

MICE Kyoto Model: Coexisting with Coronavirus

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Introduction

The Kyoto Convention and Visitors Bureau (KCVB) and Kyoto City have taken significant efforts to make Kyoto into one of the leading "global MICE cities" in Japan, by developing financial support systems to attract and hold international MICE events, publishing the first unique venue guide in Japan, and exhibiting with Kyoto businesses at trade shows around the world.

As a result, in 2019 Kyoto city hosted a record 383 international meetings (according to the JNTO standard, as researched by KCVB), roughly 2.1 times as many as six years previously, highlighting Kyoto's growing success at attracting MICE events. In particular, Kyoto successfully hosted a number of internationally significant meetings, including ICOM (International Council of Museums General Conference) Kyoto 2019 and the 4th UNWTO/UNESCO World Conference on Tourism and Culture.

At the same time, since February 2020 the novel coronavirus (COVID-19) has spread around the world, leading to the cancellation or postponement of many MICE events and having a significant economic impact on relevant industries. An additional concern is the effects of this disruption on the developments in academics, business, and many other fields normally facilitated by face-to-face communication, networking, and intercultural exchange.

Against this background, the Kyoto Convention & Visitors Bureau and Kyoto City have developed the "MICE Kyoto Model: Coexisting with Coronavirus", which seeks to ensure the safety and security of MICE organizers, participants, and residents while achieving a high level of satisfaction with MICE events held in Kyoto, contributing to the local community, and vitalizing the local economy.

The model serves as a Kyoto version of guidance for MICE organizers and participants and compiles important points to consider to prevent the spread of the coronavirus, based on guidelines issued by various industries. At the same time, it offers suggestions and case studies of ways to utilize technology and incorporate Kyoto's traditional culture and industries in order to hold a meaningful, high-quality, and comfortable event.

We encourage MICE organizers and participants to use this model not only as a reference to take the necessary precautions to prevent the spread of the coronavirus, but also as inspiration to create a memorable and unique event here in Kyoto, a global MICE city of tradition, culture, nature, and countless other attractions.

*Please note that the contents of this model are subject to revision based on new knowledge about the coronavirus.

Part 1 The Significance of MICE Events

With the spread of the novel coronavirus pandemic, many MICE events have been postponed or cancelled. At the same time, there has been a dramatic increase in the number of virtual (online) or hybrid (a combination of in-person and virtual) meetings as a way to hold events while minimizing the risk of infection, and this trend is expected to continue.

In this context, there is a need to reevaluate the significance and effects of MICE events, in particular the value and necessity of in-person gatherings, as well as what direction the MICE industry should aim to take in the future.

Significance and Impact of MICE Events

MICE events bring people together and can have significant impact on individuals, organizations, society, and local communities in a variety of ways.

- Organizers and participants Acquisition of knowledge and experiences, networking, strengthening of ties within an organization, creation of business opportunities, promotion of "bleisure" (combining business and leisure/sightseeing)
- Society Advances in academic research, innovation, opportunities for collaboration and agreement, promotion of peace and mutual understanding through interpersonal exchange
- Local communities (destinations) Vitalization of the local economy (increased consumer spending, job creation, increase in repeat visitors), educational opportunities for local residents, establishment and enhancement of a destination's brand/reputation

Until recently, most MICE events have been in-person gatherings, where meeting face-to-face has been the ideal way to maximize the benefits of the event. However, the novel coronavirus has forced us to reassess the importance of meeting in person when the safety of doing so is no longer guaranteed.

Examples of benefits of in-person gatherings

- Deeper understanding and empathy gained from face-to-face and instant communication
- Sense of unity and cooperation fostered by being in the same space at the same time
- Authentic in-person experiences that engage all five senses
- Academic or industry-related experiences such as site visits and tours

On the other hand, there are also many advantages to holding virtual or online events. These do not detract from the significance and impact of traditional MICE events, and may in fact help expand the range of participants.

Examples of benefits to virtual or online meetings:

- Accessible to anybody (who registers) at any time (for on-demand formats), from anywhere (with an internet connection)
- Savings on travel costs and time for participants, savings on costs of renting facilities, etc. for organizers
- No need to limit the number of participants due to venue capacity
- Increase in revenue from an increased number of participants
- New methods of communication such as chat functions.

However, at this time there are still many disadvantages and problems with online and virtual meetings, which may improve in the future with investments and new developments in technology.

Examples of disadvantages to/problems with virtual or online meetings:

- Time differences limiting real-time communication between parties
- Need for protection of intellectual property rights of academic associations, etc.
- Need for high-level security to protect large quantities of personal information
- Need for upgrades to the online environment such as high-speed internet and audiovisual equipment
- Increase in costs for holding hybrid meetings
- Difficulties in obtaining the same benefits of in-person meetings listed above

As outlined above, currently there are both advantages and disadvantages to in-person, virtual, and hybrid MICE events, and there is no "correct answer" to how they should be held in the future.

However, it is important to try to maximize the significance and impact of MICE events by highlighting the advantages of meeting in person while also using the latest technology such as virtual meetings and taking strict preventative measures to ensure the safety and security of events.

With this mindset, the "MICE Kyoto Model: Coexisting with Coronavirus" aims to help bring about safe and secure MICE events that reach their full potential, while incorporating the charms and unique characteristics of Kyoto as a city.

