Excellence in the Field Awards

Promotion Category
- Okinawa Prefecture Tourism study materials
- Driving experience tour for the visually impaired --A first in the world!--

Tourism Business Category
- Japan Airlines Co., Ltd.
- Okinawa Convention & Visitors Bureau
- Club Tourism International Inc.

Regional Management Category
- Tsuruga Holdings
- Taiwan Visitors Association
- Tourism New Zealand

Field of Domestic and Inbound Travel / Tourism Business Category
- JTB Corporate Sales Inc.
- NIPPON TRAVEL AGENCY CO., LTD.
- KNT-CT Holdings Co.,Ltd.

Field of Outbound Travel / Tourism Business Category
- San’in and Sanyo Region Floral Route Tour Council
- JTB Publishing, Inc.
- Maniwa Tourism Federation

Field of Domestic and Inbound Travel / Promotion Category
- NPO Kamioka Community-Building Network
- NAGANO-NIIGATA SNOW RESORT ALLIANCE
- NIIGATA SOH ODORI

Regional Management Category
- HINOMARU Jidousha Kogyo Corporation
- NIIGATA SOH ODORI
- NIPPON TRAVEL AGENCY CO., LTD.

Tourism EXPO Japan 2016 Special Prize
- Railway mountain biking (Gattan Go!!)
- The JTB Multicultural Communication Business Award, symbolizing the JTB Multicultural Communication Business
- Initiatives to boost interaction between Japan and Taiwan with "railways" as a key theme

Category Awards (Field of Domestic and Inbound Travel)

Field of Domestic and Inbound Travel / Regional Management Category
- The Nihonbashi Information Center: bolstering inbound tourism capacity and revitalizing the community
- Railway mountain biking (Gattan Go!!)

Field of Domestic and Inbound Travel / Tourism Business Category
- Initiatives to boost international exposure by way of Japan Week9 initiative
- Initiatives of children-only nature experience tours via the Tom Sawyer Club
- The promotion of regional tourism in Japan via JAPANiCAN.com, a booking site specializing in accommodation and tours for visitors from abroad

Field of Domestic and Inbound Travel / Promotion Category
- Initiatives to boost interaction between Japan and Taiwan with "railways" as a key theme
- Railway mountain biking (Gattan Go!!)
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Application Guidelines for the 3rd “JAPAN TOURISM AWARDS” in 2017

Purpose

Japan has made Tourism part of its growth strategy, and hopes for increased exchanges between Japanese people and foreigners. The tourism industry plays a major role in Japan’s economic growth, involving a broad range of industries in revitalizing tourism in the areas of Japanese domestic tourism, outbound Japanese tourism to other countries, and inbound foreign tourists visiting Japan. These awards recognize those who contribute to the development and expansion of the tourism industry, adding synergistic effects to the “JATA Tourism EXPO Japan,” while also giving recognition to exceptionally sustainable initiatives by associations, organizations, and companies in Japan and overseas. These awards utilize this event as an opportunity to pursue the goal of spreading the word and educating others about the efforts to make “Tourist Destination: Japan” a reality both domestically and internationally.

The theme for 2017 is “Actualization of social development through sustainable tourism.” Specifically, for the domestic and inbound business, we will be focusing on the “stimulation of society through regional tourism which includes Destination Management Organization (DMO),” and similarly for the outbound industry, we will give weight to “new demand creation and promotional activities.”

Applications

Fields and Categories for Applications

The JAPAN TOURISM AWARDS accept applications under two categories, “Domestic and Inbound Travel” and “Outbound Travel,” as well as for the UNWTO award.

Field of Domestic and Inbound Travel

- Business Category
- Regional Category
- Media Category

Field of Outbound Travel

- Business Category
- Regional Category
- Media Category

* Please check the JATA Tourism EXPO Japan official website for information about “the UNWTO Award”.

