



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)

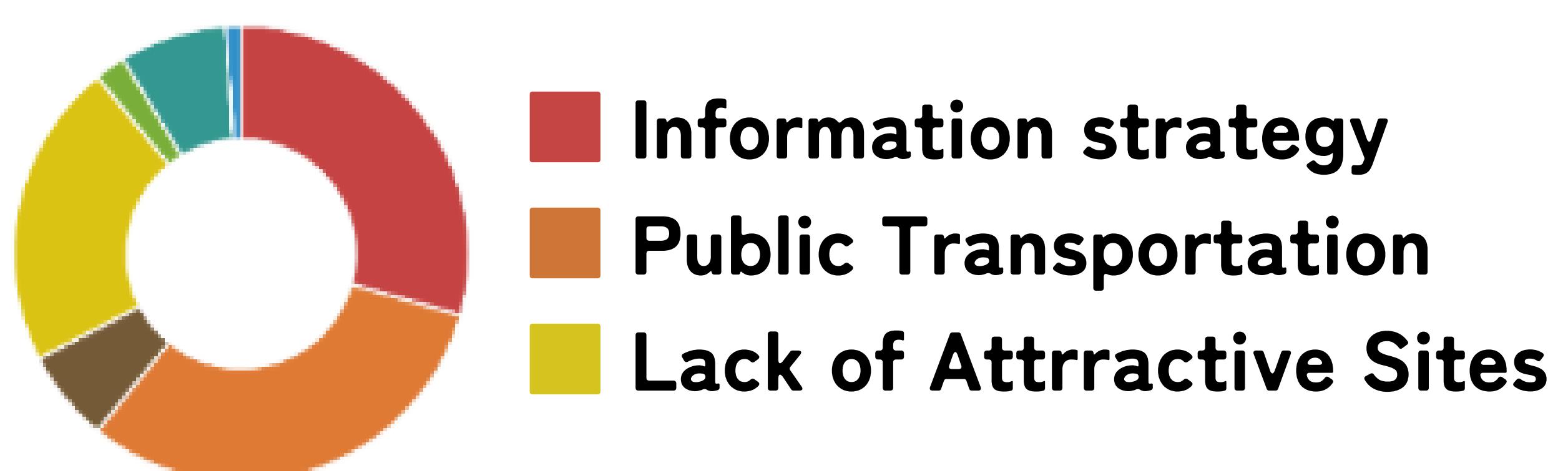
◆ Information Strategy

- 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?



◆ 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.

Please follow! →

