

## <① Know Hokkaido>

Name of Business Operator or Organization	Contents of Measures	Period	Place
Abashiri City	<ul style="list-style-type: none"> <li>Hold a photo contest with the theme of “Superb landscape in Abashiri City and memories of travel” aiming to encourage people to come to Abashiri and disseminate information about Abashiri’s charm</li> </ul>	October 1-Dec 15	Internet
Hakodate Morning Market	<ul style="list-style-type: none"> <li>Conduct Hakodate morning market “GENKI Promotion,” where staffs set POP displays in shops and ask domestic and international tourists to take photos and disseminate them through their SNS</li> </ul>	October 12~	Hakodate Morning Market
East Japan Railway Company	<ul style="list-style-type: none"> <li>Newly setting “Changing Travel into Power! Superb Work and Superb Views-Hokkaido-” as our new catch phrase, East Japan Railway Company develops recovery support campaign, transmit information by establishing dedicated website and enhance the advertisement exposure of Hokkaido in stations/Shinkansen/local trains, etc.</li> </ul>	Beginning of October~March, 2019	Mass media centering on the stations/Shinkansen/local trains within our service area and Tohoku areas
Hokkaido Railway Company	<ul style="list-style-type: none"> <li>Hokkaido Railway Company creates dedicated poster for its unique campaign notification and widely conducts PR for campaign</li> </ul>	October 11 Design is presented, set when preparation is completed	Stations in and out of Hokkaido
Hokkaido Railway Company	<ul style="list-style-type: none"> <li>By requesting cooperation from East Japan Railway Company, Hokkaido Railway Company enhances advertisement of the Metropolitan area and Tohoku area toward Hokkaido (hanging posters in the stations within the service areas of JR East, posting to in-train magazine “Train Vert,” posting to train channels, information dissemination on JR East Website, etc.)</li> </ul>	Conducted Occasionally	Metropolitan areas, Tohoku areas, etc.
Hokkaido Railway Company	<ul style="list-style-type: none"> <li>By developing campaign by setting “Aomori/Hakodate” as important areas, Hokkaido Railway Company is scheduled to conduct positive PR activities</li> <li>Other than posters and website advertisement, Hokkaido Railway Company presents advertisements in newspapers and transport facilities in the Aomori/Hakodate areas, establish PR booths to introduce the tourist spots of Aomori prefecture and transmits information positively</li> </ul>	October~February Publicity started from October 12	
Hokkaido Railway Company	<ul style="list-style-type: none"> <li>Hokkaido Railway Company runs the cars of the “Hakodate Liner” that connects Shinhakodatehokuto as the entrance of the railways to Hokkaido and Hokkaido, and the “Rapid Train Airport” that connects New Chitose Airport as the entrance to air routes and Sapporo, with stickers that contain campaign log and conducts PR that Hokkaido is quite well</li> </ul>	As soon as preparation is completed	One train of Rapid Train Airport and Hakodate Liner respectively

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Hokkaido Railway Company	<ul style="list-style-type: none"> <li>In the main stations within Hokkaido, Hokkaido Railway Company establish special booths to introduce Hokkaido tourism and positively conducts PR for Hokkaido tourism</li> </ul>	Set up at New Chitose Airport on Oct. 10 then scheduled to be opened sequentially	Main stations within Hokkaido
Hokkaido Railway Company	<ul style="list-style-type: none"> <li>PR by posting the campaign logo on posters and brochures created by JR Hokkaido</li> </ul>	Starting with Seikan campaign poster (scheduled to be posted from Oct. 12), the logo is posted sequentially	Stations within Hokkaido
Hokkaido Railway Company	<ul style="list-style-type: none"> <li>In order to let overseas customers know accurate information about Hokkaido, Hokkaido Railway Company positively transmits information by utilizing the foreign language websites of JR Hokkaido, SNS, mail magazines, etc.</li> <li>Also, Hokkaido Railway Company positively transmits information regarding tourist trains (SL, Ryuhyomonogatari etc.) that are highly popular among overseas travelers</li> </ul>	Transmitting at any time	
Okhotsk Monbetsu Airport Building Co., Ltd.	<ul style="list-style-type: none"> <li>By posting a collection of links for Hokkaido restoration support, Okhotsk Monbetsu Airport Building Co., Ltd. supports dissemination of information about restoration support and campaigns.</li> </ul>	Scheduled from September 23 to within the fiscal year of 2018	Okhotsk Monbetsu Airport Building Co., Ltd. website
New Chitose Airport Terminal Building Co., Ltd.	<ul style="list-style-type: none"> <li>Through the tourist website “LIVE JAPAN PERFECT GUIDE HOKKAIDO,” New Chitose Airport Terminal Building Co., Ltd. transmits information regarding the recovery situation of Hokkaido and New Chitose Airport Terminal Building</li> </ul>	Undetermined	Information transmission via the Internet
New Chitose Airport Terminal Building Co., Ltd.	<ul style="list-style-type: none"> <li>In cooperation with various related organizations such as airlines, local governments and tourism organizations, by utilizing digital signage displays at the airport, New Chitose Airport Terminal Building Co., Ltd. transmits information regarding the recovery situation of Hokkaido and New Chitose Airport Terminal Building</li> </ul>	Undetermined	Within New Chitose Airport

