

## Notice of Competition

We invite you to submit a project proposal as follows:

### 1. Overview of project

- (1) Project name: PR Project for Visit Japan Campaign in Korea in FY2010
- (2) Content of project: PR project in FY2010 using TV, the Web, newspapers, magazines, advertisement in public transports and other mass media to the fullest extent for increasing tourists visiting Japan from Korea
- (3) Deadline of enforcement: March 28, 2011

### 2. Qualification for participation in the competition

- (1) Not come under the provisions of Article 70 and Article 71 of the Cabinet Order concerning the Budget, Audit and Accounting (Royal Edict No.165, 1947)
- (2) Have a qualification for "service," in terms of the qualification for participating in tenders by the Ministry of Land, Infrastructure, Transport and Tourism (single qualification for every ministry and agency) in the fiscal years 2011/2012/2013.
- (3) Not during the suspension of tender by Director of the Budget and Accounts Division Minister's Secretariat, Ministry of Land, Infrastructure, Transport and Tourism

### 3. Procedures

- (1) Division in charge: Ms. Oobora, Attracting and Hosting of MICE, International Tourism Promotion Div, Japan Tourism Agency,  
Postal code: 100-8918  
Address: 2-1-3 Kasumigaseki, Chiyoda-ku, Tokyo, Japan  
TEL: 03-5253-8923  
FAX: 03-5253-1563
- (2) Period, place and method of issue of instructions  
From 30.JUNE 2010 to 5 p.m. 29.JULY.2010, same as (1),
- (3) Time limit, place and method of submitting the project proposal: Until 12 p.m. 30.JULY.2010, same as (1), by hand or by mail (Not later than the time limit even in a case of mail and with delivery certificate)
- (4) Explanatory meeting: No
- (5) Hearing concerning the project proposal

Hearing presentation on the content of submitted project proposal may be held as necessary

### 4. Others

- (1) The language used in procedures shall be Japanese and the currency is limited to Japanese yen.
- (2) The office of inquiry for obtaining reference information is same as 3(1).
- (3) The costs required for creation and submission of a project proposal is borne by the one who submits his project proposal.
- (4) A project proposal submitted to the Project Competition Implementation Committee shall not be subject to secondary use without the permission of the party that submitted the proposal.
- (5) If any false information is entered in the proposal, the said proposal becomes invalid and the applicant who entered the information may be suspended for tender.
- (6) If a request for disclosure is made for the adopted content of proposal based on the information disclosure laws of an administrative body such as the government, the content should be documents that are planned to be "disclosed" in advance.
- (7) Although the person adopted is optimal as a result of the project competition, no contractual relationship with the government occurs until the contractual procedures based on the accounting laws are completed.
- (8) As a result of the competition, the following matters shall be published as soon as possible after the notification of adoption is issued and shall be published at least until the day on which the contract is concluded.
  - 1) Name, address, name of representative and the date of decision of the participant in the project competition who submitted the adopted project proposal.
  - 2) Evaluation scores and total scores by company and by item of evaluation
- (9) Other details are included in the instruction.

30.JUNE. 2010

Yasuhito Kawarabayashi

Director of the International Tourism Promotion Division, Japan Tourism Agency

PR Project for Promotion of Visit Japan Campaign in Korea in FY2010

Instructions for competition

30.JUNE.2010

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

We solicit a project proposal of PR project for the promotion of Visit Japan campaign in Korea in FY2010 as follows. Please apply for it taking into account the following matters if you would like to.

## Content

### 1. Name of subject of project

PR project for the promotion of visit Japan campaign in Korea in FY2010

### 2. Overview of project

#### (1) Purpose of project

Increase in the number of foreign tourists visiting Japan contributes to enhancement of international mutual understanding. In addition, it is becoming important to further promote tourism in Japan that is facing the rapid decrease in population, development of the aging society with fewer children and the recession of local economy, because tourism is expected to achieve a significant economic effect such as activation of the local economy through domestic consumption by tourists and increase in the opportunities for employment.

