

A night-time photograph of the Tokyo Tower, a tall, illuminated lattice tower, standing prominently against a dark blue sky. The tower is lit with a mix of white and blue lights. In the foreground, a bridge with a white lattice structure spans across a body of water, its lights reflecting on the surface. The background shows a cityscape with various buildings and lights.

PRIME Tourist Destination City Tokyo

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

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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	