

Strategy 1: Reopening of the Tourism Industry

Core Concepts

- ▶ Tourism businesses have been hit hard by the continued impact of the COVID-19 pandemic. Thus, it is important to provide full support to initiatives to revitalize these businesses and put the tourism industry, which is one of the driving forces of the Tokyo economy, back on track.
- ▶ Furthermore, it will be important to boost domestic tourism demand while marketing tourism both domestically and internationally to maintain the interest of travelers to Tokyo.
- ▶ Moving forward, greater management support is necessary for tourism businesses. Further investment in host venues is also necessary, including improving infrastructure for inbound guests and barrier-free accessibility, in order to create a more comfortable experience for all guests, while expanding domestic and international tourism marketing campaigns.

Policy 1: Management support for tourism businesses

- Establish a one-stop support center that provides information on subsidy programs and seminars for tourism businesses while also providing management consulting services tailored to each business's needs.



- Provide expert advice to improve productivity, develop new products and services, and improve management strategy leveraging digital technology.
- Use remote conferencing and other digital tools to facilitate communication and cooperation between overseas business providers and tourism businesses to reestablish inbound tourism demand..
- Support initiatives that increase profitability by developing new products and services tailored to a broad spectrum of travelers to increase the number of overnight stays and the amount of money spent per traveler.
- Support marketing, infrastructure investment, and systems installation by businesses in the accommodation sector to respond to changing market trends such as longer-term stays and micro tourism in order to increase demand.
- Support universities and other institutions in Tokyo in developing courses and educational programs for owners and managers of tourism businesses.



Tourism Management Personnel Training Course
(Rikkyo University)

Policy 2: Reopen domestic tourism and implement domestic and international marketing campaigns

- Leverage the legacy of the Tokyo 2020 Olympic and Paralympic Games as a new tourism resource by developing tour events to venues and locales connected with the Tokyo Games.
- Improve the quality of videos, sightseeing routes that start in Tokyo, and other materials on a joint website created in cooperation with local governments and transportation businesses in the Tohoku, Chugoku, Shikoku, Kyushu, and Hokuriku regions.

Initiative 1: Reopening of the Tourism Industry

- Strengthen cooperation between the Tokyo Metropolitan Government and the private sector to expand branding efforts using the “Tokyo Tokyo” icon.

Tokyo Tokyo Old meets New

‘Tokyo Tokyo Old Meets New’ Icon and Catchphrase

Display in downtown areas



Creation of unique merchandise



- Conduct extensive tourism promotion on a variety of media to promote a new style of travel stressing personal security and Covid-19 safety. Tourism reps will assist in creating campaigns fashioned for the particular circumstances and qualities of each market.
- Provide new support for filming and location-scouting in Tokyo for international films and TV dramas to advertise the city's appeal domestically and internationally while promoting tourism by encouraging audiences to visit Tokyo.
- Enhance Tokyo's global presence by co-hosting an international projection mapping competition. This competition will expand the scope of projection mapping activities in the private sector and help to establish a projection-mapping industry.

TOKYO LIGHTS, 2021



Policy 3: Creation of facilities/infrastructure that will ensure all tourists enjoy their visits

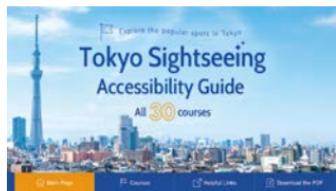
- Support the installation of multilingual information signs, provision of Wi-Fi at tourist spots, etc. for overseas tourists by local authorities, including private museums and art galleries.
- Establish a website to support restaurants in creating multilingual menus to ensure smooth communication with international tourists.
- Create subsidies for small- and mid-sized buses to encourage the installation of lifts and other equipment onto sightseeing buses. Increase subsidies to cover the difference in rental costs between regular and barrier-free buses when tour operators rent a lift-equipped bus for a tour.
- Improve the Tokyo Accessible Tourism Web Portal so that people with disabilities, the elderly, and others can access the accommodations they need, and improve information availability on barrier-free facilities, businesses, and popular sightseeing routes in Tokyo that are proactively catering to special needs by publishing virtual-reality content on a comprehensive website.



Multilingual Menu Support Website



Tokyo Accessible Tourism Web Portal



Tokyo Barrier-Free Tourism Information Guide Website