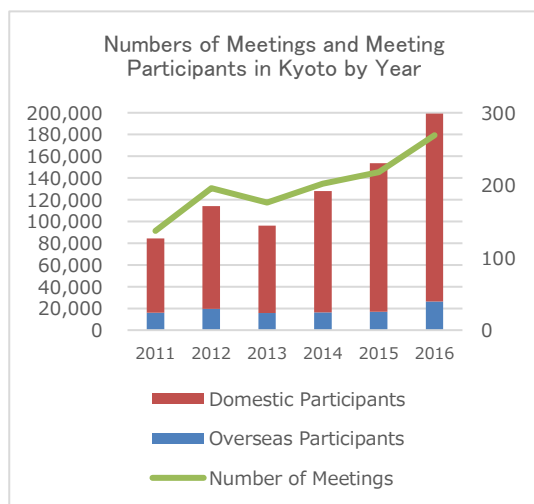


## Kyoto Convention and Visitors Bureau's Yearly Report Reveals Record-breaking Numbers

Kyoto CVB's yearly statistics report reveals that Kyoto's strategic plan has achieved record breaking numbers of participants of international meetings for an astonishing third year in a row!



The Kyoto Convention and Visitors Bureau (Kyoto CVB) has released their annual statistics report of international meetings held for Kyoto in 2016. The statistics in the report are based on the standards set by the Japan National Tourist Organization (JNTO). The report reveals that Kyoto's unique and proactive meeting initiatives have successfully brought record numbers of meeting participants to the city three years in a row.

- In 2016, the number of participants in international meetings in the Kyoto City/Prefecture area reached an all-time high.
- Kyoto City had an all-time high of 269 meetings. Numbers of participants also reached an all-time high of 45,683 – a 54.7% increase of the previous record of 26,339.

- In Kyoto Prefecture (Kyoto City excluded) participants increased by 89% for an all-time high of 19,761.
- According to ICCA's report, Kyoto had an increase of 13 meetings and rose 13 places in the ranking. This is Kyoto's highest ICCA ranking since 2012, when the unusually large number of meetings is thought to be from meetings that relocated into the area from the Kanto region in the aftermath of the Great East Japan Earthquake.

The dramatic increase in numbers for 2016 can be attributed to a number of reasons, including:

- Expansion of the subsidy support available for meetings, including the creation of new subsidies for small and medium-sized meetings, that enriched meetings held in Kyoto and stimulated bidding activities.
- A partnership with Kyoto University and other activities that strengthened relationships with universities in the area.
- Meetings and seminars to engage industry stakeholders, share information, and strengthen partnerships
- Increased bureau staff and increased CVB skill and know-how for attracting international meetings

2016 saw a succession of successful bids for large meetings to be held in upcoming years. These results highlight Kyoto as one of Japan's great international tourist and meeting destinations.

However, with the strong increase of domestic and international competition, we, Kyoto CVB, feel that there is a continued need to demonstrate what makes Kyoto a superior meetings destination. We feel that it is the things that make Kyoto so unique and special that can help us succeed in this goal. Therefore we will continue to promote increased use of our unique venues, expand our partnerships with other cities and with other industries, especially Kyoto's traditional industries, and work to pioneer sustainable practices in meetings.

Moving forward, we, Kyoto CVB will continue to proactively work to execute our plans as outlined in the 2020 Kyoto City MICE Strategy (established in October, 2014) and strengthen partnerships with the Japan Tourism Agency, JNTO, Kyoto Prefectural Government, Kyoto City Government, Kyoto Chamber of Commerce and Industry, Kyoto International Conference Center, and other stakeholders.

### For more information:

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