

The background features a light orange-to-pink gradient. On the left side, there is a cluster of several overlapping white squares, some of which are slightly offset to create a 3D effect. The title 'TOURISM CHRONOLOGY' is centered in the upper left quadrant, overlaid on the white squares.

# TOURISM CHRONOLOGY

## Table of Contents

1. Chronology .....	303
2. Tourism Goals of Government and Administration .....	307
3. DMO Measures.....	311
4. Trends in Large Hotel Construction.....	313

### About the Editing of the Tourism Chronology

- This Tourism Chronology was written by the Chronology Group of the Asia Pacific Institute of Research (APIR).
- The last check date of the following data is November 30, 2023 (exceptions noted).
- Kansai is defined as Shiga, Kyoto, Osaka, Hyogo, Nara, Wakayama, Fukui, Mie, Tottori and Tokushima prefectures, unless otherwise noted.
- DMO is an abbreviation for Destination Management/Marketing Organization.

## 1. Chronology ①: 2014-2019

- In June 2014, the Japanese government set a target of 20 million foreign visitors to Japan at the Council on the Promotion of Japan as a Tourism-Oriented Country. In December, the Cabinet approved the “Comprehensive Strategy for Vitalization of Towns, people, and Jobs”, and in February 2016, the first batch of Japanese DMO candidate corporations were registered. In 2017, the Private Lodging Business Act was enacted to accommodate the rapidly increasing number of foreign visitors to Japan, which exceeded 30 million in 2018.
- After Osaka City decided in February 2015 to attract IR, the local government passed the IR Promotion Act in December of the following year. In July 2018, the IR Development Act was enacted to set forth the specific licensing and approval system related to IRs.
- JR West Japan, Kintetsu, Nankai, Keihan, Hankyu, and Eizan Railway companies operated new types of trains (luxury sightseeing, express, sleeper, and cable cars) to promote travel diversification.
- Luxury brands of overseas hotel chains, such as Hilton and Marriott opened new hotels, and domestic companies such as Hotel Okura and Mitsui Fudosan also opened luxury hotels targeting wealthy customers.
- Before the COVID-19 pandemic in 2019, amidst the discussions about over-tourism, a joint declaration for sustainable growth was adopted at the G20 Tourism Ministers’ Meeting (Kutchan, Hokkaido) in October . In November, Kyoto City announced its basic policy for “sustainable cities”.

Table 1

National and private events related to tourism: 2014-2019

Year	National and Local Governments		Private sector	
2014	6/17	Council on the Promotion of Japan as a Tourism-Oriented Country formulates action plan for 20 million foreign visitors to Japan.	3/8	Kintetsu to fully open Abeno Harukas. Project cost: JPY130 billion
	10/1	Expansion of duty-free coverage to cosmetics, medicines, food, etc.	7/15	USJ opens new Harry Potter area. 2 million more visitors expected.
	12/27	Cabinet approves “Comprehensive Strategy for Vitalization of Town, People, and Work”.	9/2	KIX celebrates the 20th anniversary of its opening. New Kansai International Airport aims to sell its management rights.
2015	2/9	Osaka City decides to attract IR to Yumeshima.	1/16	Prefectural police increase the number of Minami sightseeing bus stops along Sakaisuji from 2 to 5.
	6/12	Minister of Land, Infrastructure, Transport and Tourism approves plans for seven “wide-area tourism” routes.	8/1	Passenger volume at KIX reaches a record high of 2.29 million for a single month in August.
	10/27	Osaka Prefectural Assembly passes nation’s first ordinance on private lodging.	9/1	Passenger volume at KIX reaches a record high of 11.98 million in the April-September period.
	12/15	Registration of Japanese DMO candidate corporations started	11/19	Mitsui Fudosan opens the largest 220,000m <sup>2</sup> Expo City.

