

KYOTO × DX

Digital Transformation in Kyoto



Shuhei AKAHOSHI

Kyoto City Tourism Association
Managing Director

The Best of Kyoto

Highlights of Kyoto

1000 years of rich history as the nation's capital

The heart and soul of traditional Japanese culture



Traditional
Performing
Arts

History

Religion



Arts &
Culture

Critical

Acclaim for Kyoto



#1 two consecutive years



Top 10 nine consecutive years
2014/15 #1 two years in a row



Top 10 six consecutive years
2020 ranked #1 in the world

Current Situation

The negative impact of Covid-19 on Kyoto

Kyoto hotel occupancy rates in April

▲ **84pt**

90% → 6%

Sharp decline

Foreign travelers at Kyoto hotels

▲ **56pt**

60% → 4%

Very few visitors

Gion Festival

Canceled

1st time in 58 years

Events canceled

Road to Recovery

Phase 1

Recovery of local tourism
(visitors from nearby communities)

Phase 2

Recovery of domestic tourism
(visitors from throughout Japan)

Phase 3

Recovery of Asian market
(international visitors)

Phase 4

Entire world returns to Kyoto



Target Market Strategy



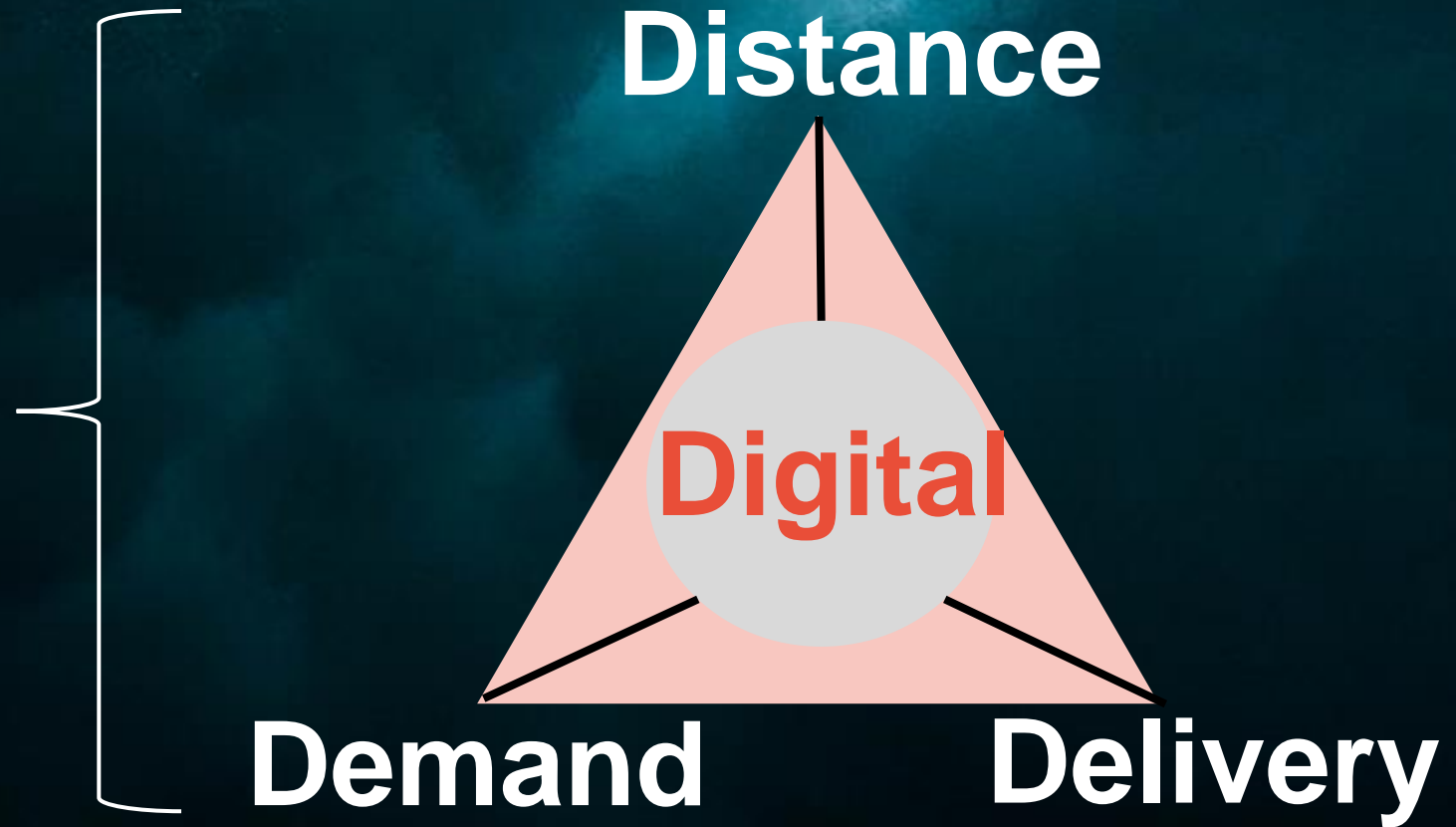
Recovery
×
Tourism industry & local community
working together

**Action
Plan**

DMO KYOTO's 4Ds model

X management organization

X = 4Ds



DMO Digital Application Examples

Do digital applications truly have a positive impact on the local economy?



Enhanced online content



Events held using technology

Kyoto DMO's DX

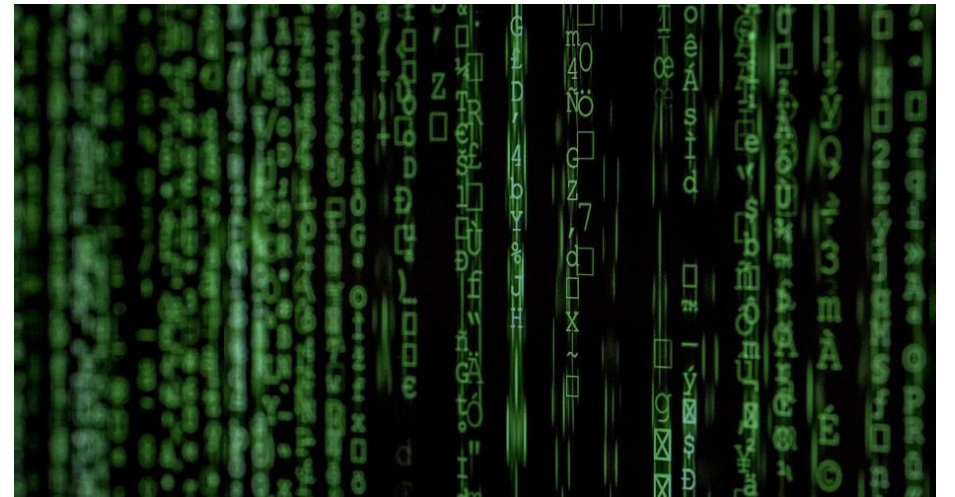
**Change the mindset of local businesses
through digital means**

**Enable businesses to use digital technology
to maximize earning power**

The Big Challenge

Role of DMO KYOTO ?

Kyoto's appeal (ie. tradition, religion)
not always compatible with digital technology



Examples



Digital transformation
at Ninna-ji Temple (World Heritage site)

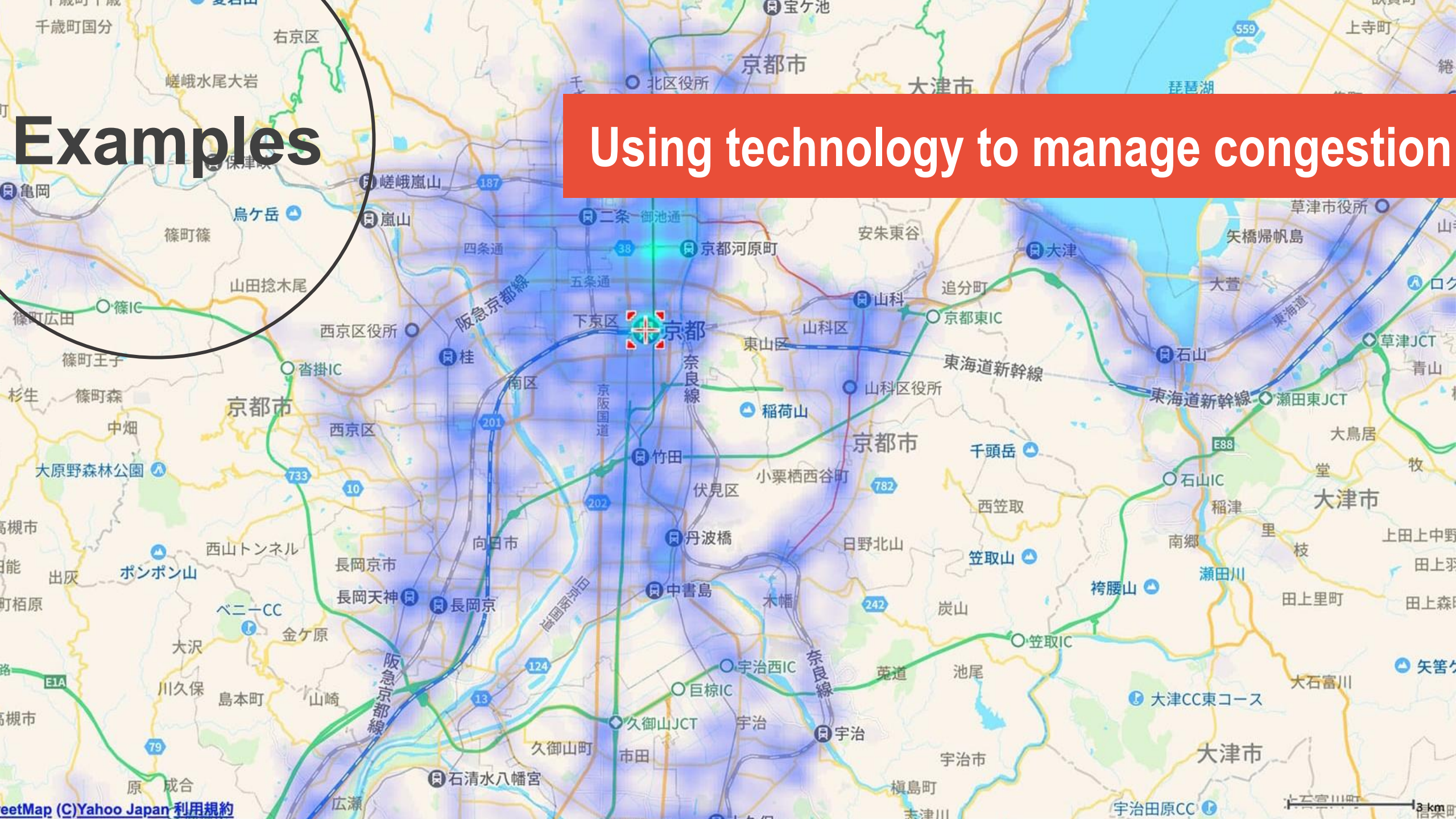
Examples

Safety protocols for businesses



Examples

Using technology to manage congestion



Summary

- Change the mindset of businesses and associations not traditionally known to be tech savvy
- Create high standards of public safety using technology
- Eventually transition from digital to in-person visits



Bottom line is that Kyoto is best experienced in person.

DMO KYOTO strives to take the digital experience to a new level that engages all 5 senses and do so safely while generating greater interest in Kyoto.

Thank you!!!