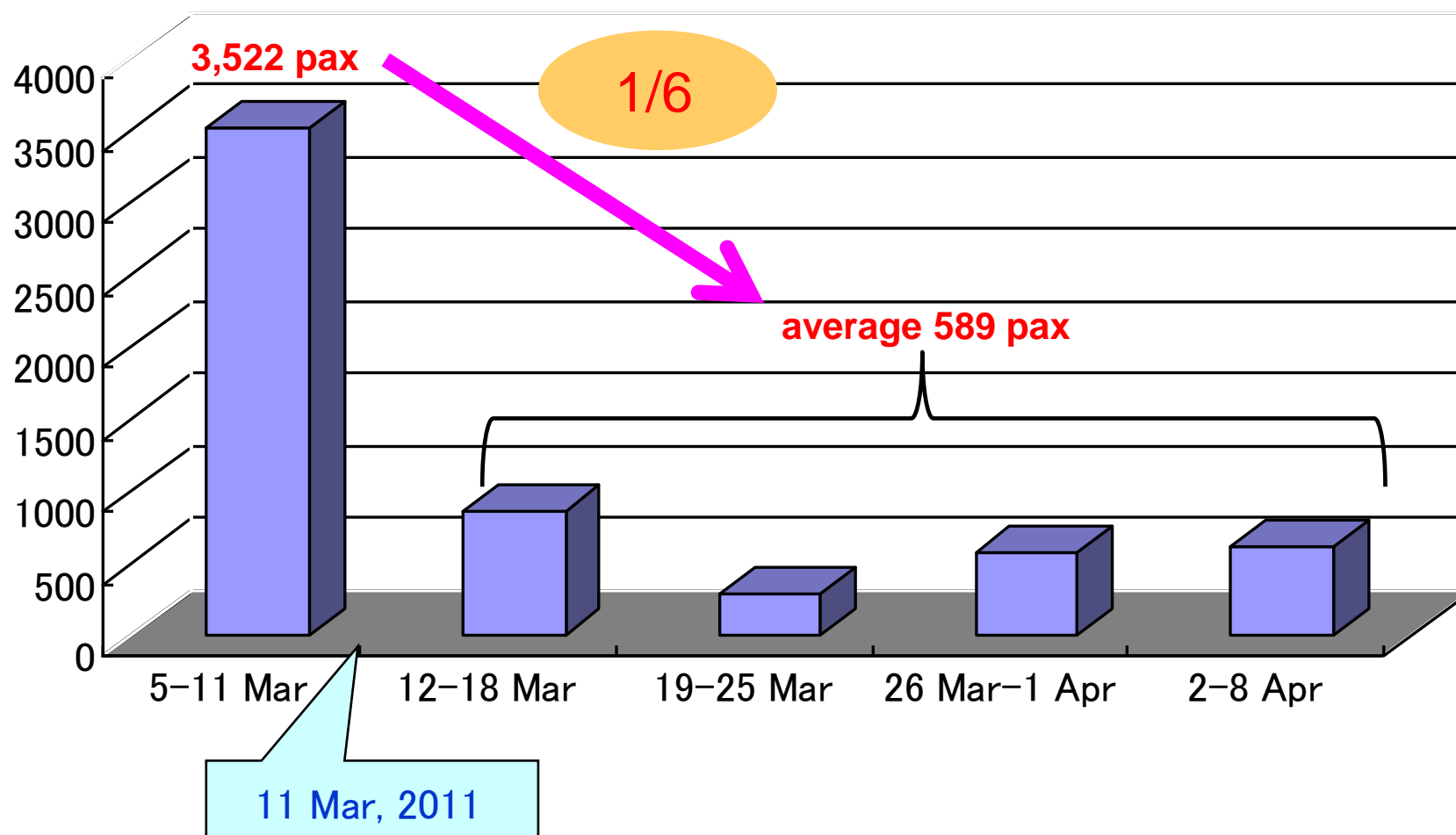


Impact on Japan bound tourism

Numbers of Singaporean visitors by week in March



Our activities in April

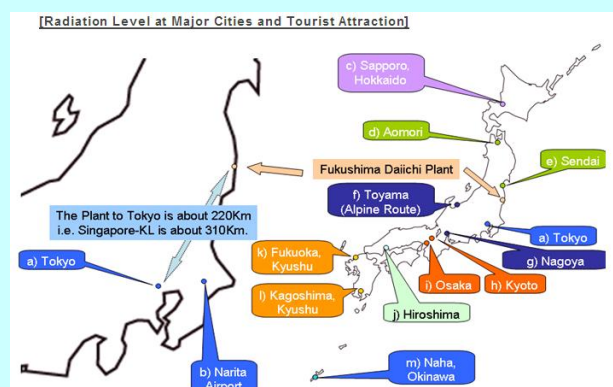
Suspended promotional activities temporarily

