

Public Notification of Implementing a Planning Competition

We herewith invite the submission of proposed written plans in accordance with the following particulars:

1. Outline of the activity

- (1) Name of the activity: FY2010 Visit Japan Summer Advertisement Campaign in Korea
- (2) Contents of the activity: Summer advertisement campaign maximizing the use of TV, web sites, newspapers, magazines, transportation advertising, and other mass media to boost the number of visitors from Korea to Japan in FY2010
- (3) Deadline for implementation: September 24, 2010

2. Qualification and requirements for participating in the planning competition

- (1) Applicants may not be any of the individuals stipulated in Articles 70 and 71 of the Budget, Settlement and Accounting Ordinance (Imperial Ordinance No. 165, 1947).
- (2) Applicants must be qualified to participate in the competition as prescribed in the subparagraph entitled "Provision of services" regarding the qualifications for participating in competitions held by the Ministry of Land, Infrastructure, Transport and Tourism in fiscal 2010, 2011 and 2012 (i.e., qualifications for participation common to all ministries and agencies).
- (3) Applicants may not be excluded from nomination by the Director of the Budget and Accounts Division of the Minister's Secretariat of the Ministry of Land, Infrastructure, Transport and Tourism at the time of submitting a written plan.

3. Procedures, etc.

- (1) Division in charge of the activity: Foreign Visitors Invitation Office, International Exchange Promotion Division, Japan Tourism Agency; Persons in charge: Obora 2-1-3, Kasumigaseki, Chiyoda-ku, Tokyo 100-8918
Tel: 03-5253-8923; Fax: 03-5253-1563
- (2) Period, place and method of issuing a written explanation
From March 25, 2010 to 5:00 p.m. on April 14, 2010; Place of issuance: same as described in (1) above.
The written explanation will directly be given at the place as described in (1) above.
- (3) Date, place and how to submit a written plan
No later than 12:00 p.m. on April 15, 2010. Place of submission: same as described in (1) above. Written plans may be submitted by hand or by mail (and those submitted by mail must reach the division in charge by the above-mentioned deadline with a delivery record.)
- (4) Explanatory meeting
14:45 on March 31, 2010 at 320 Meeting Room, 3F, Joint Government Building (Chuo Godo Chosha) No.3
- (5) Whether a hearing will be held regarding submitted written plans
Not to be made.

4. Others

- (1) The languages to be used in the application procedures shall be limited to Japanese

- and the currency shall be limited to Japanese yen.
- (2) The contact address for inquiries for obtaining related information is the same as described in 3-(1) above.
 - (3) The expenses required for preparing and submitting written plans shall be borne by the applicants thereof.
 - (4) Once submitted to the Planning Competition Implementation Committee, a written plan shall not be used for other purposes without the consent of the applicant who submitted the same.
 - (5) A written plan containing any false description shall be considered invalid, and the applicant who made such false description may be excluded from nomination.
 - (6) The contents of any proposed plan selected for adoption shall be deemed subject to "disclosure" in response to any request for disclosure thereof made pursuant to the Right to Information Act concerning administrative organs including the national government.
 - (7) An applicant whose written plan has been selected for adoption shall be a person or corporation selected as being the most suitable as a result of implementing the planning competition. However, no contractual relationship shall be deemed to exist between such person or corporation and the government until all necessary contractual procedures have been completed in accordance with applicable accounting laws and regulations. The contractual procedure with a selected applicant in this planning competition shall be performed after the FY2010 budget was approved.
 - (8) As a result of implementing the planning competition, the following matters shall be promptly and publicly announced after the notice of selection has been given, and shall be kept open to the public until a relevant contract is concluded:
 - ① Name, address, name of the representative person, and date on which selection is decided concerning the competition participant who submitted the written plan selected for adoption
 - ② Evaluation points given for each evaluation item and total points given to each participant in the planning competition
 - (9) The details of other matters concerning the competition will be given in the written explanation.

March 25, 2010

Yasuto Kawarabayashi
Director of International Exchange
Promotion Division
Japan Tourism Agency

Written Explanation for the Planning Competition
Concerning the FY2010 Visit Japan Summer Advertisement
Campaign in Korea

March 25, 2010

International Exchange Promotion Division
Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

We herewith invite the submission of proposed written plans for the FY2010 Visit Japan Summer Advertisement Campaign in Korea in accordance with the following particulars. Those wishing to apply for the competition should do so after having taken note of the particulars set forth below.

