

# 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.

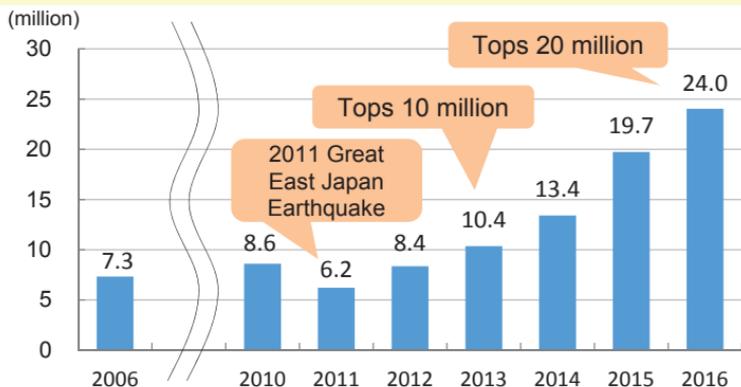
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# Recent Trends in Tourism in Japan

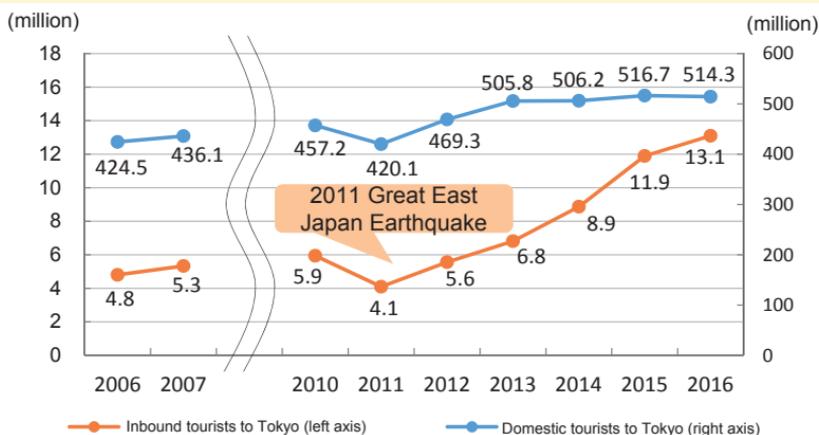
## 1 Number of inbound tourists to Japan

- Inbound tourists to Japan have **tripled** in the **last decade**.
- A **record 24 million** people visited Japan in 2016.



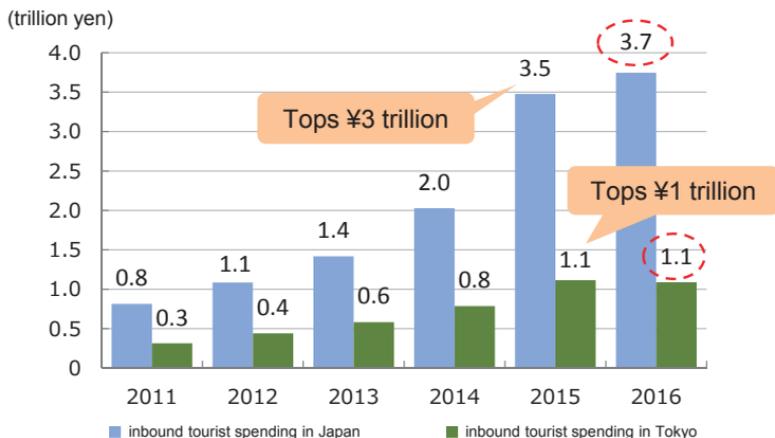
## 2 Number of tourists visiting Tokyo

- Inbound tourists to Tokyo have increased **2.7 times** in the **last decade**.
- Domestic tourists visits **topped 500 million**.