As a result of the Visit Japan Campaign started in 2003, the number of tourists visiting Japan has increased 3.14 million (by 60%) for six years until 2008. From a viewpoint of the domestic consumption by those tourists, a consumption induction effect of 19.5 yen to the project cost 1 yen was generated (Administrative Evaluation Office, Ministry of Internal Affairs and Communications). Although the effect has been achieved, there is still a much room for growth because the international tourism market is expected to expand in the future and Japan only stays at the 28th position in terms of international comparison of the number of foreign tourists.

In order to achieve the goal concerning the number of foreign tourists visiting Japan "15 million tourists in 2013, 20 million 2016, 25 million in 2019 and 30 million in the future" under a severe external environment such as recession of the world economy and the epidemic of influenza H1N1, it is an urgent matter to comprehensively make various efforts at a larger scale and better quality than other countries including neighboring countries competing with the attraction of international tourists.

This project aims at the increase in demand and promotion of further increase in the Korea market by implementing PR activities using TV, the Web, newspapers, magazines, transportation advertisement and other media in the most effective way in order to increase the number of tourists visiting Japan from Korea, the most important

market.

(2) Content of project

In order to increase the number of the Korea people visiting Japan, effective advertisement for increasing in the tourists visiting Japan will be implemented using TV, the Web, newspapers, magazines, transportation advertisement and other media in the most effective way based on Exhibit 1.

Please specify the following (I~IV) in the project proposal in making a suggestion.

- I. Specify the basic concept, design, expression of advertisement and media used
- II. Specify the process of project and a rough schedule
- III. Specify the implementation structure of project (specify details including the prospected number by project in charge)
- IV. Set a quantitative target value and a qualitative target and specify its idea in order to implement ex-ante and ex-post assessments. In addition, specify expected effects of each content of implementation and a method of measuring results in order to verify individual effect of advertisement used in the project (Example: If a suggestion on a project which uses advertisement on newspapers is made, specify the number of publication and target readers, and a method of ex-post measurement)

(Matters to be noted)

1. The purpose of production of submitted project should be described. Moreover, expressions of advertisement shall be created in Korean (Hangul) with Japanese translation.
2. In implementing the actual project, you shall comply with individual instruction by the Japan Tourism Agency and try to promote the effective and efficient Visit Japan Campaign by coordinating with the Japan National Tourism Organization (Japan Tourism Agency, the Japanese government) which is responsible for the project of "advertising in order to promote the visit of foreign tourists to Japan" based on the provision of Article 9, Paragraph 1 of the Act on the Japanese National Tourist Organization.

(3) Term of enforcement

From the day of contract to March 28, 2011

#### (4) Achievement

1) Project implementation report (approximately 50 pages, A4 size): 10

In Japanese.

※The form in Exhibit 2 is included in the report (The form is included on page 50)

2) The following productions shall be submitted

- Recording media containing various contents (e.g. CD-R): 3

- Recording media containing achievements (e.g. CD-R): 3

3) The digest version of the productions shall be produced and submitted for the ex-post assessment (attitude change survey) after the completion of the project.

#### 3. Content included in the project proposal

(1) Specific proposal concerning the content of project

1. Basic concept of the project

2. Matters which require explanation on the content of project

(2) Project implementation structure (Exhibit 3)

(3) Working process (Exhibit 4)

(4) Existence and schedule of recomission (however, limited to those that require the permission of the ordering party)

(5) Overview of corporation (Exhibit 5)

- Overview of corporation

- Name and contact of person in charge

(6) Reference quotation (approximate estimate) and its breakdown

The adopted party is required to submit an integral detailed statement in the buildup format of unit price x quantity.

(7) Qualification for participating in the competition

Please attach a copy of the notice of qualification examination result concerning the qualification for participating in the competition of the Ministry of Land, Infrastructure, Transport and Tourism in the fiscal years 2010, 2011 and 2012.

#### 4. Submission of project proposal

(1) Time limit: 30.JULY 2010, 12 p.m.