1. Name of the Activity:

FY2010 Visit Japan Summer Advertisement Campaign in Korea

2. Purpose and Contents of the Activity

(1) Purpose of the Activity

Since an increase in the number of inbound tourists to our country from abroad would help to enhance international mutual understanding and also bring about expected significant economical effects such as vitalizing the local economy and providing more employment opportunities through the consumption by tourists visiting our country, it is now very important for Japan to further promote inbound tourists toward the future in light of certain facts facing our nation, such as a rapidly decreasing population, an aging society with fewer children, and a slumping local economy.

Thanks to the Visit Japan campaign launched in 2003, the number of inbound tourists to our country has increased by 3.14 million persons (about 60%) during the six years up to 2008. In terms of the amount of consumption by those tourists visiting our country, certain effects are being concretized as seen in the fact, for instance, that the consumption-inducing effect has been calculated at 19.5 yen per 1-yen project cost (by the Administrative Evaluation Bureau, Ministry of Internal Affairs and Communications). However, in view of the fact that Japan remains the 28th most popular tourist destination in terms of the number of inbound tourists amid circumstances where the global market of international tourism is expected to continue expanding in the future, there is still plenty of room in which inbound tourism to Japan can continue to grow.

Since the year before last, the external environment surrounding our country has continued to be severe due to the slumping global economy, an epidemic of a new strain of flu, and other factors. Given these circumstances, in order to reach the targeted goals of increasing the number of inbound tourists to "15 million in 2013, 20 million in 2016, 25 million in 2019, and to 30 million in due time in the future," respectively, we must urgently and totally take various measures matching those being made by other countries including the competing neighboring countries in order to attract more inbound tourists.

This activity is aimed at exploiting and boosting the summer demand for tourism in the Korean market by advertising until the end of July. For this purpose, we will expand the number of visitors to Japan from Korea—a key market for tourism—by making the most of TV, web sites, newspapers, magazines, transportation advertising, and other media.

(2) Description of Advertisements (with items set up in 2. (2) I being stated in the activity proposal)

In order to increase the number of tourists from Korea to Japan, maximize the use of TV, web sites, newspapers, magazines, transportation advertising, and other media in an efficient manner, and submit an effective proposal up to late July for boosting visitors to

Japan as per Exhibit 1.

- I. State the basic concepts, designs, expressions, and media being used.
- II. Describe your ideas for carrying out the activity and meeting its schedule.
- III. State the implementation system (by giving a detailed description of the departments in charge, including the expected number of personnel involved).
- IV. Conduct ex-ante and ex-post evaluations, and clearly write down the quantitative and qualitative values, as well as your own policies.

[Points of Concern]

- (1) Write down the intent of the activity submitted by using Korean, and include a Japanese translation.
- 2) In conducting actual tasks, follow the specific instructions of the Japan Tourism Agency and, according to the provisions of Article 9-1 of the Japan National Tourism Organization Act, coordinates efforts with the Japan National Tourism Organization, in an attempt to promote travel to Japan in an effective and efficient manner.

(3) Implementation term

From the date of contract to September 24, 2010

Promotion activities such as advertising should be completed by the end of July.

(4) Deliverables

- ① Report on Project Execution (on about 50 pages of A4-size paper) 10 copies
The report must be written in Japanese.
* The report must include Exhibit 2. (The Exhibit is included in about 50 pages.)
- ② The following products must be submitted.
 - Recording media such as CD-ROMs containing various contents: Three (3) copies
 - Recording media such as CD-ROMs containing deliverables: Three (3) copies
- ③ Create and submit a digest version of products after completing the activity and ex-post evaluation (attitude change survey).

3. Contents to be Contained in the Written Plan

- (1) Concrete proposal concerning activity content
 1. Basic concepts of the activity
 2. Matters requiring an explanation of activity content
- (2) Activity implementation system (Exhibit 3)
- (3) Working process (Exhibit 4)
- (4) Existence or nonexistence of reconsignment (with activity reconsignment being subject to the ordering party's agreement)
- (5) Corporate profile (Exhibit 5)
 - Corporate profile
 - Name and contact address of person in charge
- (6) A reference (approximate) estimate with an itemized statement
The person or corporation whose proposal is selected for adoption must submit a detailed statement of costs prepared by using a summation method.
- (7) Qualification requirement for this planning competition
A copy of the Notice of the Examination Result of Qualification (qualification common to all ministries and agencies) related to the qualifications for participating in competitions held by the Ministry of Land, Infrastructure, Transport and Tourism in fiscal 2010, 2011 and 2012 shall be submitted.

