

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: Media mix activity in the German market in fiscal 2010
- (2) Contents of the activity: Advertisement activity by utilizing the Internet, magazine, newspaper, TV, and other advertising media as effectively as possible for contributing to an increase number of German visitors to Japan in fiscal 2010
- (3) Deadline for implementation: March 28, 2011

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: Suzuki 2-1-3, Kasumigaseki, Chiyoda-ku, Tokyo 100-8918
Tel: 03-5253-8922; Fax: 03-5253-1563
- (2) Period, place and method of issuing a written explanation
From May 11, 2010 to 5:00 p.m. on May 31, 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 June 1, 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
No explanatory meeting will be held.
- (5) Whether a hearing will be held regarding submitted written plans
A hearing or presentation regarding the contents of any submitted proposal may be required of the applicant, if deemed necessary.

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.

May 11, 2010

Yasuto Kawarabayashi
Director of International Tourism
Promotion Division
Japan Tourism Agency

Written Explanation
For
the Media mix activity in the German market
in fiscal 2010

May 11, 2010

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

We herewith invite the submission of proposed written plans for the media mix activity in the German market in fiscal 2010 according to the following particulars:

1. Name of the Activity:

Media mix activity in the German market in fiscal 2010

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.

The purpose of this activity is to promote the development and expansion of demand for travel to Japan in the markets of Germany by deploying advertising activities throughout fiscal 2010 utilizing the Internet, magazine, newspaper, TV, and other advertising media as effectively as possible, in order to increase the number of visitors to Japan from the country, which are key markets for inbound tourism to Japan.

(2) Contents of the activity:

Based on "Exhibit 1," advertising activities deemed effective for increasing inbound tourism from Germany to Japan should be implemented utilizing the Internet, magazine, newspaper, TV, and other advertising media as effectively as possible. In preparing a written plan to be proposed, the following items (I - IV) should be specified in the documents:

- I. Basic concept, design, expressions and media used for advertising to be run during the entire year
- II. Basic idea for implementing the activity and its schedule
- III. Organizational structure for implementing the activity (with details of each segment of the activity, including the number of persons to be assigned thereto).
- IV. The quantitative and qualitative targets of the activity and ideas about the targets, for the purpose of conducting ex ante and ex post evaluations regarding the activity

[Matters to be noted]

- ① Each applicant should state its purport of production under the submitted plan and express all descriptions in German, accompanied by a translation in Japanese.
- 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 March 28, 2011

(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.

4. Submitting a Written Plan

- (1) Deadline for submission: No later than 12:00 p.m. on June 1, 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 Tourism 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 25 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

Exhibit 1

Implementation plan for the activity of advertising by media mix in Germany in fiscal 2010

[Macroscopic market environment]

- ① The number of German visitors to Japan generally increased from 2003 to 2008, but only totaled 110,000 in 2009, marking a 12.4% decrease from the previous year and meaning that the number reverted to the level in 2004 (of 106,297 persons).
- ② Given the ongoing trend of a strong yen and weak euro in October 2008, the euro has been undergoing a transition of being weaker versus the yen than other Asian currencies, though it is currently in the phase of a slight rebound. Therefore, German tourists generally tend not to choose relatively expensive tours to Japan and prefer tours to other countries and regions where tour prices can be more easily lowered due to more advantageous exchange rates at those destinations.
- ③ Compared to the UK and France, the ratio of business travelers to all visitors from Germany to Japan is higher. And the demand for business trips to Japan has also decreased as corporations cut jobs and curtailed nonessential business trips, in order to reduce travel costs for coping with the economic recession.
- ④ The fuel surcharge imposed by German airline companies, which had previously risen steadily, was lowered in stages during 2009, thereby lightening the burden on travelers and having a favorable influence on travel to Japan, particularly travel by price-conscious FIT passengers.

