



JNTO



The Tokyo2020 Games –
JNTO's tourism promotion legacy
February 2022

Japan National Tourism Organization



Japan.
Endless
Discovery.

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As a result of JNTO's survey, the **Tokyo 2020 Games was a fantastic opportunity to showcase Japan as a travel destination.**

- ✓ From the foreign residents survey, approximately **390 million people** in 13 countries and regions gained an interest in visiting Japan in post pandemic
- ✓ From the Media survey, more than **80%** were positive about revisiting Japan in the future for news coverage
- ✓ Japan was positively recognized through the Tokyo 2020 Games as a **good travel destination** – e.g. National Geographic Traveller (UK)
- ✓ Both foreign media and residents showed interest in the **2025 Osaka-Kansai Expo**
- ✓ JNTO's tourism promotion had a **positive impact towards future tourist visits**





I. Objective

1. Objective

This report summarizes achievements of tourism promotion efforts carried out by the Japan National Tourism Organization (JNTO) in conjunction with the Tokyo 2020 Olympic and Paralympic Games (hereinafter the “Tokyo 2020 Games”) and highlights the international perspective about visiting Japan.

2. Scope

This report does not cover evaluation of tournament management, economic effects associated with the Tokyo 2020 Games, and regional spillover effects.

3. Goal

The goal is to utilize the experience of the Tokyo 2020 Games as a tourism promotion legacy for future mega-events such as the 2025 Osaka-Kansai EXPO.



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II. Tokyo2020: JNTO's Strategy and Initiatives

Our 2 key messages

Lesser known regional attractions

- Promoting Japan through the Tokyo 2020 Games to those who did not consider Japan as a travel destination, especially focusing on **regional tourism**
- Promoting a variety of **nature and outdoor activities**



Canoe Experience (Mie Pref.)



Kōdō Experience (Kyoto Pref.)

Japan's accessibility

- Promoting Japan as an **accessible travel destination**
- Japan is taking an advanced approach to accessibility. The infrastructure allows people with disabilities and the elderly with mobility restrictions to **travel safely**



Paragliding (Yamagata Pref.)



Marine Activities (Okinawa Pref.)

Targeted markets

4 countries identified as priority markets based on their interest in the Tokyo 2020 Games and potential for growing number of visitors to Japan in the future

Top priority



USA



China

Priority



UK

Leveraging the 2019 RWC Legacy



France

Next host country of the Summer Olympics & Paralympics

Other targets

East Asia



Large number of tourists to Japan in the past; and potential to grow due to the Tokyo 2020 Games

Europe



Smaller number of tourists in the past, but with potential to grow as a result of interest in the Tokyo 2020 Games

Others



Some number of visitors to Japan; certain interest in the Tokyo 2020 Games

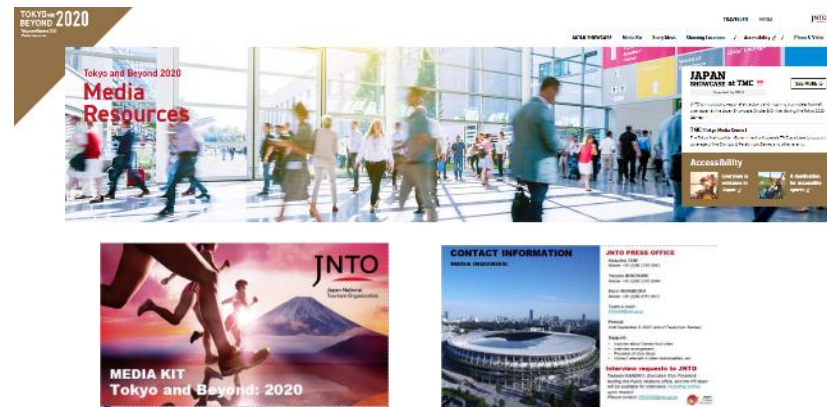
II. Tokyo2020: JNTO's Strategy and Initiatives

Focused on media strategies and digital information, which will lead to future visits to Japan, given the entry and spectators bans and movement restrictions

Our approach to the media

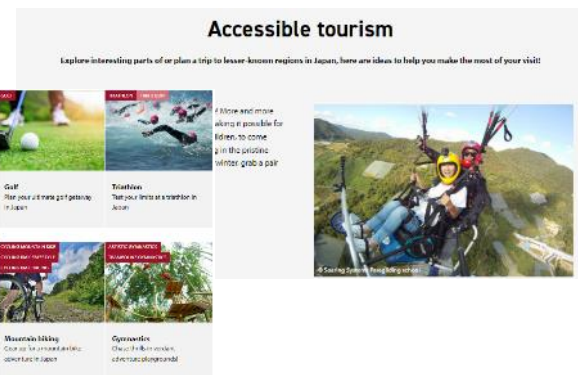
Actively distributed **media kits** and **newsletters** associated with the Tokyo 2020 Games to encourage article publications by international media. Our approach to the media focused on building lasting relationships by responding to their individual requests due to media coverage challenges during the COVID-19 pandemic.

In addition, held the **“Japan Showcase” at the Tokyo Media Center** operated by the Tokyo Metropolitan Government to promote regional attractions, in collaboration with 32 local governments and DMOs across Japan, providing information online.



Digital

In light of the decision to hold the Games without international spectators on March 2021, the focus was on future visits to Japan and on strengthening **digital advertising** and **online contents** on JNTO's website for the Tokyo 2020 Games, highlighting sports and activities to enjoy in Japan, and introducing the charms of the 47 prefectures and its accessibility.



