

A night-time photograph of the Tokyo Skytree, a tall, illuminated tower with a lattice structure, glowing with blue and white lights. The tower is reflected in the water in the foreground. A bridge with colorful lights is also visible in the foreground, spanning the water. The background shows the city lights of Tokyo.

# PRIME Tourist Destination City Tokyo

Tokyo Tourism Industry Promotion Action Plan  
~Key Initiatives for the Tokyo 2020 Games~

*Tokyo* Tokyo 013 meets here

TOKYO  
METROPOLITAN  
GOVERNMENT

# PRIME Tourist Destination City Tokyo

## Tokyo Tourism Industry Promotion Action Plan ~ Key Initiatives for the Tokyo 2020 Games ~

- ◆ In preparation for the Tokyo 2020 Olympic and Paralympic Games, the Tokyo Metropolitan Government (TMG) has identified a number of strategic areas of focus, some new, in addition to existing strategies that require strengthening. They have been formulated into three key themes.
- ◆ TMG will implement a number of continuing initiatives to bolster the tourism industry over the medium to long-term. These initiatives will continue after the 2020 Games.
- ◆ The legacy of this plan will be not only to build the foundation for the development of the tourism industry in Tokyo after the Tokyo 2020 Games, but also to contribute to the prosperity of the regions outside of Tokyo as they leverage a stronger tourism industry in Tokyo.



### - Numerical Targets -

Inbound tourists to Tokyo	2020 : 25 million	2024 : 30 million
Targets by market(2020) EU,NA,AUS : 5.0million East Asia : 15.5million Southeast Asia + India : 3.7million		
Repeat inbound tourists to Tokyo	2020 : 15 million	2024 : 18 million
Inbound tourist spending in Tokyo	2020 : ¥2.7 trillion	
Domestic tourist visits to Tokyo	2020 : 600 million	
Domestic tourist spending in Tokyo	2020 : ¥6.0 trillion	

# Three Key Themes for the Tokyo 2020 Games

## Theme 1:

### **Make Tokyo the World's Most Hospitable City ~ Tokyo Welcomes All Travelers ~**

1. Enhance tourist information provision
2. Strengthen multilingual capabilities
3. Promote accessible accommodation

## Theme 2:

### **Improving the Customer Experience for Travelers from Overseas ~ Rich Variety of Quality Experiences in Tokyo ~**

1. Promote nightlife tourism
2. Develop and promote the local appeal of the many and varied communities within Tokyo

## Theme 3:

### **Enhancing International Recognition of Tokyo as a Tourist Destination ~The Global Appeal of Tokyo~**

1. Promote Tokyo before the Tokyo 2020 Games
2. Attract international corporate business events
3. Coordinate with other destinations in Japan

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# 1. Enhance tourist information provision

### [Basic Approach for the Tokyo 2020 Games]

TMG will improve its tourist information infrastructure, by improving the information available, as well as the tourism information infrastructure, so that travelers to Tokyo can obtain the information they need during their stay and as they move around the city, including during periods of emergency.

### Key Initiatives for the Tokyo 2020 Games

- TMG is **accelerating the pace of provision of tourist information infrastructure**, such as tourist information centers, tourism volunteer guides, information signs, digital signage and free Wi-Fi.

<Tourist Information Centers>



Tourist Information Desk logo



<Tourism Volunteers>



<Tourist Information Signs>



<Digital Signage>



<Free Wi-Fi>



- The city is **expanding the role of Tokyo Tourist Information Centers**, by setting up on a trial basis special accessible tourism windows offering support for the elderly and the disabled.

#### <Tokyo Tourist Information Centers>



Tokyo Metropolitan Government Main Building



Haneda Airport



Keisei Ueno Station



Shinjuku Expressway Bus Terminal (Busta Shinjuku)



Tama (Ecute Tachikawa)

- TMG will work to **develop and more fully utilize tourism volunteers**, by expanding the areas in which they are active and establishing award programs to improve motivation.
- The city will use the tourist information **infrastructure to provide information to overseas visitors during emergencies** in multiple languages.

#### <Digital Signage>



Note: During emergencies, provide information, such as the location of evacuation centers, in multiple languages, as well as providing access to NHK emergency broadcasts.

#### <Free Wi-Fi Service>



Note: During emergencies, allow visitors to connect rapidly to TMG's Disaster Prevention website without requiring registration.

2. Strengthen multilingual capabilities

[Basic Approach for the Tokyo 2020 Games]

TMG will lower the language barrier, working with the private sector to promote smoother communication and the use of multilingual signage, to ensure overseas travelers enjoy a stress-free experience in all areas of their visit, including accommodation, restaurants, bars and retail facilities.

Key Initiatives for the Tokyo 2020 Games

- TMG will **work with the national government and the private sector**, leveraging the framework of the Council for Multilingual Measures in Preparation for the 2020 Olympic and Paralympic Games, to promote enhanced multilingual services **using ICT** in transportation, on roads and at tourist destinations.

