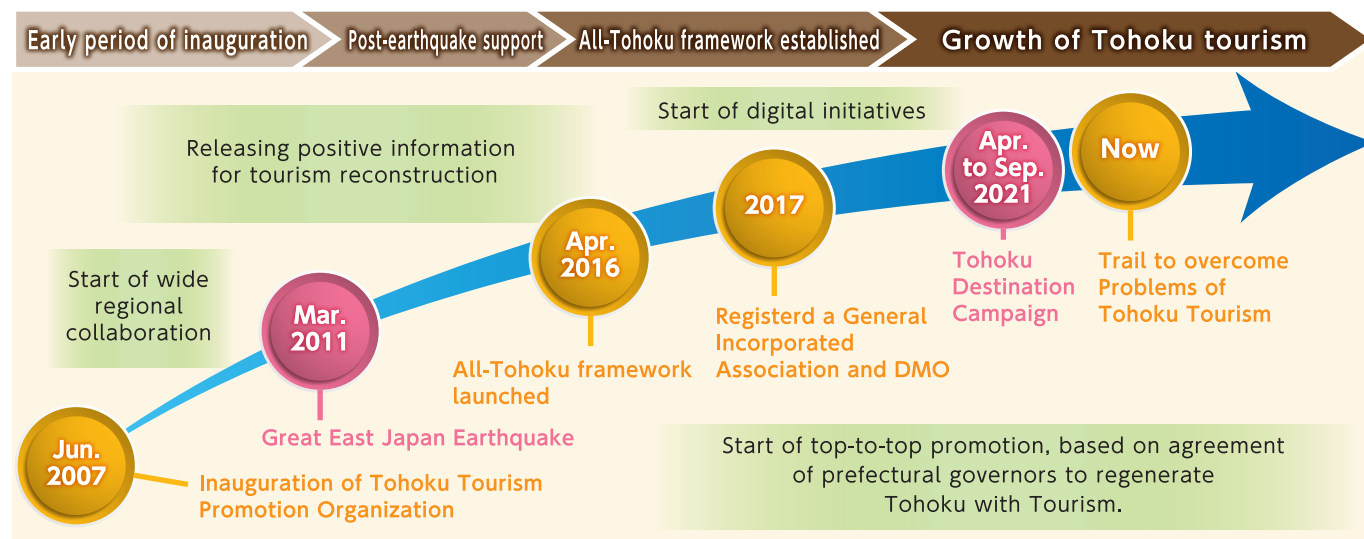


# TOHOKU TOURISM PROMOTION ORGANIZATION

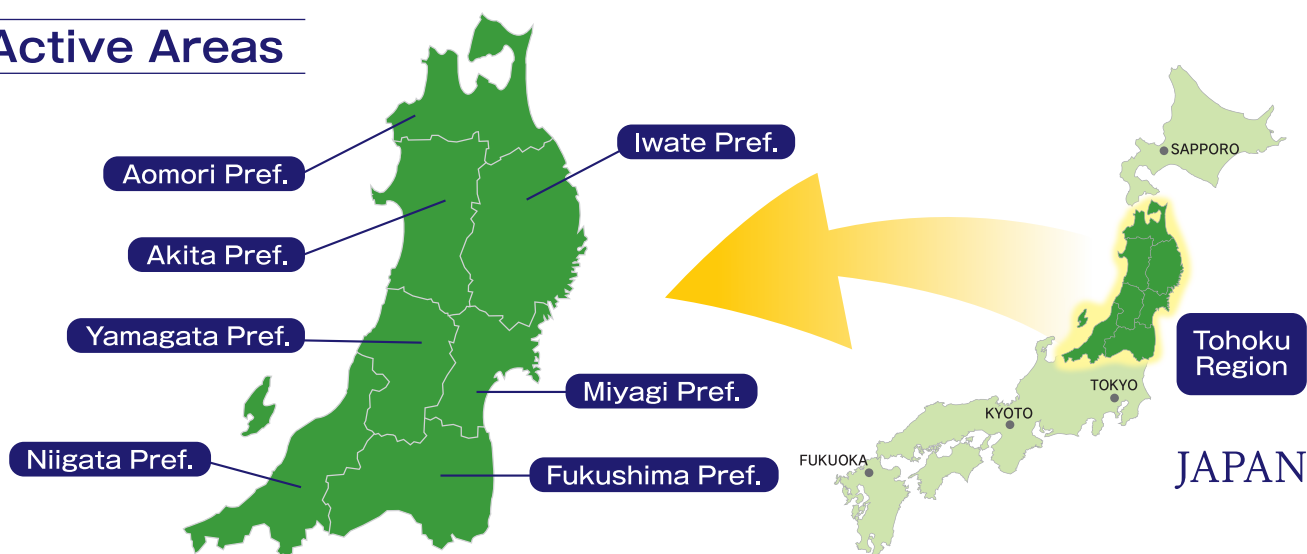


## About Us,

The Tohoku Tourism Promotion Organization was founded in June 2007, gathering the power of the public and private sectors. Its aim is to increase awareness of Tohoku tourism and attract Japanese and overseas tourists to Tohoku, in addition to reviving tourism industries and contributing to the development of the Tohoku economy. After the Great East Japan Earthquake in 2011, we have been making efforts to recover from the disaster through the power of tourism with All-Tohoku, while strengthening our ties with Japan National Tourism Organization and the Tohoku District Transport Bureau. We will continue to work together with various stakeholders in and outside of Tohoku to promote the sustainable development of Tohoku.



## Active Areas



## TOHOKU TOURISM PROMOTION ORGANIZATION

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## **“Creation of a new Tohoku tourism” through wide-regional collaboration**

**Shigeru MATSUKI**, Chairman  
Tohoku Tourism Promotion Organization

Japan's tourism industry has changed dramatically over the past decade. Amid concerns about the stagnation of domestic tourists due to a declining domestic population, the number of foreign tourists visiting Japan reached a record high of 31.88 million in 2019.

Meanwhile, Tohoku tourism has also faced a major crisis and turning point over the past decade: the 2011 Great East-Japan Earthquake caused extensive damage, and the persisting harmful rumors have had a significant impact on Tohoku tourism. After that, in 2015, the total number of foreign visitors' overnight stay in Tohoku exceeded the number before the disaster, and in 2019, the government target of 1.5 million overnight stays was achieved one year ahead of schedule, aiming for further growth.

However, with the start of 2020, domestic and international tourism demand fell significantly due to the rapid global spread of COVID-19. Tourism is a broad-based industry that is a pillar of the regional economy. Now that the COVID-19 crisis is having a major impact on the entire region, it is necessary for the entire Tohoku region to work together in a wide-regional collaboration, transcending the boundaries of various industries. Tohoku Tourism Promotion Organization, as a Destination Marketing/Management Organization, will promote all-Tohoku initiatives.

We will implement steady efforts to quickly restore the exhausted Tohoku tourism as a top priority, and also promote Digital Transformation in response to rapid social changes surrounding tourism, and create a "new travel style" for Tohoku taking the new tourism demand under the COVID-19 into consideration.

I believe that the rich nature and spiritual culture of Tohoku can be even more attractive in the age of COVID-19. I believe that once you visit Tohoku and experience the beautiful seasonal changes that are the archetypal landscapes of Japan, as well as the traditional culture, food, and sake that are "Tohoku-ness" and "Tohoku uniqueness," you will want to visit again.

I want people all over the world to know the goodness of Tohoku. I want people from all over the world to travel to Tohoku. In order to realize such an aspiration, we will work together with the people of Tohoku and everyone who supports Tohoku to promote Tohoku tourism.

Thank you for your support and cooperation.