Name of Business Operator or Organization	Contents of Measures	Period	Place
Ministry of Agriculture, Forestry and Fisheries	<ul style="list-style-type: none"> <li>▪ Implementation of monitor tours                             <ul style="list-style-type: none"> <li>①Ministry of Agriculture, Forestry and Fisheries conducts monitor tours (4 days 3 nights) to farmhouse accommodation areas in Hokkaido for Taiwanese general consumers (or influencers)</li> <li>②Ministry of Agriculture, Forestry and Fisheries conducts monitor tours (4 days 3 nights) to farmhouse accommodation areas of Hokkaido for the general consumers (or influencers) of Hong Kong</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>①Middle of November</li> <li>②Middle of December</li> </ul>	Farmhouse accommodation areas within Hokkaido
Ministry of Agriculture, Forestry and Fisheries	<ul style="list-style-type: none"> <li>▪ Ministry of Agriculture, Forestry and Fisheries transmits information via SNS by the participants of the monitor tours</li> <li>▪ The participants transmits the information regarding attractiveness of the farmhouse accommodation areas via SNA during the above-mentioned monitor tour period</li> </ul>	Same as above	Same as above
Ministry of Agriculture, Forestry and Fisheries	<ul style="list-style-type: none"> <li>▪ Ministry of Agriculture, Forestry and Fisheries holds symposium events after the participants' returning to their home country</li> <li>▪ Ministry of Agriculture, Forestry and Fisheries holds the symposium events for general consumers where the participants of the above-mentioned monitor tours discuss about the farmhouse accommodation experience after the participants' returning to their home country</li> </ul>	The end of January of 2019	<ul style="list-style-type: none"> <li>①Taiwan</li> <li>②Hong Kong</li> </ul>
Ministry of Economy, Trade and Industry	<ul style="list-style-type: none"> <li>▪ In cooperation with department stores, organizations for small and medium enterprises and commercial and industrial associations, Ministry of Economy, Trade and Industry holds events (example: Hokkaido Marugoto Fair, October 12 to 14 in Ikebukuro Sunshine City)</li> </ul>		
Ministry of Economy, Trade and Industry	<ul style="list-style-type: none"> <li>▪ ITOCHU SHOKUHIN Co., Ltd. FOODWAVE 2018 (Nagoya)</li> </ul>	January 23 to 24	Port Messe Nagoya
Ministry of Economy, Trade and Industry	<ul style="list-style-type: none"> <li>▪ Ekinaka (in-station) exhibition for sales (provisional name)</li> </ul>	March 13~14	KITTE
JETRO	<ul style="list-style-type: none"> <li>▪ At the Japan-Vietnam exchange festival, JETRO establishes special booths to support disaster recovery from the earthquake that occurred in Hokkaido</li> </ul>	January 19~20	Vietnam
JETRO	<ul style="list-style-type: none"> <li>▪ JETRO holds “Hokkaido Fair” at Aeon (Malaysia)</li> </ul>	October	Malaysia
JETRO	<ul style="list-style-type: none"> <li>▪ JETRO holds “Hokkaido Fair” at YATA (Hong Kong)</li> </ul>	January	Hong Kong
JETRO	<ul style="list-style-type: none"> <li>▪ JETRO establishes Hokkaido corner on EC website “Red Mart (Singapore)”</li> </ul>	February~March	Singapore
JETRO	<ul style="list-style-type: none"> <li>▪ JETRO holds “Hokkaido Fair” at Aeon (Hong Kong)</li> </ul>	March	Hong Kong

## <②Welcome Tourists to Hokkaido>

Name of Business Operator or Organization	Contents of Measures	Period	Place
ANA	<ul style="list-style-type: none"> <li>In order to promote trips to Hokkaido from various places, ANA reduces the airfares of departure/arrival route in Hokkaido from Tokyo/Osaka/Nagoya</li> </ul>	Differing depending on the kinds of airfares	
ANA	<ul style="list-style-type: none"> <li>For the purpose of boosting demand for travel to visit Japan from overseas, ANA reduces the airfares for tourists that visit Japan by a maximum of 50% with the “ANA Discover JAPAN Fare”</li> </ul>	Ticket issue period: 9/27~10/27 Boarding period: 10/26~	
ANA	<ul style="list-style-type: none"> <li>Cut special fare for seniors and young people about by 40% in order to promote visits home and pleasure trips, taking advantage of free time</li> </ul>	Boarding period: Oct. 1-Nov. 30	
JAL	<ul style="list-style-type: none"> <li>JAL reduces the airfares of all the departure/arrival route of Hokkaido from all the areas of Japan (including the route within Hokkaido)</li> </ul>	Boarding Period : October 28~ March 30, 2019	
JAL	<ul style="list-style-type: none"> <li>In order to encourage overseas travelers who visit Japan and entered from the Metropolitan area to visit Hokkaido, JAL reduces domestic airfares (Japan Explorer Pass) by approximately 30%</li> </ul>	Boarding Period : October 1~ December 15	
Jetstar Japan Co., Ltd.	<ul style="list-style-type: none"> <li>In the domestic routes of New Chitose Airport, Jetstar Japan Co., Ltd. conducts sales for one way tickets at 888 JPY as “Kansai★Sapporo★Support Sale”</li> </ul>	Starting of sale : September 21~  Boarding Period : October 30~ February 7, 2019 (Sales have already finished)	

