

## 「ようこそキャンペーン」～日本からのお客様を笑顔でお迎えます

日系ホールセラー会 JAPAN CANADA TOURISM ASSOCIATION (以下 JACATA) では日系ツアーオペレーター協会 (JAPAN TOUR OPERATOR ASSOCIATION) の協賛を得て、7月1日より「ようこそキャンペーン」を実施しています。

このキャンペーンは、震災後減少する日本人観光客数の回復のため、日本でのカナダの露出効果向上を目的としています。夏観光シーズン本番を向かえ日本からの観光客を、最前線で勤務するガイドやドライバー、スタッフが「ようこそバッジ」をつけて笑顔でお迎えます。楽しい思い出を日本へ持帰り、友人・知人への口コミ宣伝効果をねらいます。また、参加各社のホームページやニュースレターにてキャンペーンロゴを掲載予定です。JACATA では協賛するサプライヤー向けに「ようこそバッジ」を\$1.00 で販売しています。売上額の 50%は日本旅行業協会を通して日本赤十字に寄付されます。

### **“YOKOSO Japan” Campaign -- welcoming visitors from Japan with a friendly smile!**

The Japan Canada Tourism Association (JACATA) in cooperation with the Japan Tour Operator Association (JTOA) has officially launched the “YOKOSO Japan” Campaign beginning July 1, 2011.

The main purpose of this Campaign is to increase exposure of Canada in Japan, in the hopes of recovering the number of Japanese tourists, which has declined since the recent tragic Earthquake and Tsunami disaster. During the peak summer season, those working in the frontlines of our industry, such as tour bus drivers and guides, will each wear a “YOKOSO Japan” badge, to welcome Japanese tourists with smiling faces. We hope that these visitors will then return home to Japan with warm memories of their visit, and will share their positive experiences to friends and family, through word of mouth.

The Campaign logo is also planned to appear on the newsletters and websites of each participating partner company and organizations.

The “YOKOSO” badges will be sold by JACATA to each participating supplier for \$1.00 each; 50% of the sales will be donated to the Japan Red Cross through the Japan Association of Travel Agencies (JATA).