

Strategy

3



Omotenashi

Tokyo—a blend of tradition and innovation—has a distinctive charm. Tokyo will continue to attract visitors from around the world as a popular tourist destination brimming with *omotenashi*, the Japanese spirit of hospitality, and arts and culture.



Approach

07

Warmly welcome international visitors

The Tokyo 2020 Games provide a golden opportunity to convey *omotenashi*, the Japanese spirit of hospitality, to the world. The participation of many Tokyo residents as volunteers during the Games will not only contribute to the event's success but will also help make Tokyo a leading city for volunteerism into the future. This and the city's many other attractions will make Tokyo one of the world's most popular tourist destinations.

Tokyo in the Future

► Spread of Volunteerism

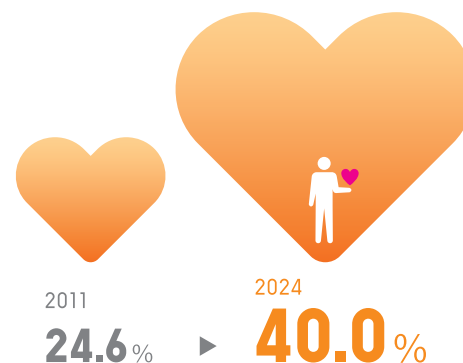
In addition to supporting the operations of the Tokyo 2020 Games, volunteers also help convey the *omotenashi* spirit to visitors from around the world through their activities everywhere—on streets, at train stations and tourist spots. In 2024, Tokyo's volunteer participation rate will reach 40 percent.

► Expansion of volunteerism

	Target year	Target level
City volunteers	2020	10,000
<i>Omotenashi</i> language volunteers	FY2019	35,000
Tourism volunteers	2020	3,000
OMOTENASHI Ambassadors	2020	1,000


Games volunteers are also gathered and trained by the Tokyo 2020 Organising Committee (target figure: approx 80,000)

► Tokyoites' volunteering participation rate



► New Vibrancy on Streets and in Waterfront Areas

Tokyo's stylish streets have new sources of vibrancy, such as outdoor cafés. Also, waterfront areas are attractive spaces with many visitors and a bustling atmosphere that makes Tokyo worthy of the title of the "City of Water."



		Target year	Target level
Promotion of Tokyo Champs Elysées Project	Generating vibrancy by opening outdoor cafes and other measures	2020	2 districts (Toranomon, Marunouchi)
Generating constant vibrancy along the Sumida River		FY2024	4 areas (Asakusa, Ryogoku, Tsukuda/Etchujima, Tsukiji)

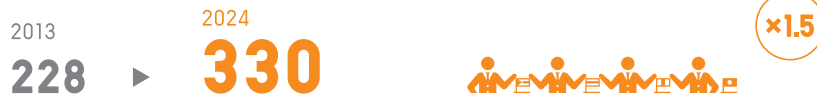
▶ Drawing Tourists from Around the World

Thanks to our efforts to establish the “Tokyo brand” as a tourist destination and to develop attractive tourism resources, Tokyo has welcomed 15 million foreign tourists in 2020, and 18 million in 2024. Tokyo is also successfully attracting many international conferences by leveraging strengths such as its concentration of businesses and academic/research institutions.

