

New Tourism Strategy to Invigorate the Japanese Economy

March 30, 2016

Meeting of the Council for a Tourism Vision to Support
the Future of Japan

Building a World-Class Tourist Industry

Over the past three years, the Abe administration has implemented a number of reforms in the tourist industry, including the strategic relaxation of visa requirements, a significant increase in duty-free stores, and in increase in flights to Japan. As a result, international visitors increased to 20 million people in 2015, more than doubling from three years ago. Spending by international visitors increased to 3.5 trillion yen, more than triple the figure for three years ago and nearly as much as earned by the exportation of automobile parts.

International visitors have been steady increasing, with every month bringing a new record in visitors for that month.

There are a limited number of countries that excel in all of the four fundamental pillars required for a strong tourist industry: a diverse natural environment, a rich history and culture, seasonal diversity and world-class cuisine. By leveraging these to-date un-developed tourism resources, Japan should be able to expand its tourism industry significantly to the benefit of the whole nation.

Tourism development is one of the main components of the regional revitalization strategy, and the pillar of the administration's economic growth strategy that aims to increase GDP to 600 trillion yen.

A firm commitment must be made by the whole country to create a world-class tourist industry in Japan, in line with that in other major developed countries.

The administration has set a new set of much more aggressive targets for the tourist industry.

★International visitors to Japan: 2020: 40 mill. people
2030: 60 mill. people

(Former target: 2020: 20 mil., 2030: 30 mil.)

★Spending on travel by international visitors to Japan
2020: Y8 tr.;
2030: Y15 tr.

(Former target: 4 tr. yen in the first year that 20 million people visit)

★Guest nights spent by international visitors outside three major metropolitan areas
2020: 70 million guest nights

2030: 130 million guest nights

★International repeat visitors 2020: 24 million

2030: 36 million

★Spending on travel by domestic Japanese tourists

2020: Y21 tr.

2030: Y22 tr.

Objective: world-class tourist industry! Japan is ready to welcome international visitors throughout the country. The government wishes to foster dynamic multicultural exchange so that Japan can truly open to the world, rapidly develop new services and innovations in the tourism sector and thereby create a positive cycle which enhances regional economies and industry.

To this end, there is the need to take pride in and develop Japan's rich, diverse tourism resources and to promote them in ways that are easily understandable by domestic and international visitors. There is a need to create jobs in the regional economies through tourism, to develop human resources and to reform the tourism industry to improve its international competitiveness and productivity. In addition, prompt improvement of the visitor environment is required: CIQ, hotel and other accommodation, telecommunications, transportation and payment systems. At the same time, there is the need to create the infrastructure to allow every traveler, including the elderly and people with disabilities, to experience 'the joy of traveling'.

Based on these basic tenets, the Tourism Vision proposes the following 'three basic visions' and 'ten reforms' recognizing the fact that 'tourism is a major pillar of Japan's strategy for economic growth and regional revitalization'.

All levels of government, all ministries, and the public and private sectors will work together to make Japan 'world-class tourist destination'.

Vision 1: Maximizing the attractiveness of tourism resources in order to make tourism the base of regional revitalization

Vision 2: Foster innovation in the tourism industry to boost its international competitiveness and develop it into a core industry

Vision 3: Ensure all visitors may enjoy a satisfying, comfortable and stress-free sightseeing experience

‘Three basic visions’ and ‘ten reforms’ towards making Japan ‘a world-class tourist destination’

Vision 1: Maximizing the attractiveness of tourism resources in order to make tourism the basis of regional revitalization

- **Allow domestic and international visitors entry to ‘publicly owned heritage sites’**
 - Opening up unique venues to the public, to showcase Japanese history and craftsmanship.
 - Public access will be allowed to publicly-owned heritage sites, such as the Akasaka State Guest House and the Kyoto State Guest House, that are rich in history and tradition.

- **Shift the balance of heritage policy from ‘an over-emphasis on preservation only’ to allow a greater understanding of the sites by tourists**
 - Turning ‘hidden preserved heritage sites’ into ‘more open well-preserved heritage sites’
 - By 2020, 200 tourism centers, each of whose core is a cultural property, will open around Japan. 1,000 projects, including easy-to-understand multilingual guidance, will be implemented with centralized support.

- **Turn the current ‘national parks’ into world-class ‘national parks’**
 - Creating high-quality spaces that attract holiday-makers from around the world
 - With a target completion date of 2020, five national parks in Japan will be carefully refocused to delineate areas that can be made more available to the tourist sector and where participatory activities for more active use of the parks will be allowed. This will be done with the participation of the private sector.

- **Create ‘landscaping plans’ for major tourism areas to improve townscapes**
 - Creating unforgettable landscapes whose locations are immediately recognizable
 - By 2020, ‘landscaping plans’ will be created for all prefectures and for half of all municipalities.
 - A team of national government experts (a consulting team) will be dispatched to advise on landscaping along tour routes that are recommended for international visitors.

Vision 2: Foster innovation in the tourism industry to boost its international competitiveness and develop it into a core industry

■ **Review regulations and restrictions in order to make the tourism industry more productive**

- The tourist industry will be promoted and supported with a comprehensive strategy that includes the drastic review of regulations and restrictions some of which have been in effect for 60 years or longer (such as those for licensed guides, land operators and accommodation businesses), the development of top-level business managers, the establishment of rules for short-term rentals of private residences for tourists, the improvement of productivity in the hospitality sector.

■ **Develop new longer-stay markets**

- European countries, the U.S.A and Australia, and higher-income markets will be targeted for Japanese tourism promotion, for the strategic relaxation of visa rules and for upgrades to facilities for private jets.
- Fundamental improvements will be made for a system to develop the MICE sector and especially MICE unique venues, so that Japan can compete with other destinations around the world.

■ **Renew and revitalize hot spring resorts and local towns through better management**

- By 2020, 100 world-class destination management/marketing organizations (DMOs) will be created.
- Stable and continuous 'tourism town development' will be realized to harnesses the vitality of the private sector by making full use of Subsidies for the Renewal and Revitalization of Tourism Areas and through deregulation.

Vision 3: Ensure all visitors enjoy a satisfying, comfortable and stress-free
sightseeing experience

■ **Greatly improve hard and soft infrastructure so that visitors can enjoy the most pleasant accommodation environment in the world**

- Drastic changes will be made to immigration procedures by introducing world-class technology
- A stress-free telecommunications and transportation service environment will be realized by: the introduction of infrastructure for optimal information technology services, including the provision of free Wi-Fi that requires only a single authorization for multiple locations, the provision of wireless internet access where free Wi-Fi is not available through SIM services so as to provide international visitors with wireless internet access everywhere, and multilingual translation

systems; the provision of tourism information that is tailored to the individual needs of tourists; the enabling of international online bookings for seats on Shinkansen bullet trains and highway buses; and the numbering of JR stations and other stations in the 23 wards of Tokyo.

