

PRIME Tourism Destination City Tokyo

Tokyo Tourism Industry Promotion Action Plan
Roadmap for the Reopening and Sustainable Growth of
the Tourism Industry



TokyoTokyo Old meets New

February 2022

The Tokyo Metropolitan
Government

PRIME Tourism City Tokyo

—Tokyo Tourism Industry Promotion Plan—
*Roadmap for the Reopening and Sustainable Growth of
the Tourism Industry*

The tourism industry was gravely affected by Covid-19, and the Tokyo Metropolitan Government has developed a new Tokyo Tourism Industry Promotion Plan to put the tourism industry back on track and to make PRIME Tourism City Tokyo one of the world's top tourist destinations.

PRIME Tourism City Tokyo aims to make Tokyo the world's best city for tourism.

The “Prime” in the PRIME Tourism City strategy signifies the Tokyo Metropolitan Government’s commitment to spurring development of the tourism sector to establish Tokyo as one of the top tourism destinations in the world.



KOIKE Yuriko,
Governor of Tokyo

Tokyo attracted a great deal of attention from around the world during the Tokyo 2020 Olympic and Paralympic Games. This plan will build on that legacy with initiatives to ensure sustainable recovery of the tourism sector. Implementation of the plan will transform Tokyo into a destination with something for everyone globally.

Key Points of the Plan

1) Set Quantitative Indicators for 2030

This plan establishes nine quantitative targets for measuring sustainable growth based on the “Tokyo of Tomorrow” Initiative (Mirai no tokyo senryaku). The targets include economic goals (revenues and number of tourists) as well as goals for residents, city culture, and the environment.

2) Develop 7 Policies Based on 3 Initiatives

This plan develops 7 policies developed as part of 3 initiatives to reopen the tourism industry and ensure its sustainable recovery. Additionally, these policies will help Tokyo to maintain its predominance as a host city for MICE tourism.

3) Improve Regional Tourism Management through Benchmark Goals

Policy implementation and effectiveness will be measured and improved through the application of the PDCA cycle and periodic assessment of progress relative to the benchmarks.

Table of Contents

● Significance of this Plan, Fundamental Concept, Present State of Tourism, Project Period, 3 Initiatives and 7 Policies.....	p. 3
● Initiative 1: Reopening of the Tourism Industry.....	p. 7
● Initiative 2: Adoption of 'New Tourism' in Response to Societal Changes...	p. 11
● Initiative 3: Promoting Sustainable Tourism.....	p. 13
● Promotion of MICE Tourism.....	p. 15
● Benchmark Goals.....	p. 17
● Results from Past Initiatives & Legacy of Tokyo 2020 Olympic and Paralympic Games.....	p. 18
● Appendix: Tourism Industry Data.....	p. 19

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.

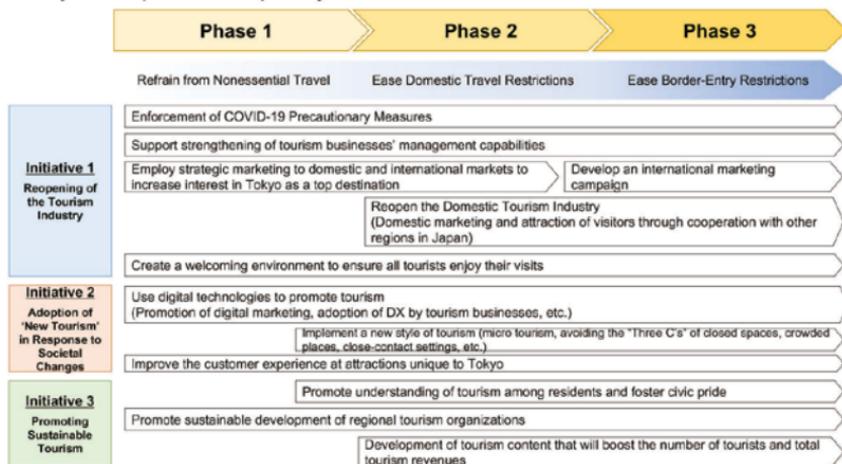
Phase 2: Attract domestic tourists while adapting to the changing mindset of travelers

- ✓ 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



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

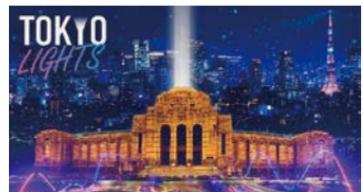


Creation of unique merchandise



- 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

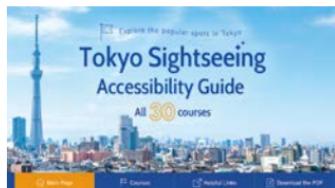
- Support the installation of multilingual information signs, provision of Wi-Fi at tourist spots, etc. for overseas tourists by local authorities, including private museums and art galleries.
- Establish a website to support restaurants in creating multilingual menus to ensure smooth communication with 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

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.
- 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.

