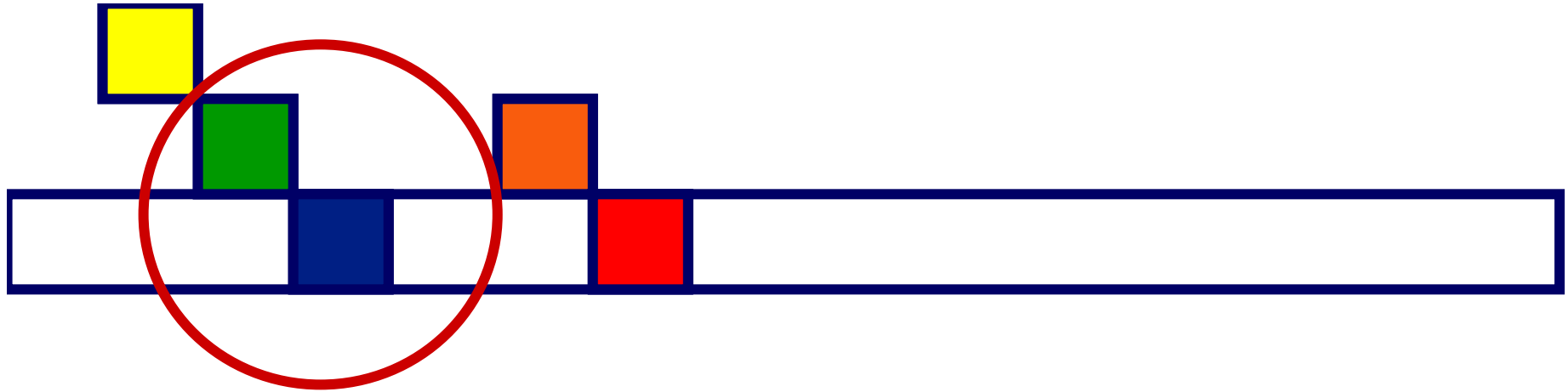
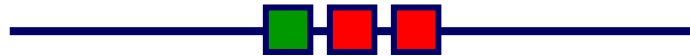


KOREA/JAPAN 2002

JTB Corp.
Yoshihisa IGARASHI



HISTORY

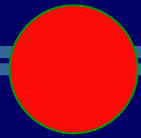




HISTORY

France 1998

Korea / Japan 2002



France 1998

- Japan's Debut
 - Football Became National Interest
 - Supporters Grow
- Tickets Problem
 - Shortage
 - Black Market



KOREA/JAPAN 2002

Restore TRUST

Avoid Same Mistake



HISTORY

1998 Nagano Olympic

Korea / Japan 2002



1998 Nagano Winter Games





1998 Nagano Winter Games

- Internationalized Provincial City
 - Infrastructures Development
 - Traffic Network , IT , Facilities & Hospitality