(2) Method of submission: By hand or by mail (if you wish to send the project proposal by mail, it must arrive by the time limit and be sent as a registered item)

(3) Submitted to: International Tourism Promotion Division, Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism

(4) Number of copies submitted: 7

## 5. Presentation

The preliminary selection and the secondary selection will be implemented in this competition. In the preliminary selection, documents are examined based on the submitted project proposals. In the secondary selection, an applicant of the relevant project proposal will give a presentation in addition to the content of project proposal. Only parties who have passed the preliminary selection are qualified to participate in the secondary selection. The time and venue will be notified separately only to those who are qualified.

## 6. Matters to be noted in implementing the competition

(1) Evaluation is performed based on the following standards. We will not accept any question concerning the allocation of marks of evaluation standards, etc.

- 1) Whether a party fully understands the purpose and content of the project
- 2) Whether the content suggested is innovative and persuasive
- 3) Whether the content suggested is concrete and appropriate
- 4) Whether the working process and the domestic and overseas structure are able to be implemented with certainty

(2) The language used for creating documents shall be Japanese and the currency shall be limited to Japanese Yen.

(3) The reference scale of project financed from the national treasury shall be up to 900 million yen (including the consumer tax). However, the format may be changed concerning expenses that should be paid at cost (e.g. airfare) based on the purpose and characteristics of expenses among the costs declared in the quotation after reviewing the record until the completion of project.

(4) If a project proposal does not arrive by the time limit, you are not allowed to participate in the competition.

(5) No replacement and resubmission of the project proposal are permitted. No change to the content of project proposal is permitted in principle even after the selection.

(6) A hearing may be held as necessary on the content of the submitted project proposal apart from the presentation (secondary selection).

(7) The costs for creating and submitting the project proposal shall be borne by the applicant.

(8) Although the winner of the competition is selected as the optimal party as a result of the competition, a contract relationship with the government does not occur until the completion of contract procedures based on the accounting laws.

(9) Project proposals that were not adopted are returned in principle. (We ask a proposer

who does not wish to have it returned to make a request of that effect in submitting the proposal to the implementation office)

(10) If there is not any suitable project proposal, the competition may be cancelled or another method may be adopted.

(11) A participant in the competition whose project proposal is adopted will be notified in writing the effect. In addition, other participants in the competition whose project proposal is not adopted will be notified in writing the effect and the reasons for loss. This notification of loss does not obstruct the enforcement of contract procedure practiced separately.

(12) As a result of the competition, the following matters will be published as soon as possible after the notification of adoption and will be notified at least until the contract conclusion day.

1) The name, address and name of representative of participant in the competition who submitted the adopted project proposal and date of decision

2) Evaluation scores and total scores by company and by evaluation item

(13) If your proposal is selected, you shall forward the project with sufficient consultation with staff of the department in charge. In order to grasp the progress of this project and a situation on expenditures, a working report in the pre-set format and a report of enforcement of expenditures are required to submit upon the direction of the ordering party.

(14) The copy right of productions produced under this contract shall belong to the Japan Tourism Agency, the Ministry of Land, Infrastructure, Transport and Tourism.

(15) Other matters the competition committee admits necessary.



## Public relations and Advertisement Projects to promote Japan visiting Tours in Korea in FY2010

### 1. Macroscopic Market Environment

(1) Other than the currency crisis in 1997 and SARS' (Severe Acute Respiratory Syndrome) epidemic period in 2003), the number of people who took foreign tours in Korea has been increased. In recent years, due to the worldwide financial crisis since September 2008 and the resulting extreme slide of the won, while doldrums had continued to such an extent the number of people who took foreign tours was limited to about 12 million (exit rate: 24.7%, 2.8% decrease from the preceding year), decreased by 10 percent from the preceding year, the inclination toward foreign tours seems to still be persistent in view of the exit rate of about twice as high as Japan (12.5%).

(2) Domestic economy in 2010 is forecast that the real GDP will substantially pick up from 2.2% in 2009 to 5.8% in 2010, and favorable effects on overseas tour markets are expected.