Manhole Designs
(Fighting Spirit)



Initiative 3: Promoting Sustainable Tourism

Core Concepts

- ▶ In order to reopen the city's tourism industry, Tokyo must reduce the negative impacts of tourism and appeal to travelers that care about sustainability by becoming a destination for sustainable tourism.
- ▶ Additionally, the city will promote the understanding of tourism among residents of Tokyo and foster civic pride by advancing sustainable tourism that reflects the current SDGs while supporting the local economy, culture, environment, etc.
- ▶ The future of tourism is to encourage greater spending by each individual visitor through a shift toward “quality over quantity” in tourism while pursuing sustainable growth for the tourism industry by strengthening the businesses and organizations that drive it.

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

- Produce new PR video content that clearly explains the significance and benefits behind encouraging tourism so that residents of Tokyo view the increase in tourists more favorably. Facilitate an understanding of the benefits of tourism by residents of Tokyo by working with universities and tourism bureaus to hold symposia and other events.
- Further promote the Tokyo brand by collaborating with the municipalities of Tokyo to effectively communicate the appeal of the city both domestically and internationally, which will lead to a renewed appreciation of local attractions and the development of new tourism models.
- Support initiatives for collaboration between tourism bureaus, businesses, and organizations in holding events that enable children to learn more about local tourism resources such as nature and culture.

Children learning about local attractions in the region



- Create new guidelines for focus group tours throughout Tokyo where elementary school students (together with their parents) as well as junior high and high school students can learn about the culture and natural environment of their region.

Sustainable Tourism (Example)



Policy 7: Strengthening infrastructure for the sustainable growth of the tourism industry

- Large-scale gourmet festivals will be held in the spring and autumn to promote Tokyo's excellent food culture both domestically and internationally. Additionally, Tokyo's food culture itself will be more widely utilized as a source of tourism and strategically managed as a brand that can be used for tourism promotion, etc.
- Support initiatives in which Japanese-style inns collaborate with businesses in nearby shopping districts to create area maps or partnerships with restaurants in order to promote excursions for food and shopping and thereby boost consumption.
- Promote tourism-based community development while supporting the creation of councils that include tourism bureaus and other diverse key players in the region.

Advisors dispatched to the Tama City Tourism Community Development Exchange Council



- Support towns, villages, tourism bureaus, and tourism businesses in the Tokyo Islands region as they try to solve industry issues related to the reopening of the tourism industry.
- Support small and medium-sized businesses in the Tama and Tokyo Island regions in developing tourism content that encourages longer visits to increase the number of overnight stays and the amount of money spent per traveler.

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>
---	---	---

- 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.

Benchmark Goal Indicators

Category	Benchmark Indicator	Currently	Progress toward Goal
A (Residents)	Residents sightseeing in the city	30.2% (2021)	
	Residents interested in tourism activities	28.0% (2021)	
	Residents with experience in tourism	17.4% (2021)	
B (Economy)	Domestic tourist satisfaction	95.0% (2019)	
	International tourist satisfaction	95.4% (2019)	
	International repeat visitors to Tokyo	56.4% (2019)	
	Total overnight stays in Tokyo	78,980,000 (2019)	
	Total revenue generated through tourism	11.8 Trillion Yen (2019)	
	Jobs associated with tourism industry	990,000 (2019)	
C (Culture)	Resident who consider art and culture to be important tourism resources	67% (2021)	
	Number of Cultural Properties in Tokyo	825 (FY 2020)	
	Number of National Treasures and Important Cultural Properties in Tokyo	3,268 (FY 2020)	
	Events held at destination venues	24 (FY 2019)	
D (Environment)	Renewable energy electricity usage	17.3% (FY 2019)	
	Newly designated biodiversity conservation areas	Approx. 758 hectares (FY 2019)	

Results from Past Initiatives & the Legacy of the Tokyo 2020 Games

The 2020 Tokyo Games are an opportunity for the city to further expand its tourism industry by building out infrastructure, such as providing multilingual assistance and barrier-free facilities for domestic and international tourists visiting Tokyo to ensure their visits are safe and pleasant.

