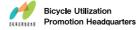
## NATIONAL NATIONAL CYCLE ROUTE CYCLE ROUTE

The National Cycle Route is designated by the national government as a cycling route whose attractiveness, riding environment for bicycles, and environment for accepting cyclists, are at a high level.

Initiatives are ongoing at each route to create new tourism value and enhance local attractiveness by utilizing cycle tourism.







## NCR Designation Requirements



## **Third-Party Review**

**Designation**(by the GM, Minister of Land, Infrastructure and Transport)

- 1. Promotion by the government and JNTO
- 2. Priority support from government grants
- 3. Enhance brand value as NCRs

Dissemination of information by local communities, establishment of logo marks, etc.
Attract visitors by utilizing the national brand

