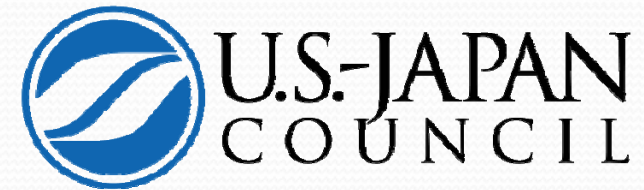


People-to-People – How Making Connections Brings People to Japan

Cultural Heritage Tourism, Shared Interest Tourism
and Tourism to Tohoku

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U.S.-Japan Council President
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Introduction: About USJC



- People-to-people connections can sustain and drive a strong U.S.-Japan relationship
- USJC programs and initiatives connect Japanese Americans and other Americans with their counterparts in Japan for networking, dialogue and collaboration
- Japanese Americans to act as catalysts, sparking new interest in Japan and U.S.-Japan relations because of the common thread of a shared heritage
- USJC develops programs that bring together young Japanese and Americans to nurture interests in each other's countries and cultures

Cultural Heritage Tourism

Definition: *Travelling to experience the places and activities that authentically represent the stories and people of the past and present.*

Benefits:

- Positive economic and social impact
- Establishes and reinforces identity
- Preserves heritage, with culture as an instrument facilitating harmony and understanding among people
- Supports culture and helps renew tourism



JAPANESE AMERICAN LEADERSHIP DELEGATION

- Program built on people-to-people relationships and cultural heritage tourism
- Established in 2000, 146 delegates have participated to date
- Many program alumni make return trips to Japan with their families
- Program cultivates a network of Japanese American leaders committed to furthering U.S.-Japan relations
- Japanese leaders learn about multi-cultural America by meeting a diverse group of Japanese Americans



JAPANESE AMERICAN
LEADERSHIP DELEGATION



Shared Interest Tourism

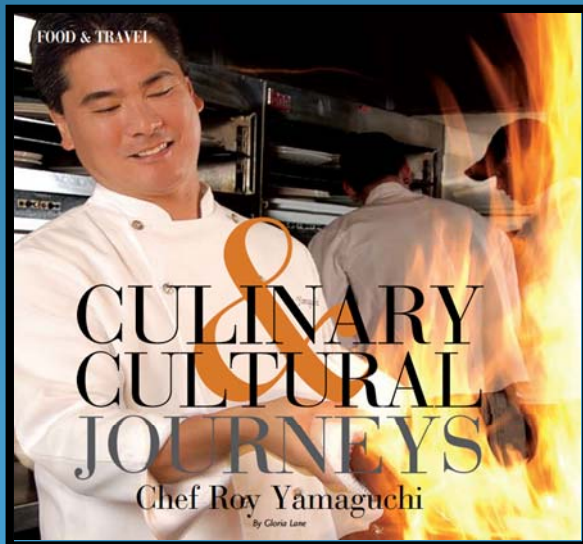


Definition: - *Individuals who visit Japan because of a shared interest with the people there.*

Japan can benefit from reaching out to consumers of Japanese culture and encouraging them to visit Japan to expand their knowledge and love for shared cultural interests.

Examples:

- Specialized food tours
- Sake tasting tours
- Taiko Performance Trips
- Emerging Ecotourism Industry



Tourism to Tohoku

- Tourism to Tohoku is one of the best ways to support the recovering region, restore normalcy and boost local economies.
- Large demographic that would take a trip that is not only enjoyable but also contributes to the recovery efforts.
- Various websites promoting tourism to Tohoku:

www.tohokukanko-fukkou.jp

www.tohokukanko.jp

- JNTO provides regular updates on travel to the region.



People-to-People Relations in the Aftermath of the Great East Japan Earthquake



After the Great East Japan Earthquake, there were countless examples of people helping people - donations poured in and volunteers from Japan, America and countries around the world traveled to the region to lend a hand.

People of all ages were looking to help. As a part of the *Genki Notes* project, thousands of children wrote handwritten letters of encouragement to Japanese living in evacuation centers.

“Support from the U.S. has not only touched the victims of the catastrophe, but also all Japanese. The American people’s concern for the victims in Japan and also the gratitude of the Japanese people to Americans represent the individual sentiments that the people of both countries have for each other, an important source for creating a new paradigm for Japan-U.S. relations.”



-- Takashi Kawamura, Hitachi, Ltd. Chairman, at the USJC Symposium in Tokyo (May 2011)

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Investing in the next generation through:

- Educational Exchanges & Partnerships
- Sports, Music & the Arts
- Entrepreneurship & Leadership

We seek to foster the next generation of Japanese and Americans, a "TOMODACHI generation" of driven doers, thinkers and creators who are invested in the future of U.S.-Japan relations, appreciate each other's cultures and countries, and possess the globally oriented skills and mindsets needed to thrive and make a difference.