### 3 Inbound tourist spending in 2016

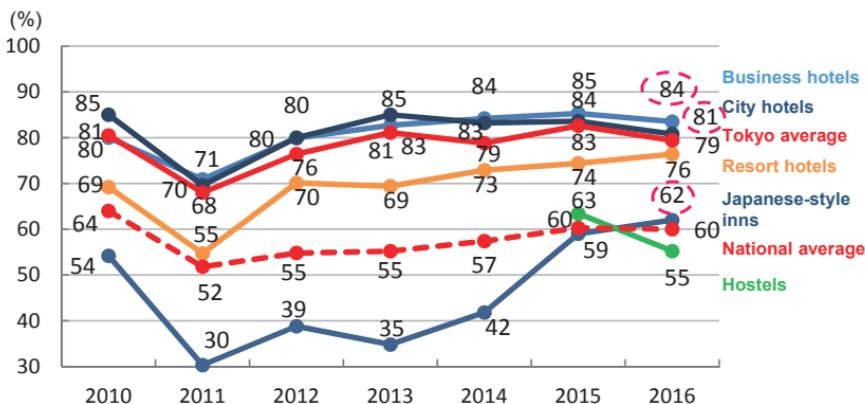
- Inbound tourists spent a **record ¥3.7 trillion** in Japan.
- Inbound tourist spending in Tokyo decreased slightly to **¥1.1 trillion**.



Source: Japan Tourism Agency; Tokyo Metropolitan Government

### 4 Occupancy rates by accommodation type in Tokyo

- Hotel occupancy rates have increased to **80%**, but Japanese inn occupancy rates are still only **60%**.



Note: 2016 figures are estimates.

Source: Japan Tourism Agency

## Numerical Targets

- The plan sets targets for the number of tourists visiting Tokyo, both domestic and international, and includes for the first time targets for **revenues** and **the number of repeat visits**.
- The **targets are ambitious**, and assume the aggressive implementation of the new tourism policy.

### Inbound tourists to Tokyo

2015 : 11.9 million ➡ 2020 : **25 million**

Double the number of inbound tourists by 2020

### Repeat inbound tourists to Tokyo

➡ 2020 : **15 million**

Target a **60%** repeat visit rates by 2020

### Inbound tourist spending in Tokyo

2015 : ¥1.1 trillion ➡ 2020 : **¥2.7 trillion**

2020 target is 2.4 times the 2015 actual, based on the growth rate of the last 5 years

### Domestic tourist visits to Tokyo

2015 : 516.7 million ➡ 2020 : **600 million**

Targets a new record in 2020

### Domestic tourist spending in Tokyo

2015 : ¥4.85 trillion ➡ 2020 : **¥6 trillion**

Targets a ¥1 trillion increase versus 2015

# Tourism Industry Promotion Policies

The Tokyo Metropolitan Government will implement **six strategies** to achieve the PRIME Tourist Destination City targets.

1

## Tourism management focused on increasing revenues

- **Support inbound tourism businesses**
- Develop **human resource training for inbound tourism**

2

## Improve the quality and attractiveness of tourism assets

- Leverage **waterfronts, nighttime illuminations**
- Further leverage “**anime**” and “**manga**” resources

3

## New focus for tourism promotion

- **New logo** to promote the appeal of Tokyo as a destination city
- Broaden the scope of promotion to include **higher spend tourists**

4

## MICE tourism

- Promotion of **city-operated facilities** as **unique venues**
- Support for **infrastructure development** of **MICE facilities**

5

## Improvement of inbound tourism infrastructure

- New **tourist information center** in the **Tama area**
- Improve support of **Muslim-friendly** and other diverse cultural needs

6

## Co-ordination with other destinations in Japan

- **Increase the number of tie-ups with other regions in Japan** to increase inbound tourism volume

## Key points

- Provide support for inbound businesses to improve their management skills and ability to respond to greater inbound tourist numbers
  - Provide greater support for and more effective advertising of ryokan and other accommodation providers
  - Develop training programs for the next generation of tourism leadership
- Provide support for inbound tourism businesses including the **introduction of ICT** to improve productivity, **multi-lingual translation, Wi-Fi** and **Western-style toilets**



<Multi-lingual translation of signage>



- Strengthen analysis of tourism **big data**, and **share the findings with inbound tourism businesses**



### How big data is used?

Create a comprehensive database capturing where overseas visitors are visiting and what they are spending within the city, and share the results with industry participants

