

# TOHOKU TOURISM PROMOTION ORGANIZATION



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**JAPAN** 日本東北

## TOHOKU TOURISM PROMOTION ORGANIZATION

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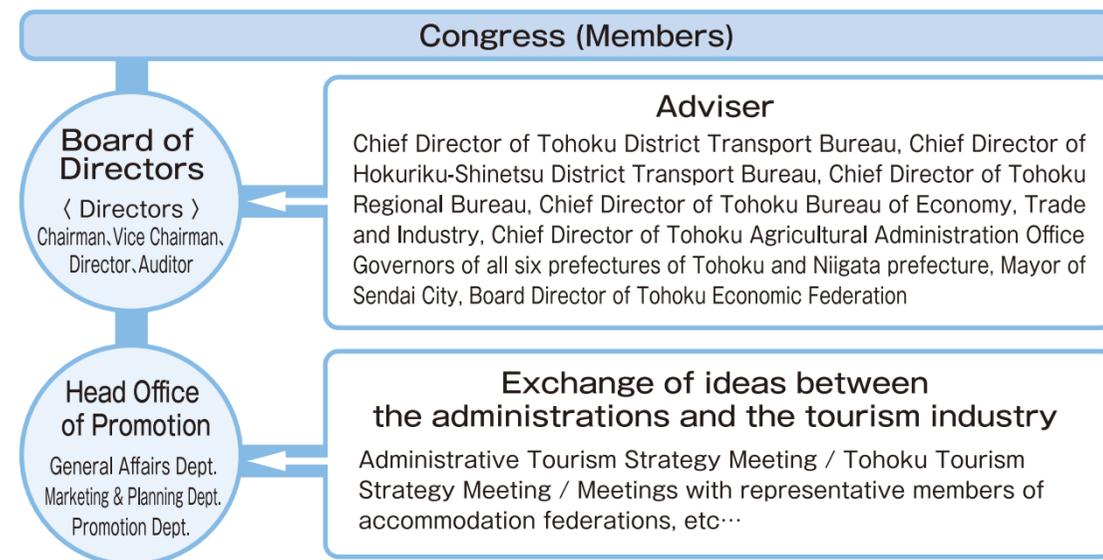
Official Website <http://www.tohokukanko.jp/>

# Energizing Tohoku with Tourism

## About TOHOKU TOURISM PROMOTION ORGANIZATION

Tohoku Tourism Promotion Organization was founded in June, 2007 with the united efforts of government and citizens 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 Tohoku. As well as promoting tourism for Tohoku, we have been expanding various businesses in order to attract both domestic and foreign tourists to Tohoku, 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  
Masaki OGATA, 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 28,690,000 foreign tourists in 2017.

On the other hand, the tourism industry in Tohoku 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 1.6% of the entire number of foreign tourists in 2017. 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 Tohoku and experience all things that are unique to this 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 entire region of Tohoku 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 will continue to strive to promote tourism for the Tohoku region in cooperation with people who live in Tohoku as well as people who support Tohoku, in order to further promote the inbound tourism businesses, let the world see how amazing Tohoku is, and attract more tourists to this area.

Thank you for your continued support and cooperation.