Name of Business Operator or Organization	Contents of Measures	Period	Place
Jetstar Japan	<ul style="list-style-type: none"> <li>Conduct support sale at the price of 1,990 yen to 3,990 yen for one way tickets on domestic routes with Shin Chitose Airport</li> </ul>	Sales period: until Dec., regularly implemented. Boarding period: Nov. to Mar. * Fare and boarding period are different depending on the sales time.	
Spring Airlines Japan	<ul style="list-style-type: none"> <li>Spring Airlines Japan holds Hokkaido Support sale for one way tickets of 1,737JPY in the route between Narita - New Chitose</li> <li>Spring Airlines develops Hokkaido promotion for the Metropolitan area and Chinese passengers that visit Japan</li> </ul>	Sales Period : 9/21 September 21 12:00~ 26 12:00  Boarding Period : October 1 to January 31, 2019	
Spring Airlines Japan	<ul style="list-style-type: none"> <li>Hokkaido promotion development for Chinese people in the metropolitan area and Chinese visitors to Japan</li> </ul>		
Spring Airlines	<ul style="list-style-type: none"> <li>Spring Airlines Japan reduces the airfares between Shanghai – New Chitose by approximately 30%</li> <li>By distributing mail magazines/SNS to 32 million members, Spring Airlines attracts Chinese tourists to visit Japan and Hokkaido (Continued)</li> </ul>		
Spring Airline	<ul style="list-style-type: none"> <li>Launch an advertisement website with the theme of Hokkaido and disseminate messages regarding ad contents with the theme of Hokkaido to the 15 million fans of Spring Airline in WeChat (5-8 million ticket purchasers among them)</li> <li>Distribute Hokkaido campaign messages to members of Spring Airline sequentially next week</li> </ul>		
AIRDO Co., Ltd.	<ul style="list-style-type: none"> <li>Reduce the price of inexpensive and specific flight discount fare “AIRDO Special 75/55/45/28/21” and “DO Value 3 (Level A · B · C) / 1” in order to revitalize Hokkaido tourism</li> </ul>	Period: Oct. 28-Mar 30	

Name of Business Operator or Organization	Contents of Measures	Period	Place
AIRDO Co., Ltd.	<ul style="list-style-type: none"> <li>Reduce the price of “Citizen Discount Fare,” which is the fare system unique to AIRDO for people of Hokkaido, during a limited period to help restoration and people who move inside and outside of Hokkaido for trips home, etc.</li> </ul>	Period: Oct. 1-Dec. 20	
AIRDO Co., Ltd.	<ul style="list-style-type: none"> <li>Reduce the price of the “Welcome to HOKKAIDO Fare,” which is a dedicated fare for international visitors to Japan, during a limited period in order to facilitate Hokkaido tourism by international visitors</li> </ul>	Period: Oct. 1-Dec. 20	
AIRDO Co., Ltd.	<ul style="list-style-type: none"> <li>Reduce the price of “Day Senior 65,” which is an inexpensive fare system for seniors and available vacant seats of each day, to revitalize Hokkaido tourism.</li> </ul>	Period: Oct. 1-Nov. 30	
Shin Nihonkai Ferry	<ul style="list-style-type: none"> <li>Shin Nihonkai Ferry holds Hokkaido Support Fair</li> </ul>	October 1 to 21	Restaurant within in-service boats
Kawasaki Kinkai Kisen Kaisha, Ltd.	<ul style="list-style-type: none"> <li>Kawasaki Kinkai Kisen Kaisha, Ltd. reduces fares to support recovery from the “2018 Hokkaido Eastern Iburi Earthquake”</li> </ul>	September 18 to October 31	Ticket selling window
Akan Tourism Association & Community Development Organization, Akan Lake Hot Spring Inns Association	<ul style="list-style-type: none"> <li>Akan Tourism Association &amp; Community Development Organization, Akan Lake Hot Spring Inns Association considers distribution of a voucher for the person that stays one night</li> </ul>	Undetermined	Each accommodation
(General incorporated association) Otaru Tourism Association	<ul style="list-style-type: none"> <li>Otaru Tourism Association (general incorporated association) participates in planning the “Hokkaido Support Plan” in cooperation with accommodations in Otaru City</li> <li>Along with distributing the message that Otaru is quite well, and wishing for the recovery of all the areas in Hokkaido as quickly as possible, Otaru Tourism Association jointly supports the disaster areas</li> </ul>	September 14~30 ※According to the situation, the period is scheduled to be extended	Accommodations within Hokkaido
Natural Parks Foundation Shikotsuko Local Office	<ul style="list-style-type: none"> <li>Natural Parks Foundation Shikotsuko Local Office discounts the parking fee of the Shikotsu Lake Parking Lot of the Shikotsu Lake Hot Spring</li> </ul>	October 7	Shikotsu Lake Hot Spring of Chitose City
Mashu Lake Tourism Association	<ul style="list-style-type: none"> <li>Mashu Lake Tourism Association plans to post advertisements in the newspaper regarding discount campaigns such as accommodation vouchers and others in October</li> </ul>	Undetermined	Within Teshikaga-cho