II. Tokyo2020: JNTO's Strategy and Initiatives

Collaboration with official sponsors

Collaborated with the official sponsor **VISA**, which enabled the effective use of the composite logo of VISA and the Tokyo 2020 Games.

JNTO promotion video featured an Olympic gold medalist from Team VISA experiencing nature, outdoors, cultural activities in various parts of Japan.

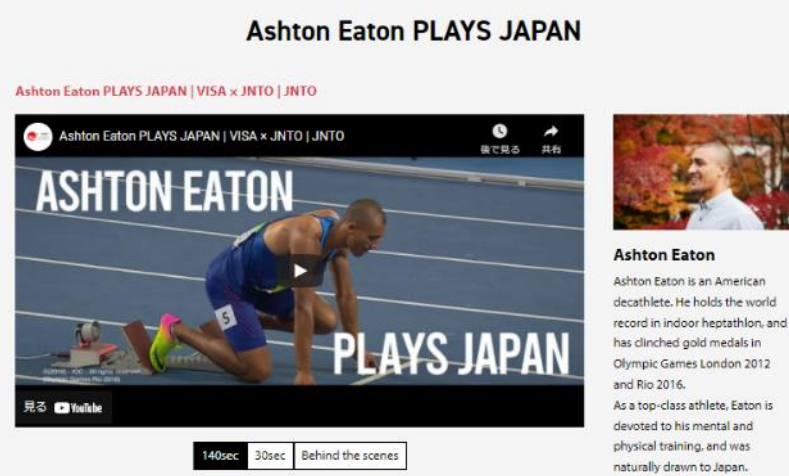
Collaboration with related organizations

Collaborated with the **Tokyo 2020 Games Organizing Committee** and the **Tokyo Metropolitan Government** to ensure successful promotion by creating synergies on web site, promotional videos, delivering tourist information, and circulating information to the media.

In addition, carried out media coverage tours in collaboration with symbolic events which attracted attention of international media.

Collaboration with local governments and Destination Management Offices (DMOs)

Collaborated with **local governments** and **DMOs** all across Japan in order to circulate information about tourism attractions, mainly by sharing tourism information on regional attractions at the Tokyo Media Center and responding to inquiries from the media.



Ashton Eaton PLAYS JAPAN



Ashton Eaton PLAYS JAPAN | VISA x JNTO | JNTO

ASHTON EATON PLAYS JAPAN

140sec 30sec Behind the scenes

Ashton Eaton

Ashton Eaton is an American decathlete. He holds the world record in indoor heptathlon, and has clinched gold medals in Olympic Games London 2012 and Rio 2016. As a top-class athlete, Eaton is devoted to his mental and physical training, and was naturally drawn to Japan. Join him as he visits Tokyo, Kyoto, and Shiga to experience the spirit of Japan.



JNTO Promotion Effects – Achievements

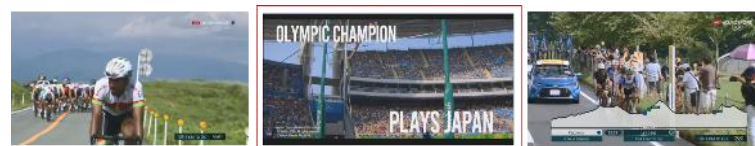
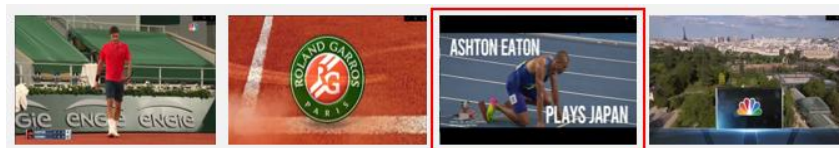
Intensive digital promotion to stimulate future visits to Japan through **online advertising, TV commercials, and outdoor advertising**, with a total of **more than 310 million** views of JNTO's promotional video

Online advertisement: Over 140 million views



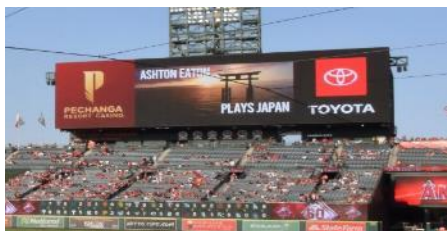
Period: March-October 2021
Countries: 12 countries including the United States, China, Europe, Australia, and Asian countries

Global media TV commercials: 120 million views



Period: June-September 2021
Countries: in cooperation with the Olympic and Paralympic Games certified media **NBC** (US) and **Eurosport** (Europe), and other global media e.g. **Sky Sport** (Europe), **Shanghai Five-Star Sports** (China), **Fox Sport Asia** (Southeast Asia)

Outdoor advertising with a focus on the next host venue: 56 million viewers



Period: July-September 2021
Location: US Angel Stadium, Paris CDG Airport, etc.

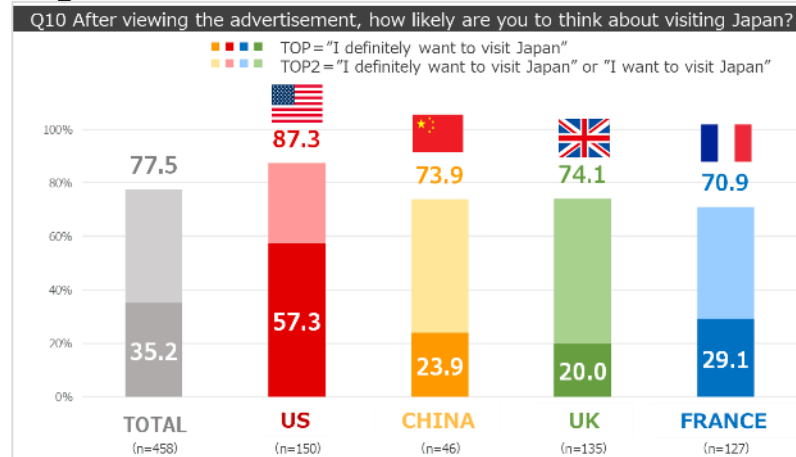
~ Promotional video introducing Japan through the eyes of a gold medalist traveling across Japan ~

Featuring **Ashton Eaton**, a US decathlon gold medalist from both the London and Rio Games, as he experiences sports such as running, canoeing, and cycling and cultural activities in various regions of Japan.

