

"Kyoto Tourism and MICE Promotion Plan 2030" (Tentative Name) Interim Draft

Sustainable Tourism, MICE, and Beyond

We are seeking public comments

Comment Period: October 31 (Fri) – November 30 (Sun), 2025

About the "Kyoto Tourism and MICE Promotion Plan 2030" (tentative name)

Kyoto City has been promoting various measures based on the "Kyoto Tourism Promotion Plan 2025", formulated in FY2020, with the aim of achieving "sustainable tourism." As the planning period for this plan will end at the end of FY2025, we are currently formulating the next plan for the period from FY2026 to FY2030.

Based on discussions at the Kyoto City Tourism Promotion Council, which is deliberating the content of the next plan, we have compiled an interim draft of the "Kyoto Tourism and MICE Promotion Plan 2030" (tentative name), and are now seeking public comments.

Please see the following pages for the interim draft of the next plan (For details (the main volume of the interim draft), please see the 2D code below).

How to Submit Comments

Please submit your comments using one of the following methods.

(1) Comment submission form

Please submit via the 2D code on the right or from the official Kyoto City website (Kyoto City Official Site).

Kyoto Tourism and MICE Promotion Plan Public Comment

Search



Next Plan Interim Draft Main Volume &
Comment Submission Form
(Available from 10:00 AM on Oct. 31 (Fri))

(2) Email: kanko-mice@city.kyoto.lg.jp

(Please use "Public Comment" as the subject of your email)

(3) FAX: +81-75-213-2021

(4) Post: Please send to the address below.

(5) In person: Please bring your submission to the address below on weekdays between 8:45 AM and 5:30 PM (excluding 12:00 PM – 1:00 PM).

(Handling of Comments)

- After the comment period ends, a summary of the opinions received will be compiled and published on the official Kyoto City website (Kyoto City Official Site).
- Please note that we will not respond to individual comments.

Submission and Inquiries

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Significance and Effects of Tourism and MICE in Kyoto, and Progress to Date

Significance and Effects of Tourism and MICE in Kyoto

Tourism and MICE, leveraging Kyoto's exceptionally diverse attractions, **enrich people's hearts and lives**, and also support the **sustainable development of the city**, **enrich the lives of citizens**, and further **contribute to international peace**.

Enhancing the richness of people's hearts and lives

Kyoto has a wide variety of attractions, including culture and arts, nature and scenery, people's lifestyles, industry and craftsmanship, religion, spiritual culture, and leaders in arts and sciences.



Kyoto is a city that embodies the "essence of tourism," which is to enrich people's hearts and lives

Supporting the sustainable development of Kyoto City and enriching lives

Supporting life and work

Tourism consumption amount
1.9075 trillion yen

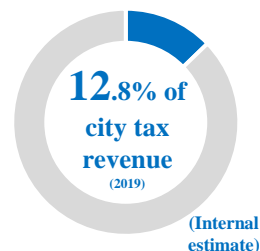
Employment effect from tourism

Tax revenue effect from tourism
39 billion yen

Equivalent to the annual consumer spending of
1.01 million
citizens
Equivalent to (70.4%)
(2024)



Equivalent to
217,000 people
Equivalent to more than 1
in 4 employed persons in
the city
(2024)



(Internal estimate)

Supporting urban development

Urban development is progressing beyond the scale of the population

No. of restaurants: **8,413 establishments** Ranked **2nd** (2021)

No. of retail stores: **12,214 establishments** Ranked **2nd** (2021)

No. of taxis: **7,653 vehicles** Ranked **3rd** (2022)

Population: **1,437 thousand people** Ranked **8th** (2024)

Comparison of the number per 1,000 people in ordinance-designated cities

Urban development utilizing the accommodation tax



Renewal and installation of train information display equipment on the Karasuma Subway Line



Promoting the removal of utility poles

Supporting the maintenance and succession of culture



Utilizing admission fees and donations
Repairs completed in 2024
Honmaru Palace of the Former Detached Palace, Nijo-jo Castle

Leads to the creation of new industries and a "related population," as well as dual-residence and migration

- ▶ Interaction between tourists and leaders in culture and industry, and the awareness and learning gained through tourism, provide an **opportunity to create new culture and industries**
- ▶ Such interaction leads to interest in and affection for the region, which in turn leads to the **creation and expansion of the "related population"**
- ▶ The improvement of Kyoto's name recognition and image through tourism also leads to **many students advancing to higher education in Kyoto, employment from other cities, and companies expanding into Kyoto**

Leading to international peace

- ▶ Through tourism, people from Japan and abroad gather and interact in Kyoto, deepening their **understanding of each other's countries' and regions' cultures and customs**, fostering a spirit of **mutual respect for diversity**, and ultimately **contributing to international peace**

Significance and Effects of MICE

- ▶ Leads to the **revitalization of the regional economy**
 - ▶ Leads to the **vitalization of civic life and the promotion of academia**
 - ▶ Leads to the **improvement of the city's status and brand**
- * MICE is an acronym for Meeting, Incentive Travel, Convention, and Exhibition/Event. It is a general term for these business events.