### 2. Major Competitors and Shares

09: China (33.6%), Hong Kong (6.5%), Thailand (5.6%) (Japan: 16.7%)

08: China (33.0%), Hong Kong (7.7%), Thailand (7.4%) (Japan: 19.8%)

### 3. Challenges of Promotion for FY2010

(1) Amid the decrease in overall Korean foreign tour markets in 2009, the number of tourists visited Japan substantially decreased, and it was possibly shifted to competitors such as China, etc. as destinations, where the prices of tour merchandise are low. In this respect, to realize an early recovery of the share, by differentiating distinctively from these competitors and by reinforcing appealing to each segment to be targeted, is urgent.

(2) In comparison with 2009 when the number of Korean tourists substantially decreased, it has substantially expanded by about 70 percent for five months between January and May this year. In order for this trend not only to certainly continue but to upturn, it is needed to timely develop effective promotions from both sides of quality and quantity.

(3) As a result of a survey in site with regard to the evaluation for VJC promotion up until 2009, it was desired that measures further cooperated with the tour companies in relation to local tour companies be carried out. In addition, with reference to PR/advertisement for local consumers, based on the results in which the improvement and review for PR images and the utilization of PR media have been obtained, these surveyed results need to be carefully and meticulously reflected.

(4) It is a matured market about 80 percent of tourists who visit Japan aimed at tourism, and for repeater demands, in-depth information in view of updated information, destination and causes of visiting Japan should continuously provide to promote repeating, and in parallel, in view of developing new demands, PR/advertisement have become issues to be deployed elaborating on linking with incentive to personal tour and group tour.

In addition, as shown in 4, PR/advertisement utilizing Tourism Nation Foundation navigator "Storm" must ultimately be carried out, based on targeting segments which are male and female aged 20s and female aged 30s.

#### 4. Appealing object/target

According generations and genders, conduct effective appealing by positioning the following three segments to be major targets.

(1) Males aged 20s [centering on repeater demands/potential repeater demands]  
(Features) - The will of foreign tourism is active, and part of 60 percent experienced Japan visiting has begun repeating.

- A concern about visiting Japan and revisiting will is the highest.

(2) Females aged 20s [centering on potential repeater demands]

(Features) - While the ratio of people who experienced visiting Japan has the highest proportion, the frequency is limited to one time for the 80 percent.

- A concern about visiting Japan exceeds the average and the will of revisiting Japan is extremely high.

(3) Females aged 30s [centering on new demands]

(Features) – While the ratio of people who experienced foreign tours is quite high, the ratio of people who experienced visiting Japan has the lowest proportion.

- A concern about visiting Japan is the highest in females of the age bracket.

5. The menu to be implemented

Provided media mix in Korea is deployed by the period to the end of FY2010, a draft of the specific development contents of the project shall be proposed.

With the recognition rate of general

Matters to be described in the project implementation report

■ Overview of business

Name of contract project				Amount of contract
Purpose of project				
Term			Target market	
Major target customer			Name of country	
Individual content	Classification of individual project	Amount (thousand)	Classification of individual project	Amount (thousand yen)
Overview of implementation				
Expected achievement				
Obtained achievement				
Achievements of project				
Problems/issues				

■ Process of implementation of project (standard format)

Date Content of project	Year	Year	Year	Year	Year	Year	Year	Year	Year	Year
	Month	Month	Month	Month	Month	Month	Month	Month	Month	Month
Creation of implementation report										

■ Structure for implementing the project

Name of bid company			Location of head office	
Overseas affiliate offices	Name	Location		Response
		Hong Kong		
Area chart of implementation				

### 3 Advertising (various advertising and PR for improving the degree

#### ■ Overview of project

Period during which the invitation was sent (date - date)	
Purpose/characteristic of advertisement (place of target, touristic resource)	
Major target customers expected to enhance the degree of recognition (age, sex, etc.)	
Characteristics of selected media (name recognition, penetration rate)	
Other characteristics of project	
Special note concerning achievements	

