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GATE 迎都 WAY

For Activating Osaka-Kansai Area  
through Promoting International Tourism

# IZUMISANO

International Tourism Hub of Japan

MICE

SPORTS

SHOPPING

MEDICAL

IR



**IZUMISANO CITY**  
**Izumisano Convention Bureau**  
**(in Izumisano City Promotion Council)**

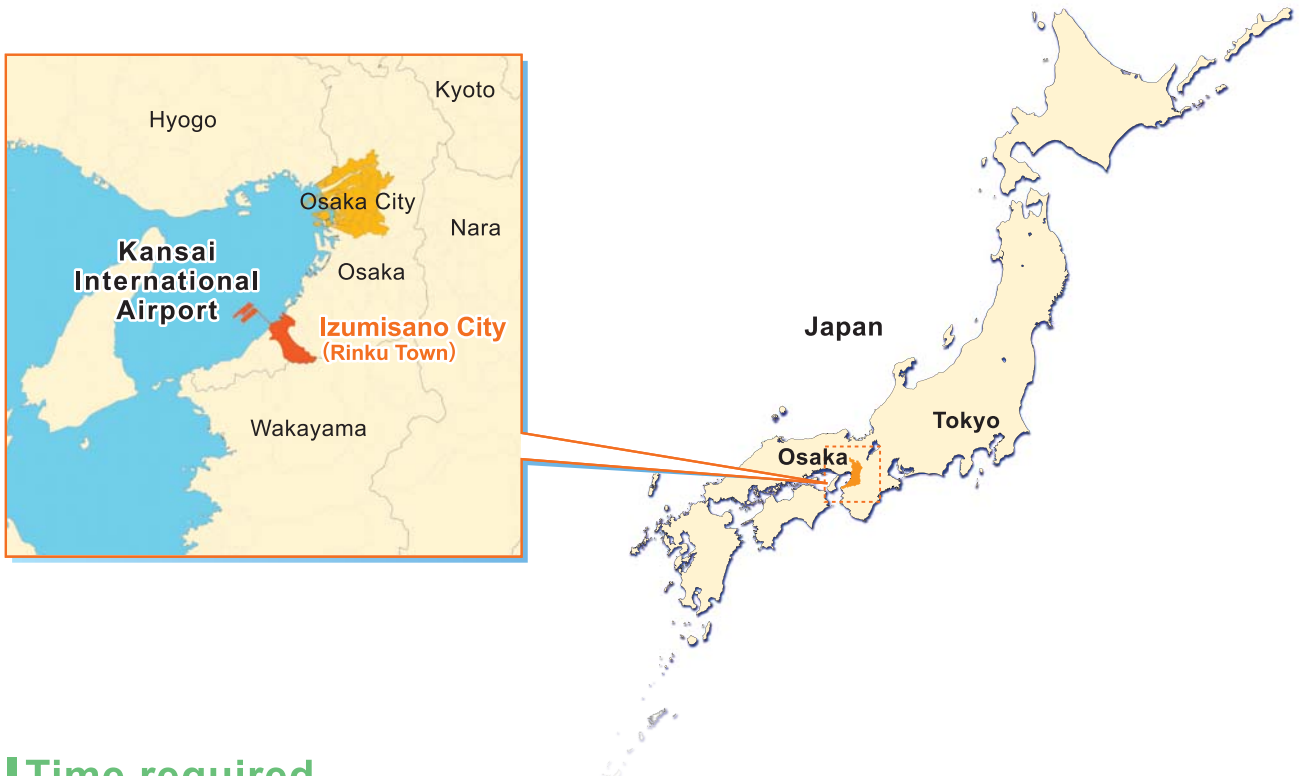


Promotion video of Izumisano City  
Officially awarded by JWTF

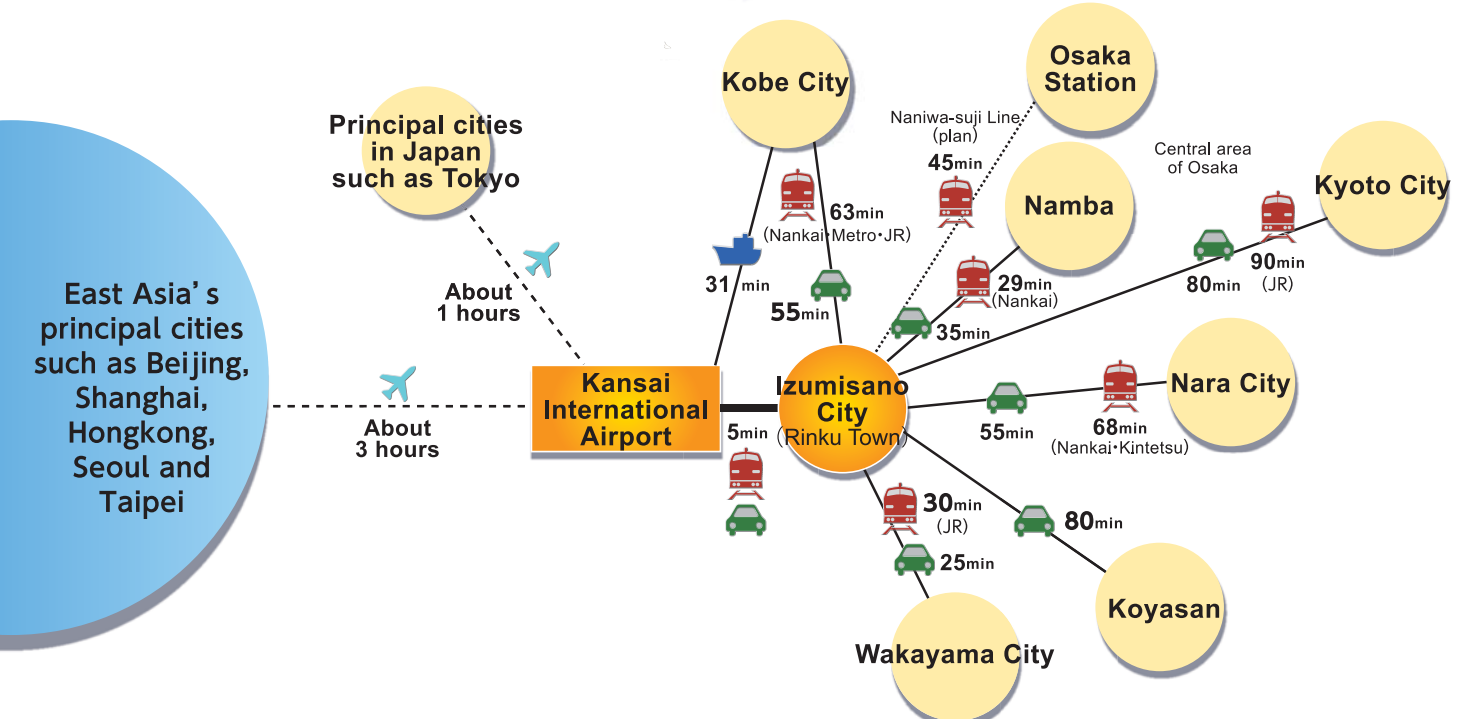
# IZUMISANO TODAY

Izumisano City is the gateway of global society to Kansai area. It is the traffic hub city of KIX(Kansai International Airport) and the surrounding Kansai urban area. From KIX to Rinku Town where many accommodation facilities are located it takes within 5 minutes through two railways or a highway bridge by car. From Izumisano to the famous sightseeing spots in Kansai tourists can access in 30 to 90 minutes.

## Location of Izumisano City



## Time required

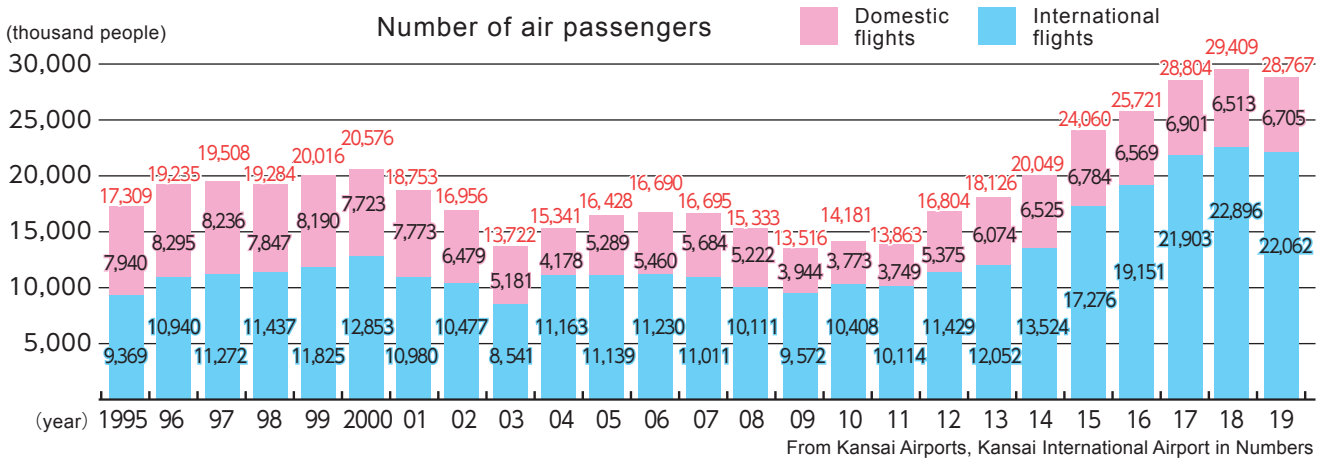


