



"Welcome to Asia" Campaign

Presented by the Tokyo Metropolitan Government

19 November 2013 in Hanoi



Project objective

- **Link 9 Asian cities in an effort to attract travelers from North America, Europe, and Oceania as well as promote exchanges within Asia.**



Participating cities





The Council for Promotion of Tourism in Asia

The 11th Meeting in Hanoi
(October 10-11, 2012)



The 12th Meeting in Kuala Lumpur
(September 3-4, 2013)

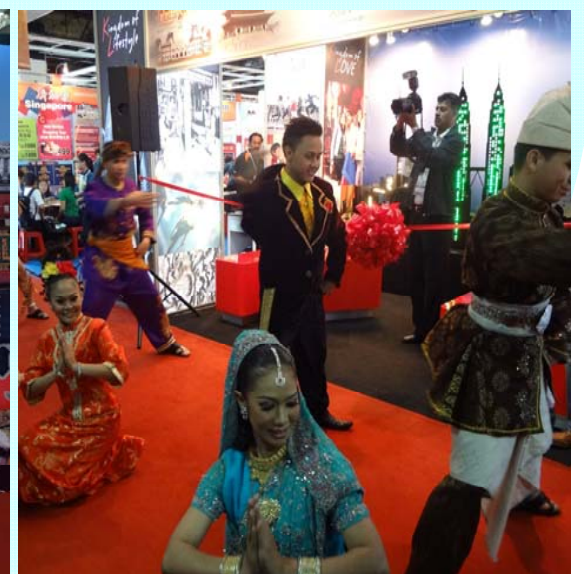




Tourism Exhibition

CPTA Exhibition in Hanoi (October 10-12, 2012)

MATTA Fair 2013 in Kuala Lumpur (September 6-8, 2013)





Main joint projects

- 1) Production and practical use of PR items.
 - Distributed posters, leaflets, brochures and postcards
- 2) Planning of monitor tours
- 3) Mutual promotion among member cities



Poster



Brochure

Monitor tour in Tokyo



Japanese Sushi Making



Main joint projects

4) Planning and operation of the portal site

Main contents

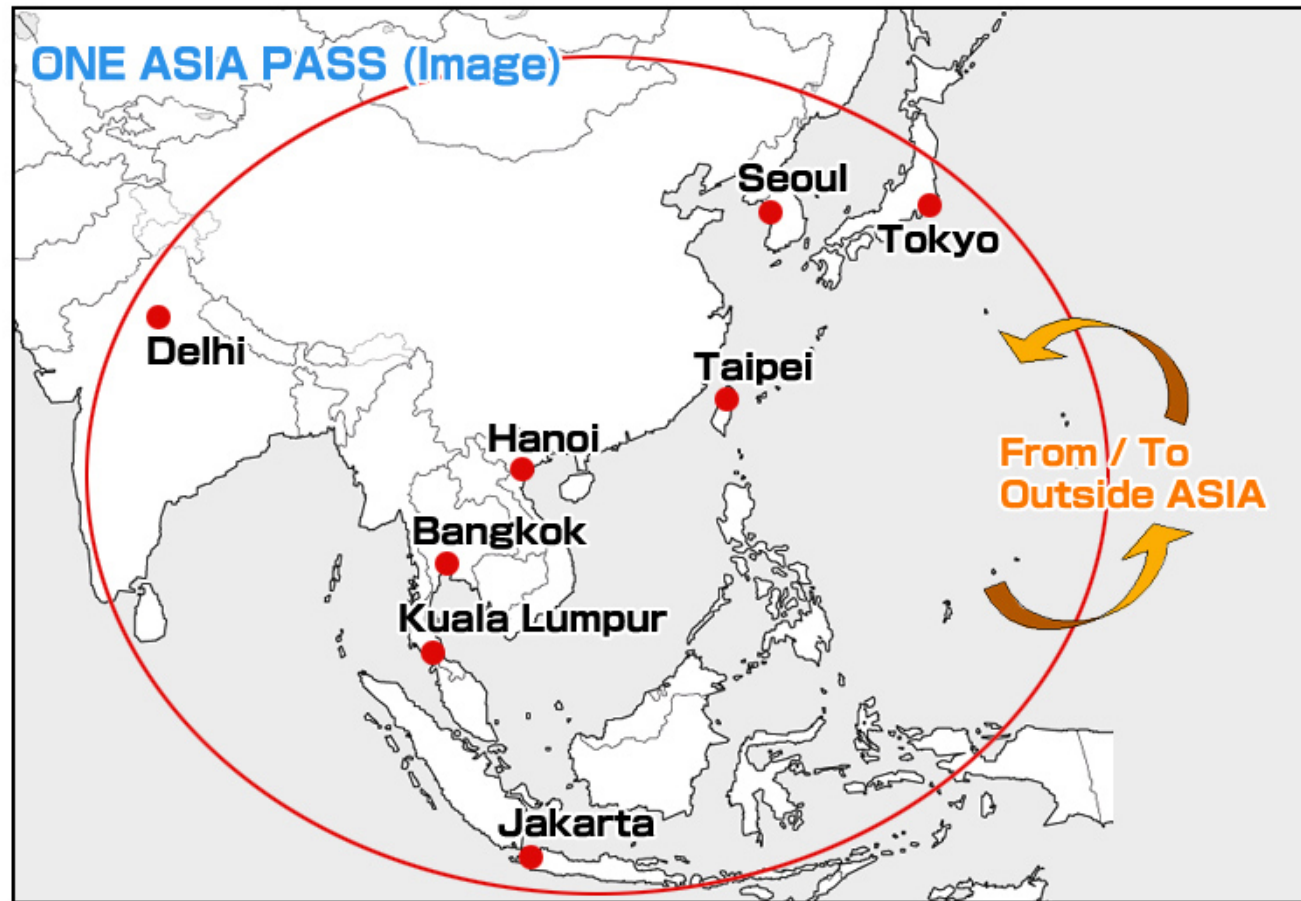
- Movies
- Events Calendar
- Best Offers
- City Profile
- Photo contest
- Information for Youth
- Travel Agents Associations
- Crisis Management Related Information
- One Asia Pass





Main joint projects

5) “One Asia Pass” launching



Visit more than two participating cities of
Welcome to Asia Campaign Project



Main joint projects

WELCOME TO ASIA

Let's take a tour of Asia with **"ONE ASIA PASS"**!

[Login](#)

The Council for Promotion of Tourism of Asia (CPTA) provides convenient and special service "ONE ASIA PASS" to tourists who visit member city(ies) of CPTA. "ONE ASIA PASS" benefits you in various occasions. Won't you discover charms of the member cities with "ONE ASIA PASS" coupon/campaign code?

The application for "ONE ASIA PASS" is available on this web page. Please log in to apply "ONE ASIA PASS".

What's "ONE ASIA PASS"?

See this page to know the concept of "ONE ASIA PASS" and how to use it in detail!

[Learn more](#)

ONE ASIA PASS Products

BANGKOK DELHI HANOI

JAKARTA KUALA LUMPUR

TAIPEI SEOUL TOKYO

The update tourism information of each city



Outcome

- 1) Creating a platform for sharing each city's best practices**
- 2) Building and expanding full cooperative relations between member cities and the private sector**
- 3) Unified promotion by member cities**



We are cooperating to implement effective promotional activities to increase tourists to member cities.

Thank you !