History of Tourism and MICE in Kyoto

In 2000, the "50 Million Tourist Initiative" was announced, and this goal was achieved in 2008.

After achieving this goal, there was a bold shift from **tourism focused on "securing quantity" to tourism focused on "improving quality."** In 2010, the "Kyoto City MICE Strategy" was formulated, **the first of its kind for a Japanese municipality, to contribute to "improving quality."**

The "**Kyoto Tourism Promotion Plan 2025**," formulated while facing an unprecedented crisis during the COVID-19 pandemic, set forth a new policy, ahead of the rest of the country, of aiming for **"sustainable tourism" in harmony with the lives of citizens**, looking ahead to a new stage after the pandemic subsides, in addition to a strong recovery from the pandemic, and has promoted various measures.



Current State of Tourism and MICE in Kyoto

Main Initiatives in the "Kyoto Tourism Promotion Plan 2025"

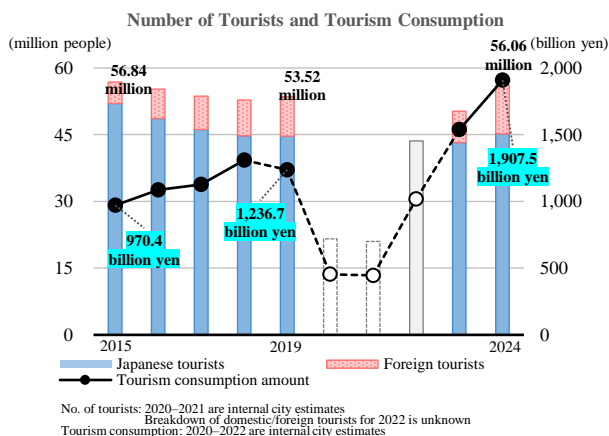
- ▶ Promotion of strengthening measures against issues arising from tourism, visualizing the effects of tourism, and disseminating and executing the "Kyoto Tourism Morals"
- ▶ Tourism promotion that leads to avoiding crowds and decentralizing tourism, adding high value, and promoting wide-area excursions through prefectural-municipal collaboration
- ▶ Support for businesses during the COVID-19 pandemic, support for digitalization and DX for tourism businesses, and promoting the appeal of the industry to secure and retain personnel
- ▶ Measures for tourists unable to return home, and strengthening the dissemination of disaster information in multiple languages for foreign tourists
- ▶ Support for infectious disease prevention and control measures at MICE events, and strengthening efforts to attract sustainable MICE and MICE that leverage Kyoto's strengths

etc.

Current State of Tourism and MICE in Kyoto

Number of Tourists and Tourism Consumption

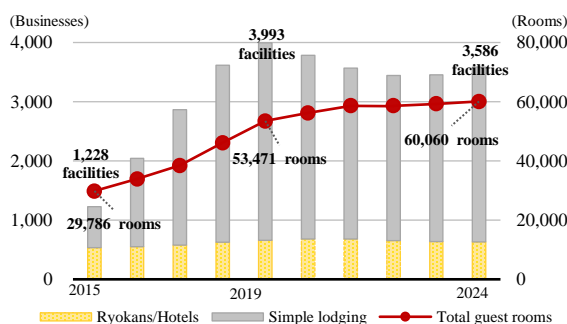
- ▶ Achieved a strong recovery from the COVID-19 pandemic
The number of tourists in the last 10 years has been around 55 million, excluding the COVID-19 pandemic
- ▶ About 80% of tourists are Japanese. Although there is a slight increase in the short term, like the rest of the country, the long-term trend is downward
(Comparison between the peak of the last 10 years and 2024: ▲13.1%(nationwide ▲16.6%)
- ▶ The number of foreign tourists has increased significantly in the last 10 years
- ▶ Tourism consumption has increased significantly in the last 10 years



Accommodation

- ▶ The total number of guest rooms in ryokans, hotels, and simple lodging has remained generally flat since 2021
- ▶ The number of registered private lodging businesses is 838(2024 (record high))
- ▶ The average annual occupancy rate of major hotels in the city is 78.5%(2024) During the high season (April 2025), the occupancy rate was 89.5%(the highest since the COVID-19 pandemic), with a foreigner ratio of 78.1% and an average daily rate of 30,640 yen (both record highs)

