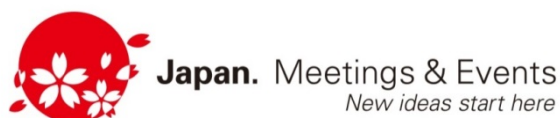


## Japan Press release IMEX Frankfurt 2018

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- II. **JNTO Incentive Award 2018**
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### I. **Japan National Tourism Organization (JNTO) launches enhanced branding campaign**

To better convey the brand concept that Japan's creative spirit drives businesses forward, Japan National Tourism Organization (JNTO) has enhanced their branding campaign: Japan. Meetings & Events – New ideas start here.



Japan's unique culture and advanced technology, together with the opportunity for interaction with Japanese academic, business and industrial communities, offer event participants inspiration and insight which encourages business growth. The campaign highlights Japan's advantage as an innovative and exciting business events destination with the tagline: New ideas start here.

More and more highly respected international organizations are choosing Japan to host their key events. Japan will host the 2019 Rugby World Cup and the following year will bring the Olympic and Paralympic Games to Tokyo. These global events are driving development and attracting more and more attention from all sectors of the meetings industry. IAPCO chose Japan as the host for its Council Meetings and Annual Meeting & General Assembly in 2017. "We should take this great opportunity to promote Japan as a business events destination, so that even more events and meetings will visit Japan after 2020", says Etsuko Kawasaki, Executive Director of Japan Convention Bureau.

In February, JNTO launched a newly re-designed website where meeting planners can find planning tips and ideas, while exploring the exciting and inspirational opportunities that can only be found in Japan: <https://www.japanmeetings.org/>. JNTO is also closely collaborating with international industry associations including MPI and PCMA to reach prominent professionals in the industry, while implementing a new digital marketing strategy across social media platforms including LinkedIn.

This brand campaign will continue for three years and is expected to contribute toward achieving the ambitious governmental target that Japan will gain a lot of visitors, knowledge and investment from overseas by inviting international conferences and establishing a strong presence as the No. 1 destination in Asia by 2030.

## **II. JNTO Best Incentive Travel Awards 2018**

As the national convention bureau for Japan, JNTO (Japan National Tourism Organization) recognizes event planners who have organised successful incentive tours in Japan with the Japan Incentive Award, established in 2016. The prize winners will be selected by a panel of judges based on the effectiveness of the event, program originality and contribution to the host city. This award will acknowledge planners for their innovation and showcase the unique venues available throughout Japan. The application for 2018 will become available in June and the winners will be announced in September. The award ceremony will be held at Hotel New Otani Tokyo on September 19<sup>th</sup>.

Please see the website below for the result of the 2017 award:

<http://incentive-awards-jnto.com/>

## **III. Japan's Award Winning Airlines and Airports**

Japan is renowned for its efficient service and recent awards for our flagship airlines and top airports prove that traveling to Japan is convenient and comfortable for event groups.

### **1. ANA Named Airline of the Year**

All Nippon Airways (ANA) won ATW's Airline of the Year Award 2018, marking the second time in five years that the airline has been selected for this award.

Japan's only 5-Star airline, ANA, together with partner airlines, operates 12 direct routes between Europe and Japan, with a new Vienna-Tokyo route launching later this year. ANA has also expanded its routes, particularly from North America to Tokyo.

ATW recognised ANA for the strength of its management and also the airline's commitment to customer service and global partnerships. In its submission, ANA cited a record of outstanding safety, performance, innovation and service, showcased through new advances in customizing passenger needs throughout all stages of the airport experience.

### **2. Japan's Two Flagship Carriers Top the List of Most-Punctual Airlines**

Japan Airlines (JAL) and All Nippon Airways (ANA) take first and second place respectively for most punctual "mega-carrier" according to OAG's Annual Punctuality Report.