- Cashless tourism will be realized through the '100% acceptance of credit cards' at major commercial and accommodation facilities and the '100% introduction of IC payment terminals', and the three mega-banks will be requested to make earlier introduction of ATMs for international credit cards. (Most of such ATMs that were originally planned to be installed by 2020 will be installed by 2018.)
- By 2020, the number of hospitals that accept international patients will be increased to 100 (approximately 5 times the current number).
- 'Universal Design 2020' will be established. Targeting the 2020 Tokyo Olympics and Paralympics, the introduction of high-standard universal design at tourism destinations and transportation systems, and a barrier-free mindset will be promoted.

■ Complete 'regional revitalization corridors' to allow comfortable travel to every corner of Japan

- Enabling travel to every corner of Japan

- International visitors will be able to purchase the Japan Rail Pass after arriving in Japan.
- Improved secondary transportation will be realized in conjunction with the introduction of new Shinkansen bullet train routes and concessions for airport operations.

■ Reforming the system of 'work days' and 'days off' towards realizing a more vibrant society

- Enabling every citizen of Japan to enjoy both 'work' and 'holiday'

- The percentage of annual paid leave that is taken will be increased to 70% by 2020 (2014: 47.6%).
- Businesses will be encouraged to stagger employee holidays, with economic incentives for businesses that participate.

New higher targets for the tourist industry

International visitors to Japan

- To achieve the goal of creating a world-class tourism industry in Japan, the government has raised the original number of tourists from overseas target for 2020 of 20 million people to 40 million by 2020, and 60 million by 2030 (originally 30 million).

Spending on travel by international visitors to Japan

- Making Japan 'a world-class tourist destination' is one of the keys for economic growth. It is important to improve the regional economies through increased visitor spending, and it will make a vital contribution towards meeting Japan's GDP target of Y600 trillion yen.

By implementing the 'Tourism Vision' project, we wish to increase the number of stay days for international visitors to Japan, in order to raise the average spend to our target of Y200,000 on average per visitor by 2020, and thus increase tourist revenues to Y8 trillion yen, more than twice the 2015 figure. By 2030, we wish to raise the average spend to Y250,000, resulting in total revenues of 15 trillion yen, more than quadruple the 2015 figure.

Guest nights spent by international visitors in local areas

- To achieve regional revitalization through tourism, it is important to increase the number of foreign visitors in the regions. The share of guest nights spent by international visitors in outlying areas has been increasing, and we aim to improve this trend. We are targetting 50% by 2020 for the regions, and 60% by 2030, thereby reversing the concentration of tourism in the major metropolitan areas.

We aim to increase the number of guest nights spent by international visitors in the regions to 70 million by 2020, triple the figure for 2015, and we aim to more than quintuple the number of guest nights to 130 million by 2030.

Note: 'The regions' are areas other than the three major metropolitan areas. (Saitama, Chiba, Tokyo, Kanagawa, Aichi, Kyoto, Osaka and Hyogo together constitute the three metropolitan areas.)

International repeat visitors

- It is essential to increase the satisfaction of international visitors to Japan by developing our

country's tourism resources and improving the quality of our tourism attractions, and thereby increase the number of international repeat visitors.

In light of this, we aim for international repeat visitors to increase at the same rate as all international visitors. Specifically, the target for international repeat visitors to Japan is 24 million for 2020, double that for 2015, and 36 million for 2030, triple that of 2015.

Spending on travel by domestic Japanese tourists

- Domestic travel by Japanese tourists accounts for a large share of travel consumption in Japan. Thus, it is important to promote domestic travel by Japanese in order to amplify the benefits of tourism on the regional economies. Japan's population is expected to keep decreasing. We will endeavor to maintain current levels of expenditure on travel by domestic Japanese tourists through measures of the 'Tourism Vision' project, such as by increasing the average number of domestic trips. Specifically, for expenditures on travel by domestic Japanese tourists, we are targetting at an increase of Y21 trillion for 2020, up about 5% from the average of the past five years (about Y20 trillion), and Y22 trillion for 2030, up about 10% from the average of those years.

In addition to the above aims, by utilizing "country brand" indexes developed by private companies, we will seek to improve Japan's relative weaknesses.

Vision 1: Maximizing the attractiveness of tourism resources in order to make tourism the basis of regional revitalization

Allowing greater access to publicly-owned heritage sites

- **Public access will be allowed to publicly owned heritage sites, such as the Kyoto State Guest House and the Akasaka State Guest House, that are rich in history and tradition.**
 - Year-round public access to the Akasaka State Guest House began on April 19, 2016, except when the State Guest Houses are being used for official functions.
 - Based on its trial opening to the public from April 28 to May 9 of this year, the Kyoto State Guest House is scheduled to be publicly accessible throughout the whole year as of late July, to the extent that such access does not adversely affect official receptions.
 - Public access to other public facilities will be allowed if they have value as tourism resources.
- **Industrial sites and other infrastructure sites will be better utilized for tourism, to contribute to regional development.**
 - Efforts to allow public access to infrastructure that can serve as tourism resources will be strengthened (specifically through better opening dates, opening hours, and periods).
 - A system that makes it easy for private tour companies to arrange package tours will be introduced on a trial basis.
 - Historically significant industrial sites are being considered (e.g., the quay at Mansei Bridge; a trial experiment on ship transportation already implemented).
 - The web portal that introduces all infrastructure tours will be improved.

Allowing public access to cultural facilities as tourism resources

- **Heritage policy focus will be adjusted towards allowing greater access to and better presentation of heritage sites.**
- **The Strategic Program to Promote the Use and Appreciation of Cultural Properties 2020 (tentative name) will be formulated. During the program, about 200 tourism centers, including Japan Heritage sites, will be implemented. Approximately 1,000 projects will be implemented by 2020, including the linking of individual heritage sites and the provision of multilingual descriptive information for cultural properties. The following are examples of what the project covers.**

- Support systems will be reviewed.
 - ◇ Deploying indexes such as the number of visitors in order to judge how to support local projects related to the use of cultural properties
 - ◇ Integrally developing and supporting multiple cultural properties in a region
 - ◇ Conducting repairs and development at more appropriate intervals
 - ◇ Supporting aesthetic improvements that enhance the value of sites as tourism resources
 - ◇ Allowing public access to restoration sites (‘restoration tourism’) and supporting the development of means for providing information on such repair sites
- The quality of tourism descriptive materials will be improved.
 - ◇ Developing easy-to-understand, multilingual information materials
 - ◇ Promoting the use of accommodation and unique venues* for tourism purposes
 - *historic buildings and public spaces that afford a special ambiance or a local atmosphere when used for conferences, receptions or other events
 - ◇ Establishing a new course of studies for tourism promotion of cultural properties for curators and cultural property protection personnel
 - ◇ Fostering and deploying excellent heritage managers*
 - *personnel capable of managing and sustainably and more effectively interpreting cultural properties
 - ◇ Establishing a web portal for disseminating information on cultural properties and cultural and artistic activities in Japan
 - ◇ Supporting participatory education programs at art museums
 - ◇ Extending the hours of art museums based on user needs
 - ◇ Linking cultural properties to cultural programs and artistic activities

○ The Agency for Cultural Affairs will be relocated to Kyoto. In conjunction with that relocation, the purview of the agency will be strengthened to meet new policy needs of cultural administration. Such policy needs include regional revitalization and more effective use of cultural properties.