- Develop **the RYOKAN brand** to promote the unique charms of **Japanese-style inns** to overseas visitors



- Partner with universities to provide **training for inbound business managers**, including the hospitality and travel agent sectors

<Practical training at Cornell University>



### Key points

- Enhance the appeal of Tokyo as a destination city by proactively adopting new approaches to the development of tourism assets
  - Support efforts at the local level to leverage tourism assets popular with overseas visitors
  - Strengthen the promotion of tourism to the Tama area and outlying islands
- Provide support to **increase tourism in the bay area**, for the **lighting up of buildings and landscapes**, and for the **development of night-time tourism**

<Bike-sharing waterfront event>



(Koto Ward Tourism Association)

<Fall foliage illumination at Rikugien Garden>



<Tokyo Station illumination>



(East Japan Railway Company)

<Night-time cruise>



(Tokyo Convention and Visitors Bureau)

- Provide support at the local level for the development of tourism based around globally popular **anime** and **manga**, and increase the number of tourists visiting these sites by marketing Japan's anime culture domestically and overseas

<Tour of sites connected with manga artists>



- Support the **development of nature tours** to Tokyo's outlying islands and **effectively market** them through the use of social media

<Great outdoors (Mt. Takao)>



- Increase visitor spending in outlying islands by **conducting sightseeing tours that can be used as spouse hunting events**

<World Heritage Site (Ogasawara)>



< Tokyo Islands Passport >



## Key points

- Increase the effectiveness of the marketing overseas of Tokyo as an attractive tourism destination
  - Promote Tokyo to markets which can be expected to spend more per tourist during their stay
  - Promote marketing campaigns in partnership with cities overseas that are at the cutting-edge of tourism in order to increase visitors to Tokyo
- **New logo** and marketing **slogan** capture the essence of PRIME Tokyo



Tokyo Tokyo Old meets New



- Promote Tokyo to the **Russian** market, which has great potential as an inbound market to Japan

<Tokyo PR booth at a tourism convention>



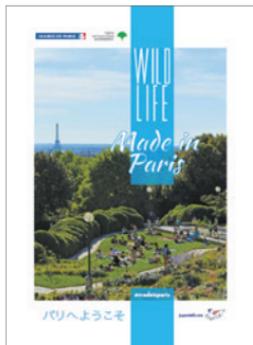
- **Attract more wealthy overseas visitors** through targeted marketing, including at the International Luxury Travel Market (ILTM\*)

**\*What is ILTM?**

A travel conference for high-end clients held every December in Cannes, ILTM has also held special events in Japan since 2013.

- **Partner with top international tourist destination cities** such as Paris and New York in order to **increase inbound visitors from Europe and America.**

<Reciprocal advertising campaign in Paris and Tokyo>



Paris poster displayed at a Tokyo bus stop



Tokyo poster in Paris

**Key points**

- Improve MICE infrastructure through supporting functional improvement to venue facilities, as well as providing support for events outside the city center
  - Promote programs to use art museums, gardens and other facilities in Tokyo as unique venues for post-meeting receptions and events
  - Provide additional assistance for projects aimed at holding international conferences in Tokyo
- Support the **introduction** of Wi-Fi, high-definition projection, simultaneous interpretation systems and other necessary **equipment** in MICE\* venues, such as convention centers, hotels and universities

&lt;Projector&gt;



&lt;Simultaneous interpretation system&gt;

**\*What is MICE?**

MICE stands for Meetings, Incentives, Conventions, and Exhibitions/Events

- In the **Tama area**, designate and provide assistance to areas that have the required peripheral facilities for MICE, and, by improving the infrastructure, increase the number of MICE events in these areas



- Promote the use of **8 city-operated facilities**, including art museums, gardens and city buildings, as **unique venues**\*

<Hama Rikyu Gardens>



<South Observation Deck on the 45th floor of TMG Main Building No. 1>



### \*What are unique venues?

Unique venues here refer to venues, such as historic buildings and art museums, that provide a special atmosphere or environment in which to conduct meetings, events and receptions.