※ Shortest distances from Kansai International Airport or Rinku Town (not including time for changing trains, etc.)



The number of passengers arriving at Kansai International Airport on domestic and international flights has been increasing continuously since 2011. As a result, about 13 million people a year visit Rinku Town (the part in Izumisano City).

## Number of passengers at Kansai International Airport



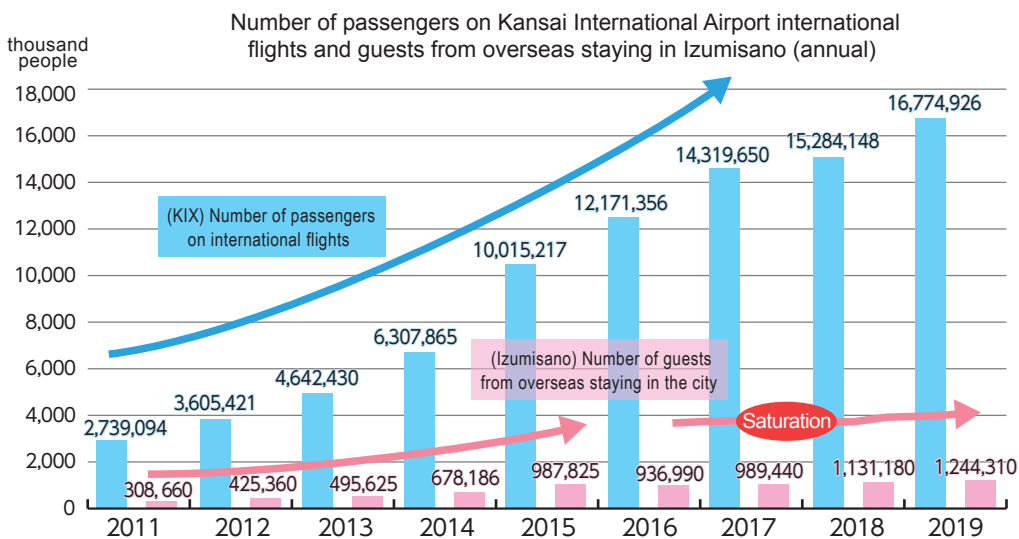
## Number of visitors to Rinku Town

	FY2017	FY2018	FY2019
Izumisano area	13.79 million people	13.42 million people	12.37 million people

Survey by Osaka Prefecture Town Promotion Bureau

## Number of guests staying in Izumisano City

As the number of passengers who use Kansai International Airport increases, the number of guests staying at Izumisano City also increases and as a result, Izumisano City becomes one of the highest cities in Japan where a great deal of guests from overseas have stayed.



