

Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Aomori Prefecture
Name of undertaking	Aomori—A destination chosen by tourists from across the world		
Outline	<p>Stunning nature in every season, atmospheric hot spring regions, various, high-quality agriculture, forestry, and fishery industries, and lifestyles and culture unique to the region—The diverse charms of Aomori Prefecture will play a key role in increasing the number of visitors to the area.</p> <p>Utilizing the diverse regional resources at our disposal, tourism is a growing industry and a key strength of ours. It is expected to play a major role in leading the revitalization of our economy, and further growth in the industry is anticipated. We are therefore promoting collaborative initiatives between a wide range of different fields to ensure that we become a destination chosen by tourists from around the world.</p>		
Amount of budget	1.6 billion yen	15 million USD	

1. Tasks (current situation)

- The population in the prefecture continues to decline and the number of seniors is increasing.
- The development of ICT is enabling us to monitor the mindsets and behaviors of tourists, and both productivity and services in the tourism industry are improving.
- We must enhance our transport network to accommodate the expansion of the Hokkaido Shinkansen line to Sapporo.
- The domestic market is shrinking and competition between regions is intensifying.
- Inbound-based demand is expected to increase.
- We must develop tourism regions from the standpoint of tourism-based economy.
- The total number of overnight guests in Aomori was around 5,060,000, with around 296,000 of those from overseas. Tourism based consumption was 186.3 billion yen.

2. Goals (future image)

- Attract investments to grow tourism into core industry
Grow the tourism industry into one that is worth investing in to ensure it becomes a core industry. In a variety of fields, develop tourism into an attractive occupation, nurture personnel who can earn a living in tourism, and ensure tourism drives the revitalization of our economy.
- Create regions that can share happiness
Create regions that visitors, workers, and residents regard highly, and regions where all can feel happy together.
- Become a destination chosen by tourists from around the world
Grow tourism into a core industry that sustains regional economies, and become a prefecture with a global presence and a unique charm.
- Seek to attract a total of 5,500,000 overnight guests to the prefecture (500,000 from overseas), and aim for tourism-based consumption of 200 billion yen.

3. Details of undertaking

(Overview)

- Strategic tourism content development and communication of information
 - Project to build a tourism model fusing food and nature that encourages guests to stay in one location
As tourist needs become more diverse and advanced, we are combining food and nature to build a tourism model and increase our capacity to accommodate guests and improve the quality of our services.
 - Project to attain World Heritage Status for Jomon Archeological Sites and boost tourism-based consumption
In anticipation of the rapid increase in visitors following the Jomon Archeological Sites in Hokkaido and Northern Tohoku's attainment of World Heritage Status, we are making preparation to maximize the economic effects of periods when tourist numbers are highest. We are also encouraging businesses in the prefecture to improve their ability to accommodate tourists to ensure they continue making profit even after tourist number go down, and in turn maximize tourism-based consumption.
- Enhancing and promoting measures to attract foreigners to the prefecture
 - Inbound tourist project to become a destination chosen by tourists from across the world
In anticipation of the forthcoming Tokyo Olympics and Paralympics, we are undertaking cooperative activities with "global ambassadors" to convey our strengths and appeals to a global audience. In this way, we are moving forward with the latest, effective measures.

(Things that are going well)

- Thanks to our efforts to attract more international and chartered flights to the prefecture, in July of this year a new service linking Aomori Airport and Taipei began courtesy of EVA Air.
- Through tourism which makes use of land, air, and sea transport networks, we are promoting wide-area tours in collaboration with the southwest of Hokkaido, leading to an increase in number of visitors and foreign currencies.

(Things that are not going well)

- We must create measures to improve transport to and from tourist locations.

Theme 1 : Promotion of Tourism / Regional Report

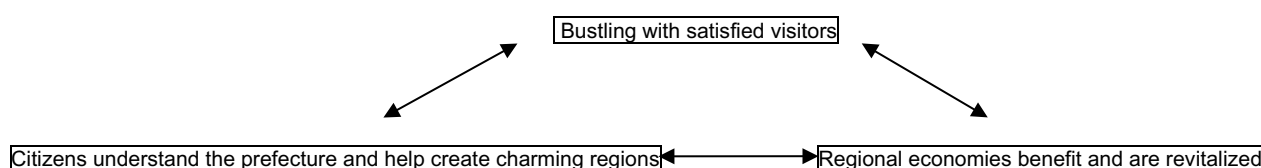
Name of theme	Promotion of Tourism	Name of local or regional government	Yamagata Prefecture
Name of undertaking	Establish Yamagata as a tourist destination by communicating its charms and incorporating the vigor of those from inside and outside Japan		
Outline	Utilizing a range of policies that promote tourism development through participation of all citizens and industries, we are aiming to expand the number of visitors to the area. We hope this will contribute to the continuous development of our economy, help build regional societies bursting with vitality, and in turn establish Yamagata as a tourist destination.		
Amount of budget	1,192,729,000 yen	US\$ 11,219,349.07 (Amount converted to US\$)	

1. Tasks (current situation)

- In recent years, due to a declining birthrate and ageing society, the population is shrinking, and community functions and regional economies are deteriorating.
- To build sustainable regional societies bursting with vitality, not only must we engage in efforts to maintain the resident population, we must also work to expand the number of visitors from both inside and outside the prefecture.
- There are huge expectations for measures to promote tourism to revitalize the economy through increased numbers of visitors.
- As competition between regions to attract visitors intensifies, we must work to find ways to heighten the prefecture's appeals, more effectively communicate information, and connect these efforts to increased numbers of visitors.
- Up until now, inbound tourists have only visited the prefecture for a short period of time. Moving forward, we hope to increase the length of time that visitors spend here, and in turn increase tourism-based consumption.

2. Goals (future image)

Policy goals: Create a virtuous cycle through the advancement of measures to promote tourism



Numerical targets: 217.7 billion yen (FY2018) → 250 billion yen (FY2019)

3. Details of undertaking

(Overview)

Utilizing and enhancing our tourism resources, we are undertaking a variety of measures to increase the number of visitors to the prefecture. These resources include our cuisine and hot springs, cultural aspects that interest those from inside and outside the prefecture (such as the Three Mountains of Dewa, Yama-dera Temple, Jion-ji Temple, and Wakamatsu-dera Temple), Mt. Chokai and Mt. Zao included in the 100 Famous Japanese Mountains, and the traditional performing arts of each region.

- Launch of the Delicious Cuisine and Sake Tourism Promotion Office in April 2018
 - We are actively communicating the appeals of Yamagata's delicious cuisine and sake, and promoting measures that combine a range of tourism resources such as hot springs, traditional cultures, nature, and more, to attract tourists to the region. (Promotion of gastronomy tourism, etc.)

- Shifting our heavy snowfall, which has traditionally had negative connotations, to an advantage, in order to attract tourists
 - In February 2018 we were the first prefecture in the Tohoku region to hold the UNWTO International Conference on Tourism and Snow Culture, through which we communicated the appeals of winter in Tohoku and snow-based activities.
- Promoting inbound tourism through wide-area collaboration with neighboring prefectures
 - Not only Yamagata, we are increasing recognition of the entire Tohoku region overseas (in collaboration with the Tohoku Tourism Promotion Organization).
 - Although Yamagata has two airports, neither are connected to international routes. As such, we are promoting collaborative projects with airports that offer regular international flights, and proposing wide-area tour routes to travel agencies.
 - We are also progressing measures to attract chartered flights to the prefecture, as we anticipate economic ripple effects from attracting visitors to the prefecture directly.
FY2018: 151 flights → FY2019: 232 flights (large increase)
 - We are proposing new travel programs by making use of our regional characteristics and tourism resources. This includes cultural tourism, cycle tourism, gastronomy tourism, snow culture tourism, and more.
- Promoting public-private collaboration to increase the number of overseas cruise ships docking at our ports
 - The first overseas cruise ship docked at our port in 2017. Since then, the number has increased yearly, and we are working with nearby municipalities to implement hospitality measures unique to the prefecture to further increase the number of dockings.

(Things that are going well)

- Regarding overseas cruise ships, we have created the Port of Sakata Sales Committee comprising the prefecture, municipalities, and private bodies, through which we are progressing public-private collaborative efforts to attract visitors to the region and improve our systems to accommodate foreign tourists.
- Thanks to an increased number of international chartered flights and overseas cruise ships docking in the prefecture, we have welcome record numbers of foreign tourists to the prefecture for four consecutive years. Moving forward, we will advance public-private initiatives to enhance our overseas promotional activities and improve our systems to accommodate visitors.

(Things that are not going well)

- Responding to the diversifying tastes and needs of individuals
 - We must further promote and enhance our systems to accommodate a range of different visitors in such ways as creating free public wireless LAN networks and offering multi-lingual services.
- Responding to the shift from group-based travel to individual travel
 - We must work to improve the convenience of public transport from stations and airports to tourist spots.

4. References

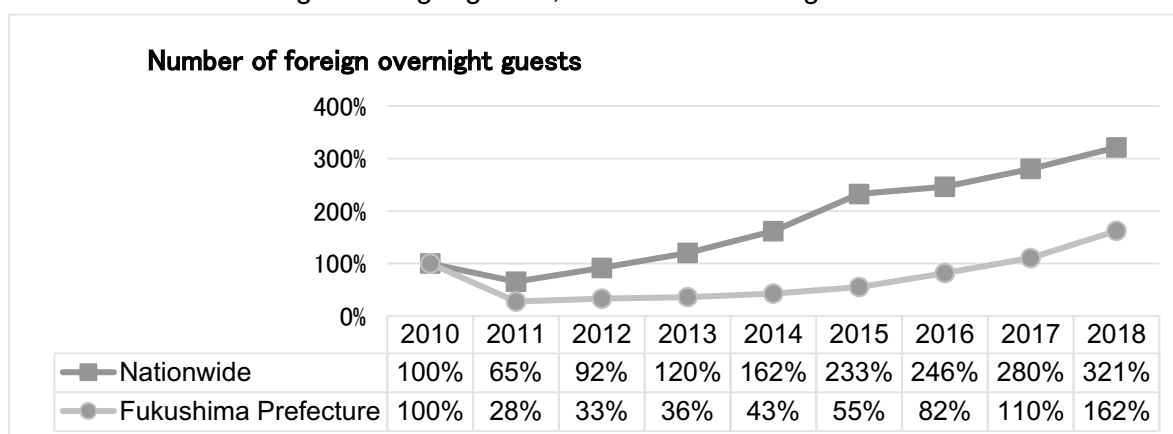
	Recent results	Indicators
No. of tourists	46,507,000 (FY2018)	47,000,000 (FY2019)
No. of overnight tourists	5,431,360 (FY2018)	6,200,000 (FY2019)
No. of foreign tourists	252,289 (FY2018)	260,000 (FY2019)
No. of overnight foreign tourists	163,460 (FY2018)	180,000 (FY2019)

Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Fukushima Prefecture
Name of undertaking	Fukushima's endeavor to attract and increase the number of inbound tourists		
Outline	<ul style="list-style-type: none"> Although the number of inbound tourists visiting the prefecture is recovering, it is not growing as much as in other prefectures nationwide. We are aiming to reduce safety concerns following the nuclear disaster, and enhance understanding and sympathy among countries and regions both in Japan and overseas of our recovery efforts, current conditions, and appeals. And so, in order to attract more inbound and other tourists, we are engaged in through food inspection and accurate transmission of communication both in Japan and overseas. 		
Amount of budget	(Local currency)	(Amount converted to US\$)	

1. Tasks (current situation)

- The number of inbound tourists visiting Fukushima Prefecture massively decreased following the Great East Japan Earthquake, and we continue to face difficult circumstances such as the suspension of international flights to the region. Despite this, thanks to target group-specific measures, the number of inbound tourists is recovering (particularly with visitors from Asia).
- However, while in 2018 in Japan the total number of foreign overnight guests was 321.1% of the number in 2010, the number in Fukushima was just 162.2% (46th out of 47 prefectures), and thus growth is not as high as in other areas. And, while in 2010 we were ranked 28th out of 47 prefectures for the number of foreign overnight guests, in 2018 our ranking fell to 40th.



