

Sustainable Tourism in the New Era

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Fukuoka: a City with 2,000 Years of Exchange with Asia



Fukuoka City's Vision

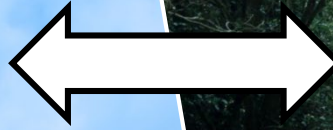


Aspiring to become Asia's forerunner in striking a balance among people, the environment, and urban vitality

Enjoying Fukuoka's Accessibility — A Compact City Close to Nature

Within One Hour

Downtown



Seas and
Mountains



Experiencing Traditional Culture



A Model City Tackling Overtourism

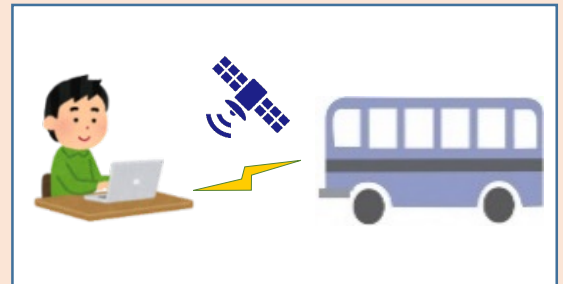
Japan's No. 1

The highest number of cruise calls
2015-2018



Cruise Shorex Bus Navigation System

- Easing traffic congestion
- Controlling buses by GPS



Three Pillars for Sustainable Tourism in the New Era

Pandemic

COVID-19's economic impact

Resilience to COVID-19

Challenges to 2050

Carbon Neutrality

The urgent issue to advance SDGs in tourism

Carbon Neutrality and SDGs

Communities

Left Behind

Out of the benefits of tourism

Inclusion and Diversity

Safeguard Screens



Ventilators



COVID-19 Resilient City Program

Approx. 10,000 financial support for hotels and retailers



Contactless Payment



Thermal Cameras

Adapting to New Values in Tourism



Work × Vacation = Workation

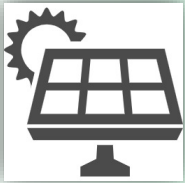


Preserving and Treasuring Traditional Cultures



Achieving Carbon Neutrality within Tourism

Fukuoka is working to be carbon neutral by 2040



Renewable Resources



Energy Saving Devices



Carbon Offset Initiatives



Environmentally Friendly Tourism for your Well-Being

Walkable

Historic and Flower-filled City



© 志賀島-海の中道サイクルツーリズム協議会

Fully Enjoying Nature
on *Bike*



Including the Community — Not Leaving the Local People Behind



Tourism Coexisting with The Local Community



*Tourism
Mindful of
Diversity*

FUKUOKA'S UNIQUE FOOD
100% Pork-Free
“Tonkotsu Ramen Noodles”



C 株式会社一蘭

A Milestone for Restarting International Tourism

19th FINA World Championships 2022 Fukuoka

19th FINA World Masters Championships 2022 Fukuoka

**WATER
MEETS
THE
FUTURE**

**WILL START ON
13 May 2022**



Fina
WORLD
CHAMPIONSHIPS



Fina
WORLD MASTERS
CHAMPIONSHIPS

Sustainable Tourism in the New Era

- Aid economic and cultural activities recovering from COVID-19
- Achieve carbon neutrality and other SDGs
- Include the Community and be friendly to diversity



Symbol of Exchange and Diversity

“Wind Sculpture (SG) II “

Working Together with APCS Member Cities



Thank you

Website

<https://yokanavi.com>