

### 1. Strategy for tourism promotion

- To build Hokkaido tourism strategies and action plans
- To file petitions regarding tourism with the local and the national government
- Management of the Hokkaido-Sapporo Tourist Information Center
- To host relevant meetings

### 2. Coordination

- Coordination between regions in Hokkaido and the Hokkaido Government or the national government
- Collaborate with other industries

### 3. Marketing

- Tourism-related survey and analytics
- Statistic on visitors to Hokkaido

### 4. Tourism Promotion

#### 《Domestic Promotion》

- Tourism campaign
- PR event & exhibition
- Media trip
- Publication of tourism brochures and posters
- Promotion for educational trip
- Development and support for brand management in Hokkaido tourism

#### 《International Promotion》

- Participation in International Travel Fairs / Expos
- Tourism delegation including seminar and business meeting
- Media trip and inspection trip for travel agents
- Advertisement in the media, production of travel shows on TV
- Support for travel agents

### 5. Regional Development

- Regional promotions
- Subsidy program for local tourism organizations
- Support for the Hokkaido Tourism Volunteer Association
- Hospitality campaign and seminars
- Award giving to contributors to Hokkaido tourism