Year	Nationwide	Izumisano City
2013	55.2%	73.3%
2014	57.4%	83.5%
2015	60.3%	86.9%
2016	59.7%	84.2%
2017	60.5%	81.6%
2018	61.2%	77.1%
2019	62.7%	83.0%

The number of guests is higher than considerably larger cities than Izumisano and the occupancy ratio of the whole accommodation facilities of Izumisano is more than 80%.

Source: [Number of passengers travelling through Kansai International Airport] : from Kansai International Airport in Numbers.  
 [Number of overnight guests / occupancy rate (Nationwide)] : from Japan Tourism Agency, Overnight Travel Statistics Survey (finalized figures)  
 [Number of overnight guests / occupancy rate (Izumisano)] : estimate by Izumisano City



# Attraction of Tourism-related Facilities

Rinku Town is in the midst of big change by the successive developments of tourist-related facilities such as construction of Setia Izumisano City Centre (which will become new City Icon), build-up of hotel clusters, opening Kanku Ice Arena, and the expansion of shopping mall (Rinku Premium Outlets) and others. The whole image of Rinku Town will clearly be reborn in the near future.

## Major facilities in Rinku Town

Number of accommodations facilities in Izumisano			Scheduled to be built (by around 2022)		total amount	
Entire Izumisano area	61 facilities	3,489 rooms	4 facilities	1,054 rooms	65 facilities	4,543 rooms
In Rinku Town (including KIX)	9 facilities	2,200 rooms	1 facilities	700 rooms	10 facilities	2,900 rooms

Accommodations facilities at Kansai Airport		
Hotel Nikko Kansai Airport		576 rooms
First Cabin Kansai Airport		153 rooms

**Map of Rinku Town and vicinity**  
(as of September 2021)

**[Accommodation Facilities at Kansai Airport]**  
Hotel Nikko Kansai Airport 576 rooms  
First Cabin Kansai Airport 153 rooms

**Medical Rinku Port**  
(International Medical Exchange Center)

**Rinku Premium Outlets; the 5th enlarged area**

**Marble Beach**

**Rinku Premium Outlets**

**Rinku Park**

**Rinku Ice Park**

**Rinku Pleasure Town Seacle**

**Ochi-Arena Theater-Restaurant of 360-degree view**

**The Premium Hotel in Rinku**  
87 rooms

**SICC (Setia Izumisano City Centre); MICE Facility Complex; opening in 2027**

**Rinku Open-air Concert Hall; opened at October 24 in 2021**

**Henn na Hotel Kansai Airport Aquaignis Senshu Spa**  
98 rooms

**YOHO Brewing Osaka Brewery (tentative); opening in 2024**

**Rinku Marketplace (tentative); opening in 2024**

**Oriental Suites Airport Osaka Rinku**  
258 rooms

**Star Gate Hotel Kansai Airport**  
358 rooms

**Hatago-Inn Kansai Airport**  
100 rooms

**Kansai Airport Washington Hotel**  
504 rooms

**Hotel WBF Grande Kansai Airport (tentative) 700 rooms; opening in 2022**

**Kanku Ice Arena**

**In front of Izumisano Station**  
Hotel Construction Project at the east square of the station

**Hotel Construction Project at the east square of Izumisano Station**



Izumisano City prepares tourist information bases at Kansai International Airport, Rinku Town, and Izumisano Station, and aims to improve the hospitality and appeal the attractiveness of the area, focusing on travelers from overseas. In addition to disseminating information on tourism and carrying out exchange with travelers from overseas, we also sell and publicize special products and local specialties from around the country and offer rental bicycle to visit the various neighborhood spots.

## Sightseeing information centers in the city



### Tourist Hub Rinku Machidokoro

Rinku Papilio  
1 Rinku Orai-kita, Izumisano

Category 2



### Tourist Information Center Izumisano Machidokoro

8-12, 3-Chome Uemachi, Izumisano

Category 2



### Izumisano City Tourist Information Center (Bicycle rental service)

3-Chome, 11-47 Uemachi, Izumisano

Category 2: Staffs capable to hear and speak at least English are on duty at all times and offer guidance of wide area.

### Local Specialties



KIX Beer



Senshu Towel



Kitashouji Sake Brewery

### Sightseeing guides

#### Association of Sightseeing Volunteers in Izumisano

11-47,3-Chome, Uemachi, Izumisano City, Osaka  
 TEL:+81-72-458-3901  
 FAX:+81-72-415-1427  
 HP <https://www.izumisano-kanvora.com/>  
 Email [sanonoemon@rinku.zaq.ne.jp](mailto:sanonoemon@rinku.zaq.ne.jp)  
 FB <https://www.facebook.com/izumisano-kankou/>  
 Blog <https://izumisano-kanvora.com/blog.html>

#### Izumisano Area Guide Association (offering services in English, Chinese and Korean)

8-12, 3-Chome Uemachi, Izumisano City, Osaka  
 TEL:+81-70-3891-5430 FAX:+81-72-469-6300  
 HP <https://guide-izumisano.jp> Email [info@guide-izumisano.jp](mailto:info@guide-izumisano.jp)  
 FB <https://www.facebook.com/izumisano-guide/>

## Economic benefits of tourism-related facilities

### ● Ice Arena

The economic benefits of Ice Arena to Osaka Prefecture, constructed in 2019, are predicted as ¥ 6,541,91million for the first year and ¥ 30,881.11 million thereafter 10 years.