- Basic infrastructure using local cultural properties for tourism promotion and regional revitalization will be strengthened.
- International public relations activities for Japanese cultural promotion will be improved.

Branding national parks in Japan

- **The national parks in Japan will be improved to bring them in line with global best practice.**
- **As part of the National Park Enjoyment Project, a National Park Step-up Program 2020 (tentative name) will be formulated for five national parks. Under the program, the following efforts will be executed systematically and intensively by 2020. We aim to increase the annual number of international visitors to national parks in Japan to 10 million by 2020, from the current 4.3 million.**
 - The presentation of natural attractions will be enhanced and supported.
 - ◇ Improving activities relating to nature and hot springs
 - ◇ Fostering excellent guides
 - ◇ Setting up a desk for private tours at visitor centers
 - ◇ Charging admissions fees
 - ◇ Clarifying areas that should be preserved and areas that could be used for tourism
 - A sympathetic stay environment at tourism destinations will be created.
 - ◇ Improve access to areas of significant scenic beauty
 - ◇ Integrated landscape design, such as moving power lines underground
 - ◇ Attracting private companies (by granting concessions, etc.) to build and manage higher-end accommodations and other facilities
 - Provision of tourism information overseas will be strengthened.
 - Joint marketing across ministries and municipalities will be strengthened to improve the effectiveness of tourism marketing.
 - Encouraging prefectural governments to improve quasi-national parks.

Enhancing the attractiveness of tourism sites through a more balanced

approach to the preservation and presentation of scenic tourism resources

- **To enhance the attractiveness of scenic areas to the tourist by achieving a better balance between preserving and allowing greater access to scenic tourism resources, the following efforts will be implemented.**
 - By 2020, a ‘landscaping plan’ for major tourism destinations will be formulated (by all prefectural governments and half of all municipalities). (As of September 30, 2015, such plans have been formulated by 20 prefectural governments and 472 municipalities.)
 - To promote recognizable improvement, we will select model areas and provide special support.

- ◇ Integrate public and private initiatives, including common signage throughout a given tourist location
 - ◇ Development of city tour routes within wider area tour routes; providing intensive support with a package for the restoration of historic roads, the installation of lavatories and rest facilities
 - 'Undergrounding' will be promoted at areas highlighted in the Act on the Maintenance and Improvement of Traditional Scenery in Certain Districts.
- **The provision of guided tours for international visitors and Wi-Fi hotspots at scenic national parks will be promoted.**

Establishing and developing farm-stay, mountain-stay and fishery-stay villages

- **So that visitors may fully appreciate Japanese nature and life in unspoilt farming, mountain and fishing villages, the following concerted efforts will be made.**
- The annual 'Discover the Treasures of Farming, Mountain and Fishing Villages' campaign highlights about 20 entities. This campaign leads to improved motivation of residents in rural areas.
 - The 'Food and Agriculture at Scenic Sites' campaign was launched in FY2016. The campaign recognizes local entities associated with agricultural, forestry and fishery industries that have been making efforts to offer hospitality to international visitors by taking advantage of local specialties and scenic landscapes. A concerted effort will be made to disseminate information on such certified areas overseas.
 - 'Farm stays' will be promoted in which traditional Japanese lifestyles and exchanges with farmers and other people can be enjoyed. By 2020, 50 regions in Japan will be established whose farm, mountain or fishery villages accept visitors.
 - The quarantine system will be improved such that international visitors can take home local produce more smoothly.
 - Through the above efforts, we will engage in the comprehensive promotion of inbound tourism and of agricultural, forestry and fishery products and processed food exports.

[We aim to achieve 1 trillion yen in exports of agricultural, forestry and fishery products and processed foods earlier than the original target of 2020.]

Increase tourism spend at local shopping streets, and the consumption of traditional crafts

- **The target for tax-free shops in outlying areas is 20,000 shops by 2020. We aim to achieve this target by 2018. (As of October 1, 2015, there were 11,137 tax-free shops in**

outlying areas.)

- **To realize the growth of tourism spending in local shopping streets and to increase the consumption of traditional crafts, we will make the following efforts by 2020.**
 - Streetscapes at 50 shopping streets, downtowns, and tourism destinations will be developed.
 - Improvements will be made to the international visitor environment for 1,500 shopping streets, downtowns and tourism destinations (e.g., tax exemption counters, Wi-Fi, cashless checkout systems, multilingual guide signs, and visitor centers).
 - The Campaign for the Creation of Local Specialties promotes the development of new products and services using local resources for international visitors. The campaign is organized by municipalities in collaboration with local agriculture, commerce and manufacturing. Municipalities' commitment to supporting the developed products and services will be promoted (the participation of 1,000 municipalities by 2020).
 - 500 local products will be identified that are not known overseas but that Japanese wish to market more broadly. Methods to determine sales at home and overseas will be examined. Then, sales targets for these products at home and overseas will be established for 2020. And new distribution channels (in 20 countries/regions by 2020) will be developed.
 - We aim for more than 100 traditional crafts-making sites to be able to welcome international visitors by 2020 (currently 20 sites are available.)

Creation of world-class wide-area tour routes

- **The following efforts will be made.**
 - Teams of experts (a consulting team) will be dispatched from the national government to the routes for landscape development and for the development of participatory programs.
 - During early FY2016, a competition will be held to identify attractive thematic tourist routes to stimulate new tourism demand (e.g., ecotourism routes using local tourism resources such as bird-watching and whale-watching).
 - A council consisting of members from the national government, local governments, and private entities will be organized to develop measures to improve local infrastructure (e.g., the improvement of guideboards).
 - City tour routes will be selected from wide-area tour routes. Intensive support will be provided for the restoration of historic roads, the installation of lavatories and rest facilities, and the activities of 'area management entities'.

