

Scheduled Tender (12 December 2019)
The Moscow Representative office of "Japan National Tourism Organization (JNTO)"

No.	Name of Project	Business Outline	Scheduled time of the call for proposals	Note
1	Joint-Advertising with airlines in Far East Russia	Implement advertising campaigns in coordination with airlines offering nonstop services between Far east Russia and Japan to increase the number of visitors to Japan from this region. (medium: online advertising, radio etc.)	Late-December	Tender
2	Joint-Advertising with airlines in European Russia	Implement advertising campaigns in coordination with airlines offering nonstop services between European Russia and Japan to increase the number of visitors to Japan from this region. (medium: online advertising, radio etc.)	Late-December	Tender
3	Multi-promotion with an influencer in Russia	Appoint an influencer as Japan tourism ambassador and implement multi-promotion with him/her such as fam trip, SNS promotion, Japan promotion during a media interview, and cooperation in B to C event in Moscow to increase the number of visitors to Japan from these regions. (medium: online/offline advertising, SNS, B to C event etc.)	Late-December	Tender

※Name of project is tentative and it can be changed. Also, the projects may not be carried out due to subsequent change of circumstances.

※Scheduled time of the call for proposals can be changed.