

**“Prevent Overtourism in Japan and promote inbound tourists to explore and experience the deeper and unknown parts of Japan for more valuable encounters.”**

**Client:** Japan Tourism Association\*

(\*A fictitious organization for this brief only)

**Background:**

Japanese Government initiatives to attract people to Japan have been successful with more than 30 million visitors in 2018. This figure is about triple of what it had been five years ago. The government has set goals to bring in 40 million visitors to Japan in 2020 and 60 million in 2030.

Annual spending by tourists to Japan tops JPY 4 trillion and the ripple effects are considerable. However, as the number of tourists rises across the country, overtourism is expected to become an issue. Tourists concentrate in certain areas during certain times. Thus, efforts to better disperse tourists around the nation will become more important.

Overtourism is defined as “the excessive growth of visitors leading to overcrowding in areas where residents suffer the consequences of temporary and seasonal tourism peaks, which have enforced permanent changes to their lifestyles, access to amenities and general well-being”.

Locals protest against the impact of overcrowding or overtourism in their region, which lead to the rising cost of rental properties, the negative impact on the environment, the anti-social behavior of seasonal visitors, and the overall pressure placed by a throng of people descending upon a town that can no longer sustain it.

**Challenge:**

To create a campaign to prevent overtourism in cities such as Kyoto, and shift destinations of tours in Japan to locations alternative to the current Golden Route, which is visited by more than 80% of inbound tourists.

- Propose communication targets and expected results.
- Present communications that motivate the target audience to explore destination options other than the Golden Route.

**Target Audience/Key Markets:**

Any possible audience and markets in Japan for inbound tourism

**Budget:**

No more than JPY 5 million

**Timeline:**

Plan the campaign to be launched in September 2020 and to be sustained over a period of at least six months.

**Deliverables:**

- One B4-sized landscape sheet, summarizing your core idea, including a statement of intent, and overall campaign structure.
- File must be in JPG format, 300dpi, less than 3MB, and viewable on Windows PC.
- Entrants can enter only once, with one idea.
- Entrants must not use copyrighted material, such as music or celebrities as part of their idea.
- Sponsorship by Getty Images Japan

All entrants are free to use images provided by Getty Images, though this is not compulsory. For those who wish to make use of such images, see the attached document in Japanese for instructions.

- All work must be submitted by email to: [younglotus@ad-zenkoren.org](mailto:younglotus@ad-zenkoren.org)
- Entries will not be returned. All rights reserved by Japan Advertising Federation.

**Deadline:** Friday 5 p.m., January 17<sup>th</sup>, 2020

**Announcement of Results** : The finalists teams will be announced at the Pre-Adfest event. All entries will be displayed at the venue.

‘Pre-Adfest’

Date: Wednesday, February 5<sup>th</sup>, 2020

Time: 18:30 - 20:30

Place: 2<sup>nd</sup> Floor, Ginza Phoenix Plaza (3-9-11 Ginza, Chuo-ku, Tokyo)

Admission Free