<In Train Stations and Terminals>

(Existing signage)



Keio Shinsen Line

(After revision)



Keio New Line

<Utilizing ICT>



Customer service robot



Megaphone translator

- **Increase the number of languages** offered by the multilingual call center, which offers 24-hour service to tourism businesses.



- Available languages -

- English
- French (to be added)
- Chinese
- Thai (to be added)
- Korean

- In the retail industry, **create illustrated point-to-talk sheets** that can be used, for example, to explain products to tourists.
- The “EAT Tokyo” website will allow restaurants and bars **to create menus easily in foreign languages**.

EAT 東京



Examples of Multilingual Menus



- Respond to the needs of Muslims and those of other cultures by **conducting seminars and providing expert advice**. The city will provide pamphlets providing information on restaurants, hotels and places of worship for Muslim visitors, and information on restaurants catering to vegetarian travelers.

<Seminar on the needs of Muslim visitors>



<Guidebook on handling inbound visitors for restaurants, accommodations and retail businesses>



- **Increase support provided to taxi operators to introduce tablets** that offer multilingual services and payment functions.



### 3. Promote accessible accommodation

#### [Basic Approach for the Tokyo 2020 Games]

TMG will increase accessible accommodation where demand is expected to increase in the run up to the Tokyo 2020 Games in order to improve the tourism experience in Tokyo for the elderly and those with disabilities.

#### Key Initiatives for the Tokyo 2020 Games

- **Establish minimum standards for regular hotel rooms** not specifically catering to wheelchair users, including the width of entrances and the elimination of floor level differences.
- **Revise the manual for improvements to facilities covered by the social welfare ordinance**, to include desirable improvements such as handrails as well as other support services for the elderly and guests with visual or hearing impairments.
- In preparation for the Tokyo 2020 Games, **increase support for hotels in Tokyo for upgrades to improve accessibility**, including the purchase of hardware.

<Example of support for improved accessibility, Keio Plaza Hotel>





- Improve information available on easily-accessible accommodations both on the TMG web site, and through the provision of a custom **website offering accessible information**.
- **Dispatch advisors** to accommodation providers and to other tourism businesses that are working to improve accessibility and other customer services, as well as **offering advice and conducting seminars** that improve access for a wide range of travelers.
- **Hold a symposium** to boost momentum for proactive support of the tourism industry catering also to the needs of the elderly and the disabled.



#### **\*Accessible tourism**

An initiative designed to allow everyone to enjoy travelling within the city by responding to the needs of tourists with difficulties in mobility or communication, including the elderly and those with disabilities.

# 1. Promote nightlife tourism

### [Basic Approach for the Tokyo 2020 Games]

Nighttime tourism can contribute significantly to tourism revenues. TMG will work to enhance nightlife offerings and improve the availability of information in response to the diverse needs of overseas tourists, providing an environment in which travelers can enjoy sightseeing in Tokyo at any hour during the Tokyo 2020 Games.

### Key Initiatives for the Tokyo 2020 Games

- **Provide support for the illumination** of natural features, architecture and events, including **those planned for the Tokyo 2020 Games.**

<Examples of past support>



Meguro River



Kunitachi Station



Sumida River Bridge  
(Tobu Railway)



Higo-Hosokawa Garden

- Offer new forms of support for **year-round events** that allow tourists to enjoy Tokyo at night, including night markets, tours and other events, and for efforts to promote regional nightlife, including offering information on nightlife.

<Depiction of a nightlife event>



- **Offer information on nightlife sightseeing spots and events** using GO TOKYO, the official Tokyo tourism site, and create a pamphlet to publicize Tokyo's best spots for viewing the city lights and other illuminated attractions at night.

<GO TOKYO, the official Tokyo tourism site>



- Provide new support for private-sector businesses engaged in **creating portal sites delivering entertainment information.**

## 2. Develop and promote the local appeal of the many and varied communities within Tokyo

### [Basic Approach for the Tokyo 2020 Games]

TMG is working to promote tourism and attract visitors to communities throughout the city during the Tokyo 2020 Games, working with many different bodies to encourage efforts to identify and improve local tourism assets. At the same time, by developing tourism assets utilizing the rich nature, culture and other resources of the Tama area and islands, and publicizing those assets both inside and outside of Japan, Tokyo will respond to diverse traveler needs and encourage tourists to explore more of the city.

### Key Initiatives for the Tokyo 2020 Games

- **Provide support for large-scale events** organized through the cooperation of local tourism organizations, corporations and other organizations, which allow visitors to Tokyo **before, during and after the Tokyo 2020 Games** to enjoy traditional festivals, foods and cultural experiences.
- Support events and new product offerings **created by tourism associations and the private sector** through the identification of new, and improvement of existing tourism assets.

<Example of event support>



Embassy stamp rally  
World Carnival  
(Minato Travel & Tourism Association)

<Example of specialty product development support>



Development of "Shima Soup"  
(Kozushima Tourism Association)

- Promote and provide information for **walking tours that leverage the local history and culture** of the many communities in the city.



Walking tour pamphlet

- Promote the use of **manhole covers with designs from popular anime and manga characters**, and offer a centralized source for information on anime-related tourism throughout the city.