The economic effect of construction of Kanku Ice Arena is ¥ 6,545.91million in the first year and ¥ 30,881.1 million for thereafter 10 years( calculated by Dr. Miyamoto Kastuhiro, Emeritus Prf. of Kansai Univ.).

The job creation effects in Osaka Prefecture are estimated as 639 in the first year and 3,051 thereafter 10 years.

In case of Izumisano City, the economic effects are ¥ 5,236.73million and ¥ 24,704.9million respectively and the latter effects are also 511 and 2,437 respectively.



### ● MICE

The economic benefits of attracting MICE to Rinku Town are projected at ¥175,600,000,000 based on the Input-Output Table, Izumisano edition.

This numerical value is calculated by assuming investment demand as 100 billion yen (supervised by Dr. Norikazu Ida, Associate Prof. Momoyamagakuin Univ.). Total job creation effect is estimated as 11,864.







## Izumisano Omotenashi Ordinance: Subsidies for building the accommodations

Business operators who would like to receive the subsidies shall build the accommodation facilities of more than 30 rooms and employ more than 5 full-time workers within the specified period <sup>(1)</sup>. The subsidies will be given to total amount of number of guest rooms, total area of convention hall <sup>(2)</sup> and the amount of equipment in accordance with the Rule.

(1) From the date of enforcement of the ordinance to March 31, 2026

(2) This means the conference and banquetting hall which provides with the required equipment for conducting academic meeting, lecture, research meeting, training course, business fair and so on.

\* In detail, see the Izumisano City Ordinance about promotion of visitors and improvement of accepting conditions.

### Outline of the required equipment (See Article 4 of the Rule)

- 1) Average scale of the guest room shall be larger than 45m<sup>2</sup>.
- 2) Two restaurants, or one restaurant with lounge or bar shall be provided.
- 3) Spa and fitness facilities shall be provided.
- 4) Tourism and entertainment facilities shall be provided.
- 5) Porch for conducting Valet Parking services shall be provided.
- 6) Concierge desk for exclusive multi-lingual users shall be provided.

Number of guest rooms	Subsidies	Scale of Convention Hall	Subsidies	Amount of equipment required by the Rule	Subsidies
From 30 to 100 rooms	¥10,000,000	+	In case the total scale shall be larger than 600m <sup>2</sup> and the scale of Convention Hall shall be larger than 300m <sup>2</sup> .	2	¥10,000,000
From 100 to 200 rooms	¥20,000,000		In case the total scale shall be larger than 1,000m <sup>2</sup> and the scale of Convention Hall shall be larger than 600m <sup>2</sup> .	3	¥20,000,000
More than 200 rooms	¥30,000,000		In case the total scale shall be larger than 2,000m <sup>2</sup> and the scale of Convention Hall shall be larger than 1,000m <sup>2</sup> .	More than 4	¥30,000,000

**Example; In case the new hotel provided with the following facilities;**

- |   |                                  |
|---|----------------------------------|
| ① 300 guest rooms   | ④ Spa and Fitness Facility       |
| ② Convention Hall is 1,000m <sup>2</sup> and multiple Banquet Halls<br>(One is 500m <sup>2</sup> , 250m <sup>2</sup> , and 70m <sup>2</sup> respectively) | ⑤ Indoor Pool with Pool Side Bar |
| ③ Dining Restaurant and Lounge  | ⑥ Concierge Desk                 |

**Total subsidies will be  
¥ 100,000,000.**

## Izumisano City subsidies to attract companies



Izumisano City is working to attract companies so as to improve citizen welfare, by promoting city development and boosting job creation. The following subsidies are issued if certain conditions are met by companies that construct and establish new offices in the city.

	Subsidies for business establishment	Subsidies for industrial consolidation	Subsidies for establishment of special subsidiaries	Subsidies for community development
<b>Target areas</b>	Entire Izumisano area (Except Rinku Orai-kita and Rinku Orai-minami)	Rinku Orai-kita Rinku Orai-minami	Entire Izumisano area	Entire Izumisano area
<b>Conditions for granting subsidies</b>	1, Site area of 1,500m <sup>2</sup> or more 2, The building shall be newly constructed. The construction shall be started within a year from the time when the ground is acquired. 3, All municipal taxes paid on time 4, 10 or more employees hired	1, Site area of 2,000m <sup>2</sup> or more 2, Building: newly built Property: Construction starts within one year of purchase (lease) 3, All municipal taxes paid on time 4, 10 or more employees hired	1, Construction of eligible new building while carrying out ongoing business activities 2, All municipal taxes paid on time 3, People with disabilities newly hired as full-time employees (more than 20 working hours per week) 4, Not eligible for the two subsidies at left	1, Municipal taxes (1 tax item of the regional tax) of ¥30 million or more in one fiscal year 2, Opening of new business location while carrying out ongoing business activities 3, All municipal taxes paid on time 4, Not eligible for the three subsidies at left
<b>Amount of subsidies</b> (less than ¥1,000 omitted)	Half the amount of fixed property tax	Half the amount of fixed property tax <b>(Special measures)</b> *For the company which is admitted by Mayor as the business providing for the International Tourism Hub, the amount corresponding to fixed property tax shall be subsidized.	Among new hires, if the percentage of fully employed persons with disabilities is 1, Under 10%: half of fixed property tax amount 2, Over 10% and under 50%: 3/4 of fixed property tax amount 3, Over 50%: Amount equivalent to fixed property tax amount	10% of tax deducted minus ¥30 million (maximum amount ¥200 million) ※ However, if there are two or more eligible businesses, and the total amount of community development subsidies exceeds ¥200 million, then ¥200 million will be apportioned.
<b>Subsidy period</b>	5 years			
<b>Ineligible facilities</b>	<ul style="list-style-type: none"> <li>• Buildings classified as providing adult services under Article 2, Paragraph 1 of the Act on Control and Improvement of Amusement Business etc., or sexually related adult services under Article 2, Paragraph 5 of the same act.</li> <li>• Off-track betting facilities such as horse racing, bicycle racing, boat racing etc.</li> </ul>			

※ For details, please refer to the company invitation regulations and the company invitation regulations enforcement rules.