#### ■ Overview of advertisement used (1)

No.	Place of report		Project cost (thousand yen)	Overview of media			Publication/broad	Volume of space / time of broadcasting	Number of readers of newspapers /	Listeners of TV / radio
	Target country	Area of report		Type	Name	Scale				
1										
2										
3										
4										
5										

#### ■ Overview of advertisement used (2): please describe as a continuation of No.1-No.5 above

No.	Overview of advertisement	Overview, characteristics, devices of advertisement used
1		
2		
3		
4		
5		

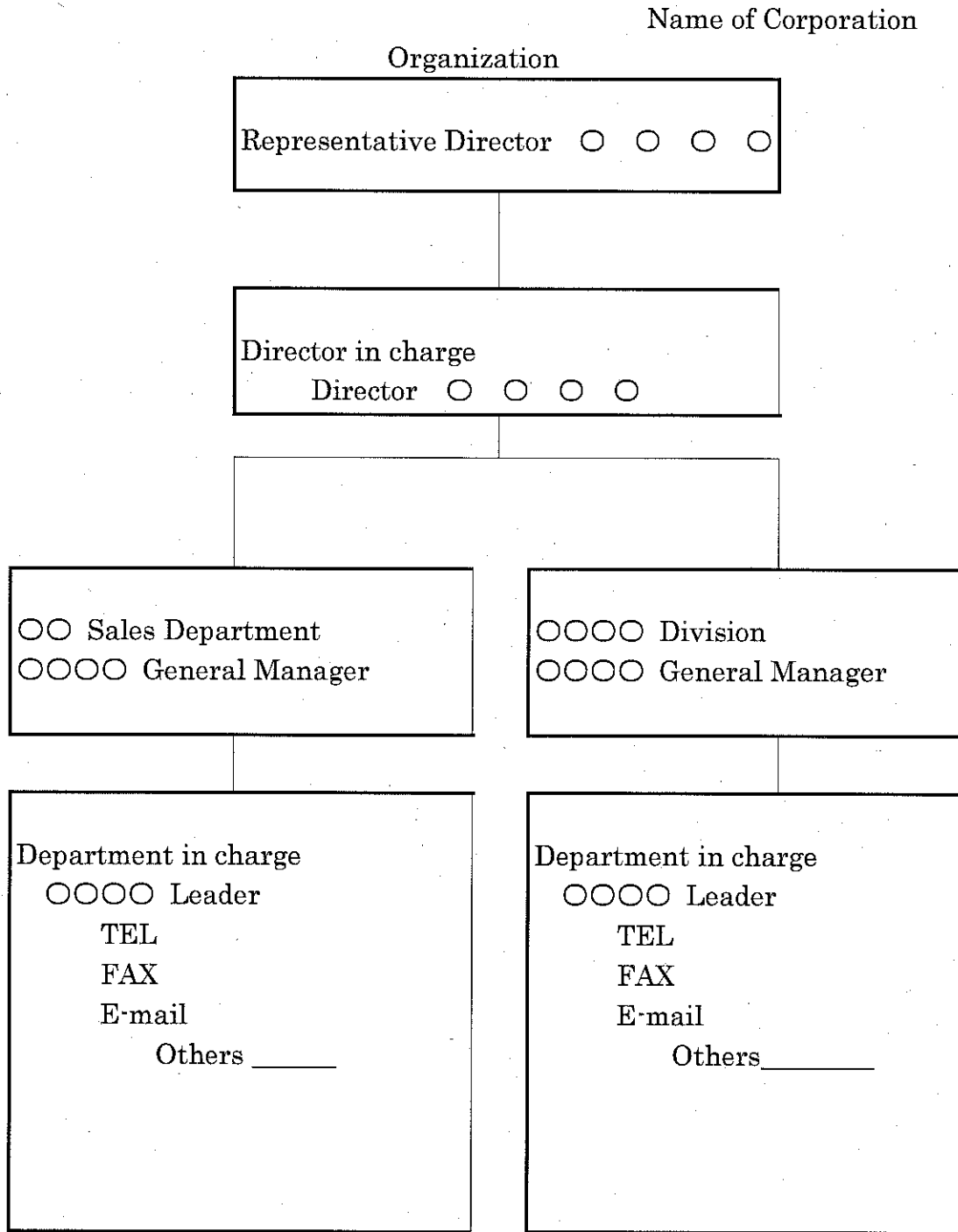
#### ■ Achievements of product sales (tours sold / run and the number of participants)

