

PRIME Tourism Destination City Tokyo

Tokyo Tourism Industry Promotion Action Plan
Roadmap for the Reopening and Sustainable Growth of
the Tourism Industry



TokyoTokyo Old meets New

February 2022

The Tokyo Metropolitan
Government

PRIME Tourism City Tokyo

—Tokyo Tourism Industry Promotion Plan—

*Roadmap for the Reopening and Sustainable Growth of
the Tourism Industry*

The tourism industry was gravely affected by Covid-19, and the Tokyo Metropolitan Government has developed a new Tokyo Tourism Industry Promotion Plan to put the tourism industry back on track and to make PRIME Tourism City Tokyo one of the world's top tourist destinations.

PRIME Tourism City Tokyo aims to make Tokyo the world's best city for tourism.

The “Prime” in the PRIME Tourism City strategy signifies the Tokyo Metropolitan Government’s commitment to spurring development of the tourism sector to establish Tokyo as one of the top tourism destinations in the world.



KOIKE Yuriko,
Governor of Tokyo

Tokyo attracted a great deal of attention from around the world during the Tokyo 2020 Olympic and Paralympic Games. This plan will build on that legacy with initiatives to ensure sustainable recovery of the tourism sector. Implementation of the plan will transform Tokyo into a destination with something for everyone globally.

Key Points of the Plan

1) Set Quantitative Indicators for 2030

This plan establishes nine quantitative targets for measuring sustainable growth based on the “Tokyo of Tomorrow” Initiative (Mirai no tokyo senryaku). The targets include economic goals (revenues and number of tourists) as well as goals for residents, city culture, and the environment.

2) Develop 7 Policies Based on 3 Initiatives

This plan develops 7 policies developed as part of 3 initiatives to reopen the tourism industry and ensure its sustainable recovery. Additionally, these policies will help Tokyo to maintain its predominance as a host city for MICE tourism.

3) Improve Regional Tourism Management through Benchmark Goals

Policy implementation and effectiveness will be measured and improved through the application of the PDCA cycle and periodic assessment of progress relative to the benchmarks.

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