Initiative 2: Adoption of 'New Tourism' in Response to Societal Changes

Core Concepts

► In light of the rapid progress of digital technologies, it is important to promote the adoption of DX (Digital Transformation) to improve productivity and the quality of services provided to tourists by tourism businesses.

► Tourism needs to respond to changing tourist needs, like a desire to avoid the "Three C's," by promoting smaller, decentralized trips to more rural areas of Tokyo like Tama and the Tokyo Islands, while capitalizing on the nature-related tourism resources of these areas.

► Moving forward, there will be a concerted effort to advance the use of digital technology in the tourism industry, improve Tokyo's unique tourist attractions, and establish new styles of tourism, such as "micro tourism," that fit the needs of the new normal.

Policy 4: Promotion of digital tourism

➢ Support the provision of consultants and the development of new services and products in order to strengthen management and productivity through the digitalization of tourism businesses in Tokyo.

➢ Provide financial support to tourism businesses in Tokyo that work with specialists to develop and implement new products while advancing the adoption of DX by showcasing relevant examples that have been effective.

➢ Introduce a tourism MaaS (Mobility as a Service) system to the Tama region that allows users to find, book, and pay for transportation, tourist facilities, and accommodations via smartphone. This will increase convenience for travelers while revitalizing the region by attracting more visitors and providing a better tourism experience.

Proof of concept of tourism MaaS for the West Tama region

- ➤ Promote Tokyo's appeal as a tourist destination domestically and internationally by hosting sports activities in a virtual space utilizing digital technology and by implementing participatory initiatives to develop a new tourist demographic.

- ➤ Support the marketing activities of the many regions, organizations, and businesses in Tokyo by facilitating easy visualization and year-to-year analysis of tourism data through the construction of a tourism statistics dashboard (Tokyo Tourism Statistics Data Site) that is available to the public.

Policy 5: Investment in Tokyo's individual tourist attractions and implementation of new styles of tourism

- ➤ Support local initiatives to increase tourism by utilizing media that are popular overseas, such as anime and manga, while simultaneously increasing availability of information about Tokyo's own anime-related tourism in order to attract domestic and international visitors.

Manhole Designs
(Fighting Spirit)

- ➤ Support local initiatives to increase tourism by utilizing media that are popular overseas, such as anime and manga, while simultaneously increasing availability of information about Tokyo's own anime-related tourism in order to attract domestic and international visitors.

- ➤ Diffuse peak tourism hours in Tokyo by supporting public events that take place late at night or in the early morning through online publicity campaigns, etc.

- ➤ Increase domestic and international awareness of Tama and the Tokyo Islands regions by supporting the creation and dissemination of travel articles and other information available on "TAMASHIMA.tokyo," the tourism information website for Tama and the Tokyo Islands regions, as well as by sharing videos, etc. through social media platforms.

- ➤ Provide support to private businesses and organizations in developing new tourism activities and cultural-exchange programs for Tama and the Tokyo Islands regions to increase their appeal to tourists.