

Strategy for preventing the spread of COVID-19 and recovering tourism (Overview)

- About 9 million people are working in the tourism and related industry in Japan. Maintaining employment and business continuity is extremely important.
- Moving forward, on the premise of preventing the spread of COVID-19, we will strongly stimulate the demand for domestic travel based on the idea that domestic market plays an important role for the recovery of the tourism market, then proceed further to prepare for a full-scale recovery of inbound tourism. First, prevent the spread of COVID-19. Afterwards, “Go To Travel Campaign” is extended and continue to stimulate the demand for domestic tourism while promote “Workation”. Simultaneously, with the aim for full-scale recovery of inbound tourism, we will renovate hotels, inns, tourist areas, etc. With the support of the government, we’ll develop attractive activities, improve the local environment of tourist spots, etc. This includes making efforts for gradual inbound tourism revival in Japan while understanding domestic and international COVID-19 situation.

(1) Prevent the spread of COVID-19 and extend Go To Travel Campaign, etc.

○ Prevention of the spread of COVID-19

Implement preventive measures to stop the spread of COVID-19 for both businesses and travelers (industry-specific guidelines, new travel etiquette, etc.) related to Go To Travel Campaign.

○ Extension of Go To Travel Campaign

Extend Go To Travel Campaign and operate appropriately based on the COVID-19 situation while giving special consideration to specific businesses and areas in which the recovery of tourism demand is delayed, for example, small and medium-sized businesses and areas affected by natural disasters.

○ Promotion of workation, etc.

Establish a continuous relationship between companies and regions by improving circumstances for both and implementing a matching scheme.

(2) Renovate hotels, inns, tourist areas, etc. with the support of the government

- In order to revitalize tourist facilities and further enhance the attractiveness and profitability of the entire region, we will create a new subsidy system, significantly expands our loan system, and provides strong support in a short period of time. In particular,
 - ① Establish a subsidy system (burden ratio: 50%) for facility renovation so that entire tourist facilities can be renovated, with a support from experts including management specialists. Greatly expand the loan system.
 - ② Provide new support for removing abandoned buildings in collaboration with town development related to tourism, and improve the landscape as a tourist destination immediately.
 - ③ Support business succession, business integration, cooperation and collaboration between accommodation companies, etc and improve the profitability and attractiveness of accommodations.
 - ④ Support renovation of public facilities by introducing private sector’s vitality in order to improve the attractiveness and profitability of public facilities.

(3) Enrich activities to attract domestic and international tourists

- Collaborate with local stakeholders and refining the untapped tourism resources in the area.
- Create high-value-added, stay-type tourism products such as ski resorts and adventure tourism.
- Create environments to attract tourists seeking high-quality services.
- Enrich tourism resources using digital technology, etc.

(4) Improve the environment for accepting tourist spots, etc.

- Promote multilingual support in tourist spots, free Wi-Fi, etc.
- Realize stress-free travel utilizing cutting-edge technology
- Making tourist spots accessible physically and psychologically.

(5) Gradually revive inbound tourism while ascertaining the status of COVID-19 in both Japan and overseas

- While assessing the COVID-19 situation in Japan and overseas, thoroughly implement infection prevention measures based on Business Track, and implement small-scale package tours on trial, accepting visitors from countries and regions where infections have settled down.
- Providing information on various attractions including Japan's tourism resources as well as our efforts for providing and maintaining safety and security.
- Supporting the introduction of new technology and know-how necessary for hosting hybrid MICE that combines face-to-face and online, and the acquisition of international accreditation for infectious disease control at MICE-related facilities.