2016	2/26	24 organizations registered in the first batch of Japanese DMO candidate corporations.	3/7	USJ visitors topped 12.7 million in FY 2015, setting a new record.
	4/1	Osaka Prefecture enacts ordinance on private lodging.	3/17	Hoshino Resort "Hoshinoya Kyoto" opened after renovation, adding the view of Arashiyama Katsuragawa River
	6/29	Establishment of "Umi-no-Kyoto" DMO.	4/5	Himeji Castle, for the first time, ranks 1st with 2.86 million visitors in FY 2015.
	10/1	Osaka City enacts ordinance on private lodging.	4/26	Kumamoto earthquake affects visitors to Japan; cancellations increase at hotels in Kansai.
	12/15	The House of Representatives agrees and passes an amendment to the IR Promotion Act by the House of Councillors.	10/15	Residential hotel for the wealthy "Four Seasons Kyoto" opened in Higashiyama-ku, Kyoto.
2017	3/30	Visa relaxation for visitors to Japan from five priority countries, including China and India.	6/9	Hilton opens luxury hotel "Conrad Osaka" in Nakanoshima.
	6/9	Private Lodging Business Act (Minpaku Law) is enacted.	6/17	JR West Japan begins operation of "Mizukaze" luxury sleeper train, targeting the wealthy
	11/28	41 organizations registered as the first batch of Japanese version of DMO.	12/19	USJ records 2 million international visitors in 2017, doubling in 3 years.
2018	1/17	Osaka Tourism Bureau announces the number of international visitors to Osaka Prefecture in 2017 exceeds 10 million.	4/1	Privatization of Kobe Airport. Kansai Airport begins integrated operation of 3 airports.
	7/20	IR Development Act passed and enacted by the House of Councillors.	5/15	Two new Sunflower Ferry vessels begin service between Kagoshima and Osaka.
	12/17	The Japan Tourism Agency holds a ceremony to commemorate the 30 millionth visitor to Japan in 2018.	9/4	Kansai International Airport closed until 9/20 due to damage from Typhoon No. 21 - a hard hit on export and tourism.
2019	10/25 ~26	G20 Tourism Ministers meet and make a joint declaration for sustainable growth of the tourism industry.	3/1	Nankai operates a new "Koyasan Cable Car" between Koyasan and Gokurakubashi.
	11/20	Kyoto City announces basic guidelines for realizing a "sustainable tourism city".	3/26	KIX's international scheduled flights exceeded 3,000 per week for the first time, Asian routes increase.
	12/12 ~13	"United Nations Conference on Tourism and Culture in Kyoto 2019" to be held in Kyoto City.	9/20	Daimaru Shinsaibashi main building to be rebuilt with 40,000m <sup>2</sup> and an investment of JPY 37 billion.
	12/20	Cabinet approves the second phase of the "Comprehensive Strategy for Vitalization of Town, People, and Workplace".	11/27	Hankyu Hanshin opens "Hotel RESPIRE" in Umeda with 1030 rooms.

Source: Prepared by APIR based on press releases from various sources

## Chronology ②: 2020-2023

- Domestic tourism was reviewed during the pandemic, and measures to stimulate demand, such as “Go To Travel” in July 2020 and “National Travel Assistance” from October 2022 to January 2023, were set forth.
- After the government made a cabinet decision on the basic policy regarding IR in December 2020, Osaka Prefecture/City announced the outline in September 2021. The government approved the development plan for “Osaka IR” in April 2023.
- The government received a new proposal for the Osaka Prefecture/City Super City Initiative in October 21, and made a Cabinet decision to adopt the plan in April 2022.
- In anticipation of a recovery in inbound tourism demand after the pandemic, Osaka Prefecture/City set a new goal of ranking MICE among the top 10 in the world in January 2023. A partnership agreement between the Kansai Tourism Bureau and Mastercard was announced in February of the same year. The Japan Tourism Agency’s “Tourism Restart Project” was announced in March of the same year.
- Ferry Sunflower, a car ferry operator between Kyushu and Kansai, and four other companies have launched 10 newly built vessels on five routes. The new ships feature larger hulls and all private rooms, changing the traveling style for those who enjoy traveling by boat.
- Urban tower hotels with relatively low prices and more rooms were constructed to meet the needs of a diverse range of travelers. Many properties that were closed or failed to open due to the pandemic were acquired by, for example, APA Hotel and Hoshino Resort before rebranded.

Table 2

National and private events related to tourism: 2020-2023

Year	National and Local Governments		Private sector	
2020	4/8	Municipalities in the vicinity of Osaka and Hyogo Prefectures request voluntary restraint on travel between prefectures.	2/4	Carnival cancels “Diamond Princess” port call to Kobe Port.
	7/22	Launching of “GoTo Travel”	5/13	Arrivals and departures at KIX over the long holiday : 2,150 people, a 99.8% sharp drop YoY
	12/18	Cabinet approves IR basic policy.	7/22	Marriott opens first class “JW Marriott Hotel” in Nara City
	12/28	The government temporarily suspends GoTo Travel.	11/3	Mitsui Fudosan opens first class “Hotel Mitsui” Near Nijo Castle in Kyoto

