

Background of IR Introduction and Strong Points of Kyushu and Nagasaki

Global	Japan
Tourism industry is booming (Anticipated growth)	Promoting initiatives to become a "Tourism-Oriented Nation" (Vision for tourism created)
Successful IR examples Trend of additional IR development	Driving to be a "Tourism Nation" (Initiatives for introduction of IRs)

Strong points of Kyushu and Nagasaki

1. Accessibility from Asia	2. International exchanges since ancient times	3. Attractive tourism resources with international appeal	4. Advanced tourism promotion system	5. Synergistic effects with Huis Ten Bosch
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Nagasaki Basic IR Concept Plan

Overview of Summary by the Advisory Committee



- Nagasaki prefecture is aiming for a "Unique Marine IR"
 - "Uni-que" is the combination of "Uni" from "United," representing the linkage and solidarity of Kyushu in support of IR, and "que" (kyu) from Kyushu (kyu) is also the number 9 in Japanese).
 - "Marine" represents the seas around Kyushu, which helped to instill the openness and enterprising spirit in the people of Kyushu and their heritage of international exchanges.
- "IR" stands for "Integrated Resort" and also "Island Resort" with all of Kyushu included.
- Nagasaki Prefecture aims to create a sustainable society through innovation driven by its Only 1 and No. 1 unique IR.

Approach to IR Facility Functions

Attractive Visitor Increasing Facilities (Showcase Functions)

- Conveying the appeal of Kyushu and Nagasaki developed from a heritage of international exchanges as the "Gateway to Japan"
- Experiential Entertainment
- Using cutting-edge technologies to promote "visitor consumption" and trigger "secondary sightseeing"

Tourism and Sightseeing Promotional Facilities (Gateway Functions)

- Using cutting-edge technology to offer and arrange various tour options
- Provide luxurious tour experiences
- Strong cooperation with all Kyushu regional DMOs

MICE Facilities

- Globally Competitive Facility Functions
 - Unique venue with a sense of luxury and seclusion, etc.
 - Large-scale convention halls (ballrooms) representative of Japan
 - Exhibition hall (event hall) of a certain scale capable of holding major sporting events, concerts, etc.
- MICE facilities capable of cruise ship tourism collaboration
- Kyushu-as-One solutions in response to international MICE demands

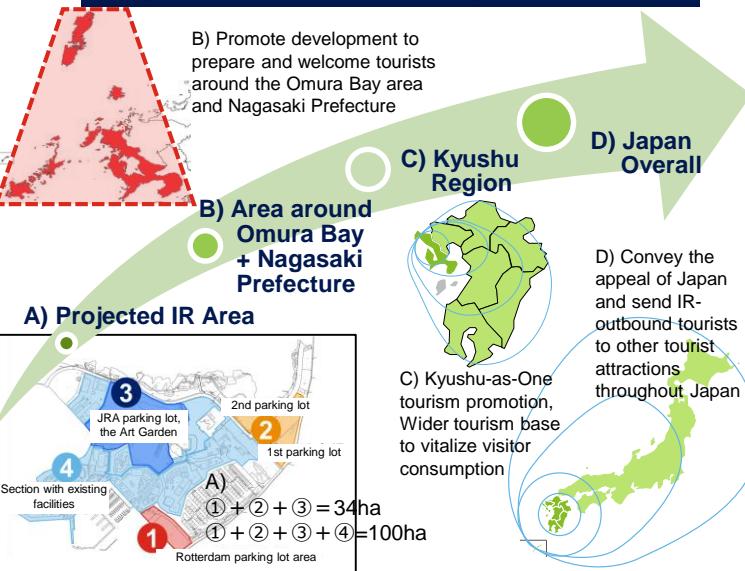
Accommodation Facilities

- Construct sufficient number of guest rooms to handle the increasing demand for accommodations
- Utilize surrounding regions throughout Kyushu outside the projected Specified IR Area to absorb accommodation demand
- Accommodation facilities responding to the needs of a broadening customer base with more diverse needs
- Facilities and structures that will become Kyushu icons

Other Facilities

- Capitalizing on the environmental appeal of Nagasaki and Kyushu to promote experiential-tourism (water sports making full use of the sea, island tourism, relaxation facilities, etc.)

Projected IR Area and Expected Effects



Projected economic effects (Kyushu area)	Number of visitors to IR facilities	7.4 million annual visitors	Construction investments	200 billion yen
	Economic ripple effect (operations)	260 billion yen	Economic ripple effect (construction investments)	370 billion yen
	Employment creation (operations)	22,000 people	Employment creation effect (construction investments)	38,000 people

Contributing to Preservation and Growth of Japan

Preserving and developing Kyushu's many bordering islands

Preserving and activating Kyushu's pride in its heritage, arts, traditions, etc. <Cultural Economic Strategy>

Strengthen Kyushu as the gateway connecting Asia and Japan <National Spatial Strategies (Kyushu Regional Land Sustainability Plan)>

To realize "Tourism Nation" and "Regional Revitalization"

Transition to a long-stay tourism model	MICE business that prevails in global competition	Convey the attractions of Japan to the rest of the world	(Jobs) Quality job creation · Increased income	(People) Retain young people · Attract locals outside Kyushu back to Kyushu	(Community) Strengthen local government functions to support this positive cycle
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Theme

To aim for a "sustainable" regional society and Japan that is vibrant, exciting and beautiful, through the creation of an IR that is "unique and pioneering" and utilizes our "heritage" developed through international exchanges, marine & islands and our other natural resources.

Only 1 / No. 1

Unique & Pioneering

Creating an opportunity for new development within a background fostered by a unique culture with a heritage of creating fresh winds of regionalism in Japan

- Distinctive heritage and unique culture created by our role as Japan's gateway and crossing point for Japanese, Chinese and Dutch cultures
- Regional characteristics of an enterprising spirit and omotenashi with a DNA accepting of visitors, cultures and further development
- A visitor destination which continuously focuses on being the Only 1 and No. 1

Sustainability

Utilizing the impact of IR and innovation to create a sustainable regional society

Crossroad & Crossover

Marine & Islands

Maintain and nurture the "healing" and "rejuvenation" provided by abundant marine resources, unique remote islands and diverse natural landscapes

- Surrounded by the sea in all directions, Kyushu has geographic and socio-economic cohesiveness
- Beautiful natural environment such as abundant marine resources, remote islands and volcanoes
- Economic activities on remote bordering islands can aid in their preservation

Heritage & International Exchanges

Kyushu and Nagasaki will create a new flow of people by redeveloping itself as a new tourism hub for Japan, based on its heritage as a place for international visits and exchanges

- A hub for international exchange with Asia since ancient times, and with the West in more recent times
- Heritage tourism resources from a heritage of international exchanges.
- A message of Global Peace to the world

Approach to Issues to be Addressed for IR Introduction

Promoting Development of Surrounding Regions

- Development of area around Omura Bay (accommodation facilities, tourism resources and upgrades for marine transport)
- Develop living environment for IR employees

Social Safeguards for IR

- Addiction-prevention measures
 - Developing and strengthening links supporting the network of addiction prevention, counseling and treatment
 - Multi-layered initiatives and dedicated approaches according to the level of prevention and treatment

Transportation Access – Improvements

Training International Tourism Personnel

Promoting Understanding in the Region