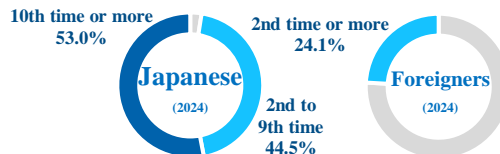
Number of Accommodation Facilities and Total Guest Rooms



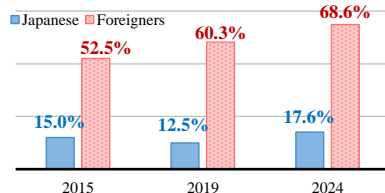
Trends by Tourist Attribute

- ▶ **Repeaters**
 - 97.5% of Japanese tourists, 24.1% of foreign tourists (2024)(both trending flat)
- ▶ **Overnight guests**
 - The percentage of overnight guests among tourists is 29.1% (16.3 million people), and their consumption accounts for 71.5% of tourism consumption (1.4 trillion yen) (2024)
 - While many Japanese tourists are day-trippers, many foreign tourists stay for 3 or more nights. In recent years, the number of foreign overnight guests has been increasing significantly
 - Compared to day-trippers, overnight guests tend to visit places other than popular spots A high percentage of foreign overnight guests participate in cultural experiences
- ▶ **School excursion students**
 - Students on school excursions who visited Kyoto in 2024 accounted for 24.6% of all school excursion students nationwide (trending flat)

Tourist repeater rate

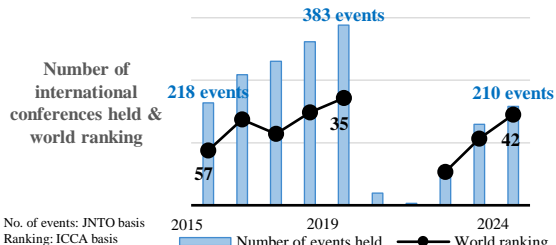


Percentage of guests who stayed for 3 or more nights



MICE

- ▶ Number of international conferences held was 210 (down 45.2% from 2019) (2024)
- ▶ Ranked 42nd in the world for the number of international conferences held (35th in 2019) 2nd in Japan (2nd in 2019) (both in 2024)





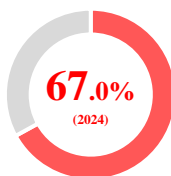
Challenges Surrounding Tourism and MICE in Kyoto

Key Issue (1) Relationship with the lives of citizens

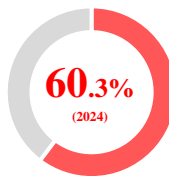
Many citizens are troubled by crowding and etiquette issues

- ▶ **Many citizens continue to be troubled by crowding and tourist etiquette issues**
- ▶ While the dispersal of tourism seasons has shown some results, the dispersal of times and locations remains a challenge
- ▶ Due to crowding in some tourist areas, public transportation, roads, etc. are congested in some sections and time slots
- ▶ It is predicted that the number of foreign tourists unfamiliar with Japanese and Kyoto culture and customs will continue to increase
- ▶ The specific benefits of tourism, such as the use of the accommodation tax, are not being sufficiently communicated to citizens
- ▶ To achieve "sustainable tourism," it is necessary to build a relationship of mutual respect among tourism-related businesses and workers, tourists, and citizens

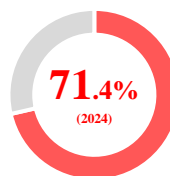
Citizens troubled by crowded public transportation



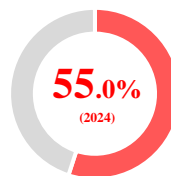
Citizens troubled by congested roads



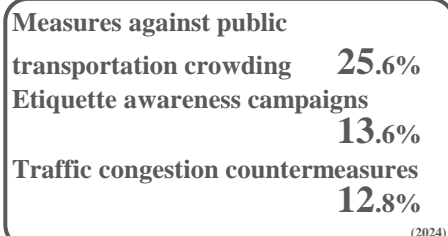
Citizens troubled by crowded tourist areas



Citizens troubled by tourists' etiquette violations



Initiatives that citizens most want to see executed



Key Issue (2) Relationship with tourism promotion

Domestic travel market is stagnating, and the repeater rate for Japanese tourists visiting Kyoto 10 or more times is decreasing

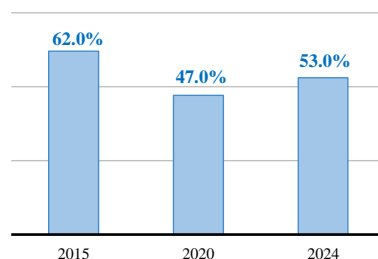
[Issues Regarding Tourism Trends, etc.]

