MICE - A New Paradigm for Tourism

8th UNWTO Asia/Pacific Executive Training Program on Tourism Policy and Strategy
Bali, 28 April to 1 May 2014.
Japan

Safety

Total amount of cash returned to lost and found desks in Tokyo (2011): US$ 28 million (JPY 2,851,564,983)

Source: Metropolitan Police Department
Calculated at $= \text{\textdollar}102

Reliability

Average delay of Bullet Train (2011): 36 Seconds

Tokaido Bullet Train
Japan

Urban Cities
©Yasufumi Nishi/©JNTO

Tropical Resort
©Shikinejima Tourist Office/©JNTO

Ski Resort
©JTA/©JNTO

Rural Villages
©Okayama-ken Kanko Renmei/©JNTO
Air Accessibility

Distance –
Japan is the central access point in the Asia-Pacific when delegates are coming from across the globe

From London to:
Tokyo: 12 hours
Hong Kong: 12 hours
Singapore: 13 hours
Sydney: 21 hours

From New York to:
Tokyo: 14 hours
Hong Kong: 16 hours
Singapore: 18 hours
Sydney: 22 hours

Convenient domestic transport –
Well organized, comfortable and punctual
Accommodations and MICE venues

Japanese Inn

Tokyo City View
Cultural Programs in Japan

Art Crafts

Geisha

Tea Ceremony
## Current State of MICE

**International Congress and Convention Association (ICCA)**

Worldwide Rankings for International Meetings (2012)

<table>
<thead>
<tr>
<th></th>
<th>Country</th>
<th># of Mtgs.</th>
<th></th>
<th>Country</th>
<th># of Mtgs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>USA</td>
<td>833</td>
<td>6</td>
<td>Italy</td>
<td>390</td>
</tr>
<tr>
<td>2</td>
<td>Germany</td>
<td>649</td>
<td>7</td>
<td>Brazil</td>
<td>360</td>
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<tr>
<td>3</td>
<td>Spain</td>
<td>550</td>
<td>8</td>
<td>Japan</td>
<td>341</td>
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<tr>
<td>4</td>
<td>UK</td>
<td>477</td>
<td>9</td>
<td>Netherlands</td>
<td>315</td>
</tr>
<tr>
<td>5</td>
<td>France</td>
<td>469</td>
<td>10</td>
<td>China-P.R.</td>
<td>311</td>
</tr>
</tbody>
</table>

Source: ICCA
Positive Factors

Japan is a Global Center of Academics, Research, and Industry

A Proven Track Record of Meetings & Events Experience

Fusion of Tradition and Innovation
Supporting agencies of MICE

Japan Tourism Agency

JNTO

HQ: Japan Convention Bureau

NYC/LON/SEL Office

Convention Manager

Other Overseas Offices
Shanghai, Beijing, Hong Kong, Bangkok, Singapore, Jakarta, Sydney, Los Angeles, Toronto, Frankfurt, Paris

Japanese Congress Organizer
Professor, Japanese scientific society

International Convention City

Convention Bureau

International Association Database
ICCA: International Congress and Convention Association
UIA: The Union of International Associations

International Organization

Meeting Planner/Convention Organizer (PCO・AMC)

Information gathering

Information Provision
Supporting Organizers

Ask for Proposal & Quotation

Convention Center/Hotel/Professional Congress Organizer (PCO)

Supporting Organizers

Supporting Organizers

Supporting Organizers

Supporting Organizers

Supporting Organizers
JNTO Support

- Consulting
- Bid Assistance
- Boosting Promotion
- Seminar

Meet Japan

Incentive ShowCase
Challenges

- Expensive Destination Images
- International Competitions

Transition of the share of Japan in Asia Pacific Region (1991～2011)

Global prices for a Big Mac in January 2014, by country (in U.S. dollars)

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Country</th>
<th>Big Mac prices in US dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Norway</td>
<td>$7.80</td>
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<tr>
<td>21</td>
<td>Australia</td>
<td>$4.60</td>
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<tr>
<td>32</td>
<td>Singapore</td>
<td>$3.60</td>
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<tr>
<td>35</td>
<td>Korea</td>
<td>$3.47</td>
</tr>
<tr>
<td>42</td>
<td>Japan</td>
<td>$2.97</td>
</tr>
</tbody>
</table>

Source: Economist

Source: ICCA Database
National MICE Strategy

To win keen international competitions in the future…

(1) Advanced MICE Marketing Strategy
(2) Enhancement of MICE industry’s competitiveness
(3) Maintenance and Improvement of
the environment for accepting MICE
MICE Destination Marketing

Trade Shows

Newsletters

Japan Meeting & Incentive News - March 2014

**JNTO News**
- Meet Japan 2014 was a great success!
- From February 28 through March 7, JNTO welcomed international convention organizers to Japan for “Meet Japan 2014”...
- See you at the 2014 trade shows!
  JNTO will be exhibiting at the following trade fairs this year. Stop by and see us at the Japan...

**What's up in Japan**
- Japan is now even more accessible
  With four major international airports, Japan is already a major global transportation hub, but now...
- New bullet train route
  The Shinkansen, Japan’s world-famous bullet train, will soon be reaching new corners of the country...
- ATM withdrawals using foreign cards becomes easier than ever
  Duty free expands
  With the 2020 Tokyo Olympics in mind, an initiative is underway to increase the number of ATMs...
- Website launched for Ambassador Programme
  JTA and JNTO have chosen a group of Japanese scholars to be “MICE Ambassadors” for a variety...
- Experience the appeal of Japan, and of ANA
  A new expansion will make ANA the largest airline carrier at Haneda Airport...

MICE Magazines
MICE Capacity Building

Global MICE Cities

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© Fukuoka Convention & Visitors Bureau ©JNTO
Thank You

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