

# PRIME Tourist Destination City Tokyo

~Tokyo Tourism Strategy Action Plan 2017~

Old meets New

Tokyo Tokyo

TOKYO  
METROPOLITAN  
GOVERNMENT

# PRIME Tourist Destination City Tokyo

## ~ Tokyo Tourism Strategy Action Plan 2017 ~

The objective of the Tokyo Metropolitan Government's 2017 plan is to promote a timely, strategic and comprehensive response to the rapid changes occurring in the tourism industry, not least the rapid increase in the number of visitors to the city.

### Tokyo: World-beating “PRIME Tourist Destination City”

The city's objective is to make Tokyo the top tourist destination city for travelers from around the world.

By implementing the policies outlined in this plan, Tokyo aims to provide an unrivalled tourist experience both in terms of hospitality and of the quality of the city's tourist attractions, thus attracting a greater number of domestic and international travelers to the city, and thereby increasing revenues for the industry.



**Yuriko Koike,**  
Governor of Tokyo

# Action Plan Key Points

## 1 New numerical targets

The Tokyo Metropolitan Government has set ambitious new numerical targets which can only be achieved through the aggressive implementation of the policies in this plan.

## 2 Six key strategies

The action plan sets six new key strategies for the promotion of tourism in the city as well as defining the specific policies required for implementation.

## 3 Annual action plans

Previously, the tourism strategy was updated every five years. The action plan will be updated annually in order to respond proactively to changes in the tourism sector.

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