

岐阜県のインバウンド戦略 ～サステナブルツーリズムの促進～ Overseas Promotion of Sustainable Tourism in Gifu Prefecture



岐阜県観光国際戦略アドバイザー

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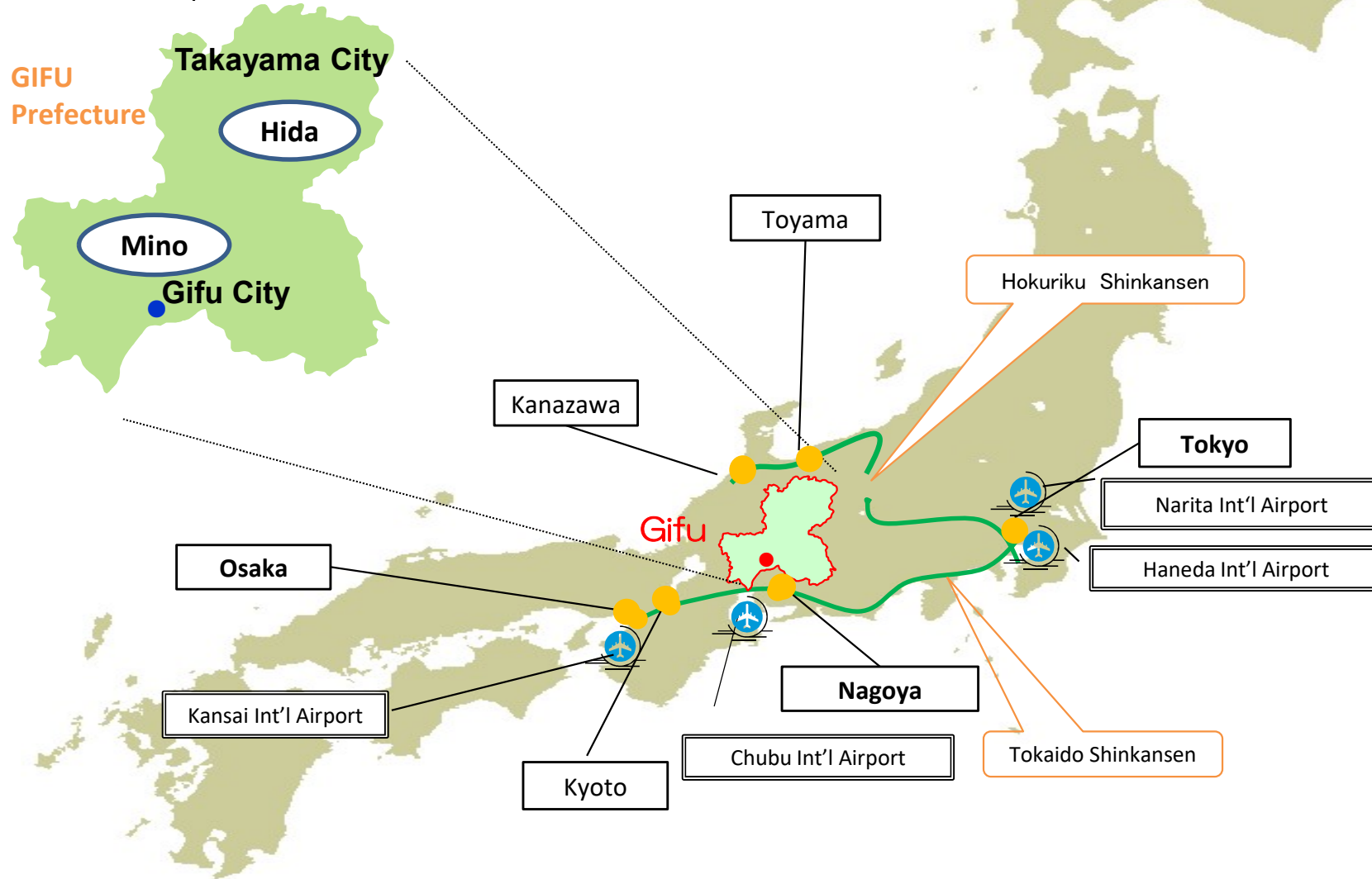
古田菜穂子 Nahoko FURUTA

Gifu Prefecture, Center of Japan

- Located in the center of Japan
- Geographical diversity born from the clear waters from 3,000m tall mountains to the below-sea-level area.

Population(2019) : 1, 998, 931

Land Area : 10, 621km²



Initiative Direction

- Polish Gifu's local resources / traditional culture (Gifu's Treasure Project)
- Active promotion of the charms of local resource / traditional culture to overseas



Increase overseas reputation of the local resources

→ **Establishing the GIFU Brand**

<Sekigahara Historic Battlefield>

- Gettysburg Historic Battlefield (UAS)
 - Waterloo Historic Battlefield (Belgium)
- Singing MoU on Sister-Battlefield Status
- Promotion as “The 3 World's great Ancient Battlefield”

<The World Heritages>

- 2014 UNESCO Intangible Cultural Heritage Washi, craftsmanship of traditional Japanese handmade paper 本美濃紙の手漉き和紙技術
- 2015 Globally Agriculture Heritage System Nagara River System 「清流長良川の鮎」
- 2016 UNESCO Intangible Cultural Heritage Yama, Hoko, Yatai Events 山・鉾・屋台行事

Basic Approach for Improving Gifu's Hospitality for Tourist

外国人観光客の誘客拡大 Increase Number of International Visitor's
県内での宿泊滞在型観光の定番化による観光消費額の拡大
Increase Visitor's Length of Stay & Tourism-Related Consumer Expenditure



飛騨美濃じまん海外誘客プロジェクト

この2つを両輪として

岐阜の宝もの認定プロジェクト

Hida/Mino Overseas Promotion Initiatives

Project for "Treasures of Gifu Certification"

プロモーション 戦略

各種メディア・
プロモーションイベントなども活用

- 岐阜県ブランドの構築・認知度向上
- マナートーンの統一

旅行商品づくり

- 現地旅行会社に対する関係構築・取り組み
- 新たな観光商品づくり



岐阜県ブランド：清流の国、ぎふ

Gifu's Treasure Project – Transforming Local Tourist Resources –

- Certify a tourist resource as “Gifu's Treasure” and develop in to a leading world-class tourist attraction.



Tours of Hida-Osaka falls



Ji-kabuki



**Goshikigahara Forest of
Mt. Norikura**



**Amou Prefecture National
Park and Sangensitsu
passageway**



17-Shuku Nakasendo



**Iwamura Castle
Ruins
(Nakatsugawa
city)**



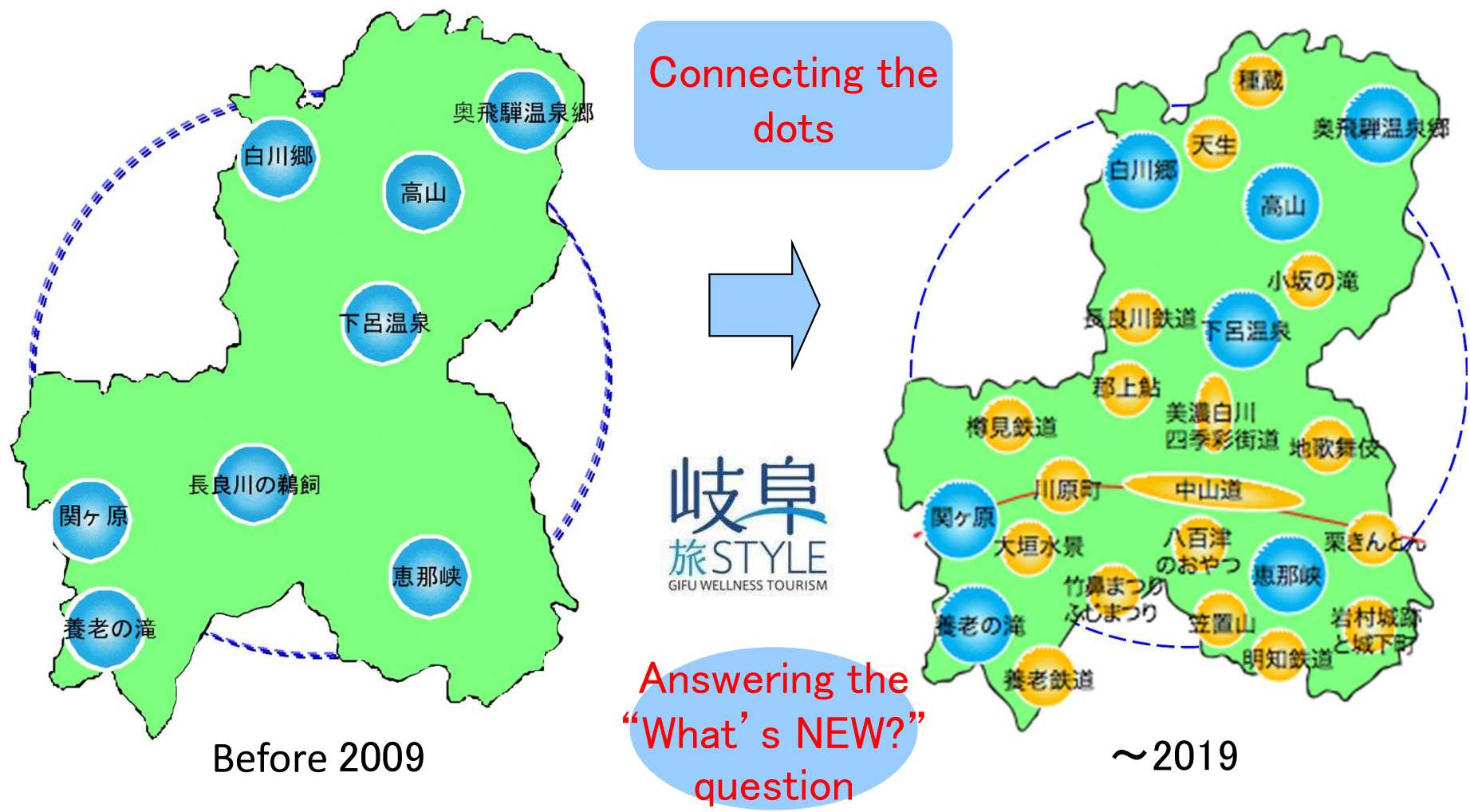
**Naegi Castle Ruins
(Nakatsugawa city)**

**Mt. Castle of Higashi Mino
(Iwamura Castle, Naegi Castle and Mino
Kanayama Castle)**

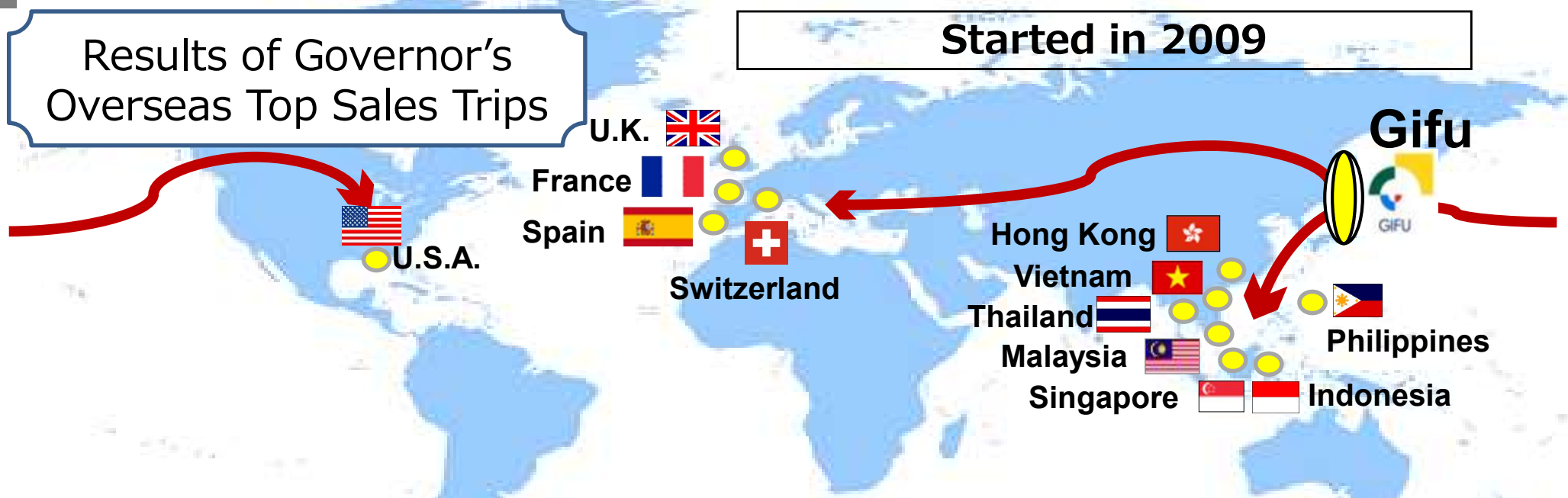
**Mino Kanayama Castle
Ruins
(Kani city)**

岐阜県の観光資源の変遷

Changes in the number of tourism resource areas in Gifu Prefecture



Target Markets = Selection and Concentration ~Asia, EU and U.S.A~



Year	Visited Countries, Regions (month)
2009	Thailand, Hong Kong (Nov.)
2010	Singapore, Malaysia (Aug.), China (Shanghai, Beijing) (Oct.)
2011	Singapore, Thailand (Feb.)
2012	France (Aug.)
2013	Indonesia, Singapore, Thailand, Taiwan (Oct.)
2014	Malaysia, Singapore, Indonesia (End May – Beg. Jun.), France (Paris, Alsace), Switzerland (Nov.)
2015	Viet Nam, the Philippines (Jul.), UK, France, Switzerland, (Nov.)
2016	Viet Nam, Thailand (May), US (Washington, D.C., New York) (Sep.)
2017	France (Sep.), Spain , UK (Nov.)
2018	Italy (Apr.), Hong Kong, Viet Nam (Nov.)
2019	UK (May), Australia (Sep.)

Promoting Tourism, Food & Crafts as One – Conveying the Gifu Brand -



Promotion Methods in each Country

Top Sales, Public-Private Partnerships, Development of Face-to-face Relations
Continuous Strategies to Promote Trifecta of Tourism, Food & Crafts as One

Governor's Top Sales



Hosting of Gifu Prefectural Goods Fair
⇒ Development of long-term sales in high-class lifestyle shops



Exhibition at International Fairs
⇒ Development and sales of Prefectural Products with famous designers



Hosting of Hida Beef Fair
⇒ Development of and increase of exports to overseas shops dealing in Hida Beef



Gifu Sake Fairs in Overseas Restaurants etc.
⇒ Development of long term sales



Participation in Colmar Travel Fair (From 2014 for 5 continuous years)
⇒ Development of close relations with overseas travel companies





Hida Beef Fair in Paris

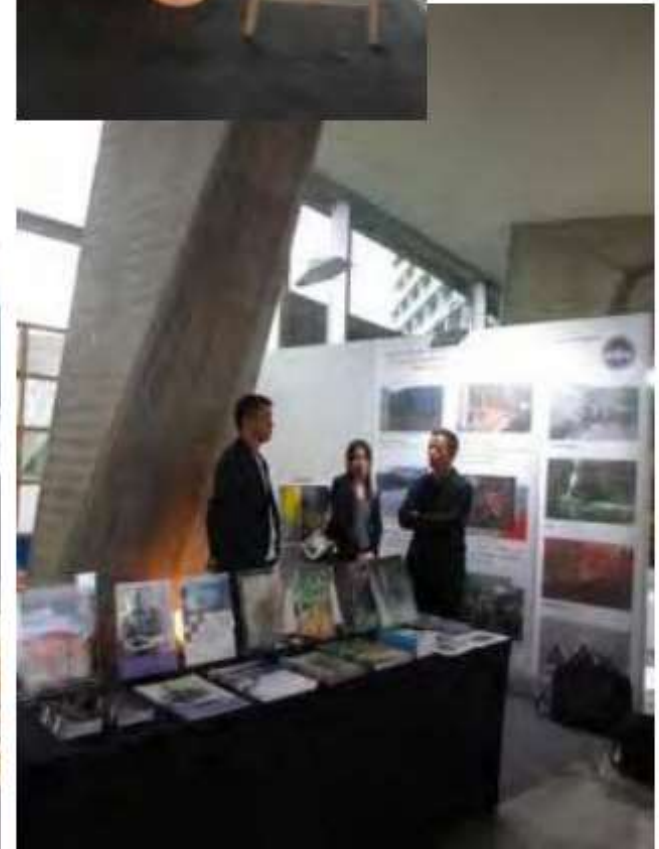


Hida Beef Event at Le Cordon Bleu in Paris



Participation of MAISON & OBJET in Paris

Promotion in France④



Gifu Promotion at UNESCO in Paris



Salon International du Tourisme et des Voyages



ONSEN gastronomy with Alsace



Alsace Walking Event

Promotion in France⑦



Global Antenna Shop "Konjaku" in Colmar



World Travel Market in London



Mino washi Paper Exhibition in London



Promotion at Heal's in London



Gifu Promotion in Spain



Tasting of Gifu SAKE

Promotion in Spain②

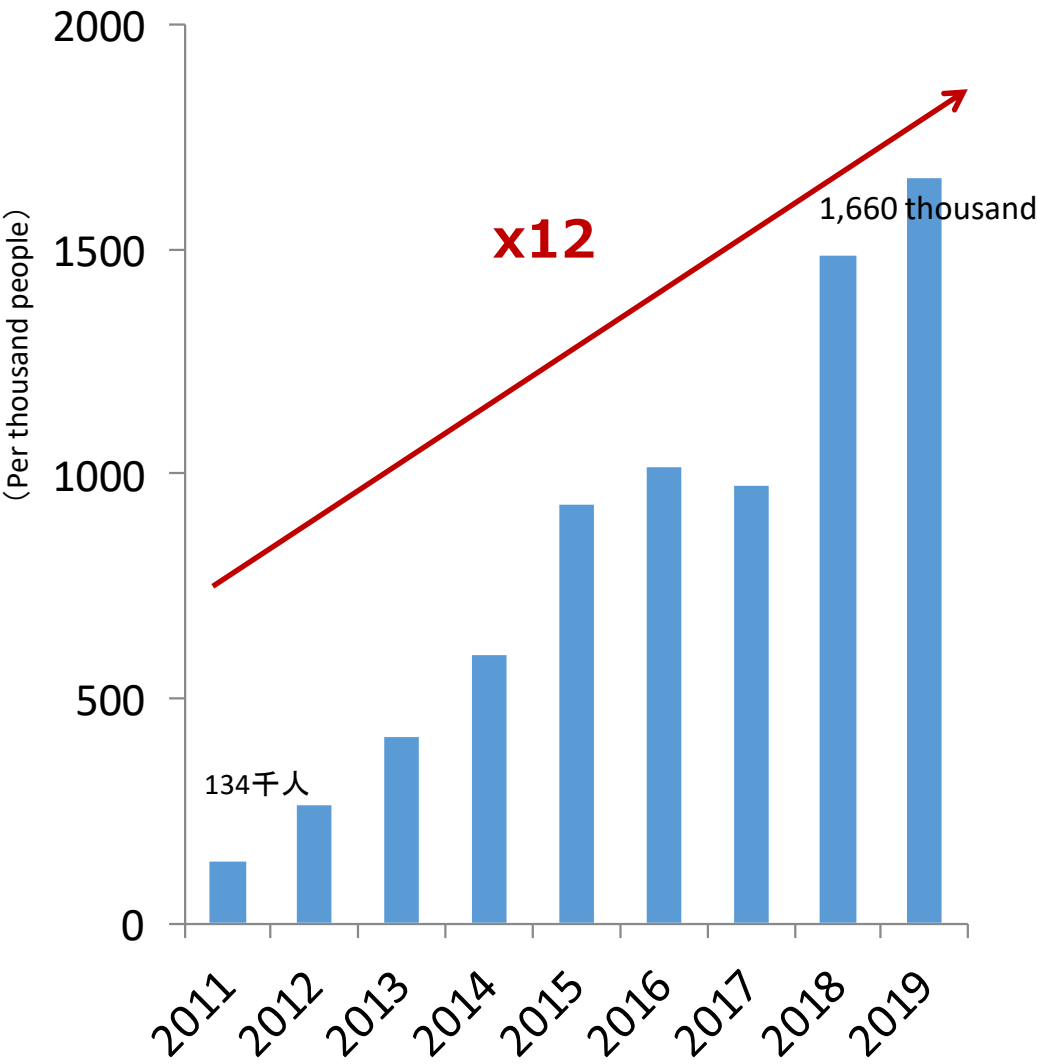


Hida Beef Fair in Madrid



Participation of Milano Salone

Inbound tourism in Gifu Prefecture

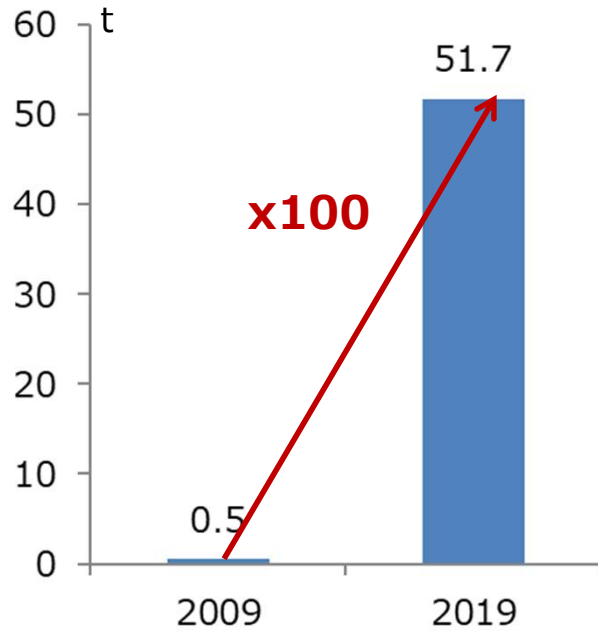


Rank	Country / Region		Number of guests (Thousands)	National Ranking
1 st		China	527	12 th
2 nd		Taiwan	177	16 th
3 rd		Hong Kong	91.3	15 th
4 th		Thailand	74.6	11 th
5 th		United States	39.6	15 th
6 th		South Korea	35.7	22 th
7 th		Spain	35.4	4 th
8 th		Australia	29.9千人	11 th
9 th		England	28.5千人	10 th
10 th		Malaysia	25.8千人	10 th
11 th		France	25.3千人	8 th
12 th		Singapore	23.4千人	13 th
13 th		Italy	20.8千人	6 th
14 th		Indonesia	19.0千人	10 th
15 th		Germany	16.4千人	11 th
16 th		Canada	8.0千人	15 th

Exports of agricultural, livestock and marine products

Increase of annual exports volume of Hida beef, Fuyu persimmon and Ayu

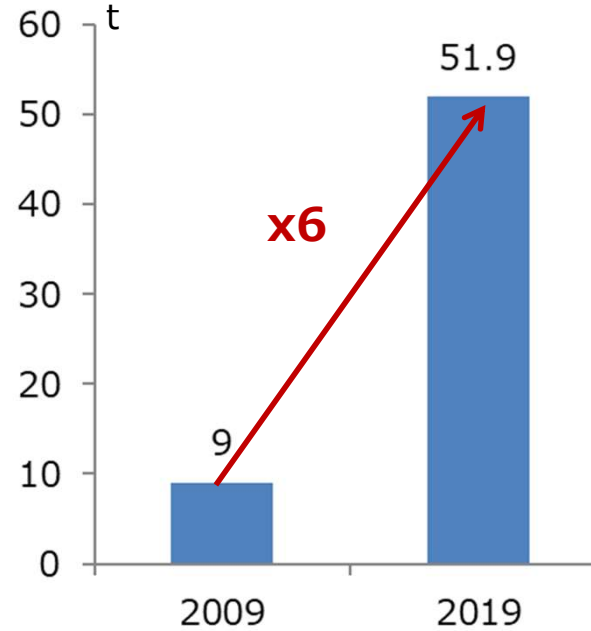
【Hida beef】



2009: 0.5t → 2019: 51.7t



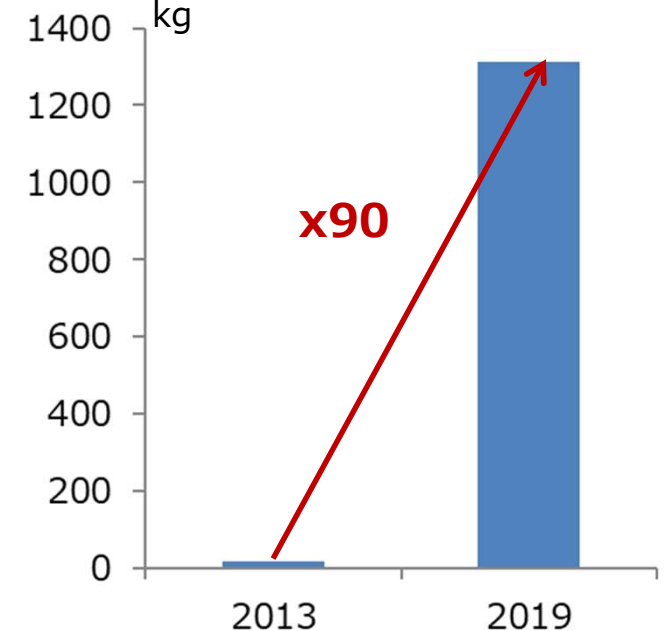
【Fuyu persimmon】



2009: 9.0t → 2019: 51.9t



【Ayu sweetfish】



2013: 15kg → 2019: 1,314kg



- 51 stores in 12 countries and regions

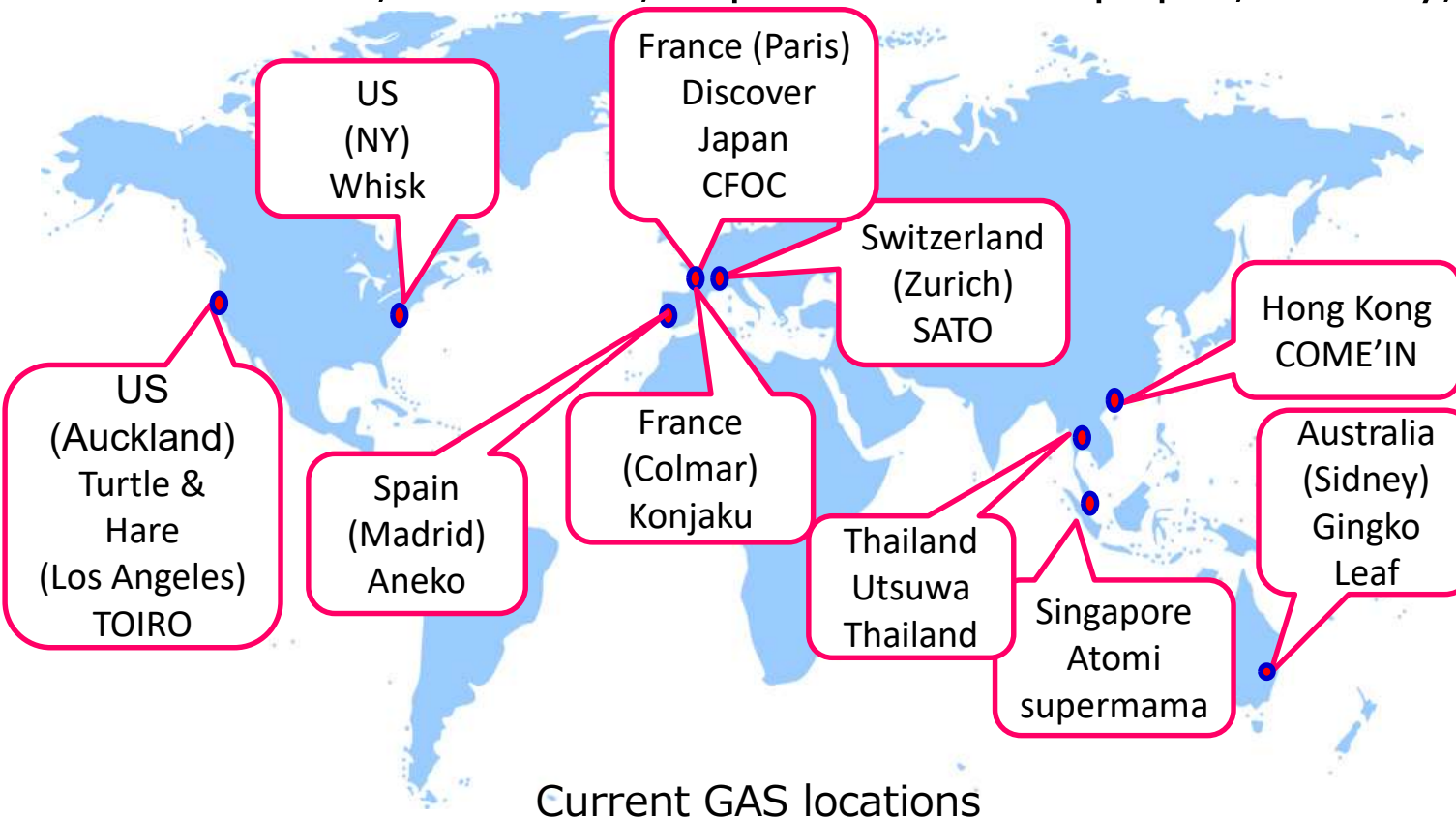


「The Greenhouse」
London (2017.11)

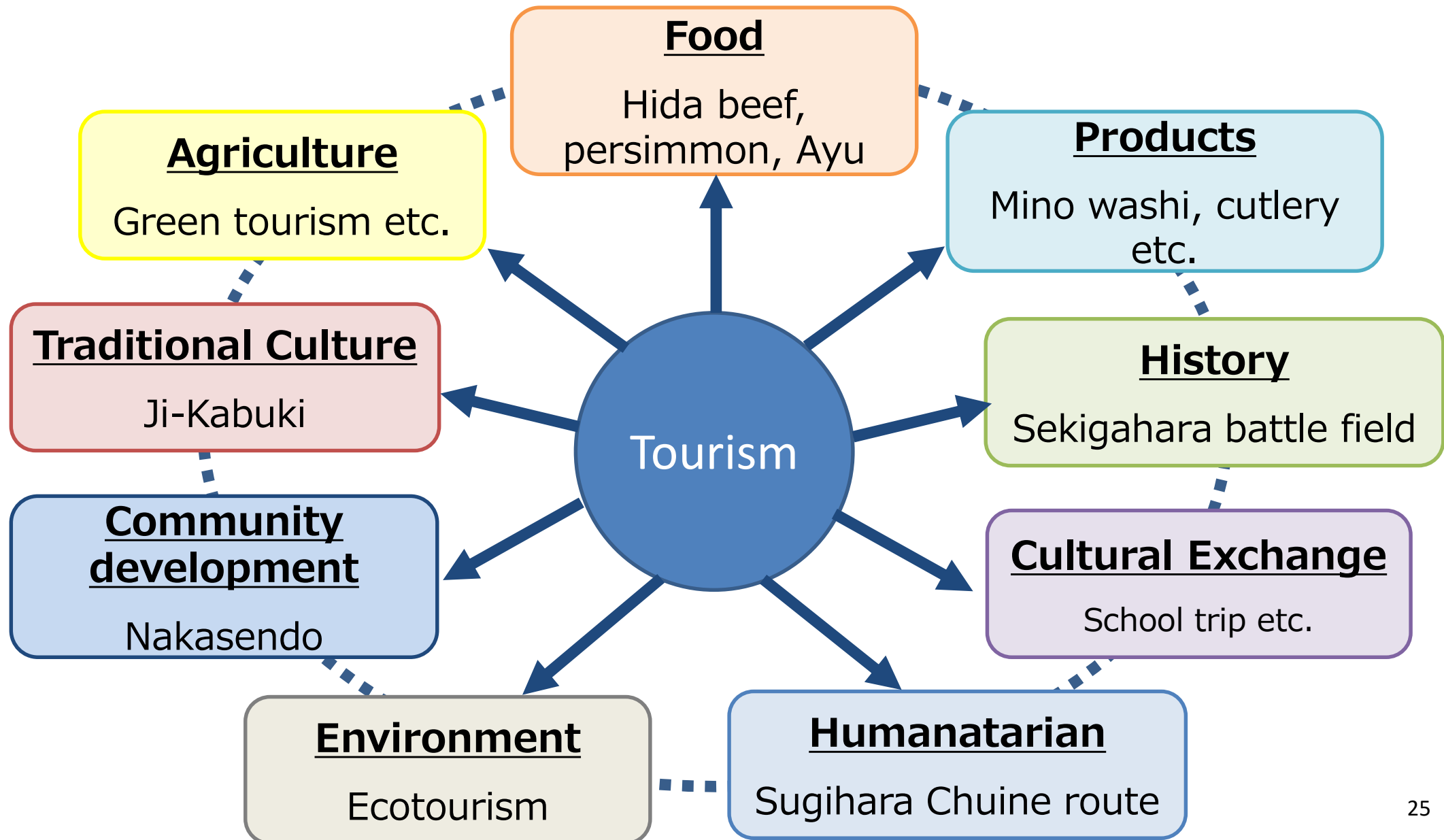
Products

Building of Global Antenna Shop (G A S)

- **GAS** functions as a continuous base for selling Gifu products in major cities overseas (**13 shops in 8 countries** and increasing)
- Handles products from **over 100 Gifu companies** of products such as woodwork, ceramics, Japanese washi paper, cutlery, etc.



Be globally conscious and spread Gifu to the World!



Establish the GIFU Brand – World Renowned Sustainability of Gifu -

On December 15, 2015, the Nagara river was registered as a Globally Agriculture Heritage System*. A world first for a river system to be registered.



Nagara river system

As local people live with the river, its purity is protected, the culture is nurtured and inherited, and fishery resources are passed down. → Embodies the SDGs Philosophy

*GIAHS: Globally Agriculture Heritage System

Founded by FAO in 2002 with an aim to pass down crucial regions of the world to the next generation. These include regions that protect its biodiversity, rural culture, and its traditional methods in agriculture, forestry, stockbreeding, hunting and fishing methods.

Chuine Sugihara Tourism



Tatsuo Osako

Gifu, home of Chuine

Chuine Sugihara, a diplomat from Gifu known for “Visas for Life.” Spreads the spirit and contributes to the world and the next generation.



Chuine Sugihara

JTB inherits the Chuine spirit

Responsible for transporting the people who received the “Visas for Life” during WWII. His story is passed down by JTB.

Common Philosophy of Chuine Sugihara



Partnership Agreement on Attracting Overseas Tourists

Experience rich nature, livelihood, culture and traditions carefully passed down through the generations.

→ A proposition to “Journey to the source of Japan”

Preserve the Cultural / Natural Heritage, Resources, etc.



Unique experience of Gifu’s traditional culture and nature passed down from the forefathers, through interactions with the local people

→ Promotion of optional tour programs (Experience “Masters skills,” Nakasendo cycling etc.)

Tolerance and understanding beyond culture and faith



Global Partnership (Public-Private Partnership)



A Journey Unique to Gifu = Introduced to travel agents, media etc. as **SDGs content!**

Strength and attraction of Gifu



Surrounded in rich nature, the Tradition, Culture and Craftsmanship is passed down from the fore-fathers and lives on in the livelihood of people today.



Bares the **Sustainable Tourism**

Strength of Gifu Prefecture (Charm) = Sustainable

ブランド・プロポジション “日本の源流に出会う旅”

Timeless Japan, Naturally an Adventure

豊かな自然に身をゆだね人々が大切に受け継いできた伝統、日常の暮らしや文化に触れることで、日本人の魂を感じることができる

Visitors can feel the Japanese spirit by immersing themselves in culture, which has been passed down by people devoted to nature.

Nature / Activity



Tradition / History



Life / Culture



GIFU Timeless Japan, Naturally an Adventure

Produced by a film team participated in the filming of "The Da Vince Code"



【①Visit Gifu】



【②Grand Outdoors】



【③Timeless Tradition】



【④Awesome Food】



【⑤Journey to Gifu】

"Please enjoy a virtual travel to Gifu while staying indoors!"
(DM sent to 27000 overseas companies)

- Posted on medias of Australia, Singapore as well as "Lonely Planet" (EU)
- Broadcast on travel agency websites such as United States, Canada, England, Australia, Thailand and Hong Kong

With over 10 Million Views!



Promotion of sustainable tourism and SDGs



“サステイナブル”を踏まえたブランディングをすべてのプロモーション活動に反映！
Reflect the “Sustainable” branding to the all of promotion activities!

名実ともに

持続可能な観光地域経営推進国際ネットワーク(INSTO)を目指すとともに、
県内各地の様々な先進的取り組みを県内各地へ！

Aim for **INSTO**, and spread its initiative to other parts of Gifu!

* INSTO・・・International Network of Sustainable Tourism Observatory

UNWTO(国連世界観光機関)



○Theme of 2020 “Promotion of Sustainable Tourism”

- Development of a Crisis Management System
- Management of Sustainable Tourism

○Implementation of “Sustainable Tourism Promotion Center”

- UNWTO headquarters and office staff, municipality, supporting members, etc.

▪ Cooperation with UNWTO headquarters, SDGs Promotion Council, etc.

▪ **Nagara river area is selected as the model of 2021 JSTS-D**

→Promotion of Sustainable Tourism advised by UNWTO

▪ **本県長良川流域が2021年度の日本版持続可能な観光ガイドライン(JSTS-D)のモデル地区に選定**

→UNWTOのアドバイスを受つつサステイナブル・ツーリズムの推進の取り組みを実施

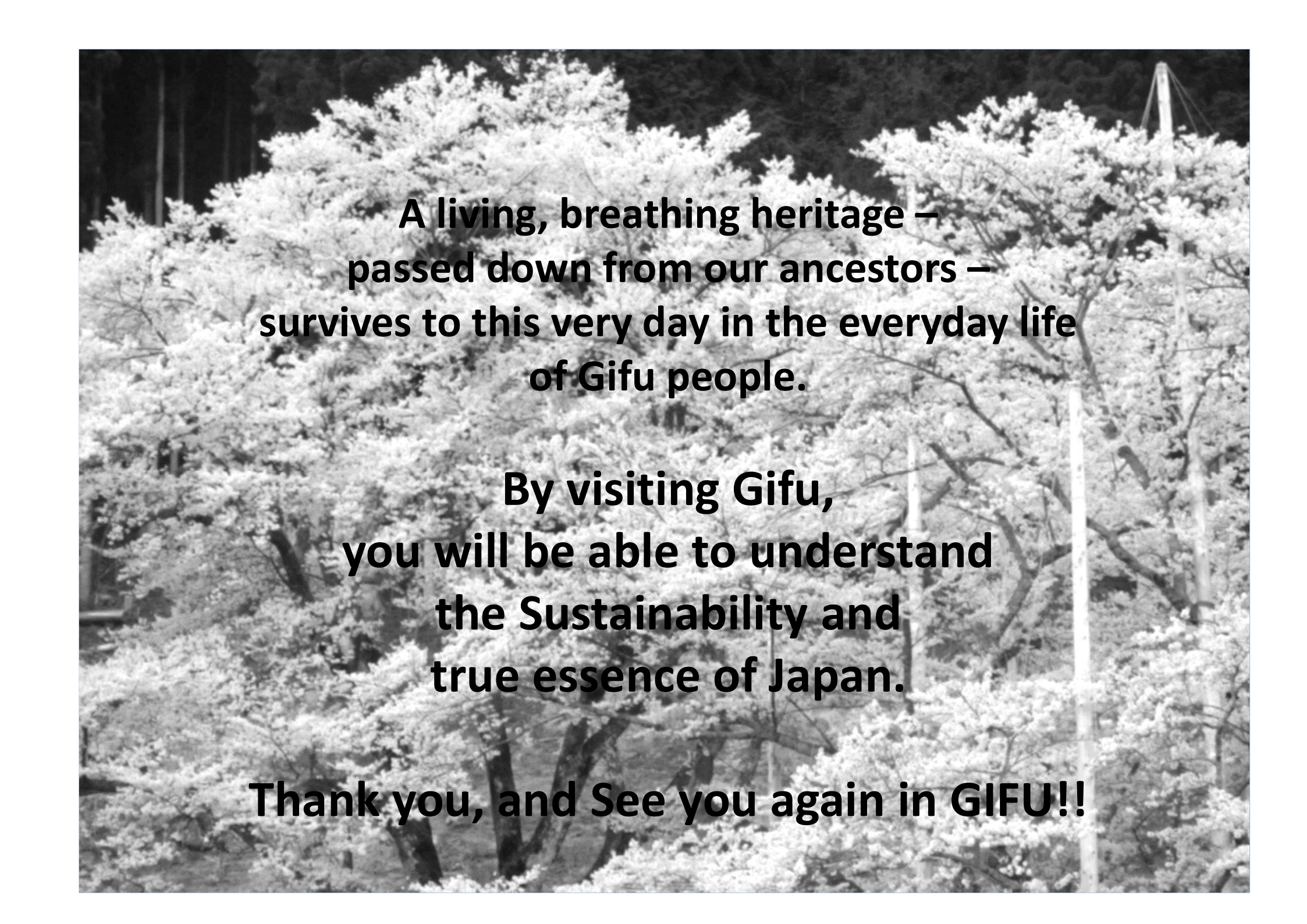
GSTC

Official Org. Green Destinations

Shirakawa village was selected in TOP100!!

- Indicator evaluation, Production of Tourism profile
- Entry into an International Certification Authority





**A living, breathing heritage –
passed down from our ancestors –
survives to this very day in the everyday life
of Gifu people.**

**By visiting Gifu,
you will be able to understand
the Sustainability and
true essence of Japan.**

Thank you, and See you again in GIFU!!