

Press Release

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Japan Association of Travel Agents and South African Tourism Japan enhance and strengthen relationships.



Back row: Mr Katagiri, Assistant General Manager International Affairs, Ms Inaba, Assistant Manager Outbound Travel, Mr Ishiyama Director & Secretary General, Mr Umeda (President of JATA), Mr, Yonetani, Director & Deputy Secretary General.
Front row: Ms Kondo, Marketing Assistant S A Tourism, Mr Brouwer, Country Manager Japan for S A Tourism, Mr Shimbachi (chair of JATA Board)

On the 2nd of April 2007, South African Tourism Japan had a meeting with the Japan Association of Travel Agents to introduce Bradley Brouwer the Newly appointed Country Manager for South African Tourism to Japan and to strengthen the relationships that have already been built. In November 2006 JATA visited South Africa and were so impressed by the standards and friendliness that they are engaging South African Tourism to promote South Africa stronger than ever before within Japan.

The Japanese market is growing steadily every year, say's Bradley. In 2005; we had 18.2% growth over 2004. These were **"record-breaking statistics"**, and in the past year from January 2006 to December 2006, we had 17.2% growth from this market boasting 31 000 arrivals to South Africa in 2006. This is proof that South Africa is now a **"MUST DO"** destination for Japanese travellers. However we still have big barriers in selling SA in Japan, one of the top barriers is the long haul flight.

South African Tourism Japan will have our annual Japan and Korean event, Travel Trade Workshops in June 2007, in Osaka on 14th June 2007. We will get more attention from the travel agents, because of JATA's assistance in communicating with the Agents.

SA Tourism's, Bradley, said that he was delighted that we had such a positive meeting and that he is sure that there are good indications that the numbers will grow even higher in 2007.