



Australia-Japan Society of NSW Inc

ABN 70 001 250 228

Incorporation No. INC9889994

Co-Patrons: The Premier of New South Wales.

The Consul General of Japan, Sydney

Established 1968

New highs in Australian tourism to Japan with Kana Wakabayashi of JNTO (Japan National Tourism Organization, Sydney office)

Australians' love affair with Japan as a travel destination continues. After a decline in 2011, traveler numbers to Japan set a new record of 445,000 in 2016 (up 18% on 2015). And what's not to love about Japan, with its snowfields, onsen, cherry blossoms and autumn leaves, and delicious food!



Japan.
Endless
Discovery.

Sustained promotion by the [Japan National Tourism Organization \(JNTO\)](#) is one of the secrets of this revival. JNTO Sydney's Executive Director Ms. Kana Wakabayashi will join us to discuss recent trends and the activities by JNTO that have contributed to the success. Innovative marketing techniques, such as the sponsorship of Japan Week during Masterchef, are key to expanding first time and repeat traveller numbers.

Join us to discuss these and related tourism topics and meet Ms. Wakabayashi. Registrations are now open use this form. As usual, the talk will be followed by networking drinks.

Speaker bio

Kana Wakabayashi arrived in Sydney earlier this year to head up the JNTO Sydney office. Her career in JNTO has taken her to Seoul, where she was Director of the office there, and has included positions responsible for Asian market development, in marketing and promotion, and as Assistant Manager of the Tourist Information Centre.

Event Details

Date & Time	October 16 (Monday) 6-8pm (venue opens 5:45 pm) Networking drinks and snacks to follow presentation.
Venue	TressCox Lawyers Level 16, MLC Centre, Martin Place, Sydney
Cost	\$40 AJS members, \$45 non-members

Booking form is below. It is also possible to sign up AND pay **online** at www.ajsnsw.org.au .



Australia-Japan Society of NSW Inc

ABN 70 001 250 228

Incorporation No. INCg889994

Co-Patrons: The Premier of New South Wales.

The Consul General of Japan, Sydney

Established 1968

MAIL BOOKING FORM

New highs in Australian tourism to Japan with Kana Wakabayashi of JNTO

October 16 (Monday) 6-8pm

Please RSVP BY Friday Oct 13, by filling in the form below and returning it by mail:

POST to: Australia-Japan Society of NSW, PO Box R937, Royal Exchange NSW 1225.

PLEASE NOTE: You can now also sign up AND pay online by credit card or PayPal. See

www.ajsnsw.org.au

E-mail inquiries to info@ajsnsw.org.au

Persons attending:

Name:			
Organisation:			
Telephone:		Email:	
Name of guests			

Payment details*:

AJS Members & guests of corporate members

\$40* x = \$ _____

Non-members

\$45* x = \$ _____

Total \$ _____

[*There is no GST payable on this amount]

Two easy ways to pay:

Cheque enclosed is for \$ _____ in favour of Australia-Japan Society of NSW Inc OR

Please debit my: Visa Mastercard American Express JCB Payment Amt: \$ _____

Card No.

Name (as indicated on credit card) _____ Expiry date /

Signature _____