

Pre-Notice of Proposal Competition

20 March 2018
Japan National Tourism Organization (JNTO) Sydney Office
Executive Director Kana Wakabayashi

We hereby announce the following planned proposal competition.

1. Date of Pre-Notice: 20 March 2018
2. Tentative Tender Period: April 2018
3. Overview of project
 - (a) Name of project: Tohoku Promotional Campaign 2018
 - (b) Details of project: The objective of this project is to raise Australian travellers' interest in specifically visiting the Tohoku region of Japan through media aimed at Australian consumers, a television broadcast focusing on the region and influencer family trips to create content for use on JNTO social media outlets and other promotional campaigns.
 - (c) The services are subject to the Japanese government's budget for the fiscal 2018 being approved by the Diet, with the contract execution and performance of services occurring after the formation of the budget.
4. Procedures

Tentative project period: From May 2018 to End March 2019

End