

PRIME Tourist Destination City Tokyo

~Tokyo Tourism Strategy Action Plan 2018~



Tokyo Tokyo Old meets New

TOKYO
METROPOLITAN
GOVERNMENT

PRIME Tourist Destination City Tokyo

～ Tokyo Tourism Strategy Action Plan 2018 ～

The objective of the Tokyo Metropolitan Government's (TMG) 2018 plan is to respond in a timely fashion to the rapid changes occurring in the tourism industry, not least the rapid increase in the number of visitors to the city, and to promote the tourism industry in a strategic and comprehensive way in the run-up to the Tokyo 2020 Olympic and Paralympic Games and beyond.

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 2018 Key Points

1 Ambitious numerical targets

The Tokyo Metropolitan Government has set ambitious numerical targets that can only be achieved through the aggressive implementation of the policies in this plan. The 2018 TMG plan includes new numerical targets by inbound tourist market.

2 Six key strategies

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

3 Annual action plans

The action plan will be updated annually in order to respond proactively to changes in the tourism sector.

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