[Description of Categories]

- Business Category (Field of Domestic and Inbound Travel / Field of Outbound Travel)
  Recognizes efforts that have expanded the number of people who travel domestically and internationally, and efforts that have contributed greatly to added value in the tourism industry.
  * Feasible efforts that have been under way for at least one year.

Examples:
- Series type travel communities, destination campaigns, community-based tourism projects, industry tourism, eco-tourism, service utilizing Information and Communication Technology, expansion of accommodation that captures local charm, event creations, local tourism/innovation tourism, shopping, disaster recovery programs, tourism human resources development, universal tourism, sports tourism, etc.

- Regional Category (Field of Domestic and Inbound Travel / Field of Outbound Travel)
  Recognizes efforts of national and regional tourism-related organizations that come together to develop attractive tourist destinations, or that work towards comprehensive revitalization of communities using national and regional tourism resources.

Examples:
- Development of regional tourist destinations by local communities such as Destination Marketing Organizations (DMOs), sales promotion through regional uniqueness, efforts to enhance reciprocal exchange, demand creation through new marketing techniques, plans for increasing tourists coming to Japan from overseas, tourism human resources development, utilizing visual contents of poster or video, plans for disaster recovery programs, universal design, etc.

- Media Category (Field of Domestic and Inbound Travel / Field of Outbound Travel)
  Recognizes efforts in advertising mediums and promotional activities that have contributed greatly to boosting and promoting demand for travel to Japan and internationally, and have increased the value of local areas.

Examples:
- Tourism TV programs, walk-and-eat TV programs, guide book series, movies, animations, novels, comic books, articles, videos (including YouTube), serial dramas, NHK taiga drama series, photographs, posters, etc.

Application Eligibility

- Business Category
  Investing in initiatives for tourism growth and successful companies, groups, individuals, travel agencies and transportation/traffic, lodging, distribution, food, information and communication technology, farmer and fisher, souvenir sales and various industries, etc.

- Regional Category
  Municipalities, tourism associations, incorporated nonprofit organizations, destination management organization, or organizations/bodies that have a track record in expanding the reciprocal exchange for domestic/inbound and outbound industries either through the promotion or dissemination of regional-based contents, etc.

* Government/Embassies, states and tourist bureaus are eligible in Field of Outbound Travel.

- Media Category
  Enterprises, bodies and individuals that contribute to the expansion of tourism through the media they control such as publications, broadcasts, newspapers, images, and production, etc.

* For applications in all fields:
  - The number of years efforts have been under way, and possession of/ftype of corporate status are not considered.
  - Joint efforts by multiple associations or organizations are also eligible.
  - Efforts that have received rewards given out by other tourism-related associations, etc., are also eligible.
  - Applications based on progress made since applications submitted last year are also accepted.

Application Deadline

June 9, 2017 (Friday) by 11:59 pm

* Please check the JATA Tourism EXPO Japan official website for more information about each of the judging criteria.

Tourism EXPO Japan Official Website


Awards (PLanned)

- 1. Grand Prize
  ……1 selected from among all of the categories

- 2. Excellence in the Filed Awards
  ……1 or 2 selected from each field

- 3. Category Awards
  ……Generally between 1 and 5 selected from each category

- 4. UNWTO Award ……1

* Selections are made for Grand Prize and Excellence in the Filed Awards from among the category award winners in both Field of Domestic and Inbound Travel, and Field of Outbound Travel. Award winners are given both an award certificate and an additional prize.

* Recommendations for Grand Prize, Excellence in the Filed Awards, and UNWTO Award for award-winning efforts are sent to the UNWTO Awards Office. (The application deadline is September 30, 2017 and the awards ceremony will be held in Madrid in January 2018)

Announcement of Results

Award winners will be contacted by our office. We also plan to make the selection results widely available to the public.

Contact (Inquiries desk)

Japan Tourism Award Application Office

TEL : +81-3-5246-7221  E-mail: info@ta.event-infodesk.com  Business hours/Weekdays 10 am to 6 pm