



ANTOR – JAPAN

ASSOCIATION OF NATIONAL TOURIST OFFICE REPRESENTATIVES IN JAPAN

駐日外国政府観光局協議会

January 2022

GENERAL MEETING REPORT

■Title: GENERAL MEETING 2022 Vol.01

■Date: January 13th, 2021 (Thursday) from 4:30pm to 6pm

■Tool: Zoom Meeting

■Participants:

Active Members:

- Mr. Frederic Mazeng, Director, Atout-France France Tourism Development Agency Japan Office (ANTOR-JAPAN Chairman)
- Mr. Akira Nishiyama, Regional Manager Asia and Australia, Germany National Tourist Office
- Mr. Raul Guerra, Japan & South Korea Regional Director, Catalan Tourist Board (ANTOR-JAPAN Director)
- Ms. Ines Queiroz, Director, Turismo de Portugal
- Mr. Michael Tauschmann, Director, Austrian National Tourist Office
- Ms. Tomoko Hisaki, Country Representative, VisitBritain Japan
- Ms. Takako Shige, Market Analyst, Tourist Office of Spain
- Mr. Ahmad Junaidy Yahaya, Deputy Director, Malaysia Tourism Promotion Board
- Mr. Stepan Pavlik, Director, Czech Tourist Authority - CzechTourism Japan
- Mr. Yoshiaki Fujimura, Marketing Manager, Tourism Authority of Thailand
- Ms. Anchi Chen, Taiwan Tourism Bureau, Taiwan Visitors Association, Tokyo Office

Allied Members:

- Mr. Hiroshi Terai, Regional Revitalization, All Nippon Airways Co.,Ltd.
- Mr. Takeshi Oku, Chikuno Arukikata
- Mr. Kazumasa Ikeda, CEO, Flotlo
- Ms. Natsuko Matsumoto, Tokyo Branch Overseas Division, Kanbo Pras Corp.
- Mr. Kisho Nakagawa, Sales, JTB Saitama

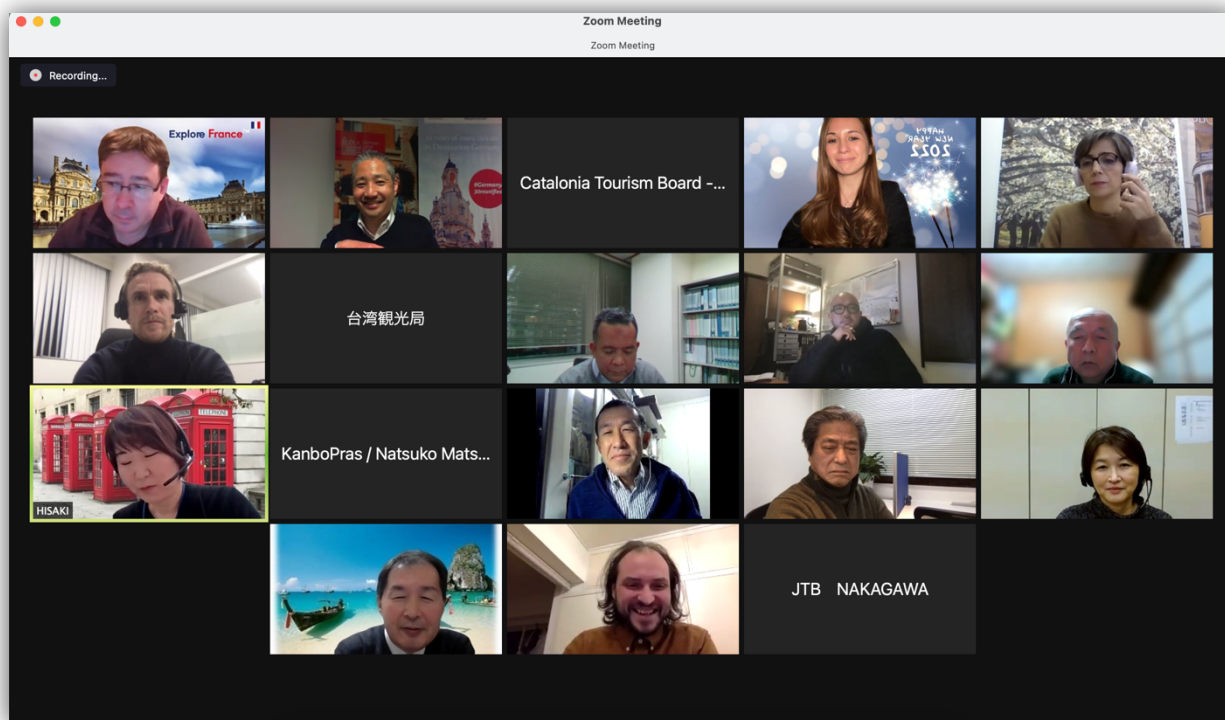
- Mr. Fumihiko Sakakibara, Special Advisor, ANTOR-JAPAN
- Ms. Isabelle Massabo, Secretary General, ANTOR-JAPAN

