

ATTRACTING MORE INBOUND TOURISTS TO SAN'IN

ROUTE ROMANTIQUE SAN'IN

San'in Tourism Organization

INFORMATION



San'in Tourism Organization

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A gateway to Japan,
connected to the world
by air and by sea.

世界 to 山陰へ

From the world to SAN'IN

Airline

Air Seoul
Hong Kong Airlines



ROUTE
ROMANTIQUE
SAN'IN



Route Romantique San'in stretches from Tottori Prefecture and Shimane Prefecture to Hagi City in Yamaguchi Prefecture. Surrounded by the Chugoku mountain range and the Sea of Japan, it is a region of stunning nature, and has the oldest history in the nation. Romantic myths continue to live on in the culture and daily lives of its people. Here you will find the "real Japan", which has existed since ancient times. The twelve charming areas offer wonderful encounters to visitors from overseas.

The logo consists of twelve octagonal designs representing the extensive sightseeing area Route Romantique San'in, with a traditional mizuhiki knot in the center. The twelve octagons feature the rich nature, history and culture of San'in, and depict the various encounters which await visitors in the region.

Regular international
services & routes
South Korea, Hong Kong



Oki
Airport

Izumo Taisha
area

SHIMANE
Pref.

World Heritage Site
Iwami Ginzan Silver Mine area

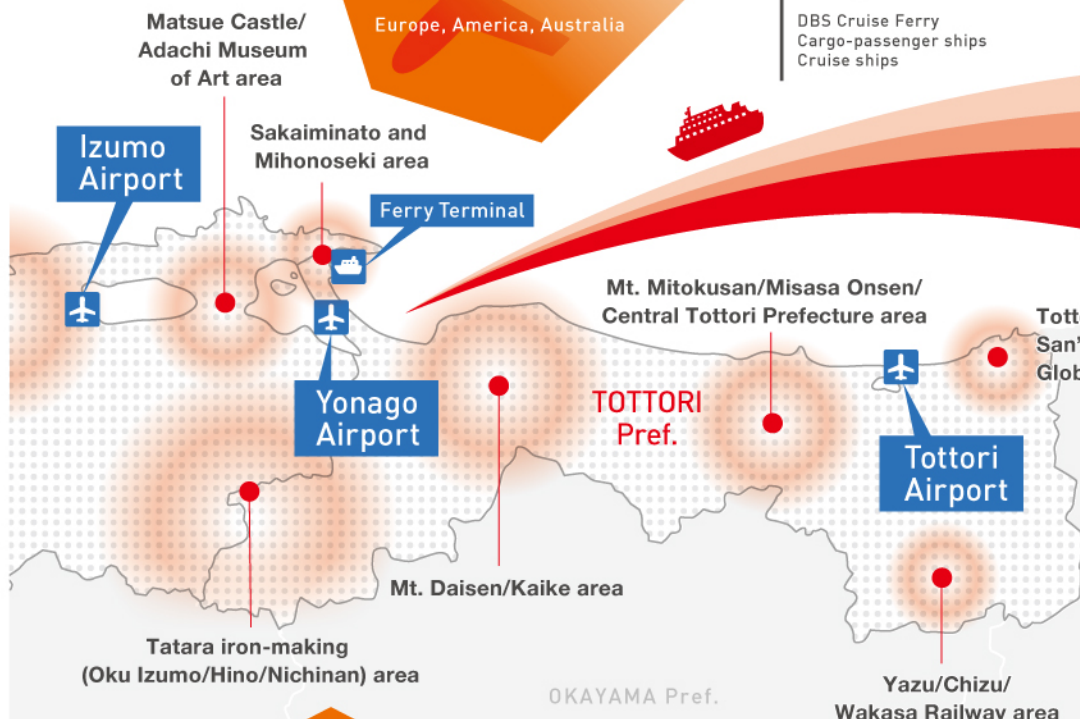
Iwami Kagura area

HIROSHIMA Pref.

