



**JNTO**

Japan National  
Tourism Organization

**MEDIA KIT**  
**Tokyo and Beyond: 2020**

# RENEWED INTEREST IN JAPAN DUE TO GAMES

Global telecasts and other coverage of the Tokyo Olympic and Paralympic Games in 2021 will generate renewed interest in Japan. The Japan National Tourism Organization (JNTO) is leveraging this opportunity to enhance global awareness of Japan's many appealing but lesser-known sites and attractions.



## 1. REGIONAL ATTRACTIONS

JNTO will actively promote the beauty of regional Japan and the ease of visiting the country's diverse natural attractions, including to experience exhilarating outdoor activities.



## 2. ACCESSIBILITY

JNTO will promote Japan's growing infrastructure and facilities for accessibility which assure people with disabilities and the elderly that they can travel around Japan and enjoy activities with confidence.

# LATENT INTEREST IN JAPAN TOURISM

Prior to the Covid-19 pandemic, when inbound visitation to Japan was increasing robustly year by year, the Japanese government set a goal to attract 60 million inbound visitors by 2030. Although it has been decided that overseas spectators will not be able to attend the Olympic and Paralympic Games in 2021, JNTO is promoting inbound tourism from a long-term perspective, including by appealing to latent interest in Japan in key markets. Below are some examples of how global coverage of the Games is expected to support long-term interest in Japan.

## CHINA

Mainland Chinese visitors exceeded a record **9.5 million** in 2019. Keen interest in Tokyo 2020 is in part due to China's scheduled hosting of its first Olympic and Paralympic Winter Games in 2022.

## USA

U.S. visitors exceeded **1.7 million** for the first time in 2019, including **176,000** in the March cherry blossom season, a single-month record. High interest in Tokyo 2020 will be fueled by the USA's massive viewing audience and the country's hosting of the Olympic and Paralympic Games in 2028.

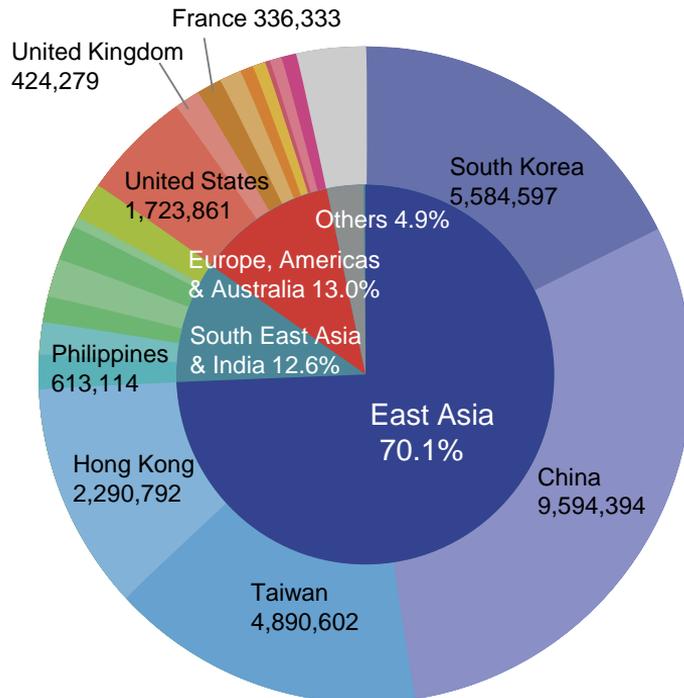
## UK

UK visitors surpassed **400,000** for the first time, **up more than 80%**, spurred largely by Japan's hosting of Rugby World Cup 2019 (Sept.–Nov.). In turn, RWC2019's legacy is expected to carry over and help drive favorable interest in Tokyo 2020.

## FRANCE

French visitors to Japan in 2019 totaled a record **336,000**, aided by an unprecedented **46,000** who came for April cherry blossoms. France's hosting of the Olympic and Paralympic Games in 2024 is generating strong interest in Tokyo 2020.

