



# PROMOTING TOKUSHIMA'S REGIONAL REVITALIZATION AND INBOUND GROWTH THROUGH DIGITAL MEDIA

School Tokushimakita High School



## What do you know about Tokushima?

### ◆ Quiz “What IS in Tokushima?”

- ① Electric Train    ② World Heritage  
③ Disneyland    ④ International Flight

### ◆ Attractive Prefecture Ranking

→ Ranked 42 (2024)    Lowest in Shikoku

### ◆ Number of visitors

- 2.91 million (+5.2%)  
→ Number of foreign tourists: over 180,000  
→ Number of overnight tourists: 90,000  
(Lowest in Japan)

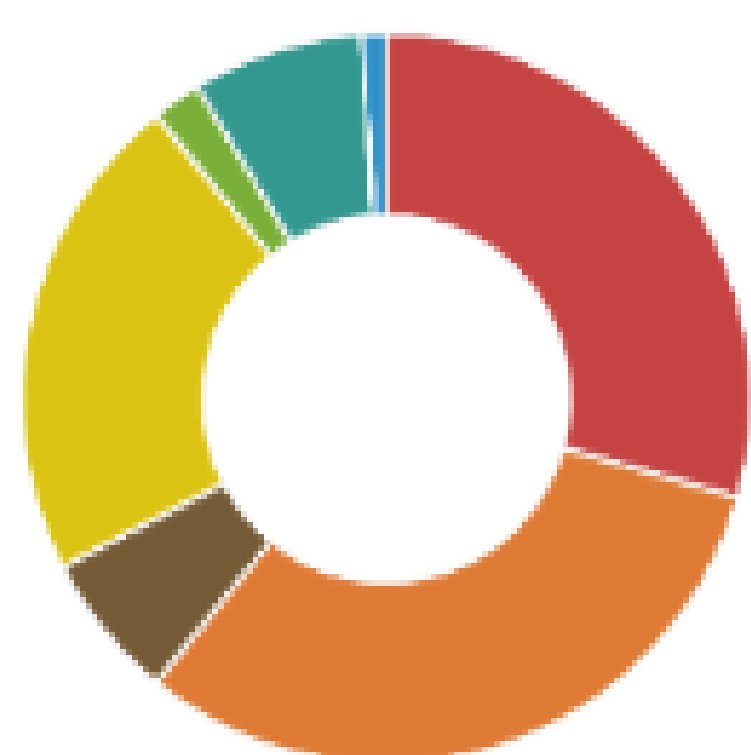
### ◆ Information Strategy

- Many people don't know Tokushima  
→ Lack of information in foreign languages

## WHAT'S GOING WRONG?

### ◆ Results of Questionnaire

What do you think is the biggest problem of the tourism in Tokushima?



- Information strategy  
■ Public Transportation  
■ Lack of Attractive Sites

### ◆ Role Models

- ① Singapore: expansion of MRT network  
→ Contributes to the increase in tourists as well as permanent residents.
- ② Kochi: Photo Contest & Short Movies  
→ Made good use of “hashtags”  
→ Follower 1,600 → 18,000 in 10 days  
→ 1/3 of the followers actually visited Kochi

## What we have to offer

Survey shows 80% see “NATURE” and “CULTURE” as the most attractive.

- ◆ Nature    Iya Area  
              Mt.Bizan  
              Whirlpool in Naruto  
              Rafting in Oboke
- ◆ Culture    Indigo dyeing  
              Otani Pottery  
              Big Hinamatsuri (Dolls)  
              Awa Dance  
              Otsuka Art Museum  
              Village of Scarecrows  
              Pokefuta in Naruto



## Possible Solutions

### ◆ Campaign on Transportation

In the case of Osaka Expo...

Osaka→Tokushima: 500 yen

### ◆ Transportation Website

- English & Japanese  
→ Easiest way to major tourists' destinations with timetables.



### ◆ Short Movies and Campaigns on Instagram.

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