

Promoting MICE Tourism

- To improve Tokyo's global presence, it will be necessary to provide support for events and businesses that raise Tokyo's appeal as a destination for MICE tourism.
- To this end, enhance the marketing of safe and secure MICE events, and promote initiatives to establish MICE events that utilize advanced technology, including recent advancements in DX.
- Additionally, ensure Tokyo residents understand the importance of increasing the appeal of and welcoming of tourism to the Tokyo Islands region as it becomes more important for the host city to meet the requirements from MICE sponsors to hold sustainable events in line with SDGs.

Boosting Appeal as a MICE Venue

- Expand financial support for advertising and hosting international conferences during the crucial three-year period starting in 2022 in order to become the most appealing destination relative to other cities globally.
- Improve support for the marketing activities of MICE-related businesses through overseas outreach, familiarization trips for meeting planners and other PR aimed at the committees and individuals that choose venues for MICE events, as well as participating at MICE trade fairs abroad.
- Promote the use of unique venues by holding showcase events directed at groups that influence whether MICE events are held in Tokyo, such as local embassies and publicly listed companies.

Showcase Event (Shibamata Taishakuten Temple)



Promoting DX as it relates to MICE

- Examine both domestic and international precedents for utilization of DX at MICE events and conduct pilot studies at conferences that utilize digital technologies in order to set guidelines for the adoption of DX by MICE sponsors in Tokyo and expand the pool of MICE business partners.
- Promote the next generation of MICE events and boost support for hybrid events by supporting the implementation of cutting-edge technology based on the analysis of MICE events held domestically and internationally.
- Support the training of personnel with digital technology know-how as it relates to MICE business operators to accommodate advancements made in DX.

Promoting Sustainable MICE Events

- Increase financial support for SDGs initiatives at international conferences that encourage SDG-centric measures from MICE sponsors and make international conferences in Tokyo more appealing.

SDGs Content

<p>Ginza Honeybee Farm Tour Experience the bounties of nature at a honey farm in the heart of Tokyo. Through beekeeping, we've created a place for local people to gather where we can promote a healthy and environmentally friendly city that coexists with nature.</p>  <p>2  11 </p> <p>Max. Persons: 20 Duration: 90 min</p>	<p>Plastic Fishing in an Inflatable Boat Participants will help collect litter from the river as the boat heads north on the old Nakagawa River towards Tokyo Skytree®. In this program, participants can enjoy the scenic riverside and wild birds while learning about the river of Tokyo.</p>  <p>6  14 </p> <p>Max. Persons: 56 Duration: 75 min</p>	<p>Work with Artisans to Make Cloth Zori Cloth zori (sandals) are a fusion of local industry in Tokyo and popular culture in the Tohoku region.</p>  <p>5  11 </p> <p>Max. Persons: 50 Duration: 120 min</p>
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- Strengthen support for training of new personnel and reception of visitors in the Tama Business Events Priority Support Area to promote the area as a location for MICE events, and in so doing capitalize on the growing interest in events that take place outside urban centers.
- In addition to providing marketing assistance to the Tokyo Islands region for MICE events, offer support programs for island tours and conduct promotional activities to advertise the islands' natural environment both domestically and internationally.