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Sapporo Television Broadcasting Co., Ltd. Formosa Television Inc Akan Mashu National Park regional tourism council	<ul style="list-style-type: none"> <li>In the tourism promotion conducted at the department (TOPCITY) of Taiwan (Taichung), the campaign to support recovery (provisional name) is scheduled for implementation</li> </ul>	Middle of November	National Museum of Natural Science TOPCITY
The Otarunai Backpackers' Hostel Morinoki	<ul style="list-style-type: none"> <li>In the case of booking in “Online booking “Mbook,”” 500 JPY from the accommodation fee for one night (3000JPY→2500JPY) and 500 JPY from Morinoki, in total 1000 JPY is donated as contribution for “Hokkaido Eastern Iburi Earthquake”※ limited to 2 persons a day</li> </ul>	September to October 17	Online booking “Mbook”
Sapporo Grand Hotel	<ul style="list-style-type: none"> <li>Sale of accommodation plan “Hang in there Hokkaido” (provisional name) Payment of disaster relief donations</li> </ul>	October ~ (scheduled)	Sapporo Grand Hotel (accommodation)
Sapporo Grand Hotel	<ul style="list-style-type: none"> <li>Sapporo Grand Hotel offers plans to obtain overseas high-income customers and special discounts to individual foreign customers</li> </ul>	September to March of 2019	Sapporo Grand Hotel (accommodation)
Ki-Niseko	<ul style="list-style-type: none"> <li>50% discount on accommodation fee</li> </ul>	September~ November	Ki-Niseko
East Japan Railway Company	<ul style="list-style-type: none"> <li>Newly establishing “Changing Travel into Power! Superb Work and Superb Views-Hokkaido-” as our new catch phrase, East Japan Railway Company develops recovery support campaign, transmits information by establishing a dedicated website and enhances the advertisement exposure of Hokkaido in stations/Shinkansen/local trains, etc.</li> </ul>	From the beginning of October to March of March in 2019	Mass media centering on the stations/Shinkansen/local trains within our service area and Tohoku areas
East Japan Railway Company	<ul style="list-style-type: none"> <li>East Japan Railway Company provides a small presents to the customers that purchase the local optional tour “Hakodate BUFFET”</li> </ul>	From the beginning of October to March in 2019 The campaign will be finished when all gifts are out of stock	Sending to the accommodations and then providing to customers

Name of Business Operator or Organization	Contents of Measures	Period	Place
East Japan Railway Company	<ul style="list-style-type: none"> <li>East Japan Railway Company sets the special products of “Ekinet (JR-East Train Reservation/Mobile Suica)” (50% discount)</li> <li>East Japan Railway Company urgently sets the products to support Hokkaido “Ekinet valuable price special in advance/Super mobile Suica ticket for special express”</li> </ul>	October 29~ November 4	Internet sales Metropolitan/Sendai~New Hakodate Hokuto
East Japan Railway Company	<ul style="list-style-type: none"> <li>East Japan Railway Company sets the special products of “Ekinet (JR-East Train Reservation/Mobile Suica)” (50% discount)</li> <li>East Japan Railway Company urgently sets the products to support Hokkaido “Ekinet Tokudane special in advance/Super mobile Suica ticket for special express ”in accordance with Hakodate Christmas Fantasy</li> </ul>	November 20 to December 25	Internet sales Sendai~New Hakodate Hokuto
East Japan Railway Company	<ul style="list-style-type: none"> <li>Japan Railway Company sets the special products of “Ekinet (JR-East Train Reservation/Mobile Suica)” (50% discount)</li> <li>East Japan Railway Company sets “Ekinet Tokudane special in advance/Super mobile Suica ticket for special express” commemorating the achievement of 10 million people for Ekinet/5 million people for Mobile Suica</li> </ul>	February of 2019	Internet sales Metropolitan/Sendai~New Hakodate Hokuto
East Japan Railway Company	<ul style="list-style-type: none"> <li>East Japan Railway Company newly sets price appealing type products of travel products on websites such as JR-East Dynamic Rail Pack</li> </ul>	From the middle of October to March of 2019	Internet sales (Some are sold at real shops)
East Japan Railway Company	<ul style="list-style-type: none"> <li>East Japan Railway Company conducts campaign to present Hokkaido specialties to customers that use View products for Hokkaido</li> </ul>	From the end of October to March of 2019 The campaign will be finished when all gifts are out of stock	Reception through Internet
East Japan Railway Company	<ul style="list-style-type: none"> <li>East Japan Railway Company newly operates “temporary Shinkansen reserved for groups” to support recovery and establish travel products</li> </ul>	Weekend in mid-Dec	Operation section: Ueno - Shin Hakodate Hokuto (one way)



Name of Business Operator or Organization	Contents of Measures	Period	Place
East Japan Railway Company	<ul style="list-style-type: none"> <li>East Japan Railway Company newly establish the travel goods to support recovery for Otona-no-kyujitu Club members</li> </ul>	From the middle of October to March of 2019	Internet sales
East Japan Railway Company	<ul style="list-style-type: none"> <li>East Japan Railway Company newly establishes “Otona-no-kyujitu Pass East Japan/Hokkaido special”</li> </ul>	Being adjusted as scheduled around March of 2019	Main station under the control of JR-East/View plaza, etc.
East Japan Railway Company	<ul style="list-style-type: none"> <li>East Japan Railway Company conducts intensive promotion/sales promotion for “Otona-no-kyujitu Club Pass/Pass travel products”</li> </ul>	November 29~ December 11 January 17 to 29	Main station under the control of JR-East/View plaza, etc.
Hokkaido Railway Company	<ul style="list-style-type: none"> <li>Based on cooperation with JR-East, Hokkaido Railway Company establishes the “Ekinet” special product (50% discount) for New Hakodate Hokuto to Tohoku/metropolitan area so that customers can easily travel between Hokkaido and Tohoku/metropolitan area</li> <li>※Urgent establishment of Hokkaido support products (between the Metropolitan area/Sendai and New Hakodate Hokuto)</li> </ul>	October 29~ November 4	Internet sales Metropolitan area/Sendai~New Hakodate Hokuto
Hokkaido Railway Company	<ul style="list-style-type: none"> <li>Based on cooperation with JR-East, Hokkaido Railway Company establishes the “Ekinet” special product (50% discount) for New Hakodate Hokuto to Tohoku/metropolitan area so that customers can easily travel between Hokkaido and Tohoku/metropolitan area</li> <li>※Establish in accordance with winter events in Hakodate, Sendai, etc. (between the metropolitan area/Sendai and New Hakodate Hokuto)</li> </ul>	November 20 to December 25	Internet sales Sendai~New Hakodate Hokuto
Hokkaido Railway Company	<ul style="list-style-type: none"> <li>Based on cooperation with JR-East, Hokkaido Railway Company establishes the “Ekinet” special product (50% discount) for New Hakodate Hokuto to Tohoku/Metropolitan area so that customers can easily travel between Hokkaido and the Tohoku/metropolitan area</li> <li>※Establishment of measures to promote usage of Hokkaido Shinkansen round February of 2019(between the Metropolitan area/Sendai and New Hakodate Hokuto)</li> </ul>	Around February	Internet sales Metropolitan area/Sendai~New Hakodate Hokuto
Jumbo Tours Co., Ltd.	<ul style="list-style-type: none"> <li>Tie up with JAL and conduct the “JAL x Hokkaido Travel Support Package: Journey to Support Hokkaido” campaign, which includes a travel support coupon equivalent to 4,000 yen per person</li> </ul>	Oct. 1-Dec. 21	Each area in Hokkaido