World Heritage Site
Hagi/Tsuwano (Little Kyoto) area

YAMAGUCHI Pref.

Tokyo/Haneda/Narita
Europe, America, Australia



Matsue Castle/
Adachi Museum
of Art area

Izumo
Airport

Sakaiminato and
Mihonoseki area

Ferry Terminal

Yonago
Airport

TOTTORI
Pref.

Mt. Mitokusan/Misasa Onsen/
Central Tottori Prefecture area

Tottori Sand Dunes/
San'in Kaigan UNESCO
Global Geopark area

Tottori
Airport

Mt. Daisen/Kaike area

Tatara iron-making
(Oku Izumo/Hino/Nichinan) area

OKAYAMA Pref.

Yazu/Chizu/
Wakasa Railway area

HYOGO Pref.

Okayama/Hiroshima
Taiwan, Singapore
Malaysia, Indonesia

Kansai/
Kansai International
Airport
Taiwan, China, Thailand

Ships

DBS Cruise Ferry
Cargo-passenger ships
Cruise ships

A new economic region connecting the twelve locations
to attract inbound tourism (visitors from overseas).

2020
San'in Tourism Organization
MISSION 01 **400,000** overnight
visitors

MISSION 02

Increase awareness of Route Romantique San'in

4K + Tourist Pass + Michelin San'in

We publicize the charms of San'in to the world through various means, including 4K introductory videos, and the development of an app to be used when traveling around the region. The area is also featured in the Michelin Green Guide.



Top page of the San'in Tourism Organization official website



Development of app aimed at inbound tourists



Proof of global recognition
Michelin Green Guide San'in web edition

Route Romantique San'in website
Web strategy

We connect Route Romantique San'in to global sites and conduct digital promotion. We attract actual visitors from overseas through YouTube videos with over five million views, and a variety of content spread throughout the web.



Visit San'in Tourist Pass
 Through partnerships with various corporations, the San'in Tourism Organization has developed the Visit San'in Tourist Pass, an app which serves as a platform for content aimed at inbound tourists. This app enables us to offer advantageous information and introduce the charms of the area to visitors from overseas as they travel around the region.

The Michelin Green Guide, the definitive tourism guidebook, has published a web edition featuring the San'in region. In addition to the contents in the 5th edition of the Michelin Green Guide Japan, new sights, including the following, have been added: The Sand Museum (★), Kurayoshi Shirakabe-dozogun Quarter (★), Mizuki Shigeru Road (★), Oki Islands (★★), Yuushien Gardens (★★★), and Iwami Kagura (★). This takes the number of featured sightseeing spots and facilities to 63.

MISSION 03

Through the inbound tourism project, we will create a regional economic area, deepen ties with the region and enrich customer services.

The San'in Tourism Organization's aims regarding tourism
Tourism with benefits for all

Creating a favorable economic zone

Attracting tourists to the local area will increase the number of visitors and create revenue for businesses in the tourism sector. We will develop content and infrastructure, and aim to make San'in a region which satisfies tourists by offering better services.



System creation for better tourism
Partnerships

Create flexible services through strong partnerships with companies

The San'in Tourism Organization will create partnerships with the public and business sectors, utilize these strengths, and take on the role of a platform. We will offer optimum services from the perspectives of attracting tourists, regional support, consumer expansion and economic revitalization, for the country, prefectures, cities, towns and villages, regional DMO, and inbound sector.

Regional collaboration

Connecting the Route Romantique San'in

The 12 areas will be divided into segments, and collaborate mutually with the San'in Tourism Organization.

MISSION 04

"San'in" destination basic strategy

Creating an integrated inbound destination

We are now in a time when regions are competing for inbound tourists. It is extremely important to form a tourist destination which is appealing to visitors from overseas. We promote San'in as an integrated region. Through steady promotion on the web and in the local areas, we introduce an attractive route which covers a wide area.

