



ANTOR – JAPAN

ASSOCIATION OF NATIONAL TOURIST OFFICE REPRESENTATIVES IN JAPAN
駐日外国政府観光局協議会

February 2022

GENERAL MEETING REPORT

- Title: GENERAL MEETING 2022 Vol.02
- Date: February 17th, 2022 (Thursday) from 10am to 12am
- Tool: Zoom Meeting
- Participants:

Active Members:

- Mr. Frederic Mazonq, Director, Atout-France, France Tourism Development Agency Japan Office (Chairman)
- Mr. Akira Nishiyama, Regional Manager Asia and Australia, Germany National Tourist Office (Vice Chairman)
- Mr. Raul Guerra, Japan & South Korea Regional Director, Catalan Tourist Board (Director)
- Ms. Inès Queiroz, Director, Turismo de Portugal
- Mr. Jaime Alejandre, Director, Tourism Office of Spain, Tokyo
- Mr. Niel Ballesteros, Director, Philippine Department of Tourism, Tokyo
- Mr. Yasuhiko Yokoyama, Philippine Department of Tourism, Tokyo
- Mr. Tomasz Fiedorowicz, Director, Polish National Tourism Office, Tokyo
- Mr. Barak Shine, First Secretary, Embassy of Israel, Tokyo
- Ms. Tomoko Hisaki, Director, UK Government, Japan
- Mr. Stephan Pavlik, Director, Czech Tourism, Japan & Taiwan
- Mr. Hideki Yoshizawa, Country Manager, Tourism Western Australia, Japan Office

Allied Members:

- Mr. Hiroshi Terai, Director, All Nippon Airways
- Mr. Yausaki Sakaguchi, For Travel, Kakakucom
- Mr. Kisho Nakagawa, JTB
- Ms. Natsuko Matsumoto, Tokyo Branch Overseas Division, Kanbo Pras Corp.

- Mr. Fumihiko Sakakibara, Special Advisor, ANTOR-JAPAN
- Ms. Isabelle Massabo, Secretary General, ANTOR-JAPAN
- Ms. Anju Shinjo, Secretary, ANTOR-JAPAN

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■ AGENDA:

1. Chairman's Remarks
2. Updates from each destination for the COVID-19 & Omicron Variant
3. Webinar by Mr. Tomohiro Ohata, chairman, OTOA
4. Q&A
5. Others

CHAIRMAN'S REMARKS :