- ▶ **The domestic travel market is stagnating long-term**
- ▶ **Among repeat Japanese tourists, the repeater rate for those who have visited Kyoto 10 or more times is decreasing**
- ▶ The number of foreign tourists visiting Kyoto for the first time is predicted to increase
- ▶ Along with the dispersal of tourism, promoting longer stays is necessary
- ▶ It is necessary to promote tourism in areas that are relatively uncrowded
- ▶ Some schools are changing their school excursion destinations from Kyoto to other areas

[Issues Prerequisite to Tourism Promotion]

- ▶ In the future, the shrinkage of various industrial markets and a decrease in the number of leaders in culture and tourism are predicted. It is necessary to work on securing, training, and retaining such leaders
- ▶ The status of DX initiatives in service industries such as food, beverage, and accommodation is sluggish
- ▶ It is necessary to work on improving safety and security, crisis response capabilities, and reducing the environmental load

Percentage of Japanese tourists visiting Kyoto 10 or more times



Key Issue (3) Relationship with MICE promotion

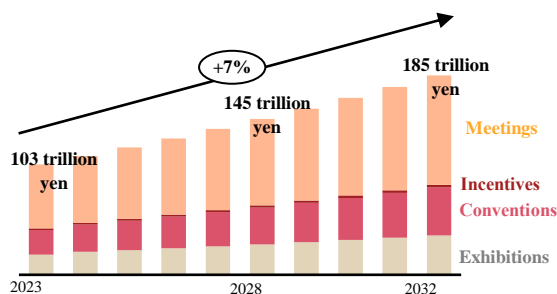
Intensifying inter-city competition to attract MICE events

- ▶ As the market is expected to expand and **inter-city competition to intensify**, it is necessary not only to strengthen efforts to attract MICE events but also to maximize the effects of holding them

(Effects of holding MICE events: creating business opportunities, promoting academia, improving citizens' knowledge, etc.)

- ▶ Generally, awareness of MICE is low, and the effects of holding MICE events are not sufficiently visualized

Forecast for the Global MICE Market Scale



Key Cities in International Conference Ranking Changes

	National government	City	2022-2024 Total Ranking	Ranking Change
Top 5 Rising in Rankings	Switzerland	Lausanne	81st	+356
	Qatar	Doha	100th	+172
	UAE	Abu Dhabi	56th	+67
	Italy	Naples	65th	+61
	Italy	Bologna	43rd	+58
Top 5 Falling in Rankings	Norway	Bergen	94th	+58
	Canada	Toronto	74th	-37
	Canada	Vancouver	79th	-40
	USA	Chicago	99th	-46
	China	Shanghai	87th	-58
Reference	China	Beijing	85th	-62
	Japan	Kyoto	52nd	-8