- Provide assistance in securing space and other arrangements **for projects seeking to launch new international conferences in Tokyo** expected to draw large numbers of participants from overseas

<International conference at Tokyo International Forum>



## Key points

- Improve tourist guidance services so that inbound tourists can more easily navigate the city
  - Improve emergency and disaster services to ensure the safety and comfort of overseas visitors
  - Create projects and improve social awareness so that seniors and people with disabilities can travel in Tokyo more easily
  - Raise the awareness of travel businesses to improve the provision of services tailored to the diverse cultural needs and customs of inbound tourists
- **Establish a new tourist information center in the Tama area\*** in order to motivate visitors to visit outlying areas of the city

<Tourist information center at the Busta Shinjuku bus terminal>

**\*Tokyo Tourist Information Center Tama**

The center, located in a commercial facility at the JR Tachikawa Station, will provide information focusing on the Tama area

- **Develop a new travel application** providing information of interest to overseas visitors, such as for tourist attractions and events in the city



- Establish a **multi-lingual call center** for inbound tourists who fall ill or are involved in an accident

<Tourist call center>



- Improve the accessibility of public transportation and raise awareness by the public and businesses in order to **promote accessible tourism\***, meeting the needs of everyone including senior citizens and people with disabilities

<Tour bus with wheelchair lift, and bus interior>



### \*What is accessible tourism?

Providing travel services that meet the needs of all people regardless of age, physical impediments or disabilities

- **Hold seminars** and **dispatch experts** to travel businesses so they can accommodate diverse cultures and customs, such as halal

<Seminar on the needs of Muslim visitors>



## Key points

- Partner with other regions in Japan on initiatives to attract more inbound tourists
- Work with other cities to assist them in holding MICE events, spreading the benefits of MICE events to other regions
- Provide information on the attractions of other regions outside of Tokyo, and encourage tourists to take trips to other areas of Japan

- Expand partnerships to **attract more inbound tourists** to add **Kyushu** to existing arrangements with Tohoku, Shikoku and the Chugoku region

<Special website, here promoting rice paddy art in Aomori>



- Create and promote **tourist routes** based on World Heritage and other landmarks that **cover Tokyo and other regions** to encourage **inbound tourists to venture further afield**

<National Museum of Western Art>



- Support **municipalities within Tokyo that tie-up with other cities** domestically and abroad to develop their tourist industry

<Musashino City regional specialty shop, “Mugiwara Boshi”>



(Musashino City)

- Establish a partnership with the **City of Nagoya and Okinawa Prefecture**, adding to existing partnerships with Sapporo City, Ishikawa Prefecture, Kyoto City and Fukuoka City, to **increase incentive tour groups** by overseas businesses

<Incentive tour group>



- Continue to promote **tourist destinations throughout Japan**, by holding product fairs at Tokyo Metropolitan Government buildings, joint large-scale events with private companies, and through tourist information centers

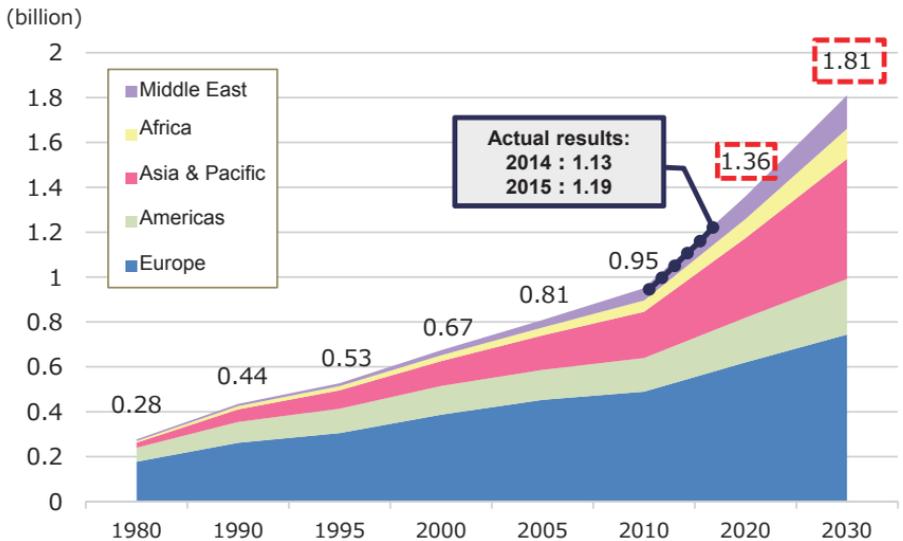
<Fair of specialty products from across Japan  
at TMG Building Observation Deck>



