

Rationale for the Creation of this Plan

- ▶ The tourism industry has been gravely affected by the spread of COVID-19, creating the need for increased support for groups and businesses that are affected by the societal changes caused by the pandemic. Greater progress is needed to improve sustainable growth in the tourism sector.
- ▶ The implementation of this plan will establish a clear course of action for reopening the tourism industry in Tokyo, reestablishing the industry's growth trajectory in order to achieve the goal of PRIME Tourist City Tokyo to become the world's topmost destination for tourism.

Fundamental Concept

Reopening of Tourism & Sustainable Recovery

- ▶ Implementing the policies of this plan is not about going back to life before the pandemic. Its goal is the restoration of the vitality of the tourism industry and using this growth to enrich the lives of the city's residents and regional communities through sustainable growth.

Present State of Tourism

- ▶ Shift toward destinations/activities that avoid the “Three C’s”.
- ▶ Realizing a stronger digital society.
- ▶ Increased global interest in sustainable tourism.

Project Period

April 2022 to March 2023

3 Initiatives and 7 Policies

The development of seven policies based on three initiatives to help realize the fundamental concept of this plan.

Initiative 1: Reopening of the Tourism Industry

Policy 1: Management support for tourism-related groups and businesses

Policy 2: Reopening of domestic tourism and implementation of domestic and international PR campaigns

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

Initiative 2: ‘New Tourism’ in Response to Societal Changes

Policy 4: Promotion of digital tourism

Policy 5: Improved investment in Tokyo’s many tourist attractions and implementation of a new style of tourism

Initiative 3: Promoting Sustainable Tourism

Policy 6: Promotion of regional tourism aligned with the goals of regions and residents

Policy 7: Strengthen infrastructure to promote sustainable growth of the tourism industry

Promoting MICE Tourism

*Development of policies based on the three strategies that will help Tokyo maintain its predominance as a MICE tourism destination.

PRIME Tokyo Means...

A
Residents Increasing participation by city residents in tourism, thereby improving the welcome extended to visitors and raising the satisfaction of the tourism experience for both travelers and residents.

B
Economy Increasing the economic benefits of tourism for residents by focusing on longer-stay visitors, repeat visitors, and the expansion of MICE tourism.

C
Culture Leveraging the appeal of Tokyo's arts and culture, such as traditional performing arts and food to encourage cultural exchange between residents and tourists.

D
Environment Promoting environmentally conscious tourism with a focus on issues like reducing the emission of greenhouse gases and protecting biodiversity.

Policy Objectives (2030)

Residents supportive of domestic tourism

50% or more

Residents supportive of international tourism

50% or more

Domestic tourist spending in Tokyo

6 Trillion Yen

International tourist spending in Tokyo

Over 2.7 Trillion Yen

Domestic visitors to Tokyo

600 Million

International visitors to Tokyo

Over 30 Million

Number of international conferences ranking

Top 3 in the World

People who enjoy the cultural environment of Tokyo

70%

Tokyo's greenhouse gas emissions (compared to 2000)

Down by 50%

Roadmap for Reopening Tourism

Split the project period into three phases, and implement policies to restore tourism demand by phase.

Phase 1: Create initiatives to support tourism-related businesses and restore demand

- ✓ Support initiatives that help prevent the spread of Covid-19 infection and improve management skills of tourism businesses.
- ✓ Market Tokyo domestically and internationally on an ongoing basis to increase and maintain interest in the city.
- ✓ Invest in digital tourism, tourism basic infrastructure, and the city's unique tourist attractions.

Phase 2: Attract domestic tourists while adapting to the changing mindset of travelers

- ✓ Revitalize domestic tourism through domestic travel campaigns and collaborative efforts with other regions in Japan.
- ✓ Promote staggered sightseeing hours, longer stays, and micro tourism.
- ✓ Promote the understanding of tourism among Tokyo residents to foster civic pride.

Phase 3: Attract inbound travel as border entry restrictions are relaxed

- ✓ Develop comprehensive overseas advertisement campaigns to attract inbound visitors.

Policy Development Examples by Phase

