



October 26, 2021 From Honolulu [JHTA 2021-001]

Japan Hawaii Travel Association

**Approval of the project “Program to Strengthen Livelihood and Business Foundations for Japanese Nationals Overseas and People of Japanese Descent” and begin searching for participating companies**

The Japan Hawaii Travel Association (JHTA/Honolulu, Hawaii, Chairman: Hiroyuki Kitagawa) received approval and signed a contract for the program on the title above on October 26, 2021. It will now start reviewing companies that are interested in participating (appearing or performing and providing information) in the video produced by this project. If you are interested in participating in this project, please read the followings and register (fill out the Google form).

Reference Links : The website “Program to Strengthen Livelihood and Business Foundations for Japanese Nationals Overseas and People of Japanese Descent”

[https://www.mofa.go.jp/mofaj/ca/cp/page22\\_003572.html](https://www.mofa.go.jp/mofaj/ca/cp/page22_003572.html)

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**Project Name :** “Creating promotional videos to promote tourism in Hawaii”

**Objectives and Overview :** The number of tourists from Japan to Hawaii has decreased since March 2020. As of August 2021, there is no timetable when the tourism reopens, but the tourism industry, the Hawaii State Government, the Consulate General of Japan in Honolulu, are preparing for reopening the Hawaii tourism. Conducting public relations or sharing the current status of preparations and Hawaii’s new attractions is important towards the resumption of tourism. It will benefit to many Japanese residents, businesses, and people of Japanese descent.

**Actions :** To create a video that introduces the current efforts by Hawaii's travel industry, hotels, restaurants, etc. towards the resumption of tourism and new attractions of Hawaii. Videos are spread widely through the official YouTube account and website of JHTA and its member companies.

## **Expected Results :**

Due to the travel regulation related to the new coronavirus, most Japanese travel to Hawaii has been suspended. To introduce the latest information on the current status and prospects of tourism in Hawaii to the Japanese in public will contribute to the rapid and smooth resumption of tourism in Hawaii, which in turn will benefit many Japanese residents, businesses, and people of Japanese descent living in Hawaii.

## **< Register as a Participating Company >**

**Application Period :** October 26, 2021, 12:00 AM ~ November 5, 2021, 11:59 PM

**How to Apply :** Answer and fill out the company profile and other information on the designated form (click the link below).

< link to the form : [https://docs.google.com/forms/d/e/1FAIpQLSdAXoTBKf-fa9zY2CR-z4iUAhFyiZG\\_-aWwaplQEYHfJbh1ng/viewform](https://docs.google.com/forms/d/e/1FAIpQLSdAXoTBKf-fa9zY2CR-z4iUAhFyiZG_-aWwaplQEYHfJbh1ng/viewform) >

**Selection target :** Japanese and Japanese-affiliated companies and Japanese businesses that are affected by the spared of COVID-19.