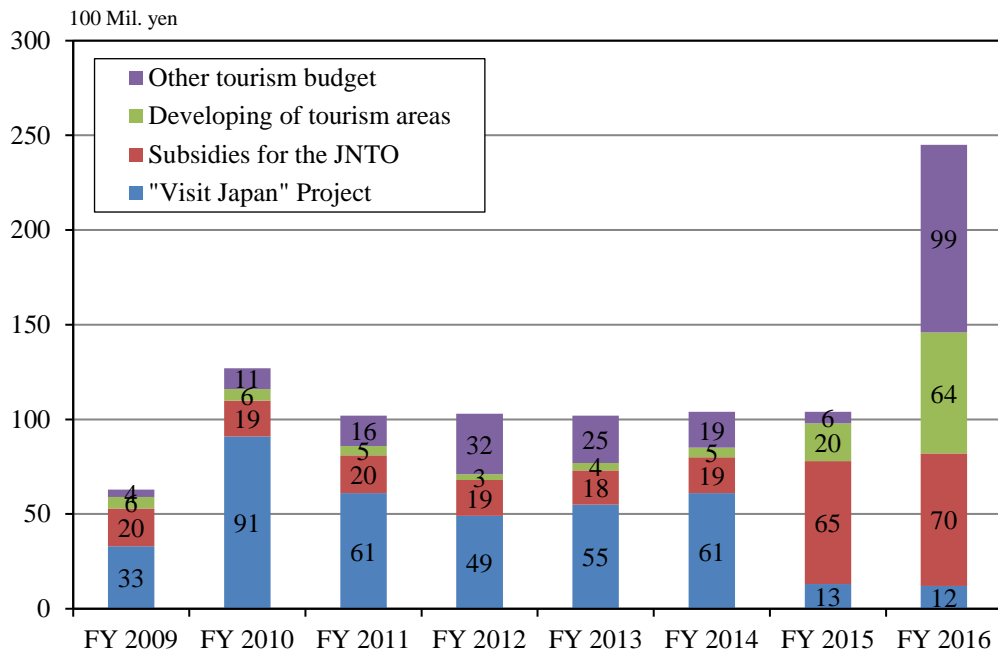


## Appendix-56 Budget for the JTA (FY 2016)

(Mil. yen)

	FY 2016 Budget (A)	FY 2015 Budget (B)	Change YoY (A/B)
<b>1. Development of Service to inbound visitors and revitalization of tourism industry towards the coming era</b>	<b>8,374</b>	<b>82</b>	<b>102.5</b>
Imperative measures to develop the environment to serve foreign travelers visiting Japan	8,000	0	New
Project to develop accommodation managers through business-academic collaboration	322	27	12.0
Project to promote universal tourism	32	35	0.90
Enhancement/reinforcement of the tour guide interpreter system	20	20	0.99
Exclusive to the previous fiscal year	0	0	-
<b>2. Support for the tourism development intended to revitalize the region</b>	<b>6,367</b>	<b>1,972</b>	<b>3.23</b>
Promotional project for forming extensive tour routes	1,640	304	5.40
Support project for branding tourist destinations	251	257	0.98
Project to creat attractiveness of tourist destinations by leveraging local resources	338	290	1.17
Project for inviting tourists by setting specific themes of the destination	70	0	New
Support for statistical survey towards the tourist destination	500	460	1.09
Survey of Tourism region trend	38	38	1.01
Tohoku Restoration project by promoting inbound tourism to Tohoku 【Subsidy for measures on Tohoku tourism recovery, within the "reconstruction" framework】	3,265	0	New
Support for recovering tourism in Fukushima 【within the "reconstruction" framework】	266	374	0.71
Exclusive to the previous fiscal year	0	144	New
Exclusive to the previous fiscal year 【within the "reconstruction" framework】	0	106	New
<b>3. Strategic Visit Japan promotion and attracting MICE organizers</b>	<b>9,482</b>	<b>8,028</b>	<b>1.18</b>
Visit Japan Project by JNTO 【Subsidy for management】	7,037	6,542	1.08
Collaborative Visit Japan Project by the central and local governments	1,245	1,297	0.96
Tourism restration project through promotion of inbound tourism to Tohoku area 【Subsidy for management, within the "reconstruction" framework】	1,000	0	New
Promotion of MICE opportunities	199	190	1.05
Exclusive to the previous fiscal year	0	0	-
<b>4. Other (administrative cost, etc.)</b>	<b>322</b>	<b>309</b>	<b>1.04</b>
<b>Total</b>	<b>24,545</b>	<b>10,390</b>	<b>2.36</b>

## Appendix-57 Change in JTA Budget (FY 2009 – 2016)



Note: Regarding the "Other tourism budget" of FY 2016, 800 million yen is to be spent on imperative measures to develop the environment for foreign tourists in Japan.