[Competing Asian countries/regions and their shares (actual results in 2007)]

Countries/regions	Share (%)	Countries/regions	Share (%)
China	25.9	Viet Nam	4.8
Thailand	25.3	Korea	4.0
Hong Kong	10.9	Malaysia	3.6
Singapore	7.7	Philippine	2.6
Japan	5.8	Cambodia	2.5
Indonesia	5.2	Taiwan	1.8

[Issues regarding promotional activities in fiscal 2010]

- ① While the number of overseas travelers from Germany (at about 70 million per year) is the largest among all countries in the world, the ratio of travelers to Japan to the total only accounts for about 0.2%. Since the number of German travelers to China, Hong Kong and other Asian destinations largely surpasses that to Japan, Japan is not merely geographically distant but also not well recognized as a travel destination by the German people. Therefore, it is necessary to seek ways to increase Japan's share by strengthening the country's appeal to the main target by taking the interests of German people (e.g., mixing tradition and contemporary culture, spas and other health-related features) into consideration, while endeavoring to clearly differentiate Japan from those competing countries.
- ② The ratio of travelers visiting Japan "for sightseeing purposes" to all German travelers to Japan is smaller than that in other markets. It is thus necessary to enhance recognition of Japan as a destination for sightseeing among German travelers, in order to expand their travels to Japan for sightseeing purposes. And since more than 70% of all German travelers to Japan are individual travelers, most of whom made arrangements through travel agencies, it is necessary to give travel agencies support and education for creating and selling diversified travel commodities that will satisfy the various needs of German travelers, which is

essential to increasing the number of German travelers to Japan.

[Object of appeal/Target]

- ① The main target shall be the segment of the middle-age wealthy (at ages from the 30s to 60s), and appeals shall be made focusing on Japan's traditions and contemporary culture in which this segment is highly interested. In addition, the demands of repeat visitors shall be explored by making appeals that consider the interests of German people, such as features related to spas, nature and health.
- ② In addition to (1) above, the sub-target shall be set for the segment of people with a high educational background (at ages from the 20s to early 30s), and appeals shall be made using pop culture focusing on cartoons and animations to explore the demands of repeat visitors.

[Target figure]

The targeted number of visitors from Germany to Japan in 2010 shall be 140,000 persons (representing an increase of 30,000 persons or 27.3% over the previous year).

[Menu for the activities to be implemented]

The following activities shall be implemented within the scope of the budget:

- ① A media mix shall be deployed in order to effectively encourage the above-mentioned object of appeal/target to visit Japan by providing information through constructing and operating a dedicated website and combining the Internet, magazine, newspaper, TV, and other advertising media, in whole or in part, to raise the awareness of Japan. In so doing, the methods considered effective in light of the above-mentioned issues shall be selected and combined for utilization, from among such methods as pure ads, editorial ads, and inviting media personnel to write related articles.
- ② With regard to the Website, a method should be proposed that can obtain personal information for use in direct promotional activities aimed at the segment of demand for travel to Japan, as scheduled for future deployment.
- ③ Based on the trends of the travel season in Germany, ads shall be released in a timely manner, with focus given to the timing considered most effective.

Exhibit2-1

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				

Exhibit2-2

3. Advertisement services (various types of advertisement/PR for the purpose of enhancing the recognizability)

■ Outline of the project

Period of implementing the advertisement (from DMY to DMY)	
Point and characteristics of the advertisement (target sites, sightseeing resource, route, etc.)	
Major category of customers expected to enhance the recognizability (age bracket, group, etc.)	
Characteristics of the selected media (recognizability, degree of diffusion, etc.)	
Other characteristics of the project	
Special notes related to the results	

■ Outline of the implemented advertisement (1)

No.	Place of reports publicized		Cost of project (1000 yen)	Outline of media			Date of reporting/broadcasting	Size of page space/broad-casting hours	Newspaper, magazines, etc. Number of subscribers	TV, radio, etc. Number of audience
	Target country	Area of reports		Classification	Name	Scale, etc.				
1										
2										
3										
4										
5										

■ Outline of the implemented advertisement (2)

* Enter into the boxes as contents continued from the No. 1 to 5 above respectively.

