

JNTO Upgrades User Interface of Japan Online Media Center — Digital Platform Full of Inspiring Ideas and Content for Japan Travel —

The Japan National Tourism Organization (JNTO) is delighted to announce that it has significantly upgraded the user interface of its Japan Online Media Center (JOMC) for increased ease of use. JOMC is a digital platform containing thousands of Japanese tourism images and videos and a wealth of useful information on Japan travel. JNTO operates JOMC to support global interest in Japan as one of the world's great travel destinations.

Travel agencies and media are sure to find the upgraded JOMC platform more useful than ever before. As the global focus on Japan sharpens in the lead up to the rescheduled Tokyo 2020 Olympic and Paralympic Games this summer, JOMC is the perfect place for the travel media to quickly access information and visual resources for coverage of Japan. It also is a great source of promotional content to help the global travel trade invigorate latent demand for Japan travel.

Simply register on the JOMC site to access extensive photos and videos as well as enriched content, including tourism statistics, press releases, newsletters, digital pamphlets, e-learning, and land-operator lists, all prepared by JNTO. The site has three main sections:

1. News and Updates (<https://business.jnto.go.jp/news/>)

Press releases and newsletters provide the latest information on visitors trends/statistics and many other aspects of inbound Japan travel.

2. Photo & Video Library (https://business.jnto.go.jp/photo_and_video_library_jomc)

Images and videos covering all 47 prefectures in Japan, featuring the four seasons, food, traditional/contemporary culture and much more. In total, the JOMC offers an impressive 12,000 images and videos! Registered members can download, high-quality, editable content, of course for free! What's more, we've enhanced the search function to help you quickly locate exactly what you're looking for.

- 9,857 images and 2,101 videos (April 23, 2021)
- Conveniently arranged by topic: Action & Adventure, Art & Design, Attraction, History, Culture, Eat & Drink, Nature, Shopping, and Relaxation
- HD videos for download (4,288 x 2,859 pixels / 350dpi; or 2,048 x 1,365pixels / 350dpi)
- Compatible with Retina (high-definition, high-resolution) displays of PCs and smartphones, suitable for graphic design, social media and digital banners: Please check out photo & video library images for producing content [here](#).

3. Other Resources (<https://business.jnto.go.jp/resource/>)

JOMC also provides diverse story ideas and content for the travel media and trade.

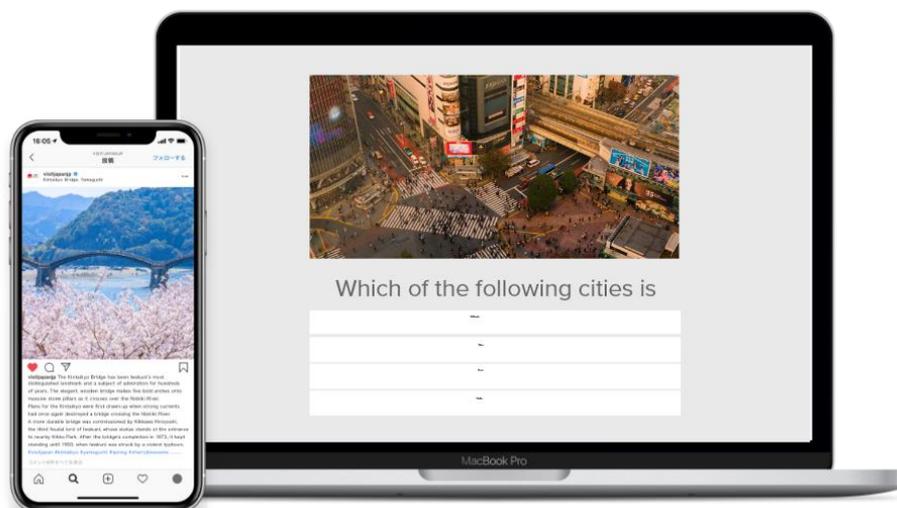
Media resources

Please see our packages of visual content and text organized conveniently by seasonal topics and special themes to help media professionals quickly find materials on specific subjects. We also offer story ideas and content related to the Tokyo Olympic & Paralympic Games.

- [News and Updates](#): Latest news and information about Japan destinations
- [Media Kit](#): General information about Japan travel, including destination highlights, experiences, and media-support services
- [Inspiring Articles](#): Find inspiration in our articles about fascinating features of Japan.
- [Story Ideas: Learn how](#) Japan travel opportunities change with the four seasons (coming).

Travel trade resources

Members of the travel trade are encouraged to check out JOMC's e-learning courses designed specifically to help foreign personnel become Japan travel specialists, covering basic knowledge about the country and essential travel-industry know-how. Separate courses have been prepared to meet the specific needs and interests of personnel in individual markets, including instruction in the local language of each market. JOMC also provides excellent brochures and other digital assets and information that travel agencies can use to build highly appealing Japan-travel plans.



- [E-Learning](#): Become a Japan specialist through lessons and quizzes in your native language.
- [Brochures](#): See our catalogue of JNTO pamphlets on topics ranging from sightseeing hotspots to gastronomic wonders. Feel free to download anything you like!
- [Land Operators](#): Our exhaustive compendium of travel specialists in Japan can help you create ideal Japan tours backed by trustworthy local partners.
- [Japan Educational Travel](#): Help young people become globally aware citizens through once-in-a-lifetime international exchanges with schools in Japan.

In Closing

Global telecasts and other coverage of the Tokyo Olympic and Paralympic Games in 2021 are sure to generate renewed global interest in Japan. JNTO is committed to leveraging this opportunity to enhance awareness of and interest in Japan's amazing travel opportunities. As we draw closer to the start of the Games on July 23, 2021, please continue to check JOMC for increasingly expanded and enhanced content, including packaged images, videos and text to support your coverage/promotion of Japan!

For media inquiries, please contact: https://business.jnto.go.jp/media_request