Source: Statistical survey on number of overnight guests by the Japan Tourism Agency (at facilities with more than 10 employees)

2. Goals (future image)

The 3rd Stage Fukushima Prefecture Recovery Plan—Recovering Reputation Project

Aim to reduce safety concerns following the nuclear disaster, and enhance understanding and sympathy among countries and regions both in Japan and overseas of our recovery efforts, current conditions, and appeals, and increase the number of inbound and other tourists to the prefecture.

3. Details of undertaking

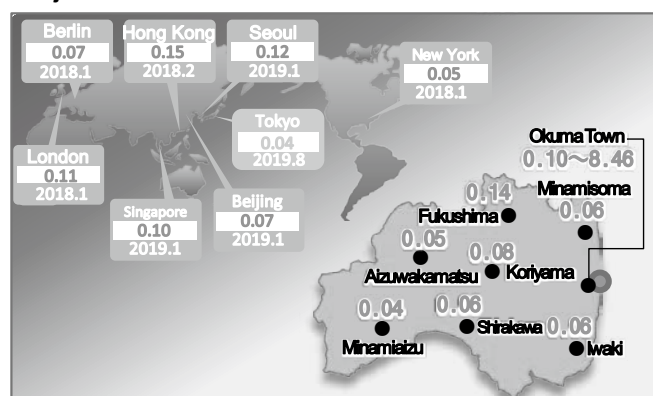
(Overview)

- Environmental recovery and thorough inspection of food products (Strategy to enhance recovery of reputation (the 3rd edition))

Through thorough decontamination and damping efforts, the amount of radiation in the air in Fukushima Prefecture is almost at the same level¹ as major cities worldwide (excluding in zones with evacuation orders).

Furthermore, based on the world's most stringent reference values² for radioactive materials, we are carrying out thorough inspections of food products to ensure their safety. Specifically, we are implementing and announcing the results of monitoring and inspection of approximately 200,000 different agriculture, fishery, and forest products, inspection of all volumes and bags of rice, and inspection of all cattle for beef.

<Level of radiation in the air in Fukushima compared with major cities around the world>



Source: Overseas radiation levels are courtesy of the Japan National Tourism Organization

<FY2018 inspection results of agriculture, fishery, and forest products>

Category	Number inspected	Number exceeding reference values	Percentage exceeding reference values
Brown rice	Approx. 9.2 million	0	0.00%
Fruits and vegetables	2,455	0	0.00%
Livestock	4,336	0	0.00%
Farmed plants and mushrooms	945	0	0.00%
Seafood	6,187	0 ^{*3}	0.00%
Wild plants and mushrooms	788	1	0.13%
Fish from rivers and lakes	886	5	0.56%

■ Transmission of accurate information both in Japan and overseas (The 3rd Stage Fukushima Prefecture Recovery Plan—Recovering Reputation Project)

In order to eliminate concerns surrounding the prefecture following the nuclear disaster, we are continuing to communicate a wide range of accurate information to the media, social networking sites, meetings and events, and every other opportunity both in Japan and overseas. Specifically, we are showcasing our efforts to sustain food safety, disclosing results of inspections, outlining trends in radiation levels, explaining recovery conditions, and communicating our appeals.

In order to eradicate the negative reputation of processed foods from the prefecture, our main efforts in 2019 are implementation of the Fukushima Food Hygiene Management Model, which communicates information regarding hygiene management at food processing facilities (HACCP) and management of radioactive materials. In this way, we are aiming to generate trust in processed foods and processing facilities in the prefecture. We are also aiming to eliminate negative notions surrounding the prefecture by attracting more tourists from in Japan and overseas to the region, and by communicating our efforts to recover and attract a wider audience actively, through the Tokyo 2020 Olympic and Paralympic Games.

■ Promote measures to attract more tourists (The 3rd Stage Fukushima Prefecture Recovery Plan—Recovering Reputation Project)

In order to attract huge numbers of tourists to the prefecture to see, eat, and feel our qualities first-hand, as well as to communicate the appeals of our food and tourism and information regarding our recovery efforts, we are hosting a number of marketing campaigns to revitalize tourism including those that promote prefectural produce. In this way, we are utilizing our regional tourism resources to attract more visitors to the area. To increase the number of foreigners, we are communicating information in line with the characteristics of each country and region, inviting overseas media representatives and travel organizations to visit our prefecture, and carrying out overseas promotion campaigns.

In 2019, we are focused on communicating relevant information to the Greater Tokyo Area—where there are a large number of foreign visitors—holding “monitor” tours for individuals to visit and experience Fukushima, developing new Fukushima cuisine, and aiming to fuse food with tourism. We are also communicating information utilizing our Diamond Route videos, and deploying themed measures to attract visitors, such as those incorporating samurai and sports.

*1 The figures displayed in “Level of radiation in the air in Fukushima compared with major cities around the world” are current as of August 1, 2019.

*2 The reference values for radioactive cesium in general food products are 1,250 Bq/kg in Europe, 1,200 Bq/kg in the US, 1,000 Bq/kg as outlined by CODEX, but 100 Bq/kg in Japan.

*3 Voluntary inspection by the Japan Fisheries Cooperative showed one instance of values exceeding reference values.

Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Niigata Prefecture
Name of undertaking	Utilize diverse local resources for increasing an interactive population		
Outline	Seeking to become a lively prefecture where diverse individuals and cultures come together, we will create so-called killer content in tandem with municipalities and private businesses, enhance our tourism resources, and create a Niigata brand that differentiates us from other prefectures. In this way we hope to increase the number of visitors to the prefecture.		
Amount of budget	438,334,000 yen (Local currency)	4,135,226 US dollars (Amount converted to US\$)	

1. Tasks (current situation)

- Niigata Prefecture is blessed with various treasures such as abundant nature, a rich food culture, and various unique industries. However, as each one of these has communicated its own appeals individually, their attractive features are unclear and they each lack their own background stories. As such, we haven't been able effectively utilize them in the promotion of tourism.
- Moreover, we are not seeing a significant increase in the number of tourists who are "highly satisfied" with tourist spots in the prefecture. This creation of spots that can respond to tourists' needs is a pressing issue, and we therefore have to, among others, further improve our services, create and enhance appealing tourism content, and strengthen the foundations of our tourism industry to improve convenience.

2. Goals (future image)

Create a prefecture that people are glad to have visited

3. Details of undertaking (Overview)

- 1) Attract visitors to the area through the creation of tourist spots that are appealing for domestic and overseas visitors, and through effective communication
 - In order to respond to the needs of increasingly diverse tourists, we are conducting surveys about tourist spots in the prefecture and training personnel who can lead the future of our tourism industry.
 - In order to revitalize skiing and tourism in the prefecture, we are communicating relevant information outside the prefecture and carrying out ski tours for children. We are also working to attract more inbound visitors to our ski resorts, while improving our systems to accommodate them.
 - As well as supporting efforts to enhance the appeals of tourism resources unique to our various regions, we are enhancing systems to accommodate tourists. We are also placing particular importance on initiatives that will help drive the prefecture's brand image.
 - We are hosting workshops to help create and enhance the appeals of community-based tours, and creating feature websites to promote their sales.
 - We are supporting initiatives that will act as a model for so-called staying tourism, which is in line with the concepts of gastronomy tourism by the Japan Sea. We are also seeking to create new tourism resources that combine food, products, and locations.
 - We are engaged in efforts to effectively communicate the appeals of tourism in the prefecture through media outlets in the Greater Tokyo and Kansai areas.
 - We are working with transportation companies to communicate information and create tours, while also offering group "monitor" tours.
 - To increase attendance to conventions we are visiting hosts and offering them our support. We are also developing new hospitality programs and improving and utilizing communication tools.

2) Promote efforts to attract foreign tourists to the prefecture

- We are developing strategic promotional activities targeting Korea, Taiwan, China, Thailand, Singapore, and other regions using our most attractive features: snow, hot springs, sake, rice, and more. We are also improving systems to enable us to more effectively accommodate foreign visitors.
- We are engaged in sales promotions to create tours (including wide-area tour routes) in tandem with neighboring prefectures, and promoting wide-area tourism through effective communication that utilizes our network of information centers in the prefecture and the Greater Tokyo area.
- We have positioned Malaysia, Indonesia, Vietnam, and the Philippines as new target areas, and as well as undertaking market research of travel in Japan, we are creating systems that will aid us in accommodating Muslim guests.
- We are supporting new sales activities that include exhibiting at trade fairs hosted by public-private accommodation facilities, and visiting travel agents.
- We are communicating information about tourism in our prefecture to foreign tourists staying for an extended amount of time at accommodation facilities in the Greater Tokyo area, thereby promoting visits to our prefecture.

(Things that are going well)

- Results are undisclosed as activities are ongoing.

(Things that are not going well)

- The increase in number of tourists and overnight guests is sluggish.
- The satisfaction level among visitors to tourist spots across the prefecture is not improving.

4. References

• Tourists and overnight guests

(Unit: thousands of people)

	2012	2013	2014	2015	2016	2017
No. of tourists	70,862	71,602	72,987	77,447	74,172	72,478
Year-on-year comparison	+6.3%	+1.0%	+1.9%	+6.1%	-4.2%	-2.3%
Overnight guests	10,203	9,677	9,607	10,260	10,205	10,202
Year-on-year comparison	—	-5.2%	-0.7%	+6.8%	-0.5%	-0.0

• Tourist spot satisfaction levels

Survey Number (period)	2nd (Autumn 2011–Summer 2012)	3rd (Autumn 2013–Summer 2014)	4th (Autumn 2014–Summer 2015)	5th (Autumn 2015–Summer 2016)	6th (Autumn 2016–Summer 2017)
Percentage of “Highly satisfied” visitors	25.1%	23.2%	19.3%	19.1%	19.4%
Percentage of “Satisfied” visitors	45.4%	45.7%	48.3%	48.2%	48.1%
Percentage of “Somewhat satisfied” visitors	17.8%	17.6%	19.7%	20.2%	19.9%
Total percentage of satisfied visitors	88.3%	86.6%	87.3%	87.5%	87.4%

* Total percentage of satisfied visitors is the total of “Highly satisfied,” “Satisfied,” and “Somewhat satisfied” visitors.

* Total percentage may not match sum of “Highly satisfied,” “Satisfied,” and “Somewhat satisfied” visitors as numbers have been rounded up.

Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Ishikawa Prefecture
Name of undertaking	Promoting activities to attract more visitors to the region in line with the Tokyo Olympic and Paralympic Games and the full opening of the Hokuriku Shinkansen bullet train line		
Outline	<ul style="list-style-type: none"> In 2018, four years after the Hokuriku Shinkansen line opened, the number of visitors to the prefecture was 24,753,000, a substantial increase over 2014 prior to the opening of the train line, when the number stood at 21,611,000. Despite this, in order to reach our target of 30,000,000 in 2025 outlined in our Hotto Ishikawa Tourism Plan 2016, we must take further action. To increase the number of domestic visitors, throughout the year we are carrying out strategic campaigns, and researching and enhancing our tourism resources to transform them into trip and tour products. For foreign visitors, looking to the Rugby World Cup, the Tokyo Olympics and Paralympics, and beyond, we are making use of our rich transportation infrastructure—the Hokuriku Shinkansen and the new regular flight route between Komatsu and Hong Kong—to engage in wide-area collaboration, promote travel within the prefecture, and carry out effective marketing to attract more visitors. 		
Amount of budget	-	-	-

1. Tasks (current situation)

- Thanks to the opening of the Hokuriku Shinkansen, the number of visitors to Ishikawa continues to be around three times more than it was prior to the opening of the train line.
- Visitors from outside the prefecture: increase of 3,400,000 compared to before the train line was open (2014: 12,050,000 → 2018: 15,490,000)
- Foreign overnight guests: 2.3 times more compared to before the train line was open, with record numbers reached for six consecutive years (2014: 290,000 → 2018: 680,000)
- Visitors from the Tohoku area: 1.8 times more compared to before the train line was open
- Omiya (transfer) → Sendai → Kanazawa approx. 3 hrs. 30 min. (Pre-Hokuriku Shinkansen: approx. 5 hrs.)
- Direct Shinkansen between the Hokuriku and Tohoku areas (trains running both ways for three consecutive years)
- The number of TV shows introducing Ishikawa Prefecture has reached a record high (2014: 52 times → 2018: 360 times)

2. Goals (future image)

Promoting attract more visitors to the region in line with the Tokyo Olympic and Paralympic Games and the full opening of the Hokuriku Shinkansen bullet train line.

3. Details of undertaking

(Overview)

- Expanding Ishikawa Prefecture's fanbase through communication of its existing appeals and creation of new ones
 - Promoting the 5th Anniversary of the Hokuriku Shinkansen in Kanazawa marketing campaigns
 - In line with JR's marketing campaign, we are holding the 5th Anniversary Ishikawa Hyakumangoku Story Exhibition in Tokyo Station as well as the Detective Conan Kanazawa and Kaga Mystery Tour.
 - As ways to enhance the appeals of tourist destinations in the prefecture, we are holding nighttime events in hot spring areas, hosting Noto "spiritual power spot" tours, offering hot air balloon rides for visitors to look down upon Kanazawa Castle Park, and holding illumination events at Gyokusen'inmaru Garden.

- b) Communicating information focused on appealing elements unique to Ishikawa
 - Collaborative marketing campaigns to increase visitors by JR and the three Hokuriku prefectures
 - “Japanese Beauty Can Be Found in Hokuriku” campaign: April–November
 - “Japanese Beauty Hokuriku” campaign: December–March
 - We are commissioning staff at major travel agents in the Greater Tokyo and Kansai areas to be “Ishikawa Tourism Concierges,” thus giving Ishikawa Prefecture tourism some momentum.
 - We are aiming to attract women and active senior citizens to the prefecture from the Greater Tokyo area, cooperating with the JR Group to attract more visitors from the Tohoku area, and seeking to increase visitors from the Kansai area by recommending that company anniversary trips be held here.
 - We are attracting visitors through online advertisements, and promoting tourism in the Greater Tokyo area and other regions using the away games of our local professional sports teams.
 - We are also providing support for travel conventions held in the prefecture, and aiming to increase the number of school trips to the prefecture on the Hokuriku Shinkansen.
 - c) Enhancing appeals of tourist spots in the prefecture to further expand the positive effects of the opening of the Hokuriku Shinkansen
 - We are holding Ishikawa tourism product promotion meetings to commercialize our regional tourism resources and stationing experts at travel agents to give them momentum in promoting the prefecture.
 - We have set up a sales website for individual tourists to purchase products similar to the group tourism products that were created at the above meetings.
 - We are holding events all over the prefecture to attract more visitors (the Noto Hometown Fair, Kaga Hot Spring Fair, music events in Kanazawa, and more).
 - We are also holding illumination events at Kanazawa Castle and Kenroku-en Park.
 - d) Developing personnel to lead the next generation of tourism in Ishikawa through industry-academia-government partnerships
- 2) Strategic marketing to attract more foreign visitors
- a) Strengthening efforts to attract more foreigners in anticipation of the Tokyo Olympics and Paralympics and the Rugby World Cup
 - We are creating leaflets listing traditional and cultural experience programs based in other prefectures for spectators of the Rugby World Cup, and holding guided “monitor” tours to Kaga and Noto.
 - We are also holding seminars for European travel agents to attract visitors for the Tokyo Olympics and Paralympics.
 - We are hosting visits to the prefecture for tourism product developers and holding explanation meetings regarding tourism materials to research and enhance our existing tourism materials so that they cater to foreign visitors.
 - We are also providing telephone interpreting services to improve convenience for foreign visitors.
 - b) Attracting visitors from overseas using our robust transportation infrastructure
 - We are using the new regular flight route between Komatsu and Hong Kong to attract more visitors to the prefecture.
 - c) Promoting a new Golden Route using the Hokuriku Shinkansen
 - We are exhibiting at travel fairs and hosting media representatives to showcase the joint initiatives we have created with local governments along routes compatible with the JR Hokuriku Arch Pass.
 - d) Attracting visitors in line with the characteristics of target countries and regions
 - We are targeting Australia for “ski and other social activities” trips, Taiwan for educational holidays, Taiwan and China for sports and leisure tours, and more.

Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Yamanashi Prefecture
Name of undertaking	Tourism strategies of Yamanashi Prefecture		
Outline	<ul style="list-style-type: none"> Our slogan “A tourism-oriented Prefecture, Home of Fujisan, Yamanashi,” was announced in 2004, and we established a tourism department to comprehensively revitalize our tourism industry. In 2009, we established the Yamanashi Tourism Organization as part of a joint industry-academia-government initiative. Further, in December 2011 we formulated a set of regulations for tourism in Yamanashi, full of hospitality, and based on these, launched the Yamanashi Tourism Promotion Plan in 2012. In 2019 we plan to formulate the New Yamanashi Tourism Promotion Plan (period: 2019–2022). In order to establish tourism as the secondary economic pillar in the prefecture, we are implementing a range of initiatives aimed at revitalizing the tourism industry, such as enhancing our systems to accommodate visitors, and communicating information in an effective manner. 		
Amount of budget	1.2 billion yen (August 2019)	11,330,000 US\$ (Amount converted to US\$)	

1. Tasks (current situation)

- Although the number of tourists is increasing, tourism-based consumption is not. As an increase in tourism-based consumption can lead to the revitalization of regional economies, we must engage in efforts to increase consumption among tourists, promote the marketing and sales of high-end prefectural produce, and add further value to tourism by increasing the productivity of tourism-based businesses.
- Together with its citizens, Yamanashi Prefecture has vowed to improve hospitality based on regional pride and affection. And, although we have been promoting improved hospitality, the overall level of tourist satisfaction has been on a downward trend, and therefore we must again communicate the intent of enhancing hospitality, and strive to increase satisfaction levels.
- Having seen that some tourist locations are unable to cope with changing tourist behaviors and the increase in foreign visitors, we must seek to enhance and reinvigorate our regional resources.
- As society matures and regional economies are increasingly globalized, ways of travel and travel requirements are diversifying. We must therefore work to respond to these diversifying needs.

2. Goals (future image)

Through the warmth of our citizens, stunning regional scenery, local specialties, traditional festivals, and more, we will offer a form of hospitality unique to Yamanashi Prefecture. By doing so, we aim to leave on visitors a lasting impression of tranquility and satisfaction, and create an appealing prefecture that they yearn to return to. In turn, we will promote tourism, and develop the tourism industry into a core industry of the prefecture.

3. Details of undertaking (Overview)

- Increasing tourism-based consumption
 - We are carrying out marketing promotions in partnership with online travel agents to increase the number of overnight guests.
 - We are holding tourism product exhibitions together with private enterprises such as JR.
 - In order to develop a highly profitable tourism industry, we are holding seminars to increase productivity at hotels and other lodgings as well as those to improve abilities to accommodate foreign tourists (cashless payments, Halal certified menus, etc.).
- Promoting hospitality
 - As we believe it important to further citizens’ understanding and interest in the prefecture and build a sense of pride and affection among them, we are providing opportunities for a wide range of age groups to learn about their home region and discover new insights, and developing personnel who can be proactive in providing top-class hospitality.

- Enhancing and utilizing regional resources
 - Making use of the nature, history, culture, and industries of the Southern Alps and surrounding areas, we are enhancing existing regional value to promote a premium brand of tourism with high added value.
- Responding to foreign tourists' needs
 - As well as promoting the use of volunteer foreign language speakers and guide-interpreters to cater to the increasing number of lone foreign tourists, we are also promoting use of the Yamanashi-produced multilingual Fujisan Activities smartphone app for tourism.
- Marketing promotions for specific target groups
 - With time and distance expected to become less of an issue with the opening of the Chubu-Odan Expressway in 2020 and the Chuo Shinkansen bullet train line in 2027, we are strengthening our communication activities aimed at the Chukyo and Kansai areas.
 - And, by partnering with DMOs (Destination Management Organization) and other organizations for our overseas marketing activities, we are targeting promising markets in certain countries and regions, and undertaking tourism promotion based on each market's characteristics.

(Things that are going well)

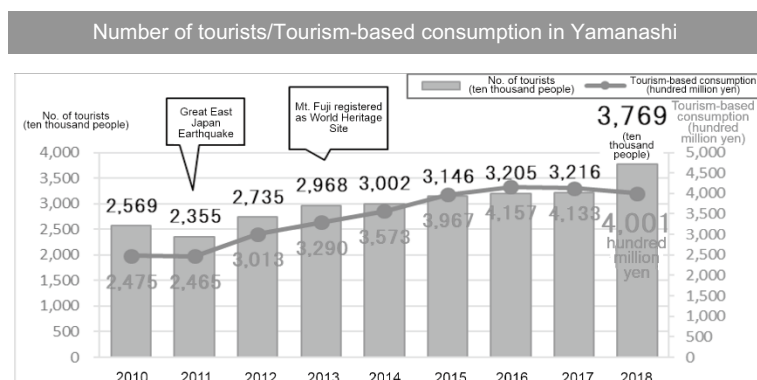
- Increase in number of tourists
 - Number of tourists visiting the prefecture: 32,160,000 in 2017 → 37,690,000 in 2018
 - Number of foreign tourists (overnight guests): 1,610,000 in 2017 → 1,960,000 in 2018 (a particularly noticeable increase in tourists from Taiwan and Vietnam)

(Things that are not going well)

- Faltering growth in tourism-based consumption
 - Tourism-based consumption in the prefecture: 413.3 billion yen in 2017 → 400.1 billion yen in 2018

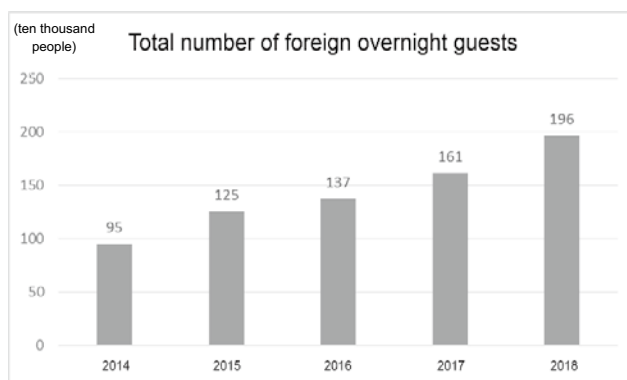
4. References

1) Number of tourists/Tourism-based consumption



Source: Statistical survey in number of tourists to Yamanashi Prefecture

2) Total number of foreign overnight guests



Source: Statistical survey on number of overnight guests by the Japan Tourism Agency