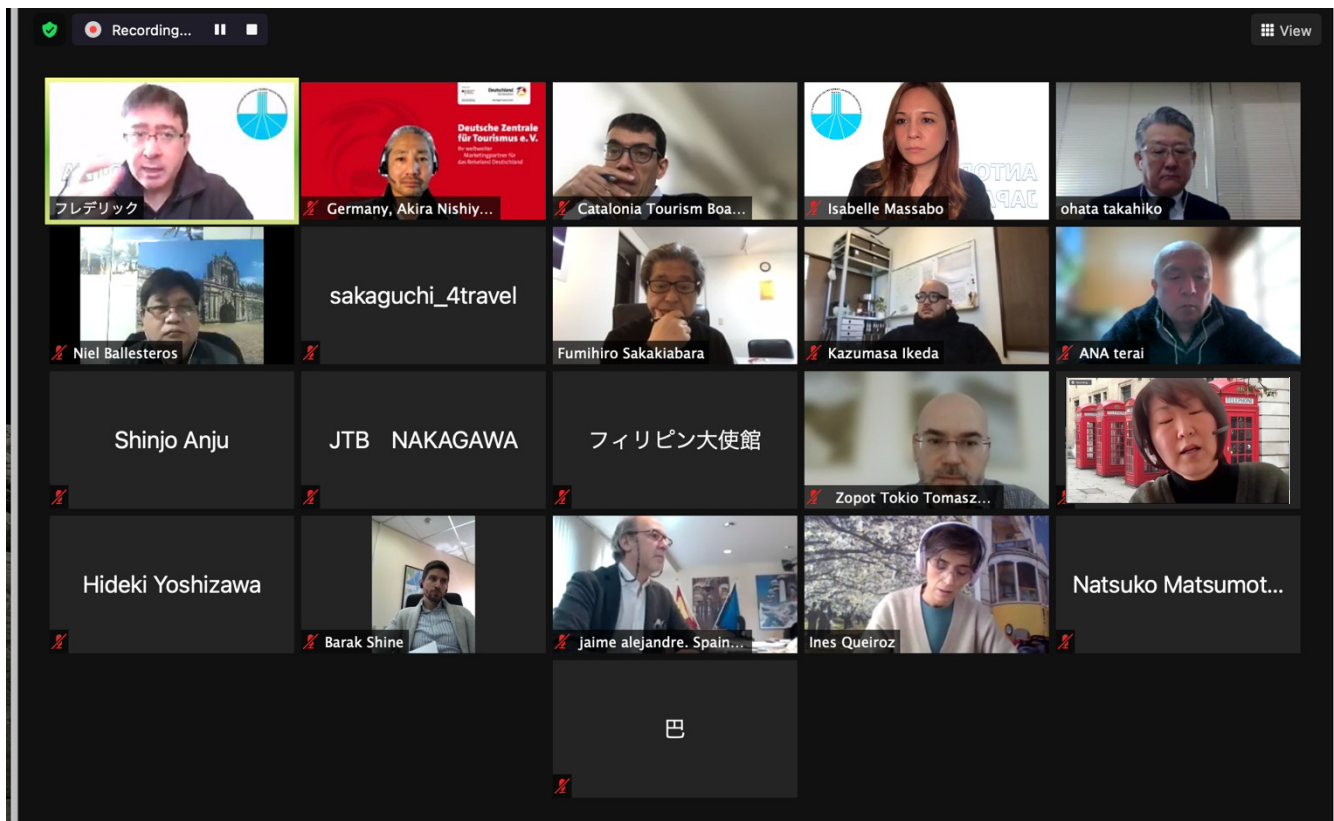


At the outset, Mr. Mazenq began by precisng that the future and the political decisions will be difficult to predict due to the Japanese government's continuous changes for the regulations about Covid-19, also for the fact that the elections will be coming soon, in July.

He mentioned regarding the quarantine, that it might be reduced from 7 to 3 days, at the end of March and the percentage of booster shots in Japan, should have 64% in April, 76% in May and 80% in

June according to government. A large vaccination center in Shinjuku will open operated by Japanese military self-defense forces. Therefore, he predicted that airlines companies might plan to increase seats capacity for June.

MINUTES:



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FRANCE

Mr. Mazenq started by asking to everyone for informations regarding the resumption of "Go to Travel" campaign that might start again around the Golden Week, until the beginning of summer and restart in September, when the high seasons are finished. The decision has not been yet officially taken, but this campaign was also concerns foreign visitors, which will increase the inbound travel. He announced that he had the opportunity to meet Mr. Sakai, chairman of JOTC, who oversees support outbound tourism, a specialist of domestic tourism and it would be nice to invite him at the next general meeting to exchange information. Regarding the tourism market, Mr. Mazenq hoped that a lot of campaigns targeting Japan will take place again and he asked which countries prioritize Japan and how Japan is positioned in each country.

GERMANY

A big global trade fair was expected, the "ITB Berlin 2022" in March at Berlin. However, it got canceled and as a substitute for this event, an internal online workshop with foreign subsidiaries of German national tourist board and German suppliers is planned.

Mr. Nishiyama discussed with 10 suppliers about the situation in Germany which is very slow for restrictions compared to other countries in Europe. The German government are discussing with the federal states to find new ways to relax the social restrictions as Mr. Kishida, the Japanese Prime Minister does for Japan.

CATALONIA

At the end of February in Barcelona, an event to celebrate the "Mobile World Congress" will take place. More than 60,000 visitors are expected. According to Mr. Guerra, this event will be a very good test to see how they can see this number of visitors to image the management of Barcelona. Regarding the situation in Catalonia, there are less restrictions, the nightlife had finally opened after being closed for 700 days in condition to wear the masks for indoors activities. He reminded that a document called "EU transition pathway for tourism" was released last week by the European Commission which describes recommendations about what it is needed to be done to accelerate the digital transition for the tourism industry.

SPAIN

First, Mr. Alejandre mentioned that since the beginning of Covid-19, the biggest tourism fair trading in the world, called FITUR, in January 2022 was almost normalized with more than 80% of participants without any problem. They had recently a lot of interviews with different travel agencies and operators who were willing to come in Spain. In Spain, all restrictions have been released as the sixth wave is slowing down. Therefore, he planned some fam trips into Spain to promote people travelling to Spain because it had become a normalized life. A fam trip to Spain is planned with Korean press since he oversees Korean Market as well. Regarding the certificate passport, he added his point of view according to his own experience and he mentioned that the problem is not only with government obligations but with the airline's requirements and the power of airlines not to authorize the boarding of a passenger if they consider that he does not meet Covid requirements. The possible confusion of interpretation of these requirements may imply impeding the free movement of passengers.

