

# Tourism Industry Promotion Policies

The Tokyo Metropolitan Government will implement **six strategies** to achieve the PRIME Tourist Destination City targets.

1

## Tourism management focused on increasing revenues

- **Support inbound tourism businesses**
- Develop **human resource training for inbound tourism**

2

## Improve the quality and attractiveness of tourism assets

- Leverage **waterfronts, nighttime illuminations**
- Further leverage “**anime**” and “**manga**” resources

3

## New focus for tourism promotion

- **New logo** to promote the appeal of Tokyo as a destination city
- Broaden the scope of promotion to include **higher spend tourists**

4

## MICE tourism

- Promotion of **city-operated facilities** as **unique venues**
- Support for **infrastructure development** of **MICE facilities**

5

## Improvement of inbound tourism infrastructure

- New **tourist information center** in the **Tama area**
- Improve support of **Muslim-friendly** and other diverse cultural needs

6

## Co-ordination with other destinations in Japan

- **Increase the number of tie-ups with other regions in Japan** to increase inbound tourism volume

## Key points

- Provide support for inbound businesses to improve their management skills and ability to respond to greater inbound tourist numbers
  - Provide greater support for and more effective advertising of ryokan and other accommodation providers
  - Develop training programs for the next generation of tourism leadership
- Provide support for inbound tourism businesses including the **introduction of ICT** to improve productivity, **multi-lingual translation, Wi-Fi** and **Western-style toilets**



<Multi-lingual translation of signage>



- Strengthen analysis of tourism **big data**, and **share the findings with inbound tourism businesses**



### How big data is used?

Create a comprehensive database capturing where overseas visitors are visiting and what they are spending within the city, and share the results with industry participants

- Develop **the RYOKAN brand** to promote the unique charms of **Japanese-style inns** to overseas visitors



- Partner with universities to provide **training for inbound business managers**, including the hospitality and travel agent sectors

<Practical training at Cornell University>



### Key points

- Enhance the appeal of Tokyo as a destination city by proactively adopting new approaches to the development of tourism assets
  - Support efforts at the local level to leverage tourism assets popular with overseas visitors
  - Strengthen the promotion of tourism to the Tama area and outlying islands
- Provide support to **increase tourism in the bay area**, for the **lighting up of buildings and landscapes**, and for the **development of night-time tourism**

<Bike-sharing waterfront event>



(Koto Ward Tourism Association)

<Fall foliage illumination at Rikugien Garden>



<Tokyo Station illumination>



(East Japan Railway Company)

<Night-time cruise>



(Tokyo Convention and Visitors Bureau)

- Provide support at the local level for the development of tourism based around globally popular **anime** and **manga**, and increase the number of tourists visiting these sites by marketing Japan's anime culture domestically and overseas

<Tour of sites connected with manga artists>



- Support the **development of nature tours** to Tokyo's outlying islands and **effectively market** them through the use of social media

<Great outdoors (Mt. Takao)>



- Increase visitor spending in outlying islands by **conducting sightseeing tours that can be used as spouse hunting events**

<World Heritage Site (Ogasawara)>



< Tokyo Islands Passport >



## 3

## New focus for tourism promotion

## Key points

- Increase the effectiveness of the marketing overseas of Tokyo as an attractive tourism destination
  - Promote Tokyo to markets which can be expected to spend more per tourist during their stay
  - Promote marketing campaigns in partnership with cities overseas that are at the cutting-edge of tourism in order to increase visitors to Tokyo
- **New logo** and marketing **slogan** capture the essence of PRIME Tokyo



Tokyo Tokyo Old meets New



- Promote Tokyo to the **Russian** market, which has great potential as an inbound market to Japan

<Tokyo PR booth at a tourism convention>



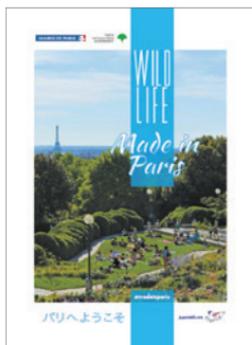
- **Attract more wealthy overseas visitors** through targeted marketing, including at the International Luxury Travel Market (ILTM\*)

#### \*What is ILTM?

A travel conference for high-end clients held every December in Cannes, ILTM has also held special events in Japan since 2013.