3) Composition and ranked number of foreign overnight guests

Rank	Country/Region	2018		2017
		Total	Year-on-year	Total
1	China	674,680	120.9%	557,890
2	Taiwan	237,940	144.1%	165,120
3	Thailand	153,040	99.4%	153,910
4	Hong Kong	100,160	132.7%	75,470
5	Vietnam	69,500	167.2%	41,560

Source: Statistical survey on number of overnight guests by the Japan Tourism Agency

Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Nagano Prefecture
Name of undertaking	Driving Creation of Tourist Destination Attractive to the World		
Outline	<p>- Nagano Prefecture had an all-time high total number of foreign overnight tourists of 1,527,000, visiting to stay within the prefecture.</p> <p>- Nagano launched "Nagano Prefecture Tourism Strategy 2018 - Development of New Tourism Era in Shinshu" in March 2018 and implemented measures based on three strategies, namely "development of management entities as bearers of tourism", "creation of foundation as tourist destination" and "inbound tourists strategy to attract tourists from around the world", with the aim to develop a world-class mountainous tableland resort that brings "happiness" to both residents and tourists.</p>		
Amount of budget	566 million Japanese Yen (Local currency)	5.24 million USD (Amount converted to US\$)	

1. Tasks (current situation)

<<Current Situation of Nagano Prefecture from Statistical Viewpoint>>

1. Trend in total number of overnight tourists
-> Relatively flat (17.897 million in 2014 to 18.325 million in 2018. (102.4%))
2. Trend in total number of foreign overnight tourists
-> Increasing (0.66 million in 2014 to 1.527 million in 2018. (231.4%))
3. Trend in tourism consumption
-> Increasing (657.1 billion Yen in 2014 to 814.6 billion Yen in 2018 (124.0%))
4. Trend in percentages of single-day/overnight tourists
-> (Single-day tourists) Increasing (60.2% in 2014 to 63.8% in 2018)
(Overnight tourists) Decreasing (39.8% in 2014 to 36.2% in 2018)
5. Occupancy rate of accommodations
-> (Hotels and Economy Hotels) High (73.7% and 70.9% in 2018 respectively)
(Ryokan (Traditional Japanese Inn) and Hostels) Significantly Low (28.1% and 14.0% in 2018 respectively)

<<Challenges Surrounding Tourism of Nagano Prefecture (Survey Results)>>

1. Tourist Satisfaction Survey (3 items with largest gaps in nationwide comparison) [Conducted by Nagano Tourism Organization in FY2016]
Aspects in Nagano Prefecture that are weaker as tourism highlights in nationwide comparison (Japanese) -> Meals, Cultural Facilities, Accommodation
(Foreigners) -> Meals, Accommodation, Hot Spring
2. Survey for Accommodations (Top 3 choices from multiple-choice questions) [Conducted by Nagano Prefecture Tourism Department in 2017]
 - (1) Challenges for Accommodation Management -> Aging Facility and Equipment, Labor Shortage, Aging Workers
 - (2) New Approaches under Consideration -> Renovation/Replacement of Facility and Equipment, Enhancement of Publicity, Utilization of Online Booking
 - (3) Reasons for Not Accommodating Foreign Tourists -> Lack of Language Capacity, Fear of Troubles, Consideration for Japanese Tourists
 - (4) Necessary Support to Accommodate Foreign Tourists -> Language Capability, Publicity, Unification of Information Signs
3. Survey for Travel Agents (Top 3 choices from multiple-choice questions) [Conducted by Nagano Prefecture Tourism Department in 2017]
 - (1) Reasons for Tourists Not Choosing Nagano -> Inconvenient Access, Lack of Tourist Attraction Other Than Nature, Weak Publicity
 - (2) Challenges as Tourist Destination -> Inconvenient Access, Lack of Information on Other Areas Than Major Tourist Spots, Lack of Tourism Service for Wealthy Population
 - (3) Suggested Measures to Increase Attractive Accommodation -> Enhancement of Transportation System, Renovation of Facility, Improvement of Restaurants
 - (4) Missing Factors for Attracting Inbound Tourists -> Staff with Language Capacity, Wi-Fi Access, Multiple Language Signs

2. Goals (future image)

- * World-class mountainous tableland resort that brings “happiness” to both residents and tourists

3. Details of undertaking

(Overview)

- * “Development of management entities as bearers of tourism”
 - Nagano Prefecture Tourism Strategy Task Force and Nagano Tourism Organization collaborate to support formation of the regional Destination Management Organization/Destination Management Company, promote education and securement of long-term human resources and enhance organizational structure of the Nagano Prefecture Organization
- * “Creation of foundation as tourist destination”
 - Encourage various local parties to participate in following the local concepts and creating town as a foundation of “profit”, improve secondary traffic and information infrastructures, and drive formation of tourism brand
- * “Inbound tourists strategy to attract tourists from around the world”
 - Enhance inbound tourists readiness from tangible and intangible aspects with an aim to become a full-scale leading prefecture in accommodating inbound tourists

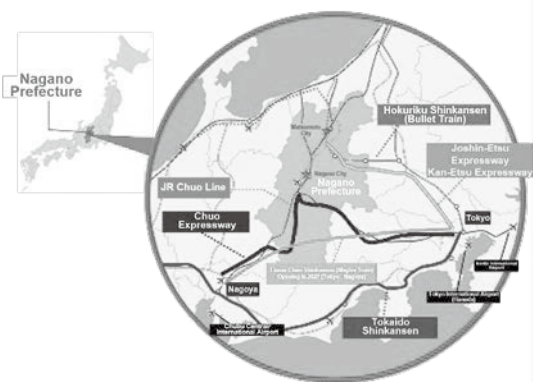
(Things that are going well)

- Prefectural government-wide promotion system is established, headed by the Governor and operated by “Nagano Prefecture Tourism Strategy Task Force”, in order to promote our tourism measures in a well-planned and strategic manner
- Large increase in total number of inbound overnight tourists as a result of strategic promotional efforts tailored to different countries, regions and markets, contributing to an increase in tourism consumption

(Things that are not going well)

- Progress in development of management entities as bearers of tourism (Formation and establishment of “Regional DMO/DMC” to lead the creation of tourism destination, education and securement of tourism human resources)
- Create tourist destinations and product development that are unique and attractive
- Improvement of accommodating environment for inbound tourists (Streamlining of local traffic, securement of regional transportation and mobility, encouragement of broader availability of cashless payment and Wi-Fi)

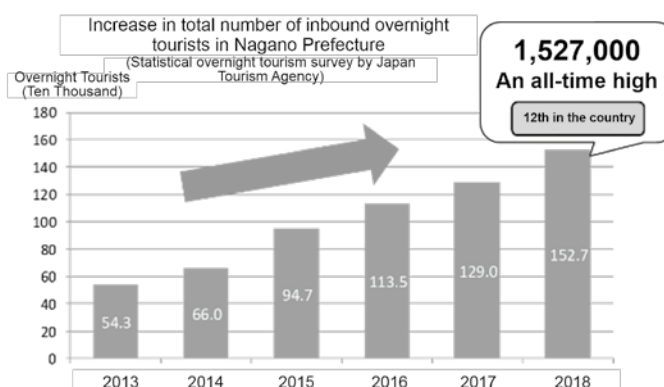
4. References



Jigokudani Yaen-Koen
(Wild Snow Monkey Park)



Mount Hakuba over Happono Pond



Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Gifu Prefecture
Name of undertaking	Project to commercialize key tourism industries		
Outline	<ul style="list-style-type: none"> We are advancing efforts in line with the “Gifu Prefecture Employment Strategy 2017” by seeking to commercialize key tourism industries. Specifically, we will firmly establish tours and so-called stay tourism unique to Gifu Prefecture, and attract visitors from inside and outside Japan, increasing tourism-based consumption. Although the number of tourists visiting the prefecture is steadily increasing, the growth of tourism-based consumption is sluggish. We therefore believe it necessary to make further efforts to firmly establish tours and stay tourism unique to Gifu Prefecture. 		
Amount of budget	—	—	

1. Tasks (current situation)

- As the population decreases in earnest in Japan, it will be necessary to secure repeat visitors to tourist spots and increase tourism-based consumption. Moreover, as needs diversify in line with the sudden rise in foreign tourists, competition between tourist spots to attract visitors is expected to further intensify.
- In order to further grow as a globally famous tourist spot, we must effectively communicate our appeals as a prefecture, open up new demand, and firmly establish tours and stay tourism unique to Gifu Prefecture.

2. Goals (future image)

- Firmly establish tours and stay tourism unique to Gifu Prefecture, increase tourism-based consumption, and commercialize key tourism industries.

Indicator	2012	2015	2016	2017 (current)	2020 (target)
Economic ripple effect from tourism-based consumption (hundred million)	3,753	4,214	4,601	4,175	5,000
No. of tourists (actual figures) (ten thousand)	3,619	4,360	4,696	4,556	4,600
Total foreign overnight guests (ten thousand)	26	93	101	98	150

3. Details of undertaking

(Overview)

- Based on the “Gifu Prefecture Employment Strategy 2017,” our basic policy regarding industry measures, we are (1) Creating high-quality tourism resources that will contribute to an increase in tourism-based consumption; (2) Carrying out promotional activities utilizing the appeals of key tourist spots to attract tourists; and (3) Creating tourist spots that will be chosen by people across the world.
- Creating high-quality tourism resources that will contribute to an increase in tourism-based consumption
 - Creating the foundations for wide-ranging tours (Sekigahara battlefield, around Gifu Prefecture Station on the Linear Chuo Shinkansen line (Maglev train route), etc.)
 - Wide-area tourism with the Sekigahara battlefield at the core
In line with the “Sekigahara Battlefield Grand Design,” we are moving forward with the Sekigahara Battlefield Memorial Museum, which will be a symbol of the battlefield while offering guidance for local tours. We are also creating signs for historical remains and guidance purposes, enhancing systems to accommodate tourists by training tour guides, and holding promotional events to create a wide range of attractive features.

- Promoting wide-area tourism with the Higashi-mino Historic Road at the core
In anticipation of the opening of the Linear Chuo Shinkansen Line in 2027, we are promoting tours around Gifu Prefecture Station. Specifically, we have defined National Route 257 and the historically rich Nakasendo road as the Higashi-mino Historic Road. And, led by a promotional council formed of representatives from the prefecture and the seven municipalities along the train line, we are promoting local kabuki, Nakasendo history, and ceramics industries, and in turn creating tourism spots that showcase traditional cultures and industries.

2. Commercializing tourism resources including the “Treasures of Gifu”

- We have defined local kabuki playhouses, the 17 lodgings of the Nakasendo, and other spots we believe will become popular nationwide as “Treasures of Gifu.” In order to enhancing their earning power, and to improve our ability to accommodate tourists, we are encouraging each lodging to improve their hands-on tourist experience programs for the 17 lodgings, designing tourism products such as special performances of local kabuki, and setting up information spots displaying information about lodgings, remains and other historical elements.

2) Carrying out promotional activities utilizing the appeals of key tourist spots to attract tourists

1. Attracting visitors from inside and outside Japan with world-class heritage sites at the core

- Making maximum use of the reputation of world-class heritage sites within the prefecture such as the Historic Villages of Shirakawa-go and Gokayama UNESCO World Heritage Site, we are promoting tours and accommodation plans that combine heritage sites and tourism resources, and food and seasonal content. These efforts help to promote tourism, which enables tourists to travel around the prefecture and stay certain periods of time in the prefecture.
- With a particular focus on Asia, Europe, the US, and Australia, we are promoting the three pillars of tourism, food, and products utilizing sales promotions by top-level management. Moreover, in addition to our long-running initiatives such as exhibits at travel fairs and invitation of travel companies to the prefecture, we are creating, marketing, and developing sales of optional tours for interactions with nature and craftsmanship workshops unique to the prefecture. These help to promote community- based tourism.