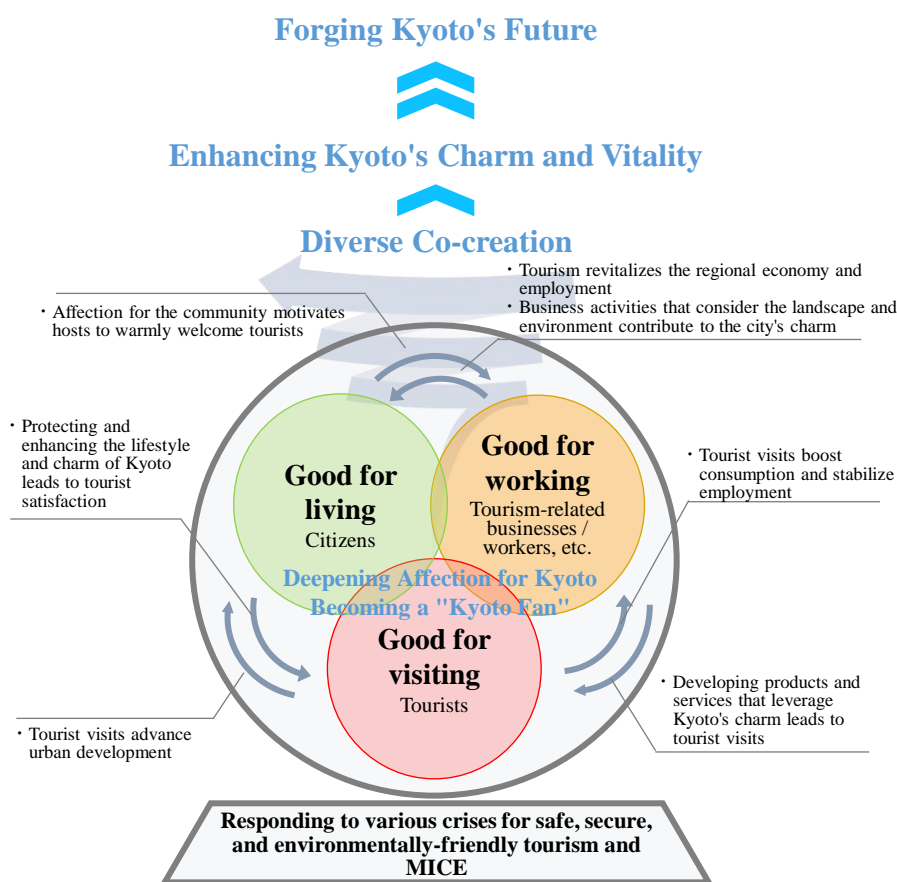


The Vision for Tourism and MICE in Kyoto

Various stakeholders, including tourism and MICE-related businesses and workers, industry groups, bearers of Kyoto's charm, tourists, citizens, universities and students, the Kyoto City Tourism Association (DMO KYOTO), the Kyoto Convention & Visitors Bureau (KCVB), and government will collaborate to realize the following "Vision for Tourism and MICE in Kyoto."

Tourism and MICE that Forge the Future Through Diverse Co-creation

- ▶ We aim for tourism and MICE that not only bring enjoyment, joy, and excitement to people's lives, but also provide awareness, learning, healing, and vitality, **allowing not only tourists but also citizens and tourism-related businesses and workers to share in the "essence of tourism" that enriches people's hearts and lives.**
- ▶ **Under harmony and balance with citizens' lives,** we aim for **sustainable tourism and MICE that solve regional and social issues and allow citizens to feel a sense of enrichment.**
- ▶ Based on the philosophy of "fueki ryuko" (immutability and fluidity) inherited in Kyoto, we will promote tourism and MICE that leverage the diverse and profound charm of Kyoto, attracting a wide variety of people, and also encourage tourism and MICE that make people want to visit again and again, stay longer, and even live here.
Also, **looking beyond "sustainable tourism and MICE," we aim for tourism and MICE that lead to the creation of new culture and industries through co-creation, and to the enhancement of Kyoto's charm and vitality.**
- ▶ Through these efforts, we aim to connect the essence of Kyoto as an international cultural tourism city to the future, **and to create tourism and MICE that forge the future through diverse co-creation.**



To realize sustainable tourism and MICE, it is essential **for all people involved in Kyoto tourism to build a relationship of mutual respect**, and to **achieve tourism of high quality and satisfaction for all parties**. On the other hand, **the charm of Kyoto is not something that will naturally be maintained in the future**, and there is even a **possibility that it could be lost** due to the momentary actions of people involved in tourism.

While tourism-related businesses and workers have a responsibility to be in harmony with the local community and contribute to the development of local culture, **tourists are also required to practice "responsible tourism,"** which includes consideration for the local community and respect for culture and the environment.

When all people involved in Kyoto tourism respect each other, face challenges together, and practice "responsible tourism," it will bring **positive effects to various fields** such as culture and arts, nature and scenery, people's lives, industry, craftsmanship, and even urban development, further enhancing the charm of Kyoto and leading to the realization of high-quality, high-satisfaction tourism for all parties, and the **creation of a virtuous cycle** of becoming "Kyoto fans."

Japanese tourists are central to being "Kyoto fans" and are invaluable partners. **Foreign tourists** are those who discover new charms that were previously unnoticed, and also reaffirm existing values, **thereby polishing the charm of Kyoto.** By working to have tourists become more deeply involved, we will create **diverse co-creation centered on "Kyoto fans,"** leading to the maintenance and succession of Kyoto's charm and the **enhancement of Kyoto's charm and vitality** through the creation of new culture and industries.



Three Projects

- ▶ To achieve the vision, we will promote the following three projects.
- ▶ For each project, we will set **"target values for 2030."** **In the long term, we will not stop at these values but will strive to increase them as much as possible.**
- ▶ In addition, to comprehensively manage tourism and MICE, we will set monitoring items for each project and regularly check for changes over time to grasp the current situation.(Please refer to the main plan document for monitoring items)

Project: Connecting Citizens' Lives and Tourism

While tourism is essential for improving the richness of citizens' lives and the development of Kyoto, harmony and balance with citizens' lives are indispensable for making Kyoto tourism sustainable.