Reviving tourism in the Tohoku region

- **The following efforts will be made to revive tourism in the Tohoku region.**
 - The number of guest nights spent by international visitors in the six prefectures in the region will be increased to 1.5 million in 2020 (triple the figure for 2015) by doing the following: 1) inviting around 2,000 staff members from travel agencies overseas, 2) improving transportation tickets so as to allow unlimited rides by tourists within a certain area and period, 3) promoting the establishment of wide-area tour routes, and 4) renewing and revitalizing Japanese-style inns.
 - The area including Sendai City and Sendai Airport will be designated as ‘an Urban Foothold for Tourism Revival’. We will lend intensive support to the area as a foothold of tourism in the Tohoku region. Models for success in the area will be shared with other cities in the region.
 - The Tohoku Destination Campaign will be implemented. This will be the first 'destination campaign' in Japan to be promoted around the world.
 - In the ‘Top 100 Sites, Food and Goods from the Six Prefectures of Tohoku’ campaign, selected items will be publicized within Japan and around the world.
 - To support the improvement of tourism resources, a subsidy will be given (the Subsidy for Tohoku Tourism Revival).
 - Taking advantage of the Olympics and Paralympics, which will be held in Japan in 2020, we will publicize the region's revival by routing the torch relay through the region and providing an opportunity for people to interact with athletes at host towns.
 - Educational tours (including those for disaster education) will be resumed through familiarization trips for PTAs and other organizations.
 - Measures will be promoted so that Sendai Airport can serve as a hub airport for LCCs. (The measures include the introduction of PPP in the form of concessions for airport management).

Vision 2: Foster innovation in the tourism industry to boost its international competitiveness and develop it into a core industry

Comprehensive review of tourism-related regulations/systems

○ **The following measures are to be taken within fiscal 2017 with the aim of putting into place a system to welcome the growing number of travelers to Japan from neighboring Asian countries, of ensuring tourist safety in the aftermath of domestic tour bus accidents involving skiers, and strengthening and developing tourism into an internationally competitive mainstay industry while increasing its productivity.**

- Licensed guides

Put into shape measures to expand the supply of guide service through, for example, a review of the current government-monopolized regulation of the licensing business, whilst maintaining the quality level of the service.

- Tour operators

Gain a better understanding of the current industry fundamentals, by developing a registration system and through other means, and thereby introduce a system permitting adequate government oversight to prevent questionable tour operators from offering cut-throat tour products and thereby forestall a decline in the safety level stemming from tour contracts offered at unjustifiably large discounts.

- Lodging industry

- ◇ Productivity improvement:

Provide support to forward-looking accommodation suppliers aiming to improve the productivity of the industry, such as by the use of information/communication technology (ICT), automation and a review of the existing management system in favor of multitasking, separation of the provision of lodging and meals, and the separation of ownership from management.

- ◇ Promotion of diverse lodging services:

Utilize “minpaku” private house-sharing services for foreign travelers, support improvement/rejuvenation/repair of lodging facilities, and improve the environment for investment from abroad as well as maximization of efforts for information display, including through the use of a private-sector evaluation system.

- Travel agency business

Put into place a system under which business operators closely tied to local areas, such as travel

agents with a Class 3 license and lodging service providers, can easily plan and provide landing-type travel products that focus on local tours.

- Tourist Area Regeneration/Revitalization Fund (tentative name)
 - Create a system to offer investment know-how and human resource support on a sustainable basis in order to regenerate and revitalize tourist spots and lodging facilities, undertake necessary coordination between public and private funds, related local authorities and other concerned parties, and improve tourist areas as a whole.

Response to “minpaku” private house-sharing services for foreign tourists

- **Consider making rules at an advisory panel on “minpaku” (private stay) service (a panel report due to be drawn up in June) and seek to implement the necessary legislation in order to allow sound development of a variety of minpaku services while adequately addressing public concerns (over public peace, hygiene, nuisance to neighbors, etc.) stemming from the use of private homes as accommodation for foreign tourists.**

(Points up for discussion)

- Definition of “minpaku service,” “certain requirements” to be laid down
- Roles/responsibilities of brokers, administrators, hosts & administration, a new framework of regulations
- Roster of lodgers and minimum measures for hygiene management, minimum information requirements for minpaku operators (such as addresses of hosts, administrators and addresses of properties for rent), implementation of measures for emergencies by operators
- Sufficient system to cope with violators, impose punishments
- Review of current restrictions on refusal to accept lodgers
- Measures to prevent nuisance to neighborhood (sorting out relations between management by laws and lease contracts)
- Consider effective regulation of brokers and other parties
- Sweeping review of the legal framework for lodging facilities
- Sorting out relations with land use regulations, other laws and regulations based on a new regulatory framework

Improve human resources for the management of the tourist industry based on industry needs

○ **The following efforts are to be made toward fostering and strengthening human resources for the tourism industry.**

- Foster human resources for tourism management :
 - ◇ Establish permanent courses for fostering top-level management at the graduate school stage (including MBA courses) by 2020 (starting with the development of new practical and expert programs).
- Strengthen development of human resources for key positions in tourism :
 - ◇ Enhance development of human resources for key positions in the regional tourism economy by revamping tourism faculty curriculum at the university level (launch development of a standard curriculum).
 - ◇ Human resource development at new institutions of higher education, set to open in fiscal 2019, to provide practical vocational education.
- Strengthen development of trained practical-level human resources for regional tourism :
 - ◇ Enhance development of human resources by the use of local vocational schools specialized in tourism.

Swift elimination of accommodation shortages & more diversified supply of lodging

facilities

○ **The following efforts are to be made to seek prompt resolution of accommodation shortages and provide lodging facilities more in line with market needs.**

- Promotion of investment in inns and other lodging facilities:
 - ◇ Support response to growing inbound tourism at inns, etc. (half the necessary cost to be subsidized).
 - ◇ Provide investment/lending from public-private funds, related agencies, etc. in combination with efforts for town-building and know-how support.
- Improve occupancy of vacant rooms at inns, etc. :
 - ◇ Support efforts by inns, etc. to strengthen the provision of room vacancy information by cloud-based services and other means meeting local conditions.
- Improve human resources in the lodging industry :
 - ◇ Establish separate training curriculums for top executives, middle management and employees to meet various needs.
- Response to various needs :
 - ◇ Ensure information, including private-sector systems for rating lodging facilities, is fair and neutral.
- Promote improvement of lodging facilities:

- ◇ Establish a system of deregulating the floor area ratio in connection with improvement of lodging facilities.
- ◇ Provide financial support through town-building funds utilizing local money to projects for refurbishing old traditional Japanese houses for use as lodging facilities.