3) Creating tourist spots that will be chosen by people across the world

1. Creating highly competitive tourism-oriented regions (developing personnel to support the tourism industry and creating DMOs, Destination Management Organization)

- As well as communicating the appeals of working in the tourism industry, we are matching job seekers to accommodation facilities in the prefecture through short-term internships, developing and securing “hospitality” personnel through training programs that promote increased productivity and workstyle reform at accommodation facilities, and also providing support for the creation and establishment of destination management organizations, which promote the creation of tourist spots through a management perspective.

2. Spreading “universal” tourism (barrier-free tourism and improved systems to accommodate tourists)

- As well as improving our ability to accommodate foreign tourists through the setting up of Wi-Fi spots, cashless payments, and multi-lingual support, we are promoting barrier-free tourism so that anyone can travel in our prefecture with peace of mind.

(Things that are going well)

- The number of tourists is steadily increasing, and in the six years up until 2017 we saw a total increase of more than 10 million tourists. The number of foreign tourists staying overnight is also increasing with the record figure of 1,480,000 in 2018 representing an eleven-fold increase over seven years.
- We rank among the top 10 prefectures in the country for the number of overnight guests from major countries in Europe—a focal area—and we are welcoming a good balance of individuals from all over the world.

(Things that are not going well)

- A high 90% of visitors to the prefecture are one-day visitors, and we haven't been able to successfully keep them overnight or increase tourism-based consumption. We must therefore continue to create, market, and sell optional tours, and work toward the firm establishment of tours and stay tourism unique to the prefecture.

Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Mie Prefecture
Name of undertaking	Ensure Mie Prefecture continues to be a tourist destination chosen by people in Japan and foreign countries		
Outline	<ul style="list-style-type: none"> Mie Prefecture is home to a wealth of historical and cultural tourist attractions that charm people from across the world including Ise Jingu Shrine, the Kumano Kodo ancient pilgrimage routes, ninja, and <i>ama</i> female fishers. It is also home to stunning scenery such as the Ise Shima National Park, food that received high acclaim at the G7 summit, and an array of experiential attractions. Under the Mie Prefecture Tourism Promotion Basic Plan's three strategies—further commercializing tourism resources, attracting visitors as an extension of the highly acclaimed G7 summit, and creating foundations for convenient, comfortable, and considerate tourism—we are independently seeking to commercialize tourism resources and attract visitors from all over the world. Tourism industries in the prefecture are growing and account for more than 3% of our GDP, and tourism-based consumption in 2018 stood at 533.8 billion yen, a total only second to 2013 when the Ise Jingu Shrine was rebuilt. The number of visitors was a record 42,605,000 while the number of overnight foreign guests was 340,000. As a highly profitable industry that revitalizes regions and creates employment opportunities, efforts to commercialize tourism industries are bearing fruit. We are pouring efforts into improving our systems to accommodate visitors by enhancing the brand image of Mie Prefecture, advancing strategic digital tourism marketing activities, and utilizing the latest information and communications technologies. 		
Amount of budget	Approx. 500 million yen	4,500,000 US\$	

1. Tasks (current situation)

- Utilizing Mie Prefecture's top-class tourism resources—culture, nature and food—we must enhance the prefecture's brand image as a tourist destination and a location for long-term visits.
- Through strategic marketing based on data analysis, we must independently ascertain tourists needs, create highly satisfying and appealing tourist locations in line with needs, and engage in active promotion activities.

2. Goals (future image)

- Communicate the prefecture's true appeals to a wide audience both in Japan and overseas, enhance recognition of Mie as a tourist destination, and ensure the prefecture is bustling with a huge number of tourists.
- Based on strategic marketing in line with data analysis, create appealing tourist locations that accurately reflect tourists' needs, and engage in active promotion and communication activities throughout the prefecture.
- Improve systems to accommodate tourists utilizing the latest technologies, enhance convenience and satisfaction among tourists, promote travel and accommodation in the prefecture, secure repeat tourists, welcome new visitors, and increase tourism-based consumption.
- Enrich regions through tourism, and ensure the sustainable development of each locality.

3. Details of undertaking

(Overview)

<Enhancing the brand image of Mie Prefecture>

- To enhance our brand image, we have established "Mie, Once in Your Lifetime" as a catchphrase to ensure that visitors have a once-in-a-lifetime trip in the prefecture. On July 7, 2019, we began a marketing campaign to communicate the appeals of the prefecture worldwide and promote a virtuous cycle through word-of-mouth. Specifically, visitors are asked to post pictures taken in the prefecture onto their Instagram accounts with the #visitmie hashtag.

<Collecting information on tourists' movements and opinions>

- We are collecting information on tourists' movements and opinions through a strategic marketing campaign known as the "Answer to Win!—Mie Smartphone Campaign" that began on August 8. Tourists can scan QR codes at "Mie Trip Hospitality Facilities" across the prefecture to display a questionnaire which they are then asked to answer. Visitors who complete the questionnaire can receive discount vouchers and other beneficial services for use at these "Mie Trip Hospitality Facilities."

- We are engaged in digital marketing efforts based on thorough data analysis of visitor information and travel data, all the while enabling tourists to enjoy their trip. Analysis results are fed back to hospitality facilities, regional DMOs (Destination Management Organization), and tourism operators to improve services and contribute to product development.

<Enhancing systems to accommodate foreign visitors>

- In order to improve systems to accommodate foreign visitors and increase satisfaction levels, we are undergoing proof-of-concept demonstrations of cashless payments, enhancing tourist guidance functions of AI chatbots for foreign visitors, and utilizing mobility as a service (MaaS) to improve transport to tourist locations.
- Our cashless payment demonstrations will be carried out in tandem with businessowners within Suzuka city to coincide with the F1 Japanese Grand Prix, and around the outer shrine of Ise Jingu which is a hotspot for foreign tourists. Our MaaS activities are included in the 19 projects selected in Japan to be new mobility service models, and will be carried out in Shima City (MaaS for tourist locations) and in Komono Town (MaaS for suburbs and depopulated areas). The prefecture is taking an active role in these activities. Our AI chatbot demonstrations are being held with Shima City as part of the above MaaS for tourist locations project.

All of the above efforts are being carried out independently by the prefecture, seeking to stimulate tourist behavior patterns—pre-trip (trip interest, information gathering, planning and reservation), mid-trip, and post-trip—and create a virtuous cycle through word-of-mouth.

(Things that are going well)

- In last year's #visitmie campaign, the number of followers on our account increase by around 4,000. The number of posts using the hashtag was around 15,500, approximately six times more than the monthly numbers prior to the campaign.
- We are collaborating with a wide range of businesses through our MaaS activities (transport companies, accommodation facilities, hands-on activities providing companies, restaurants, tourist associations, local administrations, and more).
- We have built a network of around 200 "Mie Trip Hospitality Facilities" as part of the "Answer to Win!—Mie Smartphone Campaign," contributing to regions' earning power through public-private partnerships.

(Things that are not going well)

- Our efforts are not leading to an increase in foreign overnight guests.
- From the perspective of foreign visitors, we are lacking hands-on programs and appealing tourist locations, and failing to communicate information effectively.

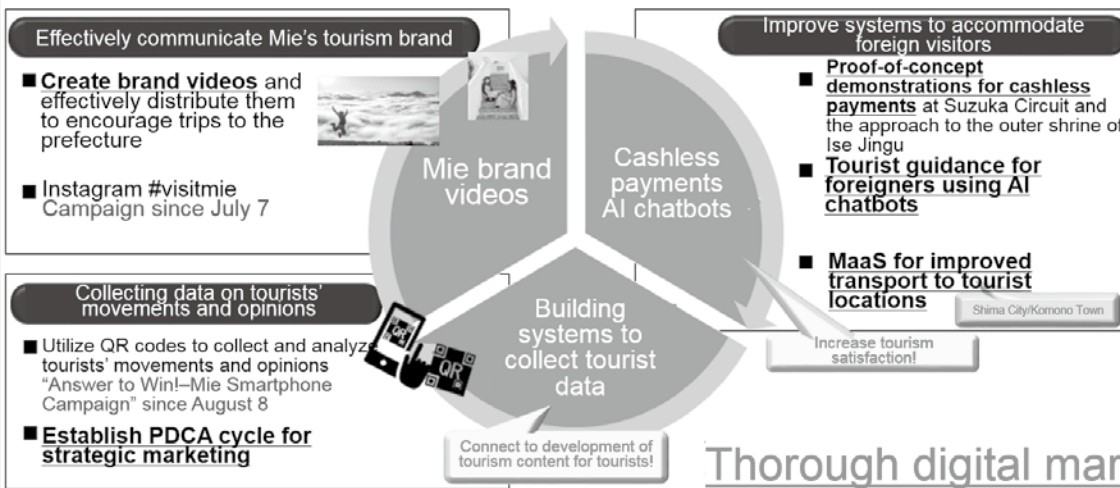
4. References

Efforts to ensure Mie Prefecture continues to be a chosen tourist destination

To ensure that Mie Prefecture continues to be a chosen tourist destination, it will be paramount to **utilize digital tools to stimulate tourist behavior patterns, and create a virtuous cycle through word-of-mouth**

Enhance the brand image of Mie Prefecture!

「MIE, Once in Your Lifetime」
(一生に一度は訪れたい三重県)



Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Wakayama Prefecture
Name of undertaking	Expand the number of tours using our attractive tourism resources, and advance a range of other measures for inbound tourists		
Outline	Using our historical and cultural resources such as World Heritage Sites, as well as our natural resources, we are communicating a range of appeals regarding the prefecture in line with tourist preferences, expanding the number of tours, and implementing measures for inbound tourists.		
Amount of budget	(Local currency) 333,600,000 yen	(Amount converted to US\$)	

1. Tasks (current situation)

- Wakayama Prefecture is blessed with a range of tourism resources: a warm climate, abundant nature including the sea, mountains, and rivers, the Koyasan and Kumano Kodo World Heritage Sites and other historical and cultural resources, Japan's largest number of pandas, and a selection of hot springs.
- The total number of tourists visiting the prefecture in 2018 was 34,619,000, with foreigners accounting for 479,000 of those. This is the second highest number following the record number set in 2016.
- In the Lonely Planet's Best in Travel 2018, the Kii Peninsula (Koyasan and the Kumano Kodo) was the only Japanese region in the top 5 regions to visit in the world within the top 10. In Airbnb's Destinations to Visit in 2019, Wakayama Prefecture was the only region from Japan to be selected. In Trip Advisor's top ten theme parks in Japan, Adventure World was ranked fourth.
- As recognition and praise for the prefecture continues to rise, we must make further efforts to communicate the appeals of the prefecture, promote further tours within the prefecture, and aim to expand tourism-based consumption by increasing the length of time spent in the prefecture. We must also improve our systems to accommodate tourists, and enhance both tangible and intangible aspects of the prefecture from the standpoint of the tourist.

2. Goals (future image)

- Discover, develop, and improve the prefecture's tourism resources, continue creating tourism locations that are sustainable, and pour strength into making Wakayama Prefecture a top travel destination.

