

About JNTO

The Japan National Tourism Organization (JNTO) is an Independent Administrative Institution of the government of Japan. Its publications and website assist in preparing travel itineraries within Japan, providing a wide range of travel information in English and other languages on transportation, accommodations, shopping and events.

Official Name: Japan National Tourism Organization

Established: 1964

Purpose: To further international exchange through tourism

Headquarters: 10th Floor, Tokyo Kotsu Kaikan Building, 2-10-1 Yurakucho, Chiyoda-ku, Tokyo 100-0006

Activities

JNTO is involved in a broad range of activities promoting travel to Japan through various activities overseas as well as tourism-promoting activities in Japan.

Their activities include:

1. Operating Tourist Information Centers in Japan for foreign visitors
2. Arranging reception facilities for foreign visitors
3. Promoting international conventions and trade fairs
4. Operating offices in key cities around the world
5. Conducting tourism-related research
6. Publishing travel literature and videos about Japan

Activities by Overseas Offices

JNTO maintains 13 offices in key cities around the world, through which a wide range of tourism-related promotions are carried out. Each overseas office is responsible for promoting travel and tourism to Japan; one of the most important functions is to help the travel industry encourage their clients to visit Japan.

The activities of the overseas JNTO offices include:

1. Providing up-to-date information on travel to and in Japan
2. Participating in local travel fairs and exhibitions
3. Assisting in developing tours to Japan
4. Supplying free brochures to the travel industry
5. Lending display materials, prize-winning films and video tapes for related companies or organizations to show to their clients.

Brief Introduction of Mr. Hideaki Nakazawa

After graduating from a university (majored in Law), he participated in JNTO. Since then, he has been making such business career as follows:

Deputy Director at JNTO Sao Paulo office in Brasil

Assistant Director at the International Organization called "The ASEAN-Japan Centre"

Director at Japan Pavilion, Hannover EXPO 2000

General Manager at the Welcome Inn Reservation Centre, International Tourism Centre of Japan (ITCJ)

Since January 05, 2009, he has been in Frankfurt am Main, Germany as Director of JNTO Frankfurt office.

During his assignment in Brasil and at the ASEAN-Japan Centre, he traveled all around South America and the ASEAN countries, thus he is well accustomed to the so-called the rival countries here regarding outbound tourism promotion from Europe.

Also the assignment at the Welcome Inn gave him a wide knowledge about FIT travelers from abroad into Japan.