2021	4/1	"Regional Tourism Business Support" for travel within prefecture begins.	3/16	"Fauchon Hotel Kyoto" opens in Kyoto by Fauchon of France
	9/16	MGM-ORIX alliance selected as candidate for Osaka IR project.	3/18	USJ opens a new Nintendo area with "Mario" theme.
	9/28	Osaka Prefectural Government and City of Osaka Announce IR Outline	3/30	APA Group opens Shin-Osaka Station Tower, acquires buildings under construction with 400 rooms.
	10/15	Osaka Prefecture and City submit new proposal for "Super City" Initiative	4/9	Kyoto International Conference Center acquires international hygiene certification, the first MICE facility in Japan.
	12/2	Osaka Prefecture resumes lodging discount campaign for Osaka residents.	4/26	Hankyu Hanshin Fudosan opens hotel "remm plus Kobe Sannomiya" directly above the station.
	12/9	Shiga Prefecture extends lodging discount campaign to residents of Fukui Prefecture	9/1	Hilton opens first class "LXR Hotels" in Rakuohku, Kyoto
2022	4/1	Prefectural discount expands to all prefectures within regional blocs	1/10	Hotel Okura opens "Okazaki Bettei" in Higashiyama, Kyoto
	4/12	Cabinet approves the designation of Osaka City as the "Super City" concept.	4/22	Hoshino Resort opens "OMO7" hotel in front of Shin-Imamiya Station
	9/29	Comprehensive cooperation agreement with Osaka Convention & Tourism Bureau and Airbnb agree on a comprehensive cooperation about tourism promotion.	6/25	JR Tokai resumes "Let's go to Kyoto" commercials for the first time in two and a half years.
	10/11	"Nationwide Travel Assistance" covering nation-wide begins.	11/1	Sekisui House and Marriott open "Michi no Eki" hotel in Toyooka City.
2023	1/10	Nationwide Travel Assistance resumes	1/2	Hoshino Resort opens "OMO Kansai Airport", a transferred property
	3/31	Japanese government approves "Tourism Nation Promotion Basic Plan" for FY2023-FY2025 at Cabinet meeting.	1/20	RIHGA Royal Osaka is sold and bought by a Canadian investment company.
	7/28	Kyoto Prefecture revises prefectural comprehensive tourism strategy	2/1	APA G opens the urban resort Osaka Umeda Station Tower with 1,704 rooms.
	9/22	Japan Tourism Agency approves IR implementation agreement up by Osaka Prefectural and Osaka city	8/29	"Shisui Luxury Collection Hotel Nara" opens.
	11/16	Japan National Tourism Organization announces that the number of international visitors in October exceeded that before the COVID-19 pandemic.	10/4	Koyasan Shukubo Association reopens the Central Information Center.
	11/22	Osaka Convention & Tourism Bureau and Catalonia (Spain) enter a reciprocal tourism promotion agreement.	10/26	Tourism Expo Japan held at INTEX Osaka for the first time in four years.

Source: Prepared by APIR based on press releases from various sources

## 2. Tourism Goals of Government and Administration

- Prior to the COVID-19 pandemic, taken into account the rapid increase in inbound tourism demand, the target number of inbound tourism visitors at the end of 2020 was 40 million (calculated in 2017, Table 3).
- In 2023, the by the end of 2025 was revised downward to “exceed the pre-COVID-19 pandemic level (31.88 million visitors)”.
- Facing the pandemic, domestic tourism was reevaluated and a target of 320 million overnight stays by domestic travelers in rural areas was set for 2023.
- The outbound target (number of Japanese traveling overseas) has remained virtually unchanged at 20 million since it was set in 2007.

Table 3

Government's Goals for Realization of “Tourism Nation”

Year of formulated	Contents and Targets
2007	[Number of foreign visitors to Japan] • 10 million by 2010
	[Number of international conferences held] • Increase by 50% or more by 2011 (252 or more conferences)
	[Number of overnight stays per capita by Japanese domestic tourist travelers] • 4 nights per year by FY 2010
	[Number of Japanese traveling abroad] • 20 million by 2010
	[Domestic travel expenditure] • JPY 30 trillion by FY 2010
2012	[Number of foreign visitors to Japan] • 18 million by 2016
	[Number of international conferences held] • Increase by 50% or more by 2016 (1,111 or more conferences)
	[Number of overnight stays per capita by Japanese domestic tourism] • 2.5 nights per year by 2016.
	[Number of Japanese traveling abroad] • 20 million by 2016.
	[Domestic tourism expenditure] • JPY 30 trillion by FY 2016
	[Satisfaction level of international visitors to Japan] • 45% to answer “Very satisfied” and 60% to answer “Definitely want to revisit” in the “International Visitor Survey” by 2016.
	[Traveler satisfaction in tourist areas] • By 2016, 25% to answer “Very satisfied” when asked about overall satisfaction, and 25% to answer “Strongly agree” when asked whether to visit Japan again.

2017	[Number of foreign visitors to Japan] • 40 million by 2020
	[Number of international conferences held] • 30% or more conferences held by major Asian countries* by 2020 *Japan, China, Korea, Australia, and Singapore
	[Number of Japanese traveling abroad] • 20 million by 2020.
	[Domestic tourism expenditure] • JPY 21 trillion by 2020
	[Tourism expenditure by international visitors] • JPY 8 trillion by FY 2020.
	[Number of repeat international visitors] • 24 million by 2020
	[Total number of overnight guests by international visitors in local areas*] • 70 million person-nights by 2020 *Areas outside the three major metropolitan areas (Saitama, Chiba, Tokyo, Kanagawa, Aichi, Kyoto, Osaka, and Hyogo Prefectures)
2023	[Number of international visitors to Japan] • Exceed the 2019 level (31.88 million) by 2025.
	[Number of international conferences held] • 30% or more conferences held by major Asian countries* by 2025. *Top 5 countries in terms of the number of international conferences held in the Asia-Pacific region (as of 2019: Japan, China, South Korea, Australia, and Taiwan)
	[Number of Japanese traveling abroad] • Exceed the 2019 level (20.08 million) by 2025.
	[Domestic travel expenditure] • JPY 20 trillion at an early date and JPY 22 trillion by 2025.
	[Tourism expenditure by international visitors] • JPY 5 trillion at an early date.
	[Tourism expenditure per trip by international visitors] • 200,000 JPY by 2025.
	[Number of overnight stays by international visitors in local areas*] • 2 nights by 2025 *Areas outside the three major metropolitan areas (Saitama, Chiba, Tokyo, Kanagawa, Aichi, Kyoto, Osaka, and Hyogo Prefectures)
	[Total number of overnight guests by Japanese in rural areas*] • Will be 3.2 million person-nights by 2025 *Areas outside the three major metropolitan areas (Saitama, Chiba, Tokyo, Kanagawa, Aichi, Kyoto, Osaka, and Hyogo Prefectures)