**Izumisano City Growth Strategy Department, Rinku Town Office**  
TEL: +81-72-447-8126 FAX: +81-72-447-8125 ✉ [seicho3@city.izumisano.lg.jp](mailto:seicho3@city.izumisano.lg.jp)

Rinku Town Station East Building,  
1 Rinku Orai-kita,  
Izumisano City, Osaka



# MICE/Attracting and subsidizing business

## Izumisano Convention Bureau (Izumisano City Promotion Partnership)

2F Izumisano Machidokoro, 8-12, 3-Chome Uemachi, Izumisano City, Osaka  
 TEL: +81-72-461-0005 FAX: +81-72-461-0006 info@i-cb.jp



facebook



Promotion video

### Aims

As a city neighboring Kansai International Airport, we aim to increase the people engaged in exchange by making use of our superior location and attracting MICE, contributing to the activation of the regional economy and the improvement of culture.

### Main business operations

1. Public relations, advertising, invitations and accommodations for MICE promotion
2. Collection and planning of MICE information
3. Support for holding MICE
4. Development of environmental base related to MICE
5. Other business required to achieve the purposes of this bureau

## Subsidy for holding conventions

### 【Conditions for issuing subsidies for holding conventions】

1. Scale must be large enough to involve three prefectures including Osaka Prefecture
2. Must be held in Izumisano City
3. More than 50 participants shall be accommodated in the hotels located in Izumisano City
4. Must not violate public order and morals
5. Not intended for political and religious activities
6. Have not yet received financial support such as subsidies and contributions from Izumisano City for holding conventions

Subsidies for holding national conventions	
Total number of guests(people)	Amount (yen)
50~99	50,000
100~199	100,000
200~299	200,000
300~499	300,000
500~999	500,000
1,000~1,499	700,000
1,500~	800,000

### ● Subsidies for holding international conventions

#### 【Conditions for international conventions】

More than 20% of full-time participants from at least 3 countries (including Japan) shall be non-Japanese nationals(excluding the persons who live in Japan).

- ① Cumulative number of overnight stays of foreign nationals, multiplied by ¥2,000
- ② Number of participating countries multiplied by ¥5,000

Subsidy consists of the total of ① × ②

※ Cumulative number of overnight stays is calculated with a maximum of 4 nights

※ Maximum subsidy for holding an international convention is ¥2 million

◎ Grants for holding international conventions will be added to grants for holding domestic conventions.

### ● Other support

#### 《1,000 or more participants》

Among following support items, only one shall be subsidized.

- **Welcome sign support** ⇒ airport, venue entrance, Rinku Town Station digital signage(maximum ¥200,000)  
 ※ With regard to airport signage, at the national and international competition scale, those with larger numbers of participants are prioritized.
- **Shuttle bus support** ⇒ 1/2 of total rental cost subsidized (maximum ¥200,000)
- **Attractions, experiences** ⇒ 1/2 of cost subsidized (maximum ¥200,000)  
 ※ Please check with the bureau, as these conditions may be revised.

## Subsidies for Prevention of Infectious Diseases

Under COVID-19 Crisis, in order to conduct MICE with safety and secure, the cost required for protection of infectious diseases and to conduct the hybrid meeting with face to face and online, the MICE shall be subsidized within the Budget.

### 【Subsidized Subject】

This subsidy can be used together with Opening Grant of Izumisano Convention Bureau.

- ① The subject shall be the subject of Convention Opening Grant.
- ② The registered participants are more than 100 and the number of hotel lodgers are more than 50.

### 【Expense】

- Expense for splash prevention panels, contactless thermometers, masks, alcoholic-based sanitizer and such.
- Rental fee of thermometer with thermo- camera, air cleaner and such.
- Rental fee of video machinery for online distribution, its setting cost, and cost for improvement of Wi-Fi environment.
- Additional venue cost for making sure of 'social distance'(Upper limit of 30% of overall venue cost).

### 【Available Period】

From April 1st,2021 to March 31, 2023

### 【Amount of Subsidies】

The amount of subsidy shall be real expense of subsidies and the upper limit shall be based on the following list.

Total Participants	Total Lodgers	Upper Limits
More than 100	More than 50	¥ 100,000
More than 300	More than 150	¥ 200,000

## Support for holding conventions from the Osaka Convention & Tourism Bureau

- Support for PR activities publicizing event
- Offering Tourism Information of Osaka
- Support for welcome message display in KIX arrival lobby
- Support for attraction at receptions and parties

## Osaka Convention & Tourism Bureau MICE Promotion Section

5F TODA BUILDING SHINSAIBASHI, 4-4-21, Minamimemba, Chuo-ku, Osaka City, Osaka

TEL: +81-6-6282-5911 FAX: +81-6-6282-5915

convention@octb.jp

# MICE / Unique venues

## MICE Facilities

Izumisano City accumulates many hotels and conference halls around Rinku Town and so various MICE events can be conducted by using the facilities in the neighborhood of Kansai International Airport.

### Hotel Nikko Kansai Airport



### Star Gate Hotel Kansai Airport



### Kansai Airport Washington Hotel



### EBUNO Izumino Mori Hall



## Unique Venues

The unique venues show the conference venues which create the specialized regional characteristics when the conference or reception is conducted at the historical buildings, cultural facilities, and other public spaces (Japan Governmental Tourism Bureau).

Izumisano City has promoted MICE by developing the unique venues at Inunakisan and Kansai Airport which show the typical tourism areas of the city.

We continue to conduct the unique venues by using peculiar resources of the city.

### Inunakisan Shipporyuji



Inunakisan is the popular temple as the ordinary persons can experience Shugendo (Japanese classical religious practices incorporating with Shinto and Buddhist concepts). In front of Hudo-Myoo, the famous buddhist statue of the temple, the reception or meeting can be conducted in the midst of mysterious atmosphere.

