

<Outline> Osaka Urban Attraction Development Strategy 2030

Vision

Osaka the Global Entertainment Metropolis

~ Creating a sustainable and vibrant city that residents love ~

Osaka's attractions, including food, history, culture, arts, and sports are seen as entertainment that connects people together and enriches their hearts. By using Osaka's attractions, its role as a hub, and the Expo legacy to attract visitors and expand exchange with all stakeholders, Osaka will create appeal that fosters pride in residents, excitement, and a sustainable "Global Entertainment Metropolis."

[Achievements of the Osaka Urban Attraction Development Strategy 2025]

◎ Enhanced Urban Presence

By leveraging Osaka's rich urban appeal to create and promote vibrancy, and by using Expo 2025 Osaka, Kansai to host various international events, the city's urban presence was enhanced.

◎ Various Networks Established

Through continued efforts by all stakeholders to leverage the city's potential, expertise was gained and various networks were built to create urban attractiveness.

◎ Increase in Visitors to Osaka

According to tourism data, visitor numbers have risen to pre-COVID levels or above, with both foreign visitors to Osaka and total overnight stays by domestic tourists reaching record highs.

◆What is Needed for Future Action◆

- ✓ Continuing and Developing the Expo Achievements as a Legacy
- ✓ Elevating the Rich Uniqueness of the Osaka Area
- ✓ Establishing "Sustainable Tourism" with Growing Global Interest

[Basic Concept of the Osaka Urban Attraction Development Strategy 2030]

◆Two Perspectives◆

▶ Establishing Osaka's Unique Urban Brand

Enhance diverse appeal and Osaka's uniqueness as its strength to maximize urban potential and attract visitors from around the world.

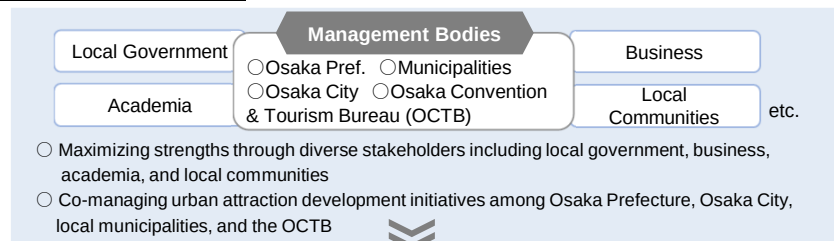
▶ Achieving Sustainable Tourism

Through enhanced hospitality and a visitor-friendly environment worthy of an international milestone year, Osaka will achieve 'Sustainable Tourism' to build a city of lasting appeal.

◆Implementation Period◆ FY2026 to FY2030

- Osaka will host large-scale international events and advance infrastructure improvements, with an Integrated Resort (IR) comprising of conference, exhibition, and entertainment facilities scheduled to open in 2030.
- Utilizing the global attention and momentum of Expo 2025 Osaka Kansai as the "Expo Legacy," Osaka will strongly aim to become Japan's leading international tourism destination, offering delight to every visitor.

◆Promotion Structure◆



Vitalize All of Osaka

◆Thematic Measures◆

- Osaka will create urban vitality, vibrancy, and entertainment through six themes that guide initiatives.

1. World-Class Tourist Metropolis That Everyone Wants to Visit

Aiming for a world-class tourist metropolis by building on strengths in food, history, culture, arts, and sports to maximize Osaka's resources and potential

2. World-Renowned Metropolis Rich in Cultural Appeals

Aiming for a world-renowned metropolis where Osaka's cultural strengths enhance urban appeal, global visitors interact to connect, diverse cultural and artistic activities are vitalized, and Osaka becomes a globally reputable city

3. Lively Metropolis Energized by Sports

Aiming for a lively metropolis energized by opportunities to watch world-class athletes perform, engage in sports, and enjoy sports tourism in Osaka's local resources

4. Top-Class MICE Metropolis in Asia and Oceania

Aiming for a top-class MICE metropolis by leveraging the Expo host achievement and IR impact through Osaka-wide strategic initiatives

5. Growing Metropolis Through International Exchanges

Aiming for a growing metropolis generating new value through diverse international exchange via Osaka's global networks and the promotion of globally minded talent

6. Safe and Comfortable Metropolis Attracting More Visitors

Aiming for a sustainable metropolis where both visitors and residents can enjoy safety, security, and comfort

◆Management of the Strategy's Progress◆

- Evaluating and reviewing progress at the Osaka Urban Attraction Development Strategy Promotion Meeting by Osaka Prefecture and City on an annual basis
- In accordance with social trends and tourism surveys, targets and visitor satisfaction/recommendation indicators will be revised as needed.

Numerical Goal of Domestic and Overseas Tourists

Index		Target (2030)	Reference (2024)	Source
Visitors to Osaka	Japanese	To be determined (※1)	32.32 million	Travel & Tourism Consumption Trends (JTA)
	International	23 million	14.09 million	Inbound Tourism Consumption Trends (JTA)
Total Overnight Travelers	Japanese	37 million	32.04 million	Accommodation Travel Statistics (JTA)
	International	30 million	25.39 million	Accommodation Travel Statistics (JTA)
Expenditure/ Person	Japanese	JPY 52,000	JPY 30,000	Travel & Tourism Consumption Trends (JTA)
	International	JPY 160,000	JPY 92,000	Inbound Tourism Consumption Trends (JTA)
Global Power City Index <Cultural Interaction Field>		Ranked in Top 10	No.13 (※2)	Global Power City Index (Mori Memorial Foundation, Institute for Urban Strategies)
Top 100 City Destinations Index		Ranked in Top 10	No.11 (※2)	Top 100 City Destinations Index (Euromonitor International)

(※1) Targets for Japanese visitors will be set once 2025 data is published. (※2) Rankings reflect 2025 data.