

## 2010 PATA Japan Chapter Tourism Seminar / Reception

The PATA Japan Chapter Tourism seminar was held jointly for the first time with the Japan Chapter of ASTA on Friday, January 22, 2010 in the conference room at the Japan Association of Travel Agents' Tokyo office.

The seminar opened with a speech by Mr. Ryuji Funayama, Chairman of Tourism Industry Association of Japan. Mr. Funayama spoke on the beginning of tourism from 1880 for Japan, its current developments, and the missions that must be undertaken by the travel industry.

Mr. Yasuto Kawarabayashi, Japan Tourism Agency's International Tourism Promotion Division, spoke on the "New Phase for Inbound Tourism Promotion~First Phase for the 30 million Foreigner Visitor Program". Mr. Shohei Otaki, Japan Tourism Agency's MICE Promotion Division, delivered his presentation on a "Promotional MICE Action plan and Japan MICE Year". The presentations for the 3 above speakers may be viewed in Japanese on the [www.patajapan.com](http://www.patajapan.com) website and Travel Journal Gateway's January 23<sup>rd</sup> edition.

Following the seminar, a reception was held in the next room with approximately 70 participants and Mr. Funayama did the opening speech. Mr. Funayama mentioned in his speech that we must all brainstorm and cooperate with each other to get over these hard times. The Ambassador of Sri Lanka, Mr. Esala Weerakoon, also attended the reception and commented that he was able to speak with various travel industry people and received very worthy information.

The PATA and ASTA Japan chapters with cooperation from TIJ will strive to continue to hold seminars and receptions and would like to also request the cooperation of all its members.



PATA/ASTA Japan Chapters Joint New Year reception was a success!  
Mr. Esala Weerakoon, Ambassador of Sri Lanka with Mr. Kimio Masegi,  
Executive Director/Secretary General of Tourism Industry Association  
of Japan (Center)

JATA, thank you for providing the venue for the seminar and reception!

## PATA/ASTA Japan Chapters Joint Seminar on Tourism

On Monday, November 30, 2009 the Japan Chapters of PATA and ASTA held a joint tourism seminar. The special speaker was Mr. Masaaki Kai, Assistant Commissioner, International Affairs of the Japan Tourism Agency. Mr. Kai's presentation was on "Development of the Current Tourism Administration".

Mr. Tomohiro Fukuda, Japan National Tourism Organization's Overseas Promotion Assistant Director, spoke on "The U.S. Market Trends and the Visit Japan Campaign".

The ASTA Japan Chapter commented that most of the members of Japan's ASTA also belong to the PATA Japan Chapter and many of the activities are similar for both chapters. In this regard, more joint activities/promotions among the members would lead to synergy teamwork. This was approved in October, 2008 by the Board of Directors of the PATA Japan Chapter. With both chapters collaborating, it will result in having a stronger travel-related Association doing various joint projects.

### **PRESS RELEASE (February 2nd 2010)**

#### **Recovery momentum continues for Asia Pacific travel & tourism**

Preliminary figures from the Pacific Asia Travel Association (PATA) show that the numbers of international visitors to the Asia Pacific region\* grew by three percent year-on-year in November 2009. All the sub-regions, with the exception of the Americas, recorded growth in arrivals for the month. Southeast Asia led the Asia Pacific region's recovery with a 15 percent increase in arrivals, boosted by eleven percent growth to Malaysia and strong rebounds in Singapore (+8 percent), Thailand (+26 percent) and Vietnam (+37 percent). In Northeast Asia, arrivals to China (PRC) fell by two percent but Chinese Taipei (+25 percent), Korea (ROK) (+11 percent), Hong Kong SAR (+8 percent), Macau SAR (+3 percent) and Japan (+2 percent) all reported growth. Significantly, the two percent growth registered by Japan was the first since July 2008. Overall, growth in international arrivals to Northeast Asia averaged two percent for the month. In South Asia, the Maldives (+7 percent), Nepal (+8 percent) and Sri Lanka (+20 percent) all reported strong growth. But arrivals to India fell by one percent, limiting the sub-region's overall arrivals growth to just two percent in November. The Pacific recorded a modest one percent growth for the month on sluggish (but positive) growth in arrivals to Australia (+3 percent), New Zealand (+0.3 percent) and Guam (+2 percent); the US state of Hawaii however, recorded a decline of one percent over the same period. The Americas also saw an aggregate decline for the month with a three percent drop in arrivals driven in part by an eleven percent drop in inbound numbers to Canada. The year-to-date rate of decline in international visitor arrivals to the region has now eased to a loss of just three percent over the January-to-November period. Based on the latest available results for December 2009 the recovery momentum in arrivals remains strong for many destinations in the region. This is very encouraging and we may look with greater confidence to the year ahead.