

# TOHOKU TOURISM PROMOTION ORGANIZATION



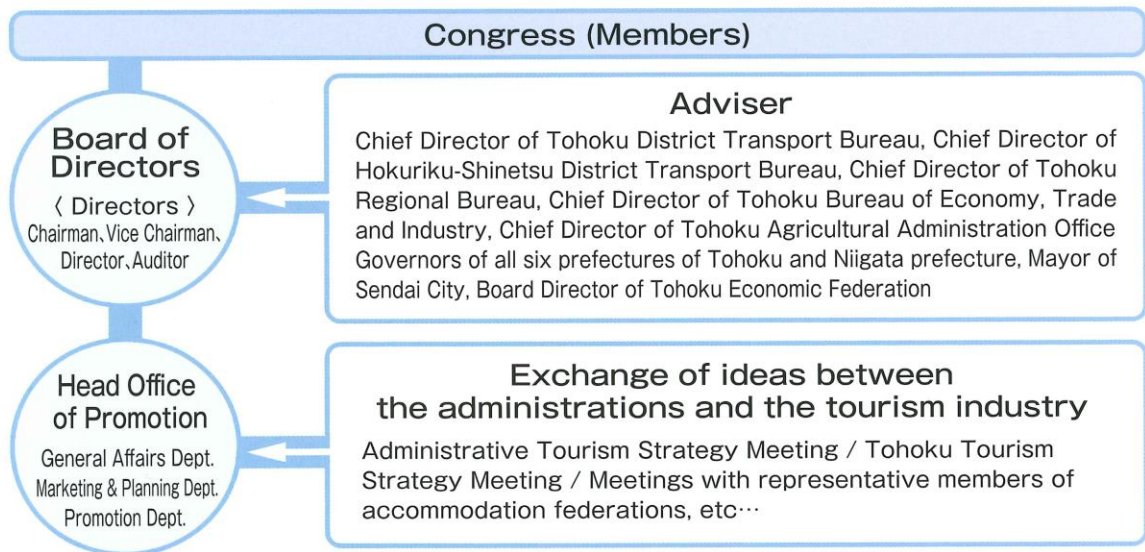
Treasureland  
**TOHOKU**  
**JAPAN** 日本東北

# Energizing Tohoku with Tourism

## About TOHOKU TOURISM PROMOTION ORGANIZATION

Tohoku Tourism Promotion Organization was founded in June, 2007 with the united efforts of public and private sectors through integrating Tohoku Wide-Area Tourism Promotion Council and Tohoku Six-Prefecture Tourism Promotion Council after being approved at the “Hokuto (Hokkaido & Tohoku) Top Seminar”, a future-strategy meeting for Hokkaido and the Tohoku region. As well as promoting tourism for the Tohoku region, we have been expanding various businesses in order to attract both domestic and foreign tourists to the Tohoku region, promote tourism industries and contribute to the development of Tohoku’s economy.

### Organizational Structure



### Active Areas

Tohoku Region Japan





## **Creating new forms of tourism in Tohoku through wide-area cooperation**

TOHOKU TOURISM PROMOTION  
ORGANIZATION

Shigeru MATSUKI, Chairman

The Japanese tourism industry has changed drastically over the past ten years. Despite many concerns of decreasing numbers of domestic tourists due to the decreasing population, Japan received a record-breaking number of 31,192,000 foreign tourists in 2018.

On the other hand, the tourism industry in the Tohoku region faced a major crisis and entered into a transitional stage over the past ten years. The 2011 Tohoku Earthquake and Tsunami caused massive devastation in the Tohoku region, and the entire tourism industry has been damaged by rumours. Although the number of foreign tourists to the Tohoku region exceeded the pre-disaster number in 2015, the Tohoku region only received 1.9% of the entire number of foreign tourists in 2018. However, this also means that we have a lot of room for growth.

The content of tourist demand has gradually transitioned from “commodities” to “concrete experiences”. If people visit the Tohoku region and experience all things that are unique to the region, such as traditions, cultures, food, and liquors, we believe that they will want to come back for more. Tourism is an industry that has the potential to keep growing and help stimulate local economies. It is very important for all industries in the Tohoku region to cooperate to achieve this.

Tohoku Tourism Promotion Organization became a general incorporated association in April, 2017, and registered as a regionally collaborative Destination Management Organization in November of the same year. We would like to let people all over the world know how amazing the Tohoku region is. Furthermore, we also would like to attract more tourists to this wonderful region. For this purpose, we will continue to strive to promote tourism for the Tohoku region in cooperation with people who live in the Tohoku region as well as people who support the Tohoku region.

We would be pleased if you give us your continued support and cooperation.

## **TOHOKU TOURISM PROMOTION ORGANIZATION**

Senken bldg.8F 2-2-13 Ichibancho Aoba-ku, Sendai, Miyagi 980-0811 Japan

Phone +81-22-721-1291 Fax +81-22-721-1293

E-mail:info-ttpo@tohokutourism.jp

Official Website <http://www.tohokukanko.jp/>