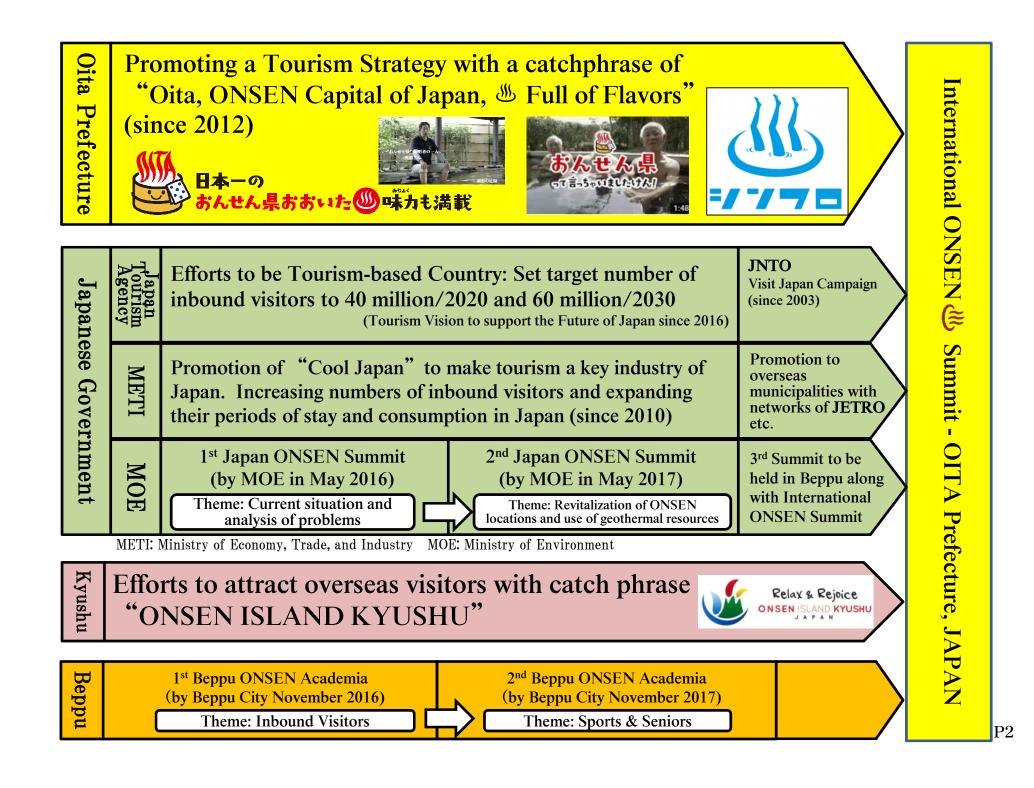


## International ONSEN Dummit OITA Prefecture, JAPAN

## Overview

 $\langle 1^{st}$  Nov. 2017ver. $\rangle$ 

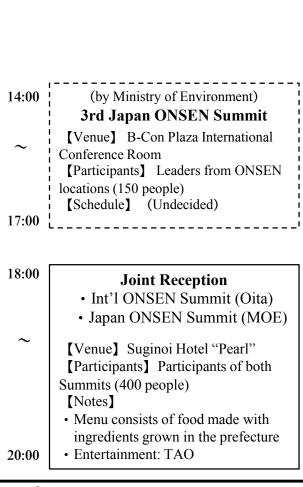
Purposes of the Event	<ul> <li>* The Japanese Government set target numbers for inbound visitors at 40 million for 2020 and 60 million for 2030 to become in order to become a tourism-based country. The government has launched various measures, and tourism promotion will be one important factor that supports economic growth moving forward. Including our prefecture, the number of inbound visitors has drastically increased. Furthermore, Japan is now attracting the world's attention with worldwide events such as the 2019 Rugby World Cup and the 2020 Tokyo Olympic &amp; Paralympic Games.</li> <li>* Japan has ONSEN hot spring (hereinafter ONSEN) resources and cultures that we take pride in as tourism resources. Outside of Japan, there are various ONSEN sites utilized for (medical) treatment, tourism, and energy, etc. Including Japan, ONSEN locations all over the world share common problem regarding how to further use ONSEN resources and develop ONSEN areas.</li> <li>* Top management from the world's ONSEN location will gather in Oita, ONSEN Capital of Japan, to discuss ONSEN use and development of ONSEN locations at the world's first International ONSEN Summit, organized by Oita Prefecture.</li> </ul>		
Official Name	International ONSEN 逃 Summit - OITA Prefecture, JAPAN		
Event Overview	Organized by	International ONSEN Summit - OITA Prefecture, JAPAN Committee	
	Cooperation	(Planned) Ministry of Foreign Affairs; Ministry of Economy, Trade and Industry; Ministry of Land, Infrastructure, Transport and Tourism, Japan Tourism Agency; Ministry of the Environment, and more	
	Date	May 25 (Fri) to May 27 (Sun), 2018	
	Location	Beppu International Convention Center "B-Con Plaza"	
	Participants	Approx. 500 people (Overseas invitees, ONSEN locations in Japan, etc.)	P1



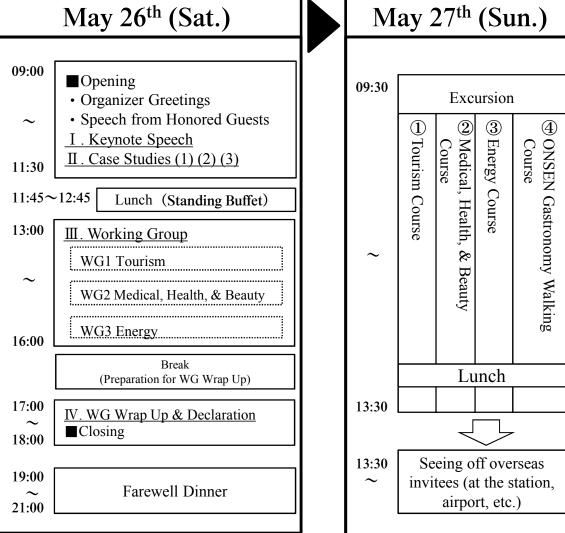
## International ONSEN 逃 Summit - OITA Prefecture, JAPAN

Theme (Planned)	Main	Possibility of Regional Development		
	Theme	by Worldwide ONSEN Locations		
		by wondwide On SEN Locations		
	Subtitle	~Diverse Ways to Utilize Local Resources Connected with ONSEN~		
	Keystone	O Mankind has used ONSEN in various ways, and ONSEN have been used in Japan not just as a therapeutic way to heal diseases or scars, but also as ONSEN tourism locations where one can enjoy the scenery and delicacies of an area.		
		O Thanks to technological developments, ONSEN are used for geothermal or steam powered energy in addition to being used for food or beauty/cosmetics. The value of ONSEN resources is increasing year by year.		
		O With the start of new initiatives like "ONSEN Gastronomy," we will use examples from around the world to discuss diverse applications that connect ONSEN with a region's resources, such as its scenery, food, and people, and explore the possibility for further regional development.		
	Working Groups	1) <b>Tourism</b> "New Possibilities for ONSEN Tourism" (Tentative)		
		2) Medical, Health, & Beauty "Envisioning ONSEN Power to Improve Healthy Life Expectancy and Beauty" ~The State of New ONSEN for recuperation in the 21st Century~ (Tentative)		
		3) Energy		
		"Use of ONSEN as a renewable energy resource" (Tentative)		

## "International ONSEN<sup>®</sup>Summit-Oita Prefecture, Japan" Full Schedule May 25<sup>th</sup>, 2018 (Fri.) May 26<sup>th</sup> (Sat.) May 27<sup>th</sup> (Sun.)







Related Event@International ONSEN Tourism & Products Exhibition in Oita @ B-Con Plaza B1F, Convention Hall Related Event@ONSEN Gastronomy Walking (26th: Beppu City, 27th: Nakatsu City)

Related Event(3)Promoting Oita as the ONSEN Capital of JAPAN in Cooperation with APU