Therefore, we will work to expand the circle of citizen empathy for tourism by **further strengthening measures against issues arising from tourism** and promoting **policies that allow citizens to better feel the effects of tourism.**

Furthermore, as a foundational initiative for "sustainable tourism," we will promote and establish a **relationship of mutual respect among the three parties: tourism-related businesses and workers, tourists, and citizens.**

Target value for 2030

Item	Highest or lowest value in the last 10 years	Most recent value	Target value
Percentage of citizens who think tourism plays an important role in the development of Kyoto City	(2021) 74.5%	(2024) 70.6%	75.0%
Percentage of citizens troubled by crowding and etiquette violations*	(2022) 67.1% <small>(Survey scheduled to start in 2025) Note: Percentage of citizens who were "troubled"</small>	(2024) 83.1%	0.0%
Tourist satisfaction (very satisfied)	(2020) Japanese 29.2% (2023) Foreigners: 53.8%	(2024) Japanese 25.9% (2024) Foreigners: 49.5%	Japanese 30.0% Foreigners: 55.0%
Percentage of workers who want to continue working in the Kyoto tourism industry	(Survey scheduled to start in 2025)		(Expected to be 2025 survey results + approx. 5 pt)

* Percentage of citizens who answered "very troubled" or "troubled" to one or more of the following items: "crowded public transportation," "road congestion," "crowded tourist areas," "tourist etiquette violations" (until 2024, the survey asked whether they were "troubled")

Measures to be Promoted

▶ Strengthening measures against issues arising from tourism

To achieve harmony and balance between citizens' lives and tourism, we will collaborate with industry, academia, government, and the community to further strengthen measures against issues arising from tourism such as congestion in some tourist areas, roads, and city buses, tourist etiquette, littering in tourist areas, and illegal/improper private lodging problems.

In strengthening these measures, we will strive to conduct **fact-finding surveys to carefully grasp the current issues**, and work to implement **more effective measures such as demonstration projects and the use of advanced technology**. In addition, **we will continue to request the national government to strengthen support for measures against issues arising from tourism tailored to local conditions**, such as measures against congestion. Furthermore, we will also **examine how private lodging should be regulated, including requesting reviews of related laws such as the Private Lodging Business Act.**

In addition, we will **disseminate accurate information about congestion and information about measures against issues in an easy-to-understand manner** through various media.

▶ Expanding the circle of citizen empathy for tourism

We will work to **disseminate the significance and effects of tourism, the use of the accommodation tax, and issues arising from tourism and the measures against them in an easy-to-understand manner**, and particularly strengthen **dissemination to the children who will lead the next generation.**

Furthermore, to help citizens feel that tourism is connected to the richness of their lives, we will work **to realize "citizen-priority pricing"** on city buses, etc., and **utilize the accommodation tax, for which the rate will be reviewed, to improve the satisfaction of both citizens and tourists and ensure safety and security.**

Furthermore, we will promote **opportunities for citizens to experience the charm of Kyoto** and also work to **improve civic pride.**

▶ Maximizing the effects of tourism on Kyoto

We will work to **promote the active use of traditional industry products, Kyoto-produced ingredients, and local materials** for tourism-related businesses.

▶ Building a relationship of mutual respect among the three parties involved in Kyoto tourism

Regarding the **"Kyoto Tourism Morals,"** established in 2020 as a standard of conduct to be cherished by all three parties, and in consideration that the word "morals" can imply a one-sided demand for discipline, **we will change the name to "Kyoto Tourism Promise" (tentative name) so that all three parties can practice actions to improve Kyoto tourism together in a more familiar way.**

We will also strengthen its dissemination and connect it to more specific actions.

Project: Piecing Together Travel as if Living Here

By having tourists piece together their travel as if they were living here, experiencing and enjoying the essence of Kyoto, we will promote **Kyoto tourism that makes them want to visit again and again, stay longer, and even live here**. Also, to achieve **sustainable development of related industries**, we will work to revitalize them through productivity improvements, etc., and to **promote the active participation of personnel, improve safety and security, enhance crisis response capabilities, and reduce the environmental impact of tourism** through support for securing, training, and retaining workers.