PORTUGAL

In Portugal, as in many of the European Union countries, people can travel to Portugal with just a vaccine passport, so the PCR test is not required anymore. But Japan is still out of the list of the countries that can travel to European Union. The government and public health authorities have been discussing and they changed all the restrictions. They recommended some of the measures, wearing masks inside restaurants, asking for PCR test in restaurants or

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hotels because they had more than 84% of the population totally vaccinated and more than 58% with the boost.

Regarding the vaccination certificate, it's very confusing for many people to travel. Travelers need European recovery certificate apart from the European vaccination certificate. And when the borders reopen, travelers will not know what to show at the immigration with the different certificates. So she mentioned that it would be important to facilitate travel because in consideration for a possibility to have an a new variant.

A travel fair, the Portuguese tourism fair is planned in next month, between the 16th and the 20th of March.

POLAND

Since mid-November 2021, Japan was put on the list to be able to come to Poland and the main conditions was the PCR or antigen tests and the certificate of full vaccine are mandatory. Regarding the other restrictions for people in Poland, they have to keep the 1.5 meter of social distance but they don't had to wear a mask outdoors.

CZECH REPUBLIC

First, Mr. Pavlik announced the new restrictions from February 15th. In Czech Republic, it will be able to travel freely everywhere and the travelers who has been vaccinated will be able to come in Czech Republic without any requirement except to fill out an online form. Therefore, travelers were just need the vaccination certificate.

For business travelers, they just need to have a negative PCR test and have 5 to 7 days of quarantine at the arrival in the country. In Czech Republic, people who are more than 12 years old must wear masks indoors. Regarding the number of people requirements, only 100 people can enter in private events and 1000 people for commercial events.

"Travel Trade Day" in May is planned, it is expected to get some buyers from Japan and try the best to see how the situation will evolve.

GREAT BRITAIN

Ms. Hisaki announced the updates of Great Britain. The travelers who are fully vaccinated can enter to the country without PCR test. Regarding the PR for travelers, on the 9th of February, at Dubai she did a marketing campaign called "Welcome to Another Side of Britain" it consisted to putting the spotlight on the Britain city, hit hard by the absence of international repeaters as well as on a message of welcome and the assurance. The government is preparing events to bring inbound tourists to the UK such as for example "The Queen's Platinum Jubilee" and "Birmingham 2022 Commonwealth Games". Also, they organized a Flagship annual B to B event that will be held on 20th to 24th March for Japanese Buyers. And lastly, she mentioned that her global press trip will be held for the first time as the Covid-19 outbreak in March.

PHILIPPINES

Mr. Ballesteros started by asking to ANTOR members how the situation in Japan is to let foreigners enter from certain countries, since some guests are planning to come to Japan in April 2022 from the Philippines. Mr. Ballesteros added the information for enter to Philippines such as, in February, the borders were open for international travelers without visa and no more quarantine required if the traveler is fully vaccinated. For some countries, travelers need to present a certificate of vaccination, a valid return ticket and the insurance for covid-19 which amounting 35,000 Dollars. Also, the Philippines will have their national elections in May and some changes as expected.

ISRAEL

Mr. Shine explained the situation in Israel that they're maybe the one of the first to have opened the borders to tourists. Travelers can come to Israel if they're finished three shots of vaccine or if they have finished the 2nd vaccine in the last 6 months. The government is about to not required

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PCR test anymore before the flight but tested in the airport at the arrival. In Israel, they were supposed to launch direct flights between Tel Aviv and Narita Airport since March 2020. So, when Covid-19 started, this plan was put aside and the current plan for Israeli government was to relaunch direct flights during September or after the high season.

ANA

Mr. Terai had no specific information this month, just the operation ratio for the international flights was 33.24% between February and June. The ANA company was planning to have more flights after June so he thought that it will depend on the new variant.

ADVISOR OF ANTOR-JAPAN

Mr. Sakakibara shared us the situation in the East Asia. The cases of infections in China and Hong Kong were increasing three times more since last week. So, this situation may create more strict regulations. Also, the number of cases in Singapore, Thailand, and Malaysia was increasing too, except for the Philippines which was decreasing.