As a result, tourist information is available within walking distance (2-3 minutes) of the 10 areas visited most often by international tourists as defined in the Area Improvement Policy for Receiving International Tourists (December 2014).

Additionally, the city is working with the outlying regions within Tokyo, including Tama and the Tokyo Islands region, to develop and invest in tourism resources and to market these areas domestically and internationally.

Examples of Initiatives and their Results

Operation of the Tokyo Tourism Information Center



Promotion on the World Natural Heritage Partnership Website



Training Tour Volunteers



Installation of TOKYO FREE Wi-Fi



Barrier-free Guest Rooms

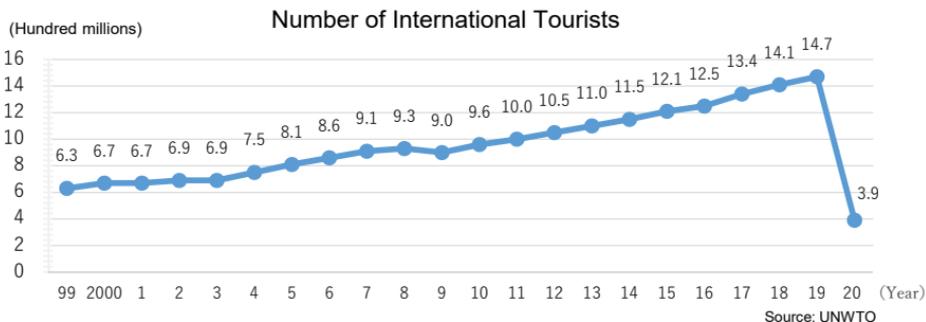


Tokyo will continue to develop its city legacy and expand upon the initiatives from the 2020 Tokyo Games to create a tourist city that appeals to people from all over the world.

[Appendix] Data Related to Tourism

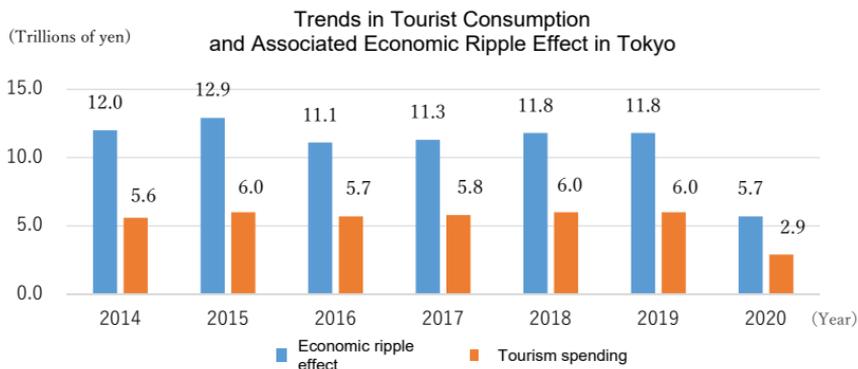
● Impact from COVID-19

- The number of international tourists increased every year for the ten-year period since 2010 according to the UNWTO (United Nations World Tourism Organization). The significant decline due to COVID-19 travel restrictions was a huge blow to the tourism industry.



● Economic Ripple Effect for Tourism Consumption

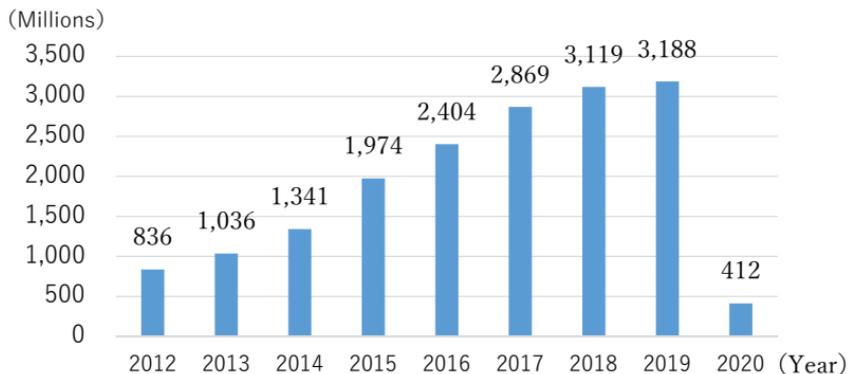
- Consumption by tourists within the tourism industry will create a ripple effect throughout many related industries and contribute to the revitalization of the region.
- In 2019, when the number of tourists visiting Tokyo peaked, tourism consumption was approximately 6 trillion yen, rising to 11.8 trillion yen when indirect economic benefits are included.



