



Greetings for the New Year from Japan National Tourism Organization (JNTO)

A very happy New Year to you all! We hope that the start of 2012 has been peaceful for you.

On behalf of the Japan National Tourism Organization, I would like to say again how deeply we all appreciate the relief supplies and heart-warming moral support we have received since the March 11th quake.

As the winter season reaches its peak, we cannot forget how much Japan has to offer in the winter. The winter cuisines in every region are a delight. Blanketed with snow, the northern and mountainous regions are perfect for winter sports and seasonal festivals. Sheltered from the storm systems by the surrounding mountain ranges, Tokyo and Kyoto are urban havens.

In addition, 8000 retailers across Japan are welcoming international visitors with the “Japan Big Welcome Campaign”, offering a plethora of discounts and complimentary gifts. (See details for the Japan Big Welcome Campaign at: <http://www.visitjapan.jp/eng/top.html>)

The end of winter ushers in the famed cherry blossom season. From as early as January in the southern tip of Okinawa until the beginning of May in northern Hokkaido, the whole country is slowly swept by a wave of magnificent colour. Visitors from all around the world flock to Japan to view this spectacular sight.

Please enjoy the best of Japan’s winter and spring seasons. We welcome all of you to Japan with the utmost hospitality.



Ryoichi Matsuyama
President, Japan National Tourism Organization
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