Target value for 2030

Item	Highest or lowest value in the last 10 years	Most recent value	Target value
Tourist repeater rate (Japanese: 10 or more times, Foreigners: 2 or more times)	(2015) Japanese 62.0% (2023) Foreigners: 26.7%	(2024) Japanese 53.0% (2024) Foreigners: 24.1%	Japanese: 65.0% Foreigners: 35.0%
Revisit intention among repeat tourists (Japanese: 10 or more times, Foreigners: 2 or more times) (Strongly agree)	(2022) Japanese: 68.6% (2024) Foreigners: 70.3%	(2024) Japanese: 65.5% (2024) Foreigners: 70.3%	Japanese 70.0% Foreigners: 75.0%
Percentage of workers who want to continue working in the Kyoto tourism industry _(repost)	(Survey scheduled to start in 2025)		(Expected to be 2025 survey results + approx. 5pt)

Measures to be Promoted (1)

▶ **Creating and refining diverse and profound tourism experiences**

Targeting a wide range of generations, we will **unearth new charms**, including not only temples, shrines, and history, but also **nature such as rivers, trails, cycling, and contemporary attractions**. Furthermore, we will **create and refine deeper tourism experiences, such as interactions with bearers of Kyoto's charm, including arts and sciences**. We will also **survey Kyoto fans about the city's charms** and pursue the "diverse and profound essence of Kyoto."

▶ **Tourism promotion in diverse areas, promotion of wide-area excursions through prefectural-municipal collaboration, etc.**

We will **create and refine tourism experiences in various areas** of the city that are relatively uncrowded. We will also **encourage wide-area excursions together with Kyoto Prefecture, Shiga Prefecture, and other neighboring municipalities**.

▶ **Promotion of high-value-added tourism**

We will attract high-value-added travelers by **creating and refining special tourism experiences unique to Kyoto and strengthening information dissemination to high-value-added travelers**, and promote the creation of a mechanism to use part of the revenue to maintain and pass on cultural properties, etc.

▶ **Promotion of accommodation tourism**

We will **promote accommodation tourism** while sharing with each facility ideas such as harmonizing with citizens' lives, ensuring the safety and security of citizens and tourists, and aiming for diverse and attractive facilities. We will also work to **enhance and promote the appeal of ryokans**, where visitors can experience Japanese culture with all five senses.

▶ **Strengthening efforts to attract school excursions and educational tours**

After grasping the trends of school excursions nationwide, we will work to **strengthen attraction activities, enrich diverse educational programs unique to Kyoto** such as inquiry-based learning on SDGs and cultural experiences, and enhance the reception system in collaboration with universities, students, and companies.

▶ **Creation and expansion of the "related population" through promotion of diverse stays, etc.**

We will go beyond so-called "tourist" stays and promote the **creation of opportunities for connection and interaction with the local community**, such as by developing a reception system for people who engage in creative activities in a wide range of fields from art to business during their stay.

▶ **Development of the reception environment**

We will **further enhance the reception system** by **improving the convenience of public transportation, enhancing the environment for bicycle use**, improving convenience and alleviating congestion through **digitalization and DX promotion**, and **fostering and promoting the active participation of "Kyoto City Certified Interpreter Guides."**

▶ **Strategic information dissemination**

While keeping a close eye on trends in advanced technologies such as AI, we will conduct **detailed information dissemination** tailored to the needs of tourists and the content that Kyoto wants to convey to them. We will also **strengthen information dissemination in collaboration with various entities**, such as overseas local media and influencers who are Kyoto fans. In particular, for foreign tourists, we will **improve our outreach tailored to the characteristics of each country and region**.

Pursuit of the "diverse and profound essence of Kyoto"

Developing the reception environment, information dissemination

Measures to be Promoted (2)

Revitalizing related industries & promoting the active participation of workers

▶ **Promoting the sustainable management of tourism-related businesses and revitalizing tourism-related industries**

We will work on **promoting digitalization and DX for businesses, creating networks between businesses, and supporting skill enhancement**, and promote productivity improvement, improvement of working conditions for employees, and further improvement of service quality.

▶ **Promoting the active participation of workers**

We will foster pride and job satisfaction and promote retention in the tourism-related industry. This will be achieved by securing workers – **through initiatives such as promoting the industry's appeal and holding exchange meetings with university students, vocational school students, and international students** – as well as by strengthening support for training and development.

Safety and security, improving crisis response capabilities, reducing environmental impact

▶ **Improving safety and security and the crisis response capabilities of tourism-related industries**

We will work to **ensure the safety and security** of both citizens and tourists during normal times and to **improve crisis response capabilities** in the event of a disaster.

▶ **Reducing the environmental impact of tourism**

We will work on **reducing greenhouse gas emissions by businesses and tourists, raising awareness about reducing and sorting food loss, plastic, and other waste, and creating low-environmental-impact tourism experiences**. In particular, we will support the decarbonization of cultural heritage sites and shopping districts.

Project: Gathering Through MICE

Kyoto has a proven track record as Japan's leading MICE city, but we aim to become a **leading international MICE city** by not only **strengthening efforts to attract MICE that leverage Kyoto's strengths** but also by **maximizing the effects of MICE**.

