

BEST PRACTICES

2016

# Japan Incentive Travel Awards

2016



From left: Mr. Ryosuke Matsuyama, President of JNTO; Mr. Masako Yamamoto, President of NTA Japan Chapter (Jury member); Mr. Will Armstrong, Founder, award travel tourisms, Mr. Kenzo Ito, CEO, Travel Land Co.; Mr. Masahiro Mori, JTB Australia, and Mr. Masataka Ota, Chief Executive of JTB Tourism Research & Consulting Co. (Jury member).

## Best incentive itineraries

*Originality, effectiveness and local engagement mark this year's winners*



INCENTIVE TRAVEL TO JAPAN has grown rapidly in the last few years as planners introduce increasingly creative ways for visitors to experience the country. In view of the growth potential of this sector, Japan National Tourism Organization has taken a further step to strengthen Japan's brand image by launching

JAPAN Incentive Travel Awards in 2016. The award programme recognises best practices by international incentive travel planners who bring a group of at least 50 to Japan for at least three days.

Submissions are evaluated for the effect the trip has on the participants and their employer as well as the trip's contribution to the local economy, itinerary and sustainability considerations.

This year's winners succeeded in combining originality and effectiveness while showcasing Japan as a unique and inspiring destination. The award ceremony was held on December 7 during International Meetings Expo (IME) in Yokohama.