

*This release has been distributed to the Ministry of Land, Infrastructure,
Transport and Tourism press club and the ministry's transport press club.

Oct. 12, 2020
Oct. 19, 2020 (Updated)

**New Campaign Encourages Foreign Residents of Japan
to Post on Social Media!**

**~The Goal: Identify the Charms of Japan from a Non-Japanese Perspective and
Spread Information Through Personal Connections~**

The Japan National Tourism Organization (JNTO) kicked off a campaign on Monday, October 19th encouraging primarily foreign residents in Japan to post photos and videos on social media showcasing Japan's many charms.

The "My own personal Japan" campaign is an effort to further disseminate information by making use of the personal networks of Japan's foreign residents and those who have experienced long-term stays. The campaign is soliciting social media posts based on personal experiences by these groups about sightseeing spots in Japan and their favorite locations. Examples of content include introductions to places the posters want to share with friends and family in their home countries, as well as places the posters want to visit. Prizes will be awarded for the best posts. (See the backside for details about the campaign.)

Though discretion must be exercised in actively attracting tourists from overseas during the coronavirus pandemic, messages from Japan's foreign residents are an important source of information to spur travelers' desire to visit Japan in the future. Furthermore, because they live in Japan, these individuals are an excellent resource for spreading information about Japan's widely unknown charms through their personal overseas networks including social media communities.

The campaign is creating incentives for many foreign residents to share information about Japan. For example, with help from the Council of Local Authorities for International Relations (CLAIR), the JNTO is calling on current and former members of the JET Program* to join. Meanwhile, the JNTO is making widespread announcements about the campaign in collaboration with partners such as media outlets that have large audiences of foreign residents.

*The Japan Exchange and Teaching (JET) Programme recruits young adults from other countries to provide language instruction and other services. Those recruited to the program are assigned to positions at local governments and elsewhere to enrich foreign language education and encourage international exchanges in local communities.



Photos are for reference only, not campaign submission

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Campaign Overview

Name: My own personal Japan; scenery to see and things to experience with your loved ones

Deadline: Sunday, December 6th

Eligibility: Foreign residents of Japan

(Those who have previously lived in Japan but now reside overseas may also submit entries.)

(Entries may be submitted in English, Simplified/Traditional Chinese, or Korean)

How to enter: Post a photo, video, and/or story with the #myownpersonaljapan and #visitjapanjp on social media (Facebook, Instagram, Twitter, Weibo, etc.) and send an email describing the post to the campaign secretariat.

*Email: jnto_yjpmcontest@vectorinc.co.jp (Secretariat, Vector Inc.)

*In the email, include: your name, age, home country, time spent living in Japan, where you live(d) in Japan, a link to your social media post, and a screenshot of the post

Requirements: The poster must hold the copyrights to the posted image or video.
(Recommended length for videos is no more than one minute.)

Winner selection: Winners will be selected by a panel including influencers, inbound travel media editors, and others.

Prizes: A total of 10 winners will receive prizes worth 100,000 yen that will be redeemable in Japan for offerings from experience travel catalogs and more.
(Prizes will be mailed to addresses in Japan.)

Notification: Winners will be contacted by email.

Campaign info: Access the URL below for details in English.

<https://japantoday.com/category/features/events/-MyOwnPersonalJapan-SNSposting-campaign-for-foreign-nationals-living-in-Japan>



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The photos in this press release can be downloaded at <https://business.jnto.go.jp>.