▶ Annual foreign tourists



▶ International conferences held in Tokyo



▶ Cruise ships arriving at the Port of Tokyo



▶ Cruise ship passengers

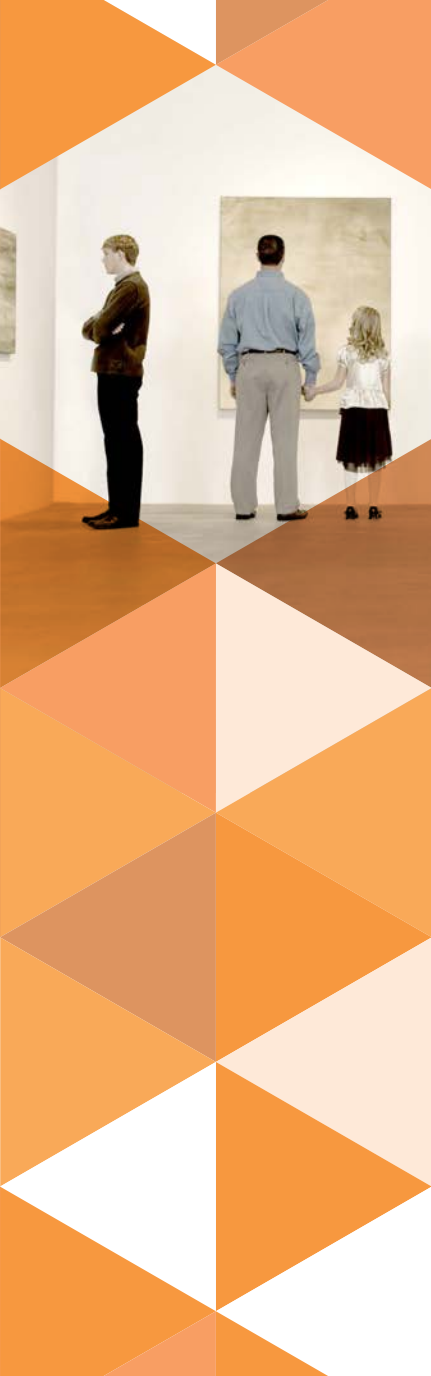


▶ Creating a Welcoming Environment

Tokyo's new style of volunteer guides walk around areas popular among foreign tourists, offering assistance and giving out sightseeing information in foreign languages. There are more free WiFi access points than before, and they are easier to use. These and other measures will ensure that tourists can stay in Tokyo comfortably with a sense of safety and security.

▶ International tourists satisfied with free WiFi services in Tokyo





Approach

08

Become world-renowned for arts and culture

The Olympic and Paralympic Games are not only a festival of sport; they are a festival of culture. We will use Tokyo's unique arts and culture to host the greatest cultural celebration the Games have ever seen.

Arts and culture also contribute to community development and will set Tokyo on the path to becoming a world-leading cultural city.

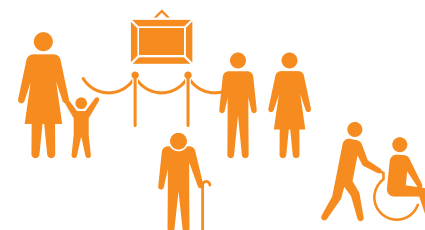
Tokyo in the Future

► More Casual Enjoyment of Arts and Culture

The Ueno district, which has a high concentration of facilities for arts and culture, and other areas with distinctive cultural features have leveraged their respective strengths to enhance their attractiveness. Metropolitan cultural facilities offer quality services. An arts and culture network has been established among facilities in the National Capital Region and collaboration has been strengthened with cities overseas, such as Beijing and Seoul.

► Services of arts and cultural facilities

	Target year	Target level
Multilingual services at metropolitan cultural facilities	2020	all 7 facilities
Extension of hours at metropolitan cultural facilities	2020	all 7 facilities
Free WiFi environment at metropolitan cultural facilities	FY2016	all 7 facilities
Introduction of regional common pass for multiple cultural facilities	2020	around Tokyo



► Best-Ever Cultural Program*¹ at the Tokyo 2020 Games

An advanced and unprecedented cultural program, with the entire city serving as the stage, is underway. Cultural events are also held at uncommon places such as intersections and underground shopping areas.

*1 A program of cultural events held during the Olympic and Paralympic Games which is raised in the Olympic Charter.



Key Terms to Understand Strategy 3

► Volunteers for the Tokyo 2020 Games

Approach 07

There will be two types of volunteers for the Tokyo 2020 Games. The “Games volunteers”^{*1} will support Games operations, providing venue information and guidance and helping in competition management. The “city volunteers”^{*2} will provide visitors with services at airports, major stations, sightseeing spots, etc.

► Securing volunteers

Approach 07

A council made up of members from the central government, the Tokyo Metropolitan Government, the Tokyo 2020 Organising Committee, municipalities, private-sector organizations, companies, schools and others will be established to coordinate efforts in recruiting and training volunteers.

► A community of support

Approach 07

By enhancing social contribution activities through the expansion of citizen activities in all situations from community events to volunteering at sports events, a society will be built where citizens actively help and support each other.

► Promoting the Tokyo brand

Approach 07

The “Tokyo brand,” an attractive image of Tokyo as a tourist destination, will be established, and the brand’s message will be disseminated around the world through such steps as creating a logo and catch phrase, sharing the concept with Tokyo residents and private-sector companies, and airing TV commercials abroad.

*1 Volunteers gathered and trained by the Tokyo 2020 Organising Committee

*2 Volunteers gathered and trained by the Tokyo Metropolitan Government

► Collaboration with other regions of Japan

Approach 07

The Tokyo Metropolitan Government will partner with private-sector companies and other prefectures to promote initiatives to vitalize both Tokyo and other parts of the country, such as developing new recommended tourist routes linking Tokyo and other areas.

► Cultural vision for Tokyo

Approach 08

Ahead of formulating the cultural program for the Tokyo 2020 Games, the completed cultural vision will be conveyed to Japan and the world. This 10-year vision will lead to the development of sophisticated cultural policies.

► Supporting all kinds of arts and culture activities

Approach 08

Support will be extended to all kinds of people, irrespective of nationality, age, or disability, to engage in creative arts and culture activities in Tokyo. This will include an exhibition for “Art Brut,” a type of art outside the fine art tradition.