



List of Programs

1. Display of a **Thank You** logo and a special poster through public-private sector cooperation

- A special logo “Japan. Thank You.” and a special poster have been created. These items will be displayed in Japan’s inbound tourism promotion and other events.

2. The **Thank You** displays directed at overseas visitors to Japan

- (1) **Thank You** displays at international ports of entry
 - In cooperation with the Tokyo International Air Terminal Corp, Narita International Airport Corp, Kansai International Airport Co., Ltd, Central Japan International Airport Co., Ltd, Fukuoka Airport Building Co., Ltd. and other corporations, the **Thank You** stickers, posters and welcome banners will be displayed.
 - In cooperation with the Immigration Bureau of Japan, Ministry of Justice, **Thank You** stickers will be displayed in the immigration inspection booths.
 - With cooperation of the Association of Japanese Private Railways and various railway companies, **Thank You** posters will be displayed in airport railway stations, etc.
- (2) The “**Thank You** Origami Crane Campaign” in Marunouchi, Tokyo
 - In cooperation with the Mitsubishi Estate Co. Ltd., those who work in the Marunouchi area and other people make one thousand paper cranes from February 21 and pass them out to overseas visitors at the JNTO Tourist Information Center from Mar 11. From March 11 to April 6, anyone who takes in paper cranes to Marunouchi Café “ease” on the first floor of the Marunouchi Building will be entitled to free coffee.
- (3) The **Thank You** bus
 - The Nihon Bus Association and various bus companies will cooperate by displaying a **Thank You** bus mask on the front end of about 8,000 buses that operate in Tokyo, Yokohama, Kyoto, Osaka and Sendai.
- (4) The **Thank You** taxi
 - The Japan Federation of Hire-Taxi Association, All Nippon Kojin Taxi Association and various taxi companies will place the **Thank You** stickers in 70,000 taxi cabs that operate in Tokyo, Yokohama, Kyoto, Osaka and Sendai.
- (5) Machinaka **Thank You**
 - With cooperation of Chiyoda City and Mitsubishi Estate Corp, the streets of Marunouchi will be festooned by **Thank You** banners.
 - The Akihabara District will be decorated by the **Thank You** banners with cooperation of Chiyoda City, Akihabara Tourism Promotion Association,

Akihabara Electrical Town Organization, Akihabara Shopping District Promotion Cooperative and Akihabara Town Management, Inc.

- With cooperation of Chuo City and Chuo-ku Commerce and Industry Associations, Chuo Dori (Ginza Street) will be decorated by the **Thank You** banners.

With cooperation of Taito City, 19 attractions in the Ueno-no-yama Cultural zone, shopping districts, Tsukuba Express Railway Asakusa Station, city shuttle buses will be decorated with the **Thank You** posters and stickers.

- Tourist information centers and attractions will display the **Thank You** posters with cooperation of many other municipalities and private businesses.

(6) **Thank You** hotels

- The **Thank You** flags will decorate hotel entrances with cooperation of Japan Hotel Association and member hotels.

(7) The **Thank You** Light Up

- The Tokyo Sky Tree, Yokohama Marine Town, Kyoto Higashiyama Hanatouro 2012, Kobe Port Tower and Beppu Tower will have a Special **Thank You** Light Up on March 11 to express appreciation for recovery support.

(8) **Thank You** Free admission for overseas visitors

- Sixteen major tourism facilities and some public transportation rides are free of charge for overseas visitors in Takayama, Gifu Prefecture, on March 11.

3. Production and distribution of **Thank You** guidebook

- The Chintai Corp and various corporations will compile a special edition of guidebook “ZAGAT” with cooperation of JTA and JNTO. The “ZAGAT Japan Travel Aid Edition will introduce hotels and restaurants in Tokyo and Kyoto. It will be available at the JNTO Tourist Information Center and JNTO overseas offices.

4. Distribution of **Thank You** cards

- With cooperation of the City of Kyoto, Kinki Nippon Tourist Co. Ltd. and other corporations, participants of Tokyo Marathon, Kyoto Marathon and Tateyama Triathlon will receive the **Thank You** card.
- At the international airports, overseas visitors who cooperate in a survey by JTA will receive the **Thank You** card.

5. **Thank You** message video from Japan to the world

- Japanese people will be asked to submit **Thank You** message video to the world on Ustream.
<www.ustream.tv/thankYou2012>

6. Miscellaneous

- With cooperation of Ryoguchi-ya Korekiyo and department stores, bags of the Japanese sweets shop will bear a tag with **Thank You** logo.
- A **Thank You** advertisement will be published on “Good Luck Trip”, a free paper for overseas visitors, with cooperation of the Diamond·Big Corp.

- With cooperation of the City of Osaka, 2-day Osaka Unlimited Pass ticket will be offered at ¥2,000 (same price as 1-day pass, normally ¥2,700) to 200 overseas visitors on a first-come, first served basis on March 11.
<www.pia-kansai.ne.jp/osp/en/03_kukan.php>
- Admissions to the Sadaharu Oh Baseball Museum and Yahoo Dome will be discounted to overseas visitors tickets (March 11 – 31; passports required).
- With cooperation of the Committee for Delivering Messages from Overseas, the **Thank You** posters will be displayed at the performances of “Toramai (tiger dance)”, a traditional dance of Ozuchi, Iwate Prefecture, at the London Eye, London, UK, on March 9 (2:30PM, 3:30PM) and March 11 (11AM, noon).
- We are still offering “Visit Japan Hospitality Campaign” and “Visiting Foreign Traveler Special Package; Japan Big Welcome Campaign”.
<www.visitjapan.jp>