

## Key Points of FY2010 Tourism Budget

<b>Building a Tourism Nation:</b> <b>¥12.65 billion (2.02 times the previous year)</b> <b>(FY2009 budget: ¥6.26 billion)</b>
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### Major Items

#### **1. Phase 1 of “30 million international visitors” program      ¥9.48 billion**

The established goal is to bring 30 million international visitors to Japan in the long term, with Phase 1 goal of 15 million by 2013. We will conduct a large-scale yet effective overseas promotion focusing on China and other East Asian nations as priority markets, utilizing the PDCA cycle. At the same time, we will work on comprehensive undertakings such as improving the domestic structure for receiving visitors and enhancing Japan’s capacity to host and attract MICE.

#### **2. Regional renewal and revitalization based on tourism      ¥640 million**

We will promote the creation of tourism zones, which encourage longer-stay travel of more than 2 nights and 3 days, within the framework of the larger objective to both increase the number of multi-day trips and extend the length of the stay for both domestic and international travelers. We will offer comprehensive support for unified efforts to develop a tourism zone by a diversity of related parties, such as regional governments, commerce and industry organizations, agriculture and forestry organizations, trade organizations, the local residents and NPOs.

#### **3. Creation of an environment for better work-life balance      ¥30 million**

Contributing to regional revitalization through tourism-enabled interaction among a greater number people is important to realize a tourism nation. This in turn highlights the significance of promoting vacation-taking and distributed vacation time, in terms of ensuring improved work-life balance and stimulating tourism. We will therefore work towards creating a mechanism for a more flexible vacation-taking, starting with demonstration projects for concrete measures that can be relied on for significant results.

#### **4. Development of tourism statistics      ¥330 million**

The realization of a tourism nation calls for greater robustness and depth in measures to attract international visitors, and region-driven tourism policies. We will therefore enhance efforts related to tourism statistics, which constitute the basic infrastructure for tourism policies, to enable a rapid yet sure PDCA cycle-based implementation of tourism-related measures in both the public and the private sectors.