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FOR IMMEDIATE RELEASE

**Japan to appoint AVIAREPS as tourism representative
in the Nordics**

Japan National Tourism Organization (JNTO) has appointed Aviareps to act as its public relations and trade representation agency of record in the Nordic market (Denmark, Finland, Norway, and Sweden). Aviareps will work on showcasing Japan as a multi-faceted tourism destination, across Nordic trade, media and consumer audiences.

The number of visitors from the Nordic region to Japan exceeded 141,000 in 2019, with an annual growth rate of 6.3%. It was the highest recorded number of visitors from the region, and JNTO aims to stimulate further growth within the market.



Tomohide Ichikawa, Executive Director at JNTO London Office, said: "In the immediate future, the 'new normal' will reshape people's travel preferences. Japan has a lot to offer as a tourism destination and is keen to welcome visitors from the Nordic region, to the wealth of experiences available including unique natural landscapes, regional cultures, and city breaks. We are excited to have Aviareps as our partner and look forward to working with them to strengthen our marketing strategies in close collaboration with Nordic media and travel agents."



Thomas Drechsler, Chief Operating Officer Tourism, AVIAREPS, says: "It's a great honor for Aviareps to represent JNTO on the Nordic Market. Our professional teams of travel trade and PR professionals will help contributing to increase the number of visitors and spend from Scandinavia & Finland."

Tapani Kauhanen, General Manager Nordic Countries, says: “We are thrilled and very proud to be the first-ever JNTO representatives in the Nordic Markets. Our local presence in each Nordic country is a great asset in order to achieve the targets set.”

About JNTO

Japan National Tourism Organization (JNTO), a public organization of the Japanese government, promotes Japan as a leisure and business destination with the aims of encouraging international visitors to delve deeper into Japanese culture, and furthering exchange between Japan and the wider world. The JNTO London office works across 8 designated markets to disseminate information on Japan, conduct publicity and exhibitions around travel to Japan, develop tours to Japan, and much more. Since 2020, JNTO has set the Nordic market as a new sub-priority market for strategic development.

For more information, please visit:

www.japan.travel/en/uk/

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Notes to Editor:

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