<1> Accurate info-service through JNTO local and global website

- accurate and latest information on radiation level, transportation, tourist attractions and Blackout in Tokyo area etc...

http://www.jnto.go.jp/eq/eng/01_information.htm

http://www.jnto.org.sg/japan_travel_update_2011eq.html



	Radiation Level 17:00, 10 May (micro sievert per hour)	Radiation Level 17:00, 9 May (micro sievert per hour)	Usual Value Band (micro sievert per hour)	Distance from Fukushima Daiichi Plant
Singapore*1	0.09(9 May)	-	-	5,500Km
a) Tokyo	0.067	0.065	0.028-0.079	220Km
b) Narita Airport*2	0.105(10 May)	-	-	190Km
c) Sapporo, Hokkaido	0.029	0.028	0.02-0.105	630Km
d) Aomori	0.027	0.027	0.017-0.102	380Km
e) Sendai	0.073	0.074	0.0176-0.0513	100Km
f) Toyama (Alpine Route)	0.053	0.049	0.029-0.147	350Km
g) Nagoya	0.044	0.040	0.035-0.074	450Km
h) Kyoto	0.038	0.037	0.033-0.087	540Km
i) Osaka	0.043	0.042	0.042-0.061	580Km
j) Hiroshima	0.050	0.046	0.035-0.069	840Km
k) Fukuoka (Kyushu)	0.036	0.036	0.034-0.079	1,052Km
l) Kagoshima (Kyushu)	0.034	0.034	0.0306-0.0943	1,160Km
m) Naha, Okinawa	0.020	0.020	0.0133-0.0575	1,770Km

Source: *1 <http://app2.nea.gov.sg/index.aspx> *2 http://www.mlit.go.jp/tokoku/fujapan_en/airport_sohutei.html
http://www.mext.go.jp/english/radioactivity_level/detail/1304080.htm

Radiation level (micro sievert per hour)

Singapore* 0.09
Tokyo+ 0.067
Sapporo+ 0.029

* The radiation level on 6 May 2011
+ The radiation level at 17:00 on 10 May 2011

<2> Weekly Seminar for Travel agents (from 19 April to 16 May)

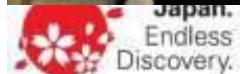
- Presentation by Visit Japan Ambassadors
Mr. Ven Nishimura, Managing Director of Prime Travel & Tour
Mr. George Lim, Publisher of Go Japan Magazine, Ishikawa Communications
- Report on current situation in Japan by land operators from Japan
- Presentation by Representative from local authorities in Japan
>bring awareness to new destinations such as Kyushu and western Honshu

Positive Signs

The First Tour Group to Japan from Singapore,
29 Apr- 3 May by Prime Travel/Follow Me Japan



Departure, 29 April



Arrival, 3 May



Visit Japan 2010 added 8 new photos to the album Tokyo, Here we come! The first group tour to Japan from Singapore.



Tokyo, Here we come! The first group tour to Japan from Singapore

6 minutes ago · Unlike · Comment · Share

You and 1,035 others like this.

View all 75 comments

1,131 "Like!" 84 Comments

Eunice Gan Lyn Yee Oh gosh... Should not have cancelled my Japan trip at all... Argh... =(
Monday at 13:21 · Like · 3 people

Chie Chia Welcome to Japan! Hoping more ppl visit & I'll go back to Japan with family in this month too. No problem.
Monday at 22:40 · Like · 1 person

Positive Signs

Exposure of Japan bound tour in newspapers



『Today』 5May2011

Singapore travelers are slowly but surely returning to one of their favorite vacation spots

Things are definitely the same as before.



『聯合早報』 5May2011

Revival Plan for Japan bound tourism (May-July)

Target : Restore confidence for travel to Japan

Activities:

1) Media Trips (May-July)

- Media trips to Japan to report on their travelling experiences

2) VIP Trip (June)

- Influential Singaporean trip to Japan

3) Students Trip to Tohoku (July-August)

- About 100 Students' from Singapore and other ASEAN countries trip to Tohoku for exchange with Japanese students in Tohoku

4) Facebook contest about (June)

- Open contest and report through JNTO facebook site, one of the most popular page in Singapore
- Using SNS power to encourage potential visitors to Japan