ANTOR-JAPAN Secretariat

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- Agenda: 1) Chairman's remarks
- Currents situation with the Omicron variant and others.
 - Positive perspectives
 - Forecast for 2022
- 2) Announcement of the New Board Members for 2022-2024
- Mr. Frederic Mazenq (Atout France) as the Chairman.
 - Mr. Akira Nishiyama (Germany National Tourist Office) as the Vice-Chairman.
 - Mr. Raul Guerra (Catalan Tourist Board) as the Director.
- 3) Activities for ANTOR-JAPAN 2022
- Online/Real every 2 months (Updates from each destination)
 - Webinar/Seminar with a guest speaker
 - Events in collaboration with municipalities, universities, and others.
 - Approach to the government (Online/Real meetings or visit + lobby etc.)
- 4) Others: ANTOR-JAPAN Website
- Updates and renewal with more information of COVID-19 and others.



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■Minutes:



At the outset, Chairman Mr. Mazenq explained that the ANTOR-JAPAN New Year's Party SHINENKAI 2022 had to be postponed due to the decision and measurement made by the government for the Coronavirus and the Omicron variant which shows a huge and fast increase all over the world including in Japan. Mr. Mazenq mentioned that this situation might slow down the recovery in the tourism industry as well as other business because of the travel ban regulation made until the end of February for foreign passengers. He also mentioned the scandals of

several tourist agencies in Japan. However, the "Go To Travel Campaign" is planned to happen again with a new version for inbound. He concluded that the situation in Japan and abroad is changing very fast so, it is important for NTO's to keep updating information and focus on some positive improvement in the tourism industry for 2022. As an example, the JTB report has been released recently which it is a good sign for the travel trade to move forward. And as for sales in the trade, it is estimated to start in March and as for departures, airlines estimate to start at the end of June or August 2022.

As for the situation in FRANCE, the government requires travelers to have the 3rd shots to be able to get in the restaurants and other indoor places smoothly which will be another issue for the Japanese travelers who just started to get the booster starting from the senior citizen.



Vice-chairman, Mr. Akira Nishiyama added that the Global Youth Bureau has released the tour catalogue which is expected to be materialized and it is a positive action as an improvement in the tourism industry. According to this catalogue's information the first departure is planning in March in several destinations, however, it is indicated to follow constantly the restrictions and regulation announced by the MOFA for the security level of each destination. He mentioned also that this book is a symbolic sign that the tour operators decided to restart their business

with group tours with 12 to maximum 18 passengers but most of the tours are for 6 people. In addition, Mr. Nishiyama mentioned that JTB has been operating Online tours during the pandemic especially in European destinations however, it will end in March, and they will restructure their offices which is another positive sign to restart the business and the online sales system is planned to start at the second half of this year.

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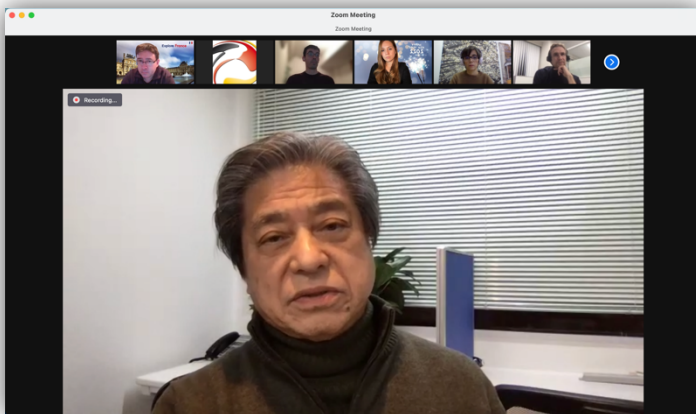
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Director, Mr. Raul Guerra shared his experience of traveling with the family during the pandemic. Overall, it was good however the trip was very stressful with all the rules to follow and the inconvenience to travel. He concluded that the recovery will be made only after all the restrictions from the government will be less strict otherwise, this inconvenience such as quarantine and other restrictions, it will not motivate people to enjoy traveling.



Mr. Sakakibara, the special advisor, made an important remark that we must share more information with more NTO. Therefore, it is necessary to increase the number of active members and should become a bigger group to show the existence so that ANTOR-JAPAN will encourage more people to go abroad. ANTOR-JAPAN delivers 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.

■Next Meeting Approval:

The date of the next General Meeting will be announced within days.
(Planned to be a seminar in late February 2022 with a guest speaker).

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