

## The Japan Convention Bureau announces the winners of the JAPAN Best Incentive Travel Awards 2020

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 fifth edition of the contest accepted applications from July 15 to September 16, 2020. There was a total of 83 applications from 16 countries and regions, among which three winners have been selected as described below.



Best Incentive Travel		
Event Name	Itinerary	
VME Retail Safari and the Beauty of Japan	Day 1	<b>Tokyo</b> Tour of Ginza, Imperial Palace, Tokyo Tower, Scramble crossing and Nombei yokocho. Welcome dinner at famous restaurant Gonpachi. Tour of local nightlife.
<b>Organizer</b>	Day 2	<b>Tokyo</b> Retail tour inspection to learn about hospitality and product display from famous brand stores in Harajuku (Takeshita-dori) and Omote Sando Hills. Sumo tournament visit, <i>chanko nabe</i> dinner at Sumo restaurant. Japanese whiskey tasting tour.
teamtravel international GmbH (Germany)		
<b>Rationale</b>	Day 3	<b>Tokyo</b> Tsukiji Outer Market visit with sushi-making workshop, retail tour of famous brand showroom. Experience pop side of Japan at the Digital art museum in Odaiba and then a karaoke session.
An incentive tour planned to reward and provide training opportunities for the top performing salespersons at a furniture company in Germany. Throughout the 10 day trip, the 18 participants visited diverse locations such as Tokyo, Hakone, Kyoto and Okinawa. The itinerary skillfully combined training	Day 4	<b>Kanagawa</b> Sightseeing in Hakone, cruise of Lake Ashi. <i>Ryokan</i> stay with <i>onsen</i> .
	Day 5	<b>Kyoto</b>

<p>sessions and leisure, along with an abundance of surprise tailored content presented throughout the course. The following experiences were particularly recognized by the judges.</p> <ul style="list-style-type: none"> <li>-Inspection and training program to learn about Japanese retail culture and hospitality.</li> <li>-Team-building through a sushi-making experience.</li> <li>-Tours to experience nightlife in Tokyo and Okinawa.</li> <li>-Creating a sense of exclusivity by hosting a meal at an off-the radar location.</li> </ul>		Restaurant bus tour, sightseeing of Sanjusangendo Hall. Gion district and <i>maiko</i> meet-and-greet.
	Day 6	<p><b>Kyoto</b></p> <p>Golden Pavilion visit, with tea ceremony experience. Rickshaw tour of Arashiyama. Walk through a bamboo forest and visit Tenryuji Temple.</p>
	Day 7	<p><b>Okinawa</b></p> <p>Sightseeing at Shurijo Castle. Dinner at a brewery with local cuisine. Stay at a newly-opened beach resort.</p>
	Day 8	<p><b>Okinawa</b></p> <p>Beach day on a private island. Water activities and leisure on the leisure, with an exclusive BBQ for dinner.</p>
	Day 9	<p><b>Okinawa</b></p> <p>Leisure time.</p>
	Day 10	Departure from Japan.



On the rickshaw tour at Arashiyama, Kyoto

\*The reproduction and/or distribution of pictures in this document is not allowed

**Best Creative Planning**

Event Name	Itinerary	
2019 Incentive Trip to Okinawa, Japan	Day 1	<b>Naha</b> Participants from Singapore, Taiwan, Hong Kong and Shanghai gather for the welcome dinner.
<b>Organizer</b>		
H.I.S International Travel Pte Ltd (Singapore)	Day 2	<b>Itoman</b> 15 teams competed in 8 races of a team-bonding <i>Hare</i> (dragon boat) race tournament. Later, participants enjoyed <i>Shisa</i> and <i>Eisa</i> drum performances, and could join the dance. A Gala dinner was held at the Okinawa Churaumi Aquarium.
<b>Rationale</b> An incentive tour aimed at rewarding and fostering camaraderie among top salespersons from a company across their offices in Singapore, Taiwan, Hong Kong and Shanghai. The 4-day program had 121 participants, and was highly praised for delivering the opportunity to immerse in Okinawan culture through performances, team-building activities and making use of a unique venue. - <i>Shisa</i> and <i>Eisa</i> drum performances allowed participants to interact with local traditions from Okinawa - A <i>Hare</i> (Dragon boat) tournament encouraged team cooperation. - Inclusion of the Japanese radio calisthenics known as <i>rajio taiso</i> as a warm-up for the race, which facilitated familiarity with Japanese culture - Hosting the gala dinner at the Okinawa Churaumi Aquarium, a venue that gave the event a unique ambiance.		Day 3
	Day 4	Departure from Japan.