Create and develop world-class DMOs

○ **Make the following efforts to establish 100 world-class destination management/marketing organizations (DMOs) across Japan by 2020.**

- Support data gathering and promote the use of big data:
 - ◇ Develop a cloud-based marketing tool, “DMO Cloud,” for public use to enable marketing “by anybody easily and efficiently.”
 - ◇ Promote the use of big data, such as lodging and attribute data of tourists, information on tourist location based on GPS data, and SNS information, by regional tourism-related officials.
- Support for human resources:
 - ◇ Develop and provide the world’s most advanced human resource-fostering program, using knowledge from abroad.
 - ◇ Support employment of marketers with expert knowledge in a comprehensive manner, ranging from matching marketers to regional needs to actual dispatch to relevant regions.
- Fiscal & monetary support:
 - ◇ Support DMOs in a comprehensive manner from startup to self-sustained management with the use of government subsidies for regional revitalization, based on the institution of key performance indicators (KPIs) and a PDCA cycle. Revise the Local Revitalization Act to position such subsidies as grant money and realize stable and sustained operations of DMOs.
 - ◇ Create a framework for partnership and participation of public-private funds, related agencies, broadly-based DMOs and so forth, and work with the government to implement regulatory reform, and offer DMO projects support aiming for Y1 trillion yen in private-sector funding.

“Tourist Area Regeneration/Revitalization Fund”

- **Make the following efforts for the nationwide deployment of a “Tourist Area Regeneration/Revitalization Fund” (tentative name) to identify areas which combine hot spring districts and other tourist spots for rejuvenation, to maximize the tourism potential of the area.**
 - Make most of the projected “Tourist Area Regeneration/Revitalization Fund,” which has the ability to trigger the inflow of private-sector money. The Regional Economy Vitalization Corporation of Japan (REVIC) can also form a fund to rejuvenate and revitalize tourist areas (such as hot spring districts).
 - The “Tourism Area Regeneration/Revitalization Fund” will pursue partnerships with public-private funds, agencies and other parties as required, thus creating a system capable of providing in a stable and sustained manner, even after fund formation by REVIC, investment know-how and human resources required for tourism-oriented town-planning.

Consider funding sources to implement the next phase of development of the tourism sector

- **Consider securing funding sources based on the beneficiary-to-pay principle, learning from countries with advanced tourism sectors, to ensure additional government funding earmarked for tourism policy measures.**
 - While continuing efforts to secure adequate tourism-related budgetary appropriations balancing the economic growth benefits of tourism in the context of government fiscal constraints, discuss how to secure additional government funding to execute tourism policy measures effectively in order to meet growing tourism demand stemming in part from expanding inbound tourism.
 - Seek to secure additional funding sources by sharing the burden with the beneficiaries of a growing tourism sector, taking into account the experience of other advanced tourism countries.

Raise the level of sophistication of marketing of travel to Japan

- **Make the following efforts to raise the “visit Japan” campaigns to a higher level, especially focused on post-Olympics/Paralympics.**
 - Give priority to Europe, the U.S. and Australia in earmarking increased tourism promotion budget (fiscal 2016).
 - Establish Japan’s tourism brand image by utilizing global advertising agents and setting up an advisory board comprised of pro-Japan intellectuals.

- Produce videos of prominent foreigners and medalists experiencing Japanese culture in various parts of the country and distribute them through global key TV networks abroad such as BBC and CNN.
- Strengthen support by the Japan National Tourism Organization (JNTO) for municipal campaigns to attract inbound tourism.
- Implement “destination campaigns” in overseas markets featuring intensive publicity blitzes for various parts of the country on a rotational basis.
- Make the following efforts in stages to use the upcoming Tokyo Olympics/Paralympics for “visit Japan” campaigns to maximum effect.
 - ◇ Through “beyond 2020” cultural programs to be held in the years around the 2019 Rugby World Cup and the 2020 Olympics/Paralympics, send out information in a powerful manner, primarily to Europe, the U.S. and Australia, showcasing Japanese history/culture across the country, as well as media arts such as “manga” comics/animation, and food culture.
 - ◇ Draw up a variety of stay plans featuring not just watching sports but also hands-on experiences in the regions, including sports tourism, and disseminate such information to the rest of the world.
 - ◇ Conduct joint campaigns through public-private partnerships, including joint advertisement with airlines, to sustain the effects of the Olympics/Paralympics beyond the end of the Games.
- Implement joint campaigns with the organizers of the Beijing and Pyeongchang Winter Olympics as well as those of countries bidding to host the 2024 Olympics/Paralympic Games.

Enhance overseas dissemination of Japan’s tourism assets

- **Make the following efforts using the Internet to send out information readily available anytime and anywhere.**
 - Further improve the JNTO website (1 billion page views in fiscal 2014) from the perspective of foreigners and develop a smartphone app allowing the integrated dissemination of information responding to the needs of overseas tourists.
 - Effectively disseminate overseas media reports, including TV programs and news, by making use of SNS postings by overseas diplomatic establishments, etc.
- **Make the following efforts to establish Japan’s brand image as a tourist destination, targeting the higher net worth market primarily in Europe, the U.S. and Australia.**
 - Have leading opinion leaders and other prominent people in Europe, the U.S. and Australia undergo special experiences in Japan and send out their video footage through foreign key broadcasting networks.

- Invite 100 foreigners a year, including journalists of influential overseas publications targeting the wealthy and overseas travel agents handling tour products focused on the HNI, to visit various parts of Japan and disseminate information on Japanese history and culture in the form of news stories while encouraging overseas travel agents to organize Japan tours tailored to HNI.

○ Make the following efforts to send out information on Japan’s tourism assets in an easy-to-understand manner by making use of diplomatic establishments abroad, Japanese broadcasting content, etc. in order to expand the base of Japan junkies.

- Involve overseas diplomatic establishments from the preparatory stage in disseminating Japan’s attractiveness as a tourist destination to the rest of the world, in partnership with government departments and related agencies, and in developing pro-Japan people, mainly targeting those in Europe, the U.S. and Australia as well as in major emerging economies, especially with the younger generations and the wealthy.
- Provide TV stations in developing countries with Japanese broadcasting content such as animation and dramas free of charge (launched in fiscal 2015).
- Publicize the attractions of Japan as a tourist destination abroad by supporting regional efforts for tourism promotion such as the production of content for tourist assets and subtitle superimposition (targeting a cumulative total of 10,000 cases by 2020), securing overseas TV channels dedicated to Japanese content through public-private equity acquisitions (targeting 22 countries with a combined audience of 150 million viewers by 2020), further improving the broadcasting of NHK World TV programs overseas, and disseminating information and promotional videos on local specialties.
- Widely publicize the attractiveness of various tourist destinations by making available in multiple languages the domestic tourism information website of the Japan Travel & Tourism Association.
- Support smooth negotiations of program rights between broadcasters and rights holders for newly-produced programs to enable early licensing for overseas sales.
- Foster pro-Japan groups in foreign countries through the expansion of Japanese-language education and thus boost the base of potential travelers to Japan.
- Carry out projects abroad to create Japanese gardens in order to help deepen understanding of traditional Japanese culture.