# Tourism Statistics

## International tourist arrivals (including forecasts)

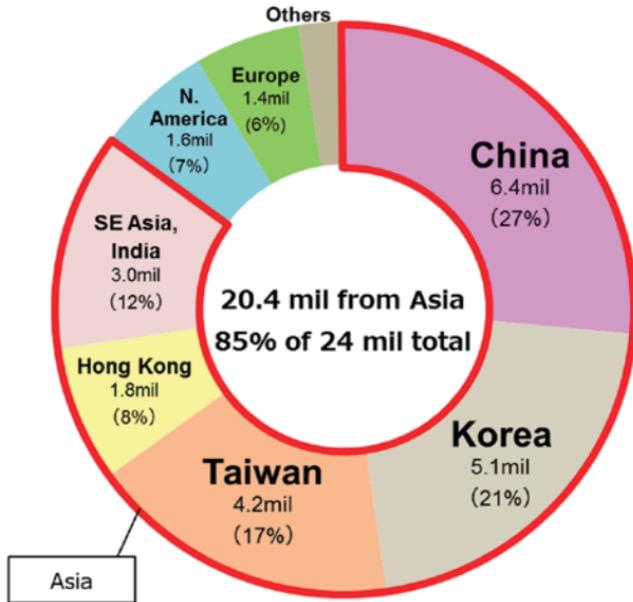
- The number of tourist arrivals worldwide topped **1.19 billion** in 2015.
- The number is expected to rise to **1.36 billion** in 2020 and **1.81 billion** in 2030.



Source: UNWTO

## Tourist arrivals in Japan by country/region (2016)

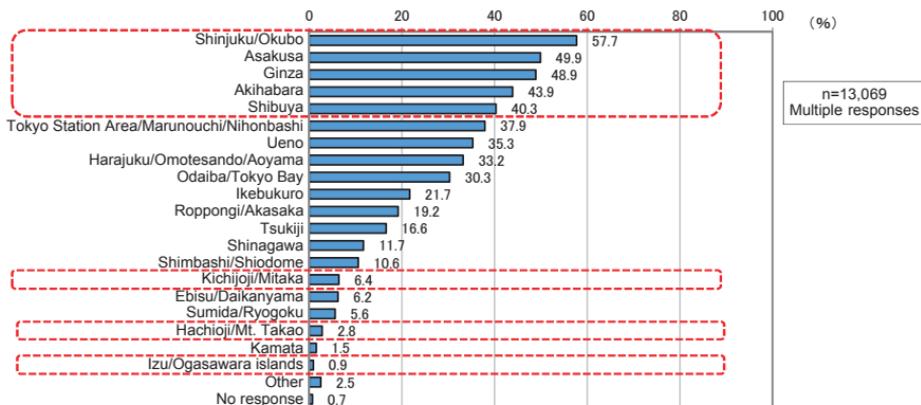
- Tourist from Asia accounted for 85% of all inbound tourists to Japan in 2016, with China, Korea and Taiwan topping the list.