### **3. Japan's Three Biggest Airports all in the Top 5 for Baggage Delivery**

Japan's three biggest passenger air-hubs have been ranked in the top 5 for baggage delivery according to the Skytrax annual survey. Kansai International, servicing Osaka, Kyoto and Kobe, takes the number one spot, having never lost a bag since it opened in 1994. Haneda International in Tokyo took the number two spot, and Japan's largest airport, Narita International, was ranked number five.

#### IV. New Hotels and Venues

Japan continues to capture the attention of the meetings industry with new luxury hotel brands opening around the country and more culturally significant venues becoming available for exclusive events.

##### Hotels

###### Tokyo

1. **Hyatt Centric Ginza Tokyo**- Hyatt opened its Centric brand in Japan in January 2018.
2. **Four Seasons Tokyo**- The Four Seasons expands on its Japanese developments (Four Seasons Kyoto opened in 2016) with a second Tokyo Property in 2020.
3. **Pullman Tokyo Tamachi**-Pullman will launch its first property in Japan in autumn 2018 with 143 guest rooms.

###### Yokohama

1. **Hyatt Regency Yokohama**-Hyatt will add to the hotel boom in Yokohama with its new 315 room property in June 2019.
2. **APA Hotel & Resort Yokohama Bay Towers**- In 2019, the APA Group will open the largest hotel in Japan near the convention complex in Yokohama.

###### Osaka.

**W Osaka**- W Hotels Worldwide will launch W Osaka in 2021 with 337 guest rooms over 27 floors.

###### Nara

**JW Marriott Hotel**- the first internationally branded hotel to launch in the ancient capital, JW Marriott will place Nara firmly on the international stage in spring 2020. A convention center will also be built in the same area.

##### Venues

###### Yokohama

The Yokohama Minato Mirai International Convention Center, a multi-functional convention center, will open in 2020 spring as a new addition to PACIFICO Yokohama with 7,600 m<sup>2</sup> hall and various types of meeting spaces.

###### Gunma

A new convention center will open in spring 2020 equipped with 10,000 m<sup>2</sup> exhibition area and various types of meeting rooms.

###### Aichi

The Aichi International Exhibition Center will debut in September 2019 with 60,000 m<sup>2</sup> exhibition hall and various types of meeting spaces.

###### Kyoto

The Kyoto International Conference Center will gain 2,000 m<sup>2</sup> of event space with a new hall opening in October 2018 adjacent to existing Event Hall.

###### Nara

A new conference center will open in 2020 spring with meeting spaces including a 2,100 m<sup>2</sup> hall.

###### Himeji

A new convention center will open in 2021 with 4,000 m<sup>2</sup> of exhibition space and a 2,000 seat hall.

###### Hiroshima

A new convention hall will open in June 2018.

**Nagasaki**

A new convention center will open in November 2021 with a 4,000 m<sup>2</sup> exhibition hall and various types of meeting spaces.

**Kumamoto**

Kumamoto-jo Castle Hall will open in 2019 with a 1,630 m<sup>2</sup> exhibition hall.

**Okinawa**

A new convention center will open after 2020 with a 30,000 m<sup>2</sup> exhibition hall.

**V. Major Events and Conventions Confirmed for Japan**

- 25<sup>th</sup> General Conference of International Council of Museums (3,000PAX / Sept 2019 / Kyoto)
- 17<sup>th</sup> World Congress of the International Society for Prosthetics and Orthotics (5,000PAX / Oct 2019 / Kobe)
- 29<sup>th</sup> International Joint Conference on Artificial Intelligence (2,500PAX / 2020 / Nagoya)
- 17<sup>th</sup> World Congress on Earthquake Engineering (3,000PAX / Sept 2020 / Sendai)
- 22<sup>nd</sup> World Congress of the International Federations of Automatic Control (2,500PAX / Jul 2023 / Yokohama)
- XXXIVth URSI General Assembly and Scientific Symposium (1,000PAX / Aug 2023 / Sapporo)
- 15th International CLEFT Congress (1,500PAX / 2025 / Kyoto)