No.	Outline of tours to be sold	Outline, characteristics, contrivance, etc. of the implemented advertisement
1		
2		
3		
4		
5		

■ Result of the sales of commodities (tours sold/implemented and numbers of participants)

No.	Classification	Country visited		Tours sold			Number of tours (number of groups)	Number of participants	
		Country	City	Period of operation	Itinerary (number of stays)	Destinations, etc.		Those who have already visited Japan	Perspective participants in the future
1									
2									
3									
4									
5									

■ Special notes regarding the contents/results of the project

Item	Contents, results, etc. *Describe concisely in applicable boxes.
(1) Appropriateness and result of the selection of media	
(2) Situation of implementing advertisement	
(3) Situation of communicating to the targets	
(4) Situation of sales/PR of related travel commodities by travel companies	
(5) Evaluation regarding the implemented advertisement by consumers and travel-related parties	
(6) Situation of coordination with the sales of related tours	
(7) Concern of consumers, etc. for related tours to Japan	
(8) Trends of participation in related tours to Japan	
(9) Response in target countries (reports by media, etc.)	
(10) Response in Japan (coverage/reports by media, improvement of structure in tourist resorts, etc.)	

Exhibit2-3

■ Special notes regarding the contents/results of the project

Item	Contents, results, etc. * Describe concisely in applicable boxes.
(1) Appropriateness and result of the selection of media	
(2) Situation of materialization of reporting	
(3) Situation of communicating to the targets	
(4) Outline of conducting and response to the questionnaire to the invitees	
(5) Evaluation of the invitation project by the invitees	
(6) Situation of coordination with the sales of related tours	
(7) Concern of consumers, etc. for related tours to Japan	
(8) Trends of participation in related tours to Japan	
(9) Response in target countries (reports by media, etc.)	
(10) Response in Japan (coverage/reports by media, improvement of structure in tourist resorts, etc.)	

■ List of invitees (Standard form)

No.	Classification of media	Name of media	Name	Title	Job	Category 1	Category 2	Category 3	Category 4	Category 5
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										

Note: In the boxes of Category 1, 2, 3..., enter the contents of each category properly set.

Exhibit2-4

51. Preparation of Internet Web pages

■ Outline of the project

Period of producing/opening the Web pages (from MDY to MDY)	
Purport/characteristics of providing information (target place, tourism resource, theme, etc.)	
Major category of customers to whom the recognizability is expected to be improved (age bracket, group, etc.)	
Characteristics of the produced Web pages (appeal, contrivance, links, etc.)	
Other characteristics of the project	
Special notes related to the results	

■ Outline of production of Web pages (1)

No.	Project cost (1000 yen)	Target country	Language	Total number of pages	Situation of opening/operation				Number of page views during 3 months	Total number of page views
					Date of opening	Period of operation	Updating frequency	Person in charge of updating		
1										
2										
3										
4										
5										

■ Outline of production of Web pages (2)

* Enter into the boxes as contents continued from the No. 1 to 5 above respectively.

