

JTA Budget (Fiscal 2013)

(Millions of yen)

	Fiscal 2013 Budget (A)	Previous Year's Budget (B)	Change YoY factor (A/B)
1. Phase 1 of "30 million international visitors" program	8,208	8,290	0.99
○ Promotional programs for international visitors (Visit J)	5,491	4,927	1.11
○ Emergency program for revitalizing inbound tourism to	599	0	New
○ Programs to develop an environment suited to inbound	280	854	0.33
○ JTNO operating cost subsidy	1,837	1,884	0.98
Exclusive to the previous fiscal year	0	624	Eliminated
2. Regional renewal and revitalization base on tourism	430	297	1.45
○ Support program for establishing local tourism brands	343	0	New
○ Program for evaluating tourism areas	49	0	New
○ Tourist area statistical survey program	38	39	0.97
Exclusive to the previous fiscal year	0	258	Eliminated
3. Renew and revitalize the tourism industry	199	170	1.17
○ Universal tourism promotion program	39	9	4.33
○ Regional accommodation industry revitalization suppor	20	0	New
○ Investigative surveys to ensure travel safety and examin	25	0	New
○ Regional tourism environment improvement program	99	15	6.60
○ Model program for promoting new types of tourism	16	22	0.73
Exclusive to the previous fiscal year	0	124	Eliminated
4. Encourage workers in Japan to take paid holiday to ach	16	80	0.20
○ Program encouraging family's in regional areas to make	16	30	0.53
Exclusive to the previous fiscal year	0	50	Eliminated
5. Compilation of statistics on tourism	518	887	0.58
6. Other (ordinary administrative expenses, etc.)	284	281	1.01
Total	9,655	10,004	0.97

[Allocation for earthquake reconstruction]

●: represents amount allocated to the Reconstruction Agency

● Tourism recovery program for the Tohoku region	199	0	New
● Tourism related recovery assistance program for Fukus	378	0	New
Exclusive to previous fiscal year	0	334	Eliminated
Total	577	334	1.73

Grand Total	10,232	10,339	0.99
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