

## **Summary of Tourism-Related Budget for FY2008**

### **Promotion of a Tourism Nation**

**¥4.27 billion**

**(Budget for FY2007: ¥4.12 billion)**

#### **1. Major new measures**

(1) Establishment of projects to promote the development of travel zones ¥280 million

This item aims for the revitalization of regional economies by establishing a new support system for encouraging the development of travel zones that promote long-stay travel (3 days or longer), with the aim of expanding travel frequency and duration for both domestic and international travelers.

(2) Promotion of the hosting and attracting of international conferences ¥390 million

This item supports promotional and other efforts to raise Japan's profile as a conference venue, as well as support for hosting and attracting activities, with the aim of a 50% increase (252 events) in the number of major international conferences held in Japan by 2011. Furthermore, this includes appropriations for expenses associated with hosting the United Nations World Tourism Organization (UNWTO) Regional Commission Meetings in Kobe, Hyogo in June 2008.

#### **2. Budget items associated with the promotion of a tourism nation**

(1) Development of internationally competitive, appealing travel destinations ¥420 million

In addition to establishing projects to promote the development of tourism zones, this item supports regional undertakings to develop internationally competitive, appealing travel destinations through the Tourism Renaissance and other projects.

(2) Enhancement of international competitiveness and development of human resources for the tourism industry ¥70 million

This item supports validation projects for improving room occupancy rates and promoting sharing and efficiency in operations for accommodations, etc., as part of "projects for promoting innovation in the tourism industry." Furthermore, it promotes the development of human resources that can contribute to tourism promotion through the tourism-based community and human resource development project, etc.

(3) Promotion of international tourism ¥3.45 billion

In addition to encouraging the hosting and attracting of international conferences, this item aims for communication of Japan's tourism appeals in order to increase satisfaction among visitors to Japan and encourage them to become repeat visitors through the Visit Japan Upgrade Project. It also works for greater traveler convenience such as IC card standardization and compatibility.

(4) Improvement of an environment for travel promotion ¥80 million

This item aims for activities to improve an environment for travel promotion, such as leveling of travel demand, encouraging people to claim vacation, and implementing other specific problem-solving initiatives in a verified manner.