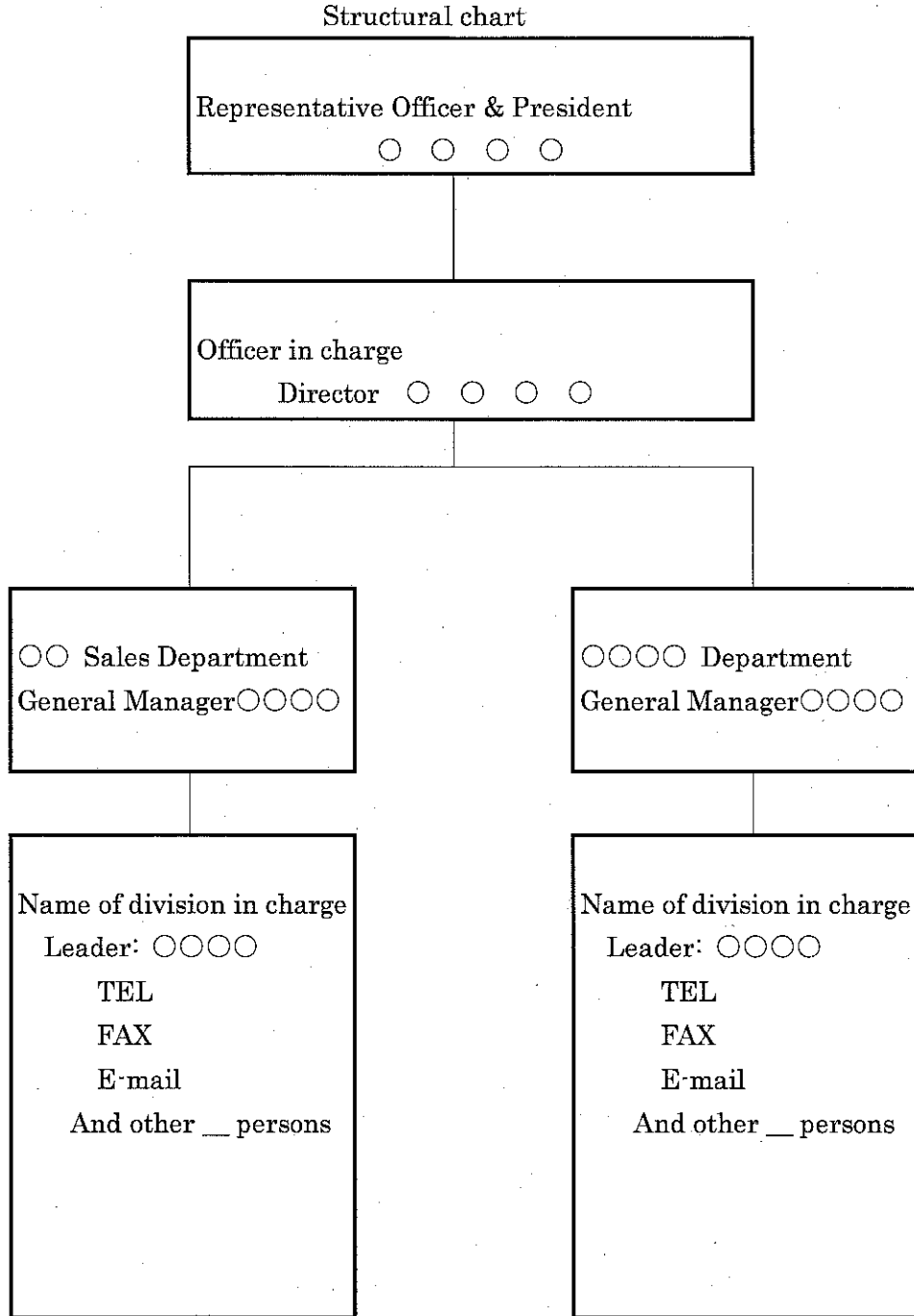
No.	Idea to made Web pages (consideration for target countries, easiness of use, etc.)	Relation with the Japanese version
1		
2		
3		
4		
5		

■ Special notes regarding the contents/results of the project

Item	Contents, results, etc. *Describe concisely in applicable boxes.
(1) Contents of the expression of the Web pages	
(2) Situation of links with the related pages	
(3) Situation of making appropriate updating	
(4) Situation of responding to inquiries	
(5) Outline of conducting and response to the questionnaire	
(6) Evaluation of the Web pages by readers, interested parties, and reports by media	
(7) Concern of consumers, etc. for related tours to Japan	
(8) Trends of participation in related tours to Japan	
(9) Response in target countries (reports by media, etc.)	
(10) Response in Japan (coverage/reports by media, improvement of structure in tourist resorts, etc.)	

Exhibit 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.

Exhibit 4 (Example of entry on the Work roadmap)

Work roadmap

Item	Name of corporation:			Remarks
	April 2010	• • • • Month	March 2011	

Exhibit 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				