### Purposes and Goals of Kyushu-Nagasaki IR

<table>
<thead>
<tr>
<th>Global</th>
<th>Japan</th>
<th>Kyushu-Nagasaki</th>
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<tr>
<td>Tourism industry growth</td>
<td>Promotion of initiatives to realize tourism nation (development of tourism vision)</td>
<td>Promotion of tourism strategy as ‘One Kyushu’</td>
</tr>
<tr>
<td>Track record of IR success</td>
<td>Drive to tourism-advanced nation (promoting IR development)</td>
<td>Solution of structural issues by promoting tourism and introducing IR</td>
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</table>

#### Internal factors

- **Stop population decline**: Job creation and income improvement, New inflow of visitors, Revitalizing the local economy, Strengthening of financial base
- **Proximity from Asia**: Attractive Tourism resources with strong appeal, Development area for IR
- **Sound tourism market**: Consensus for IR introduction

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### Kyushu-Nagasaki IR Concept

**Kyushu-Nagasaki IR Concept**

- **Regional Revitalization**
  - **Work**: Quality job creation and income improvement
  - **People**: Attract the youth and UI turn employment to Kyushu-Nagasaki
  - **Community**: Support a positive cycle of “work” and “people” by strengthen urban functions

- **Further “Contribution to National Measures”**
  - Preservation and promotion of border islands in Kyushu
  - Preservation and utilization of cultural heritage history, art, tradition of Kyushu
  - Cultural economic strategy
  - Strengthening Kyushu as the Gateway Function Connecting Japan and Asia

- **“Kyushu revitalization IR” connecting the world and Japan**

- **Prospective IR Area**

- **Portside area**

- **Public area**

- **IR Area**

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### Facilities and functions that Kyushu and Nagasaki IR should have

1. **MICE facilities**
   - Establish the Asian leading resorts MICE destination
     - Luxury and segregated meeting facilities for high class
     - Explore new incentive MICE demand from cruises visitors
     - A national leading convention facility that can accommodate the largest incentive tours (capacity of more than 6,000 people for the largest meeting room and more than 12,000 people for the entire facility)
     - Exhibit facilities of a certain size (total leasable floor space of 20,000 square meters or more) that encourage people’s interaction and can be used for multiple purposes

2. **Attractions enhancement facilities**
   - Develop facilities spreading Kyushu/Japan’s attraction to the world
     - A facility that develops contents of Japan and Kyushu tradition, culture, and performing arts as a show business, and motivate tourists to travel all over Japan and Kyushu
     - Entertainment of traditional performing arts in Japan and Kyushu
     - Spread of Cool Japan
     - Festival Island Kyushu
     - Spread food culture of Kyushu and Japan

3. **Customer transfer facilities**
   - Value added customer experience in Kyushu / Japan
     - A facility that creates value-added customer experience through the introduction of showcase and concierge functions utilizing cutting-edge technologies
     - Enhancing transportation functions (Operation of transportation hubs including bus terminals)
     - Introduction of the entertainment transportation
     - Establish a collaborative organization for accelerating wide area stay-type tourism in Kyushu (including collaboration with tourist information centers and DMOS)

4. **Accommodation facilities**
   - Unparalleled resort space
     - Provision of high-quality services and guest rooms that can meet a wide range of customers and needs, including VIP visitors
     - A scale that can meet the increasing demand for accommodation, including MICE demand (total guest floor space is approximately 100,000 square meters or more)
     - Space suitable for resort facilities that take advantage of regional characteristics
     - A symbolic buildings that become a tourist destination around the world (extraordinary and impressive)

5. **Visitor entertainment facilities**
   - Promotion of an experience type tourism
     - Promoting unique features of Kyushu as stay-type tourism contents
     - Enjoy the seasonal change
     - Nature activities and adventures
     - Showcase of craftsmanship
     - Promote of hot springs and health tourism
     - Gastronomy tourism

6. **Others**
   - Development of marine resort-like space utilizing the seaside
   - Development of advanced and sustainable tourism resorts by utilizing ICT infrastructure, taking into account the history of the Huis Ten Bosch area being developed as an environment-friendly facility [Realization of innovation]
   - Development of tourism functions of MICE as evacuation facilities during disasters [Disaster prevention and mitigation functions]
**Summary of Nagasaki IR Basis Concept Plan (tentative)**

**Challenges and efforts for IR development**

**Strengthen and cooperation of transportation access**

- Promotion of wide area transportation network (airport, Shinkansen, road)
- Expansion of transportation functions and strengthen the cooperation between public transportation
- Measures for local traffic congestion of the IR area
- Introdution of new transportation that takes advantage of regional characteristics

**Specific plans**

- Enhancement of functions at Nagasaki Airport / Cooperation between airports in Kyushu
- Enhancement of railway functions and early development of Kyushu Shinkansen
- Promoting the use of express bus and bus network in Kyushu
- Introducing the faster marine transport between Nagasaki Airport and the IR area
- Development of road network surrounding the IR area
- Promotion of mobility services with entertainment

**Support organization for MICE invitation**

- Expansion of All-Kyushu MICE attraction by strengthening information sharing and collaboration with convention promotion organizations
- After-convention activities utilizing Kyushu tourism resources
- Development of professional human resource and human resource data bank, etc.
- Launch of "Platform for support organization of Kyushu / Nagasaki IR and MICE events (tentative name)" participated by both the public and private sectors

**Human resources development for international tourism**

Establishment of industry-academia collaboration consortium between educational institutions and IR operator, etc.; Image of Industry- Academia Consortium

- Establishment of the IR and MICE Promotion Project Team
- Image of Nagasaki IR Promotion Project Team
- Promotion of development of surrounding areas such as Omura Bay and remote islands
- Promotion of cooperation with Kyushu tourism operators
- Development of tourism infrastructure that takes advantage of the characteristics of Omura Bay and remote islands
- Promotion of preservation activities for traditional culture such as local festivals and historic buildings
- Promotion of procurement of fresh, safe and diverse foods in Kyushu to the IR

**Efforts to revitalize areas outside IR**

- Promotion of development of surrounding areas such as Omura Bay and remote islands
- Promotion of cooperation with Kyushu tourism operators
- Promotion of preservation activities for traditional culture such as local festivals and historic buildings
- Promotion of procurement of fresh, safe and diverse foods in Kyushu to the IR

**Consensus in Kyushu / Nagasaki Prefecture**

- Promotion of Nagasaki IR by the private operator, the council and the local government as ‘one team’
- Future goals
  - Under Kyushu Regional Strategy Council, Kyushu IR Promotion Project Team was set up by practitioners from each prefecture and economic organization and the team discusses the way for wide-area cooperation such as establishment of a supply system for local foods (including local agricultural products and tourist accommodations).
  - Activity to contribute to the IR development byKyushu Regional Strategy Council
  - Contribution to the IR development by Kyushu Regional Strategy Council

**Measures for concerns**

- In order to develop a cooperative system that enables continuous verification and improvement of measures (i.e., security maintenance, measures of organized crime and sound development of youth), wide range of related organizations will work in cooperation with the project.
- Continuous verification and improvement of measures through PDCA cycle
- Vision of cooperative system
  - Guaranteeing an environment where IR visitors can use the facilities with peace of mind and responsibility
  - Establishing a foundation for residents around IR area to enjoy a safe, secure, and comfortable local environment
  - For IR Operators, build a good relationship with facility users and the community, and build a society where they can coexist

**Impact of IR development**

**Impact on Kyushu-Nagasaki**

- Contribution to the achievement of Kyushu tourism strategy
  - Kyushu brand establishment
  - Tourism infrastructure development
  - Promotion visits to Kyushu
  - Promotion of stay and consumption

- Contribution to "Nagasaki tourism strategy"
- Contribution to "Community, People, Arts comprehensive strategy"
- Creation of virtuous cycle of "Work", "people"
- Strong impact for local economy
- Promote wide-area tourism and strong appeal the local attractiveness etc.

**Impact throughout Japan**

- Financial improvement
  - Increase in tax collection due to contribution to local revitalization
  - (stopping population declines, income increase, etc.)
  - Gaming tax payment and admission fees by casino facilities

- Contribution to the promotion of tourism and the regional economy
  - Formation of a new wide-area route from Kyushu and Nagasaki, as the gateway of Asia, to increase in the number of consumption of foreign tourists visiting Japan, and the total number of foreigners staying in Japan

**Estimation of economic ripple effect in Kyushu**

- Total number of tourists: Under reviewing 181
- Total amount of construction investments: Under reviewing 181 (ca. 320 - 550 billion yen 182)
- Economic ripple effect (operation/construction): Under reviewing 181
- Job creation effect (operation/construction): Under reviewing 181

181 Estimation will be done until the confirmation of IR Basic Concept Plan (Reference: Estimation on 2018.4 is available on ‘Nagasaki Basic IR concept plan, overview of summary by the advisory committee’). 182 It indicates the range of proposed investments through Pref’s contact from 2019 (excluding outlier)

**Assumed schedule**

<table>
<thead>
<tr>
<th>National government</th>
<th>2018</th>
<th>2019</th>
<th>2020 ~ 2025</th>
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<tbody>
<tr>
<td>Draft Act</td>
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<tr>
<td>Formation of the basic policy</td>
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<td>Approval of IR Area Development Plan</td>
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<tr>
<td>Review of IR Area Development Plan</td>
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<tr>
<td>Review of casino license</td>
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<tr>
<td>IR Operator</td>
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**In Kyushu**

Promoting the understandings and co-creation of the region

**In Nagasaki Pref.**

Promoting the understandings and co-creation of the region

- Effect of IR introduction
- Promotion of targeted economic industries
- Promotion of IR introduction
- Promotion of targeted economic industries
- Development of tourism infrastructure
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