Recent Changes of Tourism Policies of Kyoto City - From “Quantity” to “Quality” -

- Formulated in January 2001
  - Kyoto City Tourism Promotion Plan
  - Okoshiyasu Plan 21

- Formulated in March 2010
  - Future Kyoto Tourism Promotion Plan 2010 + 5
  - Kyoto City MICE Strategy formulated for the first time among local governments in Japan

- Formulated in October 2014
  - Kyoto Tourism Promotion Plan 2020
  - Kyoto City MICE Strategy 2020 formulated

**2001-2010**
- **100 policies**
  - **<Goal>** 50 million visitors
    - Formulated in January 2001

**2010-2014**
- **116 projects**
  - **<Goal>** Securing “quantity”
    - Formulated in March 2010
      - Future Kyoto Tourism Promotion Plan 2010 + 5
    - Achieved 2 years ahead of plan
  - **<Goal>** Improving “quality”
    - Formulated in March 2010
      - Future Kyoto Tourism Promotion Plan 2010 + 5
    - Resulted
    - Enhanced

**2014-2020**
- **191 projects**
  - **<Goal>** Securing “quantity”
    - Formulated in October 2014
      - Kyoto Tourism Promotion Plan 2020
    - Achieved 5 years ahead of plan
  - **<Goal>** Improving “quality”
    - Formulated in October 2014
      - Kyoto Tourism Promotion Plan 2020
    - Achieved 4 years ahead of plan
  - Beyond providing a positive “impression”
    - A city that the world longs to visit
    - Formulated in October 2014
      - Kyoto Tourism Promotion Plan 2020

**2001-2010**
- **50 million visitors**
  - Formulated in January 2001

**2010-2014**
- **50 million visitors**
  - Formulated in March 2010
    - Future Kyoto Tourism Promotion Plan 2010 + 5
    - Achieved 2 years ahead of plan

**2014-2020**
- **3 million people**
  - Formulated in October 2014
    - Kyoto Tourism Promotion Plan 2020
    - Achieved 5 years ahead of plan

**Goals**
- **Securing “quantity”**
  - No. of international overnight guests: 3 million people
  - Achieved 1 year ahead of plan

- **Improving “quality”**
  - Tourism consumption: 1 trillion yen
  - Achieved 4 years ahead of plan

**Kyoto City MICE Strategy**
- Formulated for the first time among local governments in Japan

**Other Initiatives**
- Human resource development and community development
- Improvement of attractiveness and attraction methods
- Appealing attractiveness
- Communication
- MICE Strategy

4 pillars
Number of Visitors to Kyoto (2016)
Achieved 55.22 million visitors, maintaining the level of 55 million visitors for 3 years in a row

(Note) For 2011 and 2012, the number of visitors was not estimated due to the change in the survey method.
No. of International Overnight Guests (2016)

Achieved record-high of 3.18 million visitors (increased by approx. 0.6% (20,000 visitors) from the previous year)

⇒ Among 14.15 million overnight guests, 1 of approx. 4 – 5 people was inbound.
⇒ In 2020, it is estimated to reach approx. 4.4 million people (to approx. 6.3 million people) (policy to expand and attract accommodations).

*The number of overnight guests in unpermitted vacation rental facilities is not included. Source: 2016 Kyoto General Tourism Survey
Tourism Consumption in Kyoto City (2016)

Increased by 11.9% from the previous year and achieved the record-high amount.

Achieved the 2020 target “tourism consumption of 1 trillion yen” 4 years ahead of plan!

(Note) For 2011 and 2012, as the number of visitors was not estimated due to the change in the survey method, the total of tourism consumption cannot be calculated.

Source: 2016 Kyoto General Tourism Survey
Goal achievement of the Kyoto Tourism Promotion Plan 2020

- No. of international overnight guests: 3 million people, achieved 5 years ahead of plan
  (2013 result: 1.13 million people ⇒ 2016 result: 3.18 million people)
- Tourism consumption: 1 trillion yen, achieved 4 year ahead of plan
  (2013 result: 700.2 billion yen ⇒ 2016 result: 1.0862 trillion yen)

New environmental changes
- Complete transfer of the Agency for Cultural Affairs to Kyoto
- Establishment of the accommodation tax system
- Increase of foreign visitors to Japan (upward revision of the national goal)
- The 2025 problem (decrease in the domestic market)

Response to problems and environmental changes

Harmony between civic life and tourism

Maintenance of domestic visitors
Improvement to attract foreign visitors

Securing and development of the personnel

Rapid increase of foreign visitors and the manner problems
Increase in unpermitted vacation rental facilities
Concentration and congestion of visitors
Intensification of competition among domestic tourist spots
Tourism economic effects have not been widely spread.
Insufficient mechanism for the promotion of traditional industries and cultures
Visitors have not been able to fully enjoy the profound attractiveness.
The personnel engaged in the tourism and service industries are insufficient.
From Concentration to Dispersion

Correction of 3 concentrations: time (morning/night sightseeing), season (fluctuations in business), and place (concentration in specific places)

■ Dispersion of hours
  Morning/night sightseeing promotion

■ Dispersion of seasons
  Implementation of tourism campaign
  Hanatouro and Kyo-no-tanabata

■ Dispersion of places
  Collaboration between communities and businesses

  ○ In the Kyoto City area, Yamashina, southern Fushimi, Nishikyo Ward, northern Ukyo Ward (Takao and Keihoku), and Sakyo Ward (Ohara, Hanase, etc.) are in a severe condition, in spite of their potential attractiveness.
  ○ Collaboration with not only places within Kyoto City, but also the whole area of Kyoto Prefecture and Kansai region is required.

Support for the independent initiatives of each area
Finding and appealing of profound attractiveness of diverse areas
Dispersion of visitors to the whole area of the city and community revitalization
  • Content and product development
  • Local brand promotion
  • Development of the acceptance environment

• Kyoto restaurant winter special
  • Kyoto heritage, traditional culture, and craftsmanship
  • Expansion of hands-on tours

Hyogo Prefecture
Shiga Prefecture
Osaka Prefecture
Nara Prefecture
Mie Prefecture

Kyoto City
Expansion of Good Quality Accommodations and Adjustment of Vacation Rentals

1. General counter to expand and attract *ryokan* (Japanese-style inns) and hotels

2. System to attract superior accommodations

- **Superior accommodation candidate requirements**

  **Common requirements**
  
  (1) The plan shall make the most of the attractiveness of surrounding areas.
  
  (2) The plan shall contribute to stable employment creation and revitalization of local economy.
  
  (3) The plan shall harmonize with communities.
  
  (4) The plan shall utilize the products within the city and of traditional industries.
  
  (5) The plan shall contribute to the municipal principles and policies for disaster prevention and welfare.

  **Each facility type**
  
  (1) **Luxury type**
  Accommodations that provide superior lodging experiences and services, as well as where guests can be satisfied with profound attractiveness and culture of Kyoto.

  (2) **MICE type**
  Accommodations with the functions to contribute to the revitalization of local industries, including MICE functions.

  (3) **Local resource utilization type**
  Facilities that provide services particularly utilizing local resources such as the characteristics of places and buildings.

* Other than these requirements, the proposals to facilitate community contribution and revitalization to contribute to both accommodation users and community residents are also widely invited according to the local characteristics and problems.

3. Strengthening of the guidance to adjust illegal “vacation rental” facilities and the ordinance according to the new vacation rental law
Roles required for Kyoto

Preserve and create the distinctive history, nature, and culture of Kyoto, and inherit them to the future.
⇒ To enhance the urban dignity and attractiveness, further promotion of various initiatives is required.

Necessity to secure the financial resources and the way to share the burden

Due to the increase of visitors to Kyoto, problems such as development of the receiving environment and traffic congestion measures have arisen. ⇒ Some affect civic life.

To further improve administrative services, it is also reasonable to ask visitors to Kyoto to bear a certain burden from the perspective of the relations between benefit and burden.

Introduction of accommodation tax was determined.

*November 2017: The assembly passed the ordinance.

Outline of the system

Taxpayers
All the guests, including hotels, ryokan, simple lodging, and so-called illegal vacation rentals.

Tax rates

<table>
<thead>
<tr>
<th>Accommodation charge</th>
<th>Tax</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 20,000 yen</td>
<td>200 yen</td>
</tr>
<tr>
<td>20,000 yen or more and less than 50,000 yen</td>
<td>500 yen</td>
</tr>
<tr>
<td>50,000 yen or more</td>
<td>1,000 yen</td>
</tr>
</tbody>
</table>

*School trip students are exempted from taxation.

Purposes of use

- Promote the initiatives to enable both residents and visitors to feel the dignity and attractiveness of Kyoto.
  E.g.: Cultural properties protection and historical townscape conservation, creation of comfortable walking spaces, and development of the personnel engaged in the tourism and cultural activities
- Develop the receiving environment in response to the changing situation surrounding tourism such as the increase of visitors to Kyoto.
  E.g.: Securing of the safety of visitors to Kyoto, improvement of visitor information signs, and expansion of toilets in tourist spots
- Strengthen the information dissemination on the attractiveness of Kyoto inside and outside of the country
  *For the “conservation and inheritance of Kyo-machiya townhouses,” “measures for road and public transport congestion,” and “adjustment of illegal vacation rentals,” which have become problems in the recent years, the initiative will be also taken in the future using accommodation tax as the financial resources.

Effective date

October 1, 2018

*On February 9, 2018, the consent on the new establishment of accommodation tax will be obtained from the Minister of Internal Affairs and Communications.
As vacation rentals, which are rapidly increasing these days, affect civic life of the surrounding areas due to the noise and waste-dumping by users, strengthen the system to report, monitor, and guide the illegal and improper vacation rentals.:

150 million yen

(1) Measures for congestion

As the concentration of visitors to Kyoto on part of tourist spots leads to the congestion of the surroundings of tourist spots and public transport, improve and strengthen the initiatives to solve these problems.:

500 million yen

(2) Measures for vacation rentals

As vacation rentals, which are rapidly increasing these days, affect civic life of the surrounding areas due to the noise and waste-dumping by users, strengthen the system to report, monitor, and guide the illegal and improper vacation rentals.:

150 million yen

(3) Support for accommodation businesses

As the cooperation of accommodation businesses is essential to introduce accommodation tax, implement burden reduction measures for accommodation businesses and support measures towards strengthening the management.:

50 million yen

(4) Development of the receiving environment

As the development of tourism infrastructure (multilingualization of convenient facilities and expansion of toilets for visitors) and visitors’ manner measures have become problems, improve also the satisfaction of civic life through developing such receiving environment.:

400 million yen

(5) Promotion of distinctive culture of Kyoto and beautiful landscape conservation

While handing over the Japanese history and culture accumulated in Kyoto and the landscapes woven by them to the next generation firmly, promote the measures to further improve the urban dignity and attractiveness of Kyoto.:

600 million yen
Direction of the Future Initiatives

Realization of a Sustainable International Tourist City

- Provision of high quality tourism
- Harmony with civic life
- To rich civic life
- Contribution to the tourism-oriented country

Tourism policy (total urban policy)