



"Welcome to Asia" Campaign

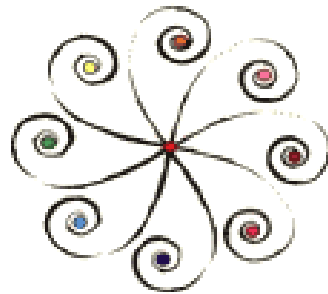
Presented by the Tokyo Metropolitan Government

6 September 2014 in Tomsk



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.**



WELCOME TO **ASIA** CAMPAIGN



Participating cities





The Council for Promotion of Tourism in Asia The 12th Meeting in Kuala Lumpur (September 3-4, 2013)





Tourism Exhibition

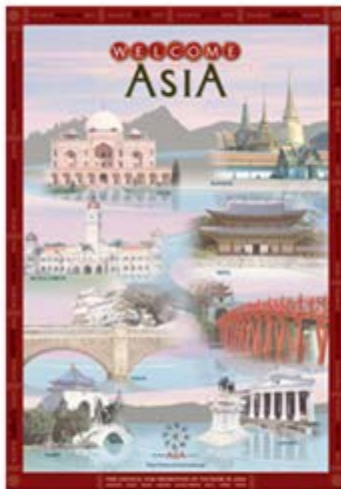
MATTA Fair 2013 in Kuala Lumpur (September 6-8, 2013)





Main joint projects

- 1) Production and practical use of PR items.
 - Distributed posters, leaflets, brochures and postcards
- 2) Planning of monitor tours



Poster



Brochure

Monitor tour in Tokyo



Japanese Sushi Making



Main joint projects

3) Mutual promotion among member cities Jakarta PR in Tokyo (July 28-August 31, 2014)





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

About Welcome to ASIA
This campaign is conducted through the cooperation of nine cities—Bangkok, Delhi, Hanoi, Jakarta, Kuala Lumpur, Manila, Seoul, Taipei, and Tokyo. Its objective is to promote tourism by appealing to travellers from Western countries, Oceania, and other countries in Asia. Campaign activities include creation of posters and leaflets, and conducting PR campaigns in some of the cities using these materials. A variety of initiatives are implemented, including the distribution of information via this Website.

City Profile
Tokyo

Joint Declaration
Basic policy and main operations to develop the 'Welcome to Asia Campaign'

Movies
Introduction to the charms of Asian cities

Photo Contest
This corner introduces many award-winning photos from contests held in our cities. Enjoy viewing the attractions we have to offer.

Our Poster
This poster depicts the association between the eight Asian cities as well as the special characteristics of each city. Famous buildings representative of each city adorn the banks of a river.

Crisis Management-Related Information
A collection of web links providing crisis management-related information in Asia.

Links

Movies

Hanoi

HANOI DISCOVERING TOURISM

HANOI DISCOVERING TOURISM

close

Kuala Lumpur

KUALA LUMPUR

WELCOME TO DATARAN MERDEKA

close



Main joint projects

5) Promotion of city collaboration for developing "One Asia Pass"

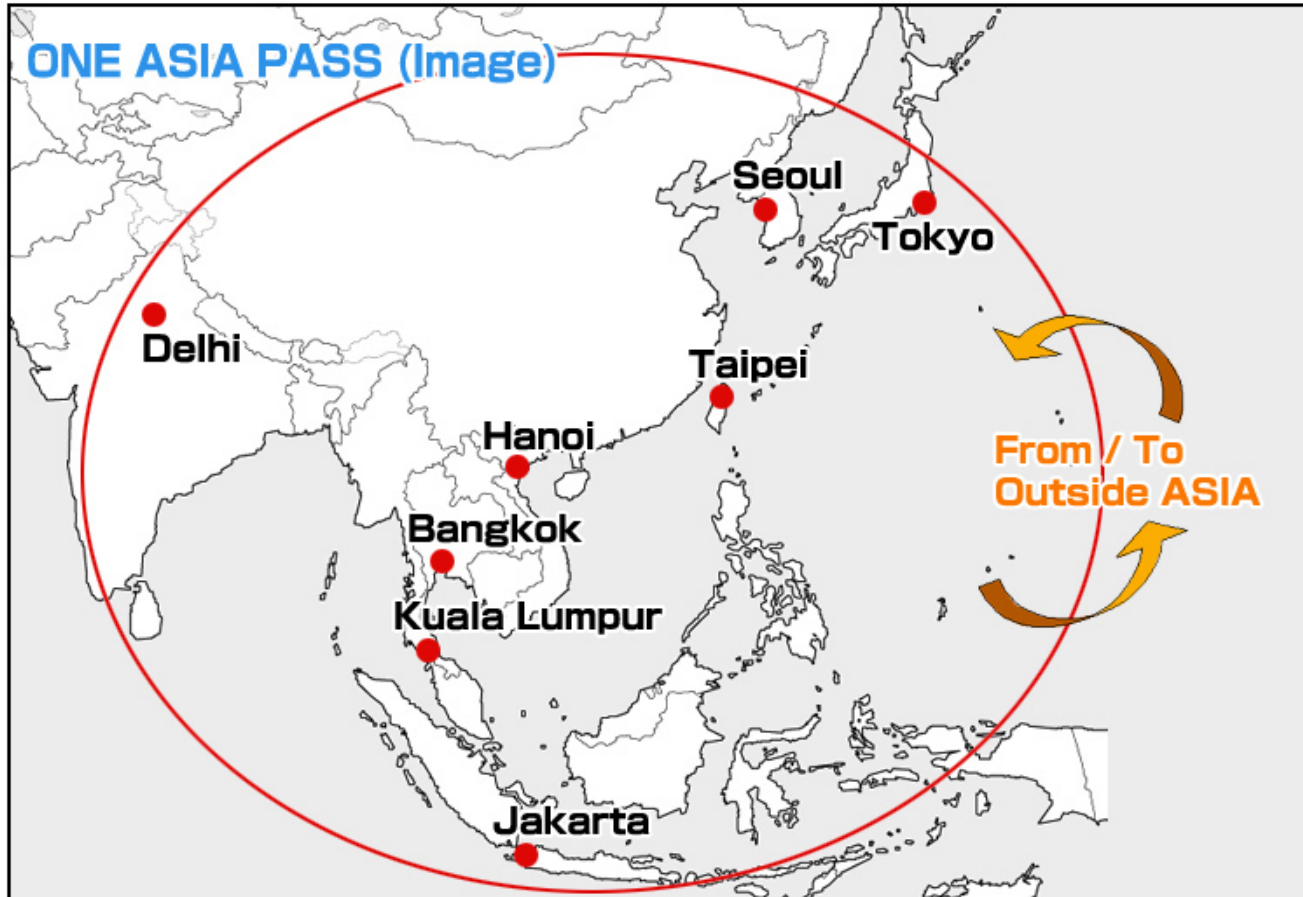
OneAsiaPass





Main joint projects

“One Asia Pass”



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

One Asia Pass products

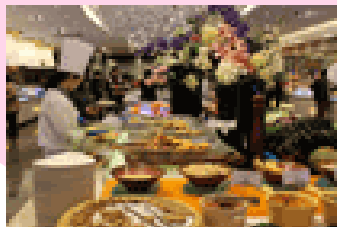
Seoul



Accommodation
30% discount



Amusement Park
15% discount



Restaurant
10% discount

Hanoi



HALONG BAY CRUISE
10% discount



Tokyo



Amusement Park
Free Passport

Jakarta

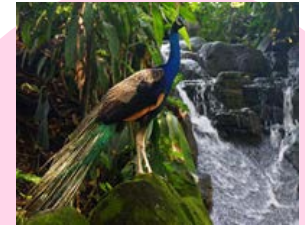


50% discount
for Sea World Indonesia
Entrance Fee



10% discount
for City Tours

Kuala Lumpur



KL BIRD PARK
10% discount



SHOPPING
DISCOUNT CARD

Delhi



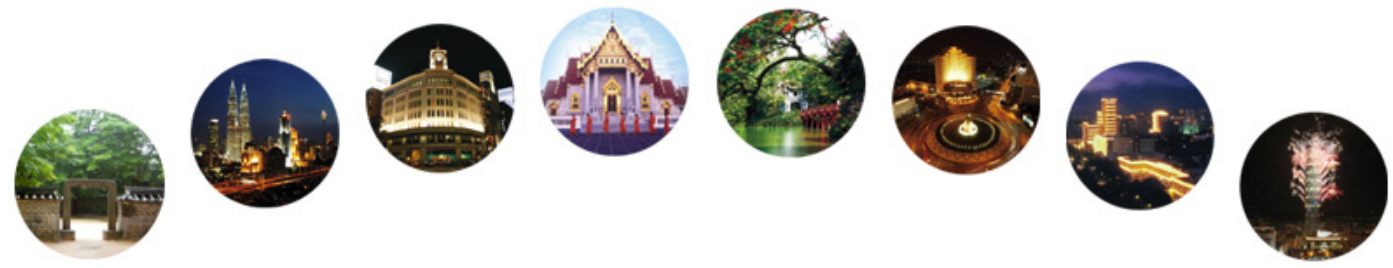
20% discount for Tours

<http://www.welcomeasia.jp/oap/index.html>



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 !