3. Details of undertaking

(Overview)

- In addition to killer content including World Heritages Sites, pandas, and hot springs, we are releasing the potential of relatively unknown tourism resources, presenting them in an easy-to-understand way, and thereby promoting tours within the prefecture, increasing the length of time spent here, and increasing tourism-based consumption.
 - **"Wakayama, a land of water" marketing campaign (since FY2016)**
 - We are introducing water-related tourist locations within the prefecture, such as stunning scenery and hot springs, shining the spotlight on resources that were previously failing to attract visitors, and communicating the charms of unknown areas.
 - **The Cycling Kingdom of Wakayama—WAKAYAMA 800 (since FY2017)**
 - We have set up an 800 km long cycling course that traverses our stunning sea, mountains, and rivers, and are communicating its endless enjoyability both inside and outside of Japan as WAKAYAMA 800.
 - **The Story of Wakayama's History (since FY2017)**
 - We are communicating 100 stories throughout the country related to Wakayama, incorporating food, hot springs, and experiences, regarding the history and culture of our regions.
 - **World Heritage Sites/Japan Heritage Sites**
 - This year marks 15 years since the Sacred Sites and Pilgrimage Routes in the Kii Mountain Range was recognized as a World Heritage Site. With Koyasan and the Kumano Kodo now recognized worldwide, we are maximizing their brand strength to develop 15th anniversary events, and further increase the number of visitors.
 - As of November 6, 2019, there are 5 Japan Heritage sites in Wakayama Prefecture (Out of 83).

* As of December 6th, 2019

- We are therefore improving descriptive signs and engaging in other efforts to improve our ability to accommodate tourists, and combining Japan Heritage sites with major tourist locations, experiences, food, and others to propose and communicate information about new travel packages.

Japan Heritage Sites in Wakayama Prefecture
(1) Living with Whales (recognized in 2016), (2) Wakanoura Bay—A Treasure House of Scenic Beauty (2017), (3) Kishu Yuasa's Soy Brewery—Japan's First Soy Sauce (2017), (4) Eternal Relief—Heritage of Disaster Prevention Through the Memories of Tsunami and Recovery in Hirogawa (2018), and (5) The Shu-Katsu journey of Japan continued for 1300 years- the Saigoku 33 Kannon Pilgrimage- (2019)

• Inbound tourism measures

- Promotion

- We are targeting 26 countries and regions worldwide, participating in trade fairs and sales meetings, and promoting the prefecture in other ways overseas.
- In line with the Rugby World Cup, the Tokyo Olympics and Paralympics, and the Kansai World Masters Games, we are developing marketing campaigns to encourage tourists in Kyoto, Osaka, and the Tokyo Metropolitan area to make one more stop on their trip to Wakayama.
- We are enhancing our website to cater to nine different languages, and communicating seasonal information through social media in a timely manner.

- Improving systems to accommodate tourists

- We are installing signs in different languages in front of stations to guide tourists to tourist locations, and making bus stop and bus announcements in multiple languages.
- We are building bus routes from Kyoto Station and Kansai International Airport to Koyasan, and creating routes that connect Koyasan to the Kumano area.
- We are implementing various projects, such as the Wakayama Toilet Challenge, the Wakayama Wi-Fi Challenge, and projects to develop interpreters for Wakayama Prefecture.
- We are providing telephone interpreting and translation services to smooth communication between tourism businesses and foreign visitors.
- We are promoting cashless payments, such as QR code settlements, and increasing the number of duty free stores.

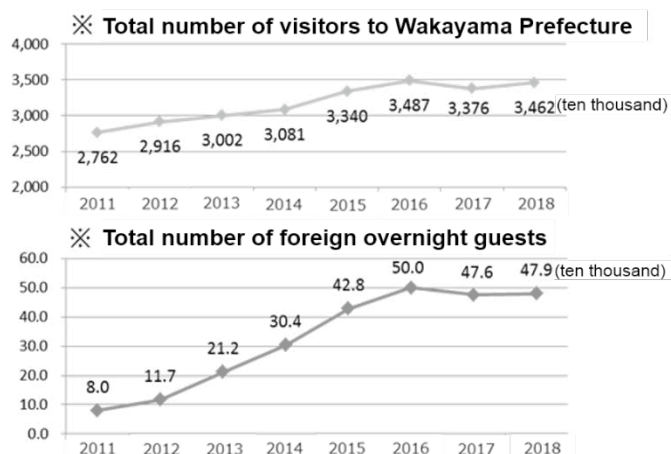
(Things that are going well)

- Through “Wakayama, a land of water,” WAKAYAMA 800 (including a stamp rally since 2018), and The Story of Wakayama's History (including a stamp rally since 2018), we are successfully promoting tours within the prefecture to regions that were previously failing to attract visitors.
- The number of visitors to the prefecture from Europe, the US, and Australia has increased, and now accounts for around 30% of the total. The number of inbound overnight guests in Koya Town, Tanabe City, and Shingu City, areas around Koyasan and the Kumano Kodo that are popular with individual travelers from Europe, the US, and Australia, reached record highs in 2018.

(Things that are not going well)

- In line with the rapidly increasing number of individual travelers from East Asia, as well as the decreasing number of group tours to the Kansai region, the number of overnight guests to Wakayama City, Minabe Town, Shirahama Town, and Nachikatsuura Town, places with large-scale accommodation facilities, is decreasing.

4. References



Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Tottori Prefecture
Name of undertaking	Strategies to expand the number of visitors through appeals unique to Tottori Prefecture		
Outline	<ul style="list-style-type: none"> We are making use of an abundance of resources to shape the Tottori brand, including Japan's largest coastal dunes, the Tottori Sand Dunes; the 1,300-year-old mecca of sports tourism, Mt. Daisen; expansive natural scenery including stunning night views of the Milky Way from each municipality in the region; Japan's largest hauls of crab; and Japan's number one beef, Tottori wagyu. And, using other, diverse tourism resources unique to the prefecture such as manga and hot springs, we are aiming to create a tourism industry with distinctive features. Moreover, through outstanding hospitality and the training of relevant personnel, we will advertise the many charms of Tottori tourism, and seek to expand the number of visitors from both inside and outside the country. 		
Amount of budget	2,300,000,000 yen (Local currency)	US\$ 24,380,000 (Amount converted to US\$)	

1. Tasks (current situation)

At approximately 560,000, Tottori Prefecture has the lowest population of all Japan's prefectures. In addition, with an aging (ranked 18th nationwide) and declining population, demand for businesses within the prefecture is shrinking. We must therefore advance measures to grow tourism into a key industry, and attract huge number of visitors to the prefecture from both inside and outside Japan.

2. Goals (future image)

Comprehensive strategy to bring vitality to Tottori Prefecture

- Utilize our diverse tourism resources to become a popular travel destination
 - With the increase in regular international flights, chartered flights, and cruise ships, we are working with other prefectures to promote wide-area tourism, and seeking to attract large numbers of tourists from inside and outside Japan to the prefecture to achieve our goal of becoming an "international resort."
 - Through multi-language guidance and improved transport to tourist locations, we will utilize citizen-led hospitality initiatives to increase the level of satisfaction among visitors to ensure they are glad to have visited, and want to return.
 - We will seek to become a hub for ecotourism through nature-based experiential activities such as nature observation, mountain climbing, and sea kayaking.

3. Details of undertaking

(Overview)

- Communicating information regarding local nature and food (enhancing Tottori Prefecture brands)
 - Since being recognized as the prefecture with the clearest night skies, we are communicating information under the slogan "Catch the Stars," and working to commercialize prefecture-led projects to attract visitors to the area.
 - As the prefecture with Japan's largest hauls of crab, we are carrying out various marketing campaigns to ensure that people associate Tottori with crab.
- Enhancing experiential activities using our abundant nature resources
 - Utilizing Mt. Daisen, Mt. Hyono, and Mt. Mitoku, as well as our abundant greenery, we are promoting ecotourism in the area through mountain climbing, trekking, and historical tours. In addition, we are promoting prefecture-led tourism and creating tourism routes that will keep visitors in the area.

- By combining our unique hot springs with nature, history, and food-based attractions, integrating hot springs and health to build a hot spring treatment model, and promoting walking routes in atmospheric surroundings, we are enhancing the appeals of our hot spring areas.
- Environmental improvements
 - We are enhancing cross-prefecture cycling routes and long trail routes.
 - We are also improving transport to tourist locations, through the introduction of electric-assist bicycles, mini electric cars, and tour taxis.
 - We are improving our ability to accommodate tourists, such as by installing free wireless LAN environments, increasing currency exchange outlets and locations where payments can be made by credit card, expanding duty-free shops, setting up multi-language guide signs, and installing western-style toilets in public restrooms.
- Cooperating with transport companies
 - With “Tottori by railway” as the theme, we are working with transport companies to improve railway-based tourism, create new tours, enhance environments around stop-off points, and improve hospitality along train lines. In this way, we are bringing excitement to regions using railway resources.
- Attracting visitors using airplanes and cruise ships
 - In addition to international routes such as the Yonago–Seoul route, the Yonago–Hong Kong route, and passenger ships around the Japan sea, we are using regular flights to nearby airports (Kansai International Airport, Hiroshima Airport, Okayama Airport, etc.) to attract foreign visitors to the area.
 - We are also aiming to attract chartered flights and cruise ships to the area.

(Things that are going well)

- We are seeing an increasing number of foreign visitors in the prefecture (see overnight trip statistics).
- An increasing number of cruise ships and chartered flights are stopping by the prefecture.

(Things that are not going well)

- We must increase the prefecture’s popularity within Japan.
- We must continue improving systems to accommodate foreign tourists (transport to tourist locations, free wireless LAN environments, and more).

4. References

	2016	2017	2018	2019
Year-on-year trends of foreign overnight guests	100,340 97.0%	140,530 140.1%	194,730 138.6%	
No. of visitors via cruise ship to Sakaiminato (No. of dockings)	39,589 (11 boats; 33 times)	66,477 (16 boats; 61 times)	59,261 (17 boats; 37 times)	83,052 *record number (18 boats booked; 55 times)

Source: Statistical survey on overnight trips (Japan Tourism Agency)

Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Shimane Prefecture
Name of undertaking	Promotion of tourism in Shimane Prefecture		
Outline	<ul style="list-style-type: none"> ○ To coincide with the 1300th anniversary of the compilation of <i>Kojiki</i> (records of ancient matters) in 2012 and the Great Removal in the Heisei Period of the Izumo Taisha Shrine in 2013, we promoted the “Shimane, the Land of the Gods” project during a four-year period starting from 2010 and attained an increase of tourists. ○ Since 2013, we have worked to improve recognition and attract tourists by the “Land to Bring Romance, Shimane” campaign. ○ We have been also trying to attract tourists making use of tourism resources, including the national treasure Matsue-jo Castle, the world heritage Iwami silver mine, five Japan Heritages, the Oki Islands UNESCO Global Geopark, and the Daisen-Oki National Park, and the prefecture’s image as “the most beautiful skin in Japan.” 		
Amount of budget	About 1,100 million yen (Local currency)	About 10,300 thousand U.S. dollars (Amount converted to US\$)	

1. Tasks (current situation)

- Thanks to the Great Removal in the Heisei Period of the Izumo Taisha Shrine, the number of tourists visiting Shimane Prefecture largely increased, but it has been dropping slightly from 2014.
- In both the number of tourist visitors and that of hotel guests in the prefecture, the eastern area of the prefecture accounts for as high as about eighty percent, but the ripple effect on the prefecture’s western part and the Oki area is not sufficient.
- In recent years, the number of the foreign tourists has been increasing, but at a lower level than the whole country, because of the lack of a direct gateway from foreign countries in the prefecture, and so on.

