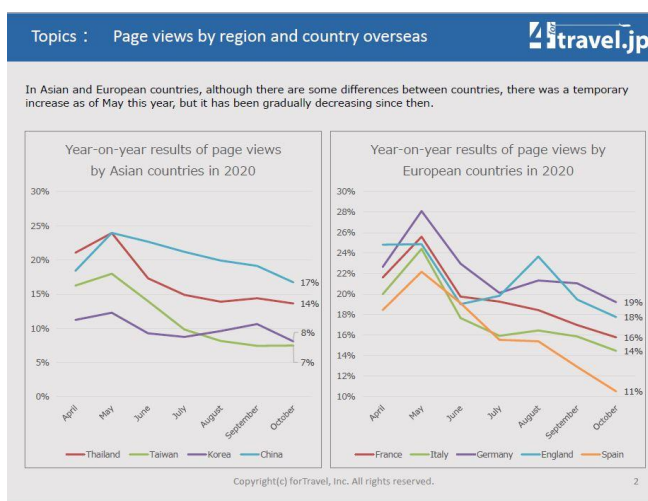
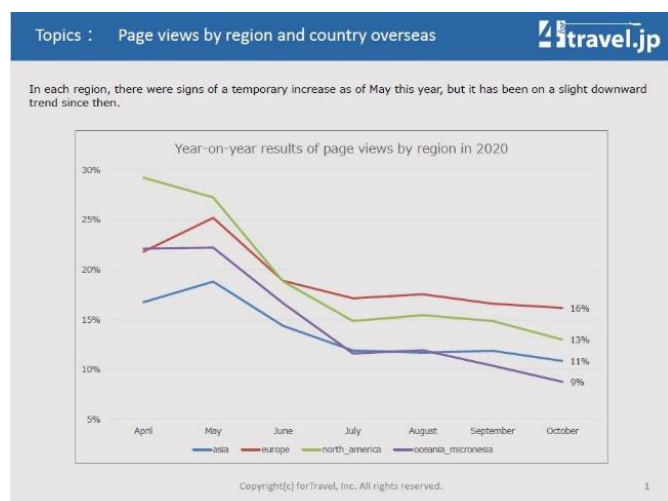
The international flight operation is increasing a bit as 2% every month, and it is going to be 17% from the regular schedule in December. ANA attended the Tourism Expo in Okinawa two weeks ago; it was probably successful. However, to operate a booth in this environment was very difficult to avoid closeness or the crowdedness. In next January, the show will be held in Tokyo so more visitors would be expected so it would be important to think about how to operate. Regarding the digital certificate of negative PCR results, it is not officially announced yet however, it will be planned to be used for ANA and Japan Airlines. Experiment will start soon using the apps to prove that the PCR result is negative. It is planned to make that test at the ticket counter or at the immigration. Some actions are moving and taking place day by day but not officially announced yet.

## JTB

In summers, the business was weak. But from September, the FIT started to increase because of the "GO TO TRAVEL Campaign" and the economy was getting slowly better in October. From November, the number of travelers is increasing too. But since the FIT is increasing, the busines for JTB is slow. It is more important to focus on Group tour.

For example, JTB Saitama is in charge of a Group Tour to Kamaishi in Iwate prefecture for the Masters bringing 200 travelers and players with 40-50 years old people group. It would be a challenge to organize this tour during this situation. All travelers and participants would make the PCR test to ensure the local people. If this challenge would be a success, it would open a door for more long-distance tours, which means for outbound travel.