Design manhole cover

- Create and market **unique experiences in the Tama area and islands** leveraging the expertise of private sector business.

<Examples of intangible experiences>



Mountain Climbing



Rafting

<Tourism information site>



TAMASHIMA.tokyo

- Promote tourism in the islands of Tokyo through the “Shimapo” cashless payment system using premium travel vouchers, and conduct proof of concept testing in preparation for **creating a new cashless transaction infrastructure**.



## 1. Promote Tokyo before the Tokyo 2020 Games

### [Basic Approach for the Tokyo 2020 Games]

Building on the legacy of the Tokyo 2020 Games, promote Tokyo as a travel destination to domestic and overseas tourists including through the use of advertising, the official website and promotion videos, promoting the Tokyo brand using the “Tokyo Tokyo Old meets New”.

### Key Initiatives for the Tokyo 2020 Games

- **Develop a medium to long-term overseas marketing** strategy using the “Tokyo Tokyo Old meets New” logo and marketing slogan.

- Logo -



- Marketing Slogan -

Tokyo Tokyo Old meets New

<Examples of TMG promotional efforts>



PR videos



Outdoor advertising



Travel expo booth

- Create momentum for inbound tourism amongst private companies and residents of the city **by leveraging the Tokyo Tokyo logo and slogan.**

<Sample logo usage>



Overseas



In the city



Sales of Tokyo-branded souvenirs

- **Create a medium-term marketing strategy**, and develop promotional content targeted for each country and region in which Tokyo markets.
- **Develop marketing strategies specific to individual markets**, for example through strengthening promotions targeting individuals for markets such as Hong Kong and Indonesia where independent travel is growing.
- Increase the number of tourists visiting Tokyo by creating **Tokyo Tourism Reps\*** in four additional cities in Asia, with responsibility for implementing marketing activities tailored more precisely to local characteristics and needs.

<Tokyo Tourism Rep activity>



Marketing event (Paris)

**\*Tokyo Tourism Rep**

Individuals or companies that conduct local marketing by offering the latest information on Tokyo to local travel companies and media, conducting sales activities and promoting Tokyo tourism to the general public.

## 2. Attract international corporate business events

### [Basic Approach for the Tokyo 2020 Games]

TMG will promote the city as a MICE venue, leveraging its unique venues and taking advantage of the opportunities presented by the many sponsor companies visiting Japan for the Tokyo 2020 Games.

### Key Initiatives for the Tokyo 2020 Games

- Publicize the appeal of Tokyo through ads in **MICE trade magazines, road shows, and booths at MICE-related events outside Japan** in order to attract meetings and incentive travel by overseas businesses.
- **Improve the MICE customer experience**, through giveaways and attractions that allow visitors to experience Japan more deeply.

<Sample giveaway>



Printed scarf

<Sample attractions>



Taiko performance



Cruise

- **Promote unique venues**, and the options available at each location, **by holding “showcase events”** that help both MICE sponsors and the facilities themselves to visualize how these unique venues might be used, as well as increasing the number of venues available.

<Showcase events (Sample)>





- **Improve the unique venue service center** to promote matching of event hosts with the right location.
- **Expand support for infrastructure** spending to create new unique venues\*, as well as providing **assistance for the costs of organizing** conferences, receptions and other events.

#### \*Unique venues

Venues such as historic buildings and art museums that provide a special environment in which to conduct meetings, events and receptions.

#### - List of Unique Venues (TMG-operated facilities) -

Hama-rikyu Gardens



Kiyosumi Gardens



Tokyo Metropolitan Teien Art Museum



Tokyo Metropolitan Art Museum



Tokyo Photographic Art Museum



Edo-Tokyo Museum  
( Scheduled to begin the summer of 2019 )



Edo-Tokyo Open Air Architectural Museum



Museum of Contemporary Art Tokyo



Tokyo Sea Life Park



Former Residence of the Maeda Family



TMG No.1 Building Observatory  
(under remodeling)



#### - Example of the use of a unique venue: Hama-rikyu Gardens -

Normally



When used as a unique venue



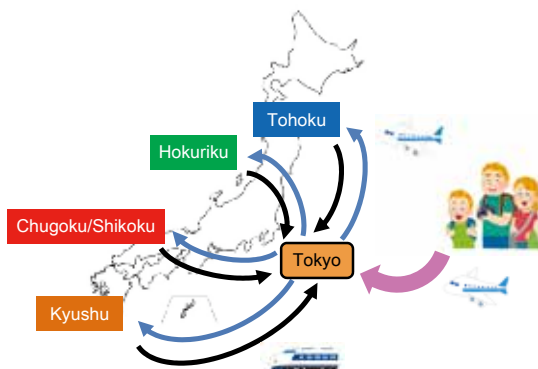
### 3. Coordinate with other destinations in Japan

#### [Basic Approach for the Tokyo 2020 Games]

TMG will seek to spread the benefits of the Olympics to other regions in Japan, by promoting the attractions of Tokyo as well as of the many other regional tourist destinations, increasing the number of visitors to the city which will then serve as a gateway for travelers from all over the world to visit areas outside of Tokyo.