II. Tokyo2020: JNTO's Strategy and Initiatives

JNTO Promotion Effects – Positive attitude change

More than 70% of the respondents from the US, China, UK and France answered that they "want to visit Japan" as a result of watching the advertisement



Source: JNTO Advertising Business Survey

According to an **NBC** survey, which holds the exclusive rights to broadcast the Olympics in the US, **95%** of commercial viewers had a **positive impression about Japan** and **40%** said that they would **consider Japan for their next overseas trip**

Source: NBC Survey

NBC Commercial Audience Survey

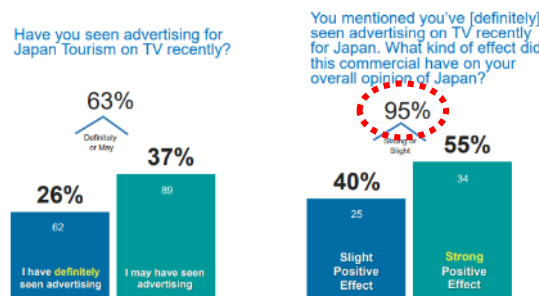
n=480 2021/7/19-8/1
INTERNATIONAL TRAVEL INTENDERS
 Respondents plan to travel internationally for vacation in the next 12 months

HH INCOME LEVEL: \$100,000+ (ANNUAL)

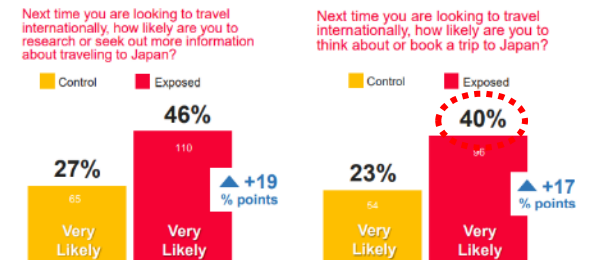
ADULTS 18+ (CENSUS BALANCED)
 50% male, 50% female

GEOGRAPHY (REGIONALLY BALANCED)
 4 exposed markets: New York, Los Angeles, San Francisco, Boston
 4 control markets: Philadelphia, Houston, Seattle, Hartford

95% of commercial viewers are positive about Japan



40% of commercial viewers said they would consider Japan for their next overseas trip. +17% points compared to those who did not watch the commercial



II. Tokyo2020: JNTO's Strategy and Initiatives

JNTO Promotion Effects - Approaching international media

Newsletters and information on various **activities** and **destination stories**, which went beyond sports were delivered to more than **1,500** leading media journalists in the four priority markets (US, China, UK, France) and reached to more than **1.34 billion** people through related coverages

Sample coverages:

<p>JO-2020: soft landing for French skateboarders - France 24</p>	<p>Missing Japan? Virtual tours come with shopping, drinks and souvenirs</p>	<p>2020东京奥运会开幕在即, 日本旅游业蓄势待发</p>	<p>旅行新道: 探索日本发酵食品的独特世界</p>	<p>Depois da Olimpíada: o legado turístico para visitar em Tóquio</p>
<p>AFP (France) 7/19</p>	<p>CNBC Travel (US) 7/30</p>	<p>Sina News (China) 7/20</p>	<p>China.com (China) 7/27</p>	<p>Estado de S.Paulo (Brazil) 8/8</p>
<p>Treehouses are getting booked by wealthy travelers — and the photos show why</p>	<p>随心畅游: 外国人看“无障碍”的日本</p>	<p>The Epic Landscape Art of Tiny Inakadate, Japan</p>	<p>business Tourism targets set to remain despite pandemic</p>	<p>Scenic Mountain Hiking Routes to Explore in Japan</p>
<p>CNBC Travel (US) 8/13</p>	<p>COSOMO (China) 8/13</p>	<p>Atlas Obscura (US) 8/27</p>	<p>Japan Times 9/18</p>	<p>Culture Trip (UK) 10/6</p>

JNTO Promotion Effects - Approaching international media

Proactive information dispatching about accessible tourism from a sustainability perspective in various regions of Japan, reached over **100 million people**

Accessibility information through websites, newsletters, etc.

Examples

- Barrier-free transportation / accommodations / tourist facilities
- **Activity spots**
 - Okinawa Pref. : Barrier-free marine activities
 - Hyogo Pref. : Beach walks in strollers and wheelchairs
 - Nagano Pref. : Dual ski
 - Yamagata Pref. : Wheelchair paraglider

Example of coverage resulting from promotion : Travel Pulse Magazine (US) (2021/8/31)

"Japan has wonderful regional tourist spots that are still unknown, and we provide accessible tourism enabling everyone to travel with confidence."

"Tokyo is not the only destination in Japan that offers accessibility. Many other destinations offer accessible sports activities."



