

Guidelines for External Links to the Japan Tourism Statistics website

Japan National Tourism Organization (“JNTO”) welcomes external links so that more people can use the Japan Tourism Statistics website (“the website”). Those who wish to link to the website, please adhere to this guideline..

■ Copyright

- In principle, the copyright relating to the contents of each page of the website is owned by JNTO.
- Any unauthorized use and reproduction of all images, texts, graphs, and numeric data posted on each page of the website shall be prohibited.

■ Conditions of external links

- Links shall be made to the top page of the website at [https://statistics.jnto.go.jp/ \(Japanese\)](https://statistics.jnto.go.jp/) or [https://statistics.jnto.go.jp/en/ \(English\)](https://statistics.jnto.go.jp/en/).
- JNTO shall not be responsible for any damages caused by using the contents of the website.
- After establishing the link, we may request to remove the link if JNTO judges that your site does not comply with this guidelines.

■ Use of the banner

- If you wish to use a banner to link to this site, please copy the HTML stated in each banner into your site.
- Please display the banner in a place where it can be easily seen. Also, please do not use as part of other images.

Banner samples

Size: 300pixels(W) × 250pixels(H)



```
<a href="https://statistics.jnto.go.jp/?utm_source=incoming_link&utm_medium=banner&utm_campaign=linkbnr" target="_blank"></a>
```

Size: 320pixels(W) × 50pixels(H)



```
<a href="https://statistics.jnto.go.jp/?utm_source=incoming_link&utm_medium=banner&utm_campaign=linkbnr" target="_blank"></a>
```

Size: 640 pixels (W) × 100 pixels (H)



```
<a href="https://statistics.jnto.go.jp/?utm_source=incoming_link&utm_medium=banner&utm_campaign=linkbnr" target="_blank"></a>
```

Size: 728pixels(W) × 90pixels(H)



```
<a href="https://statistics.jnto.go.jp/?utm_source=incoming_link&utm_medium=banner&utm_campaign=linkbnr" target="_blank"></a>
```

■ We shall decline any links from the following websites.

- Internet forums, including imageboards Those that slander, are defamatory of, or at risk of slandering JNTO or related organizations
- Those infringing or possibly infringing the copyright and intellectual property rights of JNTO or related organizations
- Those infringing or possibly infringing the property, honor, moral rights or privacy of JNTO or related organizations
- Those disturbing public order and morals
- Those that may mislead the judgment of or give a wrong impression to the viewers
- We request not to display this webpage within a frame.

If a frame is set, please link by setting TARGET attribute to "_blank" or "_top".