#### Key Initiatives for the Tokyo 2020 Games

- **Strengthen collaboration with local governments and transportation companies** in the Tohoku, Chugoku/Shikoku, Kyushu and Hokuriku regions, conducting joint FAM tours of sightseeing routes that connect Tokyo with other regions of Japan and providing regional tourism information.



- Work with the cities hosting the Rugby World Cup 2019™ to build a website for visitors, providing information on access to **match venues and tourism information for Tokyo and other regions**, to encourage spectators to travel around Japan during their trip.

<Website: Japan Sports Journey>



- **Collaborate with the four prefectures** that have World Natural Heritage Sites to provide information about tourism in these areas.

<List of World Natural Heritage Sites>

World Natural Heritage Sites	Prefecture	Year Registered
Yakushima	Kagoshima	1993
Shirakami-Sanchi	Aomori and Akita	1993
Shiretoko	Hokkaido	2005
Ogasawara Islands	Tokyo	2011

<Ogasawara Islands>



- Increase the network of destination cities for post-convention bleisure\* travel options which can be offered to participants at international conferences held in Tokyo, **working with other cities in Japan that offer attractive MICE destinations** to conduct joint efforts to attract incentive travel to Tokyo and other cities.

**\*Bleisure**

Bleisure is the combination of "business" and "pleasure" the enjoyment of leisure activities during a business trip.

- Utilize **the Japanese Prefectural Tourism Promotion Corner** in the Tokyo Metropolitan Government Building to promote the many tourism locations outside Tokyo, and to hold joint events in **collaboration with the many local government official promotion facilities** located in Tokyo.

<Japanese Prefectural Tourism Promotion Corner >



- **Work with other local governments that also have registered wetlands** to promote these tidal flats and their rich natural environments, leveraging the registration of the wetlands at Kasai Marine Park under the Ramsar Convention.

## Ongoing initiatives before, during and after the Tokyo 2020 Games

- ◆ Building on the key initiatives leading up to the Tokyo 2020 Games, TMG will strengthen the foundations of Tokyo's tourism industry as part of the medium to long-term strategy of developing tourism into one of Tokyo's major industries.
- ◆ TMG will work with not only national and local governments, but also tourism-related organizations and private-sector businesses, as well as encouraging the participation of the general public in order to promote the benefits of tourism more effectively.
- ◆ TMG is focused on balancing the needs of travelers and local residents in the pursuit of sustainable tourism, collecting information on overtourism from inside and outside Japan.

## Key initiatives before, during and after the Tokyo 2020 Games

### 1. Tourism Economic Benefit Strategy

- High net worth individual strategy
- Strengthen efforts to attract and support international conferences
- Develop MICE host city infrastructure

### 2. Sustainable regional tourism

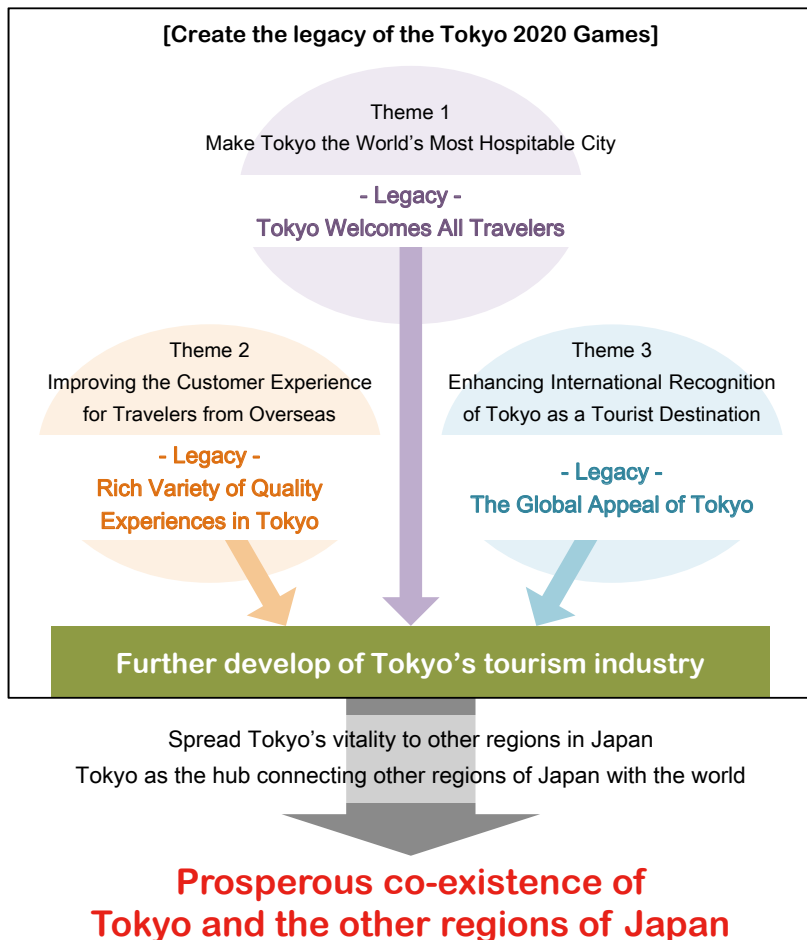
- Strengthen management of regional tourism-related organizations
- Develop basic infrastructure in the Tama area and islands

### 3. Support for improving management of tourism businesses

- Support for improving the ability of tourism business to respond to inbound tourism demand
- Develop tourism-related human resources
- Improve customer experience

## Leverage the legacy of the Tokyo 2020 Games for prosperous co-existence

Work towards the prosperous co-existence of Tokyo and the other regions of Japan, by leveraging the legacy of this plan to form the basis of the development of the tourism industry after the 2020 Games, and by extending the vitality of Tokyo throughout Japan.