**2019 (Jan-Dec)**  
**31,882,000 visitors**



# TOURISM ATTRACTIONS NEAR GAMES VENUES (1)



**Hokkaido:** Marathon, Race walking, Football



**Miyagi:** Football



**Fukushima:** Baseball, Softball



Please click on prefecture names for local info



**Saitama:** Basketball, Football, Golf, Shooting



**Yamanashi:** Cycling road races



**Ibaraki:** Football



**Chiba:** Surfing, Fencing, Taekwondo, Wrestling, Goalball, Sitting volleyball, Taekwondo, Wheelchair fencing



**Kanagawa:** Baseball, Softball, Football, Sailing, Cycling road races



**Shizuoka:** Cycling road races, Mountain bikes, Tracks

Note: Includes both Olympic and Paralympic Games venues

Sources: [Japan Travel](#) & Tokyo2020 [Olympic Venues](#), [Paralympic Venues](#)

# TOURISM ATTRACTIONS NEAR GAMES VENUES (2)

## HOKKAIDO

### [Exploring Japan's Far North](#)

Japan's northernmost island is famous for beautiful wilderness, magnificent vistas, excellent powder snow, delicious seafood and indigenous culture. Just a short flight from Tokyo, Hokkaido is a perfect escape in any season. New Chitose Airport near Sapporo, the capital, is accessible by plane from all major airports in Japan.

## IBARAKI

### [From Flowers to Outer Space](#)

Ibaraki is home to everything from gorgeous flower fields to Japan's space agency, plus the country's premier science center. Throughout the year, visitors enjoy strolling through colorful parks adorned with lush flowers, exploring rustic wooded gorges and seeing what the future holds in store at cutting-edge science museums.

## KANAGAWA

### [Quiet Temples, Bustling Ports and More](#)

Kanagawa offers rich diversity with its modern international port of Yokohama, ancient temples in Kamakura, mountain scenery in Hakone resort and numerous surfing beaches. Conveniently located, Kanagawa is a popular getaway for Tokyoites as well as global travelers.

## MIYAGI

### [Gateway to Japan's North Country](#)

Miyagi is filled with delightful hot-spring resorts in Akiu, Sakunami, Naruko and beyond. Sendai, a former castle town, boasts the impressive mausoleum of warlord Masamune Date as well as the ruins of Sendai Castle. Miyagi's lovely coastline is close to fertile fishing grounds that offer up delicious assortments of fresh seafood.

## CHIBA

### [Beaches, Theme Parks and On and On](#)

Endless activities await you in Chiba—ocean swimming, mountain trekking, historic villages, outlet shopping—the list is long. Although best known as the home of two Disney parks, Tokyo's easily accessible neighbor overflows with natural beauty, both inland and along its lengthy shoreline.

## YAMANASHI

### [Mt. Fuji, Wineries, Orchards and Lakes](#)

Attractions in Yamanashi begin, but do not end, with majestic Mt. Fuji. Take the Yoshida Trail to Fuji's summit, or head in the other direction to the Fuji Five Lakes region to explore forests, caves, museums and local food and crafts. Further beyond are cherry and peach orchards, strawberry fields and wine vineyards.

## FUKUSHIMA

### [Soul of Japan: Samurai, Snow and Sake](#)

Fukushima has everything that Japan is famous for—relaxing hot springs, sake, cherry blossoms and powdered mountain slopes. The fertile farmlands of Fukushima produce some of Japan's best fruit and sake are the source of the area's sumptuous culinary traditions as well as many facets of its unique culture.

## SAITAMA

### [Accessible History and Refreshing Nature](#)

Despite Tokyo's encroachment, Saitama offers a pleasing mix of history and outdoor adventure. Saitama is home to historic towns such as Kawagoe, where the atmosphere of medieval times is still palpable, the emerald-green tea fields of Sayama, and the Chichibu mountains.

## SHIZUOKA

### [Blue Oceans, Volcanoes and Iconic Fuji](#)

Shizuoka, a favorite retreat from urban sprawl, is a rugged volcanic peninsula surrounded by an azure ocean, a lovely area long celebrated in art and poetry. Travelers relish Shizuoka's famously delicious seafood and premium green tea. A variety of rapid rail services put rural Shizuoka within easy reach of Tokyo.

# TRIP IDEAS FOR TOKYO AND BEYOND 2020

## OUTDOORS



### [Three Great Hikes Near Tokyo](#)

Three excellent hiking routes near Tokyo are a great way to experience Japan's spiritual side while exploring long-trodden pathways through areas of calming natural beauty. Stretch your legs while strolling through rich forests or along rocky coasts, all within easy reach of the city.

## CITIES



### [Sampling Tokyo's Nightlife](#)

Tokyo's nightlife caters to all tastes. Visit a skyscraper to enjoy a panoramic view from a world-class restaurant or explore the after-dark excitement of a downtown entertainment district. During the Tokyo 2020 Games, or at any other time, Tokyo has a rich variety of nightlife choices sure to suit you and your travel mates.

