



# International ONSEN Summit OITA Prefecture, JAPAN

## Overview

<b>Purposes of the Event</b>	<p>* The Japanese Government set target numbers for inbound visitors at 40 million for 2020 and 60 million for 2030 to become in order to become a tourism-based country. The government has launched various measures, and tourism promotion will be one important factor that supports economic growth moving forward. Including our prefecture, the number of inbound visitors has drastically increased. Furthermore, Japan is now attracting the world’s attention with worldwide events such as the 2019 Rugby World Cup and the 2020 Tokyo Olympic &amp; Paralympic Games.</p> <p>* Japan has OONSEN hot spring (hereinafter OONSEN) resources and cultures that we take pride in as tourism resources. Outside of Japan, there are various OONSEN sites utilized for (medical) treatment, tourism, and energy, etc. Including Japan, OONSEN locations all over the world share common problem regarding how to further use OONSEN resources and develop OONSEN areas.</p> <p>* Top management from the world’s OONSEN location will gather in Oita, OONSEN Capital of Japan, to discuss OONSEN use and development of OONSEN locations at the world’s first International OONSEN Summit, organized by Oita Prefecture.</p>
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<b>Official Name</b>	<b>International OONSEN  Summit - OITA Prefecture, JAPAN</b>
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<b>Event Overview</b>	<b>Organized by</b>	International OONSEN Summit - OITA Prefecture, JAPAN Committee
	<b>Cooperation</b>	(Planned) Ministry of Foreign Affairs; Ministry of Economy, Trade and Industry; Ministry of Land, Infrastructure, Transport and Tourism, Japan Tourism Agency; Ministry of the Environment, and more
	<b>Date</b>	May 25 (Fri) to May 27 (Sun), 2018
	<b>Location</b>	Beppu International Convention Center “B-Con Plaza”
	<b>Participants</b>	Approx. 500 people (Overseas invitees, OONSEN locations in Japan, etc.)

**Oita Prefecture**

Promoting a Tourism Strategy with a catchphrase of “Oita, ONSEN Capital of Japan, ♨️ Full of Flavors” (since 2012)






<b>Japanese Government</b>	Japan Tourism Agency	Efforts to be Tourism-based Country: Set target number of inbound visitors to 40 million/2020 and 60 million/2030 (Tourism Vision to support the Future of Japan since 2016)		JNTO Visit Japan Campaign (since 2003)
	METI	Promotion of “Cool Japan” to make tourism a key industry of Japan. Increasing numbers of inbound visitors and expanding their periods of stay and consumption in Japan (since 2010)		Promotion to overseas municipalities with networks of JETRO etc.
	MOE	1st Japan ONSEN Summit (by MOE in May 2016) Theme: Current situation and analysis of problems	2nd Japan ONSEN Summit (by MOE in May 2017) Theme: Revitalization of ONSEN locations and use of geothermal resources	3rd Summit to be held in Beppu along with International ONSEN Summit

METI: Ministry of Economy, Trade, and Industry MOE: Ministry of Environment

**Kyushu**

Efforts to attract overseas visitors with catch phrase “ONSEN ISLAND KYUSHU”



**Beppu**

1st Beppu ONSEN Academia (by Beppu City November 2016)  
Theme: Inbound Visitors

2nd Beppu ONSEN Academia (by Beppu City November 2017)  
Theme: Sports & Seniors

# International ONSEN Summit - OITA Prefecture, JAPAN

<b>Theme (Planned)</b>	<b>Main Theme</b>	<b>Possibility of Regional Development by Worldwide ONSEN Locations</b>
	<b>Subtitle</b>	~Diverse Ways to Utilize Local Resources Connected with ONSEN~
	<b>Keystone</b>	<p>○ Mankind has used ONSEN in various ways, and ONSEN have been used in Japan not just as a therapeutic way to heal diseases or scars, but also as ONSEN tourism locations where one can enjoy the scenery and delicacies of an area.</p> <p>○ Thanks to technological developments, ONSEN are used for geothermal or steam powered energy in addition to being used for food or beauty/cosmetics. The value of ONSEN resources is increasing year by year.</p> <p>○ With the start of new initiatives like "ONSEN Gastronomy," we will use examples from around the world to discuss diverse applications that connect ONSEN with a region's resources, such as its scenery, food, and people, and explore the possibility for further regional development.</p>
	<b>Working Groups</b>	<p><b>1) Tourism</b> “New Possibilities for ONSEN Tourism” (Tentative)</p> <p><b>2) Medical, Health, &amp; Beauty</b> “Envisioning ONSEN Power to Improve Healthy Life Expectancy and Beauty” ~The State of New ONSEN for recuperation in the 21st Century~ (Tentative)</p> <p><b>3) Energy</b> “Use of ONSEN as a renewable energy resource” (Tentative)</p>

# “International ONSEN Summit—Oita Prefecture, Japan”

## Full Schedule

**May 25<sup>th</sup>, 2018 (Fri.)**

14:00 ~ 17:00

(by Ministry of Environment)  
**3rd Japan ONSEN Summit**  
 【Venue】 B-Con Plaza International Conference Room  
 【Participants】 Leaders from ONSEN locations (150 people)  
 【Schedule】 (Undecided)

18:00 ~ 20:00

**Joint Reception**  
 • Int’l ONSEN Summit (Oita)  
 • Japan ONSEN Summit (MOE)

【Venue】 Suginoi Hotel “Pearl”  
 【Participants】 Participants of both Summits (400 people)  
 【Notes】  
 • Menu consists of food made with ingredients grown in the prefecture  
 • Entertainment: TAO

**May 26<sup>th</sup> (Sat.)**

09:00 ~ 11:30

■ Opening  
 • Organizer Greetings  
 • Speech from Honored Guests  
I . Keynote Speech  
II . Case Studies (1) (2) (3)

11:45 ~ 12:45 Lunch (Standing Buffet)

13:00 ~ 16:00

III . Working Group  
 WG1 Tourism  
 WG2 Medical, Health, & Beauty  
 WG3 Energy

16:00 ~ 17:00 Break (Preparation for WG Wrap Up)

17:00 ~ 18:00

IV . WG Wrap Up & Declaration  
 ■ Closing

19:00 ~ 21:00 Farewell Dinner

**May 27<sup>th</sup> (Sun.)**

09:30 ~ 13:30

Excursion

① Tourism Course	② Medical, Health, & Beauty Course	③ Energy Course	④ ONSEN Gastronomy Walking Course
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Lunch

13:30 ~ 13:30

Seeing off overseas invitees (at the station, airport, etc.)



\*Times are provisional.

Related Event①International ONSEN Tourism & Products Exhibition in Oita @ B-Con Plaza B1F, Convention Hall  
 Related Event②ONSEN Gastronomy Walking (26th: Beppu City, 27th: Nakatsu City)  
 Related Event③Promoting Oita as the ONSEN Capital of JAPAN in Cooperation with APU