2. Goals (future image)

- The numerical targets in the Third Implementation Plan of the Shimane Comprehensive Development Plan are as follows:

	2018 results	2019 targets
Total number of tourist visitors	31,133 thousand	34,000 thousand
Total number of hotel guests	3,348 thousand	3,750 thousand
Total number of foreign hotel guests	90,465	110,000
Annual tourism consumption	112.1 billion yen	145 billion yen

3. Details of undertaking

(Overview)

- To coincide with the 1300th anniversary of the compilation of *Kojiki* (records of ancient matters) in 2012 and the Great Removal in the Heisei Period of the Izumo Taisha Shrine in 2013, we disseminated information to the whole country about tourism resources of the prefecture including the nature, landscapes, traditional culture, and historical heritages. To that end, we promoted the “Shimane, the Land of the Gods” project including the holding of the Japan Myth Expo in Shimane during a four-year period starting from 2010.
- Since 2013, we have had the “Land to Bring Romance, Shimane” campaign for which celebrities (DAIGO, EXILE, and Hiroshi Tamaki) and a tourism mascot character Shimanekko were used to convey the prefecture’s image and information. Besides, we have attracted tourists by making use of regional resources including the national treasure Matsue-jo Castle, the world heritage Iwami silver mine, five Japan Heritages, the Oki Islands UNESCO Global Geopark, and the Daisen-Oki National Park.

- In a prefecture ranking of beautiful skin recently published by a major cosmetics company, the prefecture won the first prize five times out of seven. Because of this, we have decided to use the term “Beautiful Skin Prefecture, Shimane” in developing tourism regions featuring hot springs and foods and disseminating information to build the prefecture’s image.
- Strengthening measures to invite international continuous chartered flights and regular flights for attracting foreign tourists

(Things that are going well)

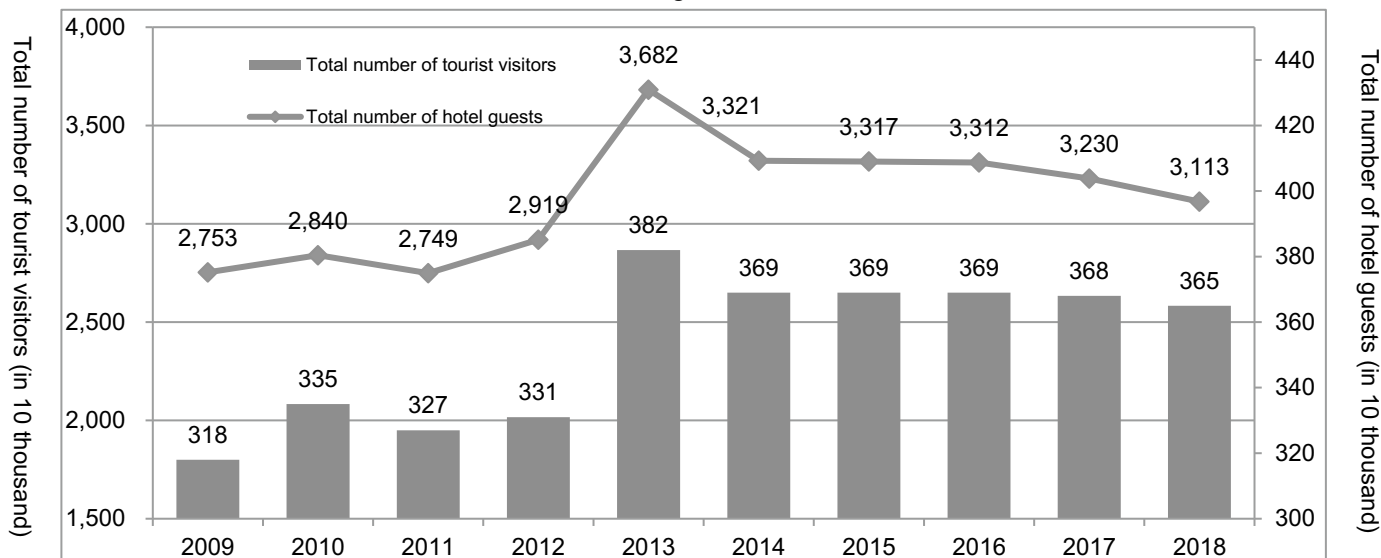
- Thanks to the Great Removal in the Heisei Period of the Izumo Taisha Shrine in 2013, the numbers of tourist visitors and hotel guests largely increased and have remained at a high level from 2014
[Total number of tourist visitors] 2009: 27,530 thousand ⇒ 31,130 thousand
- Intensive advertisement and promotion through the “Shimane, the Land of the Gods” project and the “Land to Bring Romance, Shimane” campaign brought an increased recognition in urban areas
[Recognition of “Land to Bring Romance, Shimane” (surveyed in the Tokyo metropolitan area)]
2014: 6.7 % ⇒ 2018: 14.5%
- In June 2019, a chartered flight connecting this prefecture’s Izumo Airport and Gimpo Airport in Korea went into service

(Things that are not going well)

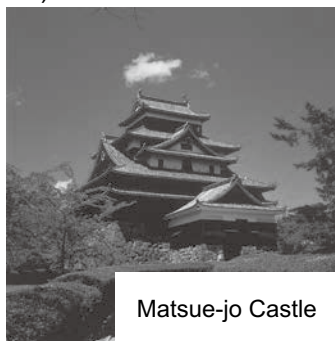
- Partly because of our prefecture’s geographical characteristics of being long in an east-west direction, the effects of tourist attraction have not been sufficiently spread to the prefecture’s western part and the Oki area, compared to the eastern part of the prefecture where regional resources such as the Izumo Taisha Shrine and the Matsue-jo Castle are located.
- The international continuous chartered flight has not been in full-scale service yet, and we need to make more efforts to attract foreign tourists.

4. References

- Trends in total numbers of tourist visitors and hotel guests



- Reference pictures (major sightseeing spots)



Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Kochi Prefecture
Name of undertaking	Initiatives to revitalize Kochi's tourism industry		
Outline	We are aiming to create an attractive brand of tourism for people throughout the world under the slogan "Encounter the Authentic in Kochi." In order to bring high levels of satisfaction to all our visitors, we are trying to create attractive tourism products, effectively market them, and use them to entertain our visitors. We hope this will bring us repeat visitors and create a virtuous cycle, and we are developing a range of tourism measures to do so. In achieving this goal, we hope to attract more and more visitors to the prefecture, and reach our target of a steady flow of 4,350,000 tourists each year.		
Amount of budget	6,319,811,000 yen	59,359,110 US\$	

1. **Tasks (current situation)**

FY2018: No. of tourists: 4,410,000; total tourism-based consumption: 110.4 billion yen

2. **Goals (future image)**

FY2019: No. of tourists: more than 4,350,000; total tourism-based consumption: more than 123 billion yen

FY2021: No. of tourists: more than 4,500,000; total tourism-based consumption: more than 130 billion yen

FY2025: No. of tourists: more than 4,700,000; total tourism-based consumption: more than 141 billion yen

3. **Details of undertaking**

(Overview)

1) Creating tourism products

In our efforts to create tourism products, we are strategically moving forward with the creation of tourist spots. Specifically, in addition to food and history—two strengths of our prefecture—in February 2019 we began the "Nature & Experience Campaign—Ryoma's Day Out" to improve our tourism resources, such as nature and experiential activities, with the help of private-sector vitality. We are also furthering collaboration between public and private entities to strengthen tourism organizations that cover wide areas, while also working to develop personnel capable of creating new tourism products.

2) Effective marketing

To market Kochi tourism, we are carrying out effective sales and promotion activities. These include marketing promotions for both domestic and overseas media outlets, sales activities geared toward travel agencies, establishing marketing campaign websites, and communicating relevant information via social media. Moreover, we are also inviting sports teams to hold training camps in the area, while promoting sports tourism through events such as the Kochi Ryoma Marathon. We are also engaged in efforts to attract universities and academic societies to the prefecture, as we believe this will increase opportunities for people to visit.

3) Entertaining visitors

We are improving systems to accommodate guests from both inside and outside the country in order to further enhance their levels of satisfaction. Specifically, we are rolling out "hospitality taxis" that provide outstanding service and clean "hospitality toilets" for the public to use in comfort, while also enhancing the functions of our tourist information centers and strengthening our barrier-free infrastructure.

We are also improving systems near our ports so that guests visiting on overseas cruises can do so in comfort.

4) Promoting international tourism

In tandem with the above create, market, and entertain efforts, we are placing particular importance on the promotion of international tourism. In order to increase the number of foreign visitors, we have decided on eight key markets, and are using overseas sales locations to carry out sales and marketing promotions with local travel agencies and media outlets. We are also in the process of creating tourism products suitable for both individuals and groups, and effectively communicating information that is appealing to foreigners via our Visit Kochi Japan website and other social media outlets.

Nature & Experience Campaign—Ryoma's Day Out

We are holding the “Nature & Experience Campaign—Ryoma's Day Out” between February 2019 and December 2020. The aim of the campaign is to improve two of our strengths—nature and experiential activities—through the above create, market, and entertain cycle. We will establish these two strengths alongside food and history as the foundation of Kochi tourism.

Moreover, as Kochi's natural scenery and other natural resources are located in hilly and mountainous areas, this campaign is directly connected to the revitalization of these areas. We will therefore progress efforts together with prefecture-led village activity centers, and build systems whereby we add new value to each region through a steady income of foreign currencies.

And, as these nature and experiential tourism packages are highly popular with foreign visitors, we will utilize a variety of marketing campaigns to strengthen our response to inbound tourism.

(Campaign highlights)

The “Nature & Experience Campaign—Ryoma's Day Out” offers a wide range of nature experiences that enable guests to enjoy Kochi's abundant nature and various charms to the fullest. In addition to activities that maximize enjoyment of the great outdoors, we are also offering milder programs that include meeting the locals and strolling through the streets. People of all generations can take in the expansive nature and experiences of Kochi Prefecture.

Moreover, between July and December 2019, the Tosa Reihoku Festival will be held in Reihoku, in the middle of Shikoku. The festival will showcase the wide-ranging appeals of the local region, including people, festivals and events, food, and nature and experience programs.

From activities such as canoeing and rafting on the Yoshino River (known locally as “Shikoku Saburo”) and trekking among the seasonally changing Shikoku mountains, to delicious foods such as the outstanding Tosa Akaushi wagyu beef, the event is a great way to display appeals of the Reihoku region to tourists from all over.

We have also set up a dedicated campaign website (<https://kochi-experience.jp>) that brings together a wide range of information regarding experiential programs in the prefecture. This ensures visitors can enjoy tourism in the prefecture more conveniently, and gives them a smooth and simple way to search for and reserve their ideal programs.

The “Nature & Experience Campaign—Ryoma's Day Out” highlights our magnificent nature, abundant experiential programs, romantic history, delicious food, and other authentic Kochi charms. It gives visitors the chance to maximize their enjoyment of our prefecture, and we look forward to welcoming tourists from across the country.

Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Kumamoto Prefecture
Name of undertaking	Development of digital marketing in the communication of tourism information		
Outline	<ul style="list-style-type: none"> Kumamoto Prefecture is lucky enough to boast a wide array of stunning tourist attractions. These include one of the world's largest calderas in Mt. Aso; Kumamoto Castle, which is among the three most famous in Japan; glorious natural scenery; a rich history; numerous hot springs; and an abundant food culture. In recent years, the use of mobile devices such as smartphones in travel has become mainstream, and methods of communicating information regarding tourist spots are rapidly changing. Against this backdrop, we must find ways to effectively communicate the appeals of tourism in the prefecture to the relevant target groups. We are therefore aiming to introduce new communication methods that fit with the attributes of our target groups, and use mediums such as video to communicate the appeals of Kumamoto and attract more visitors. Moreover, we will continue to renew our promotion strategies as and when necessary in line with effective measurement and analysis. 		
Amount of budget	128,000,000 yen	1,200,000 US\$	

1. Tasks (current situation)

- We have created pamphlets and other mediums to attract visitors to the prefecture, and distribute them at campaign booths and events and place them in information centers. However, we are not convinced that this information is reaching those who wish to visit Kumamoto.
- Moreover, although we have created material to communicate information about events and other goings on for various websites, the way we have managed the material means we haven't been able to track their efficacy in attracting visitors.
- With regards to communicating information overseas, the information we've transmitted hasn't been created to cater to foreigners, and considering cost effectiveness as well, our efforts have been insufficient.
- Recently we have seen the spread and advance of digital technologies, and advertising on the internet has become comparatively cheap. Utilizing this medium, DMOs, Destination Management Organization and local governments are effectively communicating information to attract visitors and trips to their regions.
- As ways of travel that maximize use of mobile devices become mainstream, we as a prefecture must take note of this changing trend and respond with new communication methods of our own.

2. Goals (future image)

- Using direct methods such as video advertisements, increase recognition of Kumamoto Prefecture in target countries, regions, and attribute groups. Aim to carry out timely and regular communication to motivate people to visit our prefecture.
- Organize tourist information tools such as videos that have been created by local governments in the prefecture, and create a platform that allows easy access to information that will help visitors tour the prefecture.
- Provide opportunities for visitors to tour the prefecture further by advertising information related to events and other goings on during their trip.
- Promote wide-area tourism through collaborative communication of information with the Kyushu Tourism Promotion Organization and other entities in Kyushu.

3. Details of undertaking (Overview)

- Creating videos and other content relevant to each target group
We are establishing themes based around appealing stories of the prefecture that will increase our recognition.

- Attracting visitors to the region through video and other advertisements and websites
We are selecting mediums that will accurately reach our target markets and groups, and distributing information with ample consideration of methods and frequency, in line with preset KPIs, Key Performance Indicator.
- We are implementing the two initiatives above together with measurements and investigations of effectiveness and trends.

(Things that are going well)

- For prospective visitors from the UK, the US, and Australia, we are distributing videos and guiding them to landing pages. (Implemented together with Kumamoto City; total of 2.2 million page views)
- We have developed French-language versions of the above videos in line with the forthcoming Rugby World Cup.
- We have communicated information about events (through Matsuri in Kyushu) for people in Hong Kong.
- Using a smartphone app, we are ascertaining the movement of people within the prefecture who have come to watch the Rugby World Cup.

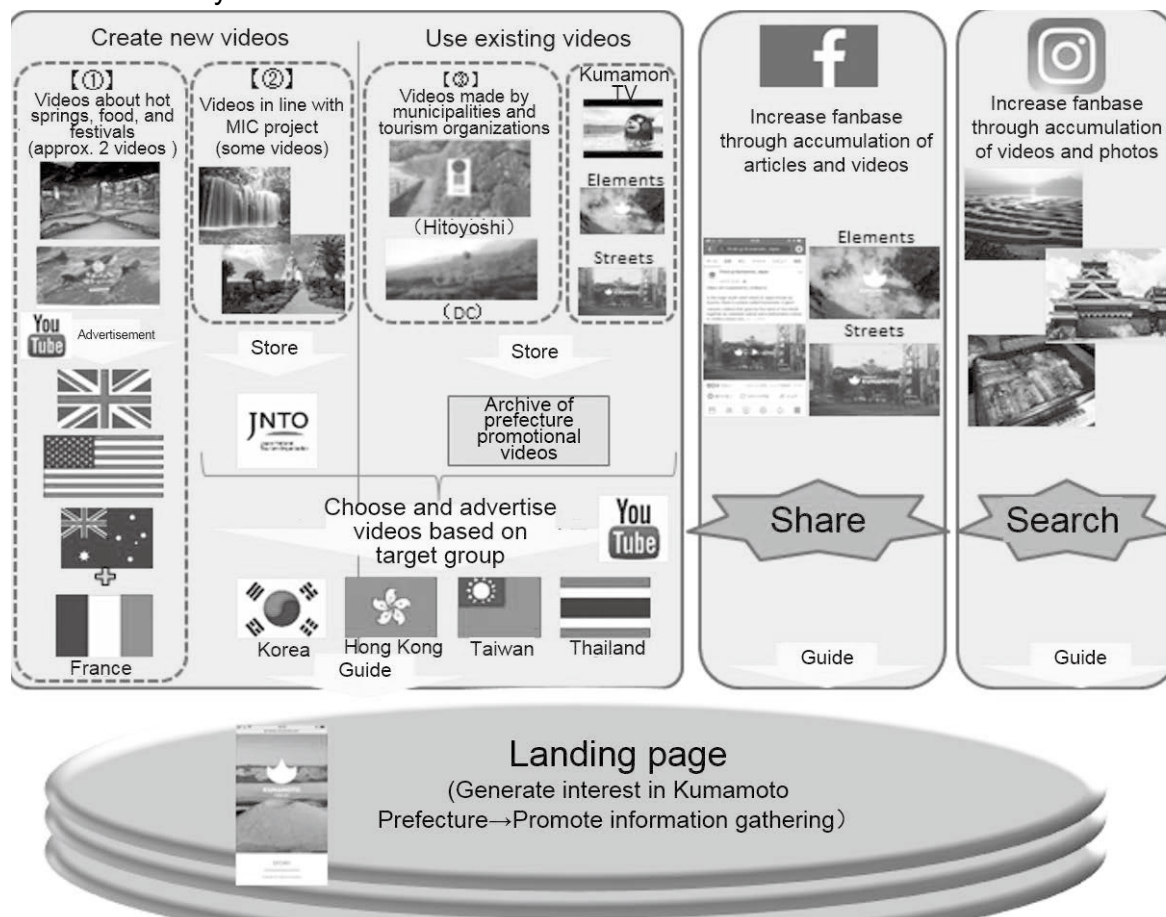
*Including the items, which will be carried out by November, 2019.

(Things that are not going well)

- Visitors who are led to our landing page through video advertisements are met with an accommodation search engine, but it has been difficult to get reservations, and thus we must modify KPIs for each bit of information we communicate.
- The government this year is launching a policy to unify information communication methods, for the future and so we must reorganize our tools for communicating photos and videos of regions for overseas promotions.

4. References

Efforts for this fiscal year



Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Nara Prefecture
Name of undertaking	Regional development through tourism and attractive community development		
Outline	<p>Overview</p> <ul style="list-style-type: none"> • Although Nara Prefecture has an abundance of tourism resources, there are challenges in “accommodation,” “food,” and “transportation” which are important elements of tourism. These are the main reasons why many travelers visit Nara only for a day as a passing point of their whole journey. • In order to shift to the stay-type tourism in response to the rapidly increasing demand for inbound tourism, we are aiming to create attractive tourist destinations which are well equipped with all the elements of tourism. • Specifically, we have been working on these “Six As” seen below: <ul style="list-style-type: none"> ① Improvement of quality and quantity of accommodation facilities (Accommodation), ② Improvement of comfortable staying environment (Amenity), ③ Improvement of food attractiveness (Appetite), ④ Establishment of an efficient transportation network and road systems (Access), ⑤ Conservation and utilization of nature, history and cultural resources (Attraction), and ⑥ Realization of attractive Nara (Amusement). 		
Amount of budget	24,654,433,000 JPY		226,890,000 USD

1. Tasks (current situation)

- Lack of accommodation and guest rooms compared to other prefectures (the number of the accommodation facilities ranks at 43rd (out of 47 prefectures in Japan), and the number of the guest rooms is the worst in Japan). The number of guests staying in Nara has been continuously low (which ranks at 46th in Japan).
- Lack of restaurants (the number of restaurants in proportion to the population is the fewest in Japan). Nara is often made fun of for “not having anything delicious.”
- Building of important roads has been delayed (the length of in-service high-standard arterial roads is the 45th nationwide). There are no Shinkansen stations or airports, and Nara has been left behind by the main traffic arteries.

2. Goals (future visions)

- Increase the number of foreign visitors from 2,090,000 in 2017 to 4 million in 2023 and 7 million in 2037.
- Increase the accumulated number of foreign guests at accommodation facilities from 390,000 in 2017 to 900,000 in 2023 and 7 million in 2037.
- Increase the share of foreign visitors staying outside Nara City from 14.5% in 2017 to 18% in 2023 and 30% in 2037.
- Increase the amount spent by foreign visitors to Nara from 17.1 billion yen in 2017 to 35 billion yen in 2023 and 200 billion yen in 2037.

3. Details of undertaking

(Overview)

[Improvement of quality and quantity of accommodation facilities (Accommodation)]

- Developing high-quality hotels such as “JW Marriott Hotel Nara,” one of the major hotel brands worldwide, and a luxury hotel in Nara Park.
- Developing accommodation facilities which meet a variety of needs, such as lodging services at private residences, hotels for school excursions and sports seminar camps.

[Improvement of a comfortable staying environment (Amenity)]

- Enhancing tourist information bases such as the “Nara Visitor Center & Inn,” a prefectural base facility for travelers accompanying a tourist information center and an inn.
- Improving environments to receive foreign visitors such as the Wi-Fi environment and multilingual information signs.

[Improvement of Food attractiveness (Appetite)]

- Cultivating leading people in the field of “Food” and “Agriculture” by founding “NARA Agriculture and Food International College (NAFIC)”. A consultation is underway to promote exchange with Basque Culinary Center (BCC) in Spain.
- In addition to establishing the shop “Toki no Mori” for Nara’s local commodities in Tokyo, introducing “food” and “attraction” in Nara through food festivals and other events.

[Establishment of an efficient transportation network and road systems (Access)]

- Developing a particularly important route network intensively as a “skeletal trunk road network” that should form the framework of the prefectural land. In addition, transportation and excursion environments are enhanced by the establishment of the Nara Park bus terminal and the bus location system.
- Improving the speed and convenience of transportation to the Kansai International Airport in addition to inviting the Linear Chuo Shinkansen, which will dramatically improve the speed and convenience of access to the three major metropolitan areas.

[Conservation and utilization of nature, history and cultural resources (Attraction)]

- Developing Nara Historical Arts and Culture Village centering on pioneering historical, artistic and cultural activity, where tourists can experience the cultural resources of Nara and the high-quality cultural and artistic events.
- Promoting Asuka and Fujiwara towards being registered as a World Heritage site, and developing the Heijo Palace site as a tourism exchange base in order to enhance the attraction of historic remains and palace sites as tourism resources.

[Realization of attractive Nara (Amusement)]

- Holding events, so tourists can enjoy the deep charm of Nara throughout the four seasons.
- Enhancing the quality of the shopping environment by improving the cashless payment system and promoting tax exemptions in addition to developing attractive products that take advantage of local characteristics.

(Things that are going well)

- The number of foreign visitors is increasing (2,090,000 people in 2017 → 2.58 million people in 2018 (+ 23.5%)).
- The total number of foreigners staying in Nara overnight is increasing (390,000 people in 2017 → 440,000 people in 2018 (+ 12.6%)).
- The ratio of overnight stays in areas other than Nara City is increasing (14.5% in 2017 → 24.3% in 2018 (+9.8 points)).

(Things that are not going well)

- Although the total travel expense for foreigners is increasing (¥ 15.9 billion in 2016 → ¥ 17.1 billion in 2017 (+ 7.3%)), travel consumption per person is decreasing (¥9,725 in 2016 → ¥ 9,167 in 2017 (-5.7%)). In particular, the unit price of overnight guests has fallen (¥19, 058 in 2016 → ¥14,233 in 2017 (- 25.3%)).