Source: Prepared by APIR based on each year's Basic Plan for the Promotion of Tourism



- The goals set by each of the six prefectures in the Kansai region indicates that tourists are clustered in Kyoto, Osaka, and Hyogo prefectures, which further raise the importance of the currently discussed issue of “Creating a mechanism to attract tourists to the rural regions” at the broader Kansai level (Table 4).

Table 4

Tourism Strategy Goals for Kansai Six Prefectures

Prefecture	Outcome Indicators	Target Value	Period
Shiga	Total number of visitors	54.1 million people	By FY 2024
	Total number of overnight guests	41 million people	
	Number of visitors who experienced Biwaichi	110,000 people	
	Tourism expenditure per trip (day trip)	JPY 4,600	
	Tourism expenditure per trip (overnight stay)	JPY 21,000	
	Tourism expenditure (Total)	JPY 213.9 billion	
	Tourist satisfaction	87.4%	
	Repeat visitor rate	68.8%	
	Willingness of prefectural residents to recommend tourism in Shiga Prefecture	100.0%	
	Business operators engaging in Shiga Rhythm	100.0%	
Kyoto	Rate of tourists interacting with locals during their trip to Kyoto	Increase by 1 point annually	By 2026
	Visitors satisfaction	90.0%	
	Repeat visitor (visiting 4 times or more) rate	50.0%	
	Number of international conferences held in the prefecture	50 conferences	
	Rate of residents thinking that tourism resources in their area are utilized	63.0%	
	Off-season to peak season ratio (tourists in off-season months/tourists in peak months)	67.5%	
	Tourism expenditure per trip within the prefecture	JPY 5,500	
Number of times information on training and seminars for developing, securing, and retaining human resources provided	100 cases		
Osaka	Total number of overnight stays by Japanese	30 million person-nights	By 2023
	Number of international visitors to Osaka	11.525 million people	Two years after the lifting of entry restrictions

Hyogo	Tourism expenditure	JPY 1,450 billion	By FY 2027
	Average number of nights	1.5 nights	
	Total number of overnight stays (domestic)	15 million people	
	Total number of overnight stays (international visitors)	3 million people	
	Rate of lodging by international visitors	17.0%	
	Tourism expenditure per trip (domestic, overnight)	JPY 64,000	
	Tourism expenditure per trip (domestic, day trip)	JPY 19,000	
	Tourism expenditure per trip (international visitors)	JPY 60,000	
	Repeat visitor rate	70.0%	
	Visitor satisfaction	80.0%	
	Resident satisfaction	75.0%	
Nara	Tourism expenditure	JPY 210 billion	By FY 2025
	Tourism expenditure per trip (overnight)	JPY 28,000	
	Tourism expenditure per trip (day trip)	JPY 5,000	
	Total number of overnight stays	3.5 million people	
	Number of visitors	51 million people	
	Number of international visitors	4.5 million people	
Wakayama	Number of hotel and inn guest rooms	12,000 rooms	By FY 2026
	Number of guests (day trip)	33 million people	
	Number of guests (overnight)	7.13 million people	
	Number of international guests	1.4 million people	
	Number of cruise ship calls	30 ships	

Source: Prepared by APIR based on the "First Action Plan of Cigarism Tourism Promotion Vision" for Shiga Prefecture, "Kyoto Prefecture Tourism Strategy (March 2020)" for Kyoto Prefecture, "Osaka Urban Attractiveness Creation Strategy 2025 (March 2024)" for Osaka Prefecture, "Nara Prefecture Tourism Strategy (July 2021)" for Nara Prefecture, "Hyogo Prefecture New Tourism Strategy (March 2023)" for Hyogo Prefecture, and "Wakayama Prefecture Tourism Promotion Vision Phase 1 Action Plan (March 2020)" for Wakayama Prefecture. For Wakayama Prefecture, based on the "Wakayama Prefecture Comprehensive Strategy for Urban, Human and Cultural Development (March 2020)".

### 3. DMO Measures

- In FY 2017, DMO Net were strengthened, and since FY 2018, contents such as human resource matching and human resource development programs have been enhanced. From FY 2021, seminar and symposiums have been held with the help of DMO Net.
- “Strategies development using big data” has been promoted since FY 2017. In FY 2020, model project of a specific system design and development was implemented. In FY 2021, collection of concrete data on the lodging, GPS information, and SNS of tourists was promoted. In FY 2022, support for the application of DMP (Data Management Platform) and CRM (Customer Relationship Management) in strategy development was presented.
- From FY 2020, DMO support will focus on “DMOs with high motivation and potential”. In FY 2021, “DMO registration requirements are tightened”. In FY 2023, a policy of strategic support was established for “pioneering DMO’ that are candidates for ‘globally-recognized DMO’”.

Table 5

DMO measures indicated by the government

FY	Targets
2017	<ul style="list-style-type: none"> <li>· Enhance “DMO Net” functions</li> <li>· DMO Net contents: Human resource matching</li> <li>· Promote strategy development using big data</li> <li>· Establish a human resource development program for tourism destination management.</li> <li>· Financial support for establishing organizations, autonomizing operations, entrepreneurship, and improving productivity</li> <li>· Support for establishing and managing Japanese version of DMO by DBJ</li> <li>· Promote and utilize the “Tourism Forecasting Platform”</li> <li>· Submit the “Investment in the Regional Future Promotion Bill (Cabinet Submission No. 30)” to the Diet.</li> </ul>
2018	<ul style="list-style-type: none"> <li>· DMO Net Contents: Business process optimization support, human resource matching, and human resource development programs (basic and applied)</li> <li>· Promote strategy development using big data</li> <li>· Facilitate human resource matching of those who have finished the human resource development program</li> <li>· Financial support for organizational establishment, autonomous operations, entrepreneurship, and productivity improvement</li> <li>· Support for establishing and managing Japanese version of DMO by DBJ</li> <li>· Support for the region-wide DMO managing the seven prefectures in the Setouchi area through investment of Cool Japan Organization</li> <li>· Support for the enhancement of tourism contents, improvement of reception environment, and promotion of tourism in region-wide cooperation</li> <li>· Consulting support and promotion know-how by JNTO</li> </ul>
2019	<ul style="list-style-type: none"> <li>· DMO Net Contents: Business process optimization support, promoting human resource exchange and collaboration, cooperation among DMOs. Human resource development programs (basic and applied)</li> <li>· Promote strategy development using big data</li> <li>· Facilitate human resource matching of those who have finished the human resource development program</li> <li>· Financial support from organizational establishment to initiatives aimed at autonomizing operations</li> <li>· Support for the region-wide DMO managing the seven prefectures in the Setouchi area through investment of Cool Japan Organization</li> <li>· Support for promoting travelling and staying through region-wide cooperation</li> <li>· Discuss a system of selection criteria and selection process for “globally-recognized DMO”</li> <li>· Accelerate the formation of “globally-recognized DMO” by providing consulting support and promotional know-how</li> </ul>

2020	<ul style="list-style-type: none"> <li>·DMO Net contents: marketing (basic and applied), human resource development programs (basic and applied), and other e-learning materials</li> <li>·Promote strategy development using big data</li> <li>·Implement a model project to design and develop a system for collecting and analyzing tourist data for strategy development</li> <li>·Support for the region-wide DMO managing the seven prefectures in the Setouchi area through investment of Cool Japan Organization</li> <li>·Enhance stay-related content through region-wide collaboration, and provide support for infrastructure development for region-wide excursion tourism</li> <li>·Raise the level of DMOs based on guidelines</li> <li>·Focused support for DMOs with high motivation and potential</li> <li>·Support for matching with human resources possessing professional expertise and foreigner's perspectives, as well as for the cost of hiring</li> <li>·Comprehensive support through collaboration among related ministries and agencies</li> </ul>
2021	<ul style="list-style-type: none"> <li>·DMO Net Contents: Information on various trainings, seminars, and symposiums</li> <li>·Rebuild and implement model projects for data collection platform and CRM application</li> <li>·Promote collection and analysis of DMO's big data such as tourist accommodation, characteristics, GPS data, SNS, etc.</li> <li>·Support for the region-wide DMO managing the seven prefectures in the Setouchi area through investment of Cool Japan Organization</li> <li>·Supporting infrastructure investment in projects that leverage tourism resources to improve the local economy</li> <li>·Raise the level of DMOs in accordance with stricter registration requirements</li> <li>·Focused support for DMOs with high motivation and potential</li> <li>·Matching with human resources possessing professional expertise and foreigner's perspectives. Support for hiring cost</li> <li>·Conduct nationwide training programs and symposiums, and provide support for participation</li> <li>·Conduct meetings to exchange opinions among DMOs in each area to promote the sharing of roles and cooperation</li> <li>·Support for initiatives to promote region-wide excursion tours</li> </ul>
2022	<ul style="list-style-type: none"> <li>·DMO Net Contents: Information on various training programs, seminars, symposiums, etc. Support for training courses for human resource development</li> <li>·Expand horizontally the mechanism for collecting and analyzing tourist data, strategy development based on data, and implementing the according initiatives</li> <li>·Support for analysis and strategy development using DMP and CRM</li> <li>·Support for the hiring and training of digital tourism human resources</li> <li>·Support the efforts to improve the distribution environment by disseminating information through websites and SNS and listing travel products on OTAs</li> <li>·Registration and renewal of DMO registration based on guidelines</li> <li>·Provide various information to DMOs, strengthening their systems, and provide support to facilitate destination development</li> <li>·Focused support for pioneering DMOs with high motivation and potential</li> <li>·Based on guidelines, promote the establishment of CFO for DMOs to manage finances and ensure stable funding. Disseminate guidebooks, horizontal deployment of best practices, and provide information through training and seminars regarding independent financial resources</li> <li>·Matching with human resources possessing professional expertise and foreigner's perspectives. Support for hiring cost</li> <li>·Support for the region-wide DMO managing the seven prefectures in the Setouchi area through investment of Cool Japan Organization</li> <li>·Supporting infrastructure investment in projects that leverage tourism resources to improve the local economy</li> </ul>
2023	<ul style="list-style-type: none"> <li>·Select "pioneering DMOs" that are candidates for "globally-recognized DMO" to provide strategic support</li> <li>·Support DMOs in securing financial resources based on guidelines</li> <li>·Horizontal expansion of best practices, and sharing initiatives that address challenges</li> <li>·Promote the division of roles and cooperation based on the guidelines of the registration system. Support for integrated regional initiatives</li> <li>·Aim to create a virtuous cycle in which media outlets share tourism contents of developed regions. The regions then use the received market responses to improve the next tourism resources.</li> <li>·Cooperate with region-wide DMO to share information, and provide the latest mark trends obtained from overseas network</li> <li>·Provide consultation. Introduce and share the latest market trends and domestic inbound initiatives to regions through online seminars and the "Regional Inbound Promotion Website"</li> <li>·Utilize the "DMO Net" to provide information on various training programs, seminars, symposiums, etc.</li> <li>·Support for participating in training sessions regarding recruitment and development of talents to secure human resource</li> <li>·Matching with human resources possessing professional expertise and foreigner's perspectives. Support for hiring cost</li> <li>·Dispatch experts to regions that are promoting region-wide excursion tourism to help attract domestic and foreign tourists</li> <li>·Publish and horizontally deploy information on challenges regarding reception infrastructure development, as well as related initiatives and results on the websites of regional Transport Bureaus</li> </ul>

Source: Prepared by APIR based on each year's Tourism White Paper

- **Table 6** shows the registered and candidate DMOs operating in the Kansai region. Each prefectures has DMOs that managed the whole region, except for Tottori Prefecture and Tokushima Prefecture, while Kansai Tourism Headquarter manages the entire Kansai region.
- As of June 2023, there are 51 registered DMOs in Kansai, of which 1 is a region-wide partnership DMO, 23 are regional partnership DMOs, and 27 are regional DMOs. In addition, there are 10 DMOs candidate, of which 3 are regional partnership DMOs and 7 are regional DMOs.

## 4. Trends in Large Hotel Construction

- From 2017 to 2026, there are 30 properties (large hotels) valued more than JPY 10 billion. As of 2023, 17 have been opened, of which 10 are domestic brands. 11 out of 17, or about 60%, of the hotels have relatively reasonable unit price per night (**Table 6-1**, **Table 6-2**).

**Table 6-1**

List of construction projects (estimated) costing more than 10 JPY billion, in order of year of opening (2017-2023)

Grade (per night per person): "B" around 10,000 JPY~, "A" around 30,000 JPY~, "S" around 50,000 JPY~, "H" around 100,000 JPY~

Date of opening	Brand-Name	Brand	Grade	Pref.	Operator	Property Introduction (<Reference> Press Release/Home Page)
Jun-17	CONRAD OSAKA	US	H	Osaka	Hilton Worldwide	The second Conrad, Hilton's most luxurious brand, hotel in Japan. Magnificent panoramic views from the upper floors of Festival Tower West (33rd to 40th floors). Located in Nakanoshima. Directly connected to Higobashi Subway Station.
Mar-18	Hotel Monterey Himeji	JP	B	Hyogo	MARUJITO Co., Ltd.	Conveniently located 15 minutes from the World Heritage and National Treasure "Himeji Castle". Hotel Monterey Himeji offers chic and elegant guest rooms that blend Art Deco designs with accented Japanese elements, making for a pleasant and relaxing stay for both business and leisure travelers. Directly connected to "Himeji Station" of JR Shinkansen and conventional lines.
Jan-19	THE THOUSAND KYOTO	JP	A	Kyoto	Keihan Hotels & Resorts	New flagship hotel built adjacent to Keihan H&R's Century H Kyoto. The three rings in our corporate log firmly link people, society, and the future as we provide hotel stays foreseeing the coming one thousand years.. 2 minutes north of JR Kyoto Station.
Oct-19	Park Hyatt Kyoto	US	H	Kyoto	Hyatt Hotels and Resorts	Renovation of the ryotei "Sanso Kyoyamato" with elements of a world-class luxury hotel. Preservation and restoration of the Higashiyama Niningsaka district and its historical architecture and gardens. Fusion of tradition and new culture. 14 minutes from Gion-Shijo Station on Keihan Line.
Nov-19	LIBER HOTEL AT UNIVERSAL STUDIOS JAPAN	JP	A	Osaka	MUSASHINO	Developed by Musashino, a major delicatessen company, under the theme of "offering a stylish hotel stay like never before," the first to open in the Kansai region. The 8th (and largest) official hotel of USJ. 1 minute from JR West Japan Sakurajima Station.

Nov-19	Hotel Hankyu RESPIRE OSAKA	JP	B	Osaka	Hankyu Hanshin Hotels Co., Ltd	The first branch of the new hotel brand "Respire" based on the concept of "Healing Rest" and "Vitality Inspire". Located on the upper floor of Yodobashi Umeda Tower, it offers a space free from the hustle and bustle of the city. 5 minutes west of Osaka Umeda Station on the Hankyu Line.
Dec-19	HOTEL ROYAL CLASSIC OSAKA	JP	A	Osaka	Bellco HOTEL ROYAL CLASSIC OSAKA	Wedding and Funeral Service "BELCO" inherited the design of the former "New Kabuki-za". The magnificent appearance has been restored in the lower part of the building. The hotel offers various services such as bridal, sightseeing, and business. Directly above "Namba" subway station.
Jun-20	ACE HOTEL KYOTO	US	S	Kyoto	Ace Hotel	Ace Hotel, the new trend of hotels in the world, opens its first branch in Asia in the redevelopment complex of "Shinpuukan", which inherited the building of the former Kyoto Central Telephone Station and has long been loved as a local exchange center. 1 minute from Karasuma-Oike Subway Station.
Jun-20	Takarazuka Hotel	JP	A	Hyogo	Hankyu Hanshin Hotels Co., Ltd	The official hotel of Takarazuka Grand Theatre, established in 1926, has been relocated and reconstructed under the concepts of "Dream Continues Here" and "CLASSIC ELEGANT". A gallery is set up in the hotel. 4 minutes from Takarazuka Grand Theater and Hankyu/JR Takarazuka Station.
Jul-20	JW Marriott Hotel Nara	US	A	Nara	Marriott International	Marriott Int'l's top-of-the-line "JW Marriott" brand. The core facility of the "Omiya-dori Interaction Hub Project", which includes convention facilities, NHK, etc. Located at the west end of Nara Park. 9 minutes from Shin-Omiya Station on the Kintetsu Line.
Nov-20	HOTEL THE MITSUI KYOTO	JP	H	Kyoto	Mitsui Fudosan Hotel Management Co., Ltd.	Located to the east of Nijo Castle, Mitsui Fudosan's flagship hotel will be revived along with the remains of the Mitsui Soryo family's residence, which has been in use for over 250 years. We aim to be the best hotel brand in Japan. 3 minutes from JR Nijojo-mae Station.
Mar-21	W Osaka	US	H	Osaka	Marriott International	Marriott Int'l's luxury "W" brand. Facing Midosuji Avenue, the hotel transmits "Whatever/Whenever" and "Osaka merchants' playful spirit" as a new culture to the world. 4 minutes from Shinsaibashi Subway Station.
Sep-21	ROKU Kyoto LXR Hotels & Resorts	US	H	Kyoto	Hilton	Hilton's luxury brand "LXR" first entry in Asia Pacific. Located in Takagamine, northern part of Kyoto City. Under the concept of "Dive into Kyoto," the hotel offers "the charm of Kyoto known only to those in the know" as a staycation resort. 30 minutes from JR Kyoto by car.
Apr-22	OMO7 Osaka by Hoshino Resorts	JP	A	Osaka	Hoshino Resort	Pass through the garden area in front of JR Shin-Imamiya Station, which is easily accessible from Kansai Airport, to the hotel. The OMO Rangers will guide you to an extraordinary encounter in the "Shinsekai" area. Guests can interact with each other in the common space.
Feb-23	APA Hotel & Resort Osaka Umeda Eki Tower	JP	B	Osaka	APA Hotel	A new landmark tower in the Umeda area of Osaka, with an observatory restaurant on the top floor, an observatory pool, a large public bath and open-air bath facilities, etc., providing a resort-like atmosphere while remaining in the city. 3 minutes from Higashi Umeda Subway Station.

Country Code: "JP" Japan, "US" USA, "GB" Great Britain, "SG" Singapore, "TH" Thailand, "HK" Hong Kong, "CA" Canada

Source: Prepared by APIR based on press releases from various sources.

- After 2024, foreign brands will account for 8 of the 13 properties, 4 of which are non-U.S. luxury hotel groups. 10 out of 13, or about 80%, of the hotels have relatively high unit price per night. (Table 6-2).

Table 6-2

List of construction projects (estimated) costing more than 10 JPY billion, in order of year of opening (2023-2026)

Grade (per night per person): "B" around 10,000 JPY~, "A" around 30,000 JPY~, "S" around 50,000 JPY~, "H" around 100,000 JPY~

Date of opening	Brand-Name	Brand	Grade	Pref.	Opera-tor	"Property Introduction (<Reference> Press Release/Home Page)"
Mar-23	OMO Kansai Airport by Hoshino Resorts	JP	B	Osaka	Hoshino Resort	The largest hotel development in "Rinku Town" by WBF. After Hoshino Resort acquired the property, it resumed construction and opened under the "OMO" brand. One minute from JR and Nankai "Rinku Town" station.
Jul-23	CENTARA GRAND HOTEL OSAKA	TH	A	Osaka	CENTARA HOTELS RESORTS	Centara Hotels' first foray into Japan. With the concept of "fusion of Thai and Japanese beauty and culture," the hotel offers an authentic Thai spa, cuisine, and other services. Bunk beds and connecting rooms are available for families. 6 minutes from Nankai "Namba" station.
Apr-24	Candeo Hotels Osaka Dozimahama	JP	A	Osaka	Candeo Hotels	The largest and most prestigious 4-star flagship of Candeon H. Located on the upper floors of a high-rise tower complex. The top floor has an open-air bath with a view of Midosuji Boulevard from the guest rooms. 4 minutes from Yodoyabashi Station on the subway and Keihan lines.
Apr-24	Doubletree by Hilton Osaka Castle	US	S	Osaka	Hilton	Hilton's up-scale hotel, Doubletree. Upper floors of the former Nikkei Shimbun Osaka headquarters development complex. Seasonal views of Osaka Castle and Sakuranomiya Park. 5 minutes from Tenmabashi Station on the water bus, Keihan and subway.
May-24	Four Seasons Hotel Osaka Douzima	CA	H	Osaka	Hotel Properties Limited	"Four Seasons Hotel" opens for the first time in Osaka City. The concept is "Travel and Art". Luxury hotel located on the upper floors of a high-rise residential complex tower. 4 minutes from Nishi-Umeda Subway Station and 5 minutes from JR Kitashinchi Station.
Jun-24	Canopy by Hilton Osaka Umeda	US	S	Osaka	Hilton	Hilton's new "Canopy" brand is like a Neighborhood where you can relax and recharge. Simple service, comfortable space. Located on the upper floor of the North District complex. 7 minutes north of JR "Osaka Station".
Jul-24	THE OSAKA STATION HOTEL, Autograph Collection	JP	S	Osaka	WEST JAPAN RAILWAY HOTEL DEVELOPMENT, LTD.	The concept is "The Osaka Time". Built on the first Osaka Station land, the hotel is named "Osaka Station Hotel," a new brand by JR West Japan Hotels. Marriott Int'l's "Autograph Collection" is the fourth hotel in Japan.
Oct-24	Sanctuary Court Biwako	JP	H	Shiga	Resorttrust, Inc.	Located on the west side of Lake Biwa. The concept is "Venetian Modern. A membership-only resort resembling a water palace where the vast water basin and the lake are combined. All rooms are suites with a lake view. 10 minutes drive from JR Takashima Station.

Oct-24	APA Hotel & Resort Osaka Namba Eki Tower	JP	B	Osaka	APA Hotel	APA Hotel is the skyscraper tower with the largest number of guest rooms in western Japan. Aiming to become a new landmark in the Namba area as an "urban resort" where guests can enjoy their stay with restaurants and swimming pool on the top floor. 3 minutes from JR Namba Station.
Dec-24	Hilton Kyoto	US	S	Kyoto	Hilton	The concept is "Kyo SYNAPSE," meaning to connect guests with the various attractions of Kyoto. The exterior of the building is based on the theme of "Kyoto's deep and profound style" and the interior is based on the theme of "ORIMONO (textile)". 6 minutes from Sanjo Station on Keihan Line.
Dec-24	Hotel Hankyu GRAN RESPIRE OSAKA	JP	A	Osaka	Hankyu Hanshin Hotels Co., Ltd	Hankyu Hanshin Hotels' "Respire" is an upscale hotel with "GRAN" meaning "wonderful," adding a cozy atmosphere of nature and peacefulness in the city and a mature quality to the hotel. East wing of the South Wing. 3 minutes north of JR Osaka Station.
Mar-25	Hotel Patina Osaka	SG	H	Osaka	Capella Hotels and Resorts	Capella Hotel Group's hotel brand "Patina" opens its second hotel worldwide. A new generation lifestyle hotel that applies its unique sensibility and design to a location steeped in the history of Osaka Castle and Naniwanomiya Palace. 5 minutes from Tanimachi 4 Subway Station.
Apr-25	Waldorf Astoria Osaka	US	H	Osaka	Hilton	Hilton's premier luxury hotel brand, Waldorf Astoria, promises personalized service and a pursuit and commitment to food. Located on the upper floor of the West Wing of the South City complex. 4 minutes from JR Osaka Station.
Jul-25	Capella Kyoto	SG	H	Kyoto	Capella Hotels and Resorts	"Capella" first appearance in Japan. Offering the world's finest hospitality. Located on Yamato-oji Dori in the flower district of Miyagawa-cho. Creating "new coexistence value" through the integrated development of a hotel, an opera house, and local facilities. 4 minutes from Keihan Shijo Station.
Nov-26	ROSEWOOD KYOTO	HK	H	Kyoto	Rosewood Hotel Group	Provide authentic experiences in cooperation with Shokokuji Temple, which is located adjacent to the south side of the building. By incorporating traditional industrial products into the accommodation space, the hotel aims to be a high-quality accommodation facility that contributes to the transmission of local history and culture and to the revitalization of the area. 7 minutes from Kuramaguchi Subway Station.

Country Code: "JP" Japan, "US" USA, "GB" Great Britain, "SG" Singapore, "TH" Thailand, "HK" Hong Kong, "CA" Canada

Note: The properties in red in the table are those that will open in 2024 or later.

Source: Prepared by APIR based on press releases from various sources.