

# 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
- Support businesses to utilize foreign human resources

## 2 Improve the quality and attractiveness of tourism assets

- Leverage **waterfronts, nighttime illuminations** and **nightlife tourism**
- Promote tourism in **the Tama area and the outlying islands**

## 3 New focus for tourism promotion

- Promote Tokyo through the **logo** and the marketing **slogan**
- Broaden the scope of promotion to include **higher spend tourists**

## 4 MICE tourism

- Support for **infrastructure development** of **MICE facilities**
- Establish **one-stop service center** specialized in **unique venues**

## 5 Improvement of inbound tourism infrastructure

- Provide tourist information by organizing **Tokyo tourism volunteers**
- Promote **accessible tourism**

## 6 Co-ordination with other destinations in Japan

- **Increase the number of tie-ups with other regions in Japan**
- Promotion in **partnership** with the **Rugby World Cup 2019™** host cities

## Key points

- Provide support for inbound businesses to improve their management skills and ability to respond to greater inbound tourist numbers
  - Provide support for the leverage of overseas national employees to increase sustainable inbound tourism revenues
  - Provide support for and more effective advertising of ryokan and other accommodation providers
- Provide support for inbound tourism businesses including the **introduction of ICT** to improve productivity, **multi-lingual translation**, **Wi-Fi** and **Western-style toilets**

<ICT>



ICT implementation in a restaurant kitchen

<Multi-lingual translation of signage>



<Wi-Fi>



<Western-style toilet>



- Provide support for inbound tourism businesses including the introduction of **a duty-free system** and **credit card payment devices**

<Duty-free system>



<Credit card payment devices>



- Provide support for businesses taking an internationalized approach to tourism development to **help them leverage overseas nationals including exchange students**



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



## 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 the outlying islands
- Provide support to **increase tourism in the bay area**, including the **lighting up of buildings and landscapes**, and **projection mapping**, and to **develop nightlife tourism**

&lt;Waterfront event at Tennozu&gt;

<Cherry blossom illumination  
at Kunitachi City>

&lt;Projection mapping event&gt;



&lt;Night-time cruise&gt;



- Provide support at the local level for the development of tourism based around globally popular **anime** and **manga**, and **promote Tokyo as a filming location**, as well as supporting the **Tokyo Anime Award Festival**

<Tokyo Anime Tourism 2018>



- Support businesses **adopting new approaches to the development of tourism assets, such as “glamping”**, in the Tama area and the outlying islands

<Glamping>



- Promote tourism in the outlying islands by **supporting sightseeing tours including spouse hunting events** and by **increasing visitor spending** through the digital currency “Shimapo” \*

<Guidebook of the outlying islands>



< Digital currency “Shimapo”>



**\*What is the digital currency “Shimapo”?**

Travel coupon that tourists staying at the 11 outlying islands can use at affiliated stores

## Key points

- Promote Tokyo as an attractive city effectively
  - Promote Tokyo to the new target countries and areas and conduct marketing campaigns in partnership with cities overseas
  - Promote Tokyo to markets which can be expected to spend more per tourist during their stay
- Market the attractiveness of Tokyo as a tourist destination using **the logo and marketing slogan**

**Tokyo Tokyo** Old meets New

Tokyo Tokyo Old meets New

<Tokyo PR ad>

"EXCITING" version



"UNIQUE" version



- Promote Tokyo to the **UAE** market, that has great potential as an inbound market to Tokyo

<Tokyo PR booth at a tourism convention>



"Travel Revolution 2017" at Singapore

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

#### \*What is ILTM?

ILTM is globally famous for its luxury travel advisor events. ILTM Cannes is the flagship event with 3,000 attendees from all over the world.

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

<Reciprocal advertising campaign in New York>



Tokyo poster at a bus stop



The Empire State Building illumination  
(C) NYC & Company/Julienne Schaar

**Key points**

- Improve MICE infrastructure through supporting functional improvements to venue facilities
  - Provide support for MICE events in the Tama area, outside of the city center
  - Promote programs to use art museums, gardens and other facilities in Tokyo as unique venues for meeting receptions and events
- Support the **introduction of wireless LAN, high-definition projection, simultaneous interpretation systems and other necessary equipment in MICE\* venues**, such as convention centers, hotels and universities

&lt;High-definition projection&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**



- Establish a **new unique venue service center** to meet the requirements of MICE organizers

<The Unique Venue service center>



**\*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.

- Promote Tokyo's unique venues to domestic and international MICE organizers through **a website and other marketing materials**

<PR brochure>



## Key points

- Improve tourist guidance services so that inbound tourists can more easily navigate the city
  - Improve provision of foreign languages to improve the tourist experience in Tokyo
  - Raise the awareness of travel businesses to improve the provision of services tailored to the diverse cultural needs and customs of inbound tourists
  - Create projects and improve social awareness so that seniors and people with disabilities can travel in Tokyo more easily
- Provide **tourist information on the street** \* and tour guide services for inbound tourists by organizing **Tokyo tourism volunteers**

&lt;Tokyo tourism volunteers&gt;



**\*Areas where tourist information on the street is currently provided**

Shinjuku, Ueno, Ginza, Asakusa, Shibuya and Odaiba (to be expanded)

- Establish on a trial basis **a multi-lingual call center** for inbound tourists, and provide support for taxi businesses to introduce **tablets**

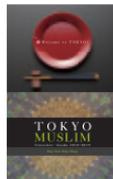


- **Hold seminars** and **dispatch experts** to travel businesses so they can accommodate diverse cultures and customs, such as halal

<Seminar on the needs of Muslim visitors>



<Brochure for Muslim visitors>



- 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

<Enhancing the accessibility of hotels>



Eliminating steps and installing handrails

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

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

- Distribute **a handbook** to Tokyo citizens to improve understanding of the needs of overseas tourists and people with disabilities

## 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 in Japan
- Expand partnerships to **attract more inbound tourists** to add **Hokuriku** to existing arrangements with Tohoku, Chugoku, Shikoku and Kyushu region
  - Promote marketing campaigns in partnership with the **Rugby World Cup 2019™ Japan host cities** to encourage inbound tourists to visit Tokyo and other regions areas in Japan

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



<Advertisement at Shibuya Station in collaboration with Chugoku and Shikoku region>



- Support **municipalities within Tokyo that tie-up with other cities** in Japan to develop their tourist industry

<Musashino City regional specialty shop>



(Musashino City)

Selling special products of friendship cities

- Strengthen a partnership with Sapporo City, Ishikawa Prefecture, Nagoya City, Kyoto City, Fukuoka City and Okinawa Prefecture to **increase incentive tour groups** by overseas businesses

<Incentive tour group>



Shrine prayer ritual experience  
(Ishikawa Prefecture)



Snow activities  
(Sapporo City)

- **Promote tourist destinations throughout Japan**, by holding product fairs, joint large-scale events with private companies, and through Japanese prefectural tourism corner in TMG

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