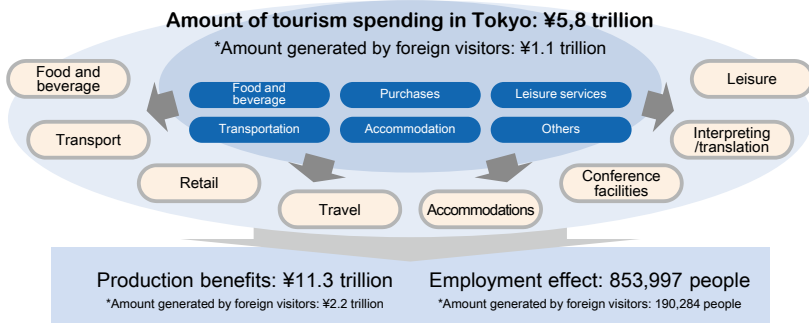


# Tourism Statistics

## •Economic benefits of tourism spending

- Tourism spending generates economic benefits and employment across a wide range of industries, and contributes to regional revitalization.

### <Economic benefits of tourism spending in Tokyo (2017)>

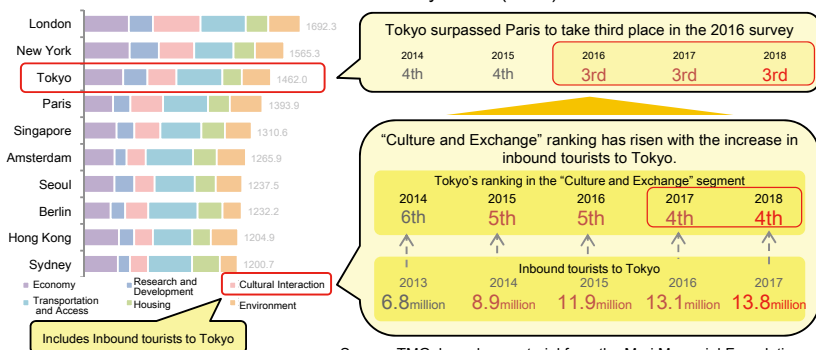


Source: TMG

## •Enhanced International Presence

- The number of inbound tourists is one measure of the overall presence of Tokyo, and contributes to the international reputation of the city.

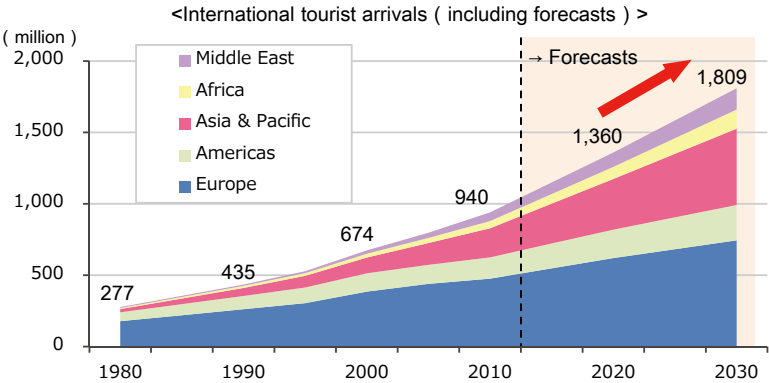
### <Global Power City Index (2018)>



Source: TMG, based on material from the Mori Memorial Foundation

●Global tourism trends

- The number of tourists worldwide is forecast to increase to 1.8 billion travelers by 2030.



- Condé Nast Traveler, an American luxury travel magazine, has ranked Tokyo as the most attractive global destination city for three consecutive years.