### Rinku-Park



Rinku-Park is at the opposite shore of Kansai International Airport and selected as one of a Japanese hundred landscapes of the setting sun. General Rest House from which the panoramic can be seen the Osaka Bay is usable as the meeting, workshop, friendly party and so on.

### Old Niigawa House (Izumisano Hometown Hall)



The old town house which was built by Niigawa Kinai, to manufactured Soy-source about the middle period of Edo(in 17th century), and now becomes the precious tourism resource of Izumisano City. The exchange meeting sitting on the Tatami (Japanese traditional straw mat), and attraction events can be also held at the courtyard.

### Kitashoji Sake Brewery



Kitashoji Sake Brewery is the only one brewery at Izumisano City. At the hall of the second floor (called Kura-Siku Hall) the concert and various meetings are held and at the outdoor hall BBQ is regularly held. Visit and observation is possible at any time.

### Izumisano Kanku Marina



From Izumisano Kanku Marina you can cruise and enjoy the different seascapes of Osaka Bay, Seto Inland See, and Pacific Ocean. While feeling the sea wind, you can spend the specialized time.

### Kanku Ice Arena



Kanku Ice Arena is the ice link of the international standard with 550 of the fixed seats, 1,300 of temporary stand seats and can be conducted the international tournament at any season. It can be also customized and used as MICE Hall.

### Ochi-Arena



You can enjoy the world-class omnidirectional LED projected image of 6m height×120m length and also conduct the various presentations and exchange meetings among the unusual environment.

### Rinku Open-Air Concert Hall



This concert hall is designed with concept of 'Rinku' which means neighboring Kansai International Airport and expresses making farther jump to the future. All kind of musical events for various age-groups can be conducted.





# MICE/MICE Strategy of Izumisano City

## FOR SUSTAINABLE DEVELOPMENT OF IZUMISANO CITY WITH MICE

In March, 2021, Izumisano City formulated the Mice Strategy which expected the increase of exchange-population and the innovation of business based on the Izumisano City 5th Comprehensive Plan.

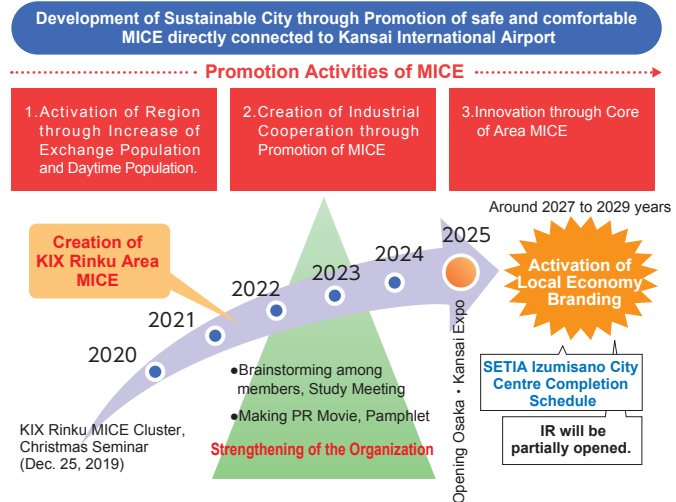
## GOALS

### ● Future Images of Izumisano City

- In order to realize 'Development of Sustainable City through Promotion of safe and comfortable MICE directly linked with Kansai International Airport', the local economy shall be activated and the city brand shall be improved through promotion of MICE connected with the Local Tourism Strategy.
- In order to recover the exhausted local industries from COVID-19 Crisis and to jump up to the famous MICE city in Japan, the promotion of MICE shall be continuously conducted.

### ● Objectives

- The number of conducting MICE shall be within 5 rank of local governments of Kansai Area and shall occupy No.2 in Osaka Prefecture (based on JNTO Standard).



## Targets Setting

	(Inland)→(Asian Region)→(Global) Promotion activities shall be gradually broadened with considering infectious conditions of COVID-19.
Important Target	Medical, Pharmaceutical and Biochemical Academic Conferences, Meeting relating to Corporate Bodies, and Exhibitions and Events relating to Entertainment Industries.
Target making use of Locational Priorities	MICE relating to Airport, Aviation, and Traffics. Sports MICE (mainly using Kanku Ice Arena)
Distributed Type of MICE in Asian region or inland	Distributed site of the largescale MICE, or Entrance Examination Hall of Universities and such.