### <③Travel around Hokkaido>

Name of Business Operator or Organization	Contents of Measures	Period	Place
NEXCO East Japan	<ul style="list-style-type: none"> <li>Implement the fixed price driving pass, “Hokkaido Tourism Support Pass,” by which people can freely get on and off highways in 3 areas in Hokkaido (north, east, and south) for a couple of days for a fixed amount</li> </ul>	Oct. 31-April 1	Internet application, highways in Hokkaido
East Nippon Expressway Co., Ltd. Hokkaido Branch Office	<ul style="list-style-type: none"> <li>As part of “Traffic Safety Campaign,” from November, in 10 places of interchanges (IC)/service areas (SA)/parking areas (PA) within Hokkaido, East Nippon Expressway Co., Ltd. Hokkaido Branch Office distributes brochures and goods to highway users, calls for promotion of avoidance as well as conducting PR for recovery, together with Hokkaido Prefectural Police, local kindergarten pupils, schoolchildren and local campaign girls</li> </ul>	November~	Interchanges (IC)/service areas (SA)/parking areas (PA) within Hokkaido
Hokkaido Bus Association	<ul style="list-style-type: none"> <li>Hokkaido Bus Association attaches logo stickers on the cars of business member companies and submits posters to bus business office and bus terminals</li> </ul>	As soon as preparation is completed	Bus terminals, etc.
Hokkaido Hired-Car Association	<ul style="list-style-type: none"> <li>Hokkaido Hired-Car Association attaches logo stickers on the cars of business member companies and submits posters to bus business office</li> </ul>	As soon as preparation is completed	
Hokkaido Region Rent-A-Car Association	<ul style="list-style-type: none"> <li>Hokkaido Region Rent-A-Car Association attaches logo stickers on the cars of business member companies and submits posters to bus business office</li> </ul>	As soon as preparation is completed	Member Offices
Sapporo Hired-Car Association	<ul style="list-style-type: none"> <li>In cooperation with Sapporo Tourism Association, Sapporo Hired-Car Association considers share taxi for the foreigners that visit Japan</li> </ul>	Undetermined	
WILLER Inc.	<ul style="list-style-type: none"> <li>WILLER Inc. holds conference for recovery and tourism development and sells Nature Pass Plan for tour around East Hokkaido by JR Senmo Main Line and optional transportation</li> </ul>	October 22, 23 (conference) October 31 (tour plan around East Hokkaido)	Abashiri City, Teshikaga-cho, Kushiro City
Jalan	<ul style="list-style-type: none"> <li>Distribution of discount voucher for accommodation fee in accommodation reservation on Jalan net</li> </ul>	September 14~ October 30 (closed as the number of reservations has reached the upper limit)	
Rakuten Travel	<ul style="list-style-type: none"> <li>Distribution of discount voucher for accommodation/airplane ticket pack/rent-a-car that can be used on Rakuten Travel</li> </ul>	November to February of 2019	

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Hokkaido Railway Company	<ul style="list-style-type: none"> <li>▪ Hokkaido Railway Company operates tourist train that JR Hokkaido processes within Hokkaido and offers attractive travel products</li> <li>▪ In October, Hokkaido Railway Company conducts travel that uses North Rainbow EXP as a reserved train as a joint project of JTB Tabimonogatari and JR Hokkaido</li> <li>▪ Operate the North Rainbow Express, “We are GENKI Hokkaido,” in time with the opening of the new Naebo Station on 17 Nov</li> <li>▪ Hokkaido Railway Company also considers other plans regarding development that utilizes tourist trains that JR Hokkaido processes</li> </ul>	October: implementation as joint project with JTB Tabimonogatari Nov. 17 Operation of “We are GENKI Hokkaido”	
Hokkaido Railway Company	<ul style="list-style-type: none"> <li>▪ In the main stations within Hokkaido, Hokkaido Railway Company holds welcome events such as welcoming and distribution of novelties to visitors to Hokkaido to express gratitude(*It has been decided to hold the event at New Chitose airport which is under renovation as the first phase)</li> </ul>	Oct. 21	New Chitose Airport
Hokkaido Railway Company	<ul style="list-style-type: none"> <li>▪ Regarding the “Hokkaido Rail Pass,” the Hokkaido Railway Company improves benefits for users and implements measures for utilization promotion(Distribute invitation tickets to JR Tower T38 Observatory to those who bought a Hokkaido Rail Pass)</li> </ul>	November 1 to December 31	New Chitose Airport Sta. Sapporo Sta. Travel Center (Sapporo,Hakodate)
Hokkaido Railway Company	<ul style="list-style-type: none"> <li>▪ In order that Hokkaido citizens can travel at ease, Hokkaido Railway Company continues/newly establishes the Ekinet "Tokudane" products between cities within Hokkaido</li> <li>▪ Establishment of “Tokudane in advance” between Sapporo and Obihiro</li> </ul>	~November 30	Internet sales
Hokkaido Railway Company	<ul style="list-style-type: none"> <li>▪ In order that Hokkaido citizens can travel at ease, Hokkaido Railway Company continues/newly establishes the Ekinet "Tokudane" products between the cities within Hokkaido</li> <li>※Establishment of new addition of “Kamui” to "Tokudane" between Sapporo and Asahikawa</li> </ul>	~October 1	Internet sales

