

Immediate Press Release

17 March 2017

Official Opening of Japan National Tourism Organization (JNTO) Kuala Lumpur Office

The Japan National Tourism Organization (JNTO) is pleased to announce that the number of overseas travelers visiting Japan had reached a historical high of more than 24 million in 2016. As such, JNTO will be expanding its operations to include the Japan National Tourism Organization (JNTO) Kuala Lumpur Office in order to intensify overseas promotional initiatives for inbound visits to Japan and work towards achievement of the Japanese Government's objective of 40 million annual overseas visitors by 2020.



The Kuala Lumpur Office was established by JNTO on March 8, 2017, becoming our 17th overseas office location, to further enhance promotional initiatives for inbound visits to Japan in Malaysia.

The highest number of visitors to Japan from Malaysia on record of 394,200 was recorded in 2016 (29.1% increase from the previous year.) In recent years, to complement growing numbers of visitors drawn to particular regions, etc., with increases in LCC services, we will also actively disseminate information to ensure that Muslim visitors, who constitute around 60% of the Malaysian population, will be able to visit Japan in comfort. These information will include resources with regards to issues like food and prayer facilities.

President of JNTO, Mr. Ryoichi Matsuyama, commented, as the president of JNTO, I would like to offer my sincere thanks for the earnest support and cooperative effort to those who have contributed to the establishment. Japan and Malaysia have a long history of friendship and strong ties. The mutual exchanges between our countries stretch out to the field of economy and culture. Also 2017 coincides the 60th Anniversary of the Establishment of Malaysia-Japan Diplomatic Relations. We are honoured to establish our Kuala Lumpur Office in this celebratory year.

I hope the JNTO Kuala Lumpur Office contributes to the mutual tourism exchange between Japan and Malaysia through promotional activities. Japan has many charms to offer for visitors and we are certain that our various contents would make Japan a desirable tourist destination for the people of Malaysia. We heartily look forward to welcoming many more visitors from Malaysia to Japan.

Main activities of the Japan National Tourism Organization (JNTO) Kuala Lumpur Office

Participation in travel fairs

The office will take part in travel fairs such as “Matta Fair Kuala Lumpur”, “MITM Penang”, and “Matta Johor”, to implement PR activities for Japan aimed at general consumers. In addition, we will hold Japan-specific events for the promotion of inbound visits to Japan.

Holding of seminars, trade fairs

We will hold trade fairs to facilitate creation of travel agency services for inbound visits to Japan in Kuala Lumpur, Penang, and Kota Kinabalu.

Invitations to Japan/support for facilities tours for travel agents and media

We will implement PR activities to promote creation of travel services for inbound visits to Japan by inviting travel agents and members of the media to Japan, and offering support for facilities tours. We will also conduct PR activities on the attractions of Japan as a sightseeing destination.

Information provision

We will operate an official website and official Facebook page. In addition, we will distribute Japan sightseeing pamphlets in office visitor spaces.

JNTO Kuala Lumpur Office

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