## Main Strategy

Strategy	Contents	
Innovation of Halls	Reinforcement and Preparedness of Measures of Facilities	<ul style="list-style-type: none"> <li>•Reinforcement of Safety, Security, and Cleanliness (Measuring temperature, Sterilization of hands and fingers, Reservation and Sale of Alcohol, Preparing of Guard and Guide)</li> </ul>
	Maintenance of Facilities	<ul style="list-style-type: none"> <li>•Built-in of the mechanism of Sterilization, Air Conditioning, Ventilation, High Ceiling, UV Illumination.</li> </ul>
Enticement and Promotion	Information Transmission	<ul style="list-style-type: none"> <li>•Integral Promotion and Announcement of the Whole MICE Area.</li> <li>•Active Enticement of MICE relating to Entertainment in order to characterize the Whole Mice Area.</li> <li>•Information Sharing with Izumisano Citizens and Business Companies.</li> </ul>
	Marketing	<ul style="list-style-type: none"> <li>•Stock of Data relating to Measures for Infectious Diseases.</li> <li>•Creation of Network with Professionals of various Academic Fields.</li> <li>•Calculation and Stock of Economic Spin-off Effects</li> </ul>
Opening Support of MICE and Regional Cooperation	Opening Support	<ul style="list-style-type: none"> <li>•Promotion Subsidies and such.</li> <li>•Grasp of the Needs of the Host and Offering Information about City's Tourism Resources before opening MICE.</li> <li>•Investigation of Possibilities of Customs Bond</li> </ul>
	Creation of Program (Transformation from volumes to qualities)	<ul style="list-style-type: none"> <li>•Discovery of Unique Venues and Excursions(ex. Experience typed Field Trip)</li> <li>•Utilizing Accessibility to Inunakisan, Japan Heritage, International Airport, Food Culture using neighborhood products of the sea and land.</li> <li>•Promotion of Night Time Economies</li> </ul>
Urban Development and Promotion of Local Economies	Further Improvement of Accessibility.	<ul style="list-style-type: none"> <li>•Improvement of Access of Inner and Outer Region (ex. Shortening Transit Time and Reduction of Risk of Infectious Diseases).</li> <li>•Maintenance of Information Infrastructure.</li> </ul>
	Promotion and Innovation of Local Economies	<ul style="list-style-type: none"> <li>•Support of Entrepreneurship and Business Founding (Local Ventures)</li> <li>•Promotion of Exchange Meeting of Different Companies.</li> </ul>
	Coping with Society 5.0	<ul style="list-style-type: none"> <li>•Acceleration of Research and Development relating to MICE.</li> </ul>
Improvement of Organizational Framework	Integral Promotion through 'All Izumisano'	<ul style="list-style-type: none"> <li>•Area Management through 'KIX Rinku Area MICE'</li> <li>•Creation of Alliance of 'KIX Rinku Area MICE' which connects MICE Clusters in Rinku Town with Tourism relating Industries in Izumisano City.</li> </ul>
	Human Resources Development of Area MICE	<ul style="list-style-type: none"> <li>•Human Resources Development for MICE.</li> <li>•Improvement of Hospitality through Participation of Izumisano Citizens.</li> </ul>
Coping with SDGs	<ul style="list-style-type: none"> <li>•Promotion of MICE and Environment Maintenance considering SDGs.</li> </ul>	

Izumisano City shall promote MICE while changing its Strategy according to the social conditions.

### ● Maintenance of Implementation Organization (Area Management through KIX Rinku Area MICE)

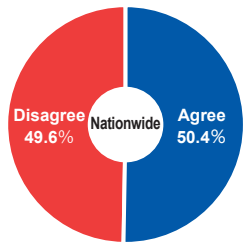
- Through 'KIX Rinku Area MICE' Tourism Services which cannot offer by the individual companies and facilities separately shall be continuously complemented, complexified at the regional level and the new value chain shall be created.

# Toward construction of an IR

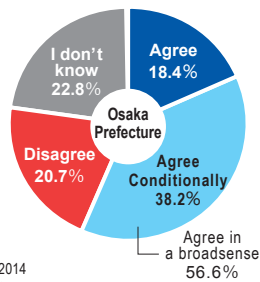
Izumisano City has administered questionnaires on citizens, domestic and foreign tourists, etc. about construction of an IR (integrated resort), which is highly relevant to MICE facilities. Responses to a survey of citizens conducted in 2014 indicate that in Izumisano, people are more likely to agree with repealing the prohibition on casinos than nationwide or in Osaka Prefecture in general. Also, questionnaires administered to Japanese and foreign tourists at Kansai International Airport and Rinku Town indicated widespread intent to visit the IR if it is built near Kansai International Airport, Rinku Town, mainly due to its proximity to Kansai International Airport.

## Results of questionnaire

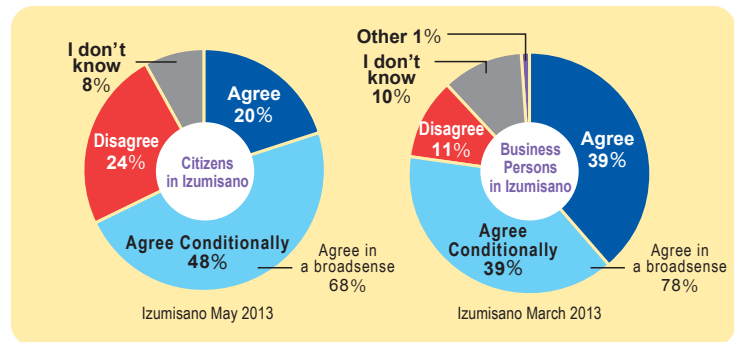
### Repealing prohibition on casinos



Published in the Nikkei Shimbun, September 29, 2014  
1,000 male and female respondents, aged 20s-60s,  
from all parts of Japan. Internet survey



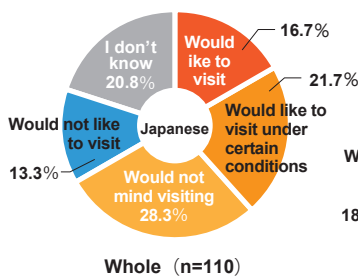
Osaka March 2014



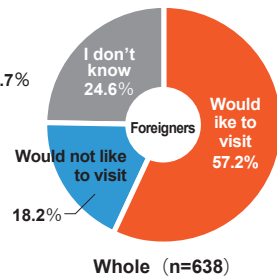
Izumisano May 2013

Izumisano March 2013

### Intent to visit IR if it is built near Kansai International Airport or Rinku Town

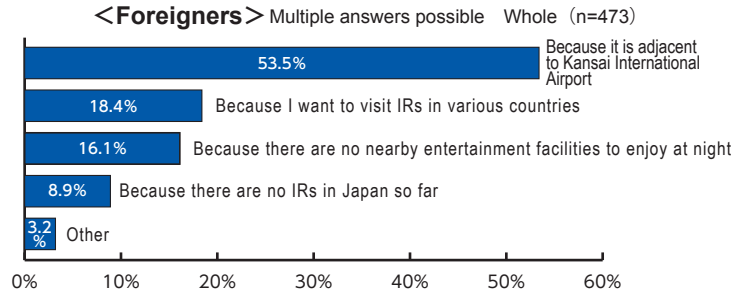


Whole (n=110)



Whole (n=638)

### Reasons for intent to visit IR if it is built near Kansai International Airport or Rinku Town



## Predicted demand for IR

A forecast for IR demand if the IR is built near Kansai International Airport or Rinku Town estimated that the number of people entering the IR would be 8.4 million to 12.6 million per year (23,000 - 34,600 people per day). The number of people entering a casino in the IR is estimated to be annual 5.6 million to 6.5 million per year (15,300-17,700 per day) (of which 21.7%-32.1% come from overseas.)

