

Japan National Tourism Organization

Press Release

Japan National Tourism Organization at the MATTA FAIR March 2018

Japan National Tourism Organization(JNTO) is pleased to inform that we are participating in the MATTA Fair March 2018 at PWTC, from 16 – 18 March 2018.

★ MATTA Fair March 2018 Theme: Beautiful Japan

There are four seasons in Japan; “春夏秋冬” (shunkashūtō) means “spring, summer, fall, winter.” March to May is Spring “春” (haru), June to August is Summer “夏” (natsu), September to November is autumn “秋” (aki), December to February is Winter “冬” (fuyu). Each season has very different attractions and destinations which may attract many visitors to go to Japan.

When a person thinks of spring, immediately they think of the cherry blossom (sakura) in Japan. If you are into the beauty of nature, then a Japanese spring is going to make ecstatic. Every year, the first cherry blossoms appear in Okinawa, the southern part of Japan, and then move northwards to Hokkaido by early May.

This year, Japan is being selected as Asia’s favourite destination partner of MATTA Fair March 2018. JNTO will be bringing an early first bloom to MATTA Fair with the Okinawa bloom. Besides the spring season, summer is also a good season to be visit Japan.



As reported, the number of Malaysians to Japan in 2017 is approximately around 439,500 visitors as compared to the 2016 with an increase of 11.5%. JNTO also mentioned that, by the year of 2020, Inbound tourism of Japan aims to achieve that 40million of foreigners Japan and consumptions of 8 trillion yen and in the year of 2030 both will aim to achieve to 60 million and 15 trillion yen. Therefore, JNTO will continuously promoting in Malaysia that is one of the most important market to Japan.

Following to MATTA September, JNTO is bringing the beautiful Japan to life with a particularly aesthetic and stunningly decorative object that best represent for traditional Japanese culture, the “Wagasa” – the Japanese

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umbrella. Wagasa is made out of bamboo and washi paper – the equally famous Japanese paper. We decorate our booth with “Wagasa” in traditional fashion to create the most beautiful effect and provide a certain magic which evokes the motivation to visit Japan. Also to express the feeling of spring and cherry blossom viewing (hanami), we use cherry blossom trees (sakura) as our booth decoration.

JNTO have especially lined-up various activities for visitors with a 3-day showcase at MATTA Fair March 2018 that are determined to immerse visitors with the performance, culture, and traditions unique to Japan.

Activities range from the traditional to the contemporary, popular games in Japan like, playing “Kendama”, typical Japanese culture games. Yukata photo session is very popular among Malaysians and they can experience as if they are in Japan with a beautiful scenery backdrop. Japanese Paper sumo wrestling will be planned as we want visitors to experience sumo feeling. Savour the taste of delicious festival foods like Sushi or Wagashi (Japanese sweets) Malaysian would love to taste.

JNTO provides tourist information throughout Japan and invites representatives from the north to south of Japan; the north island of Hokkaido and the southern island of Okinawa, will be showcasing their latest attractions and render travel information and tips to the visitors.

MATTA Fair in Kuala Lumpur is the biggest travel fair event that JNTO participates. Varieties of booths are waiting for you to find out more attraction of Japan in this MATTA Fair March 2018!

★List of Japan exhibitors includes: prefectural offices, government and private organizations

JAPAN Exhibitors

1. Kyushu Tourism Promotion Organization (Local government)
2. Okayama City (Local government)
3. Tokyu Hotels (Accommodation)
4. Visondata (M) Sdn. Bhd. (Wi-Fi)
5. GIFU / JR Central (Local government / Transportation)
6. Nagano Prefecture (Local government)
7. Hankyu Hanshin Hotels Co., Ltd. (Accommodation)
8. AEON HOKKAIDO Co.,Ltd. (Retail)
9. Don Quijote Co., Ltd. (Retail)
10. Slow Life Hokkaido (Magazine)

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11. HOKURIKU SHINKANSEN (Transportation)
12. EAST JAPAN RAILWAY COMPANY (Transportation)
13. JR-EAST HOTELS & GALA YUZAWA (Accommodation)
14. Kyoto Kimono Rental Yumeyakata (Kimono rental)
15. Okinawa Convention & Visitors Bureau (Local government)
16. Keisei Electric Railway Co., Ltd. (Transportation)
17. Chiba Prefecture (Local government)
18. PRINCE HOTELS, INC. (Accommodation)
19. KADOKAWA GEMPAK STARZ (Magazine)
20. WEST JAPAN RAILWAY COMPANY (Transportation)
21. Kyoto Kimono Rental HANAKANZASHI (Kimono rental)
22. WAKAYAMA CITY TOURIST ASSOCIATION (Local government)
23. ItoYokado Co., Ltd. (Retail)

*Some of exhibitors will be doing PR session on stage: may win a gift from them and don't miss it.

Also, a mystery gift will be given to visitors who take part in our questionnaire survey & click "like" on our Facebook Page.

So, come and visit our booth to find out more about beautiful Japan! Endless discovery awaits you!
(PWTC Hall 1) Booth No.: 1161-1184

★Gift Redemption

Show the original copy of the booking receipt to redeem your gift, while stocks last. (T&C apply)



Or



In addition to the choice of gift above, visitors may also stand a chance to bring home an additional wonderful gift at the "Draw & Win" lucky draw during redemption.

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★Activity Planning to Japan Pavilion

❖ Activities

JNTO have planning to do a Japanese Traditional & Experience activity in Japan Pavilion such as **Kendama**, the popular hand-held game in Japan and the **Kamizumo** which is known as Japanese paper sumo wrestling. Besides, we are also planned to have collaboration with ABC Cooking Studio for **Sushi demonstration & tasting**. There will be also **Yukata** the Japanese garment, a casual summer kimono usually made of cotton or synthetic fabric, and unlined.



To find out more, kindly visit Japan National Tourism Organization's Malaysia Website: www.jnto.org.my
Please like our Facebook Page (Visit My Japan)

Also we will be holding FIT seminar for consumers during MATTA Fair March 2018. For more information is as follows;

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