Indonesia and other countries with major market has a serious situation compared with last week. And finally, he noticed that most of the travel agencies have been surviving by the government supports.

WEBINAR

Guest Speaker: Mr. Takahiko Ohata, Chairman of OTOA
(Overseas Tour Operators Association of Japan <https://www.otoa.com/english/>)

Theme: The forecast on reopening & post-Covid tourism format



■ **アフターコロナ観光の形式**
/ AFTER CORONA TOURISM FORMAT

- 送客側 = 航空会社、旅行会社、ツアーオペレーター
/ Travel industry = Airlines, Travel Agencies, Tour Operators
- 受け入れ側 = 各国の政府観光局、ホテル、ツアーオペレーター
/ Accepting side = Government Tourism Offices, Hotels, Tour Operators of each country
- 顧客 / Customer

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■アフターコロナ観光の形式 AFTER CORONA TOURISM FORMAT

● 送客側 = 航空会社、旅行会社、ツアーオペレーター / Travel industry = Airlines, Travel Agencies, Tour Operators

⇒ 課題

- ⇒ Airlines
 - 航空路線の復活の時期 / Time to revive air routes
(IATAの見解では、早くても2019年並みに戻るのは2024年)
(According to IATA, the earliest it will return to 2019 levels is 2024.)
- ⇒ Travel Agencies
 - 海外担当者を含めた人員減少問題
Decreasing number of personnel, including those in charge of overseas operations
 - 現状では国内旅行一辺倒シフトから海外旅行販売との良いバランスシフトに移行するの？
Will the current shift from a single focus on domestic travel to a good balance shift with international travel sales?
 - ツアーオペレーターへの支払い時期の問題
The other issue is the timing of payment to the tour operator.
- ⇒ Tour Operators
 - ホテルやレストランなどの仕入れにおけるデポジット等の支払い問題
Problems with payment of deposits, etc., in purchasing for hotels, restaurants, etc.
 - スタッフの人員減少問題/ Staff attrition problem

⇒ 解決方法

- ⇒ Airlines
 - 各社の経営努力と各国のマーケット開放の努力
Management efforts of each company and efforts to open up markets in each country
- ⇒ Travel Agencies
 - 各社の人員の早期再編成
Early reorganization of personnel at each company
 - 人員減少回復問題と同じで各旅行会社の早期再編成
Early reorganization of each travel agency, as well as the issue of workforce recovery.
 - 旅行会社に理解して頂くしか解決できない。
The only way to solve this problem is to get the travel agencies to understand.
- ⇒ Tour Operators
 - 旅行会社の協力なしには難しい。
It is difficult without the cooperation of travel agencies.
 - 既存各社が協力し合い、合併や業務提携も視野に入れる。
The companies will cooperate with each other, and mergers and business alliances will be considered.

■アフターコロナ観光の形式 AFTER CORONA TOURISM FORMAT

● 受け入れ側 = 各国の政府観光局、ホテル、ツアーオペレーター / Accepting side = Government Tourism Offices, Hotels, Tour Operators of each country

⇒ 課題

- ⇒ HOTEL
 - 人員減少問題でのサービス低下
Concerns about service deterioration due to reduced staffing
- ⇒ RESTAURANT
 - 人員減少問題
Concerns about service deterioration due to reduced staffing
 - ツアーで使用できるレストランの減少
Decrease in the number of restaurants available for tours in Japan
- ⇒ Tour Operators
 - ホテルやレストランなどの仕入れにおけるデポジット等の支払い問題
Problems with payment of deposits, etc., in purchasing for hotels, restaurants, etc.
 - スタッフの人員減少問題 (ガイドを含む)
Declining staffing issues (including guides)

⇒ 解決方法

- ⇒ HOTEL
 - 再開後の積極的な再雇用
Active reemployment after reopening
- ⇒ RESTAURANT
 - 再開後の積極的な再雇用
Active reemployment after reopening
 - 各地のツアーオペレーター同士が協力し新規レストランを探索する
Tour operators in each region will collaborate with each other to explore new restaurants.
- ⇒ Tour Operators
 - 日本の在日ツアーオペレーターや日本の旅行会社の理解とお願い
Understanding and asking for help from tour operators in Japan and travel agencies in Japan
 - 再開後の積極的な再雇用とガイドの再教育
Active re-hiring and retraining of guides after reopening