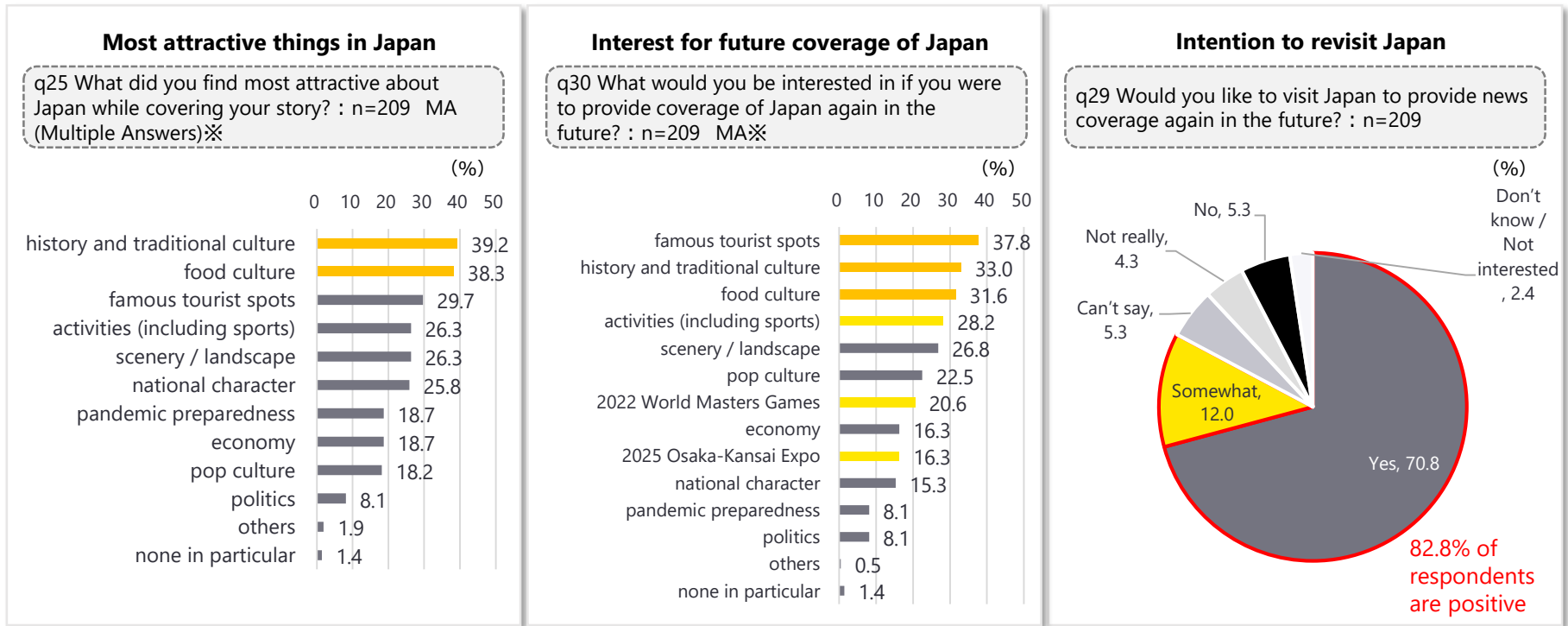
III. Tokyo2020 from an International Perspective



Media Survey – Interest in Japan

A questionnaire survey was conducted among **209 foreign media journalists** who visited Japan during the Tokyo 2020 Games

- The **most appealing aspect of Japan** was the country’s **“history and traditional culture”** (39.2%), followed by **“food culture”** (38.3%) and **“famous tourist spots”** (29.7%)
- In addition, there was an interest in **“activities”, “2022 World Masters Games”** and **“2025 Osaka-Kansai Expo”**
- **More than 80%** of the respondents were **positive about revisiting Japan** for news coverage, indicating that the country is appealing to them as a destination for news coverage



Source: JNTO Foreign Media Survey

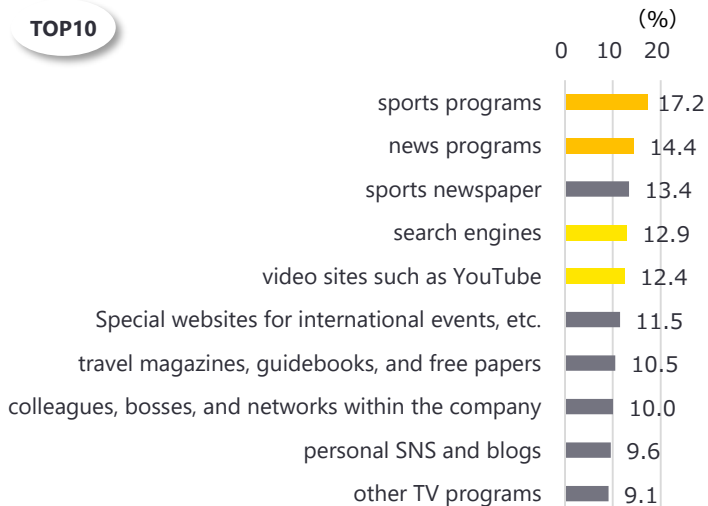
III. Tokyo2020 from an International Perspective

Media Survey – Behavioral patterns

- As for information sources, traditional sources such as **"sports programs"** and **"news programs"** are ranked high, while sources such as **"search engines"** and **"video sites such as YouTube"** showed a strong presence
- In the coverage area, **event host cities were the most popular coverage areas**, with about half of the respondents setting up coverage periods outside of the event period, indicating a strong willingness to cover areas other than the event itself
- **Online coverage** method was more common than face-to-face, and many respondents cited online-related options as a condition for tourism-related exposure in connection with future mega-events