No.	Type	Target country		Tours sold			Number of tours (number of groups)	Number of participants	
		Country	City	Period of tour	Schedule (number of s	Destination		Who have already vis	Future estimation
1									
2									
3									
4									
5									

#### ■ Special note concerning the content / achievements of project

Items	Content / achievements * Describe briefly in the corresponding column
(1) Appropriateness and effect of the selection of media	
(2) Situation of implementation of advertisement	
(3) Situation of communication to target	
(4) Situation of sales / PR of related tour products by travel agencies	
(5) Evaluation on advertisement used by consumers and relevant parties	
(6) Situation of collaboration with related tour sales	
(7) Interests of consumers in related visit Japan tours	
(8) Trends of participation in related visit Japan tours	
(9) Reaction in target country (report, etc.)	
(10) Reaction in Japan (news coverage/report, improvement of system)	

Exhibit 3 (Example of organization chart)



※ In particular, an organization chart should clearly describe the division of roles between Japan and Hong Kong.

※ Please describe noteworthy capacity, qualification, experience, if any.

Exhibit 4 (Example of working process)

Working Process

Items	April 2010	Month	March 2011	Remarks

Exhibit 5

Overview of Corporation

As of June 2010

Name of Corporation			Representative	
Location (telephone)				
Position of possible staff in charge (telephone)				
Capitals (thousand yen)				
Number of full-time staff by department				
Number of operating years	Foundation	Change to the current organization	Number of operating years	
	Date	Date	_____ years	
Characteristics of corporation				
Participating organizations				
Remarks				



### Precautions in submitting the project proposal for the competition

In order to ensure anonymity of submitters of project proposal in the competition and to further enhance fairness and transparency, the method of filling out the project proposal shall be set as follows.

#### Project proposal for storing and submitting to the Board of Audit of Japan

- 1 Original with the name of company (including all documents submitted with the seals of company and its representative) . . . For submission to the Board of Audit of Japan
  - 2 Copy of the original . . . For storage
- \* One of the original and the copy should be submitted using an closed envelope with the company's name

#### Project Proposal for Review

- 1 Project proposal including the matters to be reviewed such as concept and content

Five proposals should be submitted in the format that the company's name of the submitter does not appear on the front cover and in the text.

Please add a quotation and an organization chart (created for indicating the structure of number of staff, division of roles, etc.) without the company's name and personal name among the documents enclosed in 2.

- 2 Five documents that are able to identify a submitter such as an organization chart of project, profile and major business background of person in charge, existence of recommision, overview of the corporation and a quotation should be submitted in another enclosed envelope to 1.
- 3 Documents may be opened before adopting the contractor in the process of review if a request is made from a member and approved by the chairman in a case where the difference of evaluation scores is very minor.
- 4 Number of item (e.g. 2. (3) ①—1) provided in the competition instructions that shall be described is quoted in the corresponding content. The number of pages per item shall be limited to five.

#### Format of project proposal for review

Paper : The front cover is in principle A4-longitudinal, but A4-horizontal pages with figures and drawings may be inserted.

If an effective quote is A4-horizontal in the software used, it is accepted.

Font : MS Mincho (Century or MS Gothic for English) and 12 points are used in principle. However, an effective quote in the software used is other than 12 points, it may be changed as necessary.

- \* Please formulate the project proposal based on the concept of this precaution that prevents a submitter from being identified by quote of the proposal in order to secure a fair review.

Project Proposal Concerning ++++++ of \*\*\*\*\*

Month Day 2010

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**First Matters concerning the purpose and the enforcement policy of this project**

1 Purpose of this project

2 Enforcement policy of this project

(1)

①

(a)