

## Sustainable Tourism and DMC



Aiming to create a sustainable tourism destination open to the world

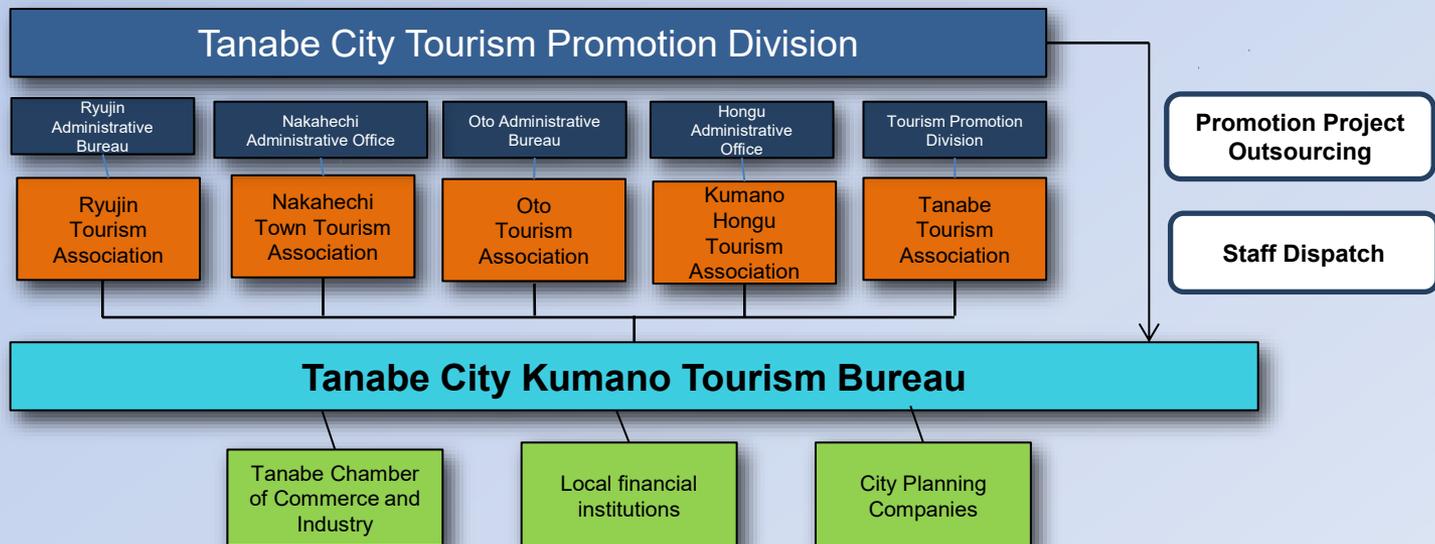
～ From “熊野古道” to “KUMANO KODO” ～





# History of Tanabe City Kumano Tourism Bureau

- **July 7, 2004:** Registered as World Heritage “Sacred Sites and Pilgrimage Routes in the Kii Mountain Range”
- May 1, 2005: **Creation of new Tanabe City** through municipal mergers
- **April 1, 2006:** Establishment of Tanabe City Kumano Tourism Bureau
- May 18, 2010: Acquired corporate status (General Incorporated Association); **established fund of 11 million yen**
- **July 26, 2010:** Obtained Type II Travel Agency License under the Travel Agency Act  
(Registered with Governor of Wakayama, License No. 2-283)
- Nov 10, 2010: Started Internet-based reservation system for FIT travelers (**DMC**)
- Aug 9, 2018: Expanded board membership beyond tourism association
- **Mar 29, 2019:** Registered as a DMO (Destination Management / Marketing Organization)
- **Mar 28, 2023:** Selected as pioneering DMO





# Fundamental Stance of the Tourism Strategy

Enhancing the  
value of the  
region

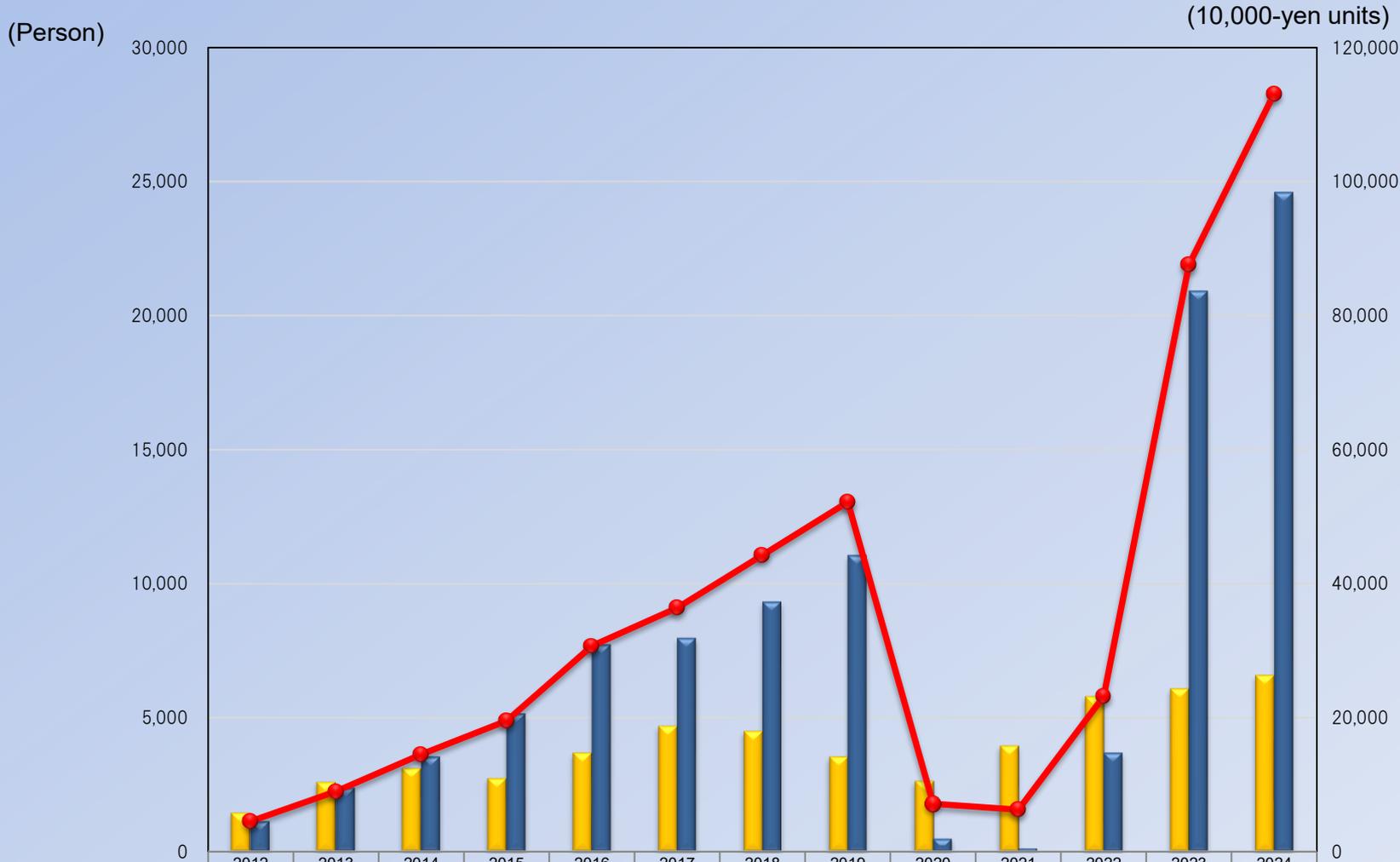
- **Prioritizing “Roots” over “Booms”**
- **Prioritizing “Conservation & Preservation” over “Overdevelopment”**
- **Prioritizing “Individual Travelers” over “Mass Tourism”**
- **A shift in emphasis from “High Impact” to “Low Impact”**
- **Toward a high-quality destination open to the world  
⇒ Promoting inbound tourism**

Rebuilding  
regional  
pride

“Tanabe City” — A Sustainable, High-Quality Tourism Destination!



# Trends in Travel Business Revenue ( 2012-2024 )



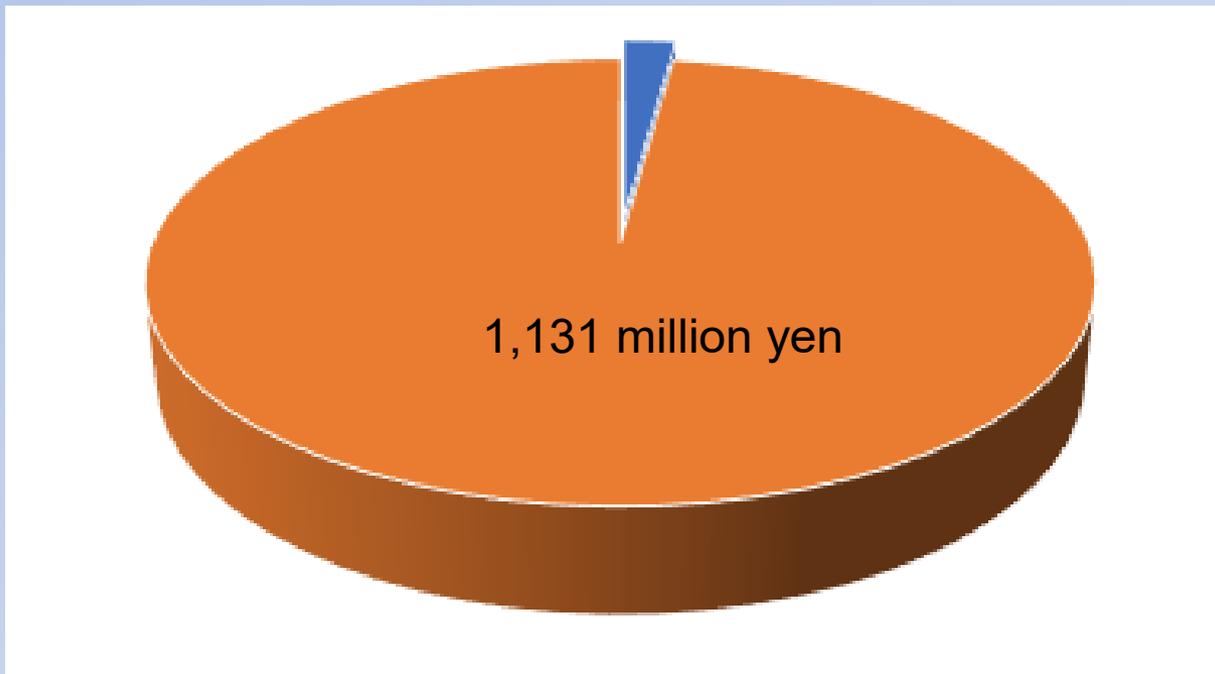
Number of people handled (Japanese nationals)	1,463	2,603	3,118	2,748	3,698	4,699	4,505	3,551	2,646	3,957	5,798	6,089	6,579
Number of people handled (foreign nationals)	1,159	2,405	3,569	5,164	7,744	7,978	9,330	11,072	503	140	3,703	20,918	24,601
Total number of people handled	2,622	5,008	6,687	7,912	11,442	12,677	13,835	14,623	3,149	4,097	9,501	27,007	31,180
Revenue from travel business	4,549	8,997	14,555	19,525	30,705	36,397	44,283	52,181	7,146	6,286	23,187	87,602	113,137



# Travel Industry Revenue (FY 2024)

## Share of Out-of-Region Expenditure in Travel Industry Revenue

Out-of-Region Leakage Costs (2.5%), e.g., card processing fees, travel insurance premiums, system management fees



97.5% of DMC revenue circulates within the region.



# Forest Environmental Program

## Challenges with Covid-19

### Forestry Experience



### Nature Walk



### Kumano Kodo Walk



**Interpreter**

- Diverse “Hands-on” experiences in Kumano
- Interpreters Support Children’s Learning

### Timber Processing Tour



### Woodworking Experience

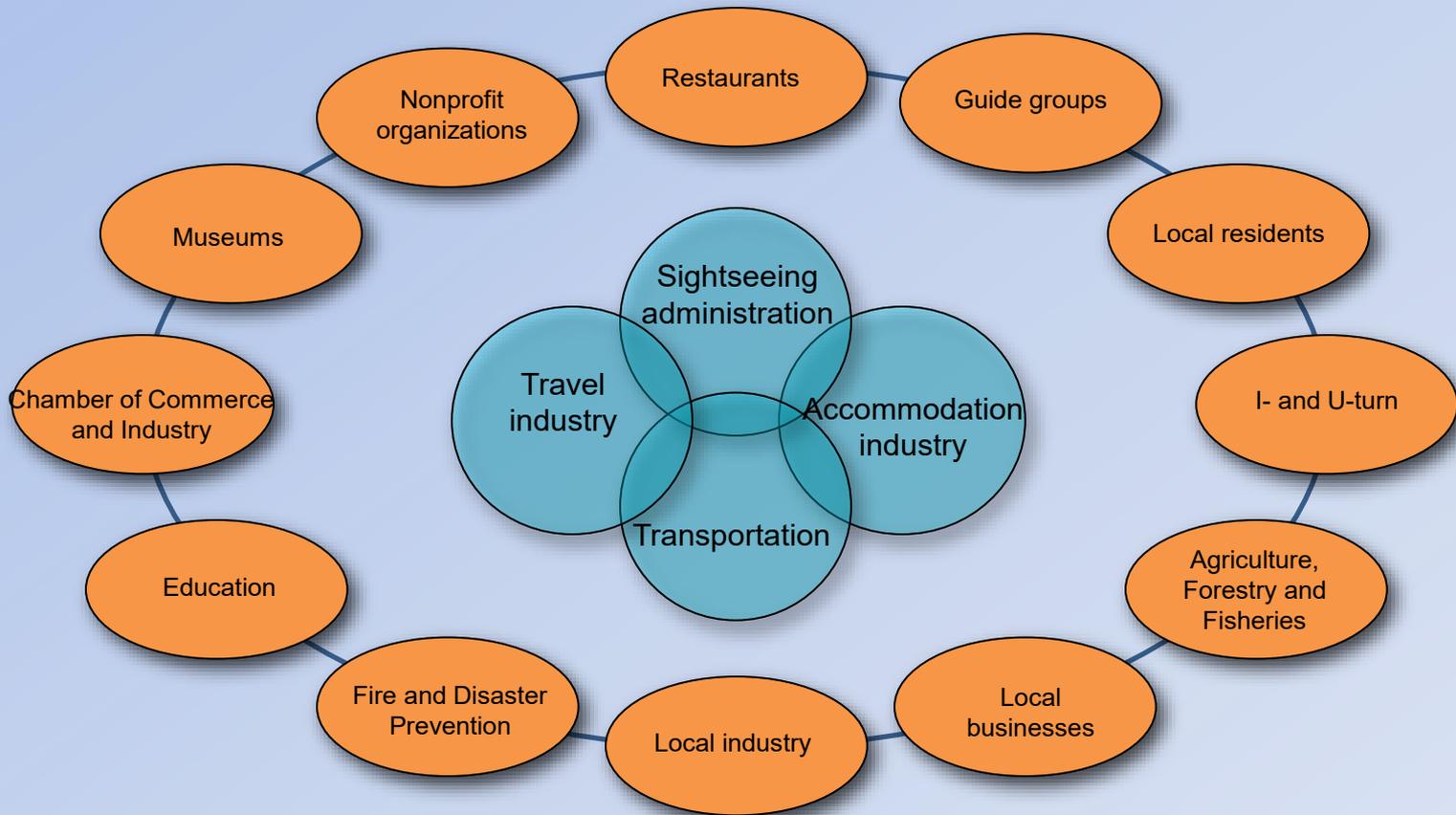


**Active, Interactive, and Deep Learning**  
⇒ Offered to All 25 Tanabe City Elementary Schools



# “Citywide Sightseeing!” = Tourism throughout the region

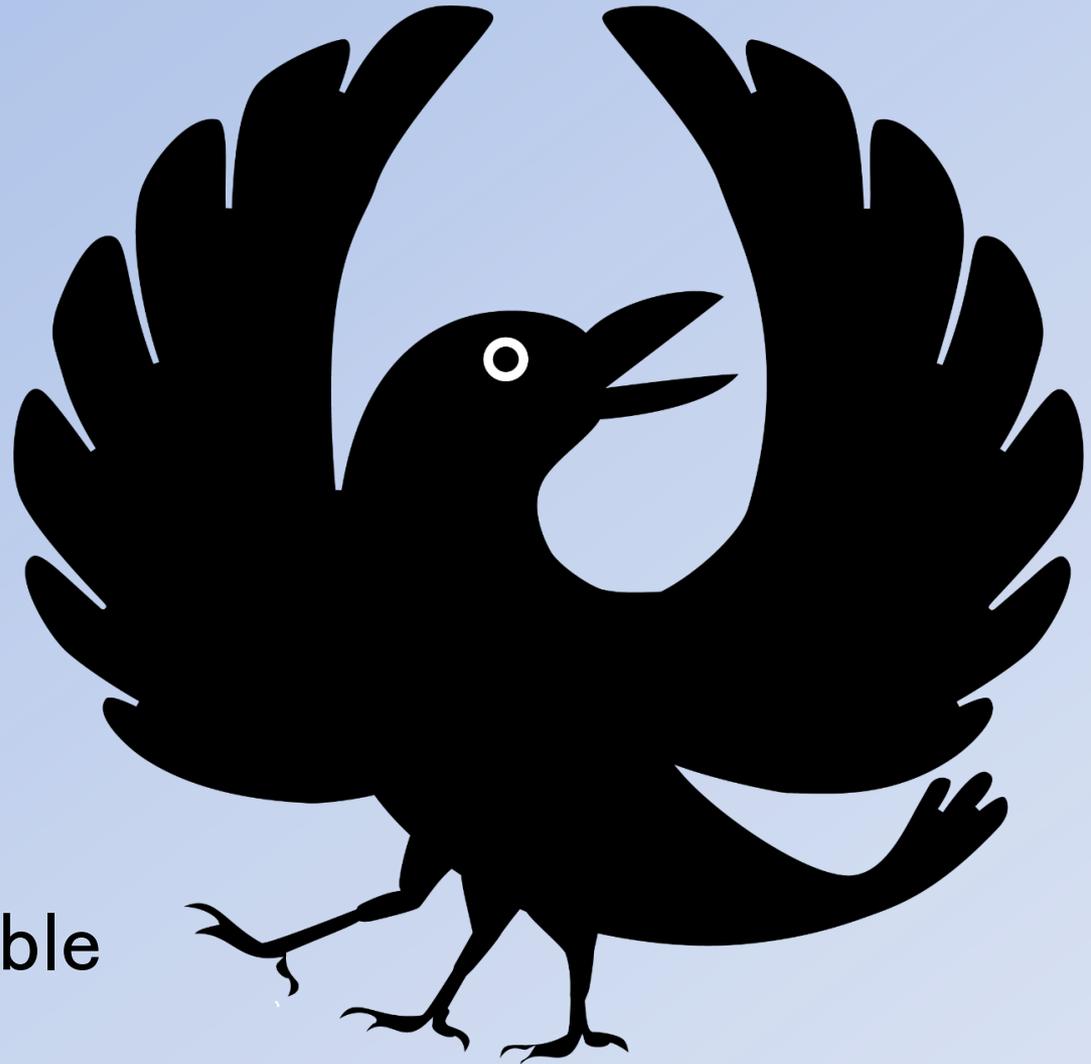
All Encompassing Tourism



refers to the traditional, narrowly defined organizational structure like a tourist association



3Rs



Responsible

Respect

Reality

Thank you for your attention.