

Pre - Notice of Tender

24th May 2023

Japan National Tourism Organization (JNTO) Rome Office
Executive Director Yoshiyuki Mizuuchi

We hereby announce the following planned tender.

1. Date of Pre-Notice: 24th May 2023
2. Tentative Tender Period: mid June 2023 –
3. Overview of project
 - i. Name of project: Co-marketing activities for the Italian market in FY 2023 (Airlines edition)
 - ii. Detail of project: JNTO is holding the tender to find a management company that plans and organizes co-marketing activities with the airlines in order to increase booking rate from Italy to Japan as a travel destination, and thus, increase visitor arrivals from Italy to those areas less known and not included in regular itinerary. The activities include online campaigns and a fam trip with airlines.
4. Procedures
Tentative project period: From around September 2023 to end of March 2024

End