The applicants shall also apply for participation qualification (qualification common to all ministries and agencies) which will become effective in fiscal 2010, 2011 and 2012, and submit a document giving evidence of the acceptance thereof.

4. Submitting a Written Plan

- (1) Deadline for submission: No later than 12:00 p.m. on April 15, 2010
- (2) How to submit a written plan: Written plans may be submitted by hand or by mail (and those submitted by mail must reach the division in charge by the above-mentioned deadline with a delivery record).
- (3) Addressee for submission: International Exchange Promotion Division, Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism
- (4) Number of copies to be submitted: Seven (7) copies

5. Points to be noted in implementing the planning competition

- (1) Evaluation shall be conducted based on the following standards:
No questions shall be answered regarding the allocation of marks in the evaluation standards, etc.
 - ① Whether the applicant sufficiently understands the purpose and contents of the relevant activity
 - ② Whether the proposal has originality and is persuasive
 - ③ Whether the proposal has specifics and adequacy
 - ④ Whether the working process and systems at home and abroad are sufficient for implementing the activity.
- (2) The language to be used in documents, etc. shall be limited to Japanese and the currency shall be limited to Japanese yen.
- (3) The scale of the relevant activity implemented at government expense for reference shall be up to 150 million yen (including consumption tax). Among the expenses stated on the estimate sheet, there may be cases of those to be paid in actual costs since the purposes and nature thereof (such as airfares) will be settled before the end of the activity.
- (4) In case a written proposal fails to reach the prescribed place by the prescribed deadline for whatever reason, the applicant concerned shall not be able to participate in the planning competition.
- (5) Once submitted, a written proposal shall not be replaced or resubmitted.
In addition, no changes to descriptions in the written proposal selected for adoption shall be made in principle.
- (6) With regard to the contents of submitted written plans, a hearing may be conducted if deemed necessary.
- (7) The expenses required for preparing and submitting written plans shall be borne by the applicants thereof.

- (8) An applicant whose written plan has been selected for adoption shall be a person or corporation selected as being the most suitable as a result of implementing the planning competition. However, no contractual relationship shall be deemed to exist between such person or corporation and the government until all necessary contractual procedures have been completed in accordance with applicable accounting laws and regulations. The contractual procedure with a selected applicant in this planning competition shall be performed after the FY2010 budget was approved.
- (9) Written plans not selected for adoption shall be returned to the applicants in principle. (Applicants not wanting their written proposals returned should state so when submitting their written plans to the division in charge of the project.)
- (10) In case no appropriate plan is proposed, the project may be suspended or otherwise treated.
- (11) The competition participant who submitted the written proposal selected for adoption shall be given written notice that the relevant proposal has been selected for adoption; the other participants whose written proposals were not selected shall be given written notice that their proposals were not selected for adoption together with the reasons why.
Such notification of proposals not selected shall not preclude the applicants thereof from executing other contractual procedures.
- (12) As a result of implementing the planning competition, the following matters shall be promptly and publicly announced after the notice of selection has been given, and shall be kept open to the public until a relevant contract is concluded:
- ① Name, address, name of the representative person, and date on which selection is decided concerning the competition participant who submitted the written plan selected for adoption
 - ② Evaluation points for each evaluation item and total points given to each participant in the planning competition
- (13) The person/corporation whose proposal has been selected for adoption shall proceed with implementation of the project through sufficient consultation with personnel of the division in charge of the project. As instructed by the ordering party, you shall also be required to submit a daily report and a report on expense payments in the prescribed form, in order to gauge the progress of the activity and the general situation regarding expenditures.
- (14) The copyrights on materials produced through this contract shall be vested in the Japan Tourism Agency.
- (15) Matters deemed necessary by the planning competition committee.