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Hokkaido Railway Company	<ul style="list-style-type: none"> <li>In order that Hokkaido citizens can travel at ease, Hokkaido Railway Company continues/newly establishes the Ekinet "Tokudane" products between the cities within Hokkaido</li> <li>※Establishment of newly scheduled "Tokudane" between Sapporo and Wakkanai</li> </ul>	Being adjusted	Internet sales
Hokkaido Railway Company	<ul style="list-style-type: none"> <li>In order that Hokkaido citizens can travel at ease, Hokkaido Railway Company establishes inexpensive travel products such as the “Sapporo Stay Pack,” etc.</li> </ul>	October 1 to November 30	Sold at travel centers within Hokkaido
Asahikawa Airport Building Co., Ltd.	<ul style="list-style-type: none"> <li>In accordance with the opening of Asahikawa Airport International Airline Terminal on November 22, Asahikawa Airport Building Co., Ltd. holds events using Asahikawa Airport as the venue for 3 days from November 23 to 25</li> <li>In some events that are scheduled for implementation, Asahikawa Airport Building Co., Ltd. plans to sell superb dishes of destination cities and local areas, establish PR booths for the surrounding areas, offer walks around the inside of airport facilities and create workshops</li> </ul>	November 23~25	Inside and outside of Asahikawa Airport Passenger Terminal Building
Okhotsuk General Subprefectural Bureau, Abashiri City/Kitami City/Ozora-cho/Bihoro-cho	<ul style="list-style-type: none"> <li>In Memanbetsu Airport, the head of Okhotsuk General Sub-prefectural Bureau and the mayor welcome visitors and distribute novelties</li> </ul>	September 20	Memanbetsu Airport
South Hokkaido Railway	<ul style="list-style-type: none"> <li>South Hokkaido Railway conducts PR for inbound tourists that visit Hokkaido to Hakodate Airport (distribution of goods, brochures, etc.)</li> </ul>	September 22 to 23	Hakodate Airport
Iwamizawa Tourism Association	<ul style="list-style-type: none"> <li>Discount the fare of the “Sorachi Wine Taxi,” which is a winery tour, beautiful vineyard and rose garden, farm restaurant, amusement park, English garden, and pottery house where visitors can experience making pottery</li> </ul>	~Oct. 31	Start and finish point is Iwamizawa City

## <④Enjoy Hokkaido>

Name of Business Operator or Organization	Contents of Measures	Period	Place
WAKASA RESORT CO., LTD.	<ul style="list-style-type: none"> <li>WAKASA RESORT CO., LTD prepares benefits for tourists that take the ropeway</li> </ul>	From October	
Showshinzan Kumabokujyo	<ul style="list-style-type: none"> <li>Showashinzan Kumabokujyo prepares benefits for visitors</li> </ul>	From October	
People engaged in hotel/inn (the entire Hokkaido area)	<ul style="list-style-type: none"> <li>Hotels and Inns prepare benefits for guests that stay at more than 2 hotels/inns</li> </ul>	October 1~	
Oumu-cho and others	<ul style="list-style-type: none"> <li>Oumu-cho will hold welcoming events (distributing novelties) at Okhotsk Monbetsu Airport</li> </ul>	September 28	Okhotsk Monbetsu Airport
Hakodate City Business Division	<ul style="list-style-type: none"> <li>Hakodate City Business Division plans to hold the events focusing on food from October 6 to 7, placing it as a substitute for the event “Hakodate Gourmet Circus 2018”</li> </ul>	October 6~7	Hakodate City Green Plaza
SPC Hakodate Honcho Deveploment	<ul style="list-style-type: none"> <li>12 tenants of restaurants of Share Star Hakodate develop campaigns such as the discount service titled “Hang in There Hokkaido Recovery Support Campaign”</li> </ul>	September 15 to October 31	Share Star
GREENPIA ONUMA	<ul style="list-style-type: none"> <li>GREENPIA ONUMA offers discount on fees for amusement facilities, titled “Hang in there! Hokkaido Thanksgiving Festival”</li> </ul>	September 15 to 17	GREENPIA ONUMA
Hokkaido Tourist Information Center Sapporo Tanukikohji	<ul style="list-style-type: none"> <li>Hokkaido Tourist Information Center Sapporo Tanukikohji offers sushi-shaped key rings to foreign customers that transmit the message “Hokkaido is safe” via SNS</li> </ul>	September 21~	Hokkaido Tourist Information Center, Sapporo Tanukikohji

