

March 27, 2015

Civil Aviation Bureau
Japan Tourism Agency

Take a Sip of Japan! Japanese Sake & Shochu Campaign Continues into the 3rd Year !

- In Oct. 2013, the Japanese government, airport companies and liquor industry have jointly launched Japanese Sake & Shochu Campaign as part of the efforts to promote traditional Japanese food culture to the world.
- This campaign will continue into 2015FY, ending March 2016.

With the goal of achieving a tourism-oriented country, the four international airports, Narita, Haneda, Chubu and Kansai have launched “Japanese Sake & Shochu Campaign” as one of the specific efforts to promote traditional Japanese food culture to the world.

These airports have so far conveyed the desirability of the Japanese liquor to 110,000 foreign visitors in partnership with the 562 sake & shochu breweries in total. According to the questionnaires carried out at the campaign sites, about 90% of them answered “I hope to visit sake or shochu brewery on my next visit to Japan if an opportunity offers”, meaning that such activities contribute greatly to convey its allure.

*Organizers consolidated the numbers of foreign visitors and sake/shochu breweries (Oct. 1 2013 -o Feb. 28 2015)

The government is aiming to achieve 20 million foreign visitors to Japan by 2020 and will make further efforts to realize a tourism-oriented country with Japan’s concerted efforts. In specific, it aims for bringing in more foreign visitors to Japan by offering them an opportunity to get in touch with Japanese culture or its attractiveness through Japanese sake & shochu, which look very tempting to them.

Outline of “Take a Sip of Japan! Japanese Sake & Shochu Campaign”

1. Campaign period: April 1, 2015 (Wed.) – March 31, 2016 (Thurs.)
2. Campaign sites: Duty-free areas at Narita, Haneda, Chubu and Kansai Airports
※Please contact the airport company for campaign period and sites.
3. Campaign details
 - ・ Conduct Japanese sake & shochu campaign activities by offering foreign visitors free sake & shochu tasting
 - ・ Provide various information on how it is made and how to enjoy it, and sake & shochu breweries accepting foreign visitors.
4. Host organizations: Japanese Sake and Shochu Makers Association, Narita International Airport Corporation, Tokyo International Air Terminal Corporation, Central Japan International Airport Co., Ltd., and New Kansai International Airport Company, Ltd.

5. Support organizations: Ministry of Land, Infrastructure, Transport and Tourism (MLIT), Japan Tourism Agency (MLIT) and National Tax Agency

【Contact Information】

Capital Airports Division, Civil Aviation Bureau (JCAB)

Sato (sato-t02fc@mlit.go.jp) or Kuroki (kuroki-s10u6@mlit.go.jp)

Office for Airport Policy in Kinki and Chubu Areas (JCAB)

Katayama (katayama-t299@mlit.go.jp) or Adachi (adachi-n2hn@mlit.go.jp)

Tourism Resources Division, Japan Tourism Agency

Minakuchi or Tani (stpc@mlit.go.jp)