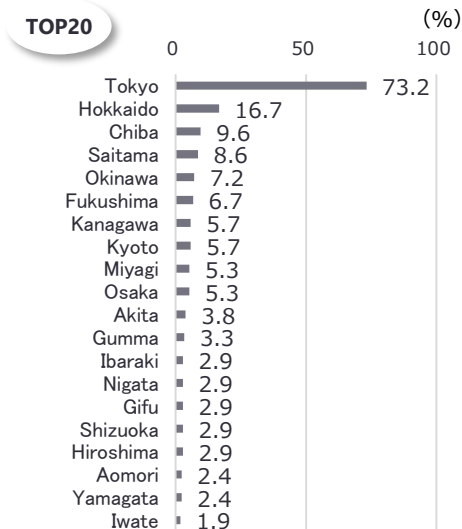
Tools for information gathering

q10 What sources of information about Japan did you check prior to visiting Japan in order to decide the content of your coverage? : n=209 MA ※



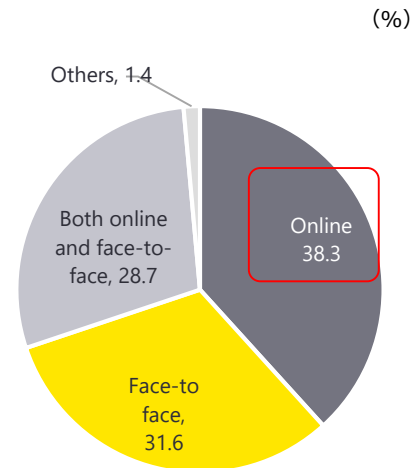
Areas to be visited for the coverage

q13 Which areas of Japan do you plan to visit for your coverage? : n=209



Coverage Methods

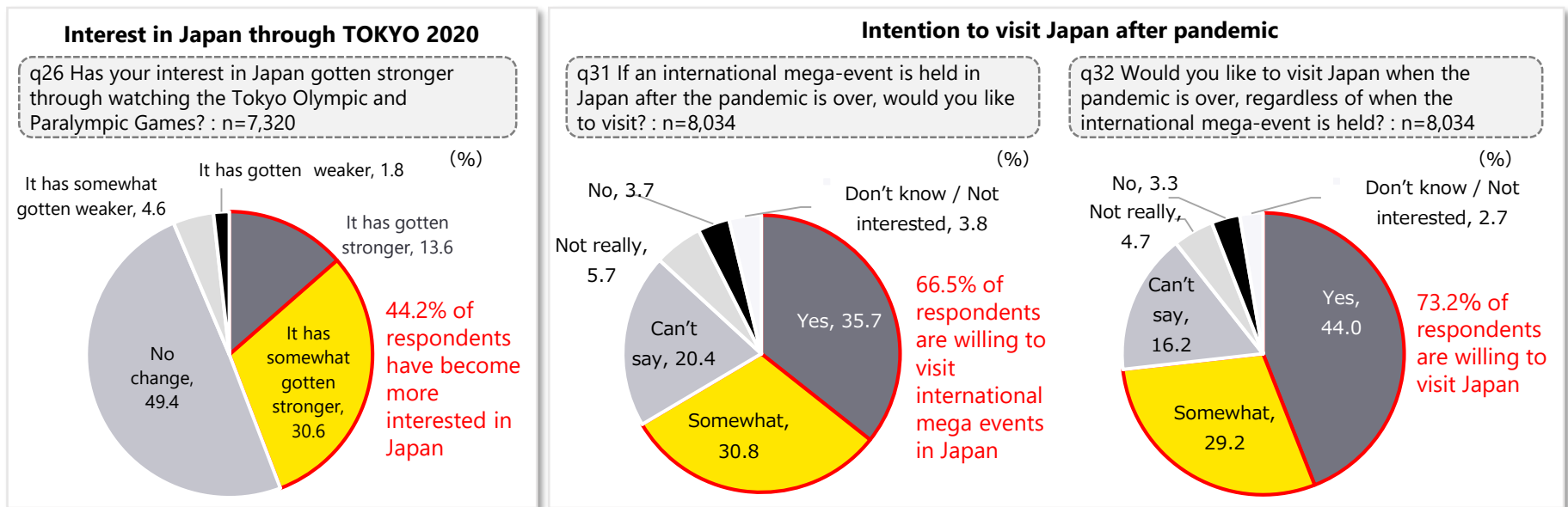
q27 How did you primarily cover content? : n=209



Source: JNTO Foreign Media Survey

Foreign Residents Survey – Interest and willingness to visit Japan

- A questionnaire **survey of 8,034 foreign residents from 13 countries and regions** was conducted highlighting trends in interest in Japan and changes in attitude resulting from the Tokyo 2020 Games
 - Screening conditions for the survey: 1) residents from 13 countries and regions: the US, China, the UK, France, Germany, Italy, Spain, South Korea, Taiwan, Hong Kong, Canada, Australia, and Russia, who are 2) males and females in their 20s or older 3) aware that the Olympic and Paralympic Games were held in Japan and 4) either a. or b. below:
 - Have traveled or would like to travel primarily for the purpose of an international mega-event
 - Have been interested in the host country through international mega-events or event promotions and actually traveled or wanted to travel to the country after that or would like to travel there
- **44.2%** of the respondents have become **more interested in Japan through watching this event** and **73.2%** of the respondents are **willing to visit Japan after the pandemic** is over



