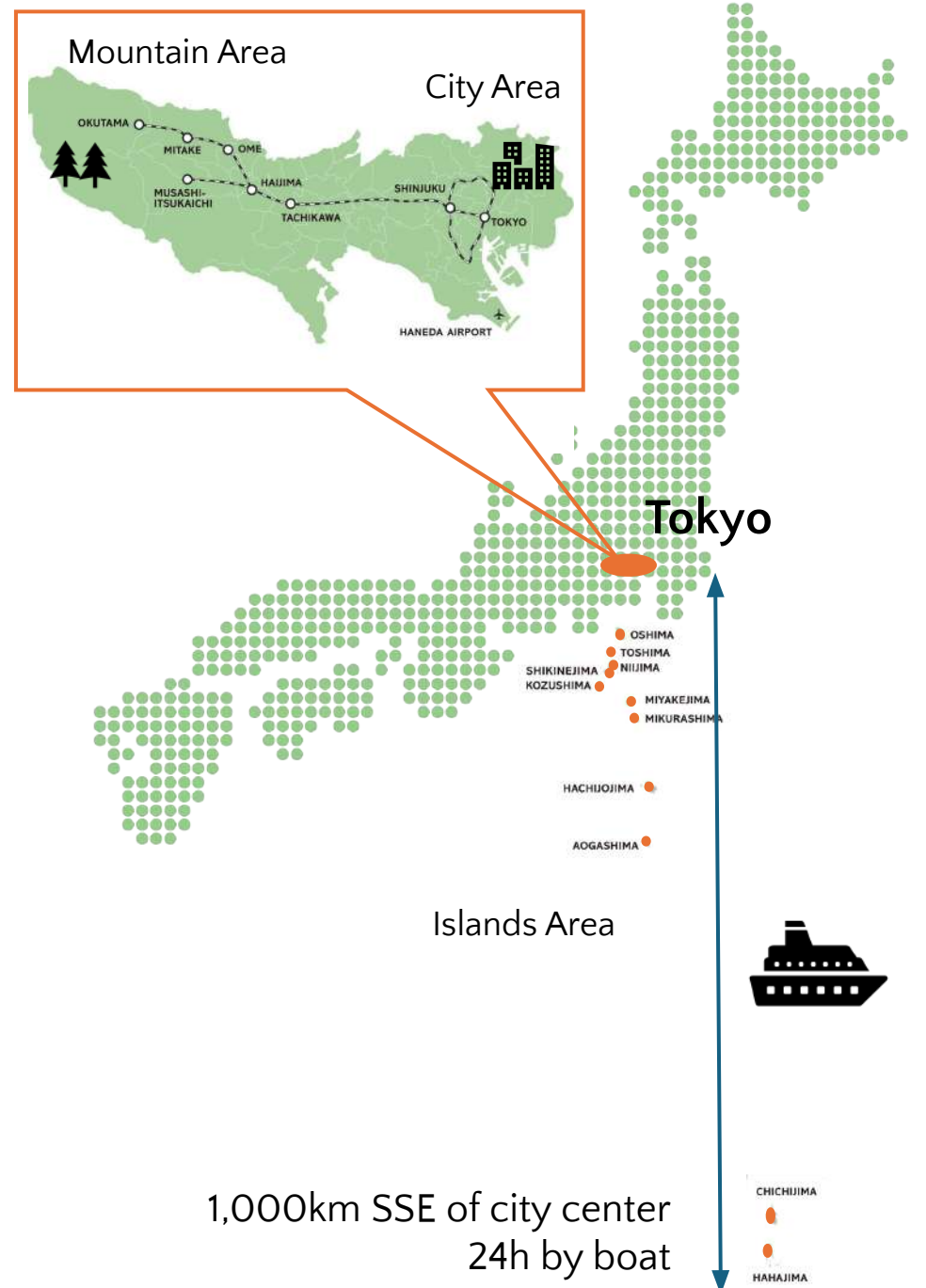
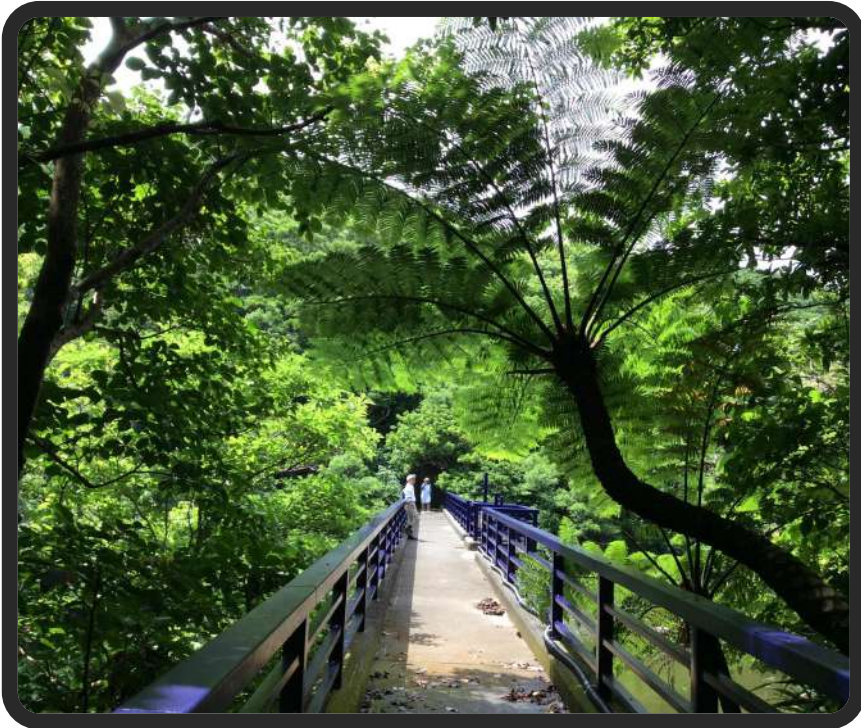


Tokyo's Sustainable Journey - Don't Stop Believin'






What should be stewarded?



3 national parks, including
1 UNESCO world heritage site

35 beaches & **19** hot springs

21 active volcanoes, incl. **6** inhabited islands

40% of land area in Tokyo is **forest** 



19.5 million international / **470 million** local visitor arrivals per year

 **229,000** rooms across **3,700** hotels

200 museums and art galleries

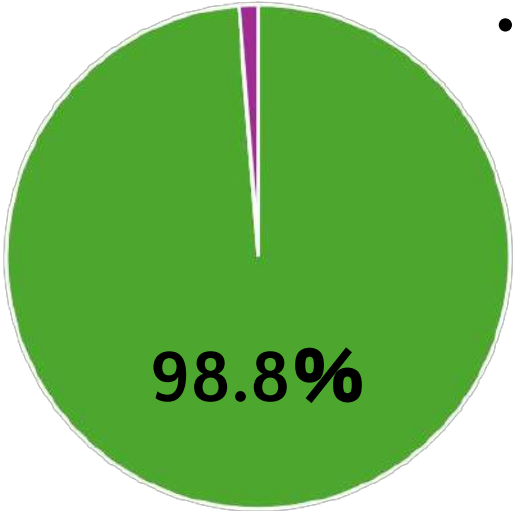
200 parks, no ski resort 

Who should we collaborate with?

Our industrial partners:

- Accommodation
- Travel, PCO, DMC
- Tourist attractions
- Restaurants
- Transportation
- NGO/NPO
- 62 Municipalities (RTOs)

SMEs ratio in Tokyo (2021)



- Limited human/ financial resources
- Low awareness of sustainability
- Fewer local market needs for ST

Labor shortage

- Aging society
- Low interest in choosing tourism industry

Stakeholders outside the sector:

- Environment, Culture, Labor division
- Community based associations
- 14 million inhabitants



Tokyo is not unique.
Our issues might be common to other cities across Japan or even around the world.

Our Journey started



2019- MICE Sustainability Guidelines

2022 Joined the GSTC Sustainable Tourism Training

2023 - TCVB Sustainable Tourism Partnership

2024- GSTC member

How can we get everybody on board?

Zero Emission
A Sustainability and Resilience Strategy Pursuing 1.5°C
Tokyo
Zero Emission Tokyo Strategy



To accelerate Tokyo's sustainability



Education and Training

- Providing GSTC training
- Sharing knowledge of latest trends and good practices
- Delivering information about certifications
- Building a platform across various sectors



Localized Tool

- Local guidelines for the industry
- Subsidies and financial support as a catalyst



“Accompaniment” Support for SMEs and RTOs

- One Stop Service
- Hands-on Support
- Deploying industry experts as advisors



discovering and refining the resources inherent to the region is key



渋谷は、ハロウィンイベントをお休みします
NO EVENTS FOR HALLOWEEN ON SHIBUYA STREETS



Shibuya's Case

Tips to foster sustainability in the area



Discover and nurture community-based key players and collaborate with them



Define community issues and leverage sustainable tourism to address them



Beside setting goals, visible business benefits or outcomes needed



Every journey begins with a single step.
Let's move forward together.



Don't stop believin'
in a sustainable future!

Emiko Minami
Director, Strategy & Partnerships
Tokyo Convention & Visitors Bureau