- **Partner with top international tourist destination cities** such as Paris and New York in order to **increase inbound visitors from Europe and America.**

<Reciprocal advertising campaign in Paris and Tokyo>



Paris poster displayed at a Tokyo bus stop



Tokyo poster in Paris

**Key points**

- Improve MICE infrastructure through supporting functional improvement to venue facilities, as well as providing support for events outside the city center
  - Promote programs to use art museums, gardens and other facilities in Tokyo as unique venues for post-meeting receptions and events
  - Provide additional assistance for projects aimed at holding international conferences in Tokyo
- Support the **introduction** of Wi-Fi, high-definition projection, simultaneous interpretation systems and other necessary **equipment** in MICE\* venues, such as convention centers, hotels and universities

&lt;Projector&gt;



&lt;Simultaneous interpretation system&gt;

**\*What is MICE?**

MICE stands for Meetings, Incentives, Conventions, and Exhibitions/Events

- In **the Tama area**, designate and provide assistance to areas that have the required peripheral facilities for MICE, and, by improving the infrastructure, increase the number of MICE events in these areas



- Promote the use of **8 city-operated facilities**, including art museums, gardens and city buildings, as **unique venues**\*

<Hama Rikyu Gardens>



<South Observation Deck on the 45th floor of TMG Main Building No. 1>



### \*What are unique venues?

Unique venues here refer to venues, such as historic buildings and art museums, that provide a special atmosphere or environment in which to conduct meetings, events and receptions.

- Provide assistance in securing space and other arrangements **for projects seeking to launch new international conferences in Tokyo** expected to draw large numbers of participants from overseas

<International conference at Tokyo International Forum>



## Key points

- Improve tourist guidance services so that inbound tourists can more easily navigate the city
  - Improve emergency and disaster services to ensure the safety and comfort of overseas visitors
  - Create projects and improve social awareness so that seniors and people with disabilities can travel in Tokyo more easily
  - Raise the awareness of travel businesses to improve the provision of services tailored to the diverse cultural needs and customs of inbound tourists
- **Establish a new tourist information center in the Tama area\*** in order to motivate visitors to visit outlying areas of the city

<Tourist information center at the Busta Shinjuku bus terminal>

**\*Tokyo Tourist Information Center Tama**

The center, located in a commercial facility at the JR Tachikawa Station, will provide information focusing on the Tama area

- **Develop a new travel application** providing information of interest to overseas visitors, such as for tourist attractions and events in the city



- Establish a **multi-lingual call center** for inbound tourists who fall ill or are involved in an accident

<Tourist call center>



- Improve the accessibility of public transportation and raise awareness by the public and businesses in order to **promote accessible tourism\***, meeting the needs of everyone including senior citizens and people with disabilities

<Tour bus with wheelchair lift, and bus interior>



### **\*What is accessible tourism?**

Providing travel services that meet the needs of all people regardless of age, physical impediments or disabilities

- **Hold seminars** and **dispatch experts** to travel businesses so they can accommodate diverse cultures and customs, such as halal

<Seminar on the needs of Muslim visitors>



## Key points

- Partner with other regions in Japan on initiatives to attract more inbound tourists
- Work with other cities to assist them in holding MICE events, spreading the benefits of MICE events to other regions
- Provide information on the attractions of other regions outside of Tokyo, and encourage tourists to take trips to other areas of Japan

- Expand partnerships to **attract more inbound tourists** to add **Kyushu** to existing arrangements with Tohoku, Shikoku and the Chugoku region

<Special website, here promoting rice paddy art in Aomori>



- Create and promote **tourist routes** based on World Heritage and other landmarks that **cover Tokyo and other regions** to encourage **inbound tourists to venture further afield**

<National Museum of Western Art>



- Support **municipalities within Tokyo that tie-up with other cities** domestically and abroad to develop their tourist industry

<Musashino City regional specialty shop, “Mugiwara Boshi”>



(Musashino City)

- Establish a partnership with the **City of Nagoya and Okinawa Prefecture**, adding to existing partnerships with Sapporo City, Ishikawa Prefecture, Kyoto City and Fukuoka City, to **increase incentive tour groups** by overseas businesses

<Incentive tour group>



- Continue to promote **tourist destinations throughout Japan**, by holding product fairs at Tokyo Metropolitan Government buildings, joint large-scale events with private companies, and through tourist information centers

<Fair of specialty products from across Japan  
at TMG Building Observation Deck>