Promotion of MICE

○ Launch a conference for related government departments within this year to build government-level support for the promotion of MICE, and undertake efforts including the following:

- Permit the use of national facilities for receptions
 - Expand post-convention/exhibition facilities
 - Assist establishment of conference rooms and other facilities that support business activities of global companies, etc.
- **Create an organization, including ultimately public-private partnerships, to create All-Japan nationwide support for MICE.**

Strategic relaxation of visa requirements

- **Make the following efforts for countries/territories which require entry visas for travel to Japan, targeting potentially large markets from the perspective of promoting inbound tourism.**
- Relax visa requirements in a strategic manner as an undertaking by the government as a whole, in line with efforts for improving awareness of Japan abroad through promotional campaigns, and improve the environment for accepting overseas travelers, covering five countries requiring entry visas for visiting Japan (China, the Philippines, Vietnam, India and Russia) out of 20 countries/regions to which priority is given in the “Visit Japan Project.”

Increase school trips to Japan

- **Make the following efforts toward early realization of a “50% increase by 2020 from 40,000 people” in the number of travelers to Japan for educational purposes.**
- Establish regional coordination/contact points, and promote partnerships between tourism and educational departments of municipal governments.
 - ◇ Promote the establishment of a system for matching education tourists with those accepting travelers to Japan on educational trips, with the municipal tourism department playing a leading role.
 - ◇ Clearly identify the roles to be shared between municipal tourism and educational departments, and ensure that both sides seek to reach common understanding.
 - Set up a consultative contact point in JNTO linking overseas countries and municipalities.
 - Promote awareness of educational trips to Japan.
 - ◇ Step up understanding on the part of municipal educational departments and schools about the educational significance of school trips to Japan.
 - ◇ In screening candidates for “Super Global High Schools” (SGHs), schools accepting visitors on educational trips to Japan are to be given high marks for international exchanges.
 - ◇ Hold seminars intended for overseas officials concerned, including those related to schools.

- ◇ Disseminate information on matters to be considered in grasping the needs of overseas schools and in coordinating with accepting schools.
- Intensively undertake promotional campaigns to attract educational trips to Japan to Tohoku and other regions.

Improve tourism education

- **Make the following efforts to improve education on tourism and travel.**
 - Draw up and disseminate teaching materials, collections of success stories and other materials for use in schools, including lessons for comprehensive studies, so that opportunities will increase for children to understand what makes an attractive tourism resource, including the history and culture in their hometowns and elsewhere in Japan, to increase interest in tourism, raise awareness and improve marketing of such resources.
 - Discuss the advisability of making geography, an optional subject at present, a common compulsory subject tentatively named “comprehensive geography” at high school.

Increase overseas trips by youth

- **Make the following efforts, including reductions in travel expenses for young people, to increase the number of overseas trips by youth.**
 - Further promote young people’s overseas trips in cooperation with travel industry groups and other parties concerned by developing and promoting beneficial services such as youth discounts.
 - Launch discussions with relevant government departments and travel industry groups on ways of increasing overseas trips by young people with a view to reaching a conclusion within fiscal 2016.

Vision 3: Ensure all visitors enjoy a satisfying, comfortable and stress-free sightseeing experience

Innovative port of entry/departure formalities using the most advanced technology

○ **To realize an innovative entry/departure formalities procedure that can be completed within 20 minutes by applying a world-class entry/departure formalities system using the most sophisticated technologies.**

- Use of biocarts so that personal identification information of individual overseas visitors can be acquired while they queue up in the entrance formalities area (initial implementation in 2016 at Kansai International Airport, Takamatsu Airport and Naha Airport; gradual implementation nationwide after 2017)
- Early realization of a preclearance system that enables prior acquisition of personal identification information of individual overseas visitors at their departure airports, thereby simplifying the entrance formalities procedure in Japan (starting implementation as early as possible in and after 2017)
- Introduction of automated gates for not only business passengers but also general overseas tourists who are considered “trusted travelers” (starting implementation by 2020)
- Introduction of a world-leading face authentication technology for the entry/departure formalities procedure for Japanese citizens (introduction as early as possible in and after 2018)
- Expanded use of automated gates in the departure formalities procedure for overseas visitors (Prompt consideration is required to enable foreign visitors departing Japan to use the automated gates based on fingerprint information they provide when entering Japan.)
- Prompt consideration is required to provide online information on the time required to complete all the necessary procedures at the airport (including waiting time for entry formalities). The final decision must be made within 2016.

○ **To reduce the burden on departing passengers, it is necessary to achieve a streamlined and stricter aviation security inspection system.**

- Introduction of advanced airport security equipment (full body scanners) that is already in use in the United States and European countries (initial implementation in 2016 at Narita International Airport, Tokyo International Airport, Kansai International Airport, Chubu Centrair International Airport; phased implementation at other major airports by 2020)

Promotion of “integrated restoration of town and tourism” through private-sector community-building activities

- **To achieve integrated restoration/revitalization of local towns and tourism, it is necessary to encourage private-sector community-building activities and urban development programs through the effective use of unused local real estate and through regulatory reforms.**
 - The lack of accommodation facilities and parking areas for tour buses constitute a bottleneck in Japan. Specific measures to solve the problem include:
 - (Measures to increase accommodation facilities)
 - ◇ Establishment of a system to relax restrictions on the floor-area ratio so as to ensure more accommodation facilities
 - ◇ Financial support by local community development funds (community-funded) for projects to renovate antique houses into accommodation for tourism
 - (Measures to increase parking areas for tour buses)
 - ◇ Wise use of alternative (vacant) parking lots as an urgent countermeasure to satisfy tour buses’ demand for parking areas
 - ◇ Integrated expansion of tour bus parking areas and relaxed restrictions on the floor-area ratio, based on urban development projects by the private sector
 - Introduction of the concept of “earning a return on public space”
 - ◇ Flexible implementation of regulations against outdoor advertisement for posting up on public digital signage
 - ◇ Establishment of a system to use the rent collected from private facilities located within the premises of municipal parks to contribute to the funding of parks
 - Establishment of private-sector tourist information offices within municipal parks as an exception to municipal park occupancy regulations
 - Priority support for the development of meeting facilities that promote the business activities of global enterprises, the development of medical facilities that offer services in various foreign languages, and the development of unified information boards and barrier-free designs at target stations and their surrounding areas
 - Promotion of the City Future Gallery (tentative) concept that aims to disseminate information on attractive Japanese cities to the world

Making great strides towards realizing a cashless environment

○ **According to the initial plan for the installment of ATMs compatible with overseas bank cards, 3,000 machines in almost half of the ATM sites of Japan’s three megabanks will be installed by 2020. However, the Council intends to request that the three megabanks move the installment forward substantially (completion of the installment of most machines by the end of 2018). Other necessary measures to achieve a cashless environment:**

- To solve the problem that overseas bank cards are not accepted in some local tourist resorts, the Council also requests local banks to follow the megabanks’ efforts and to accelerate the installment of such compatible ATMs.
- The latest location information of ATMs that accept overseas bank cards needs to be posted on the website of the Japan National Tourist Organization (JNTO).