Target value for 2030

Item	Highest or lowest value in the last 10 years	Most recent value	Target value
Number of international conferences held (JNTO basis)	(2019) 383 events	(2024) 210 events (preliminary figures)	400 events
World ranking for the number of international conferences held (ICCA basis)	(2019) 35th	(2024) 42nd	30th

Measures to be Promoted

▶ **Maximizing the effects of MICE by creating opportunities for interaction and learning with citizens, students, researchers, companies, etc.**

In addition to promoting longer stays and repeat visits by MICE participants, we will work to **create business opportunities and promote innovation and startups through MICE**, and to **promote academia** by encouraging student participation in MICE. We will also encourage organizers to **utilize venues unique to Kyoto** and **hold public lectures**. Furthermore, we will work to **create advanced case studies of community contribution programs**.

▶ **Strengthening efforts to attract MICE that leverage Kyoto's strengths**

We will **strengthen attraction activities, including strengthening marketing, building global networks, strengthening information dissemination, developing and promoting the use of attractive programs unique to Kyoto, and supporting the holding of sustainable MICE**. We will also work to develop the reception environment by **supporting human resource development** for MICE-related businesses and **building a MICE reception system through collaboration between facilities**.

▶ **Improving awareness of MICE and promoting the visualization of its effects**

We will **disseminate the significance and effects of MICE in an easy-to-understand manner to citizens, local businesses, and researchers**, and foster momentum for accepting, participating in, attracting, and holding MICE.

Promotion System and Mechanism

▶ Promotion System

This plan will be shared with each entity that supports Kyoto tourism, and we will work to achieve the vision by having each entity firmly tackle what it can do from its own standpoint. We will also strengthen the promotion system as follows.

- **Strengthening collaboration with related organizations** • **Strengthening collaboration with the national and Kyoto prefectural governments, etc.** • **Strengthening the execution system, etc.** • **Utilizing the accommodation tax, etc.**

▶ Promotion Mechanism

- We will promote data-driven initiatives, such as **analyzing trends in detail for each attribute of tourists, such as country and region**, and considering survey methods using advanced technology.
- We will continue to establish a council to manage the progress of the plan, and grasp, analyze, and evaluate the effects and issues of the initiatives ("Kyoto Tourism and MICE Promotion Plan 2030' Management Council" (tentative name)).

To Pass on the Charm of Kyoto to the Future

Kyoto City is now exposed to an **unprecedented wave of major changes**, such as a shortage of workers, changes in lifestyles, the worsening of environmental problems and natural disasters, and a rapid increase in foreign tourists, and **even the charm of Kyoto is not in a position where it will naturally be maintained in the future.**

What is the essential charm of Kyoto? What should be protected for Kyoto to remain Kyoto? What should Kyoto City look like?

This fundamental question is the starting point for all policy fields, and we **need to seriously address this question** not only with the government but also with all people involved in Kyoto, including tourism-related businesses and workers, tourists, citizens, and "Kyoto fans."

To realize the vision of this plan, to solve issues in all policy fields such as culture and arts, cultural properties, traditional industries, environment, landscape and other urban planning, and transportation, and to continue to be a city as set forth in the "Kyoto Basic Concept (tentative name)" (draft), **we will make unceasing efforts together with all people involved in Kyoto.**

Kyoto Tourism and MICE Promotion Plan 2030 (Tentative Name) Interim Draft Comment Form

The opinions you provide will be summarized after the comment period ends and published on the official Kyoto City website (Kyoto City Official Site). Please note that we will not respond to individual comments.

Send to: FAX +81-75-213-2021
(Kyoto City, Industry and Tourism Bureau, Tourism and MICE Promotion Office)

Please use this form for mail or fax. Other forms are also acceptable.

You can also submit your answers through the "Comment Form" in the 2D code on the right or the official Kyoto City website (Kyoto City Official Site).



(Available from 10:00 AM on
Oct. 31 (Fri))

(Comments)

*We are also considering changing the name of the "Kyoto Tourism Morals" to one that allows the three parties (citizens, tourists, and tourism-related businesses/workers) to take action together to improve Kyoto tourism in a more familiar way, so we welcome your feedback.

For reference when collating comments, please circle which apply, if you are happy to do so.

<Age>

(1) Under 20 (2) 20s (3) 30s (4) 40s (5) 50s (6) 60s (7) 70 or over

<Address>

(1) Reside in Kyoto City (Ward) (2) Commute to work/school in Kyoto City (reside outside the city)
(3) Reside outside Kyoto City other than (2)