●Tourism in Japan

- The number of international visitors to Japan in 2020 was 4.12 million, down 87% from the previous year. Similar to the decline in tourists, there was a significant decline in inbound travel spending to 740 billion yen, down 85% from the previous year.

Yearly Number of Foreign Tourists Visiting Japan



Source: Japan National Tourism Organization (JNTO)

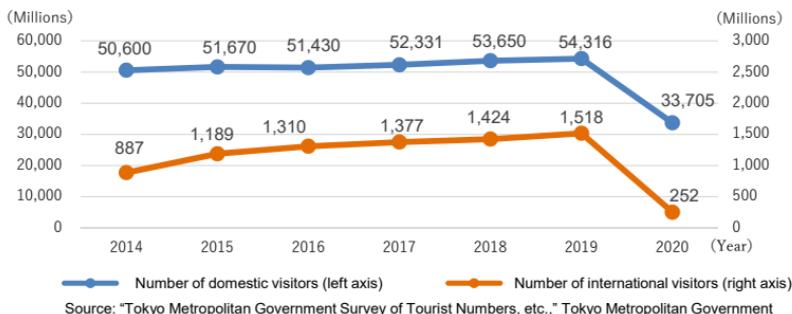
Yearly International Tourist Spending in Japan



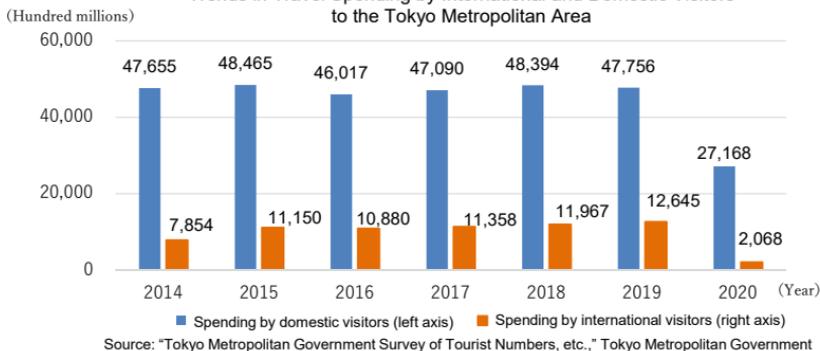
Source: Japan National Tourism Organization (JNTO)

- The number of international visitors to Tokyo in 2020 was 2.52 million, down 83% from the previous year. In comparison, the number of Japanese visitors to Tokyo decreased by 38% from the previous year to approximately 34 million. Revenues and the number of overnight stays also show similar trends, with smaller year-on-year declines in the domestic market.

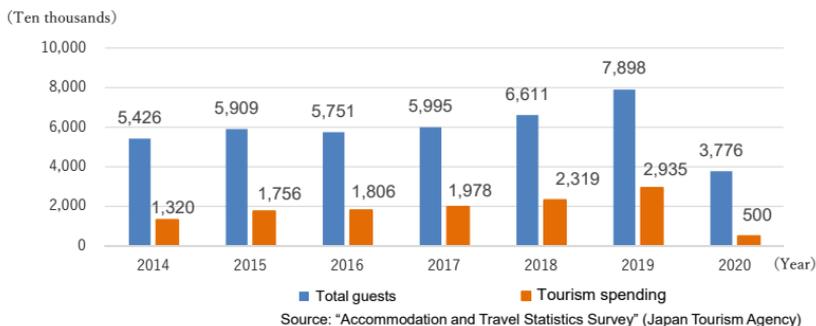
Number of International and Domestic Tourists Visiting Tokyo



Trends in Travel Spending by International and Domestic Visitors to the Tokyo Metropolitan Area



