

PRIME Tourism Destination City Tokyo: Tokyo Tourism Industry Promotion Action Plan 2024-2026 (Overview)

Chapter 1: Formulating a New Tourism Plan

Significance of this Plan

- **Tourism policies require readjustment** in response to **the shift in tourism trends** following the lifting of COVID-related border measures.
- The PRIME Tourism City Tokyo project will be implemented between **April 2024 and March 2027**. It was created to strengthen Tokyo's global competitiveness as a tourist destination.

Present State of Tourism

- **Travel has recovered on an international level**, and the number of international visitors to Japan in December 2023 surpassed that of December 2019.
- There have been growing concerns in the **accommodation sector** about issues such as **understaffing**, the current state of **digital transformation (DX)**, and **profitability**.
- **Activity types and destinations** for individual travel plans are becoming **increasingly diverse** due to personal needs and interests. Global interest in **sustainable tourism** is growing.

Chapter 2: Future Encouragement of the Tourism Industry

Basic Principles

- ◎ **Actively respond to demands following the rebound of tourism**: proactively generate interest in Tokyo and increase tourist spending by improving and polishing the city's many charms
- ◎ **Ensure sustainable tourism**: promote well-balanced tourism that stimulates the economy, preserves natural and cultural resources, and establishes an amiable relationship between residents and travelers
- ◎ **Strengthen the foundation of the tourism industry**: address issues in the accommodation sector, such as short-staffed facilities, to bolster the tourism sector's recent growth

Approach to Promotion

- **Promote high-quality tourist experiences unique to Tokyo**: e.g., focus on Tokyo's characteristic culture, food, and nighttime tourism
- **Improve support systems for tourists**: e.g., facilitate ticket purchases for events by uploading links to the official Tokyo tourism website
- **Encourage coordination with other destinations in Japan**: e.g., work with local governments in the Kansai region to mutually promote local tourism
- **Further promote sustainable tourism**: e.g., advise tourists on Japanese social etiquette and support local regions in obtaining internationally recognized certifications in sustainability
- **Support the strengthening of tourism businesses' management capability**: e.g., support tourism businesses in securing human resources, improving digital transformation and increasing profitability

Main Policy Objectives

	Objectives for 2030	Objectives for 2026
International Visitors to Tokyo	Over 30 million	20 million
Domestic tourist spending in Tokyo	6 trillion yen	5.3 trillion yen
International tourist spending in Tokyo	Over 2.7 trillion yen	1.8 trillion yen
Number of international conferences ranking (by city)	Top 3 in the world	Top 5 in the world
Percentage of people who enjoy Tokyo's cultural environment	70%	60%

Chapter 3: Overview of Policy Development

Initiative 1: Promote Tourism by Leveraging Tokyo’s Unique Features

Promote the Appeal of Tokyo’s Food

- Promote the **appeal of Tokyo’s food internationally**
- **Support the introduction of diverse dietary options** at restaurants, such as vegan and halal choices

Encourage the Harnessing of Tokyo’s Culture in Tourism Promotion

- Support **local initiatives** to promote **Tokyo’s culture**
- Take inspiration from places such as **Anime Tokyo Station** to attract tourists

Promote Nighttime Tourism

- Expand **projection mapping** installations
- Support **nighttime events** that highlight **unique local charms**

Promote Tourism in the Tama Area and the Tokyo Islands

- Support the development of new **interactive tours** that center around **nature-related** tourism resources
- Aim for a **consistent flow** of tourists on an annual level

Maintain a Comfortable Environment for Tourists

- Support efforts to make **barrier-free information more accessible and user-friendly**
- **Simplify ticket purchases** on the official Tokyo tourism website
- Promote **nature-based tourism** activities that can be enjoyed by everyone **regardless of age or disability**
- Train volunteers to **assist tourists with hearing impairments**

Forge a New Type of Tourism

- Explore **new tourism formats** to respond to growing needs
- Development of **model courses** utilizing Tokyo’s **high-tech services**

Initiative 2: Develop a New Marketing Campaign

Strategic International Promotion Tactics

- Strengthen promotions aimed at **growing markets**
- Attract **high-spending tourists**
- Promote the **Tokyo brand** using the “Tokyo Tokyo Old meets New” logo and marketing slogan

Strengthen Digital Marketing

- Build a platform to **gather and analyze data** to **tailor promotion to tourists’ individual needs and interests**

Encourage Coordination with other Destinations in Japan

- **Mutual promotional activities** by both the **Tokyo and Kansai governments**
- Advertisements for **day trips** targeting tourists **staying in Tokyo**

Increase Business Networking Opportunities

- Encourage the **use of unique venues**
- Support **MICE events** with **sustainability** in mind

Initiative 3: Improve Regional Management for Sustainable Tourism

Strengthen Management Capabilities of Tourism Businesses

- **Distribute information** about the **appeal of the tourism industry** to secure **human resources** and **increase efficiency through digitalization**

Promote Tourism-Based Community Development

- Support for tourist attraction efforts undertaken by **diverse local entities**
- Assist tourism businesses with their **disaster response preparedness**

Promote Sustainable Tourism

- Advise tourists on **Japanese social etiquette** and encourage **amiable relationships between travelers and locals**
- Support local regions in obtaining **internationally recognized certifications in sustainability**