○ **Realize “100% acceptance of payment by credit card” and “100% use of IC credit card-compatible payment terminals” by 2020 at major commercial facilities, accommodations and sightseeing spots that are popular among overseas visitors.**

- Development of platforms to enable an advanced service/payment system, aiming to realize a system that requires a single information terminal and card by 2020. Support for the use of personal authentication systems (such as those using biometric information)
- Smooth implementation of action plans devised by the Credit Settlement Security Council (consisting of some 40 public and private entities), and further consideration of legal measures (regulatory obligations for member stores to take some security measures) to ensure the effectiveness of the plans

Greatly improving the telecommunications environment such that everyone can find their way around independently

○ **Necessary measures to substantially improve the information communication environment .**

- Expansion of free-use Wi-Fi environments at target priority sites (an estimated 29,000 locations^{*}) at major tourist destinations and disaster preparedness facilities by 2020

^{*}A closer survey needs to be made to determine an accurate number.

- Promotion of free-use Wi-Fi services (including carrier Wi-Fi services) in the case of a disaster, capitalizing on unified SSIDs^{*} for disasters

^{*}SSID is an abbreviation for “service set identifier,” an access point identifier in Wi-Fi services.

- Development of a shared authentication mechanism among the various operators by 2018 to ensure a seamless Wi-Fi network at more than 200,000 locations
- Doubling of the number of stores that sell prepaid subscriber identity module (SIM) cards by 2020 as a complementary effort toward expanding the free-use Wi-Fi environment (at all 21 domestic airports that receive international flights from/to several countries, and 1,500 stores located in sightseeing spots popular among overseas visitors)
- Accelerated efforts to solve the problem that mobile phones do not work in some railway tunnels of *shinkansen* bullet trains

○ **Necessary measures to create a safe and welcoming environment at tourist destinations where all visitors can feel at ease while strolling through the streets.**

- Introduction of a multi-language translation system at hospitals, medical facilities and commercial facilities by 2020
- To realize convenient information and communication technology (ICT) for overseas visitors by 2020, it is necessary to test and implement the distribution of useful sightseeing/traffic/disaster information (through transportation IC cards and smartphones) that is selected according to the individual overseas tourist's personal attributes (language and others), under the "Internet of Things (IoT) *omotenashi* cloud computing project."
- Encouragement of the use of sightseeing-related big data, as a model case for the effective use of open data and big data
- Support for an IoT demonstration test project (including sensors) so as to back up the development of innovative tourist industry/service models capitalizing on IoT technology
- To promote and increase productivity in the service industry, it is necessary to develop an "*omotenashi* standard" for improving service quality. It is aimed to have 300,000 companies receive the certification by 2020, and to convert it into an international standard.

Promotion of information dissemination in multiple languages

- **To help small and medium-sized enterprises satisfy the demands of inbound tourists, it is necessary to accelerate the multilingualization of websites and various other information technology strategies.**
 - Support for the multilingualization of almost half of the websites (some 760,000 sites) of small/medium-sized enterprises and online advertising activities for overseas countries
 - Support for the introduction of a cash register application so as to improve accounting process efficiency and marketing competence

Improved systems for accepting overseas patients (including emergency cases) at medical institutions

- **To ensure that medical institutions throughout the country have a system for receiving overseas patients by 2020.**
 - Selection of more hospitals as “medical institutions that accept overseas tourists in Japan” (about 320 institutions selected in March 2016)
 - It is necessary to increase the number of medical institutions that have a system for accepting overseas patients to 100 (five times as many as the current number) by 2020, mainly in regions receiving a particularly large number of overseas visitors.
 - It is necessary to encourage other medical institutions to use tools for offering services in foreign languages. Information on “medical institutions that accept overseas tourists in Japan” also needs to be shared so that as many hospitals as possible can join the list.
 - Information on available medical institutions needs to be actively provided to overseas tourists (through the website of the JNTO, etc.)
 - Recommendation to overseas visitors to take out an insurance product with an interpretation service and cashless medical examination

Improvement in the security environment to ensure that overseas visitors can experience high level public security in the world’s safest country, Japan

- **To ensure prompt/accurate response to complaints and requests for advice from overseas people, who do not understand Japanese, especially after natural disasters, it is necessary to improve the system/environment by around 2020.**
 - Development and effective use of materials and mechanical equipment that help smooth communication between overseas tourists and police staff
 - Assignment of police staff with foreign language proficiency to police stations and police boxes (*koban*) that require frequent response to overseas persons
 - Promotion of the use of foreign languages in procedures for reporting lost property and found items
 - Distribution of information on crime prevention and disaster preparedness in foreign languages
 - Distribution of information on the police system and police activities in Japan on the websites of the National Police Agency and each prefectural police headquarters
 - Promotion of a three-way calling system at the time of an emergency 119/110 call from an overseas reporter so that the reporter, the communications headquarters and an interpreter can simultaneously talk on the same line

- Promotion of the use of multi-language communication tools and a multi-language translation system when conducting rescue activities
- Distribution of ambulance usage guidelines (foreign language version) that include information on heatstroke preparedness for foreign tourists visiting Japan in the summer months
- Distribution of weather information (in foreign languages) announced by the Meteorological Agency, through the websites/applications of the Agency and private companies
- Guidance for regional public entities, guidelines for sightseeing/accommodation facilities, and useful applications for overseas tourists must be widely publicized.