Source: JNTO Foreign Residents Survey

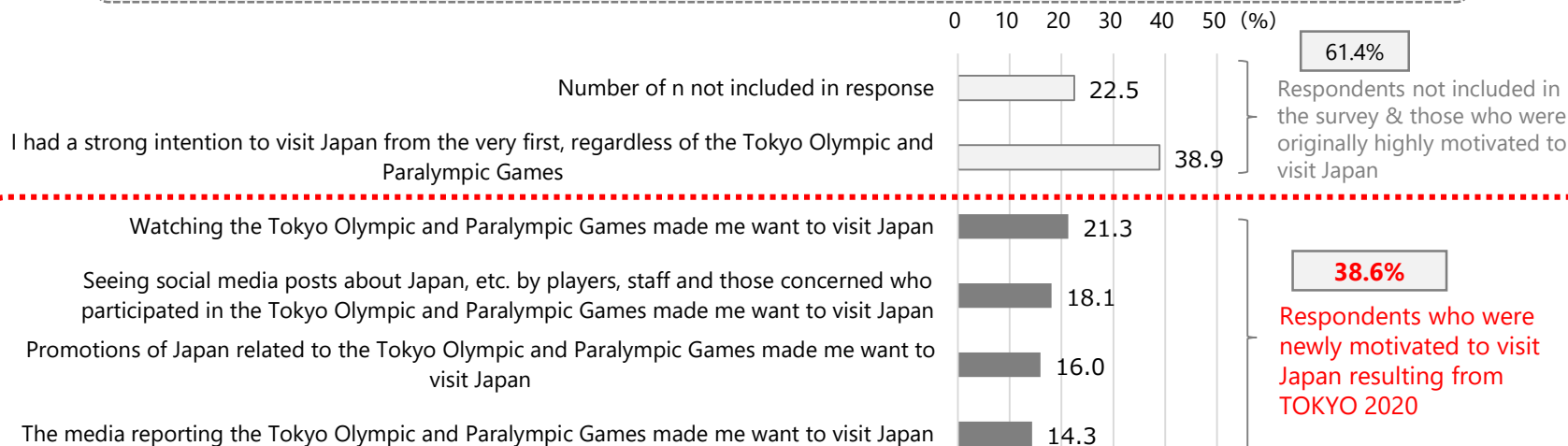
III. Tokyo2020 from an International Perspective

Foreign Residents Survey – Willingness to visit Japan resulting from the Tokyo 2020 Games

- Among the respondents who showed their willingness to visit Japan, **38.6%** answered that the **Tokyo 2020 Games motivated them to visit Japan.**
- Based on the percentage of respondents who answered this questionnaire and on the population of each country, it can be estimated that approximately **390 million people in 13 countries and regions have become interested to visit Japan**

Increased willingness to visit Japan resulting from TOKYO2020

q33 Did you answer that you would like to visit Japan in q31 and q32* due to the following reasons related to the Tokyo Olympic and Paralympic Games? n=8,034 MA



Source: JNTO Foreign Residents Survey

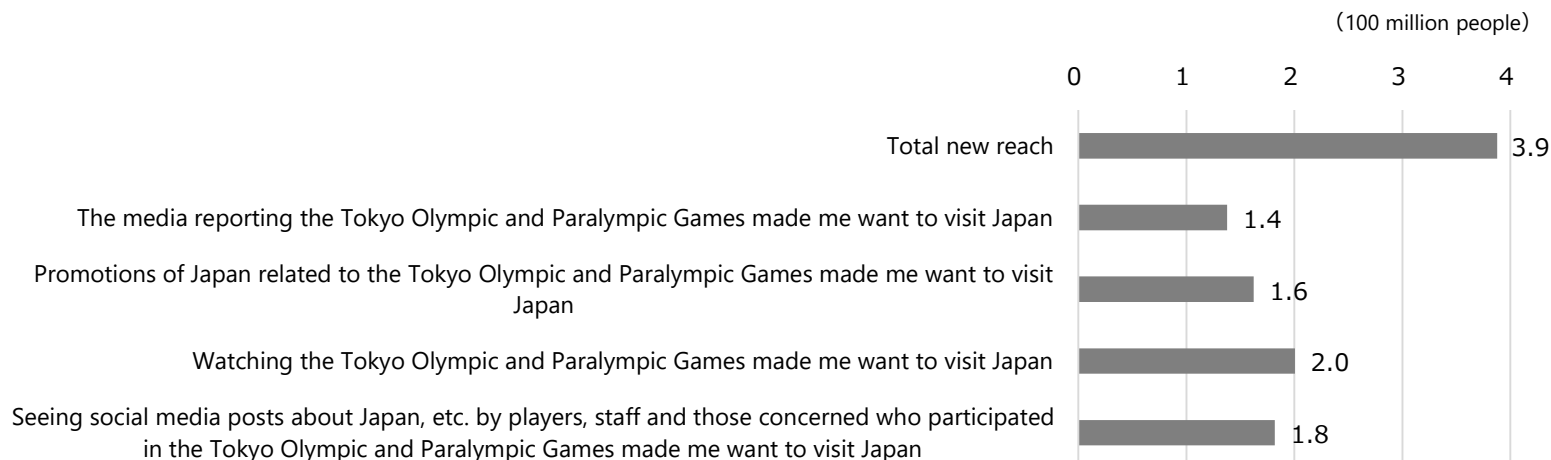
- ※ Q31 : If an international mega-event is held in Japan after the pandemic is over, would you like to visit Japan?
- ※ Q32 : Would you like to visit Japan when the pandemic is over, regardless of when the international mega-event is held?