Attachment 1

Plan for the Summer Publicity Activities for Promoting Tourists to Japan
in South Korea in Fiscal 2010

[Macroscopic market environment]

- 1) Except for the currency crisis of 1997 and the spread of SARS in 2003, since 1989 when travel abroad was completely liberated, the number of Korean overseas tourists has been growing. However, because of the world financial crisis since September 2008 and the progress of the resulting won depreciation, the year 2008 saw the number at about 12 million, down 10% from the year before (the percentage of people departing from the country was 24.7%, down 2.8% from the year before). However, the percentage of those departing from the country was about double that in Japan (12.5%), thus being high in the first place.
- 2) The real GDP of 2010 in South Korea is projected to grow greatly from 2.2% in 2009, going for the better to 4.6%.

[Main competitors and shares]

As of October 2009:

- China (34.1%), Hong Kong (6.3%), Thailand (6.1%) (17.8% for Japan)
2008: China (33.0%), Hong Kong (7.7%), Thailand (7.4%) (19.8% for Japan)

[Issues for the provisional promotion for fiscal 2010]

- 1) While the market of travel overseas from South Korea declined in 2009, the number of tourists to Japan went down greatly. As the destination, it is highly probable that tourists are shifting from Japan to China and other competitors where travel products are cheaper. For that reason, it is urgently necessary to step up the appeal of Japan in an attempt to recover early in its share while working to differentiate clearly from those competitors.
- 2) Some 80% of tourists to Japan are a mature market "aiming to do sightseeing." It is necessary to take various measures toward further exploration of new demand mainly from individual tourists (FIT) while constantly conducting public relations and continuing to provide latest information for repeaters.

[Appeal targets]

In the market of travel overseas from South Korea, the breakdown by age group indicates that people in their 20s to 40s account for more than 70%. Of these, the high percentages of people visiting Japan are seen in people in their 20s and 30s. As classified by income level, people with monthly salaries of more than 5 million won account for the highest percentage, and women with jobs in their 20s and 30s are positioned as the main target and regarded as an important appeal target. In addition, students in educational travel, youth exchanges, and other programs are regarded as a sub-target.

[Menu of programs implemented]

Within the scope of the budget, the following programs will be implemented from April to the end of July.

- 1) Be strongly aware of the media mix and combine a whole or a part of TV, web (website buildup and operation and publicity on the web), newspapers, magazines, transport advertisement, and other media. At that time, select those considered to be effective in view of the considerations indicated above from among pure publicity, publicity in the form of articles in mass media, presentation of articles by media

invitation, and other methods, and combine and use them.

- 2) Work to ensure timely exposure during periods considered to be effective, based on the trends in the summer travel season in South Korea.
- 3) Work as hard as possible to tie up not only with local travel companies but also with joint ads and other operations with Japanese companies and local companies related to travel to Japan and similar activities.
- 4) The present program is that of provisional summer publicity approximately until the end of July. In consequence, do not plan or propose a new goodwill ambassador in tourism. Come up with and propose a design without using a goodwill ambassador in tourism.

Entire Project

■ Outline of the Project

Name of the contracted service				Contracted amount of money		
Objective of the service						
Timing for performing the service		Target market				
Major category of customers		Name of country/city				
Contents of individual projects	Category of individual project		Amount (1000 yen)	Category of individual project		Amount (1000 yen)
Outline of the performance						
Expected results						
Results actually obtained						
Results of the Project						
Problems/issues						

■ Process of implementing of the Project (Standard form)