Source: Japan National Tourism Organization (JNTO)

## Top destinations in Tokyo for inbound tourists (2015)

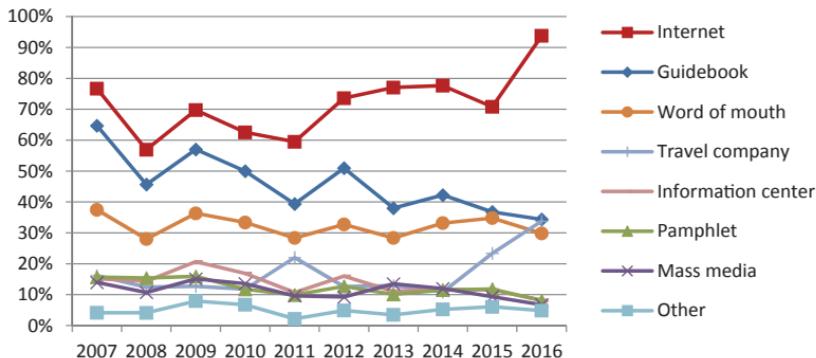
- The center of the city is most popular, led by Shinjuku/Okubo, Asakusa, Ginza, Akihabara and Shibuya.
- Efforts to encourage tourism to the Tama area and the outlying islands have yet to make progress.



Source: Tokyo Metropolitan Government

## Information source for inbound tourists to Tokyo

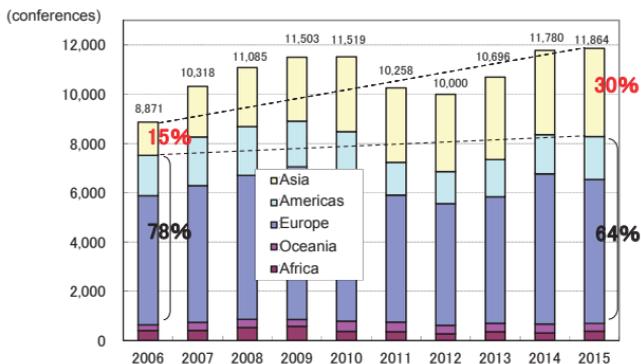
- Tourists are shifting from print media such as guidebooks towards the Internet, for its easy and real-time access



Source: Tokyo Metropolitan Government

## Global market for international conferences

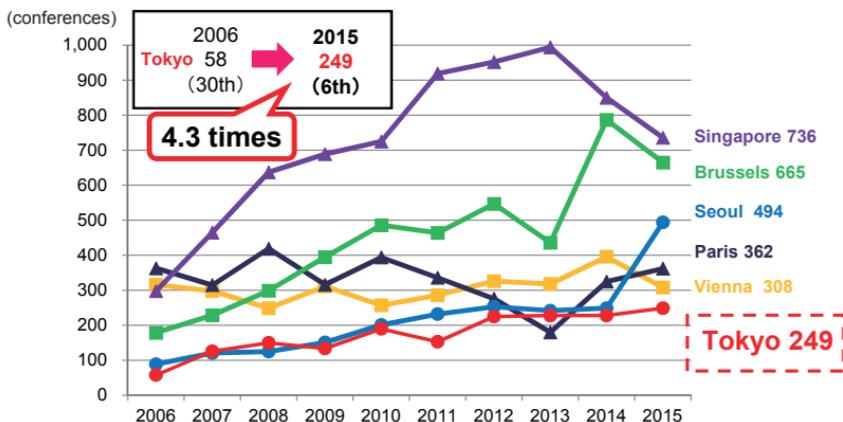
- Owing to its economic growth, Asia's share of the global market for international conferences has **doubled in the last decade**.



Source: JNTO

## Number of international conferences by city

- The number of international conferences in Tokyo has **increased 4.3 times** in the last decade, though Tokyo still lags behind competitors such as Singapore and Seoul.



Source: JNTO

## Condé Nast Traveler Best Cities in the World 2016

- Condé Nast Traveler, an American luxury travel magazine, ranked **Tokyo 1st** (15th in 2015) for the first time in its **rankings of the most attractive destination cities**.