## For Travel



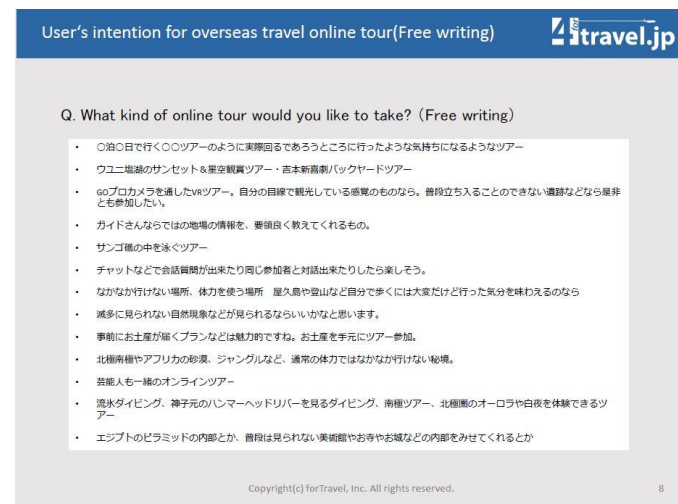
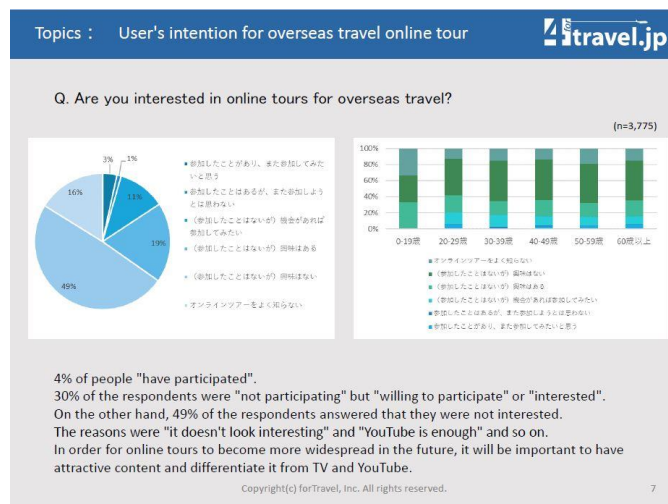
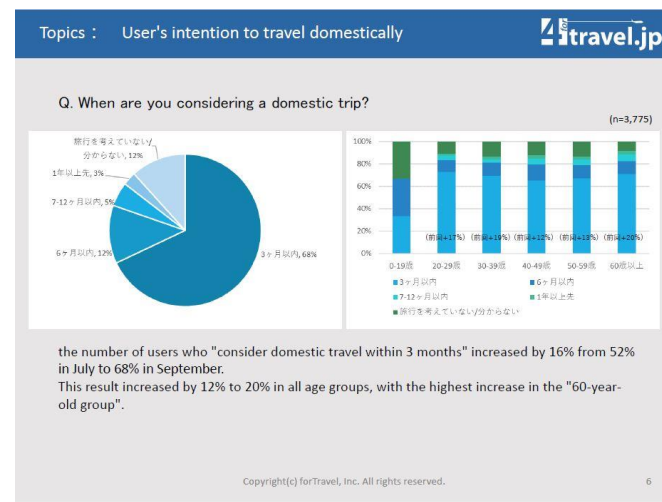
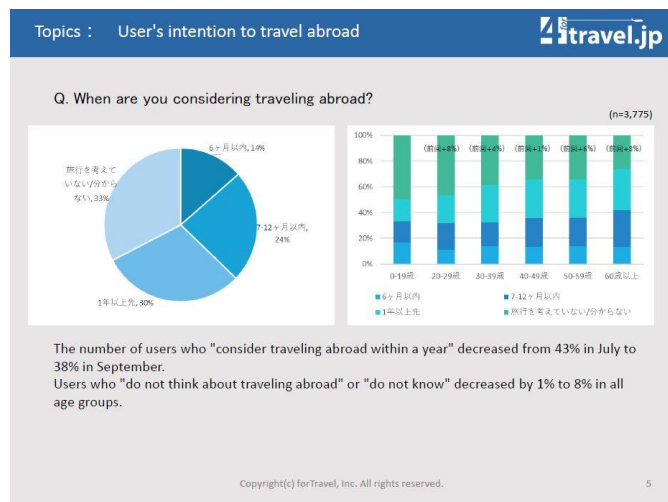
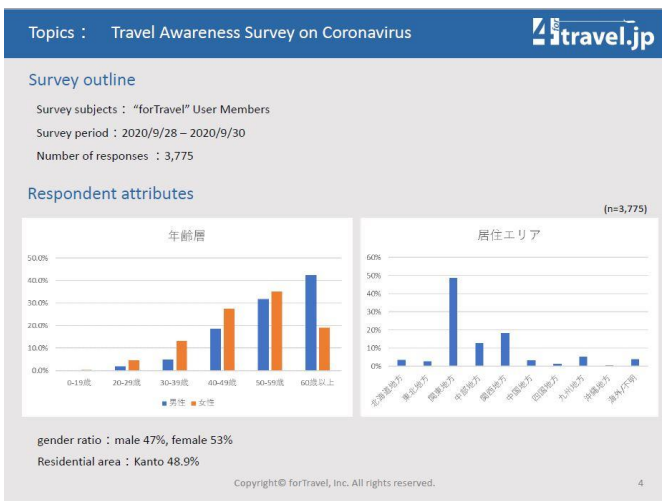
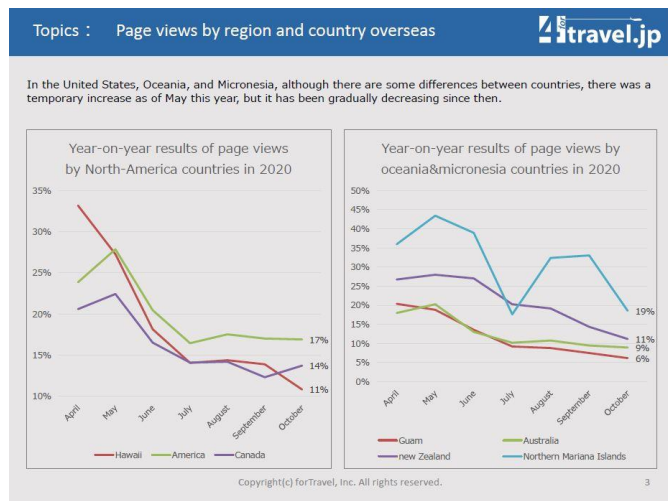
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Ref. the separated sheet.

Focusing on overseas travel:

Rates in pageviews for overseas travel was 22% for April this year. It has been the little by little reaching 13% in the race reason October. We also surveyed our users to twice in July and September this year. According to the report, the number of users who consider traveling abroad within a year decrease from 43% in July to 38% in September. In addition, users to do not think about traveling abroad or not now decreased by 1% to 8% in all age groups.

Next is about domestic travel:

The rate of change in pageviews for all domestic travel was 27% for April this year since then, it has improved,

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significantly recovering to 93% in recent October. Bookings for hotels, tours and package have already exceeded the previous year's revenues. According to user survey report, the number of users who consider domestic travel within three months is increased by 16%, from 52% in July to 68% in September. This result increased from 12% to 20% in all age groups, with the highest increase in the 60-year-old group. The cause is the government travel campaign.

The 3rd topic is about online travel:

In the questionnaire survey in September, we also investigated the usage trends of overseas travel or rental. According to the report 4% of people have participated in addition 30% not participating but willing to participate or interested. On the other hand, 49% answered that they were not interested. It does not look interesting, and YouTube is enough, and so on. For online tours to become more widespread is cute in the future. I think it is important to have attractive contents and to differentiate from TV and YouTube.

Finally, the fourth topic is about For Travel SNS activities:

For Travel's SNS account and studied activities to share and retweet tourist's tourism bureaus post for free.

For Travel's Facebook account has about 160,000 followers.



**GUEST SPEECH: Mr. Morgan Chaudler,  
President of Aichi International Convention &  
Exhibition Center Co.,Ltd.**

Mr. Chaudler gave a short introduction about the venue to ANTOR-JAPAN Members such as, "Aichi International Convention & Exhibition Center" (=AICEC) is the 4<sup>th</sup> largest convention center in Japan which opened in August 2019 and temporally closed in March 2020 due to COVID-19. For 7 months, it had 84 events, B2B, B2C, concerts, Trade Shows, MICE, despite this situation, which made to close the venue for 4 months.

The operation re-started in July, in the following weekend 80,000 visitors are planned to visit the concert and trade shows at the venue. From November to next year, January, 14 events will be hosted which expect to receive 50,000 visitors. Next year from

February to June, 12 events are expected to be held with more than 100,000 visitors.

Mr. Chaudler explained the reason for the fact that the venue was performing well. It was due to the postponement of the Olympic Games, which means that competitors or MICE competitors and venues in Tokyo are unavailable to host big events. AICEC is going to host very big events like logistics international Expo and format which is related to food and machineries. AICEC is not only International Exhibition central but it is MICE destination as well. AICEC is working with the government, with all the Tourism Organization in the prefecture to make the destination attractive. Therefore, Mr. Chaudler emphasized on the fact it was very important to share the information about AICHI and each country to find any potential events to make together to fight with this situation. AICEC is located five minutes from the airport with 50 million passengers in terms of capacity. So, it would be a great opportunity to find out some collaboration to expand each destinations information.

**OFFICIAL WEBSITE: <https://www.aichiskyexpo.com/english/>**

At the end Mr. Mazeng emphasized that ANTOR-JAPAN should think to deliver its messages by exchanging opinions and information to the Japanese Government, taking into consideration that ANTOR-JAPAN is the only effective body to apply reasonable pressure on the Japanese Government for further cooperation to promote outbound travel. Japan is still a potential market for all destinations and some improvements for traffic are important for the near future.

Next Meeting Approval

During December 14<sup>th</sup>-17<sup>th</sup>, 2020 as for Lunch meeting.

ANTOR-JAPAN election has been announced to vote Board Members for 2021-2023

Which will be issued in December 2020.

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