

Japanese Case: Major Events and Tourism

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Raise the future with the power of sport

Policy Making

Japan Sport Agency



Policy Delivery

Japan Sport Council



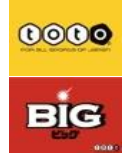
Practice/Implementation

Sport Organization

Local Authorities

Investment

- Total = \$162m
- Sports Promotion Fund Grant = \$12m
- Sports Promotion Lottery Grant = \$156m



Facility Management



High Performance Sport

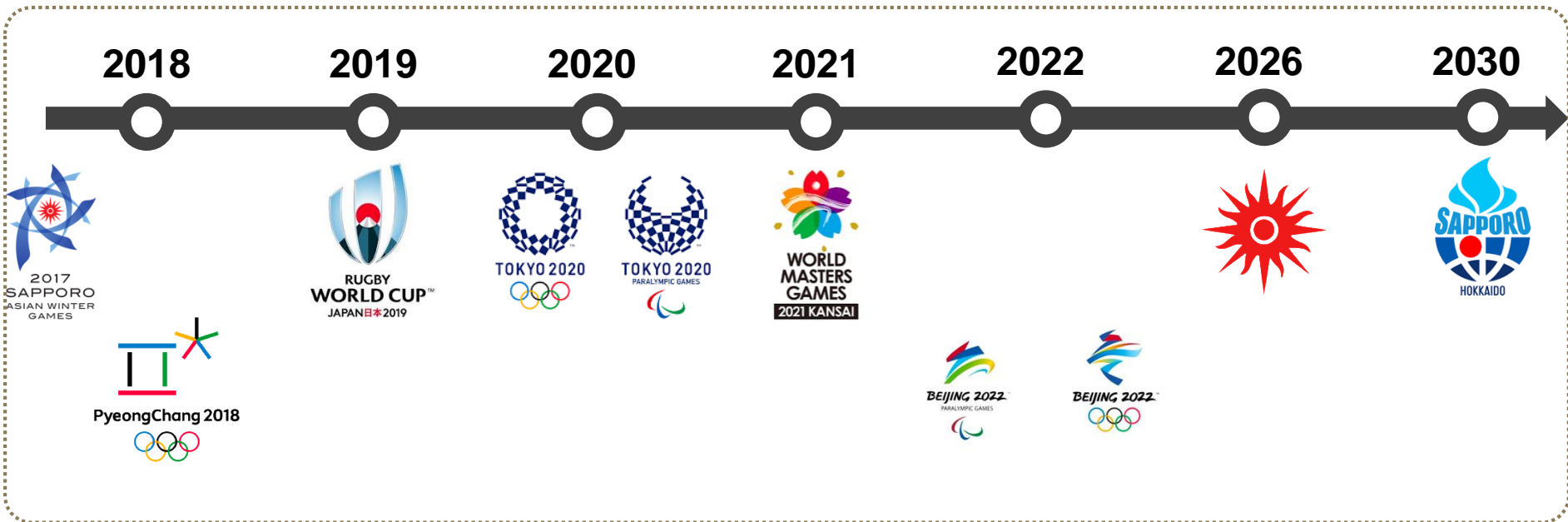


Network and Collaboration

- Sport for Tomorrow
- International Partnerships
- Japan Sport Network



World's Attention to Japan and Asia - GOLDEN YEARS -



Are there any sports events APEC economy countries should look at?

Marathon is one of the major sporting events in Japan

Tokyo Marathon 2017

- Participants | 35,824 (96.1% finished) **22% from overseas**
- Spectators | 1,512,000
- Cost | Tokyo Marathon Foundation: 3.3 billion yen (\$29.1 million)
- Economic Ripple Effect |
 - Japan: 28.42 billion yen (\$254.1 million)
 - Tokyo: 16.59 billion yen (\$148.3 million)

Events	Cost	ERE	Participants
Osaka Marathon	1.33 billion yen	13.3 billion yen	29,000
Kobe Marathon	0.64 billion yen	5.9 billion yen	23,000
Kyoto Marathon	0.65 billion yen	4.08 billion yen	14,000

(Best Value vol.28, 2012 Summer VMI)

“One-stop-shop” public-private collaborative platform aiming to promote and activate the region through sport

Regional Sport Commission

1. “Permanent” not “temporary” organization
2. Activation of community through “Sport x Local Resource” as one of missions
3. Collaboration among Local authorities, sport org. and private sectors (tourism and sport industry)
4. Not specific to one or two events but Wide range of activities for community activation through sport

Hosting sport events/camps

Developing sport environment/system in community

Promotion & activation of region through sport

↑ exchanges

Ripple effect for regional economy

↑ regional publicity

↑ sport participation

(<https://www.city.yurihonjo.lg.jp/up/files/www/city/soshiki/c1532/c1533/archives/siryou1.pdf>)

Japan Sport Agency

Association of Sports Institutes in Asia



ASIA MEMBER INSTITUTES

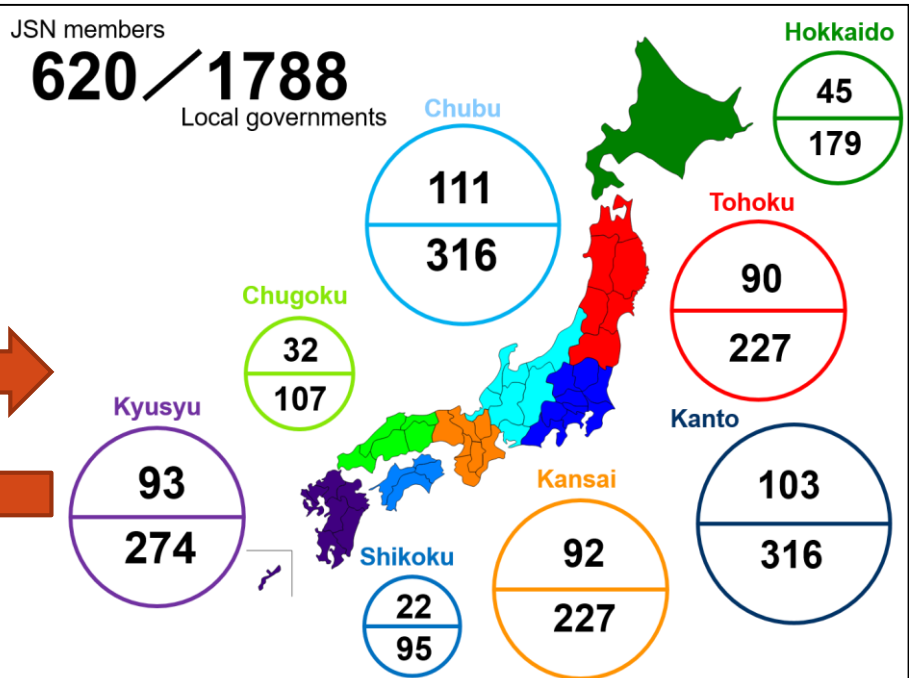
13 institutes from 12 countries/regions (50%)

- Japan Sport Council (Japan)**
- Hong Kong Sports Institute (Hong Kong)**
- Singapore Sports Institute (Singapore)**
- Aspire Academy (Qatar)
- National Sports Institute of Malaysia (Malaysia)**
- Philippine Olympic Committee (Philippine)**
- Sports Science Academy of Nepal (Nepal)
- Bangladesh Institute of Sports (Bangladesh)
- National Sports Training Centre (Taiwan)**
- National Youth Sports Institute (Singapore)
- Nanjing Sport Institute (China)**
- Sports Authority of Thailand (Thailand)**
- National Sports Training Center (Cambodia)

APEC Sport Policy Network



Japan Sport Network (JSC)



From **“Physical Education”** to **“Sport”**

Not only **“Sport”** but also **“Sport + α”** **“Sport x α”**

From sport as **“cost”** to **“make”** money

Activate Community through Sport

- # of International visitors on sport from 1.38 mil in 2015 → **2.5 million**
- Consumption on sport tourism from ¥220.4bil yen in 2015 → ¥ **380 billion**
- # of Regional Sport Commissions from 56 → **170**

(Japan Sport Agency, II Basic Sport Plan 2017-2021)

Sport as a Growth Industry for Japan Revitalization (GDP 600 trillion)

Increase the market size from ¥ 5.5 trillion in 2015 → ¥ **15 trillion** by 2025

(10 Public-Private Joint Project, Japan Revitalization Strategy 2016)