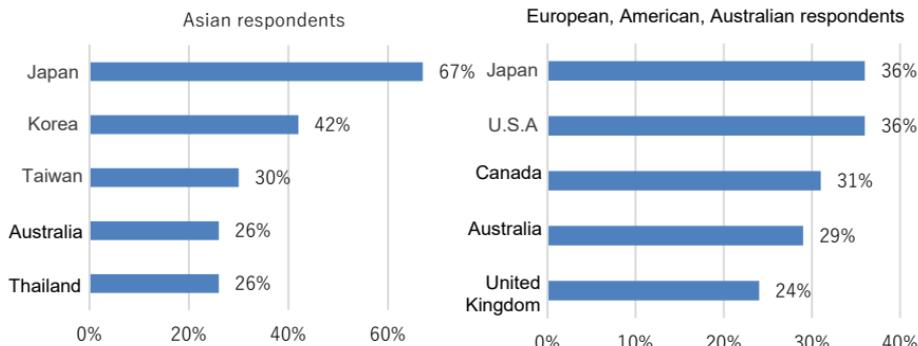
Trends in Number of People Staying in Accommodations in Tokyo



●International Travel after the Pandemic Ends

- Even during the pandemic, many tourists wanted to travel internationally after COVID-19 subsided. Additionally, the number of tourists wanting to travel to Japan has increased, with many tourists saying the first country they want to travel to post-Covid-19 is Japan when asked what country/region they would like to visit next out of Asia, Europe, the U.S., and Australia.

Popular Travel Destinations Post-COVID-19



Source: Development Bank of Japan Inc. (DBJ) and Japan Travel Bureau Foundation (JTBF)

- In October 2021, the Condé Nast Traveler luxury travel magazine announced the results of its Readers' Choice Awards 2021. Tokyo was ranked the Best Big City in the world for the first time in two years in the US edition and for the first time in the UK edition.

Readers' Choice Awards 2021: Top 10 Cities in the World

USA Ranking

The Best Cities in the World
(Best Big Cities Category)
(Excluding US Cities)

1st	(6th)	Tokyo (Japan)
2nd	—	Osaka (Japan)
3rd	(1st)	Kyoto (Japan)
4th	(3rd)	Singapore
5th	—	Istanbul (Turkey)
6th	—	Mérida (Mexico)
7th	—	Marrakesh (Morocco)
8th	(7th)	Porto (Portugal)
9th	—	Bangkok (Thailand)
10th	—	Seoul (South Korea)

UK Ranking

Top 20 Cities in the World
(Excluding UK Cities)

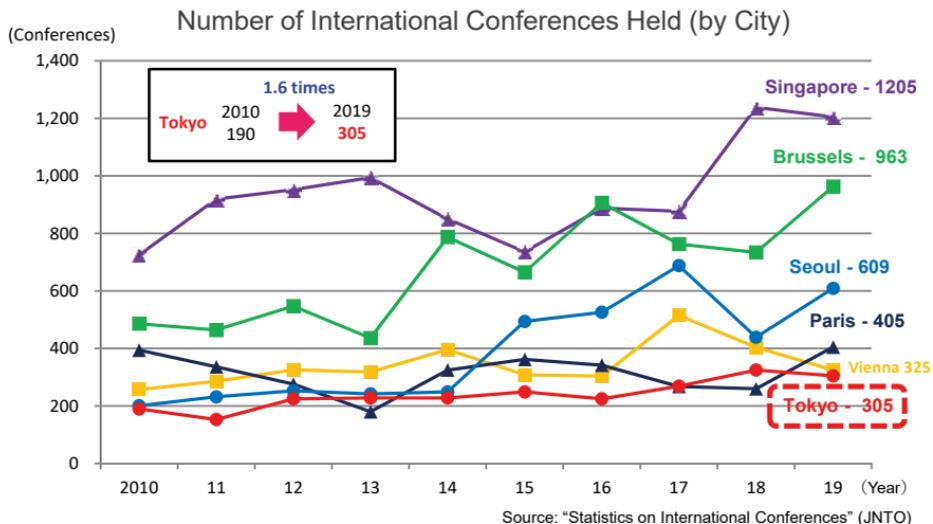
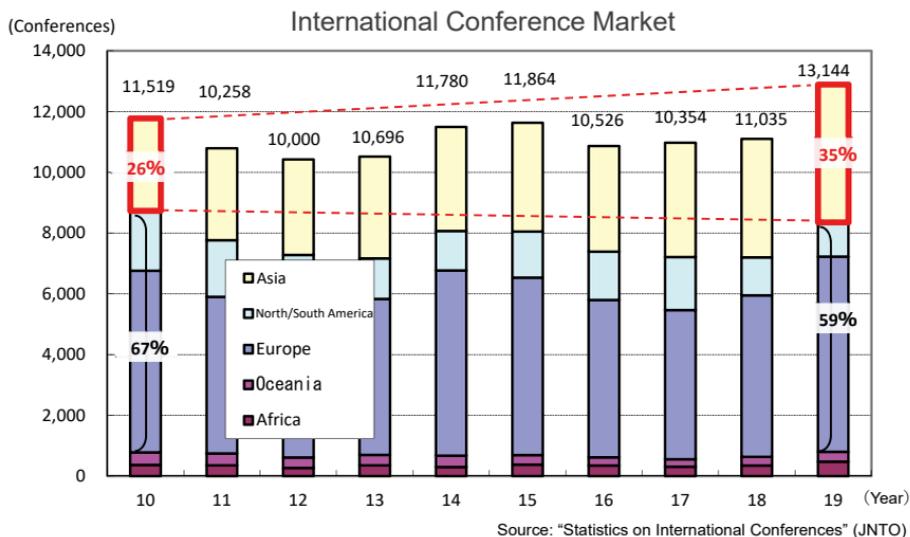
1st	(15th)	Tokyo (Japan)
2nd	—	Osaka (Japan)
3rd	(4th)	Kyoto (Japan)
4th	(9th)	Singapore
5th	(1st)	San Miguel de Allende (Mexico)
6th	—	Istanbul (Turkey)
7th	(3rd)	Mérida (Mexico)
8th	—	Marrakesh (Morocco)
9th	(18th)	Porto (Portugal)
10th	—	Aspen (USA)

