

## Pre - Notice of Tender

24<sup>th</sup> April 2023

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

We hereby announce the following planned tender.

1. Date of Pre-Notice: 24<sup>th</sup> April 2023
2. Tentative Tender Period: mid May 2023 –
3. Overview of project
  - i. Name of project: Co-marketing activities for the Italian market in FY 2023 (Tour operator edition)
  - ii. Detail of project: JNTO is holding the tender to find a management company that plans and organizes co-marketing activities with Italian tour operators, in order to increase booking rate to Japan (rural areas) as a travel destination, and thus, increase visitor arrivals from Italy to those areas less known and not included in regular itinerary.
4. Procedures  
Tentative project period: From around July 2023 to end of March 2024

End