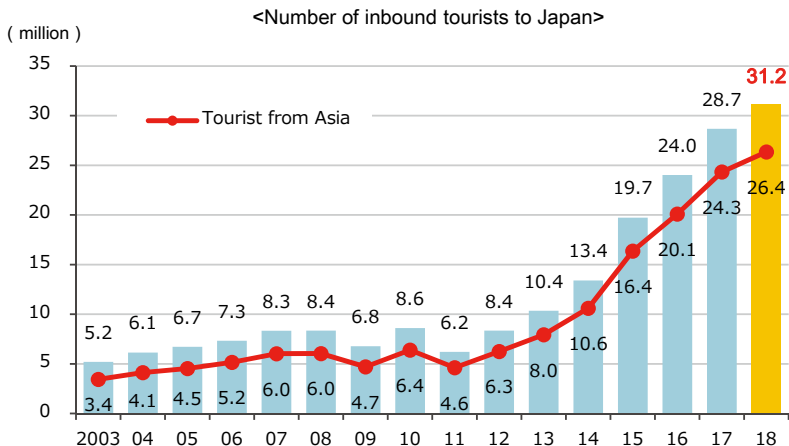
<Condé Nast Traveler The Best Cities in the World (2018)>

1st	Tokyo ( Japan )	( 1st )
2nd	Kyoto ( Japan )	( 3rd )
3rd	Melbourne ( Australia )	( 14th )
4th	Vienna ( Austria )	( 2nd )
5th	Hamburg ( Germany )	( - )
6th	Sydney ( Australia )	( 6th )
7th	Singapore	( 13th )
8th	Paris ( France )	( 5th )
9th	Barcelona ( Spain )	( 4th )
10th	Vancouver ( Canada )	( 8th )

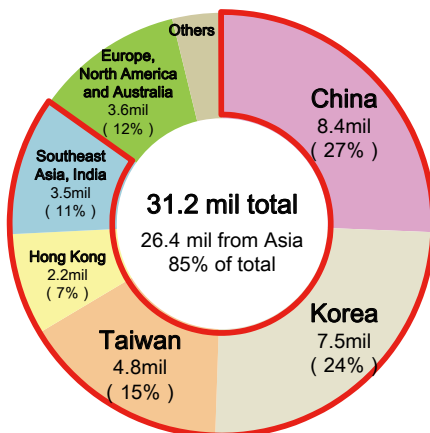
Note : Excludes U.S. cities  
\*2017 rank after country name  
Source : TMG press release

## ●Inbound tourists to Japan

- The number of inbound tourists to Japan reached a new high in 2018, exceeding 30 million people. Visitors from Asia represented about 85%, or 26.4 million people.



<Tourist arrivals in Japan by country/region(2018)>

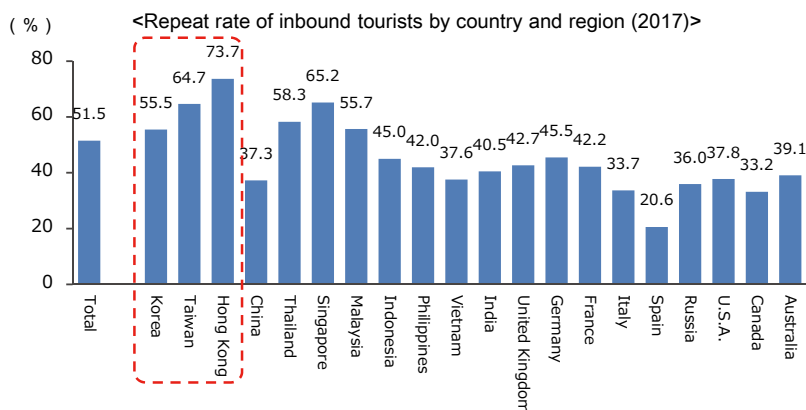
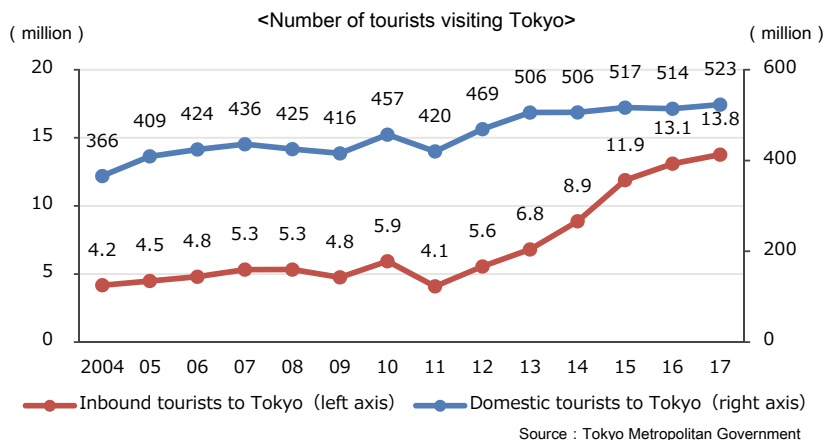


Source : Japan National Tourism Organization ( JNTO )



## ●Number of tourists visiting Tokyo

- The number of inbound tourists to Tokyo has increased by 2.6 times in the past 10 years, reaching a record high of 13.8 million in 2017.
- The number of visits by domestic tourists to Tokyo has remained stable at over 500 million in recent years.
- The number of repeat visitors from East Asia, including South Korea, Taiwan and Hong Kong, is increasing.



