

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