Name of Business Operator or Organization	Contents of Measures	Period	Place
Otofuke Town Tokachigawa Hot Springs Tourism Association	<ul style="list-style-type: none"> <li>Conduct the campaign in which 2,000 yen is granted per person for a one night stay to those who stay at accommodation facilities in the town subject to the campaign (* stay is limited to two nights per person at one time (4,000 yen) but no limit on the number of uses.)</li> </ul>	Sun through Thu from Oct. 30 to Dec. 6, except the days before holidays	Hotel Daiheigen Sasai Hotel Tokachigawa Onsen Daiichi Hotel Tokachigawa Onsen Sanyoan Tokachigawa International Hotel Tsutsui Kangetsuen Fuji Hotel
Steak&hamburg HIGE Hakodate Goryokaku branch	<ul style="list-style-type: none"> <li>Steak&amp;hamburg HIGE Hakodate Goryokaku branch offers discount service for food and drink</li> </ul>	September 22 to 29	Steak&hamburg HIGE Hakodate Goryokaku branch
STEAK+WINEHIGE BAR Hakodate Motomachi	<ul style="list-style-type: none"> <li>STEAK+WINEHIGE BAR Hakodate Motomachi offers discount service for food and drink</li> </ul>	September 22~29	STEAK+WINE HIGE BAR Hakodate Motomachi
Sapporo Autumn Festival Executive Committee	<ul style="list-style-type: none"> <li>Sapporo Autumn Festival Recovery Support! Sapporo Autumn Festival Executive Committee offers LINE Pay 50% discount campaign</li> </ul>	~September 30	Sapporo Autumn Festival venue
Autumn Festival Executive Committee	<ul style="list-style-type: none"> <li>In Autumn Festival 2018, Autumn Festival Executive Committee prepares seasonal foods and local dishes from various areas of Hokkaido including Atsuma-cho and Shinhidaka-cho that were seriously damaged by the recent earthquake, and widely appeals that Hokkaido/Sapporo is quite well through food</li> </ul>	September 15~30	Within Sapporo City
Itadakimasu Company	<ul style="list-style-type: none"> <li>Itadakimasu Company, which offers tours for picnics in the fields of Tokachi, provides a campaign to offer snack tours and lunch tours for half the price as “Dosanko discount,” limited to groups of 4 or more adults including 1 or more Hokkaido residents</li> </ul>	September 15~the end of October	Tokachi
Lake Shikotsu Festival Executive Committee	<ul style="list-style-type: none"> <li>Lake Shikotsu Festival Executive Committee offers discounts for lake specialty mikaku soup that contains himemasu fish and mushrooms that is sold at the 42th Shikotsko Autumn Colors Festival held on October 7</li> </ul>	October 7	Chitose City Lake Shikotsu hot spring

Name of Business Operator or Organization	Contents of Measures	Period	Place
Hot Spring Hotel Marukoma	<ul style="list-style-type: none"> <li>Hot Spring Hotel Marukoma offers a voucher for free bathing that can be used for the next visit to visitors that use the one-day bath in Hot Spring Hotel Marukoma by September 30</li> </ul>	~September 30	Chitose City Lake Shikotsu Poropinaï
KYUKAMURA SHIKOTSUKO	<ul style="list-style-type: none"> <li>KYUKAMURA SHIKOTSUKO offers a voucher for free bathing that can be used for the next visit to visitors that use the one-day bath in KYUKAMURA SHIKOTSUKO by September 30</li> </ul>	~9/30 September 30	Chitose City Lake Shikotsu hot spring
JOZANKEI TOURIST ASSOCIATION	<ul style="list-style-type: none"> <li>As the first part of the campaign “Enjoy Hot Spring with Everyone,” the JOZANKEI TOURIST ASSOCIATION offers a one-day bath entrance fee for in 9 facilities of the Jozankei hot spring for half price</li> </ul>	September 12~30	Jozankei
JOZANKEI TOURIST ASSOCIATION	<ul style="list-style-type: none"> <li>As the first part of the campaign “Enjoy Hot Springs with Everyone,” the JOZANKEI TOURIST ASSOCIATION distributes vouchers equivalent to 2000 JPY at the time of check-in for each adult</li> </ul>	September 17~closing as soon as sold out	Jozankei
Toyako-cho, Sobetsu-cho Town Office	<ul style="list-style-type: none"> <li>Toyako-cho and Sobetsu-cho Town Offices holds a campaign that users of restaurants or leisure facilities around Toyako Lake can use the one-day bath for half the price by presenting receipts from restaurants, the stubs of tickets or receipts from leisure facilities</li> </ul>	September 15 to 30	Toyako hot spring
Toyako-cho Town Office	<ul style="list-style-type: none"> <li>Toyako-cho Town Office offers 1 set of autumn vegetables to the guests of facilities subject to the campaign</li> </ul>	September 15~30	Toyako hot spring
Toyako OnsenTourist Association	<ul style="list-style-type: none"> <li>Toyako Onsen Tourist Association sets off approximately 450 fireworks from the ship for 20 minutes everyday</li> </ul>	~October 31	Toyako hot spring
(General incorporated association) Kushiro Tourism & Convention Association	<ul style="list-style-type: none"> <li>Kushiro Tourism &amp; Convention Association has postponed holding the “Kushiro Donpaku” that was originally scheduled from September 7 to 9 and reschedules it to October 21 to 22</li> </ul>	October 21~22	In front of Kushiro Tourism and International Relations Center
Hashigozake-taikai Executive Committee	<ul style="list-style-type: none"> <li>Hashigozake-taikai Executive Committee has postponed holding the “Kushiro Suehiro Hashigozake-taikai” that was originally scheduled on September 6 and reschedules it to October 3</li> </ul>	October 3	Sakae-cho Heiwa Park and Suehiro-cho, Sakae-cho, Kawakami-cho Busy Street
Sapporo Grand Hotel	<ul style="list-style-type: none"> <li>Sapporo Grand Hotel offers discount service for set menus and kaiseki-ryori in 3 restaurants within the hotel</li> </ul>	September 17~30	Sapporo Grand Hotel (restaurant)