## RELAXATION



### [Soaking in Japanese Culture](#)

If you are looking for an authentic Japanese cultural experience, head to the bath. *Onsen* hot springs and *senjo* bath houses make the most of Japan's geological gifts. Hot springs have a long association with cleansing rituals that have evolved into the beloved bathing culture of modern Japan.

## TRADITION



### [Traditional Crafts and Culture](#)

Discover traditional crafts and culture in Tokyo through hands-on experiences—from dyeing a samurai-blue scarf or blowing a glass windchime to crafting fabric flowers or making a realistic food sample. Take a half-day workshop to make a lifelong souvenir of your precious time in Japan.

## NATURE



### [Tohoku's Hidden Gems](#)

Wander trails along crystal-clear streams, canoe across the massive caldera lake of Towada, or scale a stratovolcano. Towada-Hachimantai National Park is packed with endless possibilities for adventure and relaxation, all easily accessible from Games-venue Sendai.

## ACCESSIBILITY



### [Vibrant Parasports Scene](#)

Numerous initiatives have helped spread the popularity of parasports in Japan in recent years. Interactive events, competitions and new training facilities provide fans and athletes with opportunities to experience as well as celebrate parasports.

## CUISINE



### [Delicious Tastes of Summer](#)

One of the highlights of Japan is its sublime food. Many popular dishes also are prized for their healthful benefits, such as an energy boost. From gourmet experiences to cool, refreshing treats, Japanese summer food will satisfy your needs!

## ART



### [Architectural Accomplishments](#)

Japanese architecture blended with modern sensibilities fuses artistry and functionality in government buildings, commercial centers, sports stadiums and cultural centers. Please take an excursion through Tokyo to enjoy its many interesting and beautiful architectural attractions.

## TOHOKU



### [On the Road to Recovery](#)

The Tohoku region embodies the message of hope that the Tokyo Olympic and Paralympic Games will communicate to the world. As Fukushima marks the tenth year since its epic disaster, the local people invite global citizens to come see for themselves how people are recovering their lives through determination and cooperation.

# MEDIA SERVICES AT TOKYO MEDIA CENTER



## TOKYO MEDIA CENTER

The Tokyo Metropolitan Government will operate the center as a base to support coverage of the Olympic & Paralympic Games and other events.

Location: Tokyo Sports Square (floors 2-3), Yurakucho Station

Period: During the Games; exact dates and times TBD

Services: Workspaces, press conferences (Tokyo governor, etc.), concierge (city & tourism information) and promotions (Japanese attractions introduced through events, workshops, performances, etc.)

**JAPAN SHOWCASE** operated by JNTO Events and workshops on traditional culture, cuisine and more. Q&A sessions with specialists also will be available.

Location: Permanent booth in Tokyo Media Center

Period: During the Games; exact dates and times TBD

Services: Tourist information and support for interviews and tours

To join, please register at Tokyo Media Center and obtain a TMC accreditation card <https://tokyo.mediacenter.jp/>

## SERVICES AVAILABLE AT THE JAPAN SHOWCASE

### 1. JAPAN SHOWCASE BOOTH

- Information: Local sightseeing attractions
- Hands-on workshops: Cultural and dining experiences accompanied by expert lecturers
- Stage events: Introduction to regional features by DMOs and local governments
- Tasting events to sample local delicacies and other regional products

### 2. MEDIA TOURS AND BENEFITS\*

- Complimentary tour of Tokyo (day or night) accompanied by English-speaking guide
- Media-only vouchers for various tourist facilities, lodging, transportation, etc.

\*For details, please visit JOMC Olympic & Paralympic website <https://business.jnto.go.jp/event>

### 3. CONCIERGE DESK

- Access to tournament venues, accommodation and tourist information for overseas media
- Information about media tours and special offers



Note: Information maybe be updated, or changed depending on media entry restrictions to Japan

# CONTACT INFORMATION

## MEDIA INQUIRIES:



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**Period:**

Until September 5, 2021 (end of Paralympic Games)

**Support:**

- Inquiries about Games host cities
- Interview arrangement
- Provision of story ideas
- Contact referrals in other municipalities, etc.

## Interview requests to JNTO

**Tadashi KANEKO**, Executive Vice President leading the Public relations office, and the PR team will be available for interviews (*including online*) upon request.

Please contact: [PR2020@jnto.go.jp](mailto:PR2020@jnto.go.jp).



Japan National  
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