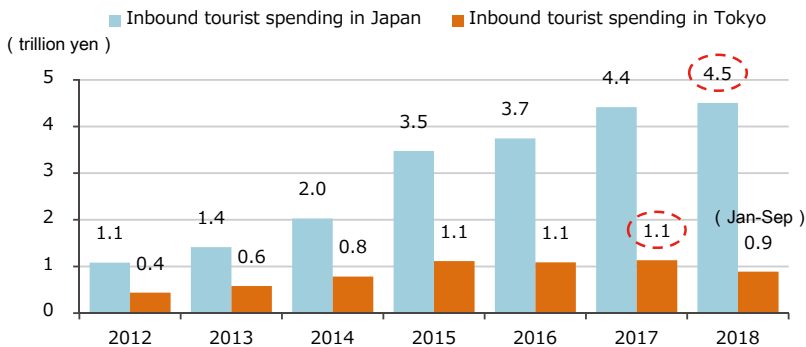
Note: The repeat rate is the percentage of those who have visited two or more times.

Source : Tokyo Metropolitan Government

## •Tourist spending

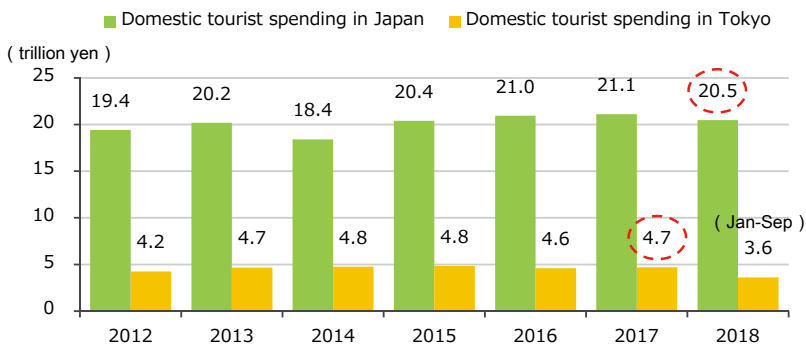
- Inbound tourist spending in Japan was ¥4.5 trillion in 2018.
- Inbound tourist spending in Tokyo reached a record high of ¥1.1 trillion in 2017.
- Domestic tourist spending in Tokyo increased in 2017 by 2.3% versus 2016, to ¥4.7 trillion

<Inbound tourist spending>



Source : Japan Tourism Agency, Tokyo Metropolitan Government

<Domestic tourist spending>



Source : Japan Tourism Agency, Tokyo Metropolitan Government

## ●Main activities of inbound tourists to Tokyo

- The main activities enjoyed by inbound tourists to Tokyo were food and shopping.

< Activities of inbound tourists to Tokyo (2017) >

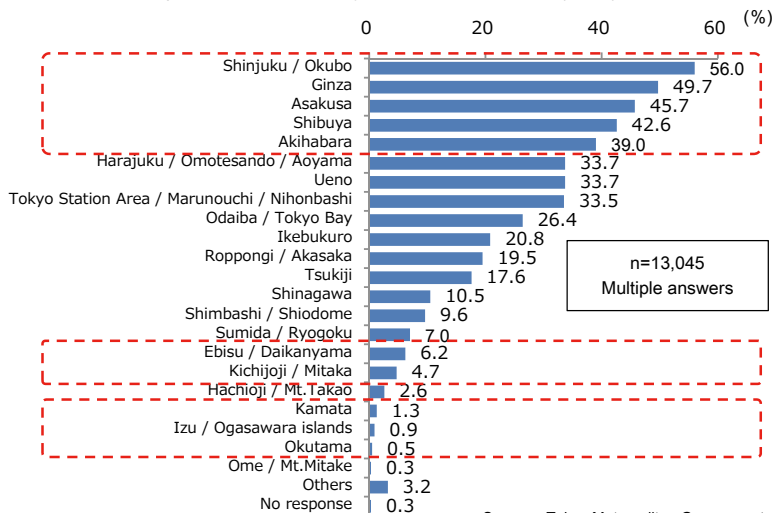


Source : Tokyo Metropolitan Government

## •Number of tourists in the Tama area and islands

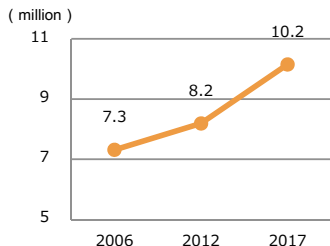
- The city center is most popular, led by Shinjuku/Okubo, Ginza, Asakusa, Shibuya and Akihabara. Efforts to encourage tourism to the Tama area and islands have yet to show progress.
- The number of visitors to the Nishitama area and the Izu and Ogasawara islands has been increasing in recent years.