KOREA/JAPAN 2002



● SAPPORO

● MIYAGI

● NIIGATA

● SAITAMA

● IBARAKI

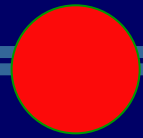
● OSAKA

● OITA

● KOBE

● Tokyo

● YOKOHAMA



HISTORY

The September 11, 2001 attacks

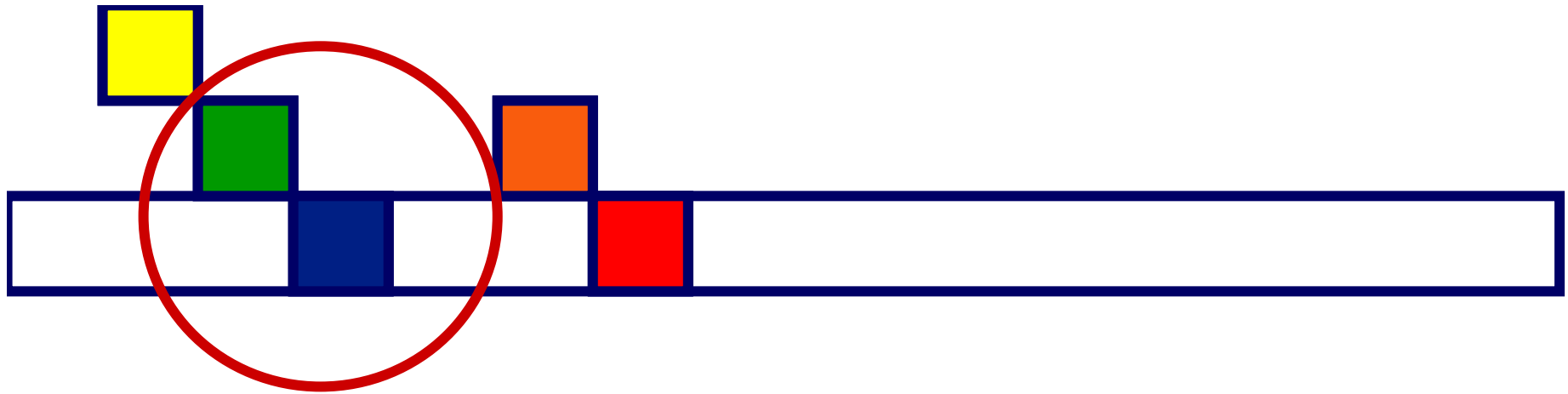
Korea / Japan 2002



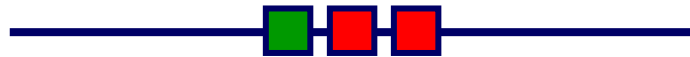
KOREA/JAPAN 2002

CRISIS MANAGEMENT

SAFETY MEASURES



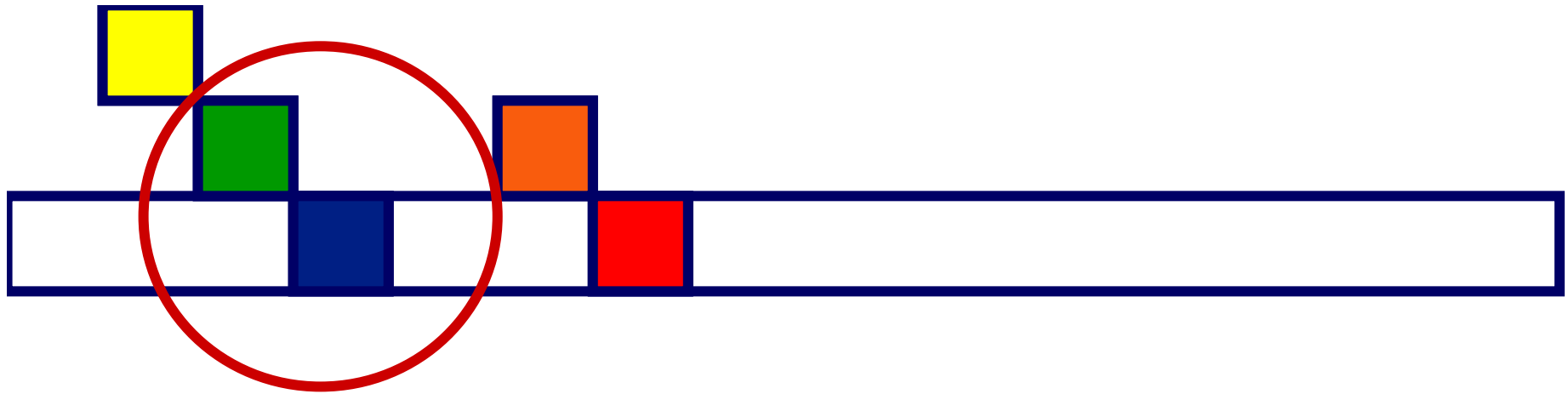
PREPARATON



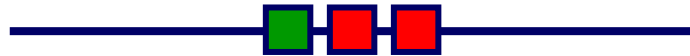


Preparation for 2002

- 1997.12 Japan Organizing Committee established
- 1999.04 10 Venue Offices
- 2001.04 Volunteer Starts
- 2001.06 Confederations Cup
- 2001.12 Official Draw
- 2002.06 Opening Game