MISSION 05

Attracting inbound tourists Gateway strategy

Due to the diversification of visitors and the rapid increase in FIT (Foreign Independent Tours), the points of arrival and departure are expanding. We aim to increase the number of tourists by making the region and regional alliance DMO a base in contrast to the gateways of Tokyo, Kansai and Hiroshima.

MISSION 06

Promoting San'in effectively through digital and non-digital methods.
Aim to attract 400,000 overnight visitors



Strengthening collaboration with JNTO

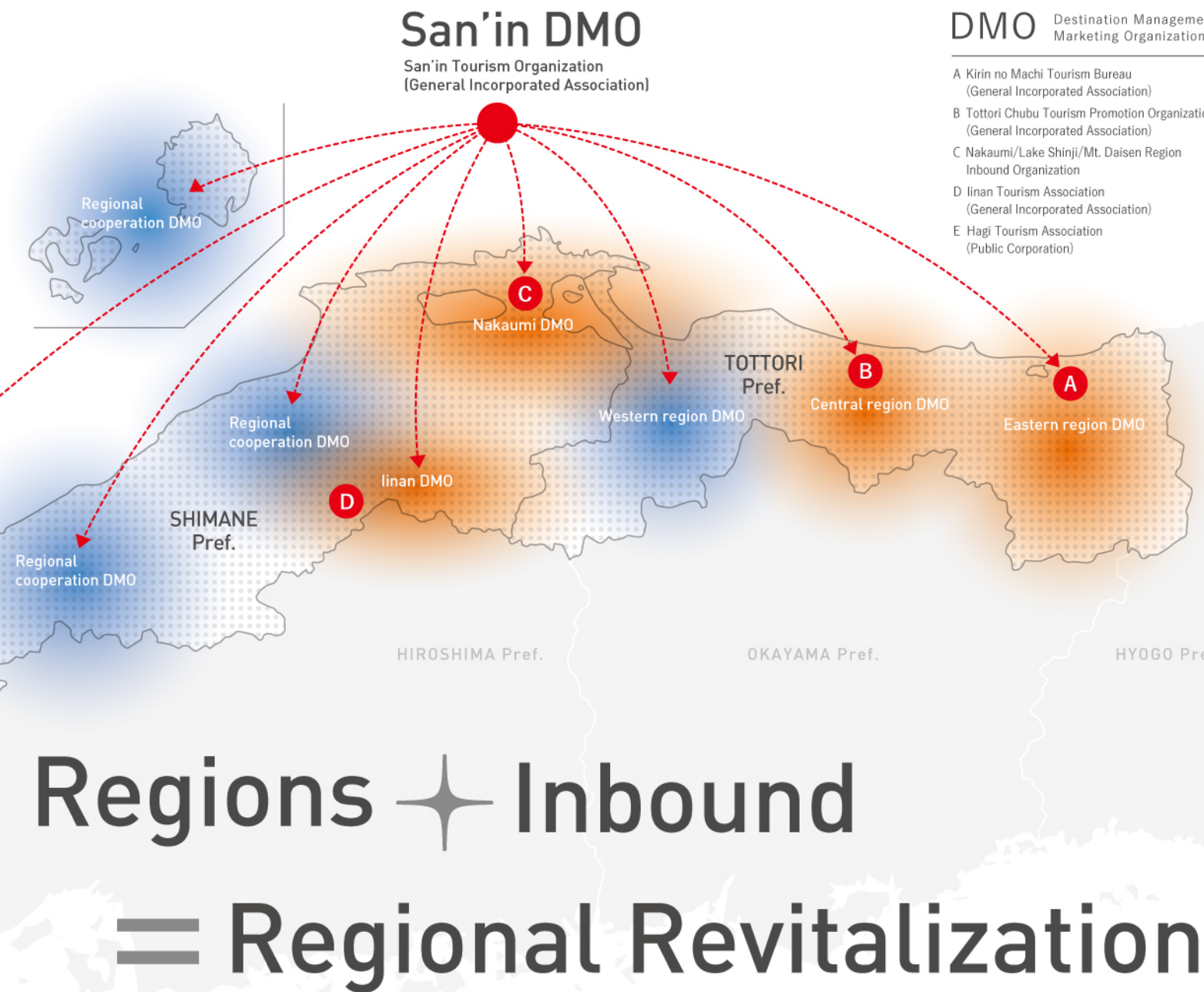
JNTO's strength lies in its 21 overseas offices, which run promotions, global web strategies and have overseas channels (B-to-B/B-to-C). We will make use of these strengths and collaborate with JNTO to connect Route Romantique San'in to the world, to steadily attract tourists and raise awareness of the region.



