

Distribution and Service Policy

Attracting tourists from outside the region and seizing opportunities in consumer demand

As we anticipate a full recovery in inbound tourism in the near future and witness more diversified demands in tourism, we aim to support tourism-related industries, integrate regional commercial capabilities, and heighten regional value.

#DistributionandServiceIndustriesDivision #Tourism #Expo2025OsakaKansaiJapan

Promoting the Tourism-Related Industries

Taking advantage of the surge in tourism exchange population with the commencement of the Expo 2025 Osaka, Kansai, Japan and the launch of the Linear Chuo Shinkansen, we join hands with local governments and relevant agencies to promote tourism-related industries and generate enthusiasm for Expo 2025. We promote the utilization of digital data to create high value-added tourism content that utilizes regional resources and entice visitors to extend their stays within the region and stimulate consumer demand. We also organize symposiums centered around the theme of digital transformation in tourism.

Furthermore, as a co-creation partner of Expo 2025 Osaka, Kansai, Japan, we have launched a dedicated website to communicate information about the Expo and highlight ongoing efforts toward tourism and community development.



▲ "Symposium on Restarting the Chubu Region's Tourism Industry" Attracting Inbound Visitors Through Tourism DX to Expo 2025 Osaka, Kansai, Japan



▲ A dedicated website for Expo 2025 "Myaku-Myaku to Mirai ni Tsunagaru Chubu no Chikara (The Power of Chubu Connecting the Region to the Future)"



▲ A rendering of the Expo 2025 Osaka, Kansai, Japan venue

#CommercePromotionOffice #ShoppingDistricts

Promoting Commerce and the Revitalization of Shopping Districts

We support initiatives that actively contribute to regional revitalization, such as experimental projects carried out by small- and medium-sized enterprises in shopping districts and other commercial areas that are aimed at testing the best tenant mix※ that meets the needs of local residents, and projects for creating consumers that are implemented by shopping districts by leveraging on their unique charms and regional resources.

※「A tenant mix refers to the optimum combination of tenants (business types) for achieving the fundamental concept of revitalizing commercial clusters.



▲ Kamaya, a shopping complex in Tajimi City developed through the Regional Commercial Function Integration Promotion Project in 2022



▲ A look into the market held at Kamaya