KOREA/JAPAN 2002





Works of JTB

- Official Transport
- Stadium Transport
- Official Partners
- Package Tours
- Affiliated

Official Transport

- Team, V.I.P.s, Related Parties, Press etc
- Total 10,500 cars & 150 trains



7 mil US \$



Stadium Transport

- 10 Stadiums Transportation Systems
- Japanese Character



25 mil US \$

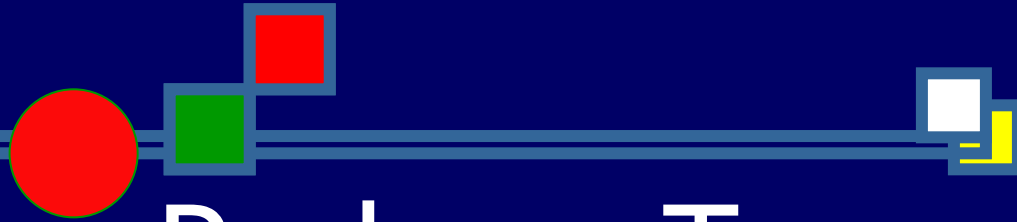


Official Partner Hospitality Programs

- Designated for 14
Companies (out of 15)



18 mil US \$



Package Tours

- Consumer Products
 - 39 Countries
 - 25,000 travelers

2002 FIFAワールドカップ™

大分県立総合体育館 観戦会場 **ビッグアイ**

6/10(月)	チュニジア VS ヘルギー	18:31
6/13(木)	メキシコ VS イタリア	20:31
6/16(日)	韓国 VS コーリアA 2国	19:31

世界最大のスポーツイベントが
大分にやってくる!

無料シャトルバスのご案内

シャトルバス運行スケジュール (キックオフ時間を中心に運行)

試合日程	大分駅	別府駅	高城駅
6/10(月)	13:00-18:00-19:00	13:00-18:00-19:00	13:00-18:00-19:00
6/13(木)	19:30-22:30	19:30-22:30	19:30-22:30
6/16(日)	10:30-14:15-16:30	10:30-13:30-16:30	10:30-14:15-16:30
6/19(水)	17:00-20:30	17:00-20:30	17:00-20:30