Okinawa Churaumi Aquarium

The Best Creative Awardee hosted a gala dinner at one of Okinawa’s most unique venues.

\*The photo above is for reference purposes, provided by the Okinawa Churaumi Aquarium. Aquarium usage regulations have been altered from the time of the event due to the COVID-19 pandemic.

\*The reproduction and/or distribution of pictures in this document is not allowed

Best Community Contribution		
Event Name	Itinerary	
Japan Incentive Tour	Day 1	<b>Tokyo</b> Welcome dinner
<b>Organizer</b>	Day 2	<b>Tokyo</b> Guided tour of Tokyo Sky Tree, Sensoji temple in Asakusa and Akihabara.
JTB Germany GmbH (Germany)		
<b>Rationale</b>	Day 3	<b>Shizuoka</b> Visit Fuji Sengen Shrine and the Oshino Hakkai village and ponds. Enjoy a traditional <i>ryokan</i> at Fujiyama <i>onsen</i> , delight in a Japanese-style banquet wearing a <i>yukata</i> .
An incentive to reward the top performers of a Japanese-brand tool manufacturer in Hungary. The 50 participants travelled for 8 days through the major cities of Tokyo, Nagoya, Kyoto and Hiroshima, as well as some lesser-		

<p>known attractive destinations. The tour catered to the participants' deep interest in food, and provided activities to experience both traditional and modern Japanese culture.</p> <p>The following highlights were praised by the jury.</p> <ul style="list-style-type: none"> <li>- The making of original wear for the group's incentive tour to Japan.</li> <li>- Including a technical visit to their company's main factory.</li> <li>- Visiting Toyota city to see <i>Shikizakura</i> cherry blossoms that reach their peak in Autumn, a hidden gem tourist attraction that surprised and filled participants with a special feeling.</li> <li>- Ingenious arrangements for tailor-made lunches and desserts, which included a wide variety of tastes, were catered for different dietary restrictions and contributed to local businesses in each visited region.</li> </ul>	Day 4	<p><b>Aichi</b></p> <p>Technical visit to the company main factory. Gala dinner.</p>
	Day 5	<p><b>Aichi</b></p> <p>Visit the outsides of Toyota city for viewing the <i>Shikizakura</i> cherry blossoms that flourish in Autumn</p>
	Day 6	<p><b>Hiroshima</b></p> <p>Sightseeing in Miyajima and visit to the Hiroshima Peace Memorial Museum. Experiencing <i>okonomiyaki</i> making.</p>
	Day 7	<p><b>Kyoto</b></p> <p>Sightseeing at Kinkakuji Temple and Arashiyama. Tea ceremony experience wearing a kimono. Greeting a maiko apprentice.</p>
	Day 8	<p>Departure from Japan.</p>

### Special Recognition

As an outstanding example of an incentive tour held concurrently with a major sporting event, the following entry has been selected for a Special Recognition Award.

Special recognition	
Event Name	Organizer
Hynds VIP Rugby World Cup 2019 Tour	Fortis Events (New Zealand)
Rationale	
<p>An incentive tour to reward business partners in a VIP manner. The tour consisted of 86 participants from New Zealand, who visited Tokyo, Kyoto, Nagasaki, Osaka and Himeji along the span of 13 days. The tour succeeded in bringing together the major event of RWC with a taste of Japan, providing highly memorable and authentic contents such as a welcome dinner party on a <i>yakatabune</i> cruise of Tokyo Bay, and specially designed gifts. Most participants in this incentive tour discovered Japan for the first time, and among their comments was that they hope to return with their families in the future.</p>	