

Data 56 JTA Budget (FY2014)

(Millions of yen)

	FY2014 Budget (A)	Previous Year's Budget (B)	Change YoY factor (A/B)
1. Promotion of inbound policy towards increase of foreign visitors	8,497	8,208	1.04
◎ Promotional strategic programs for foreign visitors (Visit Japan Project)	1,202	0	New 0.86
○ Promotional program for international visitors (Visit Japan Project)	4,903	5,686	1.07
○ Promotional program for providing information on accommodation facilities	11	0	New
○ Enhancement and reinforcement of tour guide interpreters system	19	25	0.75
○ Inviting and holding international conferences (MICE)	450	405	1.11
○ Japan National Tourist Organization (JNTO) operating cost subsidy	1,912	1,837	1.04
Exclusive to the previous fiscal year	0	255	New
2. Support tourism region development	522	545	0.96
◎ General support for creating business in tourism areas	72	0	New
○ Tourism region brand support project	274	343	0.80
○ Region tourism environment improvement project	86	99	0.87
○ Tourism region trend survey project	39	38	1.03
○ Tourism region evaluation project	50	49	1.02
Exclusive to the previous fiscal year	0	16	New
3. Travel promotion	60	100	0.60
○ Survey on securing and improving travel safety consideration and investigation	24	25	0.95
○ Universal tourism facilitating project	37	39	0.94
Exclusive to the previous fiscal year	0	36	New
4. Development of tourism statistics	429	518	0.83
5. Other (official cost, etc.)	302	284	1.06
Total	9,811	9,655	1.02
(A budgetary item for promoting top priority subject for new Japan)	1,274	0	)

Total amount including the budgetary item on restoration	10,359	10,232	1.01
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◎Promoting top priority subject for new Japan

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(Hundreds of millions of yen)