A 大分駅発着場
バスで会場まで約20分

B 別府駅発着場
バスで会場まで約45分

C 高城駅発着場
バスで会場まで約15分

2002 FIFAワールドカップ大分県大会
大分総合情報センター TEL.097-514-3833 FAX.097-514-3844
www.2002-afita.com

21 mil US \$

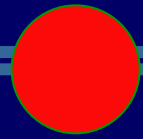


Affiliated

- Cargo Services
- Catering
- Personnel-Service
- Website Design



4 mil US \$

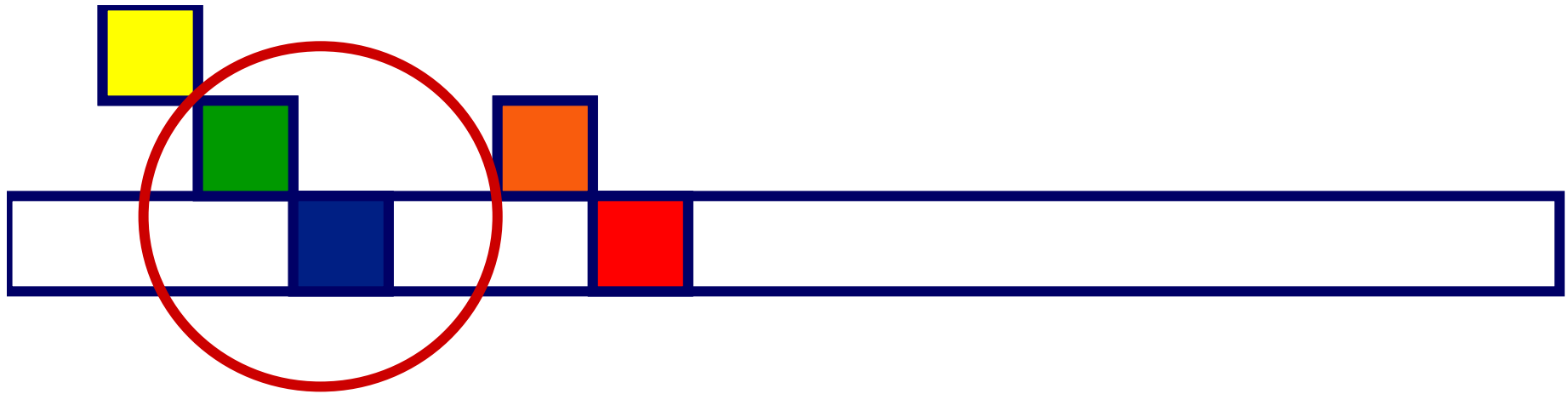


Works of JTB

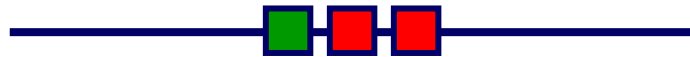
75mil US\$

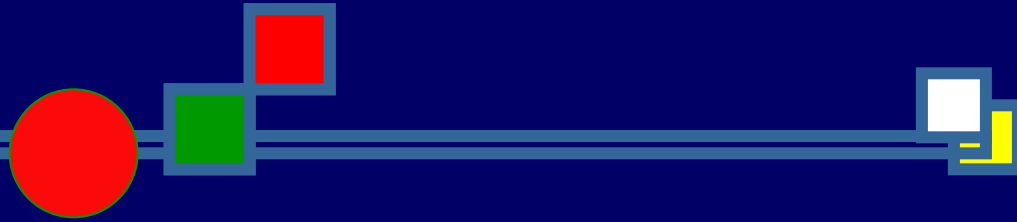


Without Accommodations
& Ticket Sales



AFTER 2002



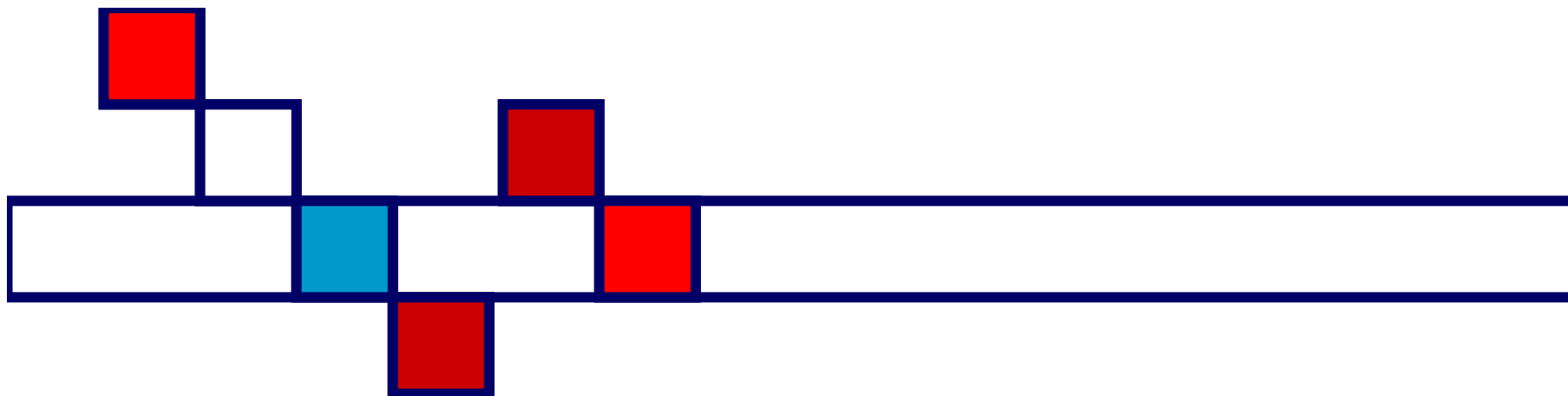


Germany 2006

- Approx. 3000 Japanese to Germany via JTB
- Short and inexpensive

South Africa 2010

Brazil 2014



Muito obrigado