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■アフターコロナ観光の形式 AFTER CORONA TOURISM FORMAT

● 顧客 / Customer

→ 課題

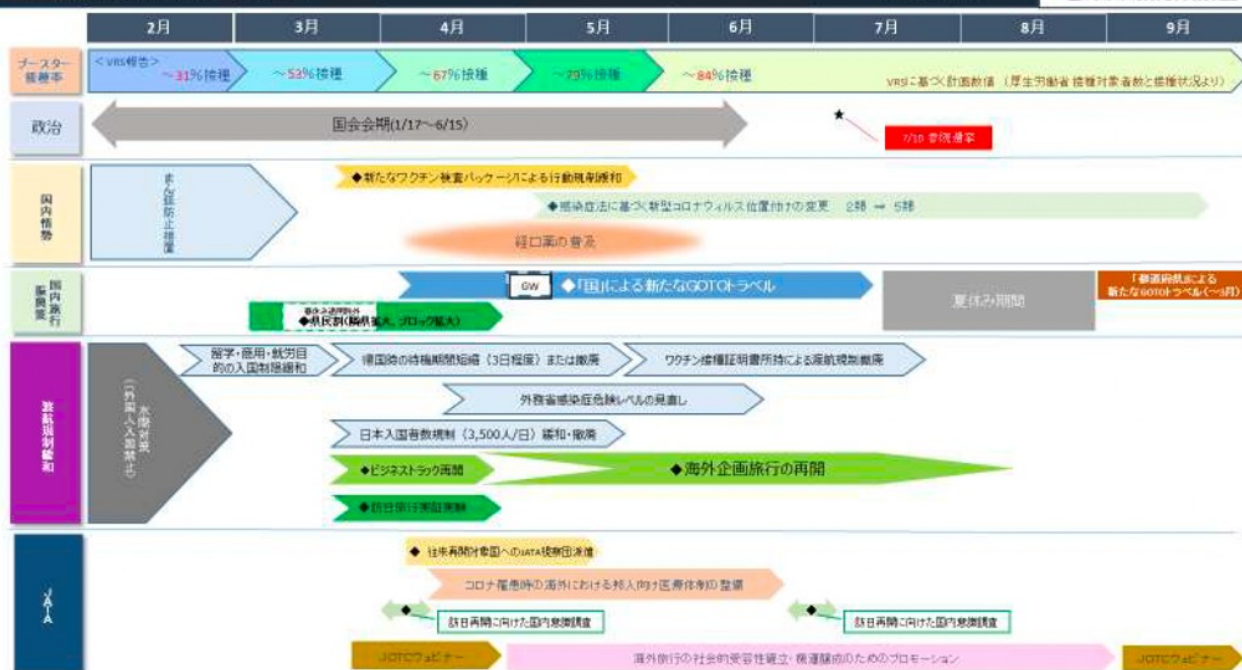
- > 帰国後の隔離/ Quarantine measures after return back to Japan
- > PCR検査の回数と代金（出発前と帰国後）
Number and cost of PCR tests (before departure and after return)
- > 海外旅行に対する周りの目（会社、近所、家族、親戚など）
Worry about what others think of your overseas travel (company, neighborhood, family, relatives, etc.)
- > 各国の受け入れ態勢の状況
Entry arrangements in each country (quarantine measures)
- > 日本版GO TO トラベルのようなキャンペーンの期待
Expectations for a campaign like the Japanese version of GO TO Travel

⇨ 解決方法

- > 水際対策の待機日数の緩和と早期撤廃
Changes and early elimination of regulations in Japan
- > 日本と各国との間で協定を結び、PCR検査の緩和や代金の無料化
Agreements between Japan and other countries to ease PCR testing and free payment
- > 日本国内での海外旅行に対する安心・安全キャンペーンの実施
Change the mood of people by actively implementing safety and security campaigns for overseas travel in Japan.
- > 入国条件やPCR検査等の緩和と各国での安心・安全キャンペーン
Changes in entry requirements, PCR testing, etc. and safety and security campaigns in various countries
- > 日本を含む2国間キャンペーン / Conducting mutual campaigns

国際交流再開へのロードマップ

As of 20220210



Mr. Ohata gave his perspectives and presented the challenges and the solutions required to the tourism industry after this pandemic. He emphasized the importance of the collaboration with ANTOR-JAPAN and OTOA, to make more discussions and exchanges to gather ideas to appeal the government.

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The next General Meeting will be announced within the following days.

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