

## **Three Reasons to Visit Japan!**

Japan Tourism Agency / Japan National Tourism Organization

### **Japan is Attractive.**

***JAPAN REMAINS ONE OF THE MOST ATTRACTIVE TRAVEL DESTINATIONS IN THE WORLD OFFERING “COOL JAPAN, FUSION WITH TRADITION”***

- The Japanese people are grateful for the outpouring of support from the international community following the 2011 Great East Japan Earthquake and would like to show the appreciation directly through receiving overseas visitors.
- Even since the quake, Japan has been awarded many top tourism destination prizes including favorite long-haul country in “The Guardian Travel Awards 2011”, number one brand for tourism in the “Country Brand Index 2011-2012” and 9<sup>th</sup> place of “2012 World's Best Cities” by Travel+Leisure. <See attached>
- More and more attractions are/will be added such as TOKYO SKYTREE to the must-see list that includes Mt.Fuji, temples&shrines, old-fashioned townscapes, hot springs and Japanese cuisine.

### **Japan is Back and Open for Business.**

***THE TOURISM DEMAND TO JAPAN HAS FULLY RECOVERED. JAPAN IS READY TO SERVE AS AN INTERNATIONAL MEETING/CONFERENCE VENUE***

- In June 2012, the number of foreign visitors to Japan was 1.4% up compared to June 2010 and fully back to pre-earthquake level.
- Major international conferences such as the Annual Meetings of IMF and World Bank Group and the Global Summit of the World Travel & Tourism Council is scheduled or was held in Japan. Japan is ready to provide an ideal setting for business meetings and academic conferences.
- According to Union of International Associations in Brussels, Japan was the second biggest international conference holding county in the world in 2011.

### **Japan is Safe.**

***JAPAN CONTINUES TO BE ONE OF THE SAFEST TOURIST DESTINATIONS IN THE WORLD.***

- Having brought the Fukushima Nuclear Power Plant to a state of cold shutdown in December 2011, Japan has made substantial progress in addressing the situation. In Tokyo and anywhere in Japan except certain very limited areas close to the Plant, radiation levels are back to levels before the accident and are now in the same range of those in major cities in the world. Radiation dose measurement results (microSv/h) are, among others, 0.048(Tokyo), 0.054(Paris), 0.090(Singapore) as of July 9.  
<See the daily results = [http://www.jnto.go.jp/eq/eng/04\\_recovery.htm#city](http://www.jnto.go.jp/eq/eng/04_recovery.htm#city)>
- One of the most stringent food/water safety standards is being implemented. The standard for radioactive cesium for drinking water and general foods are 10Bq/kg and 100Bq/kg in Japan while 200Bq/kg and 500Bq/kg in the EU. Distribution of food/water failing to meet the standards is prohibited.
- Japan has made its utmost efforts to prevent the effects of an earthquake on the assumption that a Magnitude 9 earthquake occurs while it is just an assumption and not necessarily true. Most robust building standards in the world are in place— not one office or residential building collapsed in Tokyo on 3/11. “TOKYO SKYTREE” (634m tall) didn’t have any damage.
- Excellent public order and safety record. Japanese people’s virtue resulted in no major crime or looting even after the earthquake.