### Top 10 Best Cities in the World, chosen by readers

1st	Tokyo (Japan)	15th
2nd	Kyoto (Japan)	9th
3rd	Florence (Italy)	1st
4th	Lucerne (Switzerland)	18th
5th	San Miguel de Allende (Mexico)	*Not ranked
6th	Vancouver (Canada)	19th
7th	Victoria (Canada)	24th
8th	Salzburg (Austria)	12th
9th	Barcelona (Spain)	14th
10th	Vienna (Austria)	3rd

Note: Excludes U.S. cities

\*2015 rank after country name

Source: TMG press release

## Most popular city destinations in 2016

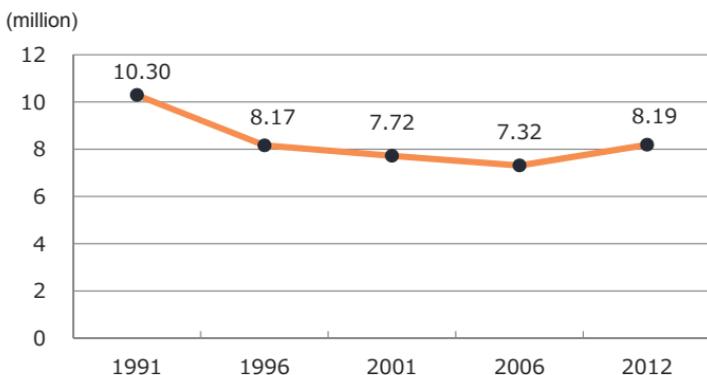
- Tokyo rose from outside the rankings in 2015 to **21st worldwide**, but still falls behind London, Paris, New York, and other cosmopolitan Western cities.
- Tokyo also **ranks below** such **Asian cities** as Hanoi (Vietnam), Bangkok (Thailand), and Hong Kong (China).

Rank	City (country)	13th	Dubai (United Arab Emirates)
1st	London (United Kingdom)	14th	Saint Petersburg (Russia)
2nd	Istanbul (Turkey)	15th	Bangkok (Thailand)
3rd	Marrakesh (Morocco)	16th	Amsterdam (Netherlands)
4th	Paris (France)	17th	Buenos Aires (Argentina)
5th	Siem Reap (Cambodia)	18th	Hong Kong (China)
6th	Prague (Czech Republic)	19th	Playa del Carmen (Mexico)
7th	Rome (Italy)	20th	Cape Town Central (South Africa)
8th	Hanoi (Vietnam)	21st	Tokyo (Japan)
9th	New York (United States)	22nd	Cusco (Peru)
10th	Ubud (Indonesia)	23rd	Kathmandu (Nepal)
11th	Barcelona (Spain)	24th	Sydney (Australia)
12th	Lisbon (Portugal)	25th	Budapest (Hungary)

Source: Travelers' Choice - Top city destinations in the world 2016 (TripAdvisor)

## Number of tourist arrivals in the Nishitama area

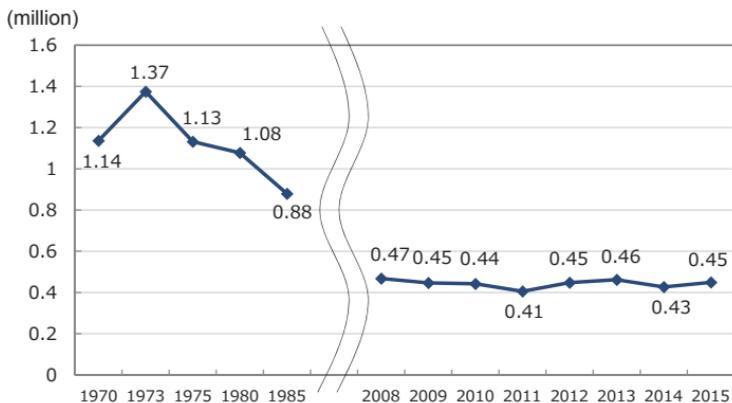
- The number of tourists to the Nishitama area in western Tokyo has **increased only 6% in the last decade** despite significant increases for Tokyo as a whole.



Source: Nishitama administrative council

## Number of tourists to Izu and Ogasawara islands

- The number of tourists to the outlying islands peaked in 1973, and remains at only **30% of the peak**.



Source: Tokyo Metropolitan Government



↓ To learn more, follow the link below

## PRIME Tourist Destination City Tokyo ~ Tokyo Tourism Strategy Action Plan 2017 ~

<http://www.sangyo-rodo.metro.tokyo.jp/plan/tourism/plan/prime2017/>

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