### Estimated number of people entering KIX/Rinku IR

	Number of KIX/Rinku IR users	Number of casino users
<b>Case-A (annual)</b>	8,402~11,174 (thousand people)	5,593 (thousand people)
(number of users per day)	23,000~30,600 people	15,300 people (21.7%)
<b>Case-B (annual)</b>	9,542~12,539 (thousand people)	6,448 (thousand people)
(number of users per day)	26,100~34,600 people	17,700 people (32.1%)

※ Number of IR users is estimated using the intended use rate derived from questionnaire results and the Gruber index.  
Of the IR users, the number of casino users is estimated by multiplying the percentage of adults by the casino use intent rate.  
The number in parentheses following number of casino users per day is the percentage of overseas visitors.



## Flow of building IR

2002	Aug.	Proposal to loosen regulations of Act on Special Measures Concerning Casinos with KIX and Rinku Town as "designated international exchange district" Proposed by: Osaka Prefecture, Osaka City, Kansai Economic Federation, Osaka Chamber of Commerce and Industry
	Feb.~Mar.	Izumisano City Integrated Tourist Resort basic survey project
	May	Izumisano City Municipal Administrative Monitor Questionnaire: Survey on Attitudes Toward IR Concept
2013	Jun. 27	Izumisano City Council IR Invitation Resolution "A resolution calling for steps to invite an integrated tourist resort facility to encourage use of Kansai International Airport and promote independent municipal administration."
	Jul. 1	Izumisano City Integrated Tourist Resort Invitation Officers: Eight officers appointed (currently 18 officers)
2014	Mar. 1	IR invitation group Izumisano Rinku International Tourism Promotion Conference launched in Izumisano City  International Tourism Promotion (IR) Symposium held to mark launch of Izumisano Rinku International Tourism Promotion Conference (250 participants), Part II included mock casino (150 participants)
	Jul.~Aug.	Questionnaire on inbound tourism and IR administered at Kansai International Airport and Rinku Town
2015	Oct. 30	At the 10th Japan Integrated Resorts Summit in Izumisano KIX Rinku "to THE NEXT STAGE," there was an IR conference networking event and a mock casino was staged (organizers: Nationwide Council of IR Invitation Organizations, Izumisano Rinku International Tourism Promotion Conference, Junior Chamber International Izumisano)
2017	Mar. 30	IR study group "Current Status of Gambling Addiction and Countermeasures" held (Ebuno Izumi no Mori Hall / Organized by: Izumisano City)
	Jun.	Izumisano Municipal Assembly issues opinion paper calling for fundamental reinforcement of measures to address gambling addiction, etc.
	Jul.	Petition on important considerations regarding the Act on the Development of Special Integrated Tourist Facility Areas (commonly known as the IR Bill) (Cabinet Office, IR Caucus)
	Jul. 26	Izumisano City Study Group on Gambling Addiction, etc. (staff in charge of IR invitation, health and welfare, education, policy, and community lifestyle sections)
	Aug 2	First Prefectural Study Group on Gambling Addiction held
	Aug.	Explanation of public opinion hearing pertaining to Summary of Council on Promotion of Development of Special Integrated Tourist Facility Areas: Toward Japan as a World-Leading Tourist Destination Cites opinions from five people from Izumisano City (3 people at Osaka venue, 2 people at Takamatsu venue)



Izumisano Rinku International Tourism Promotion Conference



IR Invitation Symposium



Mock casino in operation

## Comprehensive Special Regional Revitalization Zone (base for special international medical zone)

Osaka Prefecture and Izumisano City are promoting Rinku Town / Izumisano as Comprehensive Special Regional Revitalization Zone to create a base for international medical exchange. The goal is to promote visits to Japan by improving hospitality and regional appeal to visitors to Japan.

### 《 Efforts at the 1st Stage and 2nd Stage (from 2014 to 2020) 》

**First-phase efforts** Initiatives have been pursued with the primary objective of "creating a base" for international medical exchange.

**Results of initiatives in first phase** **Preparations for development have been completed to a certain degree on both the "hard" and "soft" sides.**  
( Opening of Medical Rinku Port, cultivation and securing of human resources (medical interpreting and special area guides) )

**second-phase efforts** Utilizing base functions developed so far, we will make **further promotion of international medical exchange, and promotion of efforts to actively accommodate rapidly growing number of visitors to Japan.**

To the 3rd Stage

### 《 Outline of the 3rd Stage Plan (from 2021 to 2025) 》

Progress has been made on **three projects** aiming to contribute to realization of "A Healthy Nation Through Life Innovation" and "Establishment of a Tourist Destination Nation," which are crucial tasks for Japan.

#### Promotion of International Medical Exchange

- 1.Maintenance of Safe and Secure Medical Infrastructure for Inbound Visitors to Osaka・Kansai Expo in 2025.
- 2.Offering High Quality and Satisfactory Medical Services for Foreign Clients.

#### Promotion for Inbound Visitors through Improvement of Hospitality and Regional Attractiveness.

- 3.As Gate City and New Excursion Remitting Base of International Tourism Resources of the South Area of KIX, Creation of Linkage of Various Tourism Resources in Wakayama Prefecture and such.





For Activating Osaka-Kansai Area  
through Promoting International Tourism

# IZUMISANO

International Tourism Hub of Japan

MICE SPORTS SHOPPING MEDICAL IR

GATE 迎都 WAY

## Izumisano City Tourist Association

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