Foreign Residents Survey – New reaches by channel

- **390 million estimated people** interested to visit Japan were reached through the following channels:
 - **200 million people** have become interested through watching the Tokyo 2020 Games
 - **180 million people** have become interested through SNS posts, etc.
 - **160 million people have become interested through promotions**
 - **140 million people** have become interested through media news coverage

Increased willingness to visit Japan resulting from TOKYO2020

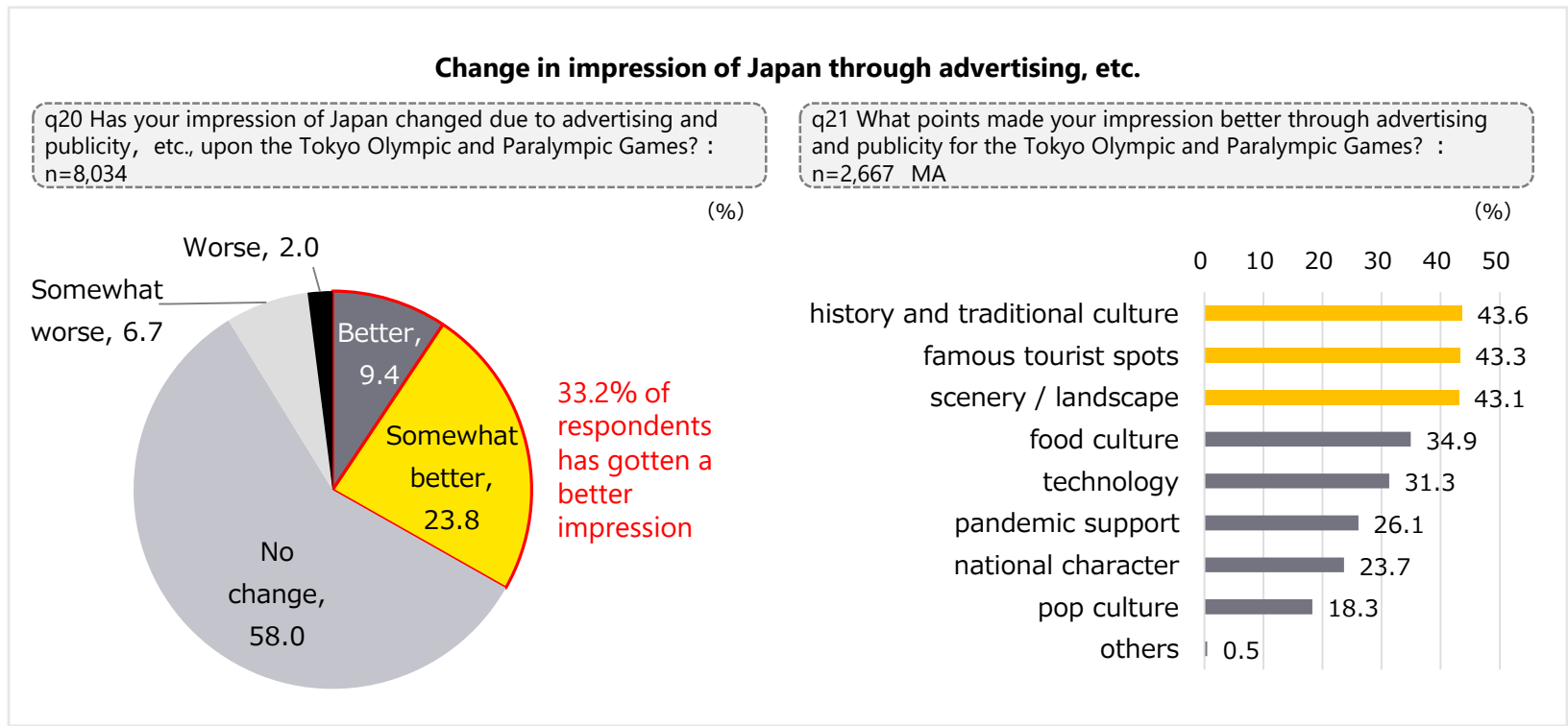
Recalculating how much of new reach was achieved for each channel based on q33 on the previous page ("Total new reach" is the total number of n excluding duplicates of multiple responses)



Source: JNTO Foreign Residents Survey

Foreign Residents Survey – Positive change in impression of Japan

- More than **30%** of the respondents answered that their **impression of Japan had changed for the better through the advertising and promotion** of the Tokyo 2020 Games, and in particular, their impression of Japan’s **“history and traditional culture”** and **“scenery and landscape”** has improved



Source: JNTO Foreign Residents Survey

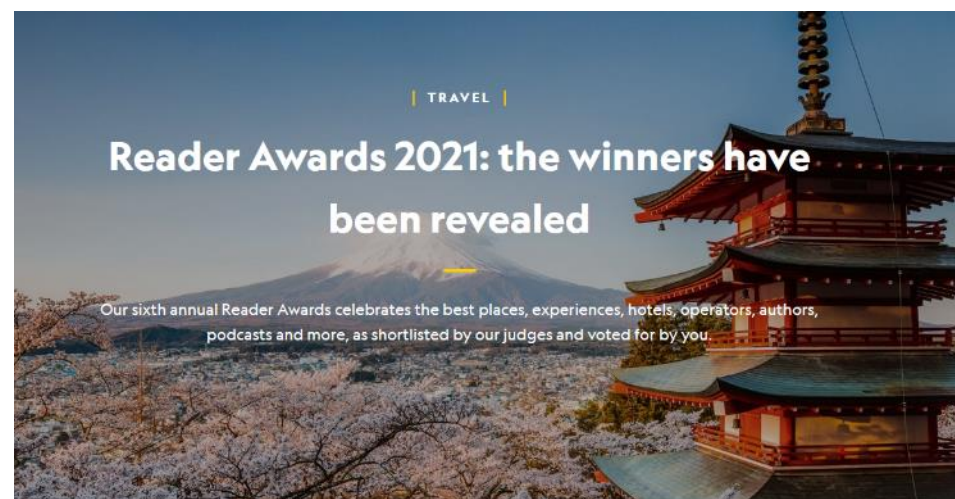
Reader Awards

Japan's nature, culture and unique regional attractions were positively recognized through the Tokyo 2020 Games, and Japan was awarded as the **"Best long-haul destination"** and **"The wish-list destination"** in the **Reader Awards 2021 of the National Geographic Traveler (UK)**. (2021/11/30)

