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**First Seminar on Outbound Tourism in English
- Part of the JTB Group's Support of Overseas Tourism -**

*If You Are an Official in a National Tourist Agency's Japan Office,
Or an Expatriate Manager Whose Company is Affected by Japanese Overseas Travel, This Seminar Analyzing and
Explaining the Latest Trends Will Be Invaluable.*

For the first time, vital information on the latest trends in Japanese overseas travel will be presented in English at a seminar tailored to the needs of officials in the Japan offices of national or regional tourist agencies and of senior managers in the overseas tourism industry-including its hotels and airlines. The seminar will be presented by Japan Tourism Marketing (JTM), the market research company of the JTB Group.

The 9.11 terrorist attacks, the Iraq War and the SARS epidemic seriously affected Japan's overseas travel market. How and when will it recover? Women in their 20s were for long the market leaders, but now the number of them going overseas is declining. What age group will take over their role in the market? The seminar will deal with these and other critically important questions on the basis of JTM's analysis of its own independent research. By giving those responsible for attracting and serving Japanese visitors in nations and regions overseas a basic understanding of trends in the Japanese travel market the seminar will help them to tie into movements that support their endeavors.

Seminar details are as follows:

Title	The 1st Annual JTM Forum"Japanese Outbound Tourists' Trends and Behavior"
Place	The 3rd floor "Nard" Room of Aogaku Kaikan's Ivy Hall
Time	Friday 5 September 2003, 2:00-5:00pm.
Speaker	Masato Takamatsu, Vice President, Japan Tourism Marketing.
Cost	1. Companies and organizations: ¥20,000 (¥18,000 for applications received by July 31) 2. This entitles two representatives to attend 3. The third and subsequent participants will be charged ¥5,000 each

- The presentator: The seminar speaker will be Masato Takamatsu, Vice President, Marketing, of Japan Tourism Marketing, who has worked with many overseas clients and is an experienced and popular lecturer in English.
- The seminar reflects the growing importance of providing information in English on the Japanese overseas travel market. What information there is, is usually available only in Japanese. Senior managers have therefore been denied access to information on this key market.

Japan Tourism Marketing is a global think tank specializing in the tourism industry, and its first English seminar will provide information not readily available even in Japanese, and of great value to expatriate managers in tourism-related companies and organizations. JTM also produces the JTB Report on trends in the Japanese overseas travel market: published annually, it is one of the few bilingual (English/Japanese) publications in the field. The latest edition will be released on July 28 at a symposium on overseas travel run by the JTB Foundation, and will also go on general sale.

Masato Takamatsu is a graduate of Tokyo University who joined JTB Corp. in 1982. He went on to serve in a number of increasingly senior positions and was appointed Vice President, Marketing, of JTM at its foundation in 2001.

For further information or to book places at the seminar, please contact Japan Tourism Marketing, Marketing Dept.

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