Part 2 Basic Information on Preventing the Spread of the Novel Coronavirus (COVID-19)

1. About the Novel Coronavirus (COVID-19)

(1) Symptoms

Common symptoms of the novel coronavirus (COVID-19) include prolonged fever, sore throat, and coughing that last for about one week, as well as a strong sense of fatigue. Early symptoms such as fever and coughing are similar to those of a common cold, but tend to last longer. It is said that the incubation period lasts from 1 - 14 days (in many cases, 5 - 6 days).

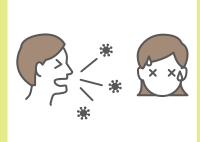
Severe cases may develop into pneumonia and lead to death, with elderly people and those with pre-existing conditions at a higher risk of becoming severe cases.

There are also people who do not show any symptoms despite being infected, but may still spread the disease.

(2) How the coronavirus spreads

The coronavirus spreads from person to person, with the main types of transmission thought to be through respiratory droplets and through contact with infected surfaces.

Respiratory droplets



Respiratory droplets containing the virus are released through sneezing, coughing, talking, etc. These droplets may land on or be inhaled through the nose and mouth of people nearby, causing the disease to spread.

Contact with infected surfaces



If an infected person sneezes or coughs into their hands, the virus may spread to any surface they touch afterward. If a healthy person comes into contact with these surfaces, the virus may spread to their hands, causing an infection even without direct contact with an infected person.

*There have been reports suggesting that the coronavirus may spread through aerosol transmission, so please be sure to check the latest information from the Ministry of Health, Labour and Welfare, the National Institute of Infectious Diseases, etc.

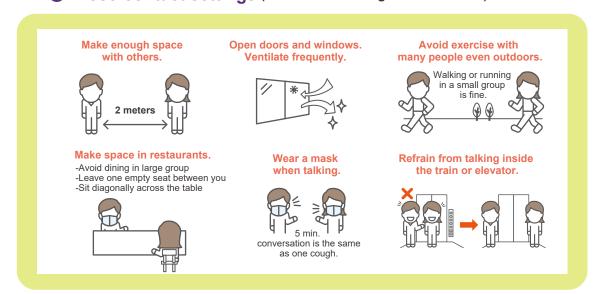
Reference: Cabinet Public Relations Office (Japanese only) https://www.kantei.go.jp/jp/headline/kansensho/coronavirus.html

General Preventative Measures for the Coronavirus

(1) Avoiding the "Three Cs"

Due to an increased risk of spreading the coronavirus, it is important to avoid the following "Three Cs" as much as possible:

- 1 Closed spaces (with poor ventilation)
- 2 Crowded places (with many people nearby)
- 3 Close-contact settings (such as close-rangeconversations)



Reference: Cabinet Secretariat (Japanese only) https://corona.go.jp/proposal/

(2) Hand-washing

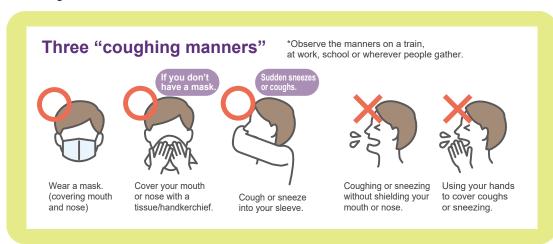
Touching surfaces such as doorknobs or straps/handles on public transportation may transfer the virus onto your hands, so be sure to wash them often with soap. Avoid touching your eyes, nose, and mouth with unwashed hands.



Reference: Ministry of Health, Labour and Welfare (Japanese only) https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/syoudoku_00001.html

(3) Coughing etiquette

To avoid spreading the infection to others, be sure to use a mask, tissue/handkerchief, sleeve, or the inside of your elbow to cover your nose and mouth when coughing or sneezing.

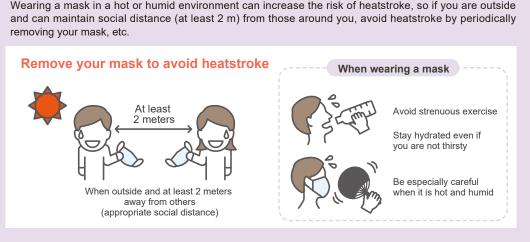




Cabinet Public Relations Office (Japanese only) https://www.kantei.go.jp/jp/headline/kansensho/coronavirus.html Ministry of Health, Labour and Welfare (Japanese only) https://www.mhlw.go.jp/stf/newpage_14992.html

Avoiding Heatstroke

Wearing a mask in a hot or humid environment can increase the risk of heatstroke, so if you are outside



Reference: Ministry of Health, Labour and Welfare (Japanese only) https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/0000121431_coronanettyuu.html

Reference: New Travel Etiquette (created by the Japan Association of Travel Agents)

In addition to general precautions to prevent the spread of the virus, the following diagram outlines points to be aware of when traveling, for example during transit, when eating out, visiting sightseeing spots, and shopping.









Reference: Japan Association of Travel Agents (Japanese only) http://www.jata-net.or.jp/virus/

3. Measures and Guidelines Followed by Organizations and Businesses

The facilities, public transportation, etc. used by MICE participants and organizers are taking preventative measures for the coronavirus according to both guidelines issued by each of their industries and guidelines created by each facility. This section introduces some examples of these precautions for different industries. For more detailed information on measures taken by specific businesses, please visit their websites, etc.

(1) Accommodation facilities

Measures for employees:

- Strict enforcement of temperature checks before starting work, personal health management, hand-washing/gargling, and sanitization
- Wearing of masks and face shields

2 Measures within the facility:

- Frequent and thorough cleaning of areas commonly accessed or touched by the guests and the general public
- Use of acrylic barriers, etc. in areas with interaction with guests, such as the reception desk
- Placement of alcohol-based hand sanitizer around the facility
- Request for cooperation of guests with temperature and health checks
- Request for cooperation with maintaining appropriate social distance (minimum 1 meter)





Temperature checks and placement of acrylic barriers at the reception desk (The Prince Kyoto Takaragaike)

3 Examples of measures at receptions and social events:

- Preparation of table masks
- Separation of eating spaces and spaces where guests can stop to chat
- Have personnel circulating the venue asking guests for their cooperation





Use of table masks and separation of eating and chatting spaces (Hotel Granvia Kyoto)

Relevant industry guidelines: (Japanese only)
Novel Coronavirus Guidelines for Accommodation Facilities
(Japan Ryokan & Hotel Association, All Japan Ryokan & Hotel Association, Japan City Hotel Association)

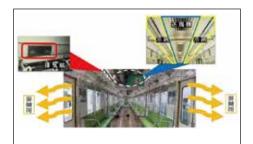
Kyoto City public transport (city buses, subway cars, private buses, taxis, etc.) and chartered buses are making use of funding support systems from Kyoto City to implement a range of health measures—including the use of antiviral coatings—to ensure passengers can travel safely and with peace of mind.

(2) Municipal buses/subway (Kyoto Municipal Transportation Bureau)

- Measures for bus drivers, subway conductors, and other staff:
 - Strict enforcement of mask-wearing, hand-washing, and gargling as well as temperature checks before starting work

Measures for city buses, subway cars, subway stations, and bus terminals:

- Regular sanitization of straps/handles on buses and subway cars, escalators and handrails in subway stations, and other high-touch areas
- Use of anti-viral treatment in buses and subway cars
- Prohibiting use of the seat to the left of the driver on buses, as well as using vinyl barriers in the rear of driver's seats and in staffed ticket gates at the subway
- Operation of ventilation systems in subway cars and stations and keeping a portion of bus windows open at all times
- Use of large monitors at the Kyoto Station bus terminal to display information about the coronavirus
- Implementation of new measures to counter the spread of infection in 58 new buses
 - Increased number of ventilators (2→3)
 - Seat material with antiviral coating
 - Changed seat at the front of bus to a baggage rack to prevent infection between passengers and bus driver



Regular ventilation



Information displayed at Kyoto Station bus terminal



City buses with new infection prevention measures

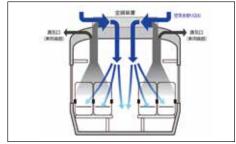
Relevant industry guidelines: (Japanese only)

- -Novel Coronavirus Guidelines for Buses (Nihon Bus Association)
 -Novel Coronavirus Guidelines for Railways (Railway Liaison Council)

(3) JR (Japan Railways)

1 Ventilation/cleaning/sanitization of train cars:

- Regular ventilation using air-conditioning systems or open windows. Ventilation on commuter trains, limited express trains, and shinkansen bullet trains takes place in each car (with some exceptions) approximately every 6 – 8 minutes.
- Regular sanitization of straps/handles







Sanitization within cars

2 Measures to prevent the spread of respiratory droplets in stations:

- Thorough cleaning and sanitization of ticket machines, escalator handles, etc.
- Placement of vinyl barriers at ticket gates and windows, floor indicators for social distancing when lining up, etc.



Sanitization of ticket machines



Floor indicators for social distancing

3 Ticketless limited express tickets:

- Smartphones or cell phones can be used to book reserved seats on limited express trains, and passengers can board without needing to buy or pick up paper tickets at the station
- To avoid the "three Cs" in the morning and evening—when they are most likely to occur—reserved tickets on express trains have been priced more reasonably than non-reserved tickets





Relevant industry guidelines: (Japanese only) Novel Coronavirus Guidelines for Railways (Railway Liaison Council)

(4) Airport highway buses

1 Measures for drivers and staff:

- Wearing of masks
- Temperature and other health checks
- Removal of dust, when boarding buses or entering the office, sanitizing of shoes, etc.





Removal of dust, etc., sanitizing of shoes (Kansai Airport Transportation Enterprise Co., Ltd.)

2 Measures within the vehicle:

- Ventilation within the bus (air can be replaced approximately every 5 minutes) by using air intake from the outside
- Ventilation through open windows
- Limiting use of a portion of seats on the bus
- Regular sanitization of vehicles, etc.
- Use of anti-viral treatment for bus interiors and luggage space





Anti-viral treatment for bus interiors and luggage spaces (Kansai Airport Transportation Enterprise Co., Ltd.)

3 Measures taken at bus stops and ticket machines:

- Sanitization of ticket machines, etc.
- Placement of alcohol-based sanitizer at bus stops, etc.

Relevant industry guidelines: (Japanese only) Novel Coronavirus Guidelines for Buses (Nihon Bus Association)

(5) Taxis

Measures for drivers:

- Strict enforcement of mask-wearing and temperature checks for drivers before starting work
- Strict enforcement of hand-washing/gargling

2 Measures within the vehicle:

- Placement of alcohol-based hand sanitizer, etc. in vehicle
- Open windows while driving to ensure ventilation
- Sanitization of the vehicle after each customer, as well as when leaving or returning to depot
- Use of vinyl barriers to separate the driver's seat from the passenger seats and prevent the spread of respiratory droplets



Use of vinyl barriers (Yasaka Group)



Sanitization inside vehicles (Yasaka Group)

3 Designation of dedicated vehicles for disease prevention:

 Use of dedicated vehicles to transport those who have been diagnosed with or may be infected with the novel coronavirus



Exterior of dedicated vehicle (MK Co., Ltd.)



Interior of dedicated vehicle (MK Co., Ltd.)

Relevant industry guidelines: (Japanese only)
Novel Coronavirus Guidelines for Taxis (Japan Federation of Hire-Taxi Associations)

(6) Tourist facilities

Measures for employees:

■ Temperature checks, mask-wearing, sanitization of handles and other high-touch areas

2 Measures within the facility:

- Temperature checks taken near the entrance
- Placement of vinyl barriers in areas with interaction with customers such as the reception desk, gift shop, etc.
- Recommendation of registration with the Kyoto City Contact Tracing Service
- Placement of alcohol-based hand sanitizer throughout the facility
- Establishment of social distance or limiting the number of entrants



Hand sanitizer (Kyoto Railway Museum)



Floor indicators (Kyoto Aquarium)

Relevant industry guidelines: (Japanese only)

Example: Novel Coronavirus Guidelines for Museums (Japanese Association of Museums)

*Due to the diversity in content and type of tourist facilities, relevant guidelines may differ for each facility

(7) Meeting facilities

Measures for employees:

Temperature checks, mask-wearing, personal health management

2 Measures within the facility:

- Placement of alcohol-based hand sanitizer throughout the facility
- Regular disinfection of frequently touched areas and use of antiviral, antibacterial films
- Suggestions for layouts that ensure social distancing
- Recommendation of the use of the Kyoto City Contact Tracing Service, COVID-19 Contact-Confirming Application (COCOA)
- Creation of guidelines to prevent the spread of coronavirus
- Acquisition of accreditations, etc., from specialist external organizations



The Kyoto International Conference Center acquired for GBAC STARTM accreditation*, an international standard for hygiene management.

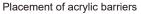
*GBAC is a division of the International Sanitary Supply Association (ISSA), located in Chicago, USA.

- Relevant industry guidelines: (Japanese only)
 Novel Coronavirus Guidelines for MICE Events (Japan Convention Management Association)
- Novel Coronavirus Guidelines for Exhibitions (Japan Exhibition Association)

(8) Airports

- **1** Measures for employees:
 - Wearing of masks/gloves, placement of barriers at counters, etc.
- 2 Measures within the facility:
 - Temperature checks via thermographic cameras
 - Cleaning/sanitization of counters, security checkpoints, escalators, etc.; placement of alcohol-based sanitizer throughout the facility; increased ventilation
 - Placement of posters regarding preventative measures and other methods to increase awareness







Floor indicators for social distancing

Relevant industry guidelines: (Japanese only)
Novel Coronavirus Guidelines for the Airline Industry
Scheduled Airlines Association of Japan, All Japan Airport Terminal Association

(9) Kyoto City Tourism Association (DMO KYOTO)

1 Establishment and promotion of guidelines to ensure safe and secure tourism in Kyoto, developed with the cooperation of 23 tourism-related organizations in Kyoto City and Prefecture



2 Distribution of stickers to tourism establishments that have agreed to follow said guidelines



Pictograms

3 Kyoto Machi-quette* displays showcasing a set of etiquette rules created together with Japan Tobacco Inc. that enable the city's residents to live in safety, in comfort, and with peace of mind as we live alongside the virus.

*Machi-quette: A term combining machi (or city) and etiquette.



Reference: Kyoto City Tourism Association Guidelines (Japanese only) https://www.kyokanko.or.jp/wp/wp-content/uploads/kansensyo-taisaku-guidelines.pdf Kyoto Machi-Quette (Japanese only) https://www.kyokanko.or.jp/news/20200930/

Part 3

Safe and Secure MICE Events: Guidelines for Organizing and Participating in Events in Kyoto

1. Important Notes for MICE Organizers

In order to hold safe and secure MICE events, careful preparation by the organizers to prevent the spread of the coronavirus is essential. The following section outlines important notes for organizers, so please use it as a reference to work with the suppliers/staff, inform the participants of your policies and rules that they should follow, and take the appropriate measures for holding the event.

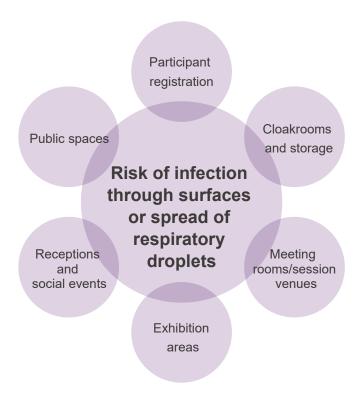
*The information below is based on the "Novel Coronavirus Guidelines for MICE Events" issued by the Japan Convention Management Association (JCMA, https://jp-cma.org/) and the "Novel Coronavirus Guidelines for Exhibitions" issued by the Japan Exhibition Association (https://www.nittenkyo.ne.jp/). Please refer to these guidelines as well (Japanese only).

(1) Preparation Before the Event

1 Analysis of risk of infection

In addition to avoiding closed spaces, crowded places, and close-contact settings (the "three Cs"), take steps to ensure social distancing and be aware of the location and frequency of use of high-touch items such as shared equipment or doors.

The following diagram shows situations that are considered to be at high risk of infection through surfaces or the spread of respiratory droplets.



2 Ensuring the safety of participants

- Things to consider before the event
 - · Roles and responsibilities of organizers, facilities, and suppliers/staff
 - Criteria and process for making decisions regarding postponement, cancellation, or a change to a virtual format
 - · Criteria for having participants stay home instead of attending
 - Policies for holding the event (use of digital tools such as online pre-registration, rules for participants, etc.)
 - · How to manage and share information about the health and personal health management of participants in the case of an infection, including health checks before, during, and up to 2 weeks after the event, as well as setting up a dedicated hotline, etc.
 - · Policies to handle a possible or confirmed case of infection
 - · Consultation with Kyoto Prefecture for events that involve travel across Japan or that have 1,000 or more participants
- Sharing information with participants
 - · Make use of the official website, social media, etc. to inform participants of precautions that will be taken to prevent the spread of infection, rules for participants to follow, criteria/standards for staying home instead of attending, etc.
 - · In particular, when registering for the event, be sure to make participants aware of your policies and obtain advance understanding/permission regarding the possibility of having personal information shared with medical institutions or public health centers if necessary

Advanced registration

 Implement advanced registration for independent programs such as excursions when possible, and require participants to install contact tracing apps.

(Reference: contact tracing apps available in Japan/Kyoto)

Name	Description	Website
COVID-19 Contact- Confirming Application (COCOA)	Uses the short-range communication function (Bluetooth) of smartphones to notify the user when there is a possibility that they have come into contact (within 1 meter, for 15 minutes or more) with a positive case	
Kyoto City Contact Tracing Service	Uses QR codes to allow users to register for email notifications if there is a possibility that they have come into contact with a positive case	
Kyoto Prefecture Coronavirus Emergency Alert Service (Kocotoro)	Uses location information from smartphones to notify users who check in to facilities or events if there is a possibility that they have come into contact with a positive case	

3 Ensuring the safety of suppliers/staff

- Determine what you will ask of suppliers/staff with respect to health checks before starting work (e.g. temperature checks, confirmation of lack of symptoms, etc.) and how you will handle cases of poor health, and be sure to inform suppliers/staff in advance
- Determine what steps will need to be taken if a participant is suspected to have the coronavirus during the event (e.g. how to share information, confirmation of close contacts, the decision-making process, adjustments of staff placement, etc.)
- If possible, prepare a room or bathroom solely for the use of suppliers/staff
- Take necessary precautions (e.g. wearing gloves, etc.) in areas where there is frequent or close contact with participants such as the reception desk or cloak room
- Ensure that suppliers and staff are able to take sufficient breaks while on duty

(2) During the event

General precautions

 Make announcements and display posters, etc. with rules for participants to follow and criteria/standards for staying home instead of attending

2 Registration

- Temperature/health checks
 - Have participants take their own temperature before arriving
 - · Make use of thermographic cameras or non-contact thermometers
 - Encourage participants to record their temperatures on a designated website, etc.
- Social distancing and mask-wearing
 - · Adjust arrival/departure times to reduce lines and crowding
 - · Be prepared to limit the number of arrivals if necessary
 - Ask participants who are not wearing masks to wear them (prepare a certain number of masks to provide when necessary)
 - · Adjust the position of registration staff to maximize social distancing and reduce crowds
- Risk management of infection through surfaces or respiratory droplets
 - · Reduce the need for cash transactions by using contactless payment systems such as IC cards, etc.

Reference: - West Japan Railway Company (JR West) ICOCA https://www.westjr.co.jp/global/en/howto/icoca/money/

- East Japan Railway Company (JR East) Suica https://www.jreast.co.jp/e/pass/suica.html Kyoto Convention Pass https://www.city.kyoto.lg.jp/kotsu/page/0000032027.html
- · Make use of digital technology, for example, using QR codes for registration or to keep track of participants' entry/exit into the venue
- Prevent the spread of infection through surfaces or respiratory droplets by using gloves. acrylic boards, face shields, etc.
- · Reconsider the distribution of materials to participants, for example by not handing them out personally or by distributing information digitally instead of physically

3 Cloak rooms

Taking appropriate preventative measures when setting up and using the cloak room

4 Session venues (including poster sessions)

- Avoiding the "three Cs" (closed spaces, crowded places, close-contact settings)
 - Be aware of expected number of attendees and limit attendance if necessary
 - · Limit or prohibit standing room
 - · Set up satellite overflow locations with broadcasting
 - · Conduct staff patrols around the venue
 - · Separate entrances and exits
 - Leave entrances and exits open
- Minimizing the risk of the spread of infection
 - · Inform participants of policies and rules to follow at the start of the session
 - · Ensure that there are opportunities to sanitize walkways and shared spaces
 - Ensure that appropriate distance is maintained between speakers on stage as well as between speakers and the audience, for example by placement of acrylic barriers
 - Sanitize and replace shared equipment such as microphones frequently, or consider using online chat systems for Q&A sessions
 - Sanitize headsets for simultaneous interpreting in advance, or consider not providing them and using a system that uses smartphones/tablets instead.

5 Receptions and social events

Receptions and social events are an opportunity for opinion exchanges and networking in addition to eating and drinking, but as there are more opportunities for participants to remove their masks, the risk of infection is also greater, necessitating careful precautions.

- Careful consideration of the need to provide food and drink
- Arranging the layout to ensure appropriate distance between seats and tables
- Shortening the total time of the event
- Using outdoor spaces
- Considering options for interpreting, for example using wireless systems instead of whispering
- Offering individual, packaged meals (including bento boxes) using local ingredients

6 Public spaces

- Creating separate areas for moving through the space and for waiting in lines
- Using megaphones/loudspeakers when directing movement
- Minimizing usage of public space through scheduling (for example by adjusting the end times of each session)

T Exhibition areas (including exhibitions included in conferences, etc.)

- Sanitization of items on display, etc. before and during the event
- Not allowing participants to touch items on display, etc.
- Reducing opportunities to distribute materials, etc. by hand (consideration of digital distribution as an alternative)
- Requesting exhibitors to wear masks or face shields
- Encouraging booth designs that allow for open space/social distancing
- Promoting reserved slots to streamline negotiations and prevent booth congestion.
- Carrying out demonstrations and negotiations depending on the number of customers visiting the booth

8 Dealing with incidents

- Maintaining a close relationship with medical institutions, the public health center, meeting facilities, and accommodation facilities
- Acting in accordance with existing guidelines or rules for each facility, when available

(3) After the event

For the period of 2 weeks after the event has ended, if there is a suspected case of the coronavirus among the participants, cooperate with the collection and disclosure of information by the government, public health center, etc. Be sure to take precautions to protect the personal information of participants.

Important Notes for MICE Participants

In order to ensure the safety and security of participants in MICE events, it is important for each and every participant to adapt to life in the "new normal" by avoiding the "three Cs" (closed spaces, crowded places, and close-contact settings), washing their hands, wearing masks, and observing cough/sneeze etiquette, in addition to following the rules and policies set by organizers to prevent the spread of infection. We encourage all participants to take the general precautions outlined below.

Registration/before departure

Confirmation of precautions taken by the organizers to prevent the spread of infection

Before departure, confirm what types of precautions will be taken by the organizers to prevent the spread of infection, in addition to any criteria/standards for staying home instead of attending. If you meet these criteria, refrain from attending the event.

(Examples of criteria for staying home)

- If there is a possibility that you have come into close contact with somebody who has the coronavirus
- · If you or somebody you live with has symptoms such as fever

Reference: Definitions of "close contact" with somebody who has the coronavirus

- National Institute of Infectious Diseases
- https://www.niid.go.jp/niid/images/epi/corona/2019nCoV-02-200206-en.pdf
- Ministry of Health, Labour and Welfare
- Q & A on Coronavirus Disease 2019 (COVID-19) Q7

https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/kenkou_iryou/dengue_fever_qa_00014.html#Q7

Permission for use of personal information

If requested by the organizers or other authorities, provide advance permission for the provision and use of personal information, including information regarding your stay in Kyoto (only as necessary for KCVB operations, prevention of the spread of disease, or medical treatment)

Use of contact tracing apps

Make use of the following apps to inform you if there is a chance that you have come into close contact with somebody who has tested positive for the coronavirus

Name	Description	Website
COVID-19 Contact- Confirming Application (COCOA)	Uses the short-range communication function (Bluetooth) of smartphones to notify the user when there is a possibility that they have come into contact (within 1 meter, for 15 minutes or more) with a positive case	
Kyoto City Contact Tracing Service	Uses QR codes to allow users to register for email notifications if there is a possibility that they have come into contact with a positive case	
Kyoto Prefecture Coronavirus Emergency Alert Service (Kocotoro)	Uses location information from smartphones to notify users who check in to facilities or events if there is a possibility that they have come into contact with a positive case	

4 Other important points

- Prepare information regarding your health and pre-existing conditions so that it can be given promptly to medical institutions, etc. if necessary
- Enroll in travel insurance as appropriate

Reference: Japan National Tourism Organization "Guide for when you are feeling ill: Travel Insurance" https://www.jnto.go.jp/emergency/eng/mi_guide.html

- Make a plan for any destinations and transit (including methods of public transportation) during your trip, so that you can promptly provide details to the organizers, medical institutions, etc. if necessary
- Research the coronavirus situation (for example, through the local government website) of any places or facilities you plan on visiting before arriving in Kyoto. If there has been a recent increase in cases or if the number of cases remains high, avoid visiting if possible before coming to Kyoto.

(2) While in transit

- Cooperate with disease prevention measures for public transportation, such as wearing masks and limiting conversation
- 2 Avoid traveling on public transportation during busy times such as the morning and evening commuting rush hours

Reference: West Japan Railway Company (JR West)
https://www.westjr.co.jp/global/en/info/occupancy.html
https://www.westjr.co.jp/global/en/info/occupancy_shinkansen.html
https://www.westjr.co.jp/global/en/timetable/operation/

Make use of IC cards such as ICOCA and Suica to minimize the risk of spreading infection through the use of cash

Reference:

- West Japan Railway Company (JR West) ICOCA https://www.westjr.co.jp/global/en/howto/icoca/money/
- East Japan Railway Company (JR East) Suica https://www.jreast.co.jp/e/pass/suica.html
- Kyoto Convention Pass https://www.city.kyoto.lg.jp/kotsu/page/0000032027.html

(3) During the event

- 1 Cooperate with any disease prevention measures or rules implemented by the organizers
- When entering or exiting the venue, avoid crowding near the entrances and exits as much as possible by adjusting your arrival or departure time
- If you are feeling unwell, tell nearby facility or event staff as soon as possible and follow their instructions
- 4 If participating in excursion programs, follow any rules or measures taken by the organizers to prevent the spread of infection

*For private excursions as well, confirm and follow any guidelines established by the destination

> Reference: Kyoto City Tourism Association The Current Situation Due to the Novel Coronavirus (COVID-19) in Kyoto https://kyoto.travel/en/news/2020/0227-2.html

(4) During your stay (at accommodation facilities, restaurants, sightseeing spots, etc.)

- Cooperate with any disease prevention measures implemented by the facilities, such as temperature checks or filling out health forms when requested
- Take your temperature and evaluate your own health regularly
- 3 Make use of the Kyoto City Contact Tracing Service and register when you visit any eligible facilities, and keep a separate list of any facilities that you use that are not registered for the service



Take care to use facilities that are taking proper precautions against the spread of infection, such as those displaying stickers issued by the Kyoto Conference on Guidelines for the Prevention of the Spread of Coronavirus or pictograms issued by the Kyoto City **Tourism Association**



Avoid crowded areas and rush hour, such as popular sightseeing spots during the busy season or the commuting rush in the mornings and evenings

Reference:

- West Japan Railway Company (JR West) Occupancy Information https://www.westjr.co.jp/global/en/info/occupancy.html
- Kyoto City Tourism Association "Crowding Radar to Avoid the Three Cs" (Japanese only) https://ia.kyoto.travel/comfort/

6 Other important notes

- When returning to your room at your accommodation facility, remove your shoes at the entrance and change into disposable slippers or other indoor shoes
- Apply sanitizer to your outer clothes and items in the entrance, etc. after entering your room

(5) After returning home

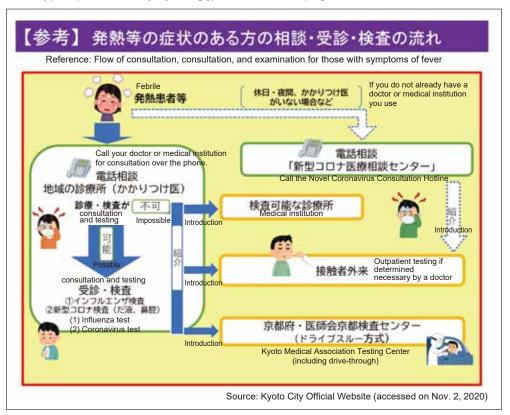
If you suspect that you may have the coronavirus within 2 weeks of the event ending, promptly contact the organizers and resources listed below and follow their instructions, in addition to cooperating with the government, public health center, etc. for the collection and disclosure of information.

(6) If you suspect you may have or if you have been infected with the coronavirus

1 For suspected cases (support in Japanese):

Using the diagram below as reference, contact the designated hotline and your accommodation facility, etc. for consultation.

*As the information may be updated, please see the website below for the latest information (Japanese only): https://www.city.kyoto.lg.jp/hokenfukushi/page/0000266620.html



- When there are no medical institutions offering consultations (on weekends, at nighttime, etc.)
 - The Novel Coronavirus Consultation Hotline

TEL: 075-414-5487

Hours: 24-hours a day, 365 days a year

Languages: English, Chinese, Korean, Portuguese, Spanish, Vietnamese

Other: Those with hearing impairments or who otherwise cannot consult over the phone

can make contact via email or fax (See website below for more details). (https://www.city.kyoto.lg.jp/hokenfukushi/page/0000266477.html)

Other consultation hotline

- Ministry of Health, Labour and Welfare Consultation Hotline

TEL: 0120-565653 Hours: 9:00 - 21:00

- Japan Visitor Hotline for foreign travelers

TEL: 050-3816-2787 Hours: 24-hours a day

Languages: English, Chinese, Korean, Japanese

2 For confirmed cases

- Follow all instructions given by doctors or the public health center
- Inform your accommodation facility of your diagnosis and follow their instructions
- Use the COCOA app to report your diagnosis

Reference:

Process of getting tested if you suspect you have or have been infected with the coronavirus

(1) Getting tested at a medical institution

Follow any instructions from the public health center and get tested at a medical institution. Prepare any information on existing conditions, current prescriptions, etc. and bring it with you so that you can provide this information promptly upon request.

(2) General treatment

In many cases, treatment will involve alleviating symptoms such as fever or coughing caused by the virus. Please see the websites below for more details, including information on testing.

Reference: Ministry of Health, Labour and Welfare

- Q & A on Coronavirus Disease 2019 (COVID-19)
 https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/kenkou_iryou/dengue_fever_qa_00001.html
- Testing for the Novel Coronavirus (Japanese only) https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/0000121431_00132.html

(3) After being tested

In general, based on the judgement of the medical institution, confirmed patients will either be admitted to a designated hospital (for those with symptoms) or asked to return to their accommodation facility (for those without symptoms)

Reference: Ministry of Health, Labour and Welfare (Japanese only)
Q & A on Coronavirus Disease 2019 (COVID-19)
https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/kenkou_iryou/dengue_fever_qa_00001.html

(4) What to do after returning to your accommodation facility

Until you receive the test results, follow the instructions or guidelines of your accommodation facility regarding your stay and movements.

(5) Important notes during recovery

If you are instructed to spend recovery at your accommodation facility, follow any instructions given by them.

(6) Important information for foreign nationals

For foreign nationals, please be aware that you may be required to submit a negative PCR test to enter your destination after leaving Japan.

Reference: Ministry of Foreign Affairs of Japan (Japanese only)
International Restrictions on Visitors Entering From Japan / Japanese Citizens https://www.anzen.mofa.go.jp/covid19/pdfhistory_world.html

Part 4

Coexisting with Coronavirus: Ideas and Case Studies for MICE Events with Kyoto Culture

Coexisting with Coronavirus: Ideas and Case Studies for MICE Events with Kyoto Culture

This section introduces ideas and case studies of new ways to hold sustainable MICE events that highlight Kyoto's traditional culture and industries and make use of the latest technology, while still taking the necessary precautions to prevent the spread of the coronavirus.

Incorporating Kyoto into Preventative Measures

(1) Utilizing and increasing awareness of the MICE Kyoto model

To encourage adherence to guidelines in order to ensure that MICE events are safe and secure, we encourage creative solutions to help MICE organizers and participants learn about and make use of the MICE Kyoto model

Examples:

- Providing information to participants directly, for example, by requiring participants to indicate agreement to policies based on this model as a condition for participation, or playing an introductory video about the model at the beginning of the event
- Distributing Kyoto MICE model goods to participants

(2) Using Kyoto-style goods

Although preventing the spread of the disease introduces many restrictions, it can also be an opportunity to showcase Kyoto's traditional culture and industries by using unique Kyoto-style goods as part of preventative measures.

Examples:

- Using hand sanitizer covers made with Nishijin-ori weaving (fig. 1)
- Using traditional fans to cover the mouth and block the spread of respiratory droplets
- Using panels made from locally grown and harvested wood to block the spread of respiratory droplets (fig. 2)





Fig. 2 (Reference: Kyoto Local Wood Supplier Association)

(3) Creating attractive spaces that avoid the "three Cs"

Organizers can make use of open spaces that do not affect social distancing to create a uniquely Kyoto atmosphere through décor and other arrangements.

Examples:

- Using open spaces or clear acrylic barriers to showcase live demonstrations by traditional artisans
- Creating a walking path through a garden or within a facility and conducting small-scale walking programs or free sessions with panelists or speakers
- Displaying and selling uniquely Kyoto disease-prevention goods (such as acrylic barriers that use traditional techniques and designs)





The 57th Annual Meeting of the Japanese Association of Rehabilitation Medicine (August 19 - 22, 2020)

(4) Cooperation among facilities to make all of Kyoto a MICE venue

Although capacity for individual facilities is limited due to the need for social distancing, with the cooperation of multiple facilities, it is possible to make the entire city into one large venue.

Examples:

- Using World Heritage Sites and other unique venues as stages for panelists or speakers
- Creating a program where participants can attend virtually while relaxing in their rooms at multiple ryokan (traditional Japanese inns) or hotels
- Making use of facilities that are available in the early morning or evening

2. Holding Sustainable MICE Events

(1) Increasing satisfaction of MICE organizers and participants

Whether it is an on-site MICE event or a hybrid MICE event (a combination of on-site and virtual), measures should be taken to ensure a highly satisfactory experience that is unique to Kyoto.

Examples:

- Online presentations by renowned speakers
- Online tours of event venues, sightseeing spots, or traditional workshops, etc. that make use of virtual reality technology
- Introduction of "workation" or "bleisure" options in coordination with MICE events
- Online communication regarding the Kyoto Power of Culture Project





The 29th International Joint Conference on Artificial Intelligence (January 7 - 5, 2021) photo: Miyako Lab Co., Ltd.

(2) Contribution to the local community

MICE events should comprise mechanisms that bring benefits and economic ripple effects to residents and businesses in the city.

Examples:

- Encouraging Kyoto residents to participate in public online symposia
- Creating a platform for participants to buy traditional handicrafts and other local products online, or to provide tourist information and discount coupons, etc.
- Creating opportunities for businesses in the city and MICE personnel to network

(3) Initiatives to promote the UN Sustainable Development Goals (SDGs)

Initiatives to reduce environmental impact through the use of information and communication technologies, and education aimed at environmental conservation through ecotourism.

Examples:

- Promoting the digitization and platform-based sharing of distributed materials
- Promoting the use of MaaS and the latest ticketless/paperless technology
- Promoting ecotourism that allows visitors to enjoy the natural surroundings of Kyoto
- Eliminating paper-based guides and switching to digital guides using two-dimensional codes



Kansai Airports

Reference

"Infection Prevention Measures at the 14th United Nations Congress on Crime Prevention and Criminal Justice (Kyoto Congress)"

This document introduces COVID-19 preventative measures adopted at the "14th United Nations Congress on Crime Prevention and Criminal Justice (Kyoto Congress)" held at the Kyoto International Conference Center for six days from March 7 to 12 (Sunday to Friday), 2021. This was the first large-scale international conference held in Japan since the start of the COVID-19 pandemic.

[About the Kyoto Congress]

The UN Crime Congress, held every five years since 1955, is one of the largest conferences of the UN in the field of crime prevention and criminal justice. The United Nations Office on Drugs and Crime (UNODC), headquartered in Vienna, serves as the secretariat of the UN Crime Congress.

Experts on crime prevention and criminal justice gather to discuss topics of international concern, share knowledge and promote communication in the field of crime prevention and criminal justice, with the aim of promoting international cooperation in various fields for a safer world.

In 1970, Japan hosted the fourth congress and became the first non-European host country. After an interval of half a century, the 14th congress returned to Japan. It was initially scheduled to be held in Kyoto in April 2020 but was postponed due to the worldwide COVID-19 pandemic. When eventually held in March 2021, the congress took a hybrid format with in-person as well as online participation, including government representatives and United Nations personnel, and boasted the largest turnout to date with around 5,600 participants from 152 countries.

> Reference: Kyoto Congress official website http://www.moj.go.jp/KYOTOCONGRESS2020/index.html

(1) Establishment of guidelines

Guidelines related to infection prevention were drafted by the United Nations Office on Drugs and Crime (UNODC, congress secretariat) and