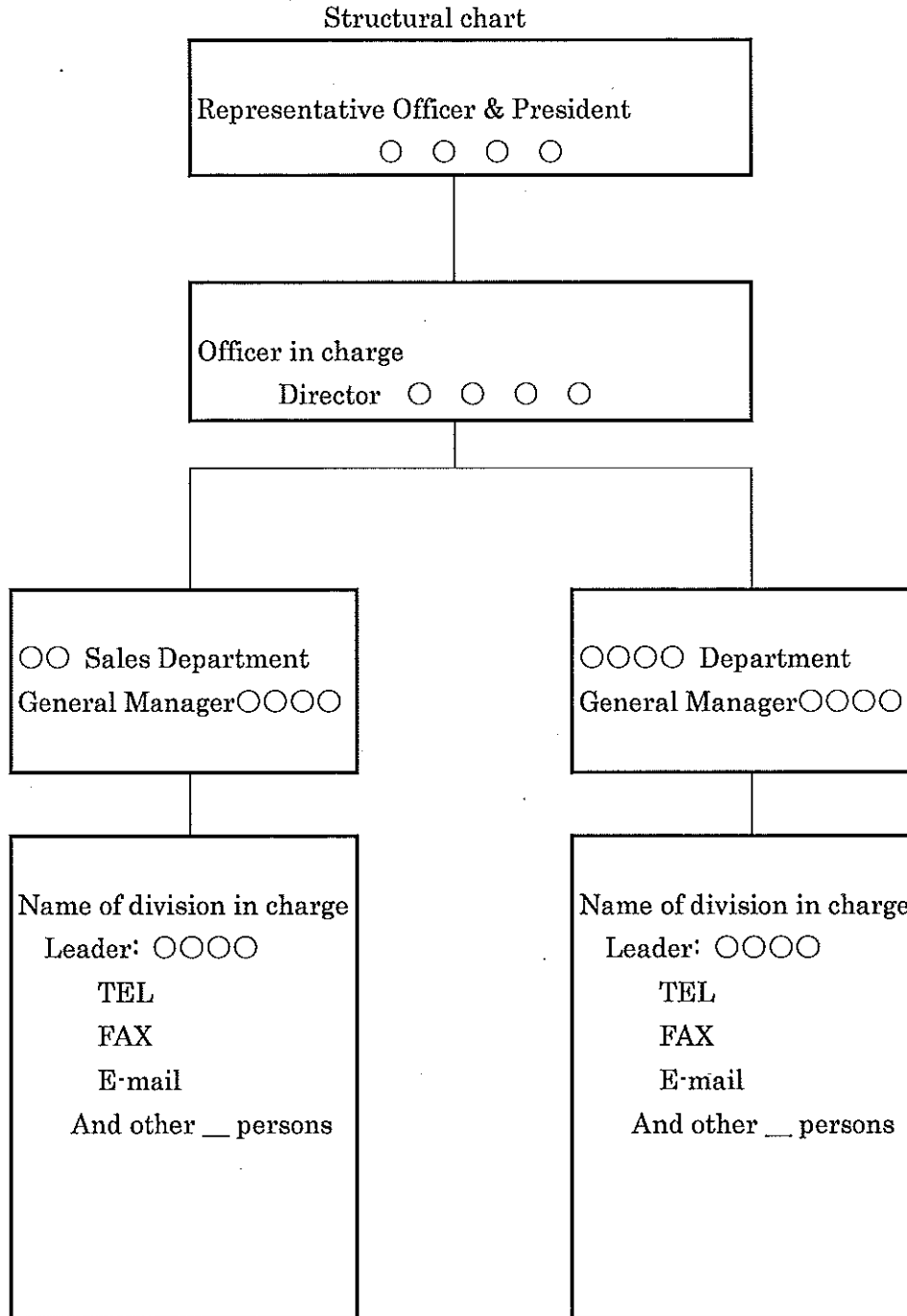
Project	Date	[year]	[year]	[year]	[year]	[year]	[year]	[year]	[year]	[year]
		[month]	[month]	[month]	[month]	[month]	[month]	[month]	[month]	[month]
Preparation										
Implementation report creation										

■ Structure for implementing the Project

Ordered company			Address of headquarters	
Overseas affiliated establishments, etc.	Name	Address	Situation of the response, etc.	
Chart of the structure for implementing the Project				

Appendix 3 (Example of entry on the structural chart)

Name of corporation:



* Specifically, the structural chart should clearly show the division of roles in Japan and other countries.

* Please specify outstanding ability, qualification, experience, etc of persons in charge if any.

Appendix 4 (Example of entry on the Work roadmap)

Work roadmap

Item	Name of corporation:			Remarks
	April 2010 Month	March 2011	

Appendix 5

Outline of corporation

As of January 31, 2010

Name of corporation		Title and name of representative person	
Address (Tel. No.)			
Title and Name of person to be in charge (Tel. No.)			
Capital, etc. (in thousands of yen)			
Number of full-time employees in each division			
Number of years in operation	Established	Changed into current organization	Number of years in operation
	_____, _____	_____, _____	_____ years
Special characteristics of corporation			
Affiliated organizations			
Remarks			