Introduction

At the Yokohama Culture and Tourism Bureau, we focus on promoting synergy between our efforts and those of other government bureaus and companies. We aim to approach issues currently facing the city through understanding and analyzing relevant data, and by continuously observing the PDCA (plan-do-check-act) cycle. By launching and strategically applying new data management systems (EBPM: Evidence-Based Policy Making) to this collected data, we are implementing effective policy promotion.

The opening of the "THE BAYS," a Creation Base for cross-platform collaboration and a trial case for a new community initiative, and the YOKOHAMA OTOMATSURI 2016, a music festival that welcomed over one million visitors to the city and provided an opportunity for citizen presentations, showcase how Yokohama is always embracing challenge as a Culture, Art, and Creative City. Also, in preparation for the upcoming Rugby World Cup 2019 and Tokyo 2020 Olympic and Paralympic Games, we are implementing the "Creative Children" and "Creative Inclusion" policies to harness the creativity inherent in culture and the arts to generate new appeal and vitality for the city, and exemplify Yokohama’s liberating and innovative urban brand: “Inspire Your Soul – Find Your YOKOHAMA.” Working together as a team, the Culture and Tourism Bureau will steadily work toward making Yokohama a world-class city.

Kozue Nakayama
Director General of the City of Yokohama Culture and Tourism Bureau

Three Enhancement Categories for Achievement of Targets

<table>
<thead>
<tr>
<th>Promotion Capabilities</th>
<th>Marketing Capabilities</th>
<th>UP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yokohama City Appeal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing Capabilities</td>
<td></td>
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</tr>
</tbody>
</table>

By utilizing data and the PDCA cycle to build a firm basis for execution of works while engaging in unified pursuit of all three enhancement categories, we strive to achieve increased prosperity and economic revitalization.

Highlights

The city is filled with music!

YOKOHAMA OTOMATSURI 2016

YOKOHAMA OTOMATSURI, the Yokohama Music Festival, was held for the second time in 2016 under the theme of "super-universal." This time, with the "18-band Yokohama Short Files & Concerts" presented at public halls in each and every ward of the city and the "Street-spread Sound Project" live street performances held on stages and open spaces making use of Yokohama’s unique views, it was truly a music festival that filled the city with music. The festival had 456 programs, and over a million people attended the programs organized and co-organized by the Yokohama Arts Festival Executive Committee.

Promoting Yokohama as the host city for the 50th ADB Annual Meeting

In May 2017, Yokohama hosted the 50th Asia Development Bank (ADB) Annual Meeting. A record number of participants, made up of ministers of finance and central bank governors from 67 affiliated countries and regions, attended the meeting to discuss Asia’s economic development and the challenges it faces. As host city, Yokohama held formal sessions on “Women Empowerment” and “Feature the Most Generations,” and presented exhibitions featuring companies based in the city, local high school students participated in a special performance during the opening session. Yokohama will continue to enhance its presence as a Global MICE City by attracting and assisting with the coordination of large-scale international conferences.

Regional brand from collaboration of companies × creators “texi yokohama”

By bringing together the advanced technical capabilities of small and medium-sized companies in Yokohama (tecnic) with the ideas of local creators (idea) in support of product development and market cultivation, the City of Yokohama is creating new business opportunities and advancing support for creative industry.

Yokohama began using Instagram from July 19, 2016, primarily for the purposes of boosting Yokohama’s recognition and brand image overseas. With over 10,000 followers, it is the largest among all municipalities using Instagram. Through Instagram, which can be used for intangible transmissions and communications going beyond words via photographs and moving pictures, we are boosting the number of Yokohama fans and the city’s brand image overseas prior to Tokyo 2020 Olympic and Paralympic Games.

Culture and Tourism Bureau Budget

<table>
<thead>
<tr>
<th>Year</th>
<th>¥8.5 billion</th>
<th>¥7.5 billion</th>
<th>¥7.3 billion</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY2015</td>
<td>¥1.50 trillion</td>
<td>¥1.51 trillion</td>
<td>¥1.65 trillion</td>
</tr>
</tbody>
</table>

Organization of the Culture and Tourism Bureau

- City Brand Promotion Office
- General Affairs Division
- Tourism Promotion Division
- Cultural Programs Promotion Division
Promotion

Brand Slogan

Yokohama: cherishing and protecting things with historic value, constantly offering new discoveries filled with sensations characterized by refined sensibilities, and bursting with excitement that will make your heart leap. We have established the slogan in Japanese and English as a symbol to upgrade the Yokohama brand image and are implementing promotional measures primarily revolving around videos and tools.

Video example: Yokohama promotional movie

We carry out effective and focused promotional programs for these projects. Projects for which intensive communication of information is considered an attraction for cultivation of the Yokohama brand are designated as priority promotion projects. Projects for which information is considered an attraction are implemented as follow-up measures.

Tool example: ticket holders

Priority Promotion Projects

Projects for which intensive communication of information is considered an attraction for cultivation of the Yokohama brand are designated as priority promotion projects. We carry out effective and focused promotional programs for these projects.

Proactive Information Transmission

We work at proactive information transmission via our website and SNS.

Tool example: ticket holders

Yokohama Film Commission Projects

We are communicating the attractiveness of Yokohama through films by arranging locations and supporting film shooting.

My Trip to Yokohama

My Trip to Yokohama (Watashi no Yokohama Torippu), a series of short television programs, was aired in the Tokyo metropolitan region and other major urban areas across Japan in order to raise people’s interest in Yokohama and boost the city’s brand. Taking the “Inspire Your Soul Find Your YOKOHAMA” slogan as its central theme, this show elegantly introduces various appealing aspects of the city including urban scenery, cuisine, history and culture, all from the viewpoint of a woman with refined, adult tastes.

Major Projects Supported by the Yokohama Film Commission

We are arranging locations and supporting film shooting.
**Prosperity**

### Number of Tourists and Tourism-related Consumption

The number of tourists was 36.14 million and the tourism-related consumption was ¥319.5 billion. Even though this overlapped with a large-scale improvement of YOKOHAMA ARENA and certain hotels, a high level is being maintained.

Tourism-related consumption amounts were calculated by multiplying the number of tourists by the average consumption amount as surveyed by the FY 2016 Yokohama City Survey on Changes in Tourism and Consumption Trends.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Tourists (million people)</th>
<th>Tourism-related Consumption (Billion yen)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>31.36</td>
<td>¥233.4 billion</td>
</tr>
<tr>
<td>2014</td>
<td>34.32</td>
<td>¥277.1 billion</td>
</tr>
<tr>
<td>2015</td>
<td>37.61</td>
<td>¥318 billion</td>
</tr>
<tr>
<td>2016</td>
<td>36.14</td>
<td>¥319.5 billion</td>
</tr>
</tbody>
</table>

### Increases in Students Visiting on School Trips

The number of schoolchildren visiting Yokohama on school trips stood in the 20,000s in FY2008, but a new record-high was set thanks to active sales promotion efforts to travel agencies. Tourist attraction efforts with a view to the future are being conducted through cooperative efforts with the Yokohama Convention & Visitors Bureau based on the approach of “making unforgettable school-trip memories in Yokohama to encourage repeat visits.”

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Students Visiting on School Trips ( Persons)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY2013</td>
<td>21,152</td>
</tr>
<tr>
<td>FY2014</td>
<td>21,496</td>
</tr>
<tr>
<td>FY2015</td>
<td>18,389</td>
</tr>
<tr>
<td>FY2016</td>
<td>18,578</td>
</tr>
</tbody>
</table>

### High Occupancy rates at Major Hotels in Yokohama

Yokohama’s major hotels achieved high average occupancy rates above 85% in 2016.

<table>
<thead>
<tr>
<th>Year</th>
<th>Occupancy Rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>85</td>
</tr>
<tr>
<td>2014</td>
<td>87</td>
</tr>
<tr>
<td>2015</td>
<td>88</td>
</tr>
<tr>
<td>2016</td>
<td>86</td>
</tr>
</tbody>
</table>

### Promoting Cruise Passengers Visits and Stays in Yokohama

To promote pre-cruise stays in Yokohama, we collaborate with Japan National Tourism Organization (JNTO) and cruise ship companies to hold seminars and make sales calls targeting travel agencies in the U.S. Also, along with the expansion of the Asian cruise market, we work with the Port and Harbor Bureau to provide tourism information to cruise companies and encourage travel agencies to create tours for passengers when their ships call at the port.

### Industrial Tourism in the Keihin Coastal Area

Visitors to Yokohama can enjoy a variety of “industrial tourism” such as night-time cruises around illuminated plants and factory visits to see and experience cutting-edge science and technology, craftsmanship and manufacturing right at hand.

Together with Kanagawa Prefecture and Kawasaki City, the City of Yokohama participates in the Keihin Coastal Area Industrial Tourism Promotion Council, which groups the industrial adhesion in the Keihin Coastal Area—one of the largest in the country—as a regional asset and is communicating the attractiveness of this area inside and outside Yokohama. Specifically, we published a guidebook introducing the appeal of the industrial facilities in the Keihin Coastal Area and model tour courses “KanKoKe Industrial Tourism Guide” and are planning and implementing industrial tours which visit beer factories and other facilities with the cooperation of the concerned companies in Yokohama.

We also improve tourism sympathy by exercising the use of industrial facilities and tourism resources with the participation of various parties in Yokohama in honor of “industrial tourism day” on October 25 each year.

### Working with Private Businesses to Improve the Environment to Receive Foreign Tourists

The City of Yokohama is making strides to become a more welcoming destination for foreign tourists by focusing on hospitality initiatives, such as expanding the “hands-free travel” luggage storage program and providing multilingual menus. Moreover, in February 2017, the City of Yokohama partnered with AEON Corporation to provide English language seminars to the managers and citizens of Yokohama. These ongoing “smartedly” seminars are not just aimed at boosting English language abilities, but also increasing the City of Yokohama’s spirit of hospitality.

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Cruise Passengers disembarking at Osanbashi Yokohama

Image: English Seminar
Yokohama City: Striving to Become an International Center for MICE

According to international convention statistics (2015) calculated based on international surveys and issued by the Union of International Associations (UIA), Yokohama hosted a total of 39 conventions. Also, according to statistics (2015) by the Japan National Tourism Organization (JNTO), Yokohama ranks 5th in Japan in terms of the number of international conventions held and 2nd in terms of the number of middle and large-scale conventions and the number of participants. PACIFICO YOKOHAMA, one of the city’s primary MICE facilities, has ranked first for 14 consecutive years in hosting the greatest number of international convention participants by facility. However, this facility is more than 20 years old and requires measures against aging and to strengthen its competitiveness, which is why large-scale repairs and improvements were initiated in 2013.

<table>
<thead>
<tr>
<th>International Convention Facility Rankings</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
</tr>
<tr>
<td>Facility Name</td>
</tr>
<tr>
<td>PACIFICO YOKOHAMA</td>
</tr>
<tr>
<td>Tsukiji International Conference Center</td>
</tr>
<tr>
<td>Tokyo Big Sight</td>
</tr>
<tr>
<td>Tokyo International Conference Center</td>
</tr>
<tr>
<td>Yokohama Suit</td>
</tr>
</tbody>
</table>

Number of International Conventions Hosted (UIA Standards)

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>996</td>
<td>850</td>
<td>589</td>
</tr>
</tbody>
</table>

Number of International Conventions Hosted (JNTO Standards)

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>996</td>
<td>850</td>
<td>589</td>
</tr>
</tbody>
</table>

Major International Conventions Successfully Attracted to Yokohama (in FY 2016)

<table>
<thead>
<tr>
<th>Convention Name</th>
<th>Dates</th>
<th>No. of Participants (Person)</th>
<th>Among Participants, No. of Overseas Participants (Persons)</th>
<th>Among Participants, No. of Women (Persons)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human Genome Meeting 2018</td>
<td>March 13 - 15, 2018</td>
<td>3</td>
<td>400</td>
<td>270</td>
</tr>
<tr>
<td>International Symposium on Plant Lipids</td>
<td>July 8 - 13, 2018</td>
<td>6</td>
<td>300</td>
<td>100</td>
</tr>
<tr>
<td>TOCAS-ZAM2018</td>
<td>Aug. 6 - 10, 2018</td>
<td>5</td>
<td>1,200</td>
<td>800</td>
</tr>
<tr>
<td>The Asian Pacific Association for the Study of the Liver Single Topic Conference on HCC</td>
<td>Nov. 13, 2018</td>
<td>1</td>
<td>500</td>
<td>300</td>
</tr>
<tr>
<td>PRADS 2019</td>
<td>Sept. 20 - 24, 2019</td>
<td>4</td>
<td>300</td>
<td>200</td>
</tr>
<tr>
<td>17th World Congress of Endoscopic Surgery</td>
<td>Sept. 8 - 12, 2020</td>
<td>5</td>
<td>7,500</td>
<td>1,500</td>
</tr>
<tr>
<td>The 33rd World Congress of the International Federation of Obstetrics and Gynecology</td>
<td>Sept. 8 - 12, 2020</td>
<td>6</td>
<td>800</td>
<td>400</td>
</tr>
<tr>
<td>The 22nd World Congress of the International Federations of Automatic Control</td>
<td>July 9 - 14, 2023</td>
<td>6</td>
<td>2,500</td>
<td>1,500</td>
</tr>
</tbody>
</table>

Creating Prosperity through Events

Yokohama provides support for large-scale events that utilize the appealing qualities of local communities and effectively generate popular buzz and attract visitors and for nongovernment events in order to improve the city’s image and draw in more visitors.

<table>
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<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yokohama Street Performance</td>
<td>Apr. 16 - 17, 2016</td>
<td>410,000</td>
<td>700,000</td>
<td>780,000</td>
<td>480,000</td>
</tr>
<tr>
<td>Yokohama Street Performance in Minatoamizai</td>
<td>Apr. 16 - 17, 2016</td>
<td>470,000</td>
<td>520,000</td>
<td>540,000</td>
<td>540,000</td>
</tr>
<tr>
<td>Nagoya Street Performance</td>
<td>Apr. 21 - 24, 2016</td>
<td>370,000</td>
<td>180,000</td>
<td>400,000</td>
<td>270,000</td>
</tr>
<tr>
<td>Minato Festival The Yokohama Parade International Fancy Dress Parade</td>
<td>May 3 (Tue/ Nat. Holiday)</td>
<td>350,000</td>
<td>350,000</td>
<td>350,000</td>
<td>360,000</td>
</tr>
<tr>
<td>Yokohama Port Festival</td>
<td>June 1 (Wed) - 2 (Thu)</td>
<td>750,000</td>
<td>800,000</td>
<td>750,000</td>
<td>700,000</td>
</tr>
<tr>
<td>YOKOHAMA CENTRAL TOWN FESTIVAL</td>
<td>May 27 (Fri) - 29 (Sun)</td>
<td>1,059,926</td>
<td>882,733</td>
<td>1,019,922</td>
<td>1,117,788</td>
</tr>
<tr>
<td>Yokohama Sparkling Twilight</td>
<td>July 16 - 17, 2016</td>
<td>220,000</td>
<td>386,000</td>
<td>410,000</td>
<td>530,000</td>
</tr>
<tr>
<td>YOKOHAMA JAZZ PROMENADE</td>
<td>Oct. 8 - 9, 2016</td>
<td>146,000</td>
<td>151,000</td>
<td>150,500</td>
<td>128,000</td>
</tr>
<tr>
<td>WORLD FESTA YOKOHAMA</td>
<td>Oct. 8 - 9, 2016</td>
<td>330,000</td>
<td>300,000</td>
<td>260,000</td>
<td>180,000</td>
</tr>
<tr>
<td>Kagaminoza Bazaar</td>
<td>Nov. 1 (Sat) - Nov. 6 (Sun)</td>
<td>14,409</td>
<td>43,447</td>
<td>12,456</td>
<td>13,491</td>
</tr>
<tr>
<td>SHINYOKOHAMA PERFORMANCE</td>
<td>Oct. 22 (Sat) - 23 (Sun)</td>
<td>185,000</td>
<td>305,000</td>
<td>298,000</td>
<td>315,000</td>
</tr>
<tr>
<td>Smart Illumination Yokohama</td>
<td>Dec. 2 (Wed) - 6 (Sun)</td>
<td>80,000</td>
<td>184,000</td>
<td>216,000</td>
<td>199,000</td>
</tr>
</tbody>
</table>

Contract Signed for Operation of New MICE Facility

To respond to the expansion of the global MICE market scale and the demand for holding events in Yokohama, a new MICE facility will be constructed next to PACIFICO YOKOHAMA (Block 20, Minato Mirai 21 Central District), which is the representative MICE facility of Yokohama. We selected Pacific Convention Plaza Yokohama (PACIFICO YOKOHAMA) as the facility operator and signed a contract in FY 2016. Yokohama is aiming to start operating this new facility in April 2020.
Culture and Art Policy

Arts Commission Projects

This organization supports artists and creators, NPOs, citizens, companies, universities and others that engage in diverse creative activities and strives to cultivate an environment that facilitates such activities. In addition to providing a one-stop point of contact for artists and creators and various types of subsidies, and distributing information through the Website “Creative City Yokohama,” Arts Commission Yokohama is engaged in art real estate projects using fireproof belt buildings and is holding the “KANNAIGAI OPEN!” event in which artist and creator workplaces are opened for viewing by the public.

- Subsidies
  - Support Artists and Creators to Have their own Workspaces
  - Creative Children Fellowship
  - Creative Inclusion Activities Subsidy

- Platform to Lead Creative Activities in Yokohama
  - In FY2016, we have launched a platform which serves as a catalyst where various players in arts and culture promotion, creative urban development, and creative industry can come together and generate synergy. A meeting was held in March 2017 with artists, creators, arts and culture related organizations, and experts that lead Culture, Art and Creative City Yokohama towards creating a space that will generate new business and advanced approaches with a powerful message.

- Art Real Estate Projects Using Fireproof Belt Buildings
  - Focusing on the “fireproof belt buildings” (fire-resistant buildings erected during the post-war reconstruction as urban fireproof) that is Yokohama’s unique post-war architectural heritage and characterizes the townscape of the Kannai and Kangai areas, we are advancing the formation of artist and creator activity bases established and operated by the private sector under private initiative, utilizing empty buildings. Model projects at two buildings were implemented in FY2016.

Culture, Art and Creative City

International Exchanges

- Artist-in-residence (AIR) Programs with Other Countries
  - Artist-in-residence (AIR) programs enable artists to live in a certain location while undertaking creative activities. Participating artists come into contact with local culture, history and community members which stimulate and inspire them, providing the driving force for new types of creative activity. AIR programs are carried out at Creation Bases together with 10 different countries and regions, providing opportunities for local residents to experience creative activities by involving themselves with the production and presentation processes.
  - Exchange Project Between Cities in Japan, China and South Korea
    - Exchanges through arts and culture are continually implemented among the City of Yokohama, Quanzhou City in China, and Gwangju City in South Korea, which were selected as the first “Cultures City of East Asia” in 2014. In 2016, at YOKOHAMA OTOMATSURI, traditional music groups were invited from both cities Quanzhou and Gwangju, presented performances, and held an exchange through traditional musical instruments took place with students from the Yokohama Municipal Sakuragaoka High School concert band. Also, in response to invitations from both cities, the Kohke Hayashi, which received the FY2015 Yokohama Cultural Award, was sent to Quanzhou and the Yokohama City Fire Band was sent to Gwangju.

- Local Cultural Support Project (Yokohama Artsite)
  - To support cultural and artistic activities leading to solutions to local issues, Yokohama makes a broad public appeals and provides support for activities that further vitalize communities and the city itself through the creativity inherent in culture and the arts. This project is being advanced with the three themes of art festivals that create prosperity, community art that approaches local issues, and art projects that communicate the attractiveness of Yokohama.

Smart Illumination Yokohama

Through a fusion of leading, eco-friendly, energy-saving technologies and the creativity of artists, Smart Illumination Yokohama creates an unprecedented night view representing the Future City Yokohama initiative. The event, centered on Zou-no-hana Park, includes programs and works by spirited artists active inside and outside Japan, with participation from companies, citizens, and young artists. Support is also provided for activities in Midori Ward, Izumi Ward, and in areas outside the city center.
Creative Children

Yokohama places a strong focus on educating the next generation (the “Creative Children” initiative) in the areas of cultural promotion, Creative City measures, tourism, and MICE. Local communities, schools, government, corporations, and others join forces to foster creativity among children and the young generation in all areas, and support the activities of artists and creators. They also hold exchanges with internationally active researchers, and provide opportunities to learn in unique ways not available in the classroom utilizing MICE. Through such efforts, we will enable the next generation of leaders to be active within Yokohama and throughout the world and cultivate a Yokohama City brand centering on new Culture, Art and Creative City, as well as tourism and MICE.

Art and Culture Education Program Promotion Project

Classes providing participants with opportunities to experience art and culture were led by artists in order to develop the expression and communication abilities of children who will lead the next generation. Specialists from cultural facilities and art-related organizations serve as coordinators, and plan classes together with schoolteachers and artists in order to achieve effective educational programs tailored to the aims of each school.

Classic Yokohama

Classic Yokohama is held over a three-month period. It includes the Student Music Concors of Japan nationwide competition, which is the most prestigious such competition for students in Japan and serves as the main event. Classic Yokohama provides opportunities for young musicians to perform as well as music events for the citizens of Yokohama to enjoy at nearby locations.

International Music Seminar: Music Masters Course Japan (MMCJ)

Young musical performers from all over the world gathered at Yokohama Minato Mirai Hall for instruction from the creators of this seminar – conductor Naoko Otomo and Alan Gilbert – and other world-class performers, and presented the efforts of their activities by holding a concert.

Next generation Education Projects through MICE

In conjunction with international conventions and exhibitions held in Yokohama, we invite researchers and other professionals active inside and outside of Japan to serve as lecturers for seminars and workshops for pupils and students in Yokohama City, creating an opportunity for the next generation to meet internationally active researchers and learn about state-of-the-art technology and information through special education that cannot be experienced in the classroom. In FY2016, nine lectures and workshops were held.

Creative Inclusion

The City of Yokohama has compiled “Yokohama Vision toward Rugby World Cup 2019™” and Tokyo 2020 Olympic and Paralympic Games.” One of the “Basic Stories” of this Vision states: “On the occasion of both events which will be offered by diverse people from all over the world, particularly Paralympic Games, aim toward realization of a convivial society where we all respect and support one another.” The Culture and Tourism Bureau is implementing “Creative Inclusion” under this ideal. Based on Yokohama’s urban development efforts using the creativity of culture and the arts to date, Creative Inclusion works for the creative resolution of issues transcending differences including disabilities, race, nationality, religion, age, and sex, and for a society and organizations where everyone can participate under equal relations.

Yokohama Paratriennale

The Yokohama Paratriennale—where citizens, professionals in diverse fields and artists can collaborate, transcending disabilities, to create new artistic expression—was held for the first time in FY2014. In its second year, Yokohama Paratriennale 2017 will be held to foster further opportunities toward realizing a convivial society.

Music in the Dark (Tokyo 2020 Cultural Olympiad)

As a performance under the YOKOHAMA OTOMATSURI 2016 concept “super-universal,” an orchestra of members with and without visual impairments held a concert where all the lights were turned off and the hall was pitch black for part of the program. This was a valuable opportunity for both the performers and the audience to experience music sharpening their senses other than sight. This program was certified as part of the Tokyo 2020 Cultural Olympiad by the Tokyo Organising Committee of the Olympic and Paralympic Games.

Unique Yokohama Art Festivals

We held the YOKOHAMA TRIENNALE, Dance Dance Dance @YOKOHAMA and Yokohama Music Festival “YOKOHAMA OTOMATSURI” every year as unique art festivals characteristic of Yokohama with the aims of fostering greater prosperity throughout the city. In FY2016, the entire City of Yokohama became a stage for the YOKOHAMA OTOMATSURI 2016. Based on a “super-universal” concept, this music festival featured a wide range of genres and was available for participation and attendance by people of all generations and genders, regardless of professional/amateur status, disability, etc.

Universal Tourism

The City of Yokohama is advancing universal tourism to be a tourism city where all people can enjoy travel without concern, regardless of age, disability, etc. In FY2017, we are going to survey the barrier-free status of hotels, commercial facilities, and other facilities often used by tourists in Yokohama and produce a guidebook with model tour courses with related organizations, etc.
Overview of Key Facilities

Yokohama has various cultural, art, tourism and other facilities, primarily in the city-center waterfront area. The following section provides an overview of facilities and numbers of visitors.

**Tourism and MICE Facilities**

**PACIFICO YOKOHAMA**

This large scale MICE facility combines a 5,000-person international convention hall, a 3,200-seat auditorium dedicated to musical performances and seminars, Yokohama’s primary MICE facility, operated with the use of making Yokohama an international tourism and MICE city.

**YOKOHAMA ARENA**

With an area of around 120,000 square meters, this arena and boasts computer-controlled, moveable spectator seating which enables the halls and exhibition spaces available. It has been converted into a venue for events and other events catering to the taste of a wide range of audiences.

**Yokohama Marine Tower**

This tower was renovated and reopened in May 2009 to mark the 150th anniversary of the opening of Yokohama’s port. This tourism and exchange facility with a height of 106 meters features an observation deck, cafes, restaurants, and a Yokohama souvenir shop and more.

**Yokohama Doll Museum**

The museum houses more than 10,000 folk dolls and locally crafted dolls from more than 100 different countries. Exhibits include displays of priceless dolls made by Mr. Goyo and large pipe organs, this facility with a sea view is ideal for both lonely and overseas and offers events catering to the taste of a wide range of audiences.

**Yokohama Noh Theater**

In addition to presenting Noh, Kyogen and other traditional performing arts on a epoch stage with a history of more than 148 years, this Yokohama Noh Theater is implementing “Barrier-free Noh” and other initiatives so a wide range of people can come to know the wonders of Noh and other performing arts.

**Yokohama City Performance Arts Center (Yokohama Nigiwaiza)**

This performing arts hall seats 291 when box and bench seating are included. A rich assortment of performances is held at this popular entertainment venue, including readings and musical recitals, lectures, storytelling, and puppet narrative singing and more.

**Sankeien Garden**

This Japanese garden occupying an area of approximately 175,000 square meters is ranked among the landmark gardens with artistic and cultural value. It is designated as an important cultural property and 2.5 hectares of topiary plants such as Kyptos and Fanwoodre.

**Yokohama Red Brick Warehouse No. 1**

This warehouse building, which was completed in 1912, makes the best possible use of the halls and exhibition spaces available. It has been converted into a venue for contemporary dance performances, contemporary art and other cultural activities.

**Art and Cultural Facilities**

**Yokohama Museum of Art**

This museum has approximately 12,000 works of art from the modern period onward. In addition to its seven exhibition rooms, the art studio offering a rich variety of workshop events and other features make this one of Japan’s leading facilities.

**Yokohama Minato Mirai Hall**

Featuring a spacious concert hall (2,330 seats) with a large pipe organ, this facility with a sea view is ideal for both lonely and overseas and offers events catering to the taste of a wide range of audiences.

**Kogane Studio / Hinode Studio**

New studio is a former freight docked along and underground. The Kogane Corporation designates it being used by artists, local citizens and others as venues for their activities as part of local revitalization and community-building efforts revolving around art.

**Yokohama Minato Mirai Hall**

This large, multipurpose event hall has a 17,000-person maximum capacity in the main arena and boasts computer-controlled, moveable spectator seating which enables

**BankART Studio NYK**

This organization utilizes renovated warehouse buildings as event halls and galleries, operating them as “alternative spaces” for communication of creative activities.

**Zou-no-hana Terrace**

This facility was opened in June 2009 as a commemorative project marking the 150th anniversary of the opening of Yokohama's port. Located in Zou-no-hana Park, it serves as an artists’ space with combined with a rest space, providing a venue for cultural and commercial exchanges.

**Steep Slope Studio**

This former wedding hall has been reformed for use as training studios for the performing arts. Serving as a center for the discovery and cultivation of new human resources, this facility provides support for public performance production activities, etc.

**Creation Bases**

**YCC Yokohama Creativity Center**

A creative space that citizens can easily visit is part of the historical former Daiichi Bank Yokohama Branch building, known for its understanding and empathy with Culture, Art and Creative City. Yokohama and to promote collaborative programs among companies, artists, the community, etc.

**Toyosu**

Toysu is an up-and-coming cultural and entertainment district with a vibrant atmosphere. It is also a tourist attraction with a variety of shops, restaurants, and other facilities. Visitors can enjoy a relaxed atmosphere while exploring the area.

**Sankeien Garden**

Sankeien Garden is one of Yokohama’s most popular attractions, featuring beautiful natural scenery and traditional Japanese architecture. It is a great place to take a stroll and relax.

**Yokohama Red Brick Warehouse No. 1**

Yokohama Red Brick Warehouse No. 1 is a historic warehouse that has been converted into a cultural and entertainment venue. It hosts various events and exhibitions, making it a popular destination for visitors.

**Overview of Key Facilities**

Yokohama has various cultural, art, tourism and other facilities, primarily in the city-center waterfront area. The following section provides an overview of facilities and numbers of visitors.

**Tourism and MICE Facilities**

**PACIFICO YOKOHAMA**

This large scale MICE facility combines a 5,000-person international convention hall, a 3,200-seat auditorium dedicated to musical performances and seminars, Yokohama’s primary MICE facility, operated with the use of making Yokohama an international tourism and MICE city.

**YOKOHAMA ARENA**

With an area of around 120,000 square meters, this arena and boasts computer-controlled, moveable spectator seating which enables the halls and exhibition spaces available. It has been converted into a venue for events and other events catering to the taste of a wide range of audiences.

**Yokohama Marine Tower**

This tower was renovated and reopened in May 2009 to mark the 150th anniversary of the opening of Yokohama’s port. This tourism and exchange facility with a height of 106 meters features an observation deck, cafes, restaurants, and a Yokohama souvenir shop and more.

**Yokohama Doll Museum**

The museum houses more than 10,000 folk dolls and locally crafted dolls from more than 100 different countries. Exhibits include displays of priceless dolls made by Mr. Goyo, who was considered a living national treasure, as well as spiritual dolls from around the world.

**Yokohama Noh Theater**

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Yokohama City's Policy Regarding Culture, Art and Creative City Measures

In December 2012, the Culture and Tourism Bureau established Yokohama City's Policy Regarding Culture, Art and Creative City Measures in order to promote integration of culture and art-related measures with creative city measures to produce a greater synergistic effect.

**[Basic Principles]**
- Each citizen is a wellspring of vitality and creative talent.
- Therefore, we will strive to promote culture and art, which are tied to improvements in citizens’ lives.
- By initiating various measures that take advantage of the creativity inherent in culture and art, we strive to vitalize the community and more as part of creative urban development efforts. We aim to create new prosperity and vitalize the economy through creative undertakings utilizing Yokohama’s social resources, development of culture and art that moves people emotionally, etc.

Yokohama City Mid-Term4 Year Plan 2014 – 2017 (excerpt)

With the aim of pioneering a new future for Yokohama, we aim to gather knowledge and strength from all kinds of people and engage in cooperative efforts with various organizations by sharing policies and measures — the foundations of this new future — with all of Yokohama’s citizens and corporations as the entire city works together to realize the Yokohama General Plan (Long Term Vision).

* A 20-year foundational plan for Yokohama City (scheduled for conclusion around 2025).

Tourism and MICE (Measure 23)

**[Objectives and Enforcement]**
- Utilize the excellent opportunity provided by the decision to hold Tokyo 2020 Olympic and Paralympic Games by conducting city promotion measures to enhance the presence and brand strength of Yokohama both in Japan and overseas.
- Strengthen measures to attract visitors from both within Japan and abroad and make the city’s environment more welcoming for tourists while encouraging visitors to explore the city more in order to generate prosperity and vitality.
- Strive to make Yokohama an international center of an MICE event through measures to attract visitors from both within Japan and abroad.
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Tourism and MICE Facilities

Cultivation of appeal and vitality through Culture, Art and Creative City measures (Measure 24)

**[Objectives and Orientation]**
- Enhance support efforts for citizen culture and art activities throughout Yokohama City while providing opportunities for children to experience culture and art and discovering, cultivating and supporting talented new artists with the aim of nurturing members of the next generation.
- Utilize local resources within Yokohama to bring together artists and creators to promote creative industries in pursuit of community-building that makes use of creativity.
- Communicate Yokohama’s appeal both within Japan and abroad as a cultural hub for Asia through the continued hosting of unique art festivals characteristic of Yokohama such as YOKOHAMA TRIENNALE, pursuit of Culture City of East Asia measures, etc.

Yokohama City’s Policy Regarding Culture, Art and Creative City Measures

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