Completion of a “regional economic development corridor” plan

- **To complete a “regional economic development corridor” plan capitalizing on the nationwide express transportation network including *shinkansen* bullet trains and highways.**
 - Currently, overseas visitors who want to use Japan Rail Pass tickets have to purchase them before leaving their own countries at only a limited number of overseas travel agencies. To solve this problem, a demonstration test to allow overseas tourists to purchase these tickets after arriving in Japan is scheduled in 2016.
 - Realization of easy access to tourist destinations (through the operation of new *shinkansen* routes, the inauguration of concession airports, and the functional improvement of transportation hubs) so as to create a constant flow of people from big cities to local areas
 - ◇ Development of new access routes to tourist destinations and improvement in transportation networks, in line with the inauguration of new *shinkansen* services and new airways. Development of new travel products and the sale of unlimited transportation passes
 - ◇ Functional enhancement of all *shinkansen* stations (108 stations) as main sightseeing destinations
 - ◇ It is necessary to strengthen transportation connections among various transportation modes (modal connections) to expand the express bus network. To this end, a new transportation terminal was opened in April 2016 at the south exit of JR Shinjuku Station.
 - Introduction of easy-to-understand traffic signs in both urban areas and tourist destinations, and an expressway numbering system
 - Realization of a wide variety of access modes by applying flexible regulations
 - ◇ Improvements in ship transportation through the revision of existing regulations (A demonstration test is scheduled to be conducted for two years from 2016 in a model district located in the Tokyo Bay area.)
 - ◇ Expanded use of private cars as a means of transportation for tourists in areas without public transportation (application of the partial revision (draft) of the National Strategic Special Zones Law)

Functional enhancement of local airports as gateways to the world and the promotion of low-cost carrier (LCC) services

○ To enhance the function of local airports as gateways to the world and to promote LCC routes.

- Consolidated operation of several airports (as concession airports), particularly in Hokkaido
- Reduction in landing fees at local airports
- Expansion of the capacity of airports located in the Tokyo metropolitan area (revision of flight lines to/from Tokyo International Airport, etc.)
- Improvement in the airport environment in the Tokyo metropolitan area to accept business jet aircraft
- Acceptance of LCCs and chartered flights at local airports (flexible standards that enable flexible assignment of ground handling staff, enhanced functions of customs/immigration/quarantine (CIQ), the relaxation of regulations on chartered flights using local airports, and the fostering/securing of pilots and airplane mechanics)
- Survey/consideration on the arrival duty-free shop system at concession airports
- Support for collaborative promotion efforts with JNTO to attract new overseas visitors

Further increasing port calls by cruise ships

○ To turn the sea areas of Northeast Asia into a world-famous cruise market on par with the Caribbean Sea (to turn Japan's various bay areas into popular destinations for both casual and luxury cruise passengers and to increase the number of cruise passengers visiting Japan to 5 million by 2020).

- Realization of “zero refusal” of port calls from cruise ships (urgent harbor improvement projects to accept more cruise ships that were conducted at 10 ports in 2015, the provision of business matching opportunities for ports of call, etc.)
- Development of a world-class international hub for cruise ships (establishment of an interest-free loan system for passenger terminal improvement projects)
- Opening up of new domestic cruising routes such as the Seto Inland Sea and the Southeast Islands, and the inauguration of luxury cruise ship services
- Development of new cruise businesses (utilization of regional councils comprising local persons from the public/private sectors and the Japan Cruise Port Association, improvement in the selling system of agricultural/marine products, the utilization of Minato Oasis, establishment of a cooperative port/harbor organization system, etc.)

- Collaborative promotion activities with the Japan Cruise Port Association to increase ports of call throughout Japan

Innovation in public transportation

○ To achieve innovation in the public transportation environment.

- Acceptance of online reservation (made in overseas countries) for the main public transportation forms including *shinkansen* bullet trains and express buses
- Introduction of a route search system that covers the public transportation network nationwide by 2020 (including a system offered in foreign languages)
- Expansion of an urban transportation numbering system
- ◇ Completion of the numbering of all stations (including JR stations) located in the 23 wards of Tokyo by the end of 2016
- ◇ Implementation of the numbering (in alphabetical letters, numbers, etc.) of bus routes in the metropolitan area by around 2020
- Realization of world-class quality taxi services
- ◇ Reduction in the starting fare for taxis in the 23 wards of Tokyo (target year of implementation: early 2017)
- ◇ Increase in the percentage of universal design (UD) taxis in the 23 wards of Tokyo (an increase to 25% by 2020 and to 75% by 2030)
- ◇ Introduction of private limousines in all prefectures throughout the country
- Establishment of left baggage offices for tourists in the main domestic transportation hubs by 2020
- ◇ Doubling of the number of offices (currently some 80 offices) by the end of 2016
- ◇ Full-fledged start of direct delivery services of purchased duty-free articles to overseas countries by 2020 (as part of international left baggage office services)

Domestic tourism

○ To further improve the domestic tourism industry, it is necessary to increase the percentage of annual paid holidays workers take to 70% by 2020 and to enable staggered holidays.

- Promotion of work/holiday reforms to encourage workers to take more annual paid holidays
- ◇ New obligations on employers to grant five annual paid holidays to their employees (revision of the Labor Standard Law)

- ◇ Publicity activities are essential to encourage workers to take annual paid holidays in the seasons when it is relatively easy to take consecutive holidays such as the summer, the year-end and new year period and the “Golden Week” period, in addition to a recommended period set in October.
- ◇ A local consultative meeting established by the relevant labor and management, local governments, nonprofit organizations and other entities is expected to encourage local employers and residents to grant/take annual paid holidays in a planned manner based on event schedules of the community.
 - The smoothing of sightseeing demand by introducing a system that enables families more easily to take holidays and encourage the staggering of holidays
- ◇ It is necessary to publicize worked-out examples of the staggering of holidays and the flexible setting of school holidays. Collaborative efforts with business entities are also essential to encourage workers to take into consideration their children’s school holidays in arranging holiday schedules, so as to achieve a three-day increase in the number of annual paid holidays taken.
- ◇ Economic incentives to business entities need to be introduced to promote the staggered use of holidays. To this end, a survey on the effect of staggered use of holidays on the local economy and relevant overseas examples will be conducted in 2016.
- ◇ It is also necessary to enable government officials to take annual paid holidays during their children’s school holidays.

Comprehensive design promotion activities for the 2020 Tokyo Olympic and Paralympic Games

- **For the 2020 Tokyo Olympic and Paralympic Games, it is necessary to incorporate higher-level comprehensive design at individual tourist destinations and transportation facilities, while implementing barrier-free awareness development projects throughout the country.**
 - Implementation of city planning and barrier-free mindset development projects throughout the country based on the “Tokyo 2020 Accessibility Guidelines,” thereby satisfying possible demand and increasing consumption
 - On-going discussions with associations of the disabled. Incorporating the feedback obtained from disabled people, the final “Universal Design 2020” will be completed by around the end of 2016.
 - City planning based on the comprehensive design concept: Introduction of high level barrier-free standards (to be applied at the 2020 Tokyo Olympic and Paralympic Games) at major tourist destinations nationwide.
 - Barrier-free mindset development projects: Development of hospitality guidelines by the tourist industry and transportation business entities, and the implementation of barrier-free mindset development

projects at school and companies