<Top destinations in Tokyo for inbound tourists (2017)>



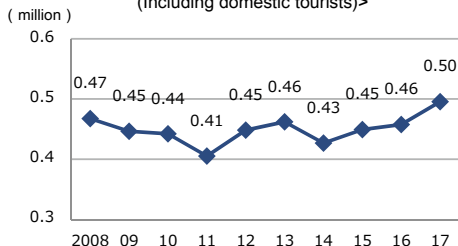
Source : Tokyo Metropolitan Government

<Number of tourist arrivals in the Nishitama area  
(Including domestic tourists)>



Source: Nishitama Administrative Council

<Number of tourists to  
the Izu and Ogasawara islands  
(Including domestic tourists)>

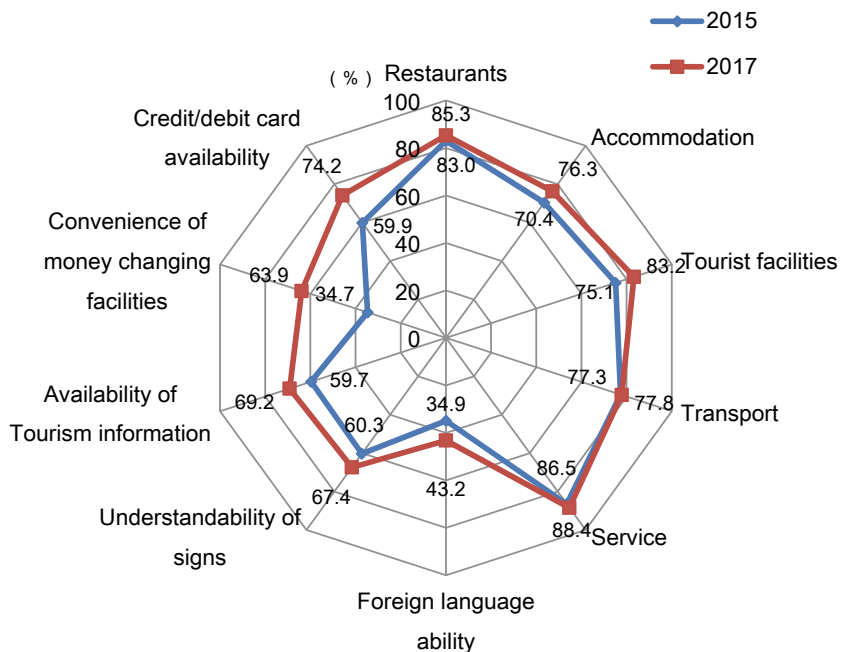


Source : TMG

## •Inbound tourist infrastructure

- Satisfaction levels with inbound tourist infrastructure improved across all categories in 2017 compared with 2015, although satisfaction with foreign language ability was low compared to other categories.

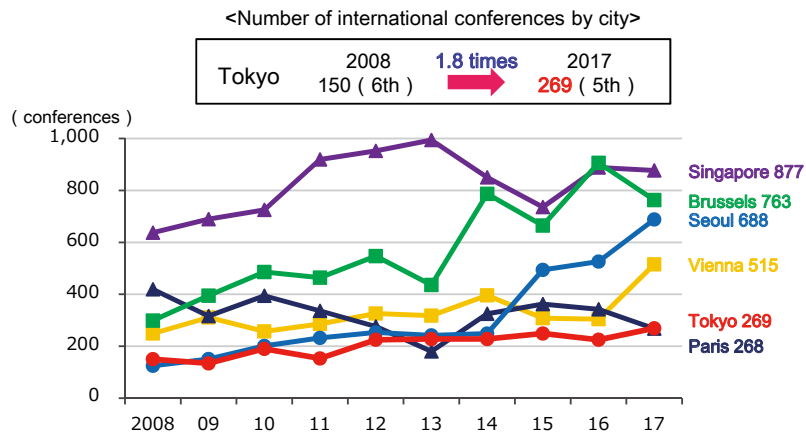
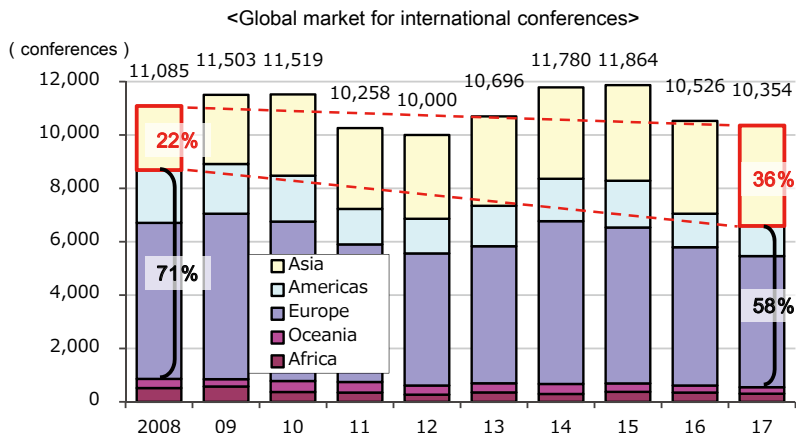
<Inbound tourist satisfaction levels by category>



Note: 2015 figures are on a fiscal year basis; 2017 figures are based on calendar year  
Source: TMG

## ●Number of international conferences

- Asia's share of the global market for international conferences has increased 1.6 times in the last decade.
- The number of international conferences in Tokyo has increased 1.8 times in the last decade, although Tokyo still lags behind competitors such as Singapore and Seoul.



Source : Japan National Tourism Organization ( JNTO )

# **PRIME Tourist Destination City Tokyo**

## **Tokyo Tourism Industry Promotion Action Plan**

### **~ Key Initiatives for the Tokyo 2020 Games ~**

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