

June 24, 2021
ASEAN-Japan Centre

**How do Japanese people view ASEAN Member States as travel destinations?
Webinars based on the results of travel awareness survey
to be organized on July 12 and 13**



ASEAN Member States have been popular travel destinations among Japanese

ASEAN-Japan Centre (AJC) will organize two webinars on “Travel awareness survey results – how Japanese travelers view ASEAN destinations” on Monday, July 12, and Tuesday, July 13, 2021. They will be based on the results of travel awareness survey on ASEAN Member States, which AJC conducted in January 2021. Ms. Haruna Chinzei, Marketing Consultant, will explain the results of the survey.

The survey results responded by Japanese males/females in their 20s-60s include how much they know about and what impressions they have on each ASEAN country as a travel destination, as well as satisfying/unsatisfying factors in each country from their actual travel experiences, all of which may be helpful in creating tour products targeting Japanese people. The survey reports are available for download on AJC website (<https://www.asean.or.jp/en/tourism-info/20210617/>).

ASEAN Member States have been popular travel destinations among Japanese people with more than 5.5 million Japanese people visiting them in 2019¹ (before the pandemic of COVID-19). The number was about 28% of the total number of Japanese travelers in the same year².

About the Webinar

■ **Webinar title:**

“Travel awareness survey results – how Japanese travelers view ASEAN destinations”

■ **Date and Time:**

Day 1: Monday, 12 July 2021, 3 PM- 4:30PM (Japan Time) / Order of presentation: Thailand, Philippines, Cambodia, Brunei Darussalam, and Malaysia

Day 2: Tuesday, 13 July 2021, 3 PM- 4:30PM (Japan Time) / Order of presentation: Singapore, Indonesia, Myanmar, Lao PDR, and Viet Nam

¹ Calculated based on the data from the Tourism Bureaus of ASEAN Member States.

² Calculated based on the data from the Tourism Bureaus of ASEAN Member States and Japan National Tourism Organization (JNTO).

■ **Program:**

Presenter: Ms. Haruna Chinzei, Marketing Consultant

Contents: Outline of survey, Survey results, Conclusion, and Q&A session

■ **Language:** English

■ **Registration:** Via google form as below.

https://docs.google.com/forms/d/e/1FAIpQLScvifs66uTTk0mW8K6KQBS4CMRUS37Fh7AJwdjqwDFYY65L_w/vi/ewform

■ **Venue:** ZOOM Webinar

■ **Fee:** Free

■ **Organizer:** ASEAN-Japan Centre

■ **Contact:** Tourism & Exchange, ASEAN-Japan Centre: info_to@asean.or.jp

(Inquiries on registration and technical issues, World Compass Co. Ltd.: webinar@worldcompass.co.jp)

Contact:

ASEAN-Japan Centre (AJC) PR Unit

Tomoko Miyauchi (MS)

URL: <https://www.asean.or.jp/en/>

E-mail: toiawase_ga@asean.or.jp



ASEAN-Japan Centre reached its 40th anniversary in May 2021.