

**(3) Energy Course (9:30–13:20)**

**Beppu Station**

**Oita Prefectural Agricultural Research Division  
Floriculture Group**

It was very exciting as participants toured the Yukemuri power generation system and a smart greenhouse that uses heat, and asked questions eagerly to the prefectural employee giving the explanation.



**Umi Jigoku**

Representatives from the Youth Division of the Oita Prefecture Ryokan and Hotel Association and from the Beppu Jigoku Association showed participants around the facilities. The explanation was particularly fascinating in the gallery where visitors can learn about the history of Jigoku.



**Lunch**

**Motoyu no Yado Kurodaya**

After savoring the *Jigokumushi* Lunch, which was made using steam from the ONSEN, participants toured facilities within the establishment, where geothermal energy is used for bathing, power generation, and heating and cooling.



**Participation**

Overseas Participants	2
Domestic Participants	20
Total	22

**Arrive back at Beppu Station**

**(4) ONSEN & Gastronomy Walking Course (9:00–16:20)**

**Beppu Station**



**Nakatsu City (participation in the ONSEN & Gastronomy Walking in Yabakei)**

**Ao-no-Domon tunnel  
Kyoshuho**



Participants enjoyed nature while walking along Yabakei Gorge (Japan Heritage).

**Area surrounding  
Yabakei Bridge  
(Domon Patio)**



Participants sampled the famous bread made with natural yeast from the Koyase Bakery



**Fururakan**



Fururakan is a hill like an unbroken folding screen in the foreground of Rakanji Temple. Here, participants enjoyed the natural landscape that typifies Yabakei Gorge.

**Yabakei Bridge**



Participants crossed Yabakei Bridge—Japan's longest arched stone bridge, and the only one with eight arches.



**Kanairo Onsen**



After the walk, participants bathed in the Kanairo Onsen.

At each checkpoint, participants enjoyed local foods and sake.



**Nakatsu Station**

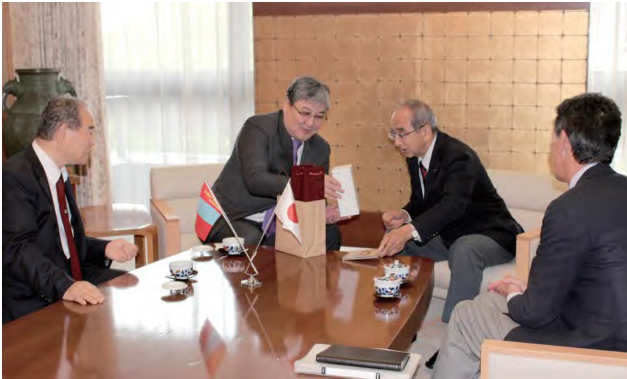
**Arrive back at Beppu Station**

**Participation**

Overseas Participants	7
Domestic Participants	22
<b>Total</b>	<b>29</b>

## Courtesy Calls

A number of overseas participants and ambassadors in Japan who had come to Oita to participate in the Summit paid a courtesy call to the Governor of Oita Prefecture.



Mongolia



Hungary



Czech Republic



Socialist Republic of Viet Nam



People's Republic of China (Xianning)

Date	Country	Person paying courtesy call		Attendants
		Title	Name	
May 24 (Thu)	Mongolia	Chargé d'Affaires ad interim of Mongolia	Mr. Dambadarjaa Batjargal	-
May 25 (Fri)	Hungary	Ambassador Extraordinary and Plenipotentiary of Hungary	H. E. Dr. Norbert Palanovics	-
	Czech Republic	Mayor of Hodonin	Mr. Milan Lúčka	Sales Executive from Hodonin Spa
		Ambassador Extraordinary and Plenipotentiary of Czech Republic	H. E. Mr. Tomas Dub	
	Socialist Republic of Viet Nam	Member of The Central Committee of the Communist Party of Vietnam Secretary of Provincial Party Committee	Mr. Chau Van Lam	Consul General of the Consulate-General of the Socialist Republic of Viet Nam, and 16 others
People's Republic of China	Secretary of the CPC Xianning Municipal Committee Director of the Standing Committee of Xianning Municipal People's Congress	Mr. Ding Xiaoqiang	Executive Vice-Minister of the Organization Department, Xianning Municipal Committee, Communist Party of China, and 16 others	



# 3rd Japan ONSEN Summit

Date: May 25 (Fri), 2018

Location: International Conference Room, B-Con Plaza

The 3rd Japan ONSEN Summit and the National Health Spa Designation Ceremony (a ceremony for the official handover of the designation certificate) were held, organized by the Ministry of the Environment (MOE). “Team ONSEN Stay” was launched, comprised of ONSEN areas, companies and organizations for the purpose of promoting “ONSEN Stay”—a proposal put forward by an expert committee on ways of staying at ONSEN best suited to the modern lifestyle. Following this, a member of Team ONSEN Stay presented case studies and other information.

[Number of participating local governments: 60 (including 20 mayors of local governments) / Number of participants: 170]

## Program

### Greeting

#### Session 1 (14:10-15:00)

**Presentation on the Promotion of the MOE’s “ONSEN Stay”**

**Comments by Member of the Expert Committee**

(10-minute interval)

#### National Health Spa Designation Ceremony (15:10-15:20)

**Yunohama Onsen, Tsuruoka City, Yamagata Prefecture**

**Minakami-machi National Health Spa Resort, Minakami Town, Gunma Prefecture**

#### Session 2 (15:20-16:30)

**Presentation on Initiatives by Local Governments and by Organizations Participating in Team ONSEN Stay**

**Exchange of Views on the Direction of Efforts by Team ONSEN Stay**



Mr. Reiji Kamezawa,  
Director-General of the Nature Conservation Bureau, MOE



Mr. Takashi Ando, Vice Governor of Oita Prefecture



Dr. Shinya Hayasaka, Director, Onsen Medical Science Research Center, Japan Health & Research Institute / Professor, Human Life Sciences, Tokyo City University

### National Health Spa Designation Ceremony



Yunohama Onsen, Tsuruoka City, Yamagata Prefecture



Minakami-machi National Health Spa Resort, Minakami Town, Gunma Prefecture

Presentation on Initiatives by Organizations Participating in Team ONSEN Stay  
Exchange of Views on the Direction of Efforts by Team ONSEN Stay



Mr. Yasuhiro Nagano, Mayor of Beppu City



Mr. Sakae Saito, Mayor of Atami City



Mr. Sumito Goda,  
Executive Director, Non-Profit Corporation  
"The Forum on Thermalism in Japan"



Mr. Katsuji Shuto,  
Mayor of Taketa City



Mr. Eimitsu Kudo,  
Mayor of Toyotomi Town



Mr. Minoru Egashira,  
Mayor of Kikuchi City



Mr. Masato Ogawa,  
Chairman of the Board, ANA Strategic  
Research Institute Co., Ltd. /  
Managing Director, ONSEN & Gastronomy  
Tourism Association



Mr. Tomoaki Okada,  
President, Nippon Spa Association



Ms. Mihoko Kubota  
Associate Professor, Faculty of Business  
Administration, Asia University



Mr. Shiro (Masayuki) Wakui,  
Distinguished Professor, Faculty of  
Environmental Studies, Tokyo City University



# 3. Related Events



## International ONSEN Tourism & Products Exhibition

Date: May 26 (Sat) – 27 (Sun), 2018  
 Venue: Convention Hall, B-Con Plaza  
 Organizer: International ONSEN Tourism & Products Exhibition Organization Board Committee

The International ONSEN Tourism & Products Exhibition was held as a related event. In addition to products and tourism displays from ONSEN areas in Japan and overseas, there were stage performances introducing Oita's traditional culture, and there were research presentations made by students from the Ritsumeikan Asia Pacific University and Beppu University.



Panoramic View of Venue

### Stage Performances



Kuju Kogen Kutami Taiko (Japanese Drum Troupe)



Local Performing Arts Club, Yufu High School



Research Presentations by Ritsumeikan Asia Pacific University

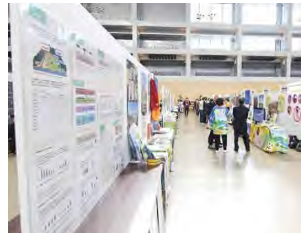


Research Presentations by Beppu University

### Product & Tourism Displays



Booths Showcasing Tourist Products



Exhibition Booths Showcasing Tourism (Posters, Fliers)



Kazurabashi Rope Bridge (Miyoshi City, Tokushima Prefecture)



Special Exhibition Booth (Nantan City, Kyoto Prefecture)



Bath (UK) Booth



Merchandise and Food/Drink Booths



Exhibition Booths in the Entrance Hall

Number of visitors to the exhibition: 5,200 (May 26: 2,400, May 27: 2,800)

Number of Booths	Exhibition Booths Showcasing Tourism (Posters And Other Promotional Material)	55
	Exhibition Booths Showcasing Tourism (Booth Displays)	35 (33 Organizations)
	Merchandise and Food/Drink Booths (For Sale)	34 (28 Organizations)
	Special exhibition booths	1
Overseas Participants	UK (Bath), Hungary, US	

# **ONSEN & Gastronomy Walking**

During the Summit, **ONSEN & Gastronomy Walking** were held in two locations (Beppu City and Nakatsu City) giving participants a chance to **EAT & DRINK** the foods and sake unique to **ONSEN** areas, to **WALK** through the rich nature and historical culture of the local area, and to **SOAK** in the **ONSEN**.

## May 26 (Sat): [Third] **ONSEN & Gastronomy Walking in Beppu**

About 240 participants walked along the course enjoying food and scenery only possible in Beppu, including the *jigokumushi* (steam from hot spring). On the day, overseas media representatives also participated to cover the event.

- Myoban Yu no Sato
- Okamotoya Shop
- Kannawa Jigoku Area Park
- Umi Jigoku → Mushicharo
- Fujiya Gallery Hanayamomo
- Daikokuya → Otto e Sette Oita
- Otani Park → Floriculture Group
- **ONSEN in the city**

[Organizer] Organization Board Committee for the **ONSEN & Gastronomy Walking IN Beppu**



Myoban Onsen



Lunch being eaten at Fujiya Gallery Hanayamomo



Lunch being eaten at Otto e Sette Oita



Local sake



Different foods at each checkpoint

## May 27 (Sun): **ONSEN & Gastronomy Walking in Yabakei**

About 240 participants walked along the course enjoying the food, nature and historical culture of Yabakei Gorge (Japan Heritage). On the day, Summit participants from Japan and overseas also joined in.

- Ao-no-Domon tunnel
- Domon Patio
- Yabakei Bridge
- Rest House Domon Luxe Garden
- Michi no Eki Yapa Topia
- Rakanji Temple
- Fururakan
- Monzen Chaya Nodoka
- Murakami Shokudo
- Ao-no-Domon public parking lot
- **ONSEN in the city**

[Organizer] Nakatsu Yabakei Tourism Association



Speech at the opening ceremony, given by Yuji Hirako, President and CEO of All Nippon Airways Co., Ltd. (ANA)



Yabakei Bridge



Area around Kyoshuho



Lunch being eaten around Ao-no-Domon



Different foods at each checkpoint

# 4. Management Materials

## PR & Awareness-Raising

Publicity and awareness-raising for the International ONSEN Summit were conducted via Oita Prefecture's PR magazine, prefectural TV programs and various newspapers, etc.



Prefectural newsletter, *Shinjida Oita*, May–June edition



"Hot Heart Oita" program on TOS, aired on April 7, 2018



"Oita Collection" program on OBS, aired on April 9, 2018



Coinciding with the International ONSEN Summit, NHK Oita featured special programs on the use of ONSEN in Iceland.



"Irodori Oita" program on NHK, aired on May 21, 22, 23, 24, 25, 2018

"Sukitcha Oita" program on NHK, aired on May 22, 23, 24, 25, 2018







# Media Reports (Japan)

Feature articles were published in various newspapers, widely advertising the International ONSEN Summit.

Jul 31, 2018

Date	Newspaper	Edition	Headline
Feb 24, 2017	Oita Godo Shimbun	Morning	First International ONSEN Summit to be held in Beppu
Feb 24, 2017	Nihon Keizai Shimbun	Morning	International ONSEN Summit to be held in Beppu
Jun 2, 2017	Asahi Shimbun	Morning	Organization Board committee established for International ONSEN Summit to be held in Beppu next May
Jun 2, 2017	Oita Godo Shimbun	Morning	Prefectural organization board committee holds first meeting for 2018 International ONSEN Summit in Beppu
Jun 2, 2017	Nihon Keizai Shimbun	Morning	Participants in ONSEN Summit to come from 100 regions in Japan and abroad
Jun 2, 2017	Konnichi Shimbun		International ONSEN Summit to be held in Beppu next May
Jun 3, 2017	Yomiuri Shimbun	Morning	Tourism and health themes set for International ONSEN Summit to be held in Beppu next May
Jun 5, 2017	Nishinippon Shimbun	Morning	General meeting for establishment of the International ONSEN Summit Organization Board Committee explores possibilities for ONSEN
Jun 7, 2017	Oita Godo Shimbun	Morning	Firm support for challenge
Jun 10, 2017	Nihon Keizai Shimbun	Morning	Preparations for ONSEN Summit in Oita making steady progress
Oct 17, 2017	Oita Godo Shimbun	Morning	ONSEN Summit Organization Board Committee exchanges views on business planning and on topics for working groups
Feb 22, 2018	Oita Godo Shimbun	Morning	Director of UNWTO Affiliate Members Programme to speak at 16-nation ONSEN Summit
Mar 9, 2018	Yomiuri Shimbun	Morning	Organization Board Committee approves business planning for next May's ONSEN Summit
Apr 10, 2018	Oita Godo Shimbun	Morning	Do you want to attend the ONSEN Summit?
Apr 15, 2018	Oita Godo Shimbun	Morning	International ONSEN 湯 Summit to be held in ONSEN Oita! (advertisement)
Apr 30, 2018	Oita Godo Shimbun	Morning	ONSEN Summit to start on May 25
May 12, 2018	Nishinippon Shimbun	Morning	International ONSEN 湯 Summit Oita Prefecture, Japan (advertisement)
May 22, 2018	Oita Godo Shimbun	Morning	Special commemorative feature on the International ONSEN 湯 Summit Oita Prefecture, Japan (advertisement)
May 23, 2018	Nishinippon Shimbun	Morning	International ONSEN 湯 Summit Oita Prefecture, Japan (advertisement)
May 26, 2018	Asahi Shimbun	Morning	17-nation world summit begins Message from Beppu's ONSEN
May 26, 2018	Oita Godo Shimbun	Morning	Japan ONSEN Summit in Beppu. Information exchanged for "ONSEN Stay" campaign to leverage diverse local resources
May 26, 2018	Oita Godo Shimbun	Morning	Foreign media tours local companies and tourist spots, delivering messages on the charm of Japan's riverside districts to the world
May 26, 2018	Nishinippon Shimbun	Morning	Summit begins in Beppu, conveying the enthusiasm of ONSEN Oita to the world
May 26, 2018	Yomiuri Shimbun	Morning	International ONSEN Summit opens for first time in Beppu, attended by stakeholders from Japan and overseas
May 26, 2018	Konnichi Shimbun		International ONSEN Summit plenary session explores possibilities for regional development
May 27, 2018	Asahi Shimbun	Morning	"Contribute to the world's ONSEN areas" Beppu Summit Declaration adopted
May 27, 2018	Oita Godo Shimbun	Morning	1,000 participants from 16 nations in Beppu talk enthusiastically on tourism promotion measures to draw out distinctive characteristics in public-private cooperation
May 27, 2018	Oita Godo Shimbun	Morning	Tourism products exhibition in Beppu gathers the pride of Oita
May 27, 2018	Oita Godo Shimbun	Morning	VR booth in Beppu lets viewers feel the ONSEN mood
May 27, 2018	Nishinippon Shimbun	Morning	Declaration announced at international summit Utilize ONSEN resources sustainably
May 27, 2018	Nihon Keizai Shimbun	Morning	The Summit is introduced in the Social column
May 27, 2018	Mainichi Shimbun	Morning	Summit in Beppu takes a global perspective on utilizing ONSEN
May 27, 2018	Yomiuri Shimbun	Morning	Day 2 of the Summit: Declaration adopted for use of ONSEN energy
May 28, 2018	Asahi Shimbun	Morning	The Summit is introduced in the Social column
May 28, 2018	Oita Godo Shimbun	Morning	I really enjoyed the beautiful scenery on the Yabakei Tour as I leisurely took in the nature and food
May 28, 2018	Konnichi Shimbun		Continue to share information, creating new value and relations
May 31, 2018	Kanko Keizai Shimbun		1,000 participants from 16 nations attend world's first ONSEN Summit
Jun 7, 2018	Oita Godo Shimbun	Morning	Rich strategic qualities are important "Involve the community in collaboration" Working Group (Part 1)
Jun 8, 2018	Oita Godo Shimbun	Morning	Change how ONSEN are used "Bring out the charms of the local area" Working Group (Part 2)
Jun 9, 2018	Oita Godo Shimbun	Morning	Use geothermal resources diversely "Development must be environmentally responsible" Working Group (Part 3)
Jun 9, 2018	Kanko Keizai Shimbun		Column on national tourism shines light on Summit
Jul 18, 2018	Nishinippon Shimbun	Morning	Thought-provoking examples of ONSEN overseas: infinite possibilities, health, healing and environmental problems

## Media Reports (Overseas)

**Eighteen representatives of foreign media from six countries traveled to Oita Prefecture in time for the Summit. Not only did they report on discussions at the Summit, but they also covered the natural environment, historical culture, foods and, of course, ONSEN in various parts of the prefecture.**

### **Program by the International ONSEN Summit Organization Board Committee to invite special correspondents from overseas**

Four special correspondents from Spain, the US and Italy reported on discussions at the Summit as well as on tourism resources within Oita Prefecture.

### **Industry and tourism tour for overseas media, organized by the Japan External Trade Organization (JETRO)**

Eight influencers and members of online media from countries including Italy, the US and France reported on discussions at the Summit and related events, as well as on industry and tourism resources within Oita Prefecture.

### **Collaborative program by Oita and Kumamoto prefectures to disseminate information on ONSEN ISLAND KYUSHU**

Six members of tourism-related online media from the UK, France and Germany reported on discussions at the Summit as well as on tourism resources of both Oita and Kumamoto prefectures.

### **Program Organized by the International ONSEN Summit Organization Board Committee**



**JETRO Program**



**Collaborative Program by Oita and Kumamoto Prefectures**

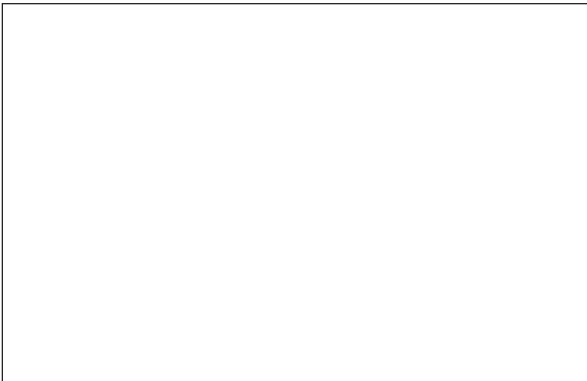


## Examples of Information Disseminated Under Each Program (Excerpt of Main Reports)

### Program by the International ONSEN Summit Organization Board Committee to invite special correspondents from overseas

● **Spain (Agencia EFE, Spanish news agency)**

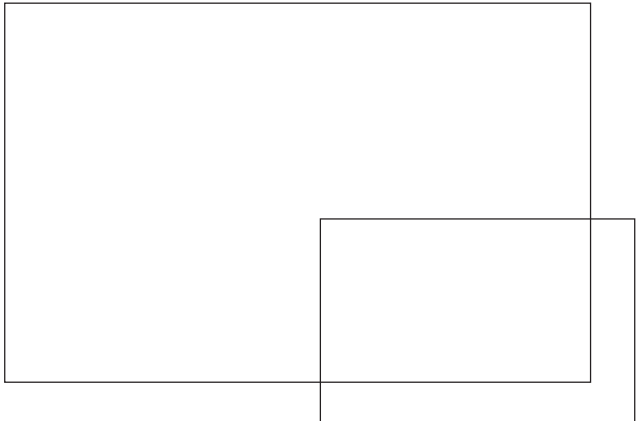
Disseminated from May 26 on Mexican online media, Sin Embargo  
Reporter: Edurne Morillo



### Industry and Tourism Tour for Overseas Media, Organized by the Japan External Trade Organization (JETRO)

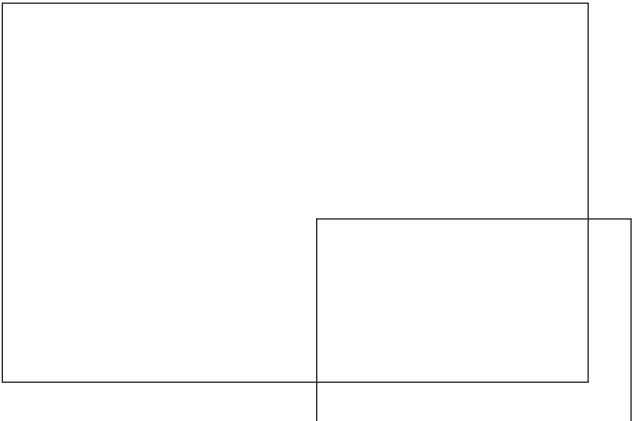
● **France**

Disseminated from June 20 on travel website for foreigners visiting Japan, Odigo  
Reporter: Christopher Okano



● **United States**

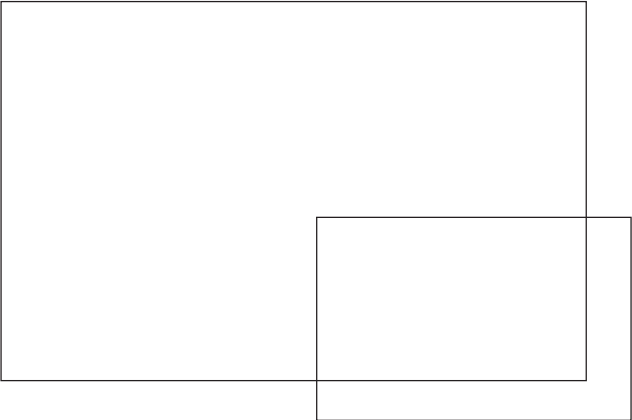
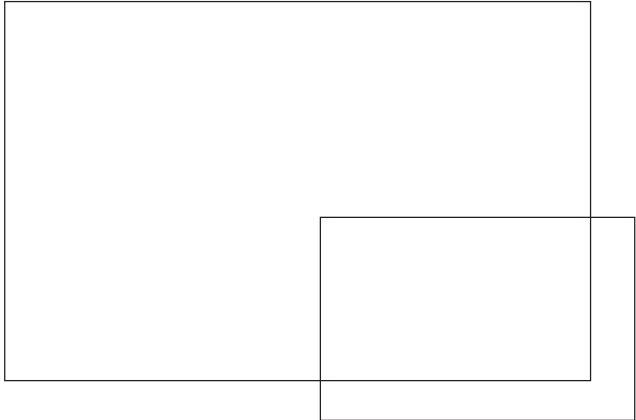
Posted twice on June 8 and 26 on travel blog  
Influencer: Donny Kimball



### Collaborative Program by Oita and Kumamoto Prefectures to Disseminate Information on ONSEN ISLAND KYUSHU

● **France**

Posted three times on June 21, 26 and 28 on online travel media, Mandaley  
Reporter: Nicole Douglas



# ONSEN Student Volunteers & Staff Support

Many students, including international students, were actively involved in interpreting, reception and other operations, and contributed to smooth operation of the Summit and warm hospitality.

## Reception



## Information desk at Oita Airport



## Venue Information (liaison)



## Recruitment and briefing schedule

April 5, 2018	Start of Recruitment for Student Volunteers	Relevant divisions at universities in Oita Prefecture University Consortium Oita
April 26, 2018	Student interviews for Prospective Liaisons	APU Plaza Oita
April 27, 2018	Student Interviews for Prospective Liaisons	J-COM Horutu Hall OITA
April 28, 2018	Student Interviews for Prospective Liaisons	Ritsumeikan Asia Pacific University
May 14, 2018	Briefing Session for Student Volunteers	APU Plaza Oita
May 15, 2018	Briefing Session for Student Volunteers	Oita University
May 16, 2018	Briefing Session for Student Volunteers	Beppu University

## Welcome Reception



## Farewell Dinner



## Results of Activities

Volunteer And Staff Cooperation (Actual Numbers)						
Activity location	Helper	Liaison	Total			
Student Volunteers	19	14	33			
Oita Prefecture Personnel	118	22	140			
Beppu City Personnel	8	4	12			
Student Volunteers (Gross Total)						
Activity Location	May 24	May 25	May 26	May 27	May 28	Total
Liaison		12	14	7		33
Information (Oita Airport)		1				1
Information (Beppu Station)		1				1
Information (B-Con Plaza)			1			1
Reception / Venue Information			14			14
Guidance for Shuttle Bus Passengers (Beppu Station)			2			2
Staff Cooperation (Gross Total)						
Activity Location	May 24	May 25	May 26	May 27	May 28	Total
Liaison	6	25	23	19	6	79
Information (Oita Airport)		1				1
Information (Beppu Station)		2				2
Information (B-Con Plaza)			1			1
Reception / Venue Information			16			16
Guidance for Shuttle Bus Passengers (Beppu Station)			1			1
Guidance for Shuttle Bus Passengers (B-Con Plaza)		4	2			6
Venue Information for Japan ONSEN Summit		3				3
Service at Joint Reception		25				25
Overseas Media Attendance		3	3	3		9
Support for Mini Excursion		1				1
Media Support		4	8			12
Guest Support, etc.			4			4
On Call at Rest Area for Overseas Participant			2			2
Working Group Operations			29			29
Standing Buffet			4			4
Volunteer Management			2			2
Support for Farewell Dinner			13			13
Crisis Management			5			5
On Call at Tourism Promotion and Regional Promotion Division			1	1		2
Support for Excursions				6		6

## Excursion



## Thoughts on Volunteering

### — Volunteer Interpreters (Liaisons) —

- I participated at the International ONSEN Summit as a student volunteer because I wanted to use my language skills to make some contribution to Oita Prefecture. Through volunteering, I am honored to have had this valuable opportunity to talk with various people who I would not ordinarily meet.
- This was my first time to work as a volunteer interpreter, and so I was very nervous, but I felt good that the overseas guests were able to participate in the Summit with peace of mind. This was a valuable opportunity for me because I would like to work in translating or interpreting in the future. I was able to pick up on my strengths and weaknesses. I was able to learn a variety of things through this experience, and for this, I am thankful to Oita Prefecture.
- It was my first time to interpret, and at first, I made a lot of mistakes because I went into the job too casually, unaware of how difficult it is. As an interpreter, I needed to be more accountable than I first thought. So, in order to make up for my failure, I studied up on the words and language most often used by the guests from the country I was assigned to. Consequently, being a volunteer interpreter was a great learning experience for me. It was an opportunity for me to understand and overcome my own limitations. Furthermore, since it was an international event, participating in it allowed me to develop even more.
- Working as a volunteer interpreter at the

International ONSEN Summit was a totally worthwhile experience. At the Summit, I had the opportunity to interact with professionals in the fields of geothermal power generation and tourism, as well as with business managers. It was very interesting to see them discussing and debating topics in their respective fields. Helping to introduce Japanese culture and Japanese hospitality was also a rewarding experience. I look forward to the opportunity to participate in such a conference again.

### — Operational Volunteers —

- Although I did lose my cool with so many people coming to the Summit, and even though I met many of the other volunteers for the first time that day, by working together, we were able to successfully complete the reception work. I would like to join in again if I get the chance.
- It felt very rewarding to be useful to others, giving them information on when and where to catch buses. I was surprised by the number of tourists in Beppu. I was equally impressed though by the fact that Oita is such a famous tourist destination, and this pleased me as a local Oita resident. When asked by a tourist about Beppu, I was not able to answer their question, and this made me feel frustrated. This was the moment I became interested in the tourism industry. Volunteering was a great experience for me to broaden my horizons.

### Volunteer Interpreters

Name	Responsible Delegation	Enrolled University	Nationality (Country/Region)
<b>Liaison</b>			
So Man Ming	Italy	Oita University	China (Hong Kong)
Du Jiayu	Spain	Oita University	China
Kim Yujin	Korea	Oita University	Korea
Zach Lewis	UK	Oita University	UK
Podmaniczki Kinga	Hungary	Oita University	Hungary
Pitlik Fanni	France	Oita University	Hungary
Adam Thomas Jones	US	Oita University	US
Wu Shiyu	China (Xianning)	Beppu University	China
Cheah Yi Xue	New Zealand	Ritsumeikan Asia Pacific University	Malaysia
Haruka Ueda	UK	Ritsumeikan Asia Pacific University	Japan
Phạm Thanh Hà	Viet Nam	Ritsumeikan Asia Pacific University	Viet Nam
Le Thi Thu Van	Iceland	Ritsumeikan Asia Pacific University	Viet Nam
Andrew Chee	US	Ritsumeikan Asia Pacific University	Singapore
Sabirjonov Shokhrukhbek	Germany	Ritsumeikan Asia Pacific University	Uzbekistan

### Operational Volunteers

Name	Enrolled University
<b>Information (Oita Airport)</b>	
Miyoko Nakata	Beppu University
<b>Information (Beppu Station)</b>	
Saki Takakura	Beppu University
<b>Information (B-Con Plaza)</b>	
Takumi Yamashita	Beppu University
<b>Reception / Venue Information</b>	
Sho Hada	Beppu University
Yoshifumi Fukunaga	Beppu University
Daiki Tanaka	Beppu University
Koki Tsumori	Beppu University
Takuya Narimatsu	Beppu University
Shinichiro Okada	Beppu University
Miyu Anan	Beppu University
Hinako Umatani	Beppu University
Keisuke Haraguchi	Beppu University
Miyu Taniguchi	Beppu University
Kanna Kudo	Beppu University
Akito Ogata	Beppu University
Tomoya Shibahara	Beppu University
Kanta Hino	Beppu University
<b>Guidance for Shuttle Bus Passengers (Beppu Station)</b>	
Ryo Uchihashi	Beppu University
Ryota Uchida	Beppu University

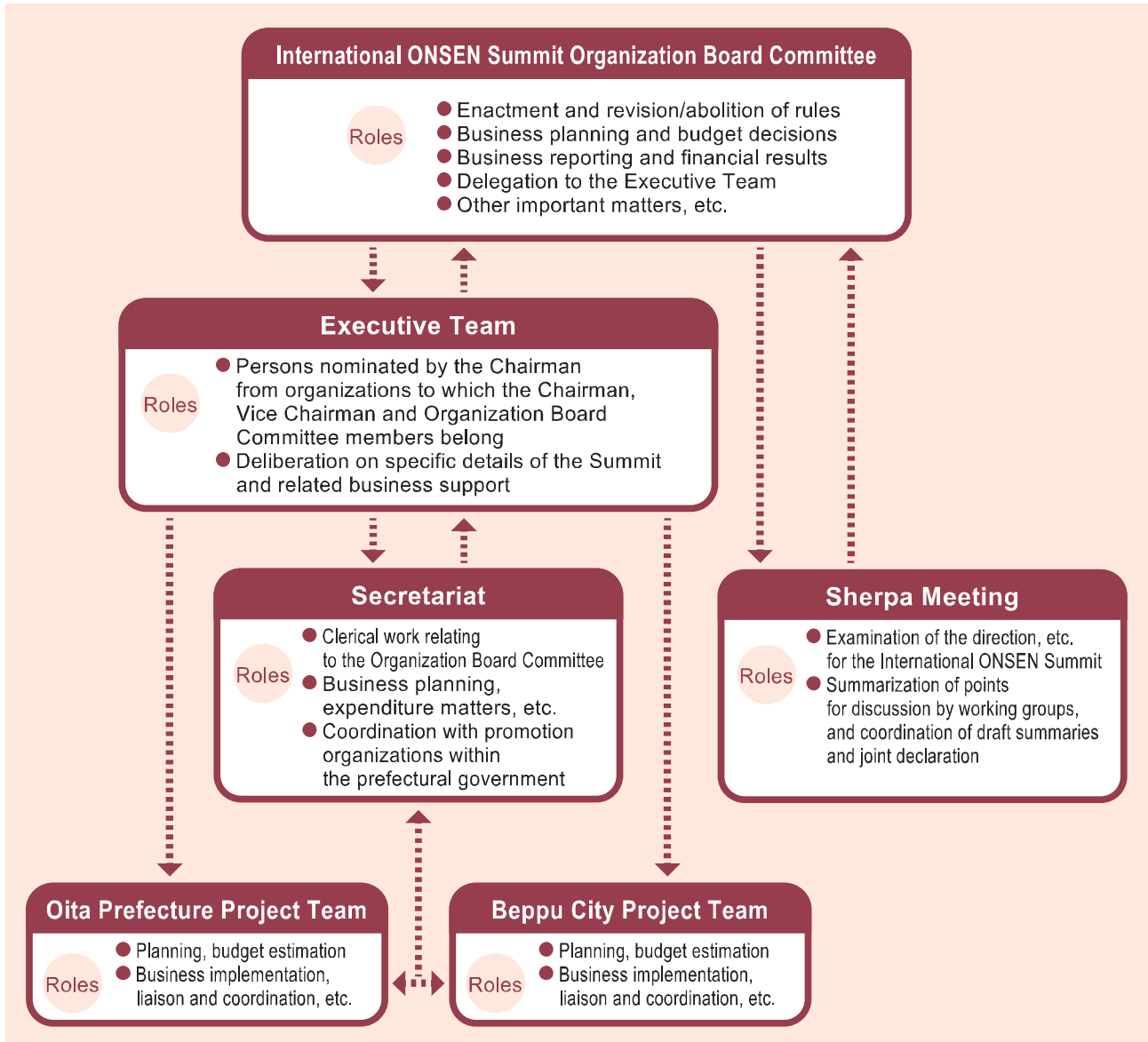
# 5. Materials



## Organization Board Committee, etc.

To ensure success for the International ONSEN Summit, an Organization Board Committee was formed, comprised of representatives from industry, academia and government in Oita Prefecture, to plan and manage the Summit. In addition, a Sherpa Meeting was also established, comprised of representatives from ONSEN areas nationwide, to examine the direction of discussions, etc. at the Summit.

### Summit Promotion Structure



General Meeting for Establishment of the International ONSEN Summit Organization Board Committee



3rd General Meeting of the International ONSEN Summit Organization Board Committee





## Progress of Activities

Date	Details	Location
Feb 23, 2017	Governor Hirose announces "International ONSEN Summit"	-
Jun 1, 2017	General Meeting for Establishment of the International ONSEN Summit Organization Board Committee	Tokiwa Kaikan
Jul 18, 2017	1st Executive Team Meeting of the International ONSEN Summit Organization Board Committee	Oita Prefectural Office
Aug 3-4, 2017	1st Sherpa Meeting	B-Con Plaza, Oita Prefectural Office
Sep 20-26, 2017	2nd Sherpa Meeting (by correspondence)	-
Oct 11, 2017	2nd Executive Team Meeting of the International ONSEN Summit Organization Board Committee	Oita Prefectural Office
Oct 16, 2017	2nd General Meeting of the International ONSEN Summit Organization Board Committee	Oita Prefectural Office
Dec 20-21, 2017	3rd Sherpa Meeting	Oita Prefectural Office
Feb 16, 2018	3rd Executive Team Meeting of the International ONSEN Summit Organization Board Committee	Oita Prefectural Office
Feb 21, 2018	3rd General Meeting of the International ONSEN Summit Organization Board Committee	Tokiwa Kaikan
May 25-27, 2018	International ONSEN Summit	B-Con Plaza, etc.
Aug 31, 2018	4th General Meeting of the International ONSEN Summit Organization Board Committee	Tokiwa Kaikan

## Members List

### International ONSEN Summit Organization Board Committee

Position	Organization	Title	Name	Notes
Chairman	Oita Prefecture	Governor	Katsusada Hirose	
Vice Chairman	Beppu City	Mayor	Yasuhiro Nagano	
Vice Chairman	Tourism Oita (Oita Prefectural Tourism Association)	President	Koji Yukishige	
Auditor	Oita Association of Corporate Executives	Representative Secretary	Shoji Himeno	
Member	Oita City	Mayor	Kiichiro Sato	
Member	Yufu City	Mayor	Takashige Soma	Predecessor: Hobun Shuto (Changed on Oct 30, 2017)
Member	Federation of Oita Prefecture Chambers of Commerce and Industry	President	Yasuaki Yoshimura	Predecessor: Kiyotaka Himeno (Changed on Nov 1, 2017)
Member	Federation of Societies of Commerce and Industry	President	Haruichi Moritake	
Member	Oita Federation of Small Business Associations	President	Taishiro Takayama	
Member	Oita Hotels and Environmental Health Association	Chairman	Yoichi Nishida	Predecessor: Keiichiro Kozuki (Changed on Jun 29, 2017)
Member	The Beppu Chamber of Commerce and Industry	President	Kenji Nishi	
Member	Yufuin-Onsen Tourism Association	President	Izumi Kuwano	
Member	Hita City Tourism Association	President	Yuko Tomiyasu	
Member	Oita University	President	Seigo Kitano	
Member	Ritsumeikan Asia Pacific University	Principal	Haruaki Deguchi	Predecessor: Shun Korenaga (Changed on Jan 1, 2018)
Member	Japan Airlines Oita Sales Office	Regional Manager	Kan Komatsu	Predecessor: Toshiaki Iwata (Changed on Aug 1, 2017)
Member	All Nippon Airways Co., LTD. Oita Sales Office	District Manager	Katsuhiko Itoh	
Member	JTB Corp. Oita Branch	General Manager	Takashi Uzuko	

### Executive Team

Position	Organization	Title	Name	Notes
Team Manager	Oita Prefecture	Bureau Director, Tourism and Regional Bureau, Planning Department	Shuji Yamamoto	Predecessor: Tetsuo Okamoto (Changed on Apr 1, 2018)
Deputy Manager	Beppu City	Director General, Tourism Strategy Department	Koji Takita	Predecessor: Keisuke Ito (Changed on Oct 1, 2017)
Member	Oita Prefecture	Director, New Industry Promotion Office, Commerce, Industry and Labor Department	Shinichi Takano	Predecessor: Masatoshi Kudo (Changed on Apr 1, 2018)
Member	Oita Prefecture	Dept. Health Promotion Director	Shuji Tonai	
Member	Oita Prefecture	Life and Environment Department Nature Conservation Promotion Office Director	Masaki Hashimoto	Predecessor: Yoshiaki Yamasaki (Changed on Apr 1, 2018)
Member	Federation of Oita Prefecture Chambers of Commerce and Industry	Executive Director	Tsugio Moritake	
Member	Oita Federation of Societies of Commerce and Industry	Executive Director	Eiji Yamada	
Member	Oita Association of Corporate Executives	Chairman, Committee on Inbound Tourism	Rikio Kubo	
Member	Oita Hotels and Environmental Health Association	Executive Director	Seiji Hori	
Member	The Beppu Chamber of Commerce and Industry	Executive Director	Ken-ichi Tsutsumi	Predecessor: Shuichi Watanabe (Changed on Apr 1, 2018)
Member	JTB Corp. Oita Branch	Sales Manager	Eitaro Yoshii	
Member	Tourism Oita (Oita Prefectural Tourism Association)	Executive Director	Koji Arakawa	

## Sherpa Meeting

Region	Local government, etc.	Organization	Title	Name (honorifics omitted)	Notes
Tohoku	Fukushima City, Fukushima	Tourism and Convention Tourism Promotion Office	Director	Yoshihiko Seno	Predecessor: Yoji Saito (Changed on Apr 1, 2018)
Kanto	Hakone Town, Kanagawa	Hakone Town Tourism Section	Director	Ken-ichi Ishikawa	
Chubu	Atami City, Shizuoka	Tourism & Construction Department Tourism Economic Section	Deputy General	Shuji Tatsumi	
Kinki-Hokuriku	Awara City, Fukui	Economy and Industry Department Tourism and Commerce Division	Director	Eiichi Nakajima	
Chugoku	Misasa Town, Tottori	Tourism and Development	Director	Katsuhide Shiina	
Shikoku	Matsuyama City, Ehime	Dogo Onsen Ryokan Association	President	Tomizaemon Niyama	
Kyushu	Minamioguni Town, Kumamoto	Kurokawa Onsen Ryokan Association	Representative Director	Yuki Kitazato	
Oita	Beppu City, Oita	Tourism Division, Tourism Strategy Department	Director	Nobuo Hioki	Predecessor: Koji Matsukawa (Changed on Apr 1, 2018)
Oita	Yufu City, Oita	Yufu City Tourism Bureau	Assistant General Manager	Keiji Shono	
Japan	Ministry of the Environment	Office for Conservation and Promotion of Hot Springs, Nature Conservation Bureau	Section chief of conservation of hot-spring	Hiroshi Kusumoto	

### 1st Sherpa Meeting



### 3rd Sherpa Meeting



## Secretariat

Position	Title	Name	Notes
<b>Planning Department, Oita Prefectural Government</b>			
	Director General	Tetsuo Okamoto	Predecessor: Yuhiro Hirose (Changed on Apr 1, 2018)
Secretary	Bureau Director, Tourism and Regional Bureau	Shuji Yamamoto	Predecessor: Tetsuo Okamoto (Changed on Apr 1, 2018)
Deputy Secretary	Director, Tourism Promotion and Regional Promotion Division	Masuo Abe	
	Associate Director, Tourism Promotion and Regional Promotion Division	Fumitaka Kanzaki	
	Deputy Director, Tourism Promotion and Regional Promotion Division	Eiichiro Kawashima	
	Senior Staff, Tourism Promotion and Regional Promotion Division	Takanori Hayashi	
	Senior Staff, Tourism Promotion and Regional Promotion Division	Takato Saruwatari	
	Staff, Tourism Promotion and Regional Promotion Division	Tatsuya Himeshima	
	Staff, Tourism Promotion and Regional Promotion Division	Kohei Asari	
	Staff, Tourism Promotion and Regional Promotion Division	Kyohei Kubota	
	Staff, Tourism Promotion and Regional Promotion Division	Shuto Harada	

## Crisis Management System

In preparation for unforeseen circumstances during the Summit, the following crisis management system was set up within the responsible divisions in the prefectural government.

Responsible division	Functions
Welfare and Health Department Medical Policy Division	Provision of information on the Summit to medical associations and designated emergency hospitals, etc., and requests for cooperation in accepting emergency transportation on the day of Summit
Welfare and Health Department Health Promotion Support Division	Confirmation of response in the event of unforeseen circumstances, such as an infectious disease
Life and Environment Department Food Hygiene and Environmental Health Division	Provision of hygiene guidance, etc. before the Summit, to the venue for the Welcome Reception, the venue for the Farewell Dinner, lunch venues used during the excursions, and catering companies, etc.
Life and Environment Department Disaster Bureau	Crisis management support inside the venue on the days of the Summit
Police Headquarters Second Security Division	Security services during the Summit



## Collaborating Organizations (in order of Japanese syllabary)

### Welcome Reception

Yutayoi Local Sake and Shochu Cultural Creative Conference (NPO)  
Sanwa Shurui Co., Ltd.  
JA Oita Hita Pear Farmers Group  
Suginoi-Hotel  
Yamashita Kogei Inc.  
Oita Made Co., Ltd.

### Standing Buffet

Oita Ken Kabosu Promotion Council

### Farewell Dinner

Oita Sake Brewers Association  
Hotel Shiragiku

### Excursions

Oita Hotels Association YEG  
Kitahama Onsen (Thermus)  
Kitsuki Tourism Organization  
Toji Yanagiya  
Shiosai No Yado SEIKAI  
Nakatsu City  
Nakatsu Yabakei Tourism Association  
Fujiya Gallery Hanayamomo  
Beppu International Plaza  
Yoshihiro Hirano, representative of Beppu Onsen Promotion Association (Hirano Museum)  
Beppu Beach Sand Bath  
Beppu Jigoku Association  
Chikara Nagano, Director of the Institute of Health, Beppu University  
Beppu Myouban Onsen Yunosato  
Motoyu No Yado Kurodaya  
Otto e Sette Oita

### Decoration of Airport & Venue Surrounds

Oita Air Terminal Co., Ltd.  
Beppu Station  
Beppuwan Service Area

### Student Volunteers

Oita University  
NPO University Consortium Oita  
Beppu University  
Ritsumeikan Asia Pacific University

### Exhibition

Oita Broadcasting System, Inc.  
Tourism Oita (Oita Prefectural Tourism Association)  
Tokai University  
Tokyo City University  
Yusa Yuki, Representative & Director of Beppu Onsen Geo-Museum and Emeritus Professor at Kyoto University  
NHK (Japan Broadcasting Corporation)  
APC Co., Ltd.

### Facilities

NTT West

### Overseas Invitation

Embassy of the Republic of Iceland in Japan  
Her Britannic Majesty's Embassy in Japan  
Embassy of Italy in Japan  
Embassy of the Kingdom of Spain in Japan  
Royal Thai Embassy in Japan  
Embassy of the Czech Republic in Japan  
Embassy of the Federal Republic of Germany in Japan  
New Zealand Embassy in Japan  
Embassy of Hungary in Japan  
Embassy of France in Japan  
Embassy of Mongolia in Japan  
Embassy of the Hashemite Kingdom of Jordan in Japan  
Consulate of the United States of America in Fukuoka  
Consulate-General of the Republic of Korea in Fukuoka  
Consulate-General of the People's Republic of China in Fukuoka  
Consulate-General of the Socialist Republic of Viet Nam in Fukuoka

### Provision of Photos and Music Used in Video

Provision of photos used in opening video  
© Yoshihiro Hirano, Director of Hirano Museum  
© Junji Yamamura, Emeritus Professor at Chiba University  
© Yusa Yuki, Emeritus Professor at Kyoto University  
Provision of “地球からの恵み / A Blessing from the EARTH,” the music used in the title video and in the video introducing the participating countries  
© Leo Sato, Composer and Music Producer (from Beppu City, Oita Prefecture)

### Related Events

International ONSEN Tourism & Products Exhibition  
International ONSEN  
Nakatsu Yabakei Tourism Association  
Organization Board Committee for the ONSEN & Gastronomy Walking

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三 和 酒 類 株 式 会 社

**ANA** 



大分県酒造組合

大木化粧品株式会社

ブランドおおいた輸出促進協議会農産部会