



JNTO appoints Julie King & Associates to conduct PR Marketing & Consulting in the Australian Market.

Japan National Tourism Organization (JNTO) is delighted to announce they have contracted Julie King & Associates to assist the Tourism Board with PR, Marketing and Consulting in the Australian Market for FY 2018.

“The objective of this project is to improve JNTO’s position as a promotional destination partner for tourism industry media, influencers and other relevant agencies and provide consultation on how to improve future marketing activities and expand JNTO’s influential media network. Julie King & Associates connections and expertise in both the Australian and International markets in Marketing & PR as well her extensive tourism consulting experience will be an asset to our organisation and bring significant benefits to this project.” said JNTO Sydney Office Executive Director, Kana Wakabayashi.

“We are delighted to be partnering with JNTO and working with Kana and her team on this exciting project. Japan is achieving huge growth at the moment from the Australian market and is a destination with great diversity which offers lots for visitors from this region to experience year-round. We look forward to connecting more media partners with JNTO and providing platforms to also bring the lesser known areas of Japan to life” said Julie King, CEO, Julie King & Associates.

About Japan National Tourism Organization:

Japan National Tourism Organization (JNTO), an independent agency of the Japanese government, promotes Japan as a leisure and business destination to connect Japan to the world. Through its 20 offices worldwide, JNTO disseminates information, conducts publicity and exhibitions, supports tour development, carries out research and much more.

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