* Figures in parentheses indicate the rank in 2020. Figures marked "—" indicate no rank last year.

Source : Condé Nast Traveler

International Conference Market Share & Number of Events

- Asia's market share for international conferences has steadily increased from 26% in 2010 to 35% in 2019.
- The number of international conferences held in Tokyo increased from 190 in 2010 to 305 in 2019. However, Tokyo's global ranking has not changed as other cities have been more active in hosting international conferences.



●Hosting of International Conferences (2020)

- While many international conferences have been postponed due to the pandemic, an increasing number of conferences are being held online or as hybrid events that combine online and in-person meetings to limit the number of people who need to travel and congregate.
- As a result of COVID-19, of the international conferences scheduled in Japan in 2020, 31% were hosted online and 4% were hybrid events.

Number and Status of International Conferences Scheduled to be Held in 2020

Location	Held as Scheduled	Online	Hybrid	Delayed	Location changed	Canceled	Total
Europe	344 (7%)	1,423 (30%)	48 (1%)	2,231 (47%)	30(1%)	630 (13%)	4,706 (56%)
Asia	187 (12%)	378 (25%)	80 (5%)	628 (42%)	29(2%)	199 (13%)	1,501 (18%)
(Japan)	30 (10%)	97 (31%)	12 (4%)	126 (41%)	5(2%)	39 (13%)	309 (4%)
North America	93 (9%)	380 (39%)	6 (1%)	318 (32%)	3(0%)	180 (18%)	980 (12%)
Central/Southern American	69 (11%)	165 (27%)	—	275 (44%)	4(1%)	108 (17%)	621 (7%)
Oceania	26 (10%)	69 (27%)	4 (2%)	103 (40%)	5(2%)	52(20%)	259 (3%)
Africa	26 (11%)	63 (26%)	4 (2%)	122 (50%)	—	31(13%)	246 (3%)
Middle East	18 (19%)	28 (29%)	1 (1%)	37 (38%)	2(2%)	11(11%)	97 (1%)
合計	763 (9%)	2,506 (30%)	143 (2%)	3,714 (44%)	73 (1%)	1,211 (14%)	8,410 (100%)

Source: ICCA, ICCA Statistics Report 2020

PRIME Tourism City Tokyo
Tokyo Tourism Industry Promotion Plan
Roadmap for the Reopening and Sustainable Growth of the
Tourism Industry

Print number (4) 69

Published in July 2022

Edited and

Published by: Planning Section, Tourism Division
Bureau of Industrial and Labor Affairs
Tokyo Metropolitan Government
2-8-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo
Phone: +81-3-5320-4721

Printed by SHINSO PRINTING Corporation

*"Civic Pride" is a registered trademark of YOMIKO ADVERTISING INC.



当館の印刷用紙は100%再生紙を使用しています



この印刷物は、印刷用の紙へ
リサイクルできます。

