

JAPAN, CHINA AND KOREA TO JOIN FORCES FOR PROMOTION



China, Japan and the Republic of Korea agreed to join their efforts to promote tourism with the launch of a campaign under the slogan "Visit East Asia".

According to the agreement the three countries will come together as a single combined tourism destination with the aim of **increasing the number of visitors of the three neighbours to 30 million by 2020.**

According to a statement issued at the end of a meeting of tourism executives, the parties pledged to strengthen cooperation and to share information with their offices in Europe and America in order to attract more tourists from these regions.

They also agreed to make a joint effort to improve the regional system of interconnectivity and interoperability and to facilitate cooperation in the development of new tourism products.

Beijing, Tokyo and Seoul will play an increasingly important role in the tourism sector in Asia and other parts of the world, and to this end the three countries will continue to engage in trilateral exchanges on the issue, the announcement stated.

Date: 2015-04-20

Article link:

<http://www.tourism-review.com/east-asia-campaign-to-promote-japan-china-and-korea-news4530>