Urban Tourism Development in Tokyo

Masato Takamatsu

JTB Tourism Research & Consulting Co.
Tokyo at a glance

• Population 13.5 million
• 23 wards in central district and 26 cities
Tokyo welcomes 500+M domestic visitors annually

Domestic Tourist Arrivals (million)

- 2004: 366
- 2005: 409
- 2006: 424
- 2007: 436
- 2008: 425
- 2009: 416
- 2010: 457
- 2011: 420
- 2012: 469
- 2013: 506
- 2014: 506
- 2015: 517
- 2016: 514

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and 13 million international visitors

International tourist arrivals (million)
What attracts people to Tokyo?

✓ Sci-fi Cityscapes (Lonely Planet)
What attracts people to Tokyo?

• Seasonal scenic beauty
• Latest pop culture
• Traditional culture and life
• Show (day & night)
• Events and Festivals
• Fashion & Shopping
• Dining
• Tokyo Disney Resort®
Scenic beauty
Latest pop culture

Tokyo, Japan's pop-culture laboratory

Photo: © Tokyo Convention & Visitors Bureau
Traditional culture and life

Photo: © Tokyo Convention & Visitors Bureau
Show (day & night)

Photo: © Tokyo Convention & Visitors Bureau
Events and Festivals

Photo: © Tokyo Convention & Visitors Bureau

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Dinning

Eat Your Heart Out

Photo: © Tokyo Convention & Visitors Bureau
Fashion & Shopping

Photo: © Tokyo Convention & Visitors Bureau
Tourism development philosophy

“A good destination for visitors is a comfortable community for the residents.”

东京也不例外:

- 东京的吸引力主要是为了方便和舒适而设计、开发或保存的，主要是为了当地东京市民的便利和舒适。

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Tokyo is easy to get around
Railway development has been closely associated with city development
Spider-web metro network in Tokyo
Tourism drives accessible development

- Accessibility
  - For the disabled (on wheelchair, internal, visual/hearing impaired,)
  - For the aged
  - For parents with small children
  - For the people with language barriers

All of these benefit citizens of Tokyo as well as visitors to Tokyo.
A visitor on wheel chair enjoys Tokyo

Photo:©2013 MEDIC LINE
Visitor-friendly signage
Visitor-friendly signage
Tourism drives disaster preparedness

Disaster (earthquake) resistant city
  • Strictly enforced building codes
  • Investment on safety (transportation, city infrastructure)
  • Frequent drills for disaster response
  • Evacuation signage

Tokyo prioritize safety for visitors and residents.
Tokyo’s Destination Marketing

- Tokyo Metropolitan Government did not consider ‘Tourism’ as a major industry before 2000.

~2000: Tourism section, under the Bureau of Citizens and Cultural Affairs.

2001: Tourism section under the Bureau of Industrial and Labor Affairs.

2002: Upgraded to Tourism Division, Bureau of Industrial and Labor Affairs.
Budget for Tourism Promotion

<table>
<thead>
<tr>
<th>Year</th>
<th>Billion JPY</th>
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<tbody>
<tr>
<td>2002</td>
<td>2.0</td>
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<tr>
<td>2015</td>
<td>8.6</td>
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<td>2016</td>
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<td>2017</td>
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Hotel Tax

Introduced in 2002: first in major cities

@JPY 100〜200 per person/night

Contributes additional 2 Billion Yen for tourism promotion and upgrading facilities.
Tokyo Convention & Visitors Bureau

• One-stop travel concierge for Tokyo

• Established in 1997

• Funded by the Tokyo Chamber of Commerce + private sector partners
1. To promote Tokyo as a tourist destination to increase overseas visitors
2. To attract international business events to Tokyo
3. To increase the overseas visitor’s satisfaction
4. To support community development through tourism
Public Private Partnership

- Policy development
- Marketing strategy planning

Contract
- Strategy implementation
- Promotional activities
- Monitoring
TCVB’s Marketing Activities

   A series of focused promotional activities in selected potential target markets:
   London, Berlin, Los Angeles, San Francisco

   Seminars for travel trade
   Business meetings
   Consumer events

⇒ Expanding to emerging markets
TCVB’s Marketing Activities

2. Monitoring

Comprehensive monitoring follows promotion activities

Assessing the effectiveness of promotional activities in 19 major source markets:

To consumers: online survey
To trade & media: in-depth interview
Beyond 2020

Certifying unique cultural programs to create the legacy for following generations.
Take-away

“A good destination for visitors is a comfortable community for the residents.”

Tourism drives accessibility and disaster-preparedness of Tokyo.

A well-balanced partnership between Tokyo Metropolitan Government (public) and TCVB (private) supports the successful marketing Destination Tokyo.