International Travel Fair (Thailand) Kira Kira Night in Tokyo

Promoting San'in overseas and domestically

By traveling to exhibitions overseas, we can talk to the local people directly about San'in. We also hold tourist information events and create press releases regarding Route Romantique San'in, which target people from overseas in the Tokyo area. We aim to attract tourists more effectively through a combination of digital and non-digital methods.



MISSION 07

Aim to invigorate economic activity through completion of content by businesses, and leading visitors to farming, mountain and fishing villages.

Creating opportunities through the inbound project

Circulate tourism consumption around the area by promoting stays in farming, mountain and fishing villages

Farming, mountain and fishing village regions have little digital content and infrastructure development. We assist in the smooth running of tourism to these areas throughout the process, from handling requests to stay in these areas, to tour guidance. We also assist with accommodation (ryokan inns, guesthouses and vacation rentals). By circulating tourism consumption throughout the region, as opposed to it being concentrated in the main cities, we help to invigorate local economic activity and expand inbound business opportunities.

Fostering inbound business operators

We hold seminars in stages (understanding, practice, and establishment) and practical training so that business operators can utilize the inbound business and increase economic opportunities. The enrichment and expansion of content produced by such diverse operators leads to diversification of choice for overseas travelers, language support, Wi-Fi support and other infrastructure development.



Trial tour



Organization Overview

Participants (16 organizations)

- Economic organizations**
Chugoku Economic Federation
- Financial institutions**
The San-in Godo Bank, Ltd., The Tottori Bank, Ltd.
- Transportation business operators**
West Japan Railway Company, ANA, JAL
- Travel companies**
JTB Corp., NIPPON TRAVEL AGENCY CO., LTD., KNT-CT Holdings Co., Ltd.
- Information and communication companies**
Nihon Unisys, Ltd.
- Local tourism associations**
Tottori Business Association of Inn and Hotel for Living and Health, Shimane Business Association of Inn and Hotel for Living and Health, Tottori Tourism Association, Shimane Tourism Association
- Local governments**
Tottori Prefecture, Shimane Prefecture

Representatives

- Chairperson (Part-time)**
Hiromi Tagawa
Chairman of JTB Corp., Chairman of the Japan Association of Travel Agents
- Representative Director (Full-time)**
Yoshiro Fukui
- Advisers**
Shinji Hirai, Governor of Tottori Prefecture
Zenbei Mizoguchi, Governor of Shimane Prefecture
- Office framework**
17 members (1 Representative Director, 14 dispatch employees, 2 temporary employees)

Organizations from which members have been dispatched.

- Corporations**
Chugoku Economic Federation, The San-in Godo Bank, Ltd., The Tottori Bank, Ltd., West Japan Railway Company, ANA, JAL, JTB Corp., NIPPON TRAVEL AGENCY CO., LTD., KNT-CT Holdings Co., Ltd., Nihon Unisys, Ltd.
- Local government**
Tottori Prefecture: 2 members, Shimane Prefecture: 2 members (Chief Director, Deputy Director, Administrator)

History

- February 19th, 2016 - San'in DMO Establishment Preparation Committee
- April 22nd, 2016 - Establishment of the San'in Tourism Organization
- October 2nd, 2017 - Incorporation
- November 28th, 2017 - Registration for Japanese DMO (Wide-area Cooperation DMO)

Organization Chart