BEST LONG-HAUL DESTINATION

Winner: Japan

Tokyo stepped into the sporting spotlight for 2021's Olympic Games, so it's little surprise Japan also leapt up to the podium as your number-one destination for a far-flung adventure. You showed us that Japan, with its beguiling natural and cultural diversity, is a favourite long-haul destination, racking up votes from travellers across the board. This is a timeless destination, where a stay at an ultra-modern, high-rise hotel can be combined with a bullet train ride out to a traditional, rural ryokan or a soak in a steaming onsen. There's never been a more exciting time to visit, either: from countryside walking tours to deep-dive food and culture itineraries, tour operators are now offering more choice than ever before.



Source: <https://www.nationalgeographic.co.uk/travel/reader-awards-2021>

THE WISH-LIST DESTINATION

Winner: Japan

The more we travel, the more we realise there's still so much of the world left to see. So, where's that one place you've been dreaming of in recent months? Our team compiled a list of destinations on our radar, from Australia to Colombia and beyond, and you singled out Japan as your wish list winner. And with tourism organisations focusing on promoting the country's lesser-known islands and cities, Japan's unique and varied offerings are now more accessible than ever. This is a double-whammy win for the nation, which also bagged the top prize in our Big Trip category. It's clear that Japan's stint as Olympic host has done much to keep it present in our minds — and firmly on our travel wish lists.

National Geographic Traveler (UK) is a NATIONAL GEOGRAPHIC brand travel magazine. This is the sixth time the award has been held, and Japan has been selected as "The wish-list destination" in 2019 as well.



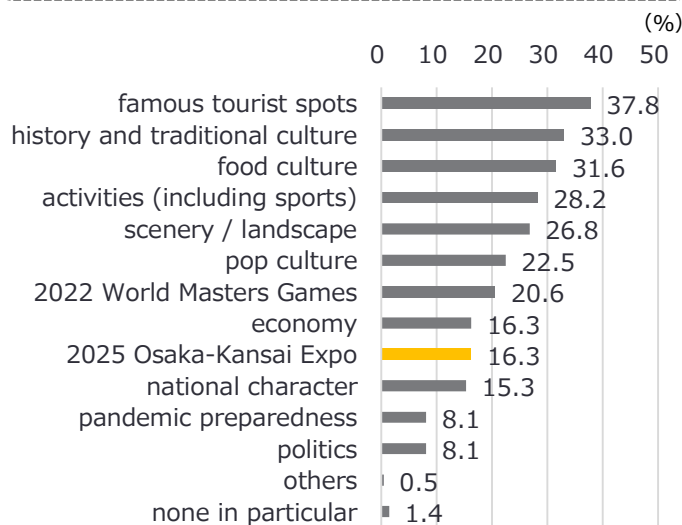
IV. Towards Future International Mega-Events

Attention to the EXPO

- Both foreign **media and residents showed interest in the 2025 Osaka-Kansai Expo** which is an encouraging result towards the future travel to Japan for the Expo
- In particular, **66.5%** of foreign residents said they would like to visit international mega-events in Japan and of these, **27.0%** would like to visit the Expo
- **JNTO will focus on increasing "fans of Japan" by leveraging the legacy gained from the Tokyo 2020 Games**

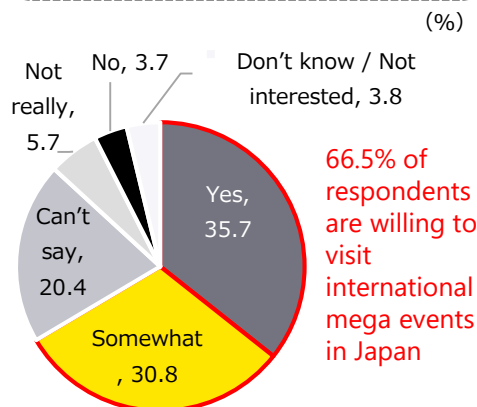
▼ Media Survey

Q What would you be interested in if you were to cover about Japan in the future? : n=209 MA※

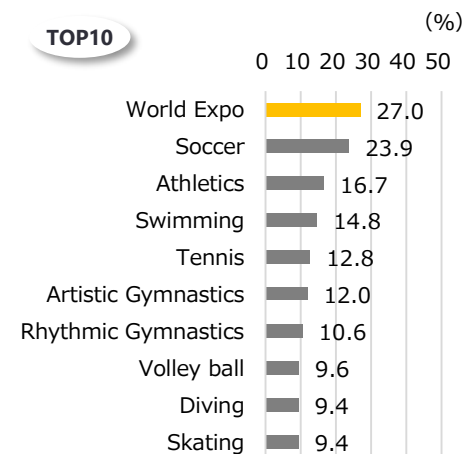


▼ Foreign Residents Survey

Q31 If an international mega-event is held in Japan after the pandemic is over, would you like to visit Japan?: n=8,034



Q If international mega-events are held in Japan in the future, which sports/events would you like watch/attend? : n=8,034 MA※



Source: JNTO Foreign Media Survey, JNTO Foreign Residents Survey



JNTO



For more information about JNTO:

<https://www.jnto.go.jp>

<https://www.japan.travel/en/>

<https://business.jnto.go.jp>



Japan.
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