

The Japan Convention Bureau announces the winners of the JAPAN Best Incentive Travel Awards 2019

The Japan Convention Bureau, a division within the Japan National Tourism Organization (JNTO) recognizes best practice in incentive travel to Japan through the "JAPAN Best Incentive Travel Awards". The fourth edition of the contest accepted applications from June 18 to August 2, 2019. There were a total of 68 applications from 13 countries and regions.

The winners of the "Best Incentive Travel", "Best Creative Planning" and "Best Community Contribution" categories are announced as per below. The Awards ceremony will take place for the first time in Osaka, at the historical Osaka City Central Public Hall – designated cultural asset of national importance - on October 23, 2019.

This year, a Special Recognition has been given to incentive travels which visited Hokkaido and Fukushima, in gratitude to their support of the recovery of these areas, affected by earthquakes in recent years.

Best Incentive Travel		
Event Name	Itinerary	
HONDA Swiss Dealer Contest – Back to the Origins	Day 1	Travel from Geneva to Kyoto
	Day 2	Nijo Castle in Kyoto
Organizer JTB Europe Ltd., Corporate Events and Travel (France)	Day 3	Tea ceremony, Nishiki market, Taiko drums experience in Kyoto
	Day 4	Sake Brewery visit, Cycling tour, Maiko and Geiko show in Kyoto
Rationale A tour planned to reward the best performing employees. Under the concept "Back to the Origins", the 59 participants visited Kyoto, Kumamoto, Tokyo and Kinugawa over 11 days and 9 nights. Highlights of the program include technical visits, sampling the nightlife, cultural experiences and gourmet specialties, sewn together by excellent planning. This	Day 5	Explore Osaka. Travel to Kumamoto
	Day 6	Technical visit of Honda factory Kumamoto and research center. Travel from Kumamoto to Tokyo
	Day 7	Asakusa, Tokyo Sky Tree, Akihabara, Gompachi Nishiazabu and dinner in Robot restaurant with show, in Tokyo
	Day 8	Travel to Twin Ring Motegi, visit Honda

travel itinerary showcases the diverse options that Japan has to offer as a destination.		Collection hall, and enjoy Moto GP. Stay at traditional Ryokan with hot-springs in Kinugawa. Japanese Style Enkai dinner wearing Yukata
	Day 9	Travel to Tokyo, visit Honda Headquarters. Cocktail party and Gala dinner, after party with live band for Karaoke.
	Day 10	Leisure time in Tokyo
	Day 11	Travel from Tokyo to Geneva

Best Creative Planning

Event Name	Itinerary	
Consulting company from Guangzhou	Day 1	Travel from Guangzhou to Tokyo
Organizer	Day 2	Visit retail companies in Tokyo. Attend a lecture by a specialist
CHINA INTERNATIONAL TRAVEL SERVICE GUANGDONG CO.,LTD	Day 3	
Rationale		Visit The Seiko Museum in Tokyo, do sightseeing in Asakusa. Travel to hotspring hotel in Yaizu.
A study tour for employees at a consulting company. The 25 participants visited Tokyo, Hakone, Yaizu, Nagoya, Kyoto and Osaka during 6 days and 5 nights To find clues on how to withstand the passage of time, the travel included visits to centenarian companies in different fields (such as Seiko, Asahi Beer, Panasonic). It was also arranged for a specialist to give a lecture on emerging Japanese franchises' corporate philosophies, followed by a field-trip. To top it off, the itinerary also included time for sightseeing. This trip highlighted the assets of different Japanese industries, and with the concept	Day 4	Travel to Nagoya, visit Asahi Beer Nagoya factory. Travel to Kyoto, visit Matsushita Memorial Library (Panasonic).
	Day 5	Visit Kyocera, do sightseeing in Kiyomizu Temple in Kyoto, and in Osaka Castle and Shinsaibashi in Osaka.
	Day 6	Travel from Osaka to Guangzhou

of “centenarian companies” created a learning journey that could not have taken place elsewhere.		
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Best Community Contribution		
Event Name	Itinerary	
Good Time in Akita	Day 1	Departure from Bangkok
Organizer	Day 2	Arrive in Tokyo, travel to Akita. Visit Inaniwa Udon Noodles factory and participate in udon-making workshop. Oyasukyo sightseeing
Japan View (Thailand) Co., Ltd.		
Rationale	Day 3	Technical visit to the Agricultural Cooperative Tanekko, tour of Kakunodate and check-in at farm stay in Akita
A study tour for a public organization. The 27 participants spent 6 days and 4 nights in Akita and Tokyo.		
The itinerary incorporates regional content such as exchange with local residents and study of agricultural practices in Akita through farm stays.		
The destination chosen was unknown by participants before their travel, however the exchange with the local community fostered bonds of friendship, and participants expressed willingness to travel to this area again in the future. This itinerary is a good example that will be helpful for other local cities and regions throughout Japan.		
	Day 4	Kimono wearing experience at the farm stay, technical visit to the TDK Museum in Akita.
	Day 5	Travel from Akita to Tokyo. Visit Kawagoe and go sightseeing in Tokyo.
	Day 6	Travel from Tokyo to Bangkok

Special Recognition:

For contributing to areas still recovering from the damage of the 2011 Great East Japan Earthquake, by visiting Fukushima:

Company Name	Vietnam Japan Services and Commerce Co., Ltd	Country/Area	Vietnam
Company Name	Vietnam Travel & Marketing Transports Joint Stock Company – VIETRAVEL	Country/Area	Vietnam

For contributing to the region of Hokkaido by not cancelling their incentive trips after the 2018 Hokkaido East Iburi Earthquake:

Company Name	PT Panorama JTB Tours Indonesia	Country/Area	Indonesia
Company Name	Uni-Orient Travel, Inc.	Country/Area	Philippines
Company Name	World Surprise Travel	Country/Area	Thailand
Company Name	Holiday Tours & Travel Sdn Bhd	Country/Area	Malaysia

For further details on the contest, see www.japanmeetings.org/japan-incentive/incentive-awards