

# Briefing Session on the Request for Ideas to Realize a “City of International Tourism Focused on MICE”

## Agenda

Date: Tuesday, August 21, 2018 15:00~16:15

Venue: TKP Shinbashi Conference Center, Hall

### 1. Opening

### 2. Greeting

Department of Regional Development and Tourism of Aichi Prefectural Government,  
Deputy Director-General      Manabu Kaneda

### 3. Explanation

- ( 1 ) Basic Stance of the Prefecture to Realize a City of International Tourism  
(Policy Division, Department of Regional Development and Tourism, Aichi Prefectural Government)
- ( 2 ) Information Package “The Potential of Aichi as an International Tourist City”  
(Mitsubishi UFJ Research and Consulting Co., Ltd.)
- ( 3 ) Application Guideline for the Request for Ideas to Realize a “City of International Tourism Centered on MICE”  
(Ernst & Young ShinNihon LLC)

### 4. Q&A

### 5. Closing

#### [Handouts]

#### ① Basic Stance of the Prefecture

(Attachment) Summary report of the research group to consider functional improvement suitable for a city of international tourism

#### ② Information Package “The Potential of Aichi as an International Tourist City”

#### ③ Application Guideline for the Request for Ideas to Realize a “City of International Tourism Focused on MICE”

(Form 1) Inquiry form

(Form 2) Confirmation of submitted documents

(Form 3) Survey Form

# Briefing Session on the Request for Ideas to Realize a “City of International Tourism Focused on MICE”

## Agenda

Date: Thursday, August 23, 2018 14:00~15:15

Venue: Office Park Meieki 4th floor, Premier hall 403

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## Basic Stance of the Prefecture

Aichi Prefecture wishes to realize a "city of international tourism focused on MICE" with strong international competitiveness in the area of Chubu Centrair International Airport and its surrounding areas,

In August 2017, Aichi Prefecture established the "Research group for the implementation of functions as a city of international tourism" consisting of six local academic experts to consider functional implementation as a city of international tourism, and the research group summarized its opinion on March 26, 2018.

Considering these circumstances, the current basic stance of the Prefecture towards the realization of a city of international tourism is as follows.

### 1 The necessity of aiming to become a city of international tourism focused on MICE

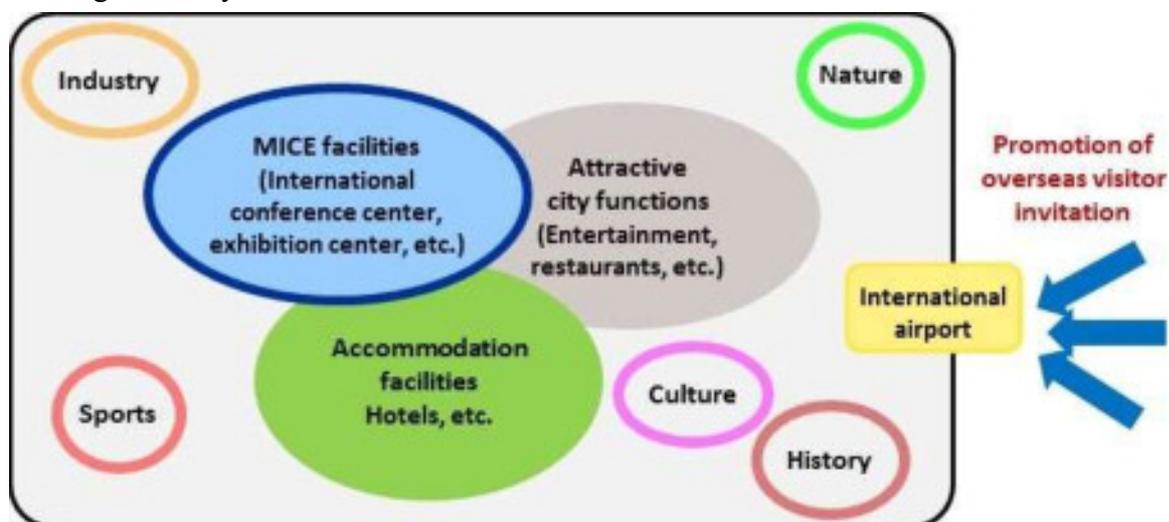
The tourism industry plays an important role in the global economy and is also a growth industry that will continue to expand in the future.

In the tourism industry, MICE is expected to attract large numbers of guests and will have a large economic impact. In addition, MICE significantly contributes to regional development such as by creating new opportunities for business innovation.

For this reason, "city of international tourism focused on MICE" which invite and host a large number of MICE and attract many people from all over the world have been emerging overseas and are strengthening their global competitiveness.

These regions have undergone facility and urban development including construction of international conference centers, huge exhibition facilities and hotels, and some regions are carrying out this development through effective use of "integrated resorts", into which these various facilities' functions are developed in an integrated manner.

<Image of a city of international tourism centered on MICE>



Given this background, in order to bring in more MICE from Japan and overseas and grow its nonresident population, the Prefecture needs to realize a city of international tourism focused on MICE with strong international competitiveness by taking advantage of its strengths such as its industrial capabilities, unique geographic characteristics of being located in the center of Japan, wealth of tourist attractions and excellent transportation infrastructure. The Prefecture is constructing an international exhibition center on the airport island to capture increased demand for exhibitions, steady progress is being made on development of facilities including a shopping complex and new accommodation facilities, and there is excellent access from within Japan as well as from overseas. As such, it is highly likely that a globally competitive and attractive stay-type tourism zone will be realized.

A city of international tourism centered on MICE should be realized by developing attractive functions in Chubu Centrair International Airport area.

(Overview of the airport island at present)



- ✓ Excellent access from overseas (especially Asia) and major cities in Japan
- ✓ 30 minutes by car from downtown Nagoya (by toll road)
- ✓ 28 minutes by train directly from Nagoya station with no need to change the lines
- ✓ Physical separation from the city area (no residents on the island)
- ✓ Limited access by connecting bridges (road/railway) and ships

## **2 Major targets for visitor attraction**

We first define the target segment of visitors to implement necessary and effective functions for a city of international tourism centered on MICE: MICE participants who produce a higher economic effect (amount of consumption expenditures) than ordinary tourists and create new business and innovation, as well as tourists from overseas, who are expected to continue to grow in number and boost the tourism industry in Japan.

### **[MICE participants]**

- Solicit a wide range of MICE to attract various MICE participants from inside and outside Japan.
- Specifically, the main targets for the Prefecture will be business guests related to manufacturing industries including automobiles, aerospace and robotics from inside and outside Japan, as well as researchers involved in technology development.

### **[Tourists from overseas]**

- The number of tourists from overseas is growing remarkably, and we will broadly take these tourists in.
- The Prefecture's main targets include travelers from Asia, which is geographically close and home to many of the tourists coming to Japan, as well as travelers from the US and Europe, who make large expenditures on consumption per person and stay for long periods of time.

## **3 Direction of functional development**

Considering the target clientele, it is necessary to further enhance the MICE functions and make the area more attractive in order to attract people from inside and outside Japan to the Chubu Centrair International Airport area.

### **(1) Enhancement of MICE functions centered on the Aichi International Exhibition Center**

Greater functional enhancement is necessary in order to invite a large number of domestic and international MICE such as exhibitions, trade fairs, international conferences, academic conferences and incentive tours.

One possible way to create a synergistic effect with the Aichi International Exhibition Center is to develop additional MICE facilities such as conference centers in neighboring area.

(Expected facilities)

- International conference center
- Reception hall, and so on

### **(2) Development of accommodation facilities suited to a variety of needs**

To meet a wide variety of domestic and international needs and promote visits by business guests staying for long terms or for wealthy visitors, it is necessary to develop attractive accommodation facilities.

This could be achieved by incorporating sophisticated design, plans for guests to experience Japanese culture and exquisite services into accommodation facilities.

(Expected facilities)

- Comfortable business hotel for guests staying for long term, high-classed hotel
- Characteristic hotel to be the travel destination, luxury-type condominium, and so on

### **(3) Enhancement of attractiveness-promoting facilities**

To improve attractiveness as a destination for MICE and draw in people from all over the world, it is necessary to enhance attractiveness-promoting facilities that can be enjoyed around the clock and contribute to after-convention activities.

These could include entertainment facilities, theaters, restaurants, shopping malls, and nightlife amusement facilities offering appealing content from Aichi (such as food, history and culture, popular culture, sports and hospitality).

(Expected facilities)

- Theater, art museum, industry museum, retail store, restaurants, and so on
- Experiential amusement facility utilizing cutting-edge technology, luxury restaurants (Ryotei), sports spectating facility, and so on

### **(4) Creation of a model future city utilizing cutting-edge technology**

It is necessary to demonstrate Japan's cutting-edge technology to the world by extensively implementing cutting-edge technology in fields such as automobiles, robotics, next-generation communication, environment and energy that is characteristic specifically of this region and using the airport area as a place for experiments for those technologies in cooperation with private enterprises and research institutions.

This could be achieved while capturing the imaginations of people from all over the world by building a model future city allowing visitors to experience future technology and the lifestyles that could make it possible.

(Examples of functions currently expected to be implemented)

- Automatic driving services such as driverless taxis
- Use of cutting-edge service robots
- Organization of virtual exhibitions or public viewing events offering a vivid sense of presence
- Inter-facility collaboration utilizing next-generation mobile communication systems and others

### **(5) Reinforcement of domestic and international access functions**

At Chubu Centrair International Airport, initiatives are under way to capture increased demand for air transportation and enhance the air transportation network, and in the first half of FY2019, a third terminal for LCCs is scheduled to start operation. In anticipation of further increases in air transportation demand in the future, parties involved are making concerted efforts to construct a second runway (full 24-hour operation) and make other functional enhancements early on to bring the airport on par with international hubs such as Narita International Airport and Kansai International Airport.

Further, considerations are in progress on the possibility of a cruise ship port aimed at fly & cruise travel on the east side of the international exhibition center (Tokoname port airport area) as a new, attractive access function.

We will aim to reinforce and enhance the domestic and international access functions of Chubu Centrair International Airport area as a gateway befitting of a city of international tourism.

#### 4 Cooperation with the communities of the surrounding areas

Leveraging the geographical advantage of being directly connected to Chubu Centrair International Airport, we will work with the communities of the surrounding area to promote the attractiveness of the area and promote sightseeing tours starting from the Chubu Centrair International Airport Area.

##### (1) Working with the communities of the area to promote its attractiveness

We will promote the attractiveness of the entire area, including not only the Chita peninsula but also industrial tourism, “warlord tourism” (sightseeing related to historical military figures), popular culture and others in coordination with other regional sightseeing spots accessible from the airport such as the Shoryudo.

In addition, it is important to uncover and nurture various local resources to develop them as new tourist attractions.

[Examples of tourist spots]



Aichi Now



Courtesy of: Nagoya Castle

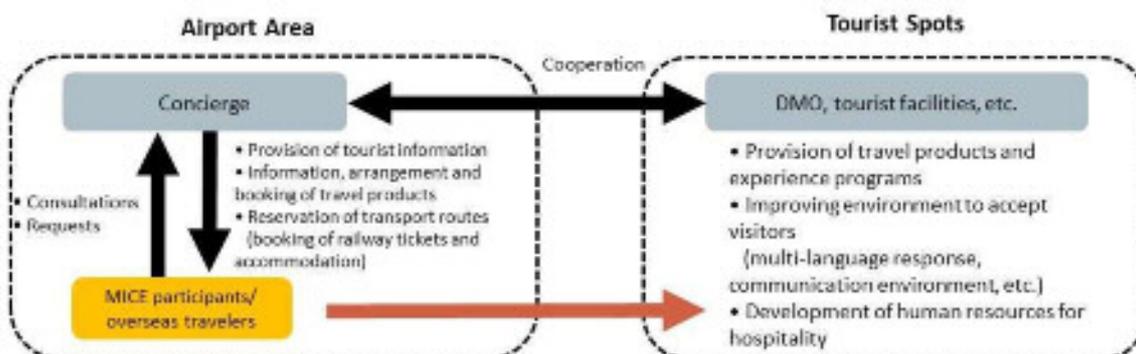


##### (2) Promotion of sightseeing tours around Chubu Centrair International Airport

While setting the Chubu Centrair International Airport area as one destination, we will also cooperate with communities in the surrounding region to promote sightseeing tours starting from the airport area.

Additionally, we will enhance the concierge function of the airport area and widen the area of cooperation with tourist spots to realize smooth travel based on a one-stop service counter at the airport, and aim to become a city of international tourism serving as a gateway for the region and even Japan.

(Image of a one-stop service counter)



### **(3) Cooperation with the urban functions of Nagoya**

To realize a city of international tourism around the Chubu Centrair International Airport area, it is important to strengthen cooperation with accommodation, commerce, culture, entertainment and various other functions of Nagoya City, which is the core of the Chubu region.

Further, when the Linear Chuo Shinkansen begins operation in FY 2027, the travel time between Tokyo and Nagoya will be shortened to 40 minutes, and the area of communication and transportation starting from Chubu Centrair International Airport will significantly expand. We will leverage this advantage as much as possible to invite domestic and international guests.

### **(Reference) Timeline of events related to integrated resorts**

#### **[Movements of the prefectural government]**

- December 8, 2016

The Tokoname Chamber of Commerce and Industry submitted a “Request concerning the promotion of the use of a large exhibition center and IR research” to the prefectural government. The Tokoname Chamber of Commerce established the “Special committee for the promotion of the use of a large exhibition center and IR research” (current Specail Committee for MICE research) and have continued the research.

- June 26, 2017

The city council of Tokoname adopted a “Petition requesting the approach of Aichi Prefecture and Tokoname City to promote research for the invitation of an Integrated Resort (IR)” (petitioner: Tokoname Chamber of Commerce and Industry).

- July 7, 2017

The city council of Tokoname submitted a request “Concerning research for the invitation of an Integrated Resort (IR)” to the prefectural government and Tokoname City.

- August 1, 2017

To realize a city of international tourism focused on MICE in the Chubu Centrair International Airport area, the prefectural government and Tokoname City established a “Research group for the implementation of functions as a city of international tourism” consisting of six local academic experts and, as an observer, the Tokoname Chamber of Commerce and Industry.

- March 26, 2018

The research group summarized and reported its opinion, stating “The Aichi prefectural government should proceed with considerations on a utilization of a Japanese-style IR.” (Attachment)

#### **[Movements of the national government]**

- December 15, 2016

The Act on Promotion of Development of Specified Complex Tourist Facilities Areas was passed.

- April 27, 2018

The Cabinet approved a draft bill for the development of specified complex tourist facilities areas and presented it to the Diet.

- July 20, 2018

The Act for the Implementation of Specified Complex Tourist Facilities Areas was passed.

Summary report of the research group for the  
implementation of functions as a city of  
international tourism

~To realize a city of international tourism focused on  
MICE~

March 26, 2018

Research group to consider functional implementation as  
a city of international tourism

## **1. Basic Stance ~Necessity of realizing a city of international tourism focused on MICE~**

In Japan, the tourism industry has been growing remarkably, including a record high number of foreign tourists visiting Japan in each of the past five consecutive years, demonstrating its increasing importance.

In particular, MICE, which countries and cities around the world are competing to attract, contribute greatly to development of the area around MICE facilities, including a large economic effect and creating opportunities for new business and innovation.

Given these circumstances, it is important for Aichi Prefecture, which has prospered as a gathering place of the Japanese manufacturing industry, to take full advantage of its industrial strength, unique geographical characteristic of being located at the center of Japan and excellent transportation infrastructure to attract a large number of MICE to the Aichi International Exhibition Center scheduled to open in 2019.

In the Chubu Centrair International Airport area (hereinafter referred to as the "airport area"), the development of complex commercial facilities and new accommodation facilities is underway in addition to the Aichi International Exhibition Center. Therefore, there is strong potential to realize attractive extended stay tourism zones.

In the airport area, it is necessary to realize an attractive and internationally competitive "city of international tourism focused on MICE" which can attract people from around the world.

## **2. Target clientele and implementation of functions required**

When examining the functional improvement required for a city of international tourism, it is necessary to first clarify the target clientele; domestic and foreign MICE visitors and foreign tourists visiting Japan are considered appropriate targets. Specifically, for MICE visitors, business customers related to the manufacturing industry are considered to be the main target. For foreign tourists visiting Japan, travelers from Asia, which is geographically close, and those from Europe and the US, who stay for long periods of time, are considered to be the main targets.

Looking at the target clientele, synergistic effects can be expected from establishing MICE facilities such as international conference halls in the vicinity of the international exhibition center. In addition, accommodation facilities that can meet diverse needs including a hotel for long-term stay, a high-class hotel and a unique destination-type hotel as well as a variety of entertainment facilities that can be enjoyed 24 hours a day and contribute to activities after conventions are also necessary.

In order to enhance international competitiveness, it is also important to demonstrate

the unique characteristics and identity of Aichi. One possible mechanism to attract people from all over the world is to incorporate Aichi's state-of-the-art technology such as from the automobile and robotics industries, and aim for a model future city that can promote its technology to the world.

It is also important to promote the attractiveness of not only the airport area but also together with the surrounding areas. For this reason, it is important to cooperate with tourism resources in various places accessible from the airport, such as Shoryudo, to discover and polish various regional resources, and to cultivate them as distinctive tourism resources unique to this region.

Furthermore, a function to send people out from the airport area to other areas is also needed. It is necessary to aim for a city of international tourism as a gateway to Japan by developing a concierge function for the airport area and by promoting regional cooperation with tourist sites and sightseeing tours.

### **3. Utilization of integrated resort (IR)**

Overseas, facilities such as international conference halls, exhibition centers, hotels and urban functions have been developed in order to attract many people from all over the world, mainly for MICE. Some countries effectively utilize integrated resorts (IR), which integrate various functions of these facilities, as a means of developing them.

Specific institutional design of IRs is now underway at the Government of Japan. It is conceivable to utilize IRs because they integrate MICE facilities, accommodation facilities, entertainment facilities and others to realize the establishment of MICE business and attractive extended stay tourism, and are also consistent with the direction of the functional implementation Aichi Prefecture should aim for.

As such, we think that Aichi Prefecture should also consider the utilization of Japanese-style IRs aimed for by the country.

### **4. Going forward**

We would like to ask Aichi Prefecture and Tokoname City to make further efforts toward the realization of functional implementation while obtaining the understanding of local citizens.

We have great expectations for the realization of an internationally competitive "city of international tourism focused on MICE" as well as the future of Aichi leading Japan.





# Information Package

~The Potential of Aichi as a City of International Tourism~

21 August, 2018

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# 1. Location and Population of Aichi Prefecture

# Location of Aichi Prefecture

- ✓ Aichi prefecture is located in the center of Japan and has excellent and various means of transportation such as expressways, Shinkansen, Nagoya Port, and the Chubu Centrair International Airport that connects the land, sea and sky across the country.
- ✓ When the Linear Chuo Shinkansen becomes operational in the future, high speed transportation network will be developed in the wider area.

## ■ Location of Aichi Pref.



## ■ Duration: Tokyo - Nagoya

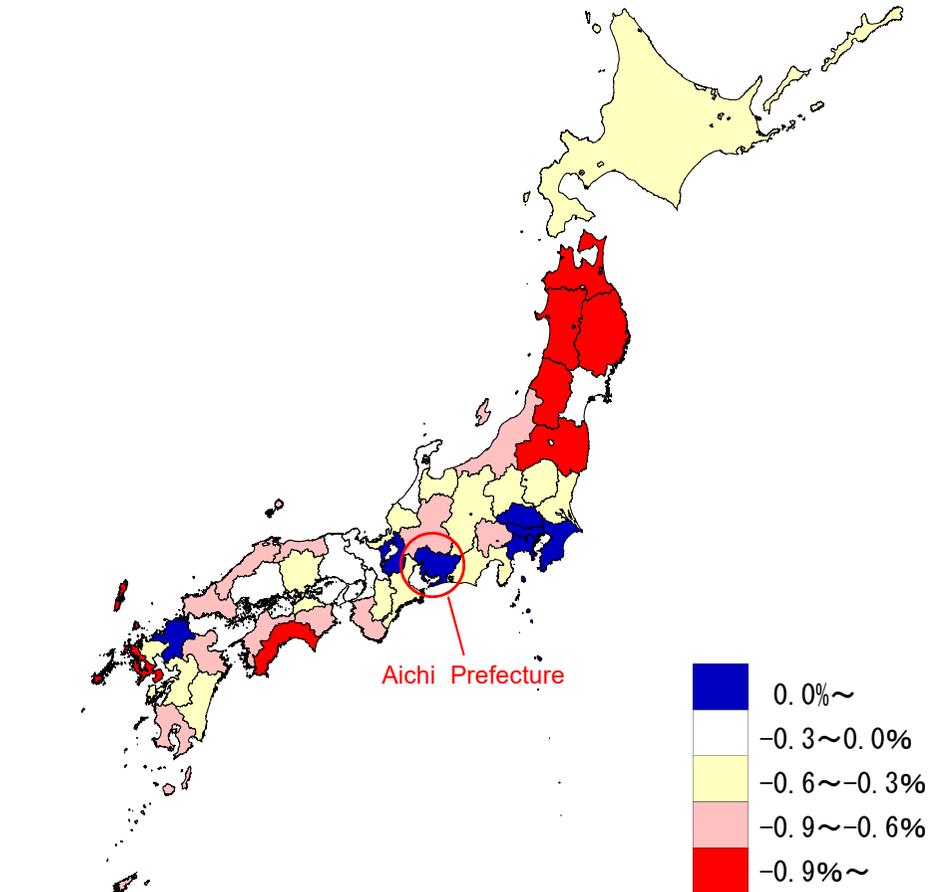
Car	4h 20min (via Shin Tomei Expressway)
Shinkansen	92min (via Nozomi Shinkansen)
Linear Chuo Shinkansen	40min (expected to open in FY2027 and operate between Tokyo-Nagoya)



# Population of Aichi Prefecture

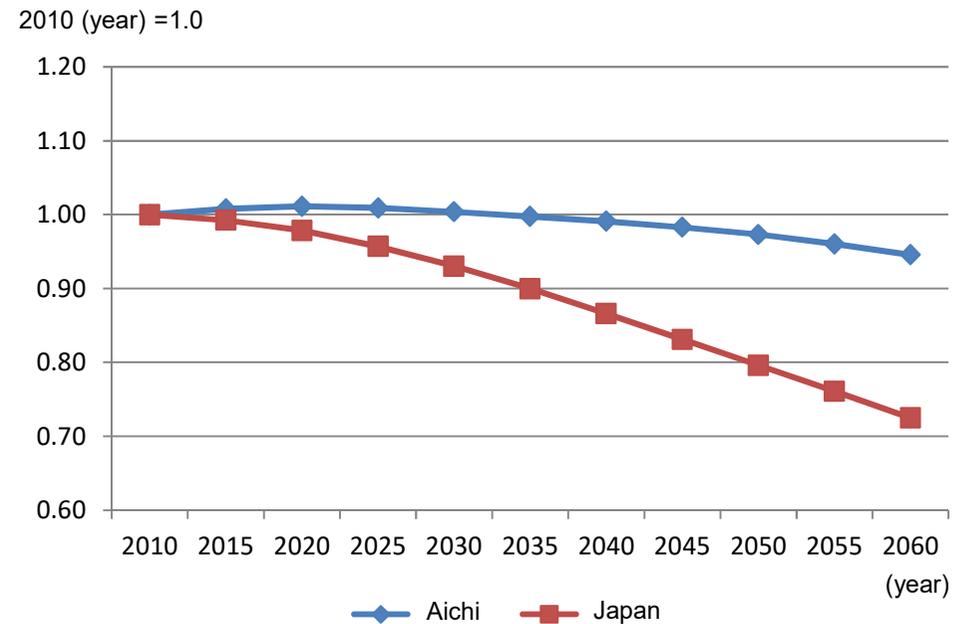
✓ Ranked fourth in Japan, the population of Aichi prefecture is approximately 7.5 million. Currently the population is on an increase, while depopulation is on a gradual downward trend compared to the nationwide trend.

■ Population Fluctuation by Prefecture (2017/2016)



Source: Ministry of Internal Affairs and Communications "Population Fluctuation"

■ Population Prospects in Aichi

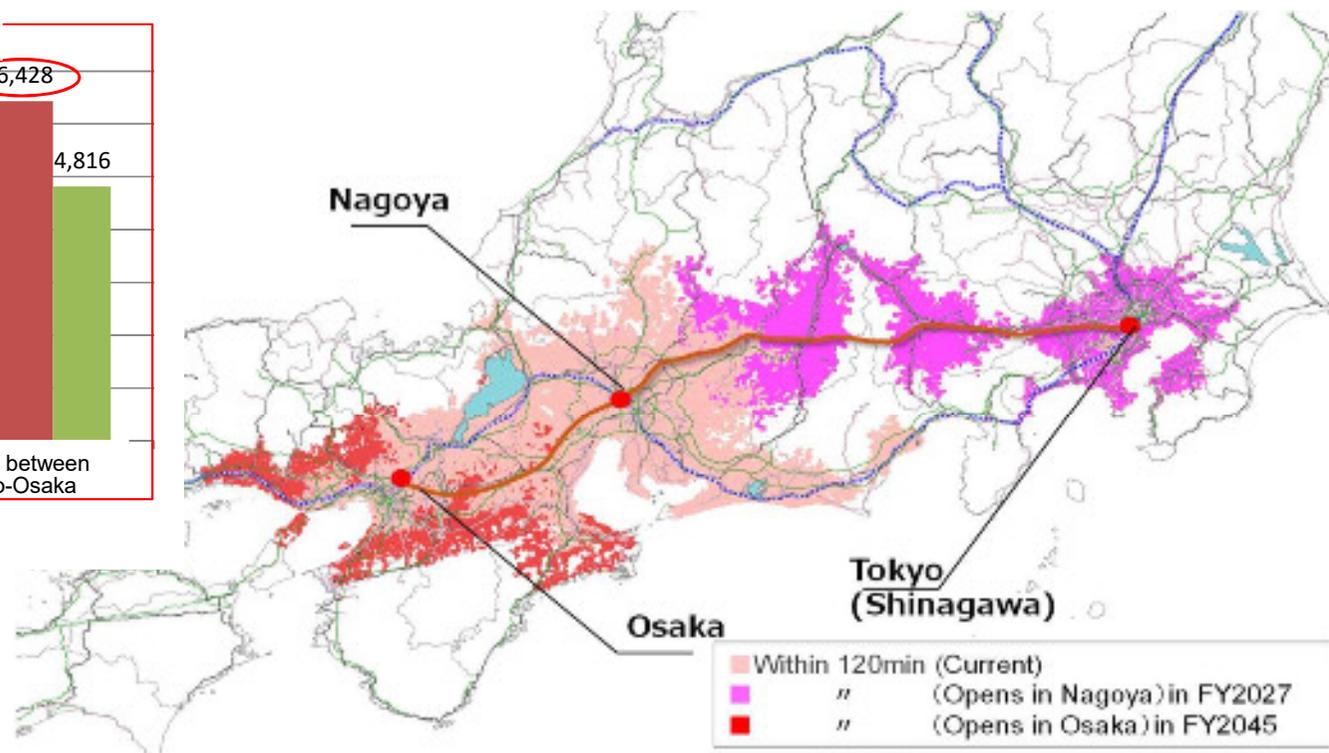
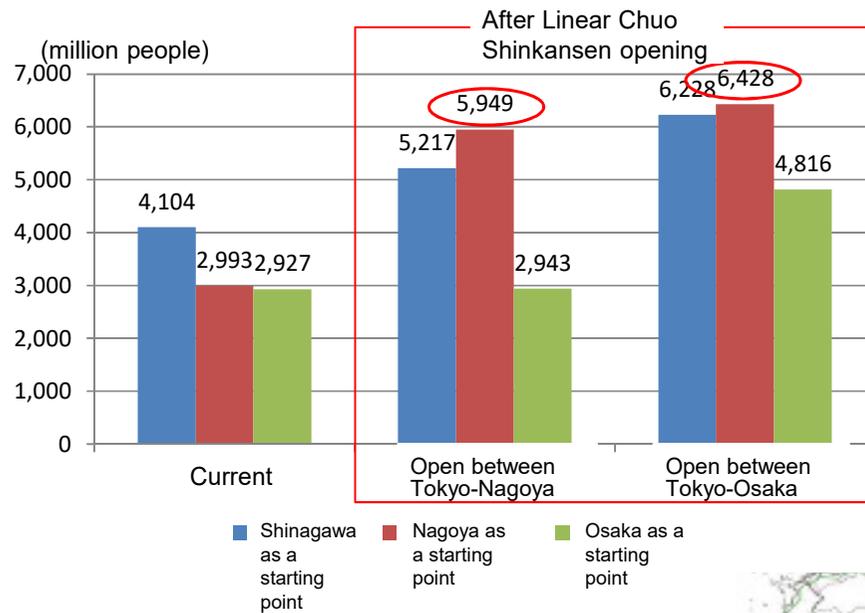


Source: Aichi Pref. Population Vision · Town, People, Job Revitalization General Strategy  
National Institute of Population Social Security Research  
"Population Projections for Japan" (estimated in 2017)

# Population of the Hinterlands after the opening of the Linear Chuo Shinkansen

- ✓ Travel time between Tokyo and Nagoya will be shortened to 40min after the opening of the Linear Chuo Shinkansen in FY2027.
- ✓ The population in areas within 2 hours from Nagoya would be 59 million, creating the largest population area in the nation.

## Population Trend in the Hinterland of Major Cities (After Linear Chuo Shinkansen opening )



Source: Mitsubishi UFJ Research and Consulting Co., Ltd.

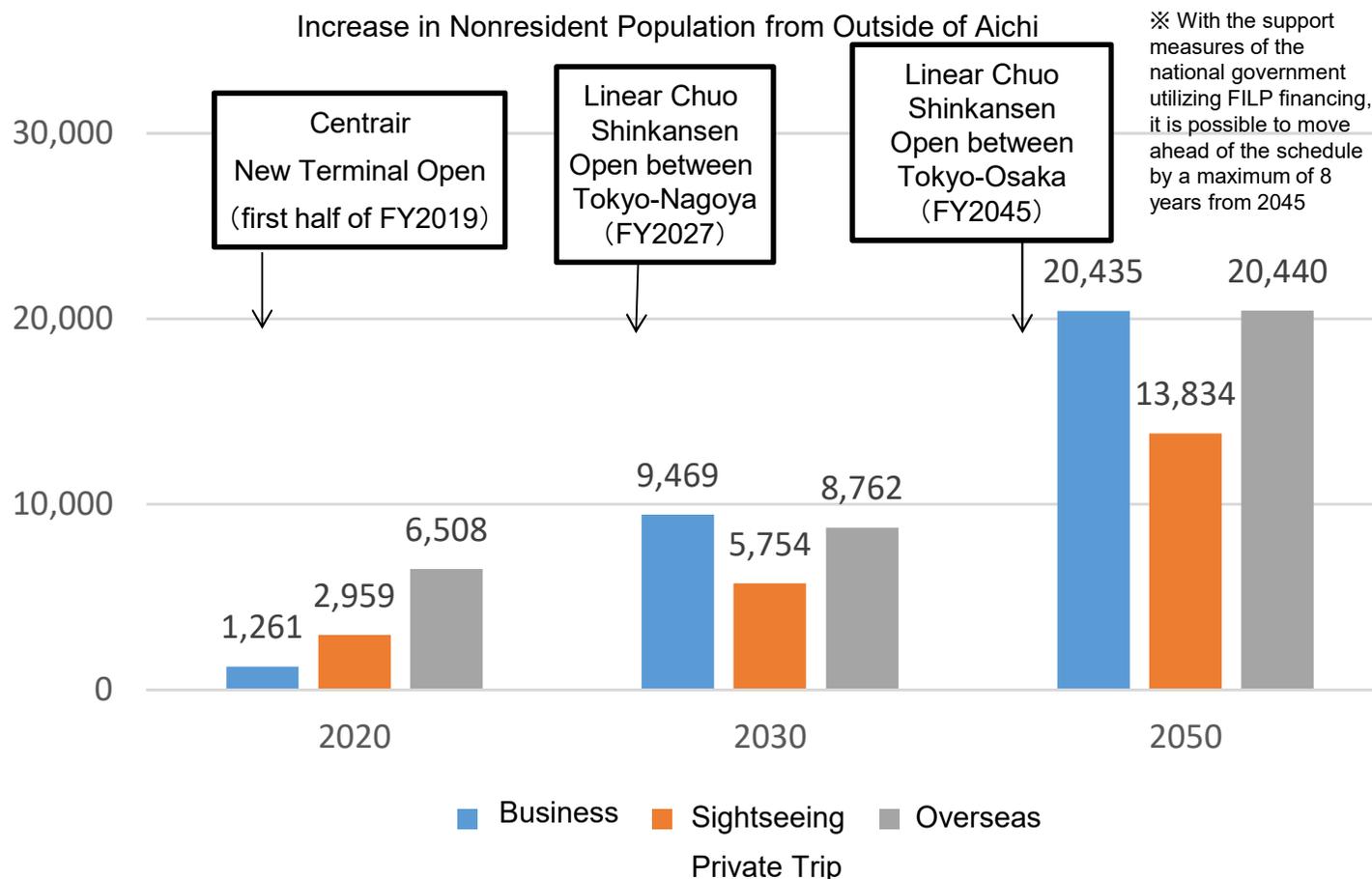
Source: estimated by Mitsubishi UFJ Research and Consulting Co., Ltd.

※ With the support measures of the national government utilizing FILP financing, it is possible to move ahead of the schedule by a maximum of 8 years from 2045

# The Trend of Nonresident Population

- ✓ Aichi Prefecture is expected to experience at least a 13.2% increase of nonresident population compared to 2018, due to the Linear Chuo Shinkansen opening between Tokyo and Nagoya.✳
- ✓ Approximately 17.0% of increase compared to 2018 is expected after opening of the service in the entire route.
- ✓ Further increase of nonresident population is also expected following regional development projects.

Increase in Nonresident Population from Outside of Aichi



✳ With the support measures of the national government utilizing FILP financing, it is possible to move ahead of the schedule by a maximum of 8 years from 2045

【Estimation of Nonresident Population】

✳The nonresident population was estimated by organizing the relationship (correlation analysis etc.) of five data: regional passenger flow, economic growth, the number of future households, and opening of Centrair New Terminal and the Linear Chuo Shinkansen.

○ Regional passenger flow: Established a base nonresident population using the "Regional Passenger Flow Survey" by the Ministry of Land, Infrastructure, Transport and Tourism

○ Economic Growth: Based on the "National Economic Survey" of the Cabinet Office, the annual average nominal economic growth was estimated to be 0.11% in the future, based on the data from 1997 to 2017 (0.11%)

○ Number of Future Households: By using household's traffic expenditure necessary for socializing from the "Family Income and Expenditure Research" by the Ministry of Internal Affairs, the influence of population decline was taken into account.

○ New Terminal of Centrair: The number of passenger handled by Chubu International Airport Co., Ltd. (4.5 million people.) was taken into consideration.

○ Opening of the Linear Chuo Shinkansen: Used the estimation result from the Central Japan Railway Company. The opening between Tokyo-Nagoya increases "1.5 times the transportation volume between Tokyo and Aichi" and the opening of the entire line increases "2.1 times the transportation volume between Aichi and Osaka"

Source: Mitsubishi UFJ Research and Consulting Co., Ltd.

## 2. Economic Potential

# Economic Potential of Aichi Prefecture

- ✓ The GRP in Aichi is the second highest in Japan after Tokyo and internationally, it exceeds South Africa, Hong Kong SAR, Singapore, and Denmark.
- ✓ The income per capita in Aichi prefecture is 3,591K yen, which is also the second highest in Japan after Tokyo.

## ■ Comparison of GDP・GRP (2015)

Country/City	JPY (100M)	USD (Billion)
Tokyo	1,043,000	854.6
<b>(Areas within 90min from Nagoya Station)</b>	<b>665,754</b>	<b>545.5</b>
Norway	—	386.7
Austria	—	382.3
Islamic Republic of Iran	—	375.4
United Arab Emirates	—	357.9
Egypt	—	332.1
<b>Aichi Prefecture</b>	<b>395,593</b>	<b>324.1</b>
Osaka Prefecture	391,069	320.4
South Africa	—	317.7
Hong Kong SAR	—	309.4
Singapore	—	304.1
Denmark	—	301.3
Kanagawa Prefecture	339,188	277.9
Saitama Prefecture	223,323	183.0
Hyogo Prefecture	204,950	167.9
Chiba Prefecture	202,186	165.7

## ■ Income Per Capita by Prefecture (2015)

Rank	Prefecture	JPY (K)
1	Tokyo	5,282
	<b>(Areas within 90min from Nagoya Station)</b>	<b>4,748</b>
<b>2</b>	<b>Aichi</b>	<b>3,591</b>
3	Shizuoka	3,217
4	Tochigi	3,265
5	Toyama	3,185
6	Hiroshima	3,145
7	Mie	3,144
8	Shiga	3,126
9	Yamaguchi	3,126
10	Gunma	3,092

※1 dollar=122.05 yen

Source: Cabinet Office, Government of Japan "System of Prefecture Account (2001 - 2014)", IMF "World Economic Outlook Database, April 2018"

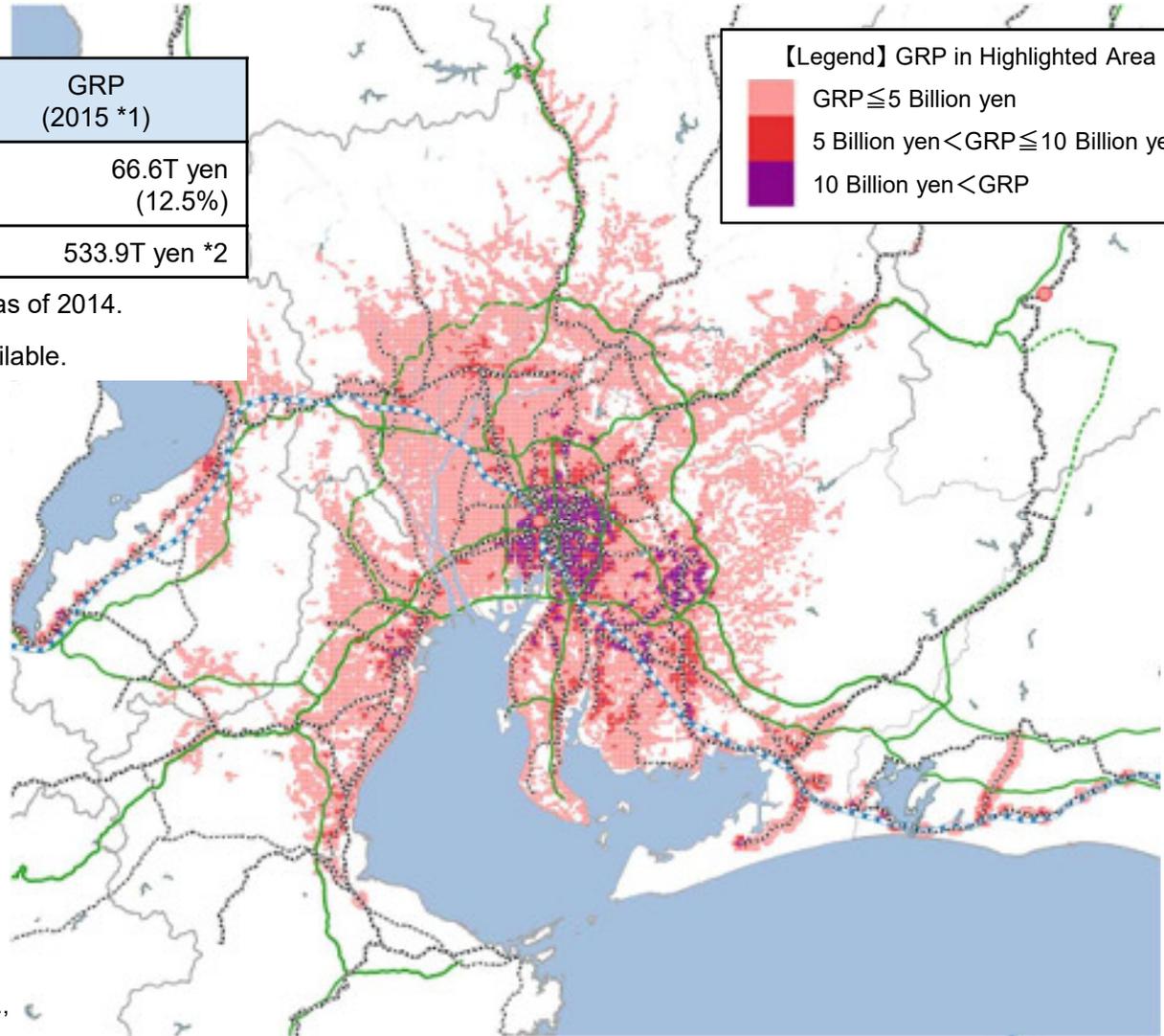
# Economic Potential of the Area within 90min from Nagoya Station

- ✓ The area within 90min of Nagoya station is home to 14 million people (population accumulation rate, 11.0%), and it's GRP is 66.6 trillion yen, which accounts for 12.5% in Japan and is higher than Norway.

	Population (2015)	GRP (2015 *1)
Within 90min from Nagoya Station (of the total in Japan)	14.02M (11%)	66.6T yen (12.5%)
Japan	127.09M	533.9T yen *2

\*1 The data of Gifu, Shizuoka, Mie and Kyoto Prefecture is as of 2014.

\*2 GDP value is used since Japan's GRP in 2015 is not available.

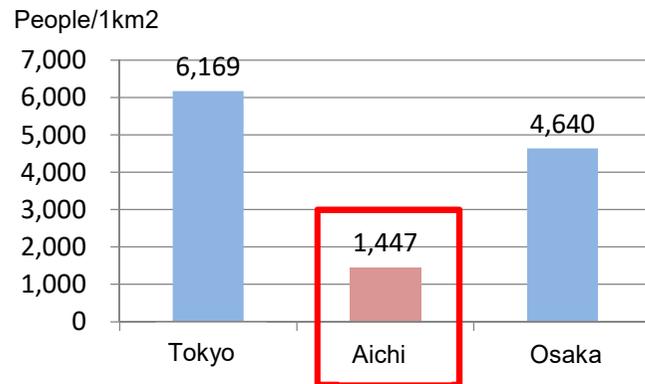


Source: "System of Prefecture Account" from each prefecture, Statistic Japan "Economic Census", "National Census"  
The map created by Mitsubishi UFJ Research and Consulting Co., Ltd.

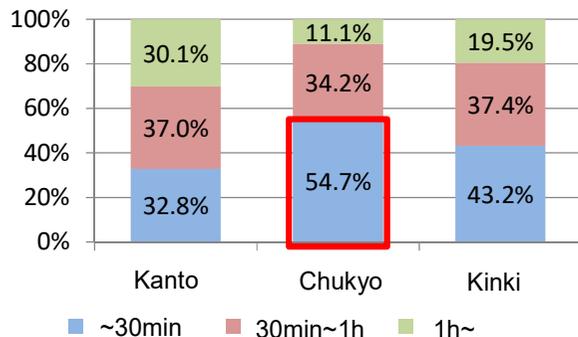
# Aichi Prefecture: A Comparatively Relaxed Region (relaxed space, time, and economy)

✓ Aichi Prefecture, despite being a large city, it is known for its geographically spacious and low population density. More than 50% of residents spend less than 30min to commute, securing more time and space in their daily lives. In addition to the low cost of living, savings per household are relatively high leaving each household with higher financial stability.

■ Population Density (per 1km<sup>2</sup>)



■ The Average Commuting Time Among 3 Big Areas



Source: Ministry of Internal Affairs and Communications "National Census" (2015)

■ Regional Price Index Gap (National Ave.=100)

Rank	Prefecture	Index
1	Tokyo	104.4
2	Kanagawa	104.3
3	Saitama	101.5
4	Kyoto	100.8
4	Hyogo	100.8
6	Yamagata	100.7
7	Ishikawa	100.4
8	Nagasaki	100.2
9	Chiba	100.0
9	Osaka	100.0
9	Wakayama	100.0
34	Aichi	98.2

Source: Ministry of Internal Affairs and Communications "Retail Price Survey" (Structural Survey) Annual Report (2016)

■ Savings per Household

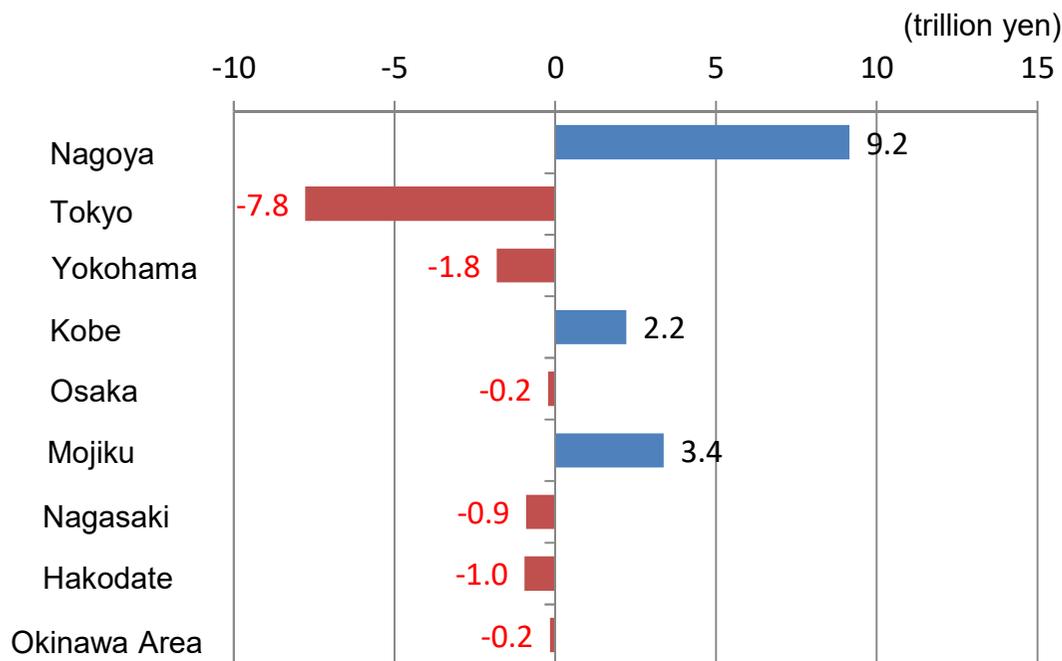
Rank	Prefecture	JPY (K)
1	Tokyo	19,669
2	Kanagawa	19,035
3	Fukui	18,562
4	Aichi	18,551
5	Kagawa	18,215
6	Nara	17,849
7	Wakayama	17,629
8	Chiba	17,479
9	Mie	17,209
10	Toyama	17,170
24	Osaka	15,017

Source: Ministry of Internal Affairs and Communications "National Survey of Family Income and Expenditure" (targeting households with more than 2 people) (2014)

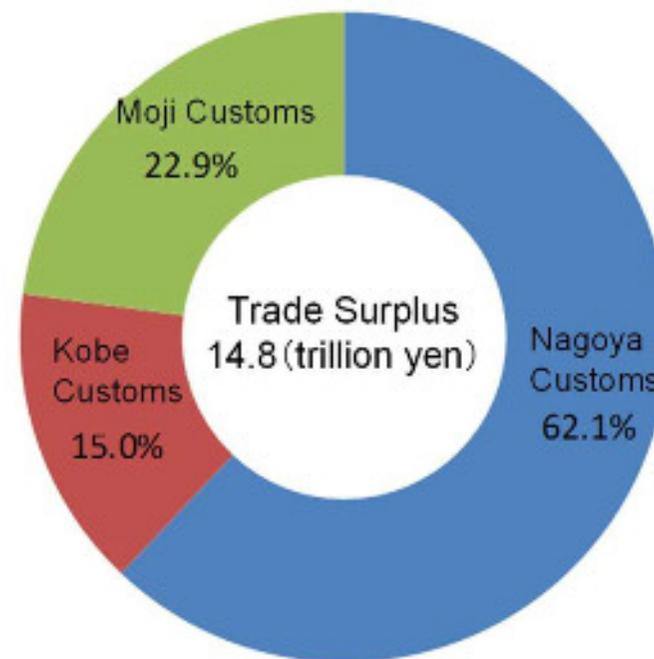
# Trade Amount of Aichi Prefecture

- ✓ The ports and airports in Aichi prefecture are the major trade bases that support Japan's trade and account for 60% of the nation's trade surplus.
- ✓ It mainly consists of export goods from the Port of Nagoya such as manufactured automobiles and components for transport machines.

■ Trade Balance by Customs



■ Balance of Trade Surplus

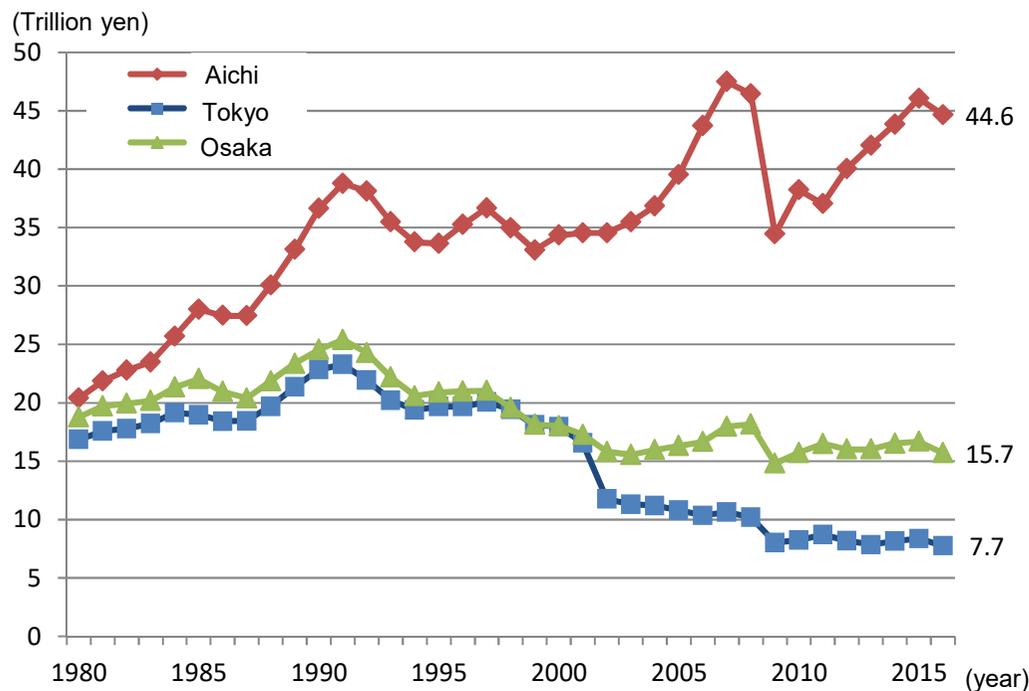


Source: Nagoya Custom "Overview of Trade in Nagoya (2017)"

# Monodzukuri (Manufacturing) Industry in Aichi Prefecture

✓ The value of shipments for manufactured goods in Aichi is 44,641.6 billion yen (2016), which is larger than that of Tokyo and Osaka and holds a record of being Japan's largest for the 40<sup>th</sup> consecutive year.

## ■ Changes in Shipments of Manufactured Goods

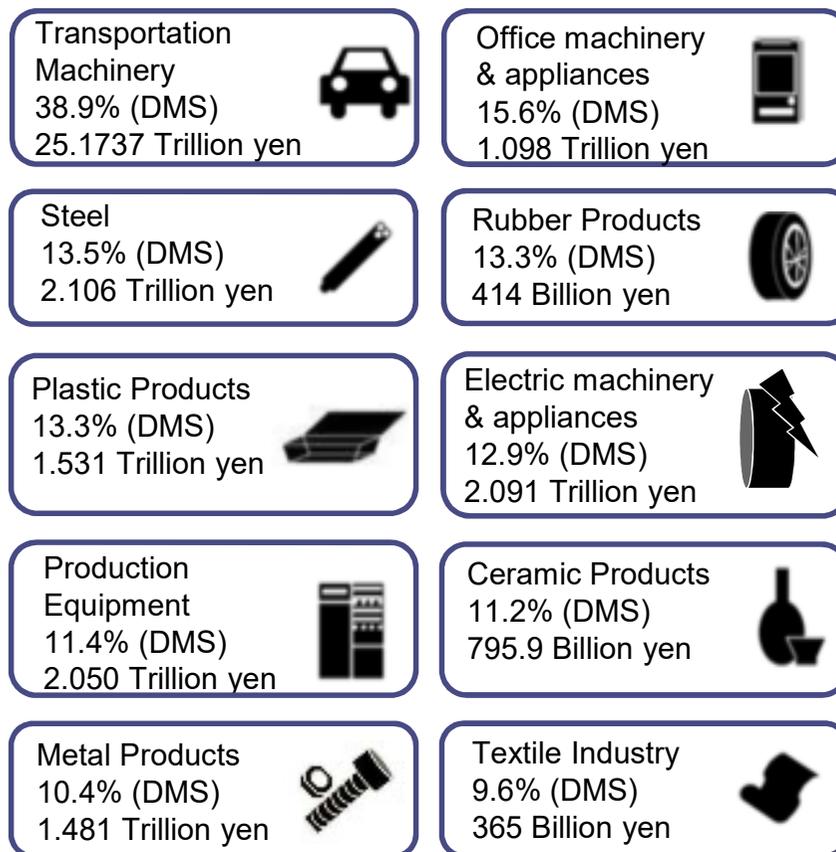


Source: Census of Manufacture (Ministry of Economy, Trade and Industry),  
Economic Census - Activity Survey (Ministry of Internal Affairs and Communications,  
Ministry of Economy, Trade and Industry)

※The figures in 2016 is preliminary.

## ■ No.1 Domestic Market Share in Aichi's Industry Types (11 types, 2016)

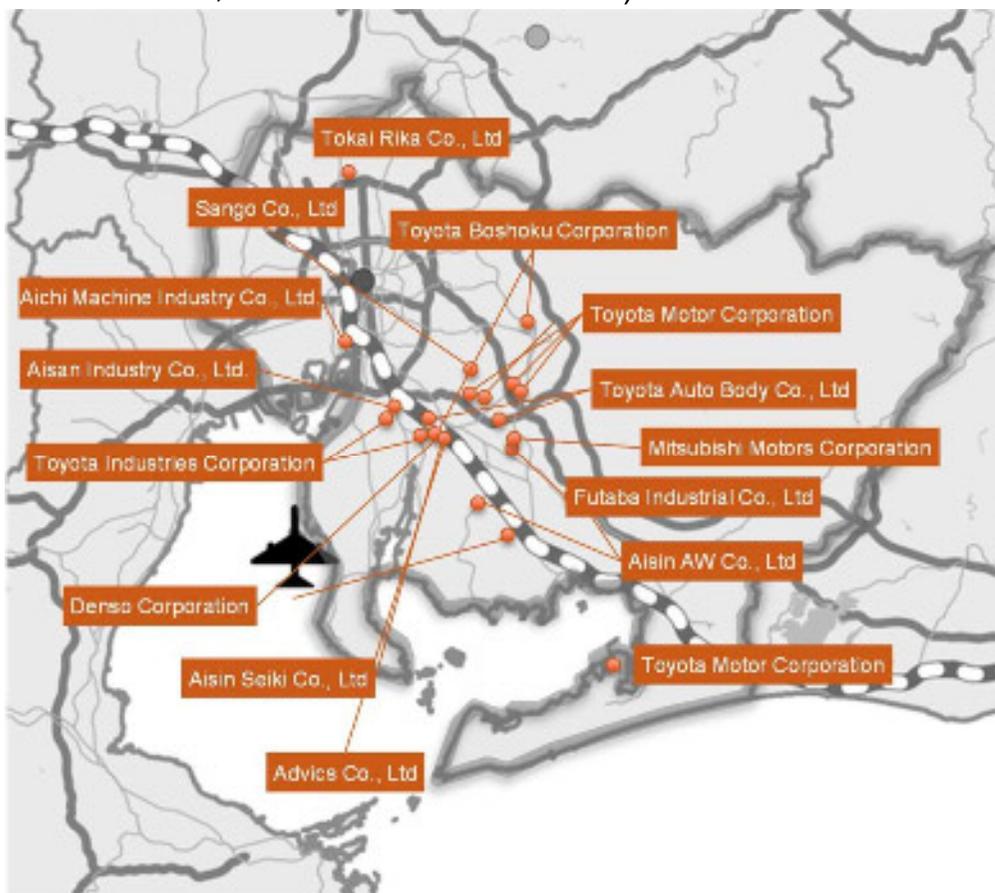
\*DMS: Domestic Market Share



# Aichi Prefecture: Home to the World's Top Manufactures (Automobile Industry)

✓ The automobile industry in Aichi Prefecture accounts for 40% of the nation's share and is No.1 in Japan. It is one of the world largest automobile industry cluster manufacturing completed automobiles and related parts that are accumulated in this area.

■ Status of Major Automobile Industry (Completed Automobile, Related Parts, and Material Manufacturer)



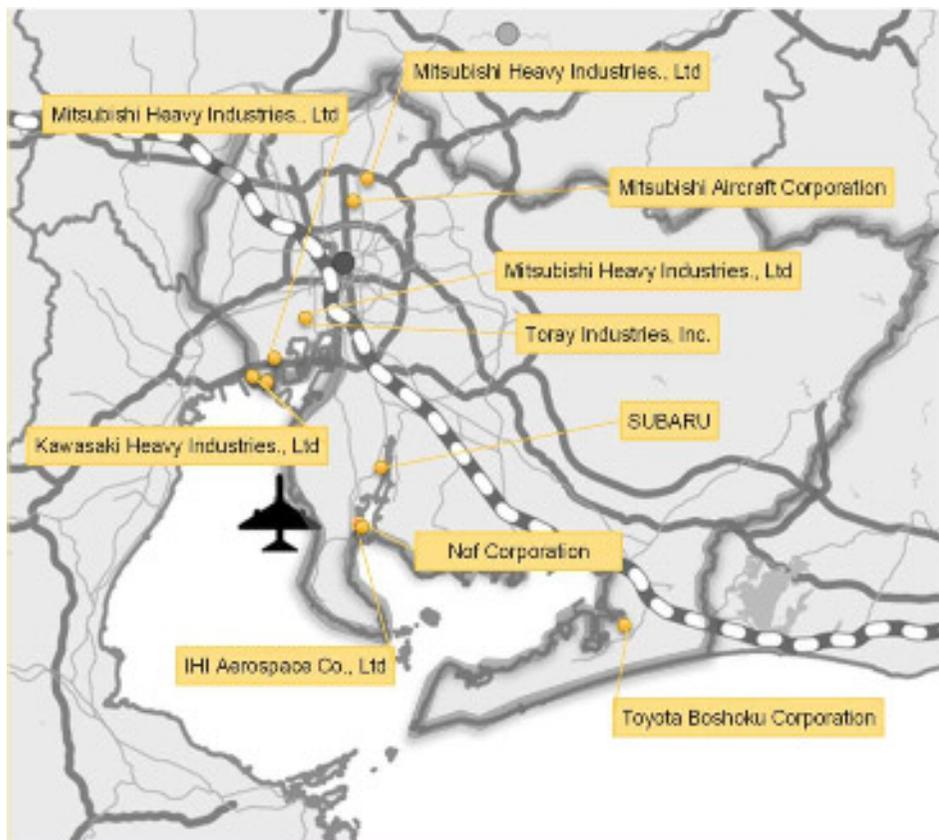
Corporation Name	The number of employee	Sales Amount (100M yen)
Toyota Motor	73,875	114,763
Denso	38,914	24,728
Mitsubishi Motor	13,222	15,674
Toyota Industries	13,659	12,528
Aisin AW	18,000	12,045
Aisin Seiki	13,591	8,082
Toyota Boshoku	8,206	6,844
Advics	3,100	3,280
Tokai Rika	6,193	2,396
Futaba Industrial	3,243	2,351
Sango	2,256	2,090
Aichi Machine Industry	1,780	1,326
Aisan Industry	2,833	908

Source: Tokyo Shoko Research, Ltd.

# Aichi Prefecture: Home to the World's Top Manufactures (Aerospace Industry)

✓ The aerospace industry in Aichi Prefecture accounts for 50% of aircrafts and related parts production, and 80% of aircraft body parts production. It is the largest aerospace industry in Japan and in Asia.

## ■ The Status of Major Aerospace Industry



Corporation Name	The number of employee	Sales Amount (100M yen)
SUBARU	14,712	20,593
Mitsubishi Heavy Industries	16,824	11,978
Kawasaki Heavy Industries	16,162	11,724
Toyota Boshoku	8,206	6,844
Toray Industries	7,220	5,470
Nof Corporation	1,658	1,191
IHI Aerospace	932	483
Mitsubishi Aircraft	1,600	Private Company

Source: Tokyo Shoko Research, Ltd.

# The Advanced Technology found in Aichi Prefecture

- ✓ Aichi advances the development of next-generation automobiles and accelerates demonstration of self-driving cars through utilizing the strength of the automobile industry. The improvement of infrastructure (hydrogen station etc.) is also in progress.
- ✓ Aichi Prefecture is known to be No.1 in Japan for having a number of business establishments and employees in the robotics industry. They promote 'medical and nursing care robots' and 'autonomous flying robots' following the establishment of 'Aichi Robotics Industry Promotion Council' (November, 2014).

## Development of next-generation automobiles (FCV)



An assembly plant of MIRAI at Toyota Motor Corporation

## Field test of self-driving cars



The first to experiment remote automatic operation demonstration on a public road in the country (December 2017, Kota)

## Practical use of robots in medical and nursing care

○ Supports demonstration experiments of using "Rehabilitation Support Robots" that are expected to increase efficiency and further effective treatment due to the increased number of patients in need of rehabilitation, and to tackle issues on shortage of medical staff.



Rehabilitation Assist Robot



Walking Assist Robot

## Utilization of autonomous flying robots

○ Supports demonstration experiments of fire fighting activities using autonomous flying robots installed with drop devices of fire extinguishing compositions to remotely cease the fire while transmitting the image to the ground where ambulances and firefighters cannot enter.



Fire Fighting Robot

Confirmation of damage and implementation of fire fighting activity



The autonomous flying robots operates in safe areas.

Operates when fire and disaster occurs in a dangerous area that human workers cannot enter

○ Supports demonstration experiments of capturing harmful animals and investigates the ecosystem by utilizing autonomous flying robots. This helps to reduce the burden of countermeasures against harmful animals in agricultural village areas, such as feeding, monitoring, catchment transportation etc.

# Aichi: A Place Associated with Nobel Prize Winners

✓ Seven Japanese scientists of the Nobel Prize winner in natural science field is associated with Nagoya, Aichi.

## ■ Nobel Prize Winners Associated with Aichi Prefecture

Name	Prize	Year	Connection with Aichi Prefecture
Ryoji Noyori	Chemistry	2001	<ul style="list-style-type: none"> <li>• Professor, Faculty of Science, Nagoya University</li> <li>• Director, Research Centre for Materials Science, Nagoya University</li> </ul>
Makoto Kobayashi	Physics	2008	<ul style="list-style-type: none"> <li>• Born in Nagoya City, Aichi Prefecture</li> <li>• Bachelor of Science, Doctor of Science, Nagoya University</li> </ul>
Toshihide Masukawa	Physics	2008	<ul style="list-style-type: none"> <li>• Born in Nagoya City, Aichi Prefecture</li> <li>• Bachelor of Science, Doctor of Science, Nagoya University</li> </ul>
Osamu Shimomura	Chemistry	2008	Doctor of Science, Nagoya University
Isamu Akasaki	Physics	2014	<ul style="list-style-type: none"> <li>• Doctor of Engineering, Nagoya University</li> <li>• Professor, Nagoya University</li> <li>• Tenured Professor at Meijo University, Graduate School of Science and Technology</li> </ul>
Hiroshi Amano	Physics	2014	<ul style="list-style-type: none"> <li>• Bachelor of Engineering, Doctor of Engineering, Nagoya University</li> <li>• Professor, Nagoya University, Professor, Meijo University, Faculty of Science and Technology</li> </ul>
Yoshinori Osumi	Medicine	2016	National Institute for Basic Biology (Okazaki City, Aichi)

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## 3. Interaction

# The History of International Exchange

✓ Aichi Prefecture and the surrounding neighboring areas host a variety of exchange opportunities attracting international attention, such as international events and conferences. There is a proven track record and an environment to host world leaders.

## ■ International Events held in Aichi

Year	International Events etc
1971	31st World Table Tennis Championships (ping-pong diplomacy)
1989	Design Expo 89
2004	ITU Triathlon World Cup Gamagori
2005	The 2005 World Exposition, Aichi, Japan
2010	10 <sup>th</sup> Convention on Biological Diversity (COP 10)
2010	First Aichi Triennale
2012	First Nagoya Women's Marathon
2014	Education for Sustainable Development 2014 World Conference, Aichi-Nagoya
2017	RoboCup 2017 Nagoya
2017	Sailing World Cup
2017	ISU Figure Skating Grand Prix Final

Expo 2005 Aichi



Nagoya Women's Marathon



## ■ International Events Held in Areas Surrounding Aichi

Year	International Events etc
1987~	F1 Japanese Grand Prix (Suzuka Circuit) (Held in Fuji Speedway in 2007 and 2008) Mie Prefecture
1994	Mie World Festival Expo
2016	G7 Ise Shima Summit

Source: Research by Mitsubishi UFJ Research and Consulting Co., Ltd.

# Scheduled Events and Opening of Tourism Facilities

✓ Large-scale events and opening of tourism facilities are scheduled in the next 10 years before the opening of the Linear Chuo Shinkansen, expecting to create further prosperity.

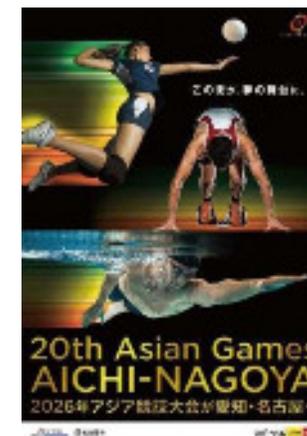
## Planned Events 2018~2027

Year	Major projects, opening of facilities, events
2018	<ul style="list-style-type: none"> <li>• Kinshachi Yokocho (Nagoya)</li> <li>• Misonoza (Nagoya)</li> <li>• LEGOLAND Japan Hotel/SEA LIFE Nagoya (Nagoya)</li> <li>• Nagoya Castle Honmaru Goten (Nagoya)</li> <li>• Lalaport Nagoya Minato Aquas (Nagoya)</li> <li>• 2018 ISA World Surfing Games (Tahara)</li> </ul>
2019	<ul style="list-style-type: none"> <li>• G20 Foreign Ministers Meeting (Nagoya)</li> <li>• The 30th General Assembly of the Japan Association of Medical Sciences Chubu (Nagoya)</li> <li>• 57th WorldSkills Competition, 39th Abilympics (Tokoname)</li> <li>• 70th Shokujusai (Owariasahi)</li> <li>• Rugby World Cup 2019 (Toyota)</li> </ul>
2020	<ul style="list-style-type: none"> <li>• 29th International Joint Conference on Artificial Intelligence (IJCAI) 2020 (Nagoya)</li> <li>• 58th WorldSkills Competition, 40th Abilympics (Tokoname)</li> <li>• World Robot Summit 2020 (Tokoname)</li> <li>• FIFA Futsal World Cup 2020 (Nagoya, inviting)</li> </ul>
2021~	<ul style="list-style-type: none"> <li>• Nagoya castle wooden keep restoration (Nagoya)</li> <li>• Port Messe Nagoya First Exhibition Hall (Nagoya)</li> <li>• Redevelopment of Nagoya Station area (Nagoya)</li> <li>• Ghibli Park (Nagakute)</li> <li>• 20th Asian Games</li> <li>• Linear Chuo Shinkansen</li> <li>• WorldSkills Competition (Inviting)</li> </ul>

Rugby World Cup



Asian Games



Planned maintenance area of Ghibli Park (Aichi Expo Memorial Park)

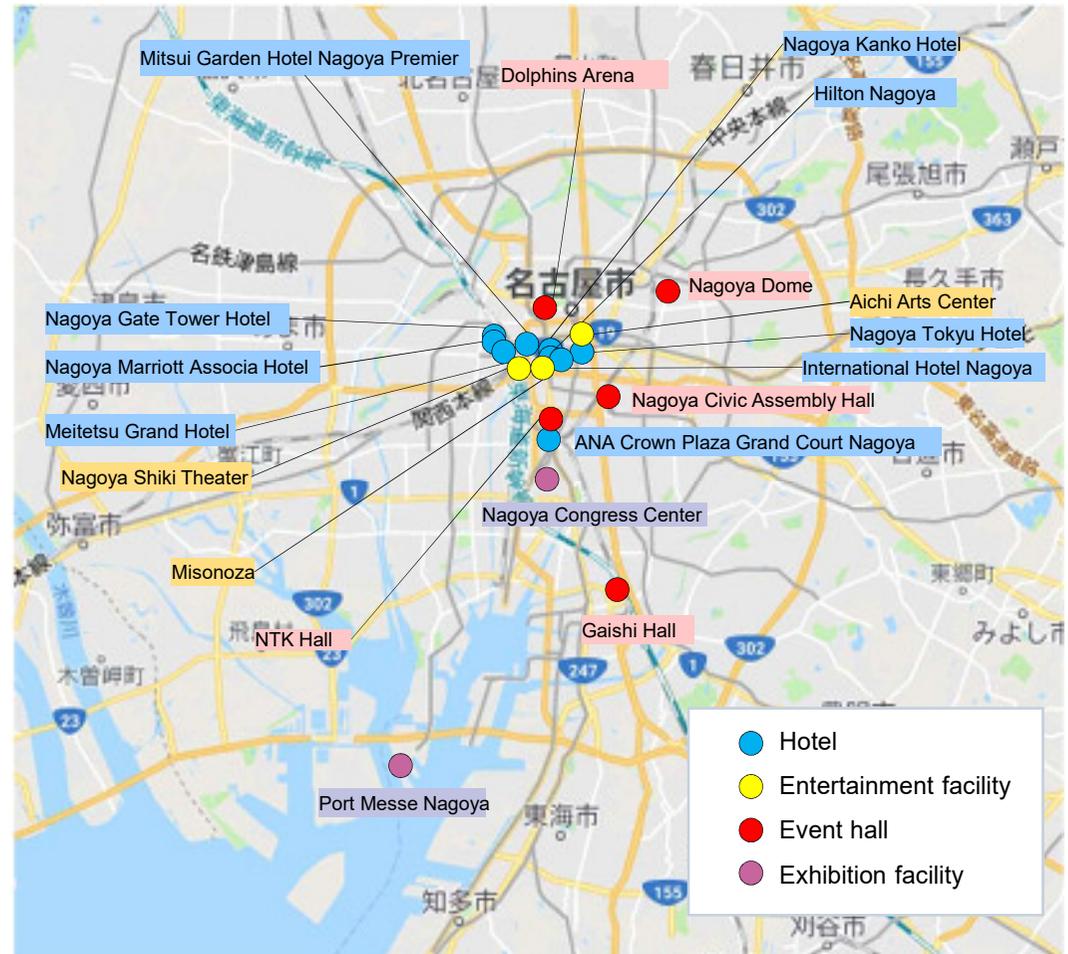


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# Accumulation of Tourism and Accommodation Facilities (Within Nagoya City)

✓ Current major hotels, entertainment facilities, event halls, and exhibition facilities in Nagoya City are in the map below.

- Facilities that can be reached within one hour from Chubu Centrair International Airport have been selected
- Hotels with the high number of rooms and halls for conventions have been selected. (excluding business hotels with rooms only)
- Main entertainment facilities and event halls have been selected



Source: Research by Mitsubishi UFJ Research and Consulting Co., Ltd.

# Abundant Tourism Resources (Within Aichi Prefecture)

✓ Aichi Prefecture has a variety of attractive sightseeing spots. Day trips can be made from the Chubu Centrair International Airport area by using roads and railways.



Aichi Museum of Flight



Nagoya Castle



Inuyama Castle



Obara Shikizakura



Chausuyama Moss Phlox



Okazaki Castle



TOYOTA Commemorative

Museum of Industry and Technology



SCMAGLEV and Railway Park



The Museum Meiji-mura



Kakukyu Hatcho Miso



Kojijahama



Laguna Ten Bosch



Lego Land



Port of Nagoya Public Aquarium Higashiyama Zoo and Botanical Gardens



Mizkan Museum

Source: Aichi Official Tourism Guide  
©Aichi Now

# Abundant Tourism Resources (Events and Festivals Within Aichi Prefecture)

✓ Various events and festivals are held throughout the year in Aichi, including the Nagoya Festival and the Nippon Domannaka Festival.

## ■ Festivals and Events (2016)

※Long-term events are listed based on their start time.

※★Recognized as UNESCO Intangible Cultural Heritage of Humanity (Yama, Hoko, Yatai, float festivals in Japan)

Month	Municipality	Event Name	Number of Visitors	
Apr	Komaki City	Komakiyama Sakura Festival	116,496	
	Okazaki City	Sakura Festival	661,000	
	Inuyama City	Inuyama Matsuri★	330,000	
	Okazaki City	Ieyasu Gyoretsu	460,000	
	Toyone Village	Moss Phlox Festival	260,000	
	Konan City	Konan Fuji Festival	533,000	
	Tsushima City	Owari Tsushima Fuji Festival	351,300	
	Okazaki City	Fuji Festival	400,000	
May	Chiryu City	Chiryu Matsuri★	30,000	
	Handa City	Kamezaki Shiohi Matsuri	100,000	
	Ichinomiya City	Ichinomiya Riverside Festival	149,077	
	Nagoya City	World Cos-play Summit	248,000	
	Toyohashi City	Toyohashi Hanashobu Matsuri (Kamo Shobu Park)	200,000	
	Hekinan City	Hanashobu Matsuri (Aburagafuchi Park)	147,000	
	Toyokawa City	Toyokawa Citizens Festival	253,000	
Jun	Kiyosu City	Owari Nishibiwajima Matsuri	200,000	
Jul	Seto City	Setonatsu	124,000	
	Nishio City	Nishio Gion Matsuri	280,000	
	Kasugai City	Kasugai Shimin Noryo Matsuri	177,000	
	Tsushima City	Owari Tsushima Tenno Matsuri★	240,000	
	Ichinomiya City	Ichinomiya Tanabata Matsuri	1,220,000	
	Toyota City	Toyota Oiden Matsuri	501,800	
	Gamagori City	Gamagori Matsuri	220,000	
	Okazaki City	Okazaki Jyoka Ieyasuko Natsu Matsuri	500,000	
		Okazaki City	Firework Festival	500,000

Month	Municipality	Event Name	Number of Visitors	
Aug	Anjyo City	Anjyo Tanabata Matsuri	1,040,000	
	Inuyama City	Nihon Line Natsu Matsuri	230,000	
	Kanie City	Sunari Matsuri★		
	Tokai City	Tokai Matsuri Firework Festival	130,000	
	Ichinomiya City	Noubi Dai-Hanabi Firework Festival	180,000	
	Kariya City	Kariya Wansaka Matsuri	153,000	
	Nagoya City	Nippon Domannaka Festival	2,202,000	
	Sep	Seto City	Setomono Matsuri	370,000
Oct	Kiyosu City	Kiyososujyo Nobunaga Matsuri	161,193	
	Tokoname City	Tokonameyaki Matsuri	200,000	
	Kasugai City	Kasugai Matsuri	242,800	
	Nagoya City	Nagoya Festival	2,207,300	
	Toyohashi City	Toyohashi Festival	650,000	
	Komaki City	Komaki Citizens Festival	190,000	
	Ichinomiya City	Bisai Matsuri	180,000	
	Kariya City	Mando Matsuri	113,000	
	Nov	Toyota City	Obara Four-Season Sakura Festival	136,887
	Okazaki City	Okazakijyoka Ieyasuko Aki Matsuri	140,000	
Tokai City	Tokai Aki Matsuri	297,000		
Shinshiro City	Shinshiro Rally	54,000		
Shinshiro City	Houraijisan Momiji Matsuri	113,499		
Inazawa City	Sobue Icho Koyo Matsuri	155,000		
Jan	Tahara City	Nanohana Matsuri	145,567	
Feb	Chita City	Sourriike Ume Matsuri	141,000	
Mar	Iwakura City	Iwakura Sakura Matsuri	335,000	
	Handa City	Haruno Dashi Matsuri	187,800	

Source: Aichi Prefecture "H28 Aichi Tourism Recreation User Statistics"

# Abundant Tourism Resources (Areas Surrounding Aichi Prefecture)

✓ Diverse range of tourist spots involving nature, history and culture can be found in areas surrounding Aichi Prefecture. They are also easily accessible from Chubu Centrair International Airport using roads and railways and many of these tourist attractions are within one-night travel.

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**Gero Onsen**

**Shirakawago**

**Kanazawa**

**Tojinbo**

**Iga Ueno Castle Ninja Museum**

**Hieizan**

**Kyoto**

**Osaka**

**Chubu Centrair International Airport**

**Linear Chuo Shinkansen (Opening in FY2027)**

**Snow Monkey**

**Tateyama Kurobe Alpine Route**

**Model of the location of the movie "Your Name" (Hida City)**

**Takayama**

**Ise Jingu**

**Kumano Kodo**

**Ama Huts**

**Magomejuku**

**Mount Fuji**

# Popular Sports

✓ Many professional sports teams are based in Aichi Prefecture. Visitors can also enjoy a variety of sports.

## ■ Accumulation of Sports Resources

- Professional Baseball: Chunichi Dragons
- J League: Nagoya Grampus
- F League (Futsal): Nagoya Oceans
- B League (Basketball): Nagoya Diamond Dolphins
- Nagoya Grand Sumo Tournament
- Figure skating
- Shinshiro Rally
- Marine sports (surfing, sailing)
- Horse race, bicycle race, boat race etc



: Chunichi Dragons (Baseball)



: Nagoya Grampus (Soccer)



Nagoya Oceans (Futsal)



B League (Basketball)



Shinshiro Rally



Surfing



Sailing



Nagoya Grand Sumo Tournament

Source: Research by Mitsubishi UFJ Research and Consulting

# Diverse Food Culture

- ✓ Local cuisines such as “Nagoya Meshi” is one of the main attractions for foreign and local visitors .
- ✓ The presence of the rich agricultural, forestry, and fisheries industry creates a diverse and high-quality food culture.



Hitsumabushi



Miso katsu



Tebasaki (fried chicken)



Miso udon



Toyohashi curry udon



Kishimen



Tenmusu



Matcha desserts



Unagi



Gamagori udon



Inari sushi



Fugu,  
octopus



Yakisoba (Hekinan)



Japanese sweets



Sake

# The Dynamic Natural Environment

- ✓ Aichi Prefecture is surrounded by the ocean and mountains, enriching the transitions of the four seasons. Visitors can enjoy the sight of various flowers as well as snowy landscapes.



Tsurumai Park Flower Festival in Spring



Utsumi Beach in Summer



Autumn Foliage at Korankei



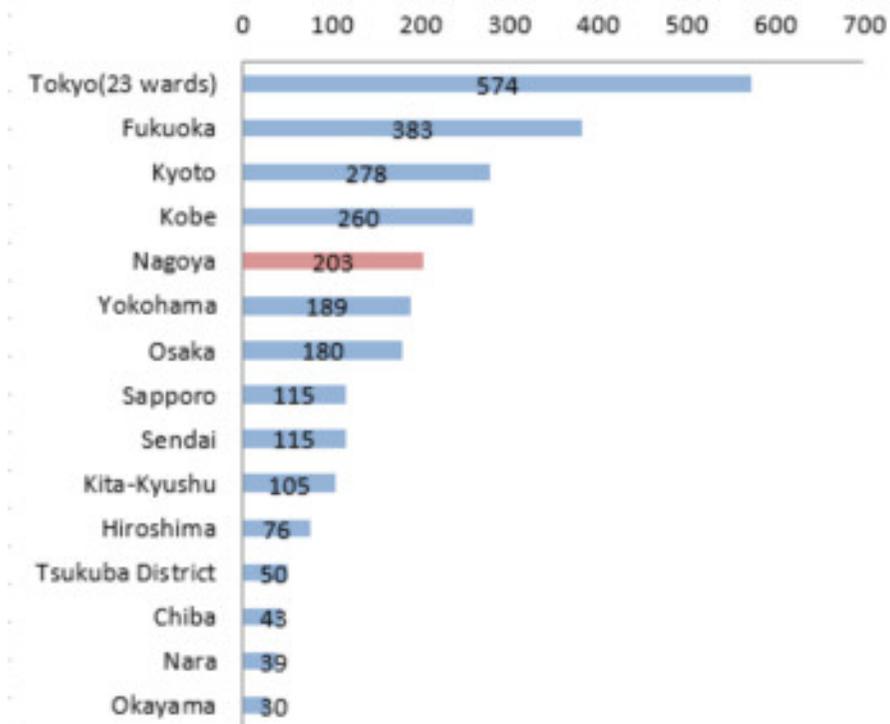
A snow scape from Aichi Prefecture Forest Park

## 4. The State of Aichi

# The Trend surrounding MICE (International Conferences)

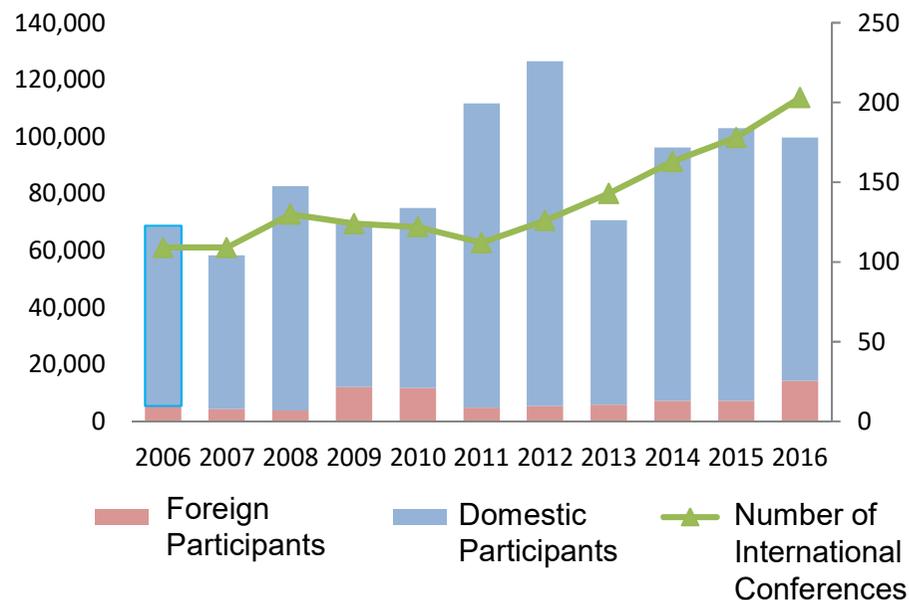
- ✓ Nagoya City is ranked fifth for having numerous international conferences (2016) and the number of international conferences held is on an upward trend since 2011.

■ Number of International Conferences held (2016)



Source: 2016 JNTO Statistics Report

■ Number of International Conferences and Participants in Nagoya City



Source: Statistics of International Conferences (JNTO)

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# MICE Strategy in Aichi Prefecture

✓ In the “Aichi Tourism Strategy”, measures to promote MICE has been formulated and various initiatives are being developed.

## Strategy IV Attracting visitors through MICE and sports events

With the attraction of MICE, we will support hosting events and the development of sports tournaments that can be promoted nationwide and worldwide, and improve the hosting environment to increase the nonresident population in the prefecture.

### 【Core Projects】

#### Attraction of MICE

- PR/Promotion to attract MICE

#### Other Projects

- Development of art and cultural activities at the Aichi Arts Center
- Promotions of large-scale events and exhibitions held within the prefecture

#### Improving the Hosting Environment

- Development of large-scale exhibition halls

#### 【Numerical Target】

○The number of international conferences held  
179 (2014) ⇒ 200 (2020)

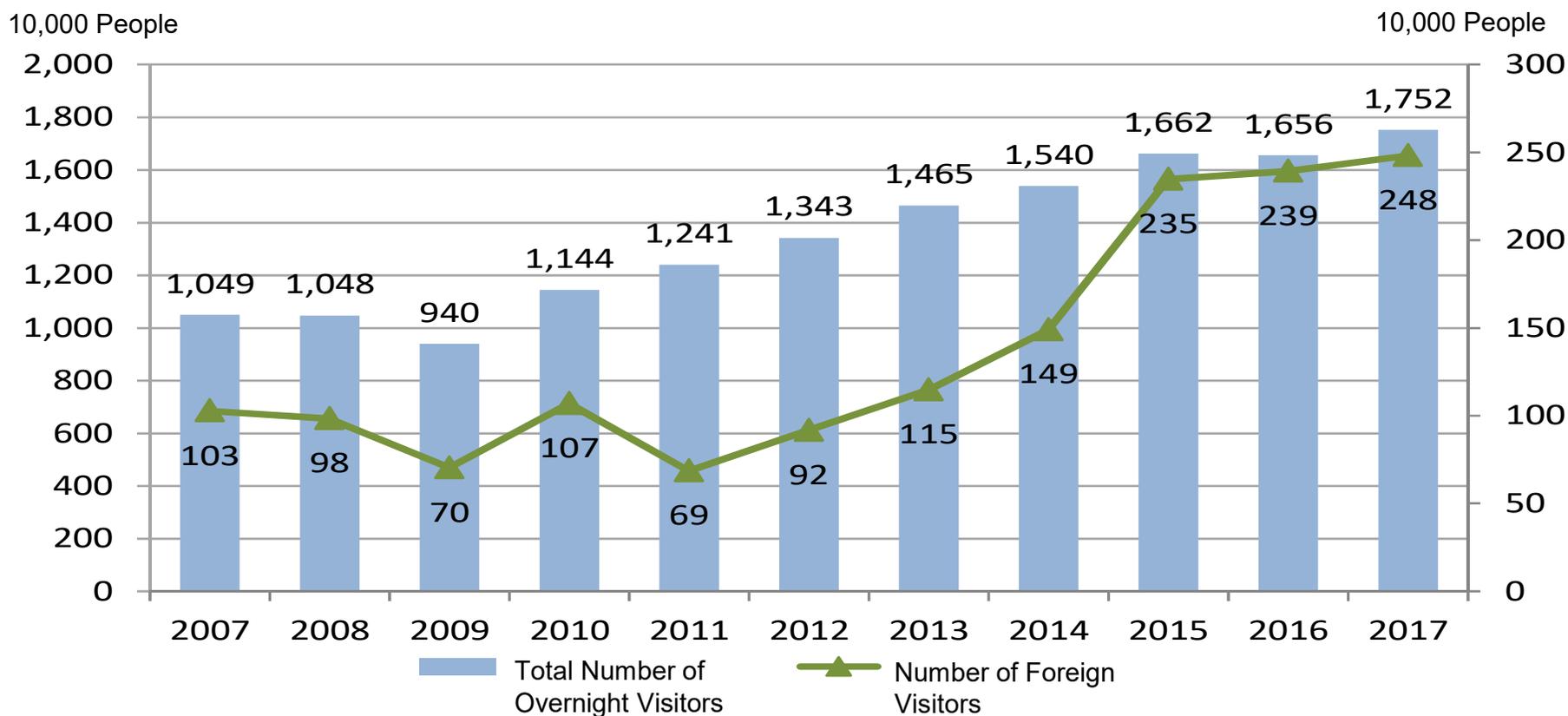
#### Campaigning and support the Development of Sports Competitions

- Support promotion and hosting of the Rugby World Cup 2019
- Campaign to host sports events and training athletes in the 2020 Tokyo Olympics and Paralympic Games
- Support inviting guests and hosting the FIFA Futsal World Cup 2020
- Consider campaigning and hosting international sports competitions such as the Asian Games

# Number of Overnight Visitors in Aichi Prefecture

- ✓ The number of overnight visitors in Aichi Prefecture reached 17.52 million in 2017.
- ✓ The number of foreign overnight visitors is on an upward trend since 2011, reaching 2.48 million visitors in 2017.

## ■ Number of Overnight Visitors to Japan from Foreign Countries



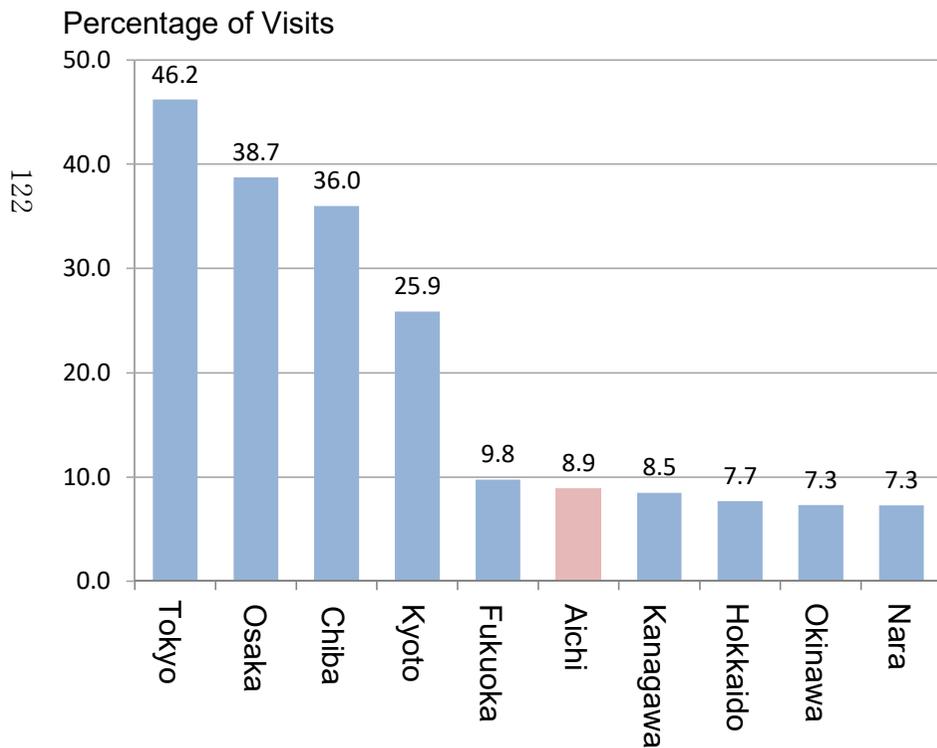
Source: Ministry of Land and Japan Tourism Agency "Overnight Trips Statistics Research"

# The Current State of Foreign Visitors (Visiting rate/reason of visit)

- ✓ Aichi prefecture is ranked 6th (8.9%) in terms of the visiting rate of foreign visitors.
- ✓ According to the purpose of visiting Aichi prefecture, 64% people visited for sightseeing purposes, and the percentage of visitors visiting for business purposes is rather high.

■ The Percentage of Visits by Foreign Visitors

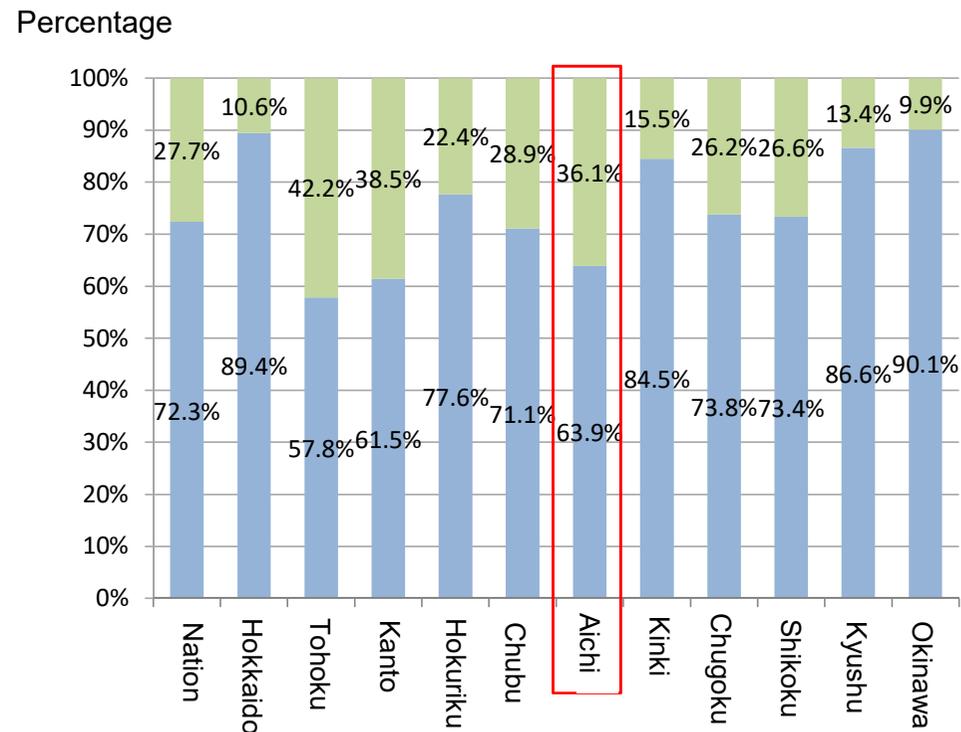
Percentage of Visits by Prefecture (H29/Top 10 prefectures)



Source: Japan Tourism Agency "Research on the Consumption Pattern of Foreign Visitors"

■ The Purpose of Visits by Foreign Visitors

Purpose of Visit (H29)



Source: Japan Tourism Agency "Research on the Consumption Pattern of Foreign Visitors"

■ Tourism ■ Business

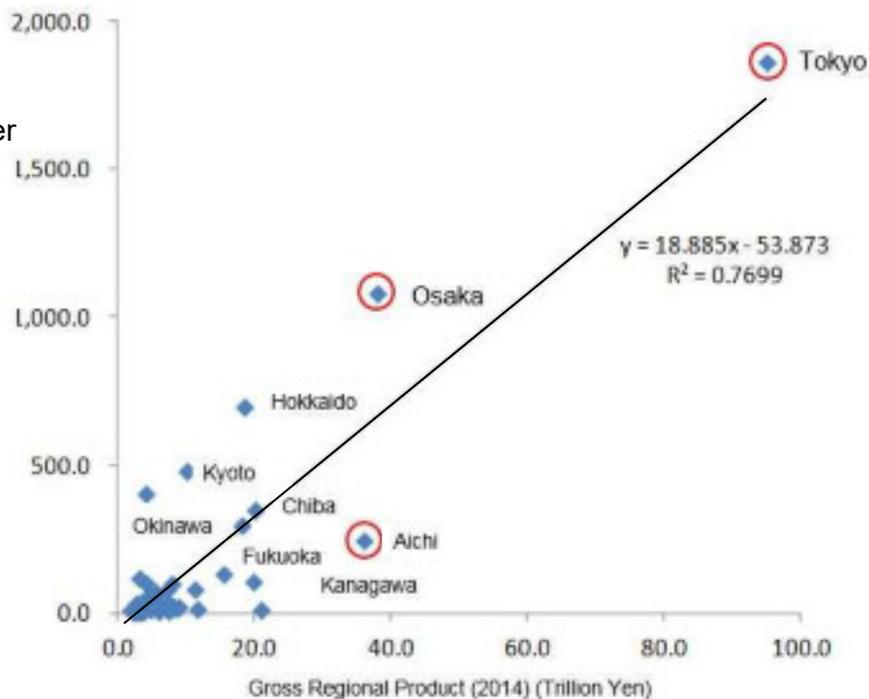
# The State of Foreign Visitors (The Relationship Between Economic Potential and the Number of Visitors)

- ✓ Regards to the number of foreign visitors in Aichi Prefecture, when compared to the size of the economy, the amount of inbound consumptions (per person) in the Chubu area is lower than that of Kanto, Kansai regions and nationwide and from this factor, it is necessary to further enhance the attractiveness of the area immediately.

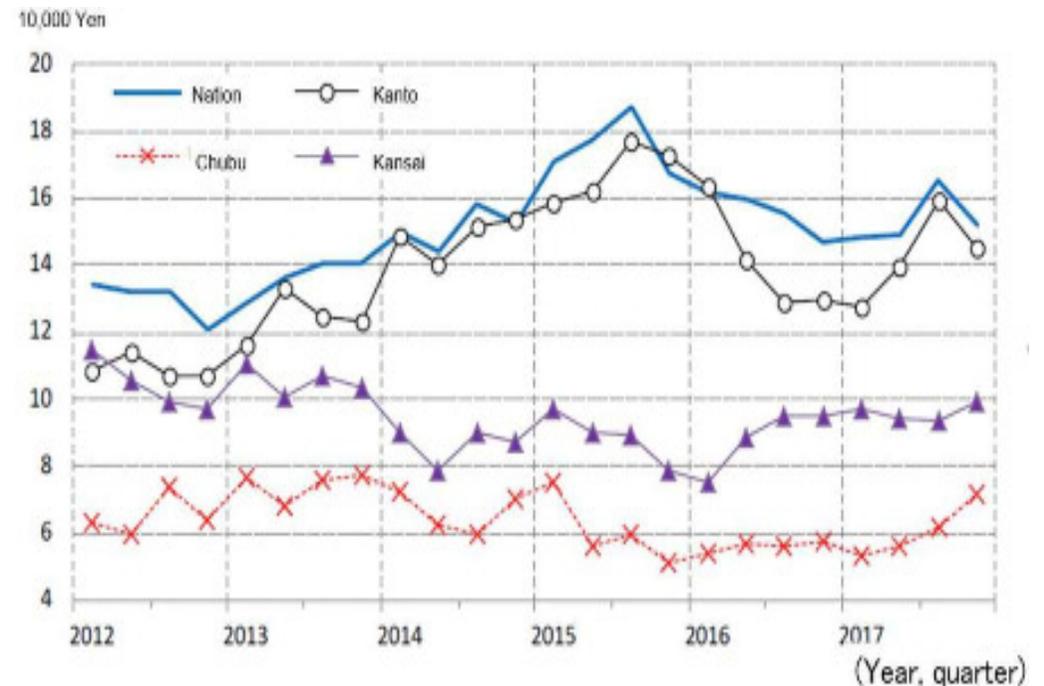
■ The Relationship Between the Number of Foreign Visitors and GRP

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Total Number of Foreign Overnight Guests (10 thousand people)



■ Consumption by Foreign Visitors



Source: H29 Overnight Trips Statistics Research (Preliminary report value) (Ministry of Land and Transport) Prefectural Economics Research (H26) (H17 Reference Count) (Cabinet Office)

Source: Research on Inbound Consumption in Chubu (2017/10-12, 2017 calendar year) Mitsubishi UFJ Research and Consulting "Economics Report (2018/1/24)"

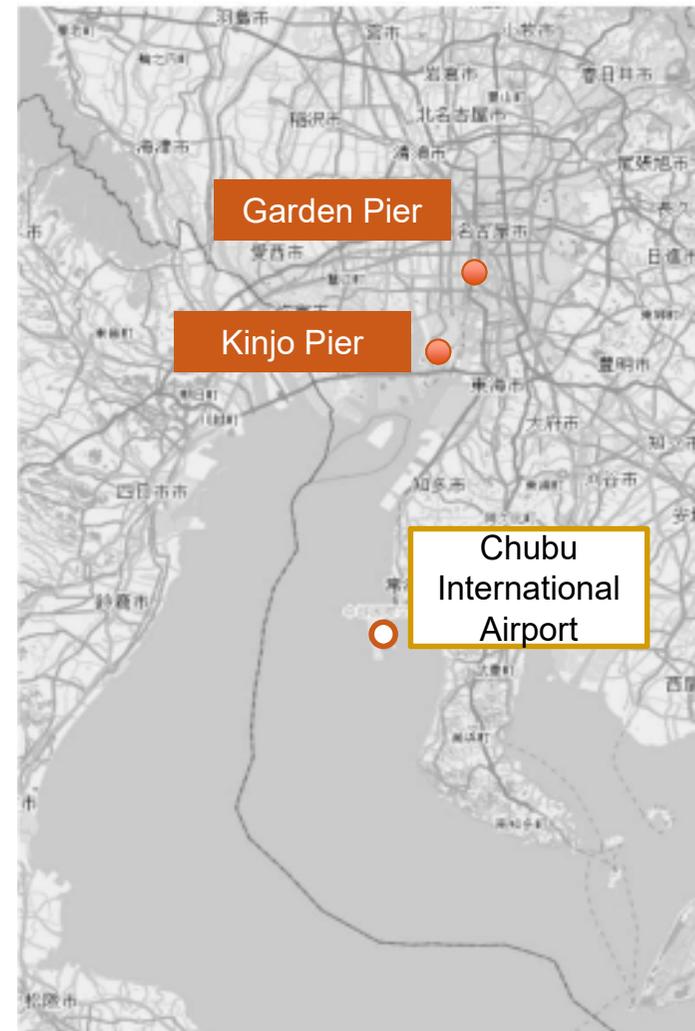
# The current state of large cruise ships calling in Aichi Prefecture

- ✓ There are large cruise ships calling at the Port of Nagoya.
- ✓ One of the world's largest vessels carrying more than 4000 passengers also call at the Port of Nagoya.

■ The state of large cruise ships calling at the Port of Nagoya (2018, including scheduled calls)

Name of Cruise Ship	Size (Ton)	Docking Quay	Number of Call
MS Quantum of the Seas	168,666	Kinjo Pier	2
Diamond Princess	115,906	Kinjo Pier	5
Costa Neo Romantica	57,150	Garden Pier	3
Asuka II	50,142	Garden Pier	4
Amadea	29,008	Garden Pier	1
Silver Shadow	28,258	Garden Pier	1
Pacific Venus	26,594	Garden Pier	18
Nippon Maru	22,472	Garden Pier	5

Source: Port of Nagoya Management Office Website "H30 Schedule of Cruise Calls"



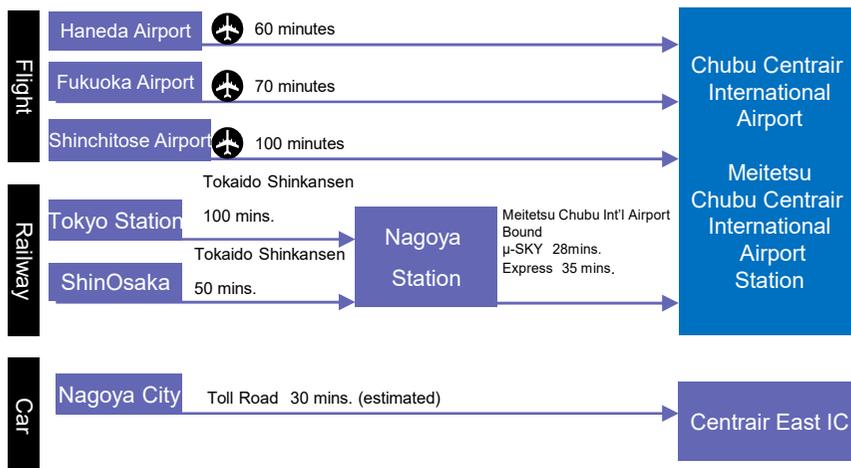
## 5. The Chubu Centrair International Airport and its Surrounding Areas

# Access to the Chubu Centrair International Airport Area

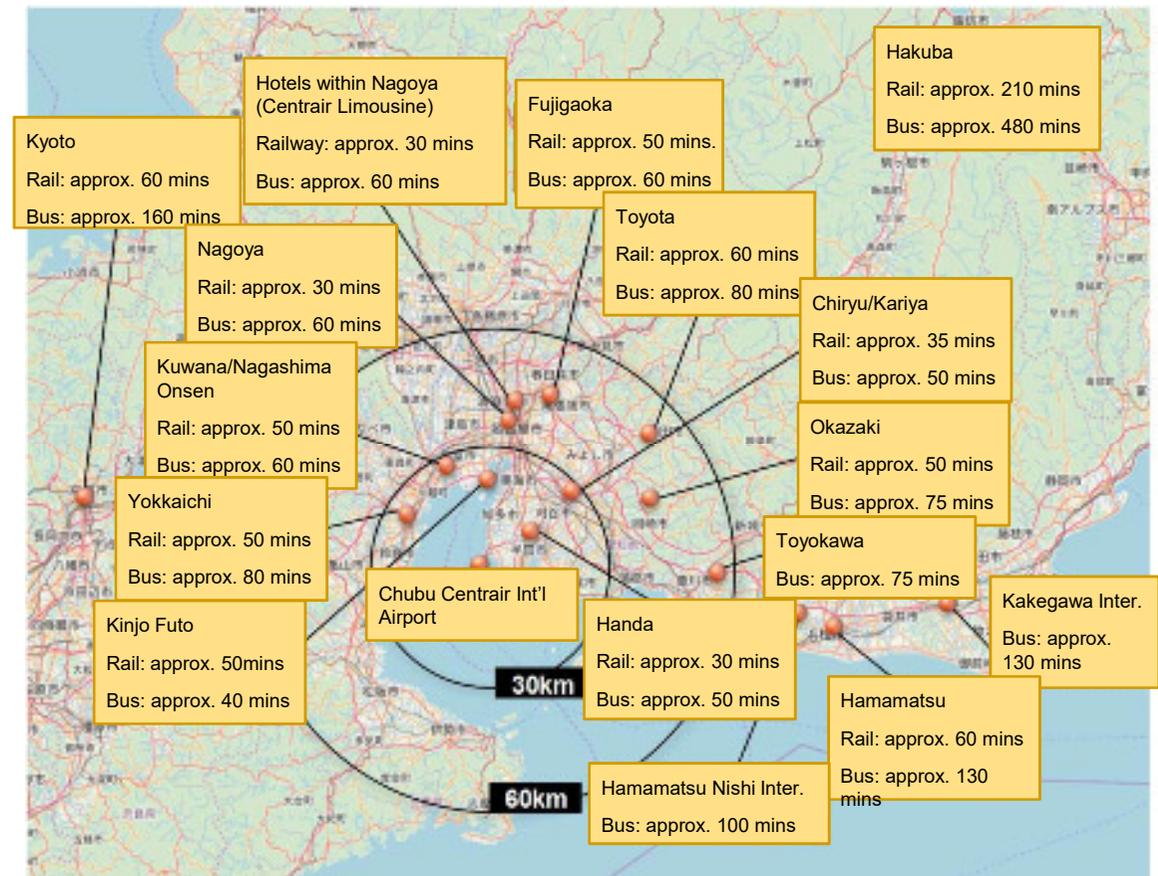
✓ Chubu Centrair International Airport has access to all parts of Aichi Prefecture and surrounding areas, and not only does it have good access by air across the country but it also has strong railway and road networks.

## ■ Access to the Chubu Centrair International Airport area

### <Wider Access>



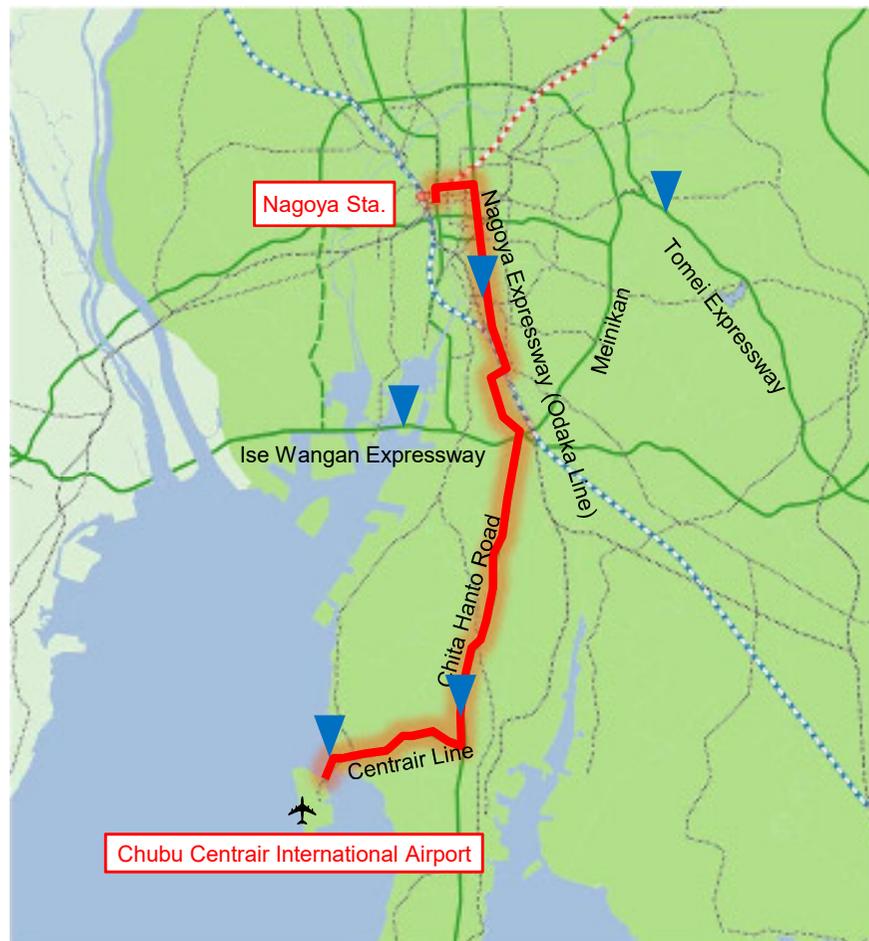
### <Access from Neighboring Regions>



# Road Network to the Chubu Centrair International Airport Area

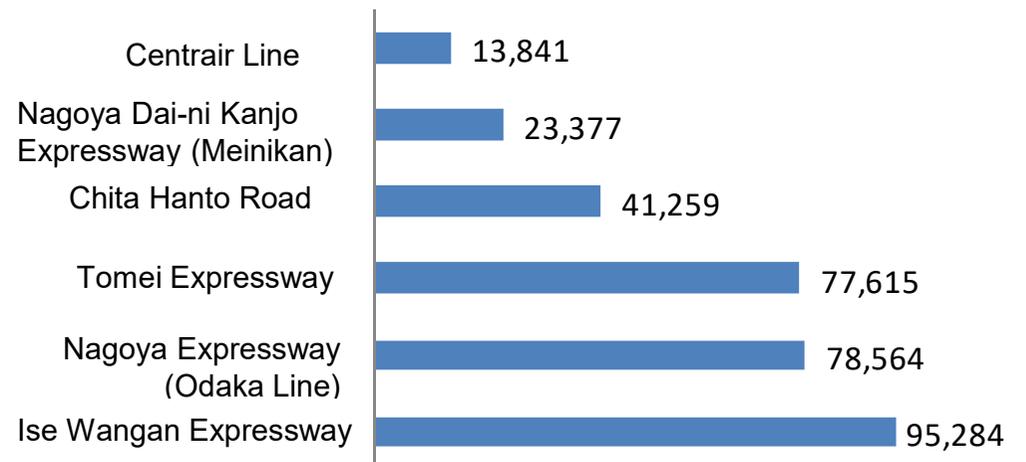
- ✓ Chubu Centrair International Airport can be accessed from central Nagoya by train (Meitetsu Line) and highway.
- ✓ The highway has a relatively small traffic volume and rarely has any traffic, allowing one to travel smoothly.

## ■ Access to Chubu Centrair International Airport



## ■ Traffic Volume of Major Highways

(Vehicle/24h)



[Target Section:] Centrair Line: Rinku IC-Tokoname IC, Meinikan: Nagoya South JCT-Arimatsu IC, Chitahanto Road: Agui IC-Handa Chuo IC&JCT, Tomei Expressway: Nagoya IC-Nisshin JCT, Nagoya Expressway (Odaka Line): Takatsuji-Horita, Ise Wangan Expressway: Meiko Chuo IC-Meiko Shiomi IC  
Source: H27 Road Traffic Research (Road Traffic Census)

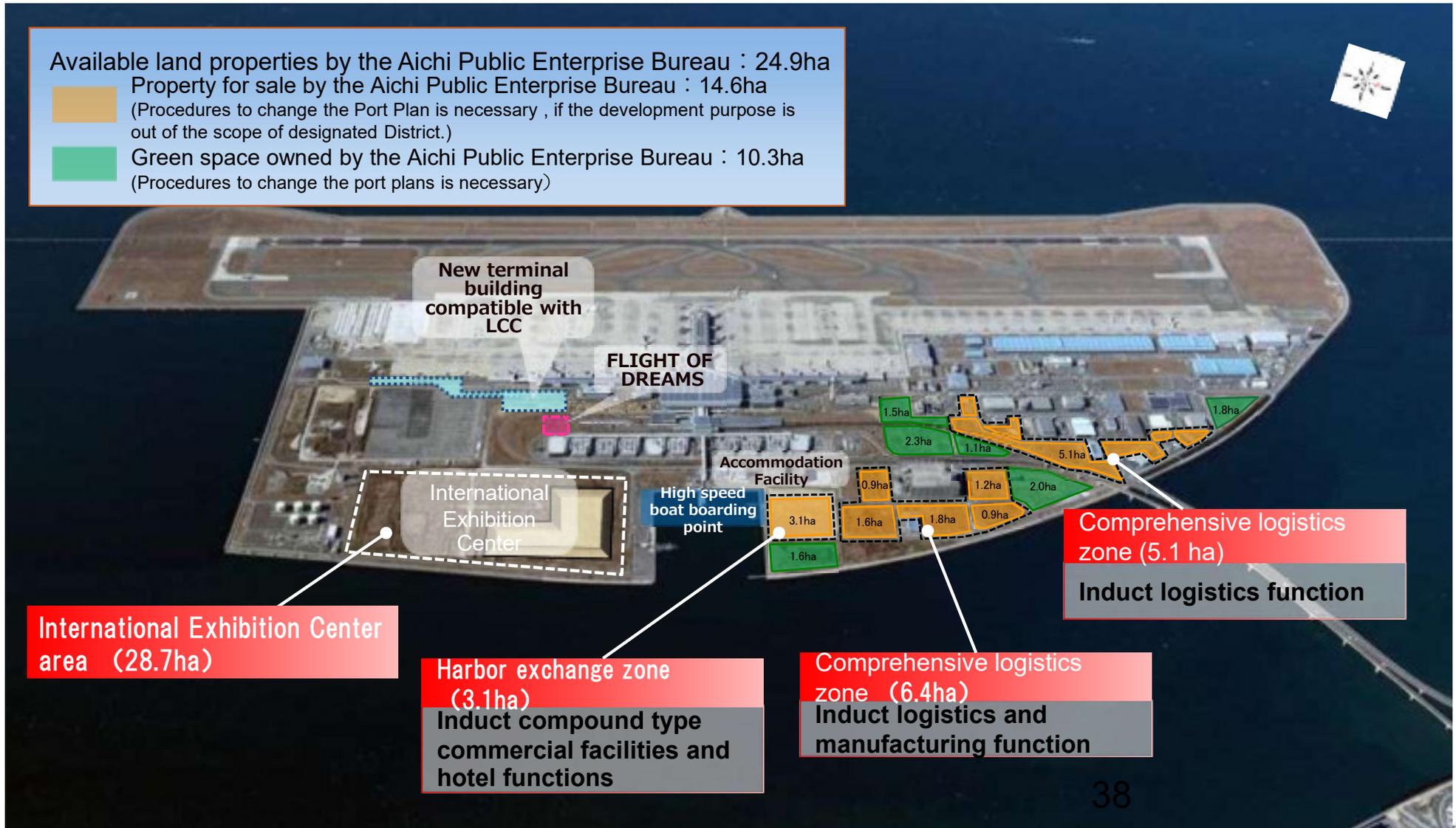
# Target Area of Functional Implementation

- ✓ The expected target area of functional implementation are the Chubu Centrair International Airport Island and its surrounding areas below.



# Target Area of Functional Implementation (Chubu Centrair International Airport Island)

- ✓ In addition to the International Exhibition Center area (28.7ha) , there are available land properties of 24.9ha in total. These land properties are designated as Quasi-Industrial District and Commercial District under the City Planning Act. There is a building height limit of 45m set by the Civil Aeronautics Act.



# Target Area of Functional Implementation

## (Opposite Shoreline Area of the Chubu Centrair International Airport)

- ✓ The total available land property is 20.6ha and it is designated as a Quasi-Industrial District and a Commercial District under the City Planning Act. Additionally, there is a building height limit of 45m set by the Civil Aeronautics Act.



# The Opening of the International Exhibition Center (2019)

✓ The Aichi International Exhibition Center will open in 2019.

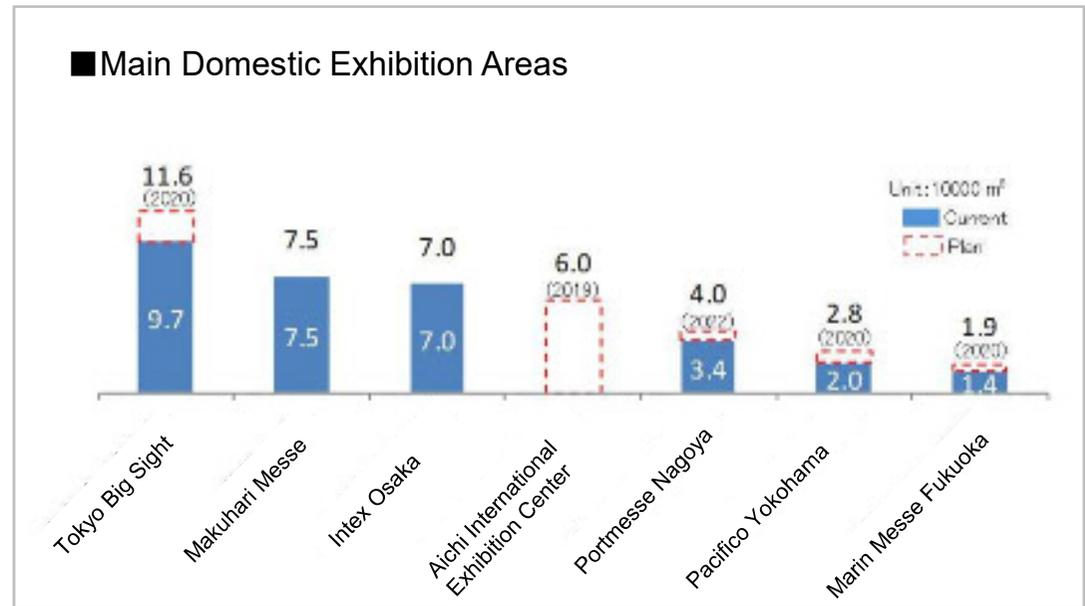
○In preparation for opening of the center in September 2019, an exhibition area of 60,000m<sup>2</sup> will be established and it will also be the first model of an 'adjacent type international airport' in Japan, which is currently under construction. (Began construction from September 2017)

○The "Concession method" is applied to its operation; planning and attracting an exhibition by making use of private sector's creativity and their sense of management. 'Maeda・GL Events Group' was elected as a preferential negotiating company in December last year, and its SPC (Special Purpose Company) made a contract with the operator on 27 April.

○Following events such as The National Skills Competition (2019, 2020), The National Abilitylympics (2020), and The World Robot Summit (2020) are planned to be held.

○Collaboration is planned with a multipurpose entertainment facility such as 'FLIGHT OF DREAMS' (scheduled to open from October 12<sup>th</sup>, 2018), which is built around the first aircraft of Boeing 787.

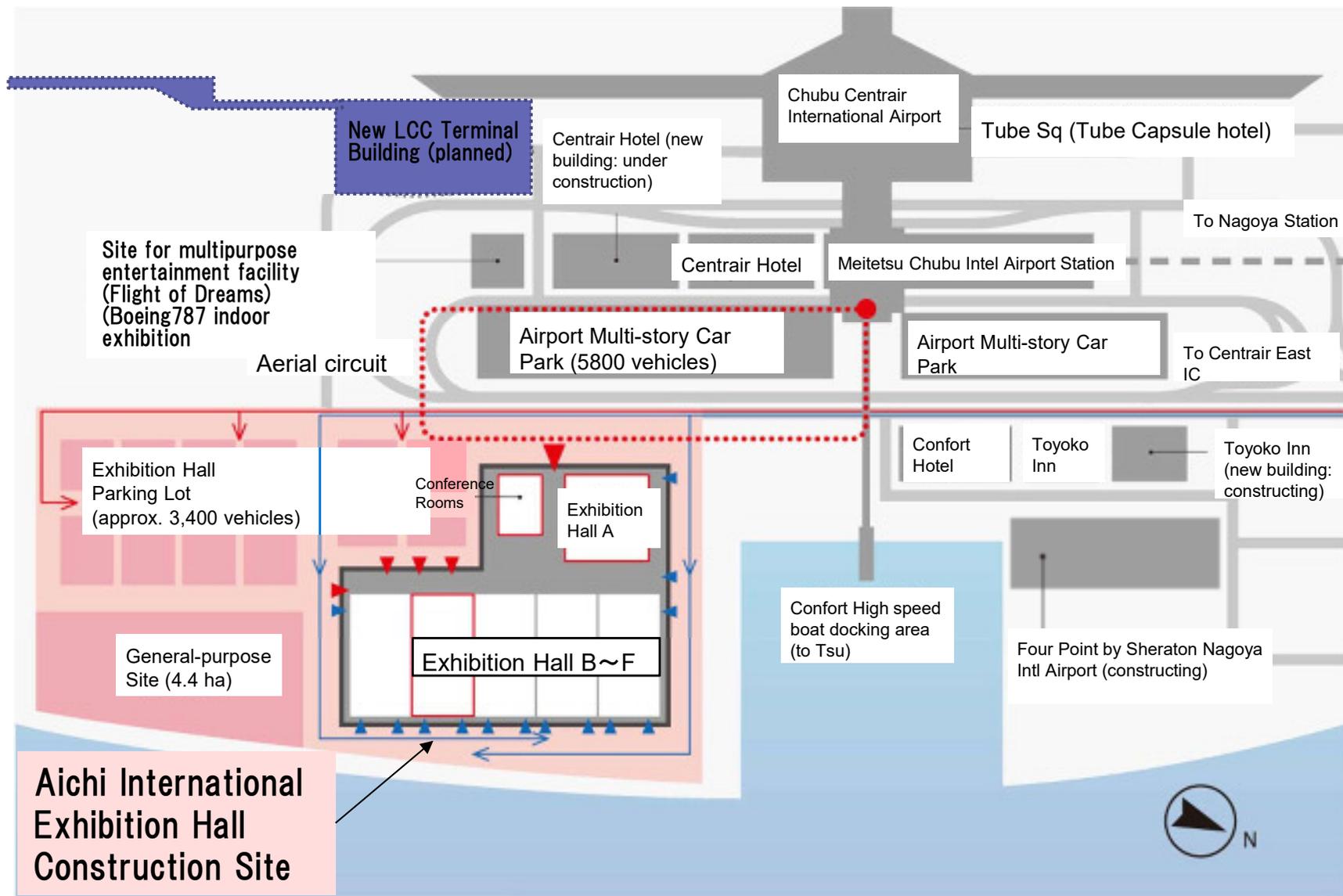
## ■ Main Domestic Exhibition Areas



## ■ Overview of the Aichi International Exhibition Center



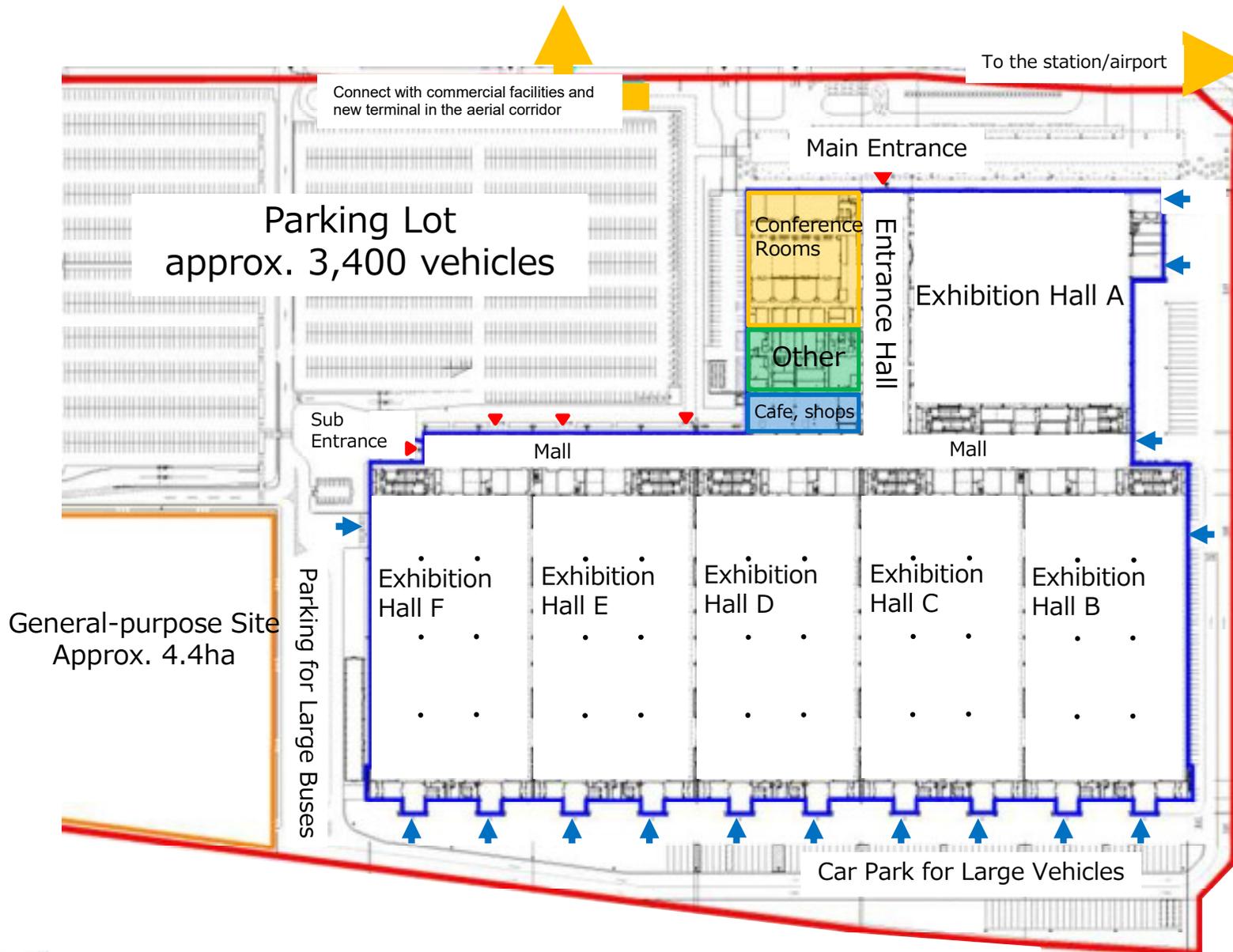
# Layout of the International Exhibition Hall in the Centrair Airport Island



- Pedestrians
- ← Ordinary Vehicles
- ▶ Entrance
- ← Service Vehicles
- ▶ Loading Entrance

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# Facility layout of the International Exhibition Hall

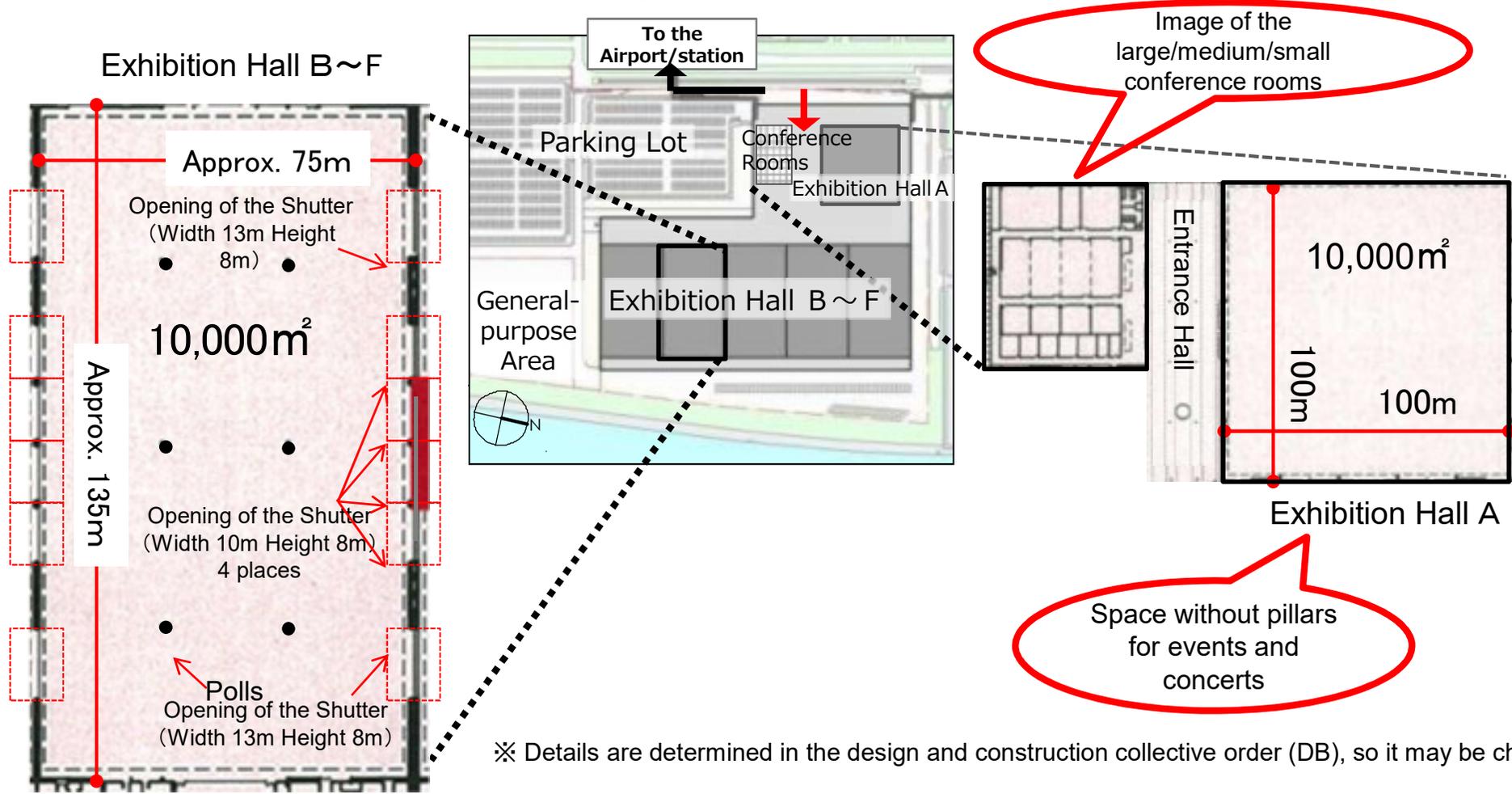


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# Outline of the Exhibition Hall and Conference Rooms at the International Exhibition Hall

- ✓ The exhibition hall A will not have pillars, allowing multi-purpose usage such as concerts. The exhibition halls B to F have six shutter openings and can be used together.
- ✓ The conference room space will have 18 large, medium and small rooms next to the entrance hall

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※ Details are determined in the design and construction collective order (DB), so it may be changed

# New Terminal Building and Multipurpose Entertainment Facility

- ✓ The surrounding area of the airport will be enhanced following the improvement of a new terminal building that supports LCC, and the multipurpose entertainment facility 'FLIGHT OF DREAMS'.

## ■ An exhibition of Boeing 787 at a multipurpose entertainment facility 「FLIGHT OF DREAMS」

<p>Overview</p>	<p>○Customers can enjoy the exhibition of Boeing 787, of which 35% of the aircraft is manufactured in the Chubu area, and learn how aircraft parts are manufactured and how an airplane flies and operates. The stores will look like the city of Seattle in the US, where restaurants and stores will also open in the facility.</p> <p>○It aims to contribute to the education on aircrafts and to further develop the aircraft industry by creating an opportunity for both children and adults to become more interested in aircrafts through the atmosphere and activities provided in the facilities</p> <p>【Operator】 Central Japan International Airport Co.,Ltd 【Operation】 October 12<sup>th</sup>, 2018</p> <p>【Building Overview】 Construction area: approximately 6,500m<sup>2</sup>, Total floor area: approximately 11,000m<sup>2</sup>, Height: approximately 24m (3 stories), Steel</p>
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## ■ Improvement of a new terminal to support LCC

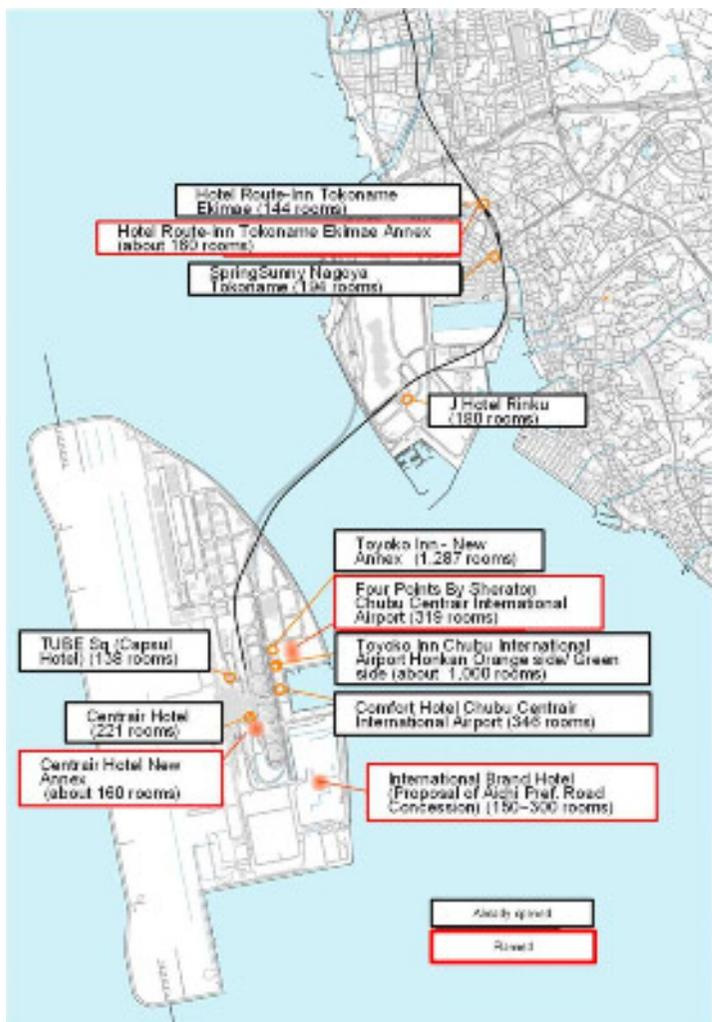
<p>Overview</p>	<p>【Operator】 Central Japan International Airport Co.,Ltd 【Operation】 First half of 2019</p> <p>【Building Overview】 Total floor area: approximately 40,000m<sup>2</sup>, 2 Stories, 2 Towers (for check-in counters, and for concourse)</p> <p>【Annual Passengers】 4.5 Million ( International: 3 million, Domestic: 1.5 million )</p>
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Source: A document from the second meeting of "For research with the aim of function development as an international tourist city"

# Current Location and situations of Hotels

✓ The Chubu Centrair International Airport area will have about 4,000 hotel rooms from new and existing facilities.

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Source: websites, press release

## Existing hotels and rooms

District	Hotels	Location	Rooms
Airport Island	Chubu Centrair Hotel	1-1 Centrair, Tokoname	221
	Comfort Hotel	4-2-3 Centrair, Tokoname	346
	Chubu Centrair International Airport		
	Toyoko Inn (Orange Side)	4-2-5 Centrair, Tokoname	1,001
	Chubu International Airport Honkan		
Opposite Shore	TUBE Sq (Capsule Hotel)	1-1 Centrair, Tokoname	138
	J Hotel Rinku	3-2-1 Centrair, Tokoname	180
Tokoname Station area	Spring Sunny Hotel Nagoya Tokoname	3-174-1 Centrair, Tokoname	194
	Hotel Route-Inn Tokoname Ekimae	2-73 Centrair, Tokoname	144

Total: about 2,200 rooms

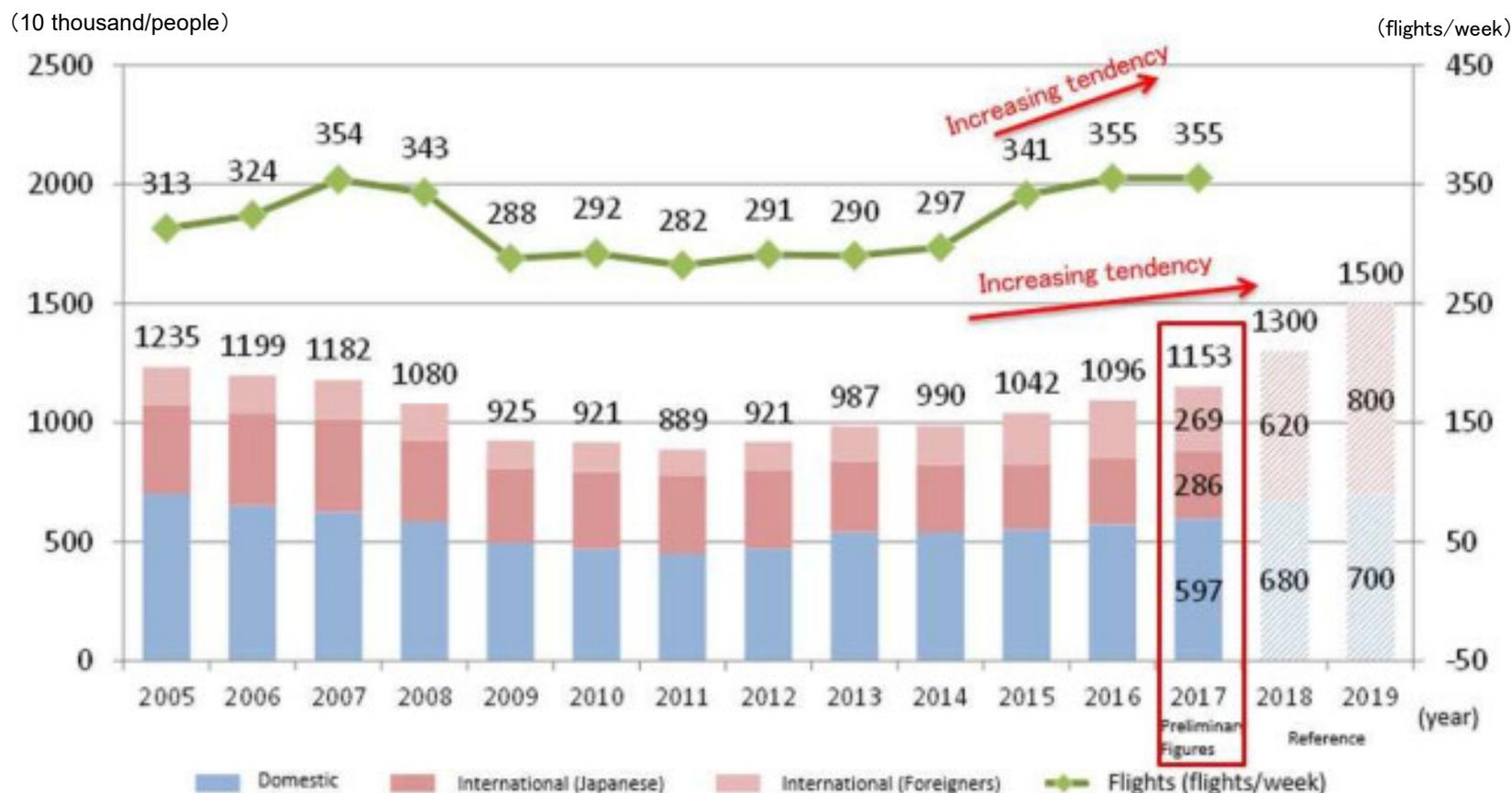
## New hotels and rooms

District	Hotels	Location	Rooms
Airport Island	Centrair Hotel (New Annex)	1-1 Centrair, Tokoname	160
	Toyoko Inn (New Annex)	4 Centrair, Tokoname	1,287
	Four Points By Sheraton	4-10-5 Centrair, Tokoname	319
	Chubu Centrair International Airport		

Total: about 1800 rooms

# Trends in Visitors To The Chubu Centrair International Airport

- ✓ The number of visitors to the Chubu Centrair International airport has decreased after the port opened in 2005. However, the number has been increasing since 2012. In particular, the number of foreign visitors in 2014 has exceeded the record number of 2005, and it has been continuously renewing the highest record, reaching 2.69 million in 2017.



Source: documents from Chubu Centrair International Airport

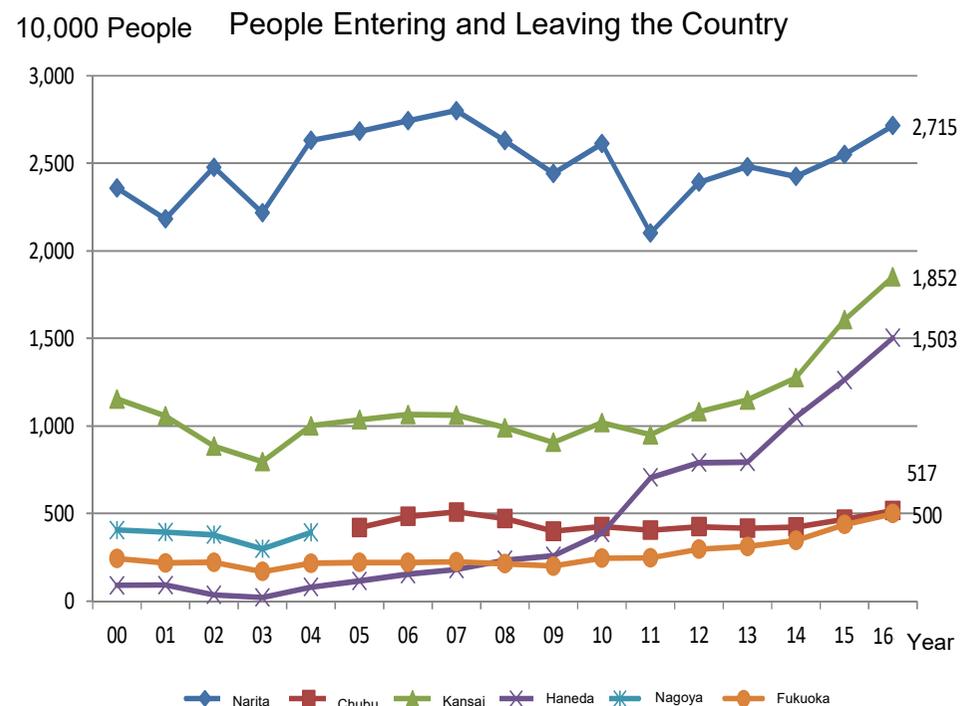
# Flights Operated at Chubu Centrair International Airport

- ✓ International flights flying to/from Chubu Centrair International Airport operates mainly in Asia
- ✓ The number of people entering and leaving the country through major international airports such as Kansai and Haneda has been increasing rapidly.

## ■ Status of Operating Flights

Type	Destination ※(number of flights/week)
International (Centrair)	S.Korea (56) China (160) Hong Kong (28) Taiwan (40) Thailand (21) Philippines (21) Vietnam (14) Singapore (7) Europe (12) North America (8) Hawaii・Guam・Saipan (28) Middle East・Africa (28)
Domestic (Centrair)	Sapporo (140) Memanbetsu (7) Asahikawa (7) Hakodate (14) Akita (14) Sendai (42) Niigata (14) Matsuyama (21) Fukuoka (98) Ooita (14) Kumamoto (28) Nagasaki (21) Miyazaki (28) Kagoshima (63) Okinawa (98) Miyako (7) Shinishigaki (7)
Domestic (Prefectural Nagoya Airport)	Yamagata (14) Aomori (21) Hanamaki (28) Niigata (7) Kochi Ryuma (14) Izumo (14) Kumamoto (21) Kita Kyushu (7) Fukuoka (35)

## ■ Status of People Entering and Leaving the Country from Major Airports



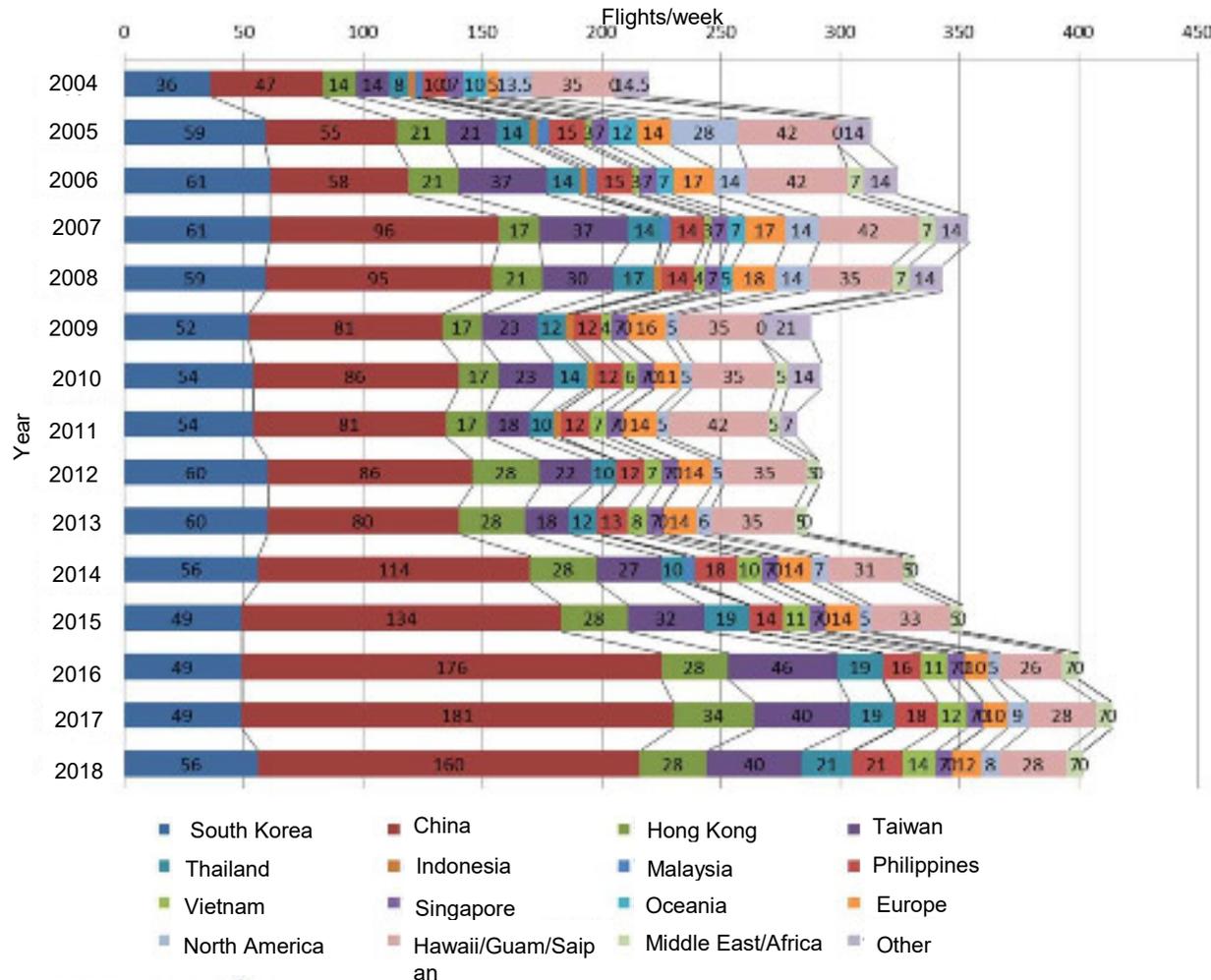
※ The value of prefectural Nagoya Airport since 2006 has not been recorded  
Source: Ministry of Justice "Immigration Control Statistics"

Source: Summarized by Mitsubishi UFJ Research & Consulting Co., Ltd. based on the JTB timetable (May 2018 issue)

# Trends in the number of flights operated by Chubu Centrair International Airport by country/region

- ✓ Although the number of flights operated by Chubu International Airport dropped in 2011, it has been gradually increasing since then.
- ✓ The new terminal opening in 2019 is expected to increase further flight destinations including LCC flights.

## ■ Trends in Operated Flights by Country and Region



## ■ LCC flight status

Airline		Destination	Flights/week
Jeju Air	7C	Seoul (Incheon)	14
Spring Airlines	9C	Ningbo	3
		Shanghai (Pudong)	7
HK Express	UO	Hong Kong	7
Tigerair Taiwan	IT	Taiwan (Taoyuan)	5
Cebu Pacific Air	5J	Manila	7
Jetstar Japan	GK	Manila	4
		Taiwan (Taoyuan)	3
Air Busan	BX	Busan	7
T'way Airlines	TW	Seoul (Incheon)	7

Thai AirAsia X is planned to operate between Centrair and Bangkok Dong Muang from October 30<sup>th</sup>

Source: JTB Timetable (2018/6)

Source: JTB Timetable (2018/5)

# Overview of Chubu Centrair International Airport

✓ Chubu International Airport is open 24 hours and is known to receive high customer satisfaction and evaluation because of its excellence in various service aspects.



## ■ Airport Features

Name	Chubu Centrair International Airport (Also called as: Centrair)
Opening	2005/02/17
IATA/ICAO Code	NGO/RJGG
Length of Runway	3,500m
Number of Spots	73
Airport Operating Hours	24 hours
Customs / Immigration Bureau / Quarantine	24 hours

Source: Chubu Centrair International Airport Resource

## ■ High Customer Satisfaction

Centrair maintains a high rank in the airport evaluation ranking in customer service by SKYTRAX (2018)

◇The World's Best Regional Airports No.1 (4 consecutive years)

※Customer service ranking of airports located in non-capital cities, operate mainly short to medium length routes, and are not a major hub of long-haul international flights

◇Best Regional Airports in Asia No.1 (8 consecutive years)

◇Best Airports 10-20 million pax per year No.1

※Ranking by size

◇The world's Top10 Airports 2018 No.7

※Overall ranking of more than 550 airports around the world

Source: Chubu Centrair International Airport Resources

# Travelling with Business Jets

✓ Chubu International Airport is located in the center of Japan and between North America and Asia, making it easy to visit with domestic and foreign business jets.

## ■ Environment Catering on Private Jets

### ○ Operation support service

- Supports processes necessary for operation such as applications for acquiring take-off and landing space and parking space, and preparation of various application documents to CIQ

- The concierge service accommodates various requests such as arranging hotels and cars for crew member and passengers

### ○ Business Jet Terminal

- VIP lounge, catering service

## ■ Possible Flight Routes with Business Jets



Source: Created based on the Chubu Centrair International Airport website



# Outline of Target Area

✓ Various social infrastructures such as service water supply, sewerage, and electric power are being developed in the Chubu Centrair International airport area

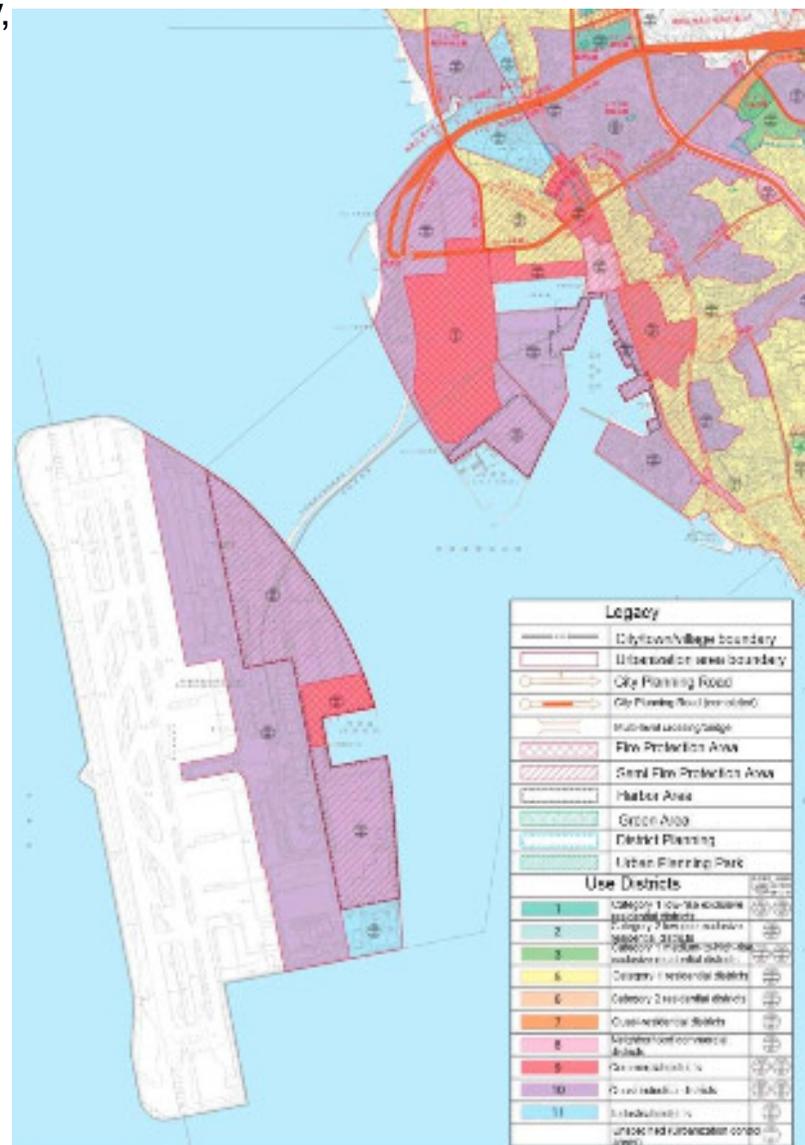
## ■ Infrastructure

Type	
Transport/rail	Central Japan International Airport Line (Meitetsu Tokoname Line Tokoname Station~Centrair Japan Intl Airport Station)
Road	Chitaodan Road (Handa Chuo IC~Rinku IC) Chubu International Airport Connecting Road "Centrair Line" (Rinku IC~Airport) 4km from National Route155
Airport	Next to Chubu Centrair Intl Airport
Port	Approximately 23.0 km from Nagoya port entry area
Water supply	Tokoname City Waterworks
Drainage condition	Managed under Tokoname City Waterworks
Power	High pressure supply, special high pressure supply available

## ■ Designation and so on

Type	
District Designation	Commercial District, Quasi-Industrial District, selected harbor area.
Others	Area of height restriction (45 m) of buildings under aeronautical law
Preferential Treatment	Applicable target area for the reduction of real estate acquisition tax (Industrial location promotion tax)

Source: Aichi Prefecture Enterprise Department website, Aichi Prefecture resources



Source: Tokoname City website (Urban planning overview)

## Application Guideline of the Request for Ideas to Realize a “City of International Tourism Focused on MICE”

### 1 Introduction

Aichi Prefecture intends to realize a "city of international tourism focused on MICE" with strong international competitiveness, centering on the international exhibition hall that will open in September 2019, near the Chubu Centrair International Airport and its surrounding areas.

In August 2017, Aichi Prefecture established the “Research group for the implementation of functions as a city of international tourism (hereinafter referred to as "Research Group)”. The Research Group was comprised of local academic experts and extensively researched functional requirements suitable for a city of international tourism. In March 2018, the "Summary Report” was released.

(The summary report of the Research Group can be read here:

<http://www.pref.aichi.jp/uploaded/attachment/263650.pdf>)

Aichi Prefecture is now seeking a wide range of ideas from private business operators and other legal entities inside and outside Japan in order to make progress on the consideration toward the realization of the implementation of functions.

### 2 Qualifications to submit ideas

- Participants must be corporations or other legal entities (individuals cannot participate).
- Local governments (excluding Aichi Prefecture) or extra-departmental bodies receiving financial support such as equity investment from a local government (excluding Aichi Prefecture) are not eligible.
- Corporations or other legal entities subject to a cease and desist order stipulated in “the agreement on the exclusion of crime groups from the affairs and business conducted by Aichi Prefecture (concluded by the Aichi Prefectural Governor and Chief of Aichi Prefectural Police Department on June 29, 2012)” are not eligible.
- Organizations whose primary purpose is religious activities or political activities are not eligible.
- Commitment to and cooperation in addressing our inquiries and requests for individual hearings on the content of proposals is required.

### 3 Requested items

The purpose is to collect a wide range of ideas regarding the following: ideas on development and future initiatives, regional promotion and tourism promotion measures, cooperation measures with surrounding area, issues, future infrastructure improvement and development, and other requests to the Prefecture to realize a "city of international tourism focused on MICE." For specific topic of the idea requested, please refer to "(Form 3) Survey Form."

#### 4 Application method

Please fill in the following documents and submit them by e-mail by the due date.

[Documents to be submitted]

Name of document	Format of data
(Form 2) Confirmation of submitted documents	Microsoft Word or PDF
(Form 3) Survey Form	Microsoft Word or PDF
Attached documents (optional) * Attach when there is proposal or supplementary content in addition to the above (any format is acceptable).	Microsoft Word, Power Point, or PDF

[Address to send documents]

Ernst & Young ShinNihon LLC (Contractor of secretarial service for the request of idea process)  
E-mail: aichi.idea@jp.ey.com

**Deadline: Friday, September 14, 2018 5:00 pm JST**

<Precautions for application>

- Documents to be submitted may be in either Japanese or English.
- Data files for forms, etc., will be sent out to participants and others who apply to obtain the information via e-mail after the briefing sessions.
- If the file size of attachments is too large and submission by e-mail is difficult, participants may submit media such as CDs containing the files in a format readable by Microsoft Windows by mail. Please be sure to give advance notice when doing so. (The media should arrive by the deadline.) An applicant can also use high volume file transfer service, but please be sure to give advance notice if you wish to do so.
- Participants who submit the attached documents and wish to conduct a presentation are required to explicitly express their wish to do so by Form 2 “Confirmation of submitted documents.”

#### 5 Inquiries and answers on the request

For inquiries on the request, please fill in the inquiry form (Form 1) and submit it by e-mail to Ernst & Young ShinNihon LLC (aichi.idea@jp.ey.com) before Friday, August 31, 2018.

Inquiries will be answered individually in principle, however all participants may be contacted regarding inquiries and answers that must be shared with all applicants.

## 6 Hearings

The Aichi Prefectural Government may request individual hearings with applicants to ask for details about submitted ideas.

Ernst & Young ShinNihon LLC will contact the applicant as necessary.

## 7 Schedule

Briefing session (Tokyo)	August 21, 2018 from 15:00 to 16:15
Briefing session (Nagoya)	August 23, 2018 from 14:00 to 15:15
Deadline for inquiries	August 31, 2018 at 17:00
Deadline for submission of idea	September 14, 2018 at 17:00
Hearings held (only those selected)	Around October to November

## 8 Precaution and important notice

- This request for idea is intended for corporations or other legal entities who are interested in the initiative for a “city of international tourism focused on MICE” around the Chubu Centrair International Airport and its surrounding areas that the Aichi Prefecture is considering, and who intend to participate in its development, investment and operations. The Aichi Prefectural Government may reject a corporation or legal entity’s participation in the request for idea, if it is judged that it is not appropriate as an applicant to submit ideas.
- If any of the following items apply to the submitted idea, the Aichi Prefectural Government may invalidate all or part of it.
  - (1) If qualifications to submit a proposal are falsified or lost.
  - (2) If laws, ordinances, public order or morals are violated and/or there is a possibility of such violation.
  - (3) If submitted documents include false content.
  - (4) If submitted documents include content which infringes rights or interests of third parties, including copyrights, trademark rights, design rights and other intellectual property rights.
- Costs related to proposals of ideas are borne by the applicants.
- We will use submitted ideas for the consideration to realize a “city of international tourism focused on MICE.” We will not make them public or disclose them to third parties except in the cases below.
  - When a submitter consents to making them public or discloses them
  - When they are already known and used by the public
  - When it is required by laws and regulations
  - When providing them to third parties such as outside experts, consultants, lawyers or accountants within the scope of the purpose of this request (in this case, a confidentiality obligation is imposed on the third parties)
- Copyrights, trademark rights, design rights, and other intellectual property rights concerning submitted ideas belong to the submitter. In preparing the

submitted documents, the submitter shall not infringe intellectual property of others. If the intellectual property of others is used, the submitter shall take necessary measures and it must not impose any burdens and inconvenience on the Prefecture.

- Please do not disclose or provide the application guideline (this document and attachments) and the handouts to third parties.

9 Point of contact for inquiries on the request

Ernst & Young ShinNihon LLC (Contractor of secretarial service for the request of idea process)

- E-mail : aichi.idea@jp.ey.com (Person in charge: Mamba and Takashima)
- Phone : 052 - 566 - 1700
- Address:450\_6642

1-3-3 Meieki, Nakamura-ku, Nagoya-shi  
JR Gate Tower

10 Contracting agency

Policy Division, Department of Regional Development and Tourism, Aichi Prefectural Government

## Inquiry form

\_\_\_\_\_, 2018  
 Month Day

Address		
Trade name or company name		
Contact person	Dept/Div	
	Name	
	Phone	
	E-mail	

We hereby submit the following inquiries on the request for ideas to realize a "city of international tourism focused on MICE" in Aichi Prefecture.

Inquiry subject	Related section on handouts.	Content of inquiry

\*Please add more lines if necessary.

## Confirmation of submitted documents

To the Aichi Prefectural Governor

\_\_\_\_\_, 2018

Month Day

Address		
Trade name or company name		
Name of representative		
Contact person	Dept/Div	
	Name	
	Phone	
	E-mail	

We hereby submit the following documents on the request for ideas to realize a "city of international tourism focused on MICE" in Aichi Prefecture.

Please enter a ✓ mark to the box (☐) if applicable.

[Submitted documents] (Attached documents are optional.)

- Survey form
- Attached document (Name of the document: \_\_\_\_\_ )

[Application for presentation]

- We would like the opportunity to conduct a presentation based on the submitted documents.
- We prefer not to conduct a presentation.

\*The date, time, and location for each presentation will be adjusted later. If there are too many applicants, not all presentations may be conducted. We will appreciate your understanding.

## Request for Ideas to Realize a “City of International Tourism Focused on MICE”

## Survey Form

\_\_\_\_\_, 2018  
 Month          Day

## 【Submitter】

Address		
Trade name or company name		
Name of representative		
Contact person	Dept/Div	
	Name	
	Phone	
	E-mail	

\*If you are making a joint submission, please write the information of the representative company in the above table and submit an attached optional form with the information listed for all co-filing companies (including the representative company).

## 【Key considerations on the Survey form】

- Questions with a star mark (★) are mandatory. Questions without a star mark are optional.
- This form can be answered in English as well as in Japanese.
- The survey form should be submitted as Microsoft Word or PDF format by e-mail to Ernst & Young ShinNihon LLC (aichi.idea@jp.ey.com). If you have suggestions or supplementary materials for answers to the survey, please send them together with the survey form.

**★Question 1: Which candidate areas are you interested in?**

Among the following, please select the candidate areas you are interested in regarding the realization of a "city of international tourism focused on MICE" in the area around Chubu Centrair International Airport and its surrounding areas. (You may select multiple answers.)

↓ Please place a ✓ mark next to your selection(s).

	(1) Centrair Airport Island
	(2) Opposite side of Centrair Airport Island
	(3) Others ( )
	(4) Currently still collecting information (have not decided yet)

**★Question 2: What functions and facilities are you interested in?**

Among the following, please select the functions and facilities to be developed in order to realize a "city of international tourism focused on MICE" you are interested in. (You may select multiple answers.)

↓ Please place a ✓ mark next to your selection(s).

	(1) MICE facilities
	(2) Hotel facilities
	(3) Entertainment facilities
	(4) Restaurants
	(5) Shopping malls
	(6) Functions to communicate the attractiveness of Aichi and Japan
	(7) Facilities to send tourists out to various destinations
	(8) Other than the above ( )
	(9) Currently still collecting information (have not decided yet)

**Question 3: What do you consider to be the attractiveness and strengths of the region?**

★<Question 3-1> Among the following, please select the items which you consider to be the attractiveness and strengths of the area around Chubu Centrair International Airport and its surrounding areas. (You may select multiple answers.)

↓ Please place a ✓ mark next to your selection(s).

	(1) Size of Aichi International Exhibition Center (exhibition area: 60,000 m <sup>2</sup> )
	(2) Aichi International Exhibition Center is in a bonded area
	(3) Close to Chubu Centrair International Airport
	(4) Distance and transit time from the center of Nagoya City
	(5) Close to the cluster of global enterprises
	(6) Prefectural gross production of Aichi Prefecture is second only to Tokyo
	(7) Linear Chuo Shinkansen will be opened between Tokyo and Nagoya in

	FY2027
	(8) Infrastructure (railway, road, electricity, gas, and water, etc.) has already been developed
	(9) Abundance of sightseeing spots in the surrounding areas that are easy to access from the airport, such as within Aichi Prefecture
	(10) Diverse food culture in Aichi Prefecture and its suburbs
	(11) Other than the above ( )
	(12) Nothing particular

<Question 3-2> Please describe any ideas to further strengthen the attractiveness and strengths of the region based on the items selected in <3-1> above. (Free description)

**Question 4: What do you consider to be the weaknesses of and concerns about the region?**

★<Question 4-1> Among the following, please select the items, if any, which you consider to be the weaknesses of and concerns about the area around Chubu Centrair International Airport and its surrounding areas. (You may select multiple answers.)

↓ Please place a ✓ mark next to your selection(s).

	(1) Land use restrictions of candidate sites (use district, floor area ratio, and building coverage ratio)
	(2) Building height restriction of 45m by Civil Aeronautics Act (regulation on land adjacent to an airport)
	(3) Capacity of Chubu Centrair International Airport (arrival and departure slots, length of runway, number of regular lines etc.)
	(4) Size of available land area
	(5) Distance and transit time from the center of Nagoya City
	(6) Transport capacity of railways
	(7) Transport capacity of roads
	(8) Capacity of parking lot
	(9) Development status of infrastructure other than transportation infrastructure
	(10) Other than the above ( )
	(11) Nothing particular



**Question 6: What kind of accommodation facilities need to be prepared so as to be able to satisfy diverse needs?**

<Question 6-1> What kind of accommodation facilities need to be prepared in the future in order to attract foreign travelers and MICE visitors to Japan in the area around Chubu Centrair International Airport and its surrounding areas? Among the following, please select the items, if any, for which you would like to or are able to make a proposal. (You may select multiple answers.)

↓ Please place a ✓ mark next to your selection(s).

	(1) Characteristic hotel to be the travel destination
	(2) Comfortable business hotel for guests staying for long term
	(3) High-classed hotel
	(4) Luxury-type condominium
	(5) Other than the above ( )

<Question 6-2> Please describe the details of ideas for development such as concept, size, and conceptual drawing of the items selected in <6-1> above. (Free description)

**Question 7: What is necessary to enrich facilities that promote attractiveness?**

<Question 7-1> In order to promote the attractiveness of the area around Chubu Centrair International Airport and its surrounding areas as a MICE venue and to attract foreign travelers to Japan, what kind of facilities that promote attractiveness should be developed in the future? Among the following, please select the items, if any, for which you would like to or are able to make a proposal. (You may select multiple answers.)

↓ Please place a ✓ mark next to your selection(s).

	(1) Entertainment facilities
	(2) Theaters
	(3) Art galleries and museums
	(4) Restaurants
	(5) Amusement facilities that are also open at night
	(6) Other than the above ( )

<Question 7-2> Please describe the details of ideas for development such as concept, size, and conceptual drawing of the items selected in <7-1> above. (Free description)

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**Question 8: What is necessary to realize a model future city utilizing cutting-edge technology?**

<Question 8-1> What kind of functions do you think should be developed in the future in order to become a model future city by introducing cutting-edge technology characteristic of the Prefecture (such as technologies from the automobile, aerospace, and robotics industries) in the area around Chubu Centrair International Airport and its surrounding areas? Among the following, please select the items, if any, for which you would like to or are able to make a proposal. (You may select multiple answers.)

↓ Please place a ✓ mark next to your selection(s).

	(1) Introduction of innovative transportation methods such as driverless vehicle services
	(2) Introduction of service robots
	(3) Introduction of virtual reality technology
	(4) Utilization as a demonstration test site of various industrial technologies
	(5) Other than the above ( )

<Question 8-2> Please describe the details of ideas for development such as concept, size, and conceptual drawing of the items selected in <8-1> above. (Free description)

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**Question 9: How should cooperation with peripheral tourism resources be handled?**

<Question 9-1> In addition to attracting customers to the area around Chubu Centrair International Airport and its surrounding areas, what kind of efforts do you think will be effective in the future to send people out to various sightseeing spots such as Shoryudo? Among the following, please select the items, if any, for which you would like to or are able to make a proposal. (You may select multiple answers.)

↓ Please place a ✓ mark next to your selection(s).

<input type="checkbox"/>	(1) Development of tourism route based on a "city of international tourism focused on MICE"
<input type="checkbox"/>	(2) Promotion of excursions accompanying events such as international conferences
<input type="checkbox"/>	(3) Enhancement of function to send customers out to destinations (such as famous places, introduction to restaurants, and proposals for itineraries)
<input type="checkbox"/>	(4) Collaboration with DMO of surrounding tourist spots
<input type="checkbox"/>	(5) Other than the above ( )

<Question 9-2> Please describe the details of ideas for the items selected in <9-1> above. (Free description)

**Question 10: Your thoughts on Integrated Resort (IR)**

★<Question 10-1> If you have any thoughts or concepts regarding the Japan-type IR based on “The Act for the Implementation of Specified Complex Tourist Facilities Areas” which passed the Diet on July 20<sup>th</sup>, 2018, please describe it. (Free description)

**Question 11: What are your organization's strengths?**

Please explain your organization's strengths with regard to a "city of international tourism focused on MICE". (Free description)

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**Question 12: What information do you require from Aichi Prefecture?**

What other information will you need to successfully consider a "city of international tourism focused on MICE"? (Free description)

<b>【Information requested】</b>
<b>【Other requests】</b>

**Question 13: Other**

If you have further recommendations and/or suggestions on a "city of international tourism focused on MICE" other than the questions above, please share them in the box below. (Free description)

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