

The Mori Memorial Foundation – 1st Urban Vision Lecture Meeting

Overview of lecture meeting

Tokyo Brand Power

– Five World-Leading Attractive Features –

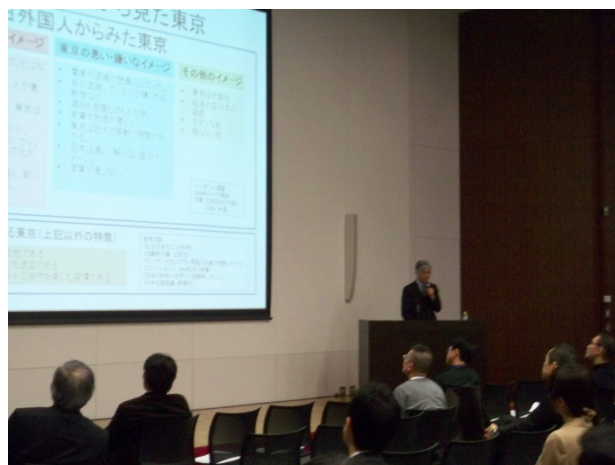
Date/time: 13:00 – 16:10, March 8, 2013 (Friday)

Venue: Iino Hall & Conference Center (Room A)

Event overview

The number of overseas visitors to Japan and to Tokyo is not particularly large compared to other leading countries and cities. With growing calls for Japan to establish it as a tourism destination, there is a pressing need to identify the attractive features of Tokyo from the perspective of foreigners and establish these features as a globally recognized “Tokyo Brand”, aiming to increase the level of satisfaction among visitors to Tokyo in order to increase the numbers of foreign visitors.

The subject of this lecture meeting was the attractive features of Tokyo. We heard from representatives from a variety of fields and considered the right direction to take for urban planning in Tokyo.



Program

1. Introduction

Shigeru Itoh

President, The Mori Memorial Foundation

30 years have passed since this foundation was established. The time has come for us to reflect on the path that The Mori Memorial Foundation has followed to the present, to expand and approach urban planning and construction from more human-oriented fields, and to raise the foundation’s level of recognition. As a consequence, we decided to hold this 1st Urban Vision Lecture Meeting, and will continue to consider Tokyo from new perspectives.

Based on the need to reevaluate Tokyo and determine whether or not it is truly an internationally attractive city, three speakers have been invited to this “Tokyo Brand Power – Five World-Leading Attractive Features” meeting to determine how Tokyo is viewed objectively as an intellectual member of the global community. Statistics show that despite our efforts, the numbers of visitors from Europe have remained unchanged over the past 20 years and there has been almost no increase in visitors from the east coast of the United States. However we have seen growth in the numbers of visitors from China and Korea, and we must consider how to make Japan more attractive to the people of Asia.

The trendsetting power of Korea is tremendous, and we should learn from it. In the past, we always thought that if Japan produced something good, then the people of Korea and China would follow our example and come to us to seek it out on their own. However that time has passed. In the future, we must overcome a variety of difficult obstacles and earn respect by promoting the brand power of Tokyo to



the world. I hope that Tokyo can be a city that our visitors will respect.

2. Keynote Address: Tokyo Brand Power – Five World-Leading Attractive Features –

Yoshiaki Honpo
Professor, Tokyo Metropolitan University

Based on the results of the *Tokyo Brand Power* report, Professor Honpo used slides to explain the necessity of Tokyo brand power, as well as statistic-based recent trends in and forecasts for the numbers of overseas visitors to Japan. He described the importance of revitalizing inbound tourism for purposes including the economic stimulus that results from tourism and other spending and strengthening of soft power through human interaction, and also provided forecasts for the year 2030 concerning the large potential and growth possibilities for international tourism.

He also explained that although Japan tourism has been rated highly by experts, Japan's global ranking for inbound tourism is low, at around No. 30 worldwide. He explained the causes of this problem, including the opinions of experts regarding the issues in Japanese tourism.



Despite the many strengths of Tokyo, the numbers of overseas visitors and foreign residents are low, and the unique characteristics of Tokyo are not being put to best use. Professor Honpo reported an overview of the challenges and strategies involved in resolving this problem.

3. Panel Discussion: What are the Attractive Features of Tokyo?

At the panel discussion, the following five panelists expressed their opinions regarding the attractive features of Tokyo, and discussed the issues based on the contents of the keynote address.

First, Professor Honpo explained how Japan is lagging behind other countries, having for many years lacked a mechanism for promoting tourism and establishing the Japan Tourism Agency only recently in October 2008.

Junko Koshino spoke about the appeal of Tokyo as a place where a person can work, encounter a wide variety of other people, and play. She also described how culture is created in places where people gather and explained the need for culture and the importance of creating an original world rather than an imitation if Tokyo is to earn the respect of people from other countries.

Yukio Hattori pointed out that the Japanese government needs to put greater effort into international diplomacy in regards to Japanese cuisine and food culture.

Robert Campbell described how it is important to plant seeds in visiting tourists during their short experience in Japan, so that they take something back with them that will grow over time. He explained that each city has a story, and a deeper impression will be made on visitors if they understand that story.

Finally, Shigeru Itoh explained how the day's discussions confirmed that the Japanese people will need to abandon their feelings of insular security and their shy and reserved nature in order to begin taking Japan tourism in a new direction.



Expert Panelist: Hideaki Honpo (Tourism Policy)



Expert Panelist: Junko Koshino (Fashion)



Expert Panelist: Yukio Hattori (Cuisine)



Expert Panelist: Robert Campbell (Japanese Literature)



Chairman, Expert Panelist
Shigeru Itoh (Urban Disaster Mitigation, National Land Planning, Urban Planning)

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Tokyo Brand Power – Five World-Leading Attractive Features

Price: 600 yen + tax

Available from December 2013.