Name of Business Operator or Organization	Contents of Measures	Period	Place
Sapporo Grand Hotel	<ul style="list-style-type: none"> <li>Through the sales promotion campaign “Sapporo Yokubari Night View Course” (provisional name) for the guests out of Hokkaido during off-peak period, Sapporo Grand Hotel offers vouchers for beer cocktails</li> </ul>	From October	Sapporo Grand Hotel (accommodation)
Yakiniku-monogatari Ushiwaka	<ul style="list-style-type: none"> <li>Yakiniku-monogatari Ushiwaka offers discount services for food and drink by setting special courses, etc.</li> </ul>	September 15~ October 15	Yakiniku-monogatari Ushiwaka
Jingisukan Ramuwaka	<ul style="list-style-type: none"> <li>Jingisukan Ramuwaka offers discount services for food and drink by setting special courses, etc.</li> </ul>	September 15~ October 31	Jingisukan Ramuwaka
NOGUCHI KANKO Co., Ltd.	<ul style="list-style-type: none"> <li>OGUCHI KANKO Co., Ltd. offers a special support plan for “Hang in there! Hokkaido” at all of its 17 facilities</li> </ul>	September 15~	All 17 facilities of NOGUCHI KANKO Co., Ltd.
Yunokawa Hot Spring Ichinomatsu Inn	<ul style="list-style-type: none"> <li>Yunokawa Hot Spring Ichinomatsu Inn offers special plan limited to weekdays by the end of November</li> </ul>	September 15~ November 30	Yunokawa Hot Spring Ichinomatsu Inn
Hotel SeaBorne	<ul style="list-style-type: none"> <li>Hotel SeaBorne offers special plan limited to the residents of Hokkaido</li> </ul>	~September 30	Hotel SeaBorne
La Jolie Motomachi by WBF	<ul style="list-style-type: none"> <li>La Jolie Motomachi offers special plan with accommodation and rental costume experience</li> </ul>	September 22~ December 30	La Jolie Motomachi by WBF
Yunohama Hotel	<ul style="list-style-type: none"> <li>Yunohama Hotel offers special plan limited to September</li> </ul>	~September 30	Yunohama Hotel
Prince Hotel Sapporo	<ul style="list-style-type: none"> <li>Prince Hotel Sapporo offers discount service for drink and food</li> </ul>	September 22~	Prince Hotel Sapporo
The Association for the Promotion of Cruise to Otaru Port	<ul style="list-style-type: none"> <li>The cruise ship “Diamond Princess” enters Otaru Port showing the banner for recovery support for Hokkaido</li> <li>At Otaru Port, The Association for the Promotion of Cruise to Otaru Port holds an Ushio-daiko performance to appeal that Hokkaido is quite well</li> <li>The Association for the Promotion of Cruises to Otaru Port holds Taiko experiences (non-musical performance) and the experience of taking memorial pictures wearing a happi coat uniform</li> </ul>	September 30	Otaru Port



Name of Business Operator or Organization	Contents of Measures	Period	Place
Princess Cruise	<ul style="list-style-type: none"> <li>▪ The banner where support messages for Hokkaido are written by the passengers and crews of a cruise ship is displayed on the ship “Diamond Princess”</li> <li>▪ On October 1, at Hakodate Port, a presentation ceremony to hand over the banner with messages from the captain to the mayor of Hakodate City is held</li> </ul>	September 19, September 25 ~ October 1	Hakodate Port, Kushiro Port, Otaru Port
Mitsui Outlet Park Sapporo Kitahiroshima	<ul style="list-style-type: none"> <li>▪ Provide preferential treatment / discount coupons for the facility when visitors show their passport</li> </ul>	~March 31	Mitsui Outlet Park Sapporo Kitahiroshima
Mitsui Fudosan Retail Management Co., Ltd	<ul style="list-style-type: none"> <li>▪ Distribute a coupon book for restaurants and other stores</li> </ul>	~March 31	Akarenga Terrace
Otaru City Otaru Tourism Association Hokkaido Wine Co., Ltd.	<ul style="list-style-type: none"> <li>▪ Hold the “Revival Version! North Harvest Festival Wine Carnival with Jovial Fellows in Otaru” by expanding the contents of the “Wine Carnival in Otaru,” which was canceled due to the earthquake</li> </ul>	Oct. 13	Hokkaido Wine Co., Ltd., SL Square
TOHO RESORT HAMANO HOTELS Manseikaku Hotels Tokachigawa Onsen Daiichi Hotel Shiretoko Kitakobushi Group Hotel Taisetsu Group Tsuruga Group	<ul style="list-style-type: none"> <li>▪ Conduct the campaign in which guests get a pair of accommodation vouchers of subsidiary hotels, a pair of air tickets between Haneda and Shin Chitose, and a set of potatoes and onions by lottery if guests stay at two facilities among 30 subsidiary hotels (15 hot spring resorts in Hokkaido) of each group</li> </ul>	Oct. 1 ~ Dec. 21	30 subsidiary hotels of each group and located in the following 15 hot spring resorts in Hokkaido (Hot spring resort: Utoro, Abashiri, Saroma, Sounkyo, Akan Hot Spring, Tokachigawa Hot Spring, Asahidake Hot Spring, Asahikawa, Jozankei Hot Spring, Shikotsu Lake, Noboribetsu Hot Spring, Toyako Hot Spring, Niseko, Onuma, Hakodate Yunokawa)