

<Outline> Osaka Urban Attraction Development Strategy 2025

Vision

Osaka, where people co-create attraction
-Develop a new age and go forward-

- Goal: Make Osaka a world-class attractive metropolis where residents feel proud of our region and develop a new age beyond difficult times
- How to achieve the goal: Revitalize Osaka along with everyone concerned by utilizing its various attractions as well as its urban potential

[Background of the Strategy]

- In 2012, Osaka Prefecture and Osaka City created the “Osaka Urban Attraction Development Strategy,” common initiatives for the fields of tourism, international exchanges, culture and sports to realize it as a world-renowned Osaka. These initiatives have greatly contributed to the prosperity of Osaka including successful inbound tourism.
- It is imperative for us all to further improve our urban attraction and present it to the world, taking advantage of our increasing potential toward Expo 2025.
- We need to flexibly respond to the tourists’ changing demand, while a “new lifestyle” has pervaded society due to the spread of COVID-19.

[Positioning of the Strategy]

The strategy is to be created to indicate the direction of the policy to :

-Promote domestic tours to recover tourism demand, create and enhance new attraction responding to new trends, and make steady progress in environmental development looking ahead toward inbound recovery while considering the status and impact of Covid-19

-Create new prosperity of Osaka, an international metropolis, and enhance its vitality toward Expo 2025 and beyond

◆Period◆ FY 2021 to 2025

※ In accordance with the COVID-19 situation, the strategy is to be revised flexibly as needed during this period

[Basic concept]

Developing and promoting urban attraction taking advantage of positive impact of Expo 2025

Realizing an attractive, sustainable, safe and secure Osaka,

Vitalizing the entire Osaka through collaboration of various entities

Contribute to achievement of SDGs

10 ideal urban images for the initiatives

[Ideal urban images we pursue]

Safe and secure metropolis offering 24 hour Japanese hospitality (“Omotenashi”)

Metropolis creating prosperity unique to Osaka

Metropolis for exploring and staying at which can offer diverse ways to have fun

Metropolis with world-class MICE

Culture-oriented metropolis which facilitates Osaka culture

Metropolis where everyone can enjoy culture

Metropolis promoting sports at world-level

Sport-friendly metropolis which helps better one’s health and purpose in life

Metropolis where global human resources are taking active part in the Osaka’s growth

Diverse metropolis where people-to-people interaction can create new values

◆Priority measures◆

The items in the table below are prioritized from the viewpoints of:

- How to develop urban attraction toward Expo 2025 Osaka-Kansai
- How to handle the Impact of COVID-19
- How to handle the challenges visualized through efforts up to now, etc.

Developing and presenting the world-class culture and tourist sites	<ul style="list-style-type: none"> • Presenting an attractive Osaka to the world, taking the opportunity of Expo 2025 Osaka-Kansai • Enhancing the appeal of Aqua Metropolis Osaka, Mozu-Furuichi Kofun Group, Expo '70 Commemorative Park • IR bidding, opening Nakanoshima Museum of Art, and renovating Osaka City Museum of Fine Arts etc.
Creating and presenting attractions taking advantage of Osaka’s strengths	<ul style="list-style-type: none"> • Developing and presenting attraction based on Osaka’s strengths in food, history, arts and culture, and entertainment • Promoting cultural tourism such as appreciation/experience of culture at museums etc.
Attracting more tourists	<ul style="list-style-type: none"> • Developing and presenting new tourism components using AI and ICT, and preparing the environment to accept more tourists • Boosting domestic tourism demand, promoting micro-tourism and “exploration” within Osaka Prefecture • Attracting tourists from the USA, Europe, Australia and more countries and regions, and developing its promotion • Responding to various requests such as a wellness program and specific, high-class experiences etc.
Promoting MICE strategically	<ul style="list-style-type: none"> • Supporting MICE and new exhibition styles that use the Internet • Making new MICE strategies responding to “New normal” and conducting bidding activities together with public and private sectors etc.
Forming the urban brand through art and cultural activities	<ul style="list-style-type: none"> • Revitalizing arts and cultural activities and attracting more people • Developing artists/performers and supporters, and creating opportunities to appreciate arts and culture, etc.
Promoting sports tourism	<ul style="list-style-type: none"> • Promoting sports tourism through collaboration with Osaka-based sports teams • Holding large-size sporting events etc.
Encouraging world excellent human resources to play core roles for Osaka’s development	<ul style="list-style-type: none"> • Developing global human resources and promoting their activities by supporting study-abroad. • Employment support for foreign students in Osaka etc.

Our first priority measures

- ▶ Creating value and attraction appropriate to a new age, taking advantage of Osaka’s strengths such as food, history culture and arts, and entertainment
- ▶ Attracting domestic tourists based on the micro-tourism
- ▶ Taking measures to bring back tourists from East Asia, which accounted for 75% of foreign tourists to Osaka, to the level of before COVID-19 pandemic.

◆Policy promotion in accordance with the phase◆

※ We will proceed with this strategy dividing it into two phases according to the COVID-19 situation and its impact on society.

Phase 1 (With COVID-19)

- While taking maximum infection prevention measures, promote initiatives to boost domestic tourism demand
- Develop new urban attraction responding to the period with COVID-19, and prepare for the time when inbound tourism recovers; laying groundwork and preparing the environment to accept tourists

Phase 2 (Post COVID-19)

- Toward 2025, accelerate to promote initiatives to create prosperous Osaka; promoting inbound tourism as well as domestic one based on the efforts during Phase 1

◆Management of the strategy’s progress◆

Numerical goal of domestic and overseas tourists

The immediate goal: Exceed the level before the occurrence of COVID-19 (2019)

Index	Target number	Time to achieve the goal
Total number of stays of Japanese nationals in Osaka	29.5 million	2022
Number of foreign tourists visiting Osaka	11.525 million	2 years after lifting of the immigration restriction

- Evaluated and examined at Osaka Urban Attraction Development Strategy Promotion Meeting by Osaka Prefecture and City in each fiscal year
- -Set up indexes to be referred
- Understand the situation by the comprehensive judgement of each index’s content, achievement status, and socio-economic conditions

※ In accordance with the change of socio-economic situation, the figures above will be revised flexibly as needed.