

Pre-Notice of Proposal Competition

5 March 2019
Japan National Tourism Organization (JNTO) Sydney Office
Executive Director Kana Wakabayashi

We hereby announce the following planned proposal competition.

1. Date of Pre-Notice: 5 March 2019
2. Tentative Tender Period: Mid-March – Mid-April 2019
3. Overview of project
 - (a) Name of project: Tohoku Promotional Campaign in the Australian Market for FY 2019
 - (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, media and influencer famil trips to create content for use on JNTO social media outlets, a travel agent famil trip and other promotional campaigns.
 - (c) The services are subject to the Japanese government's budget for the fiscal 2019 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 April 2019 to End March 2020

End