



"Welcome to Asia" Campaign

Presented by the Tokyo Metropolitan Government

10 October 2011 in Seoul



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 9th Meeting in Kuala Lumpur (July 7-8, 2010)



**This Year, The 10th Meeting will be held in Jakarta
(October 13-14)**



Tourism Exhibition

**"One Asia Tourism" Exhibition in Kuala Lumpur
(July 7-11, 2010)**

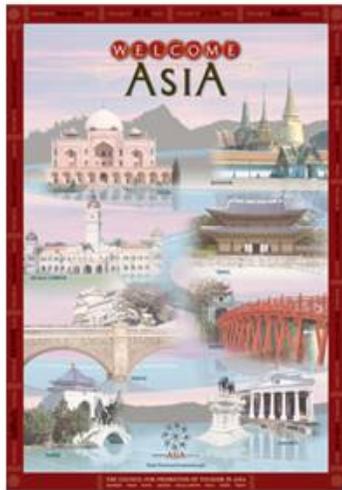


**This Year, Tourism Exhibition will be held in Jakarta
(October 13-15)**



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 Tea Ceremony



Main joint projects

3) Planning and operation of the portal site

Main contents

- **Movies**
- **Events Calendar**
- **Best Offers**
- **City Profile**
- **Photo Contest**
- **Information for Youth**
- **Travel Agents Associations**



Movies

Hanoi



Jakarta





Main joint projects

Crisis Management - Related Information page have been added.

Welcome to Asia

Joint Declaration of the Council for Promotion of Tourism in Asia

Movies

Photo Contest

Pick Up Events

Events Calendar

Links

Information for Youth

Best Offers

Our Poster

City Profile

Travel Agents Associations

Crisis Management-Related Information

Crisis Management-Related Information

A collection of web links providing crisis management-related information in Asia.

2011.3.11 The powerful earthquake occurred in Japan.
Please see the links of Tokyo below for more information.

Jakarta

[Natural Disaster]

- [Ministry of Culture and Tourism, Republic of Indonesia](#)

Kuala Lumpur

- [Ministry of Health](#)
- [Ministry of Home Affairs](#)

Seoul

- [The Official Seoul City Tourism Website](#)

Taipei

- [Taipei Travel.net](#)

Tokyo

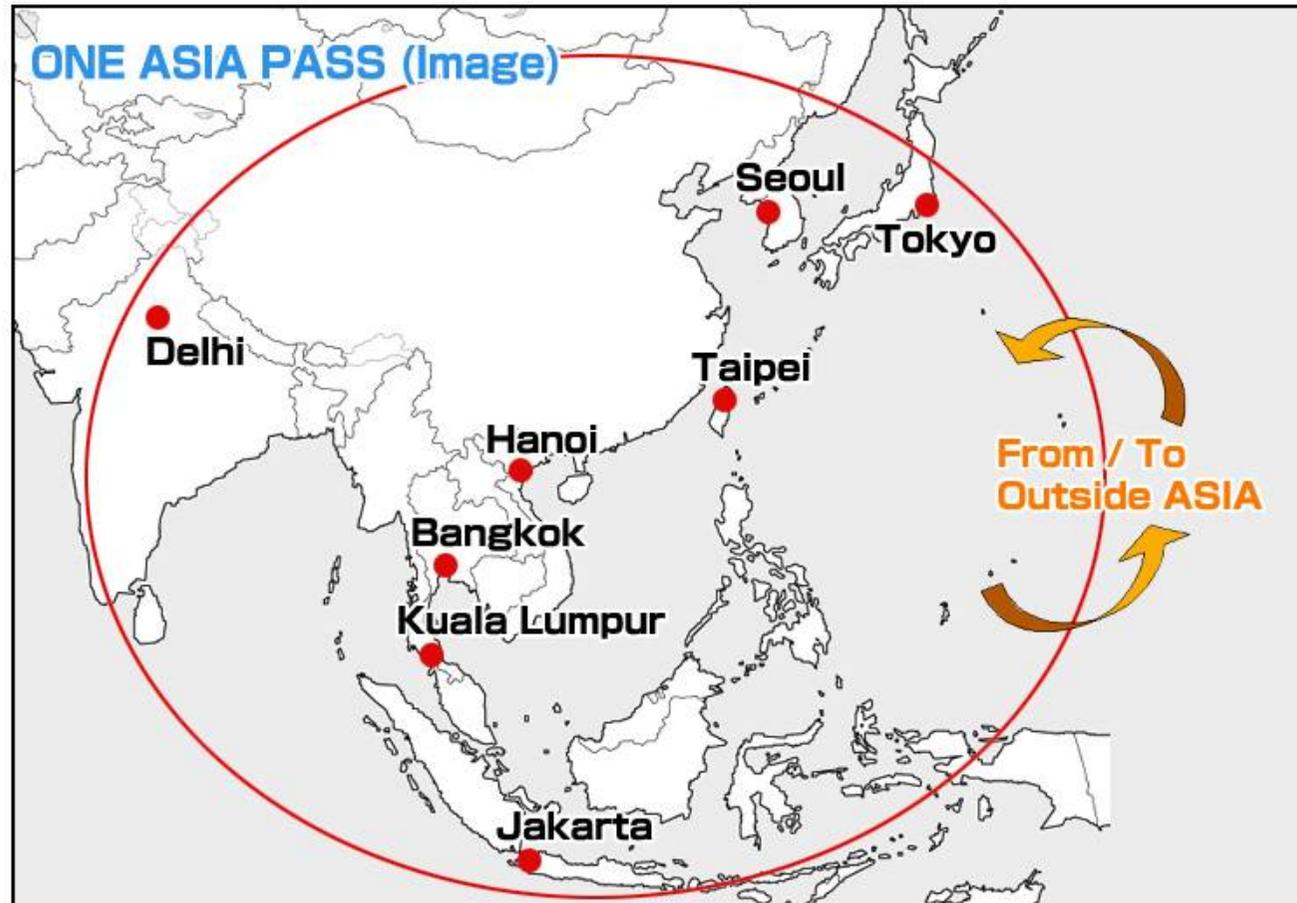
[Up-to-date Information for Tourist]

- [Japan National Tourism Organization](#)
- [Japan Tourism Agency](#)



Main joint projects

Promotion of city collaboration for developing "One Asia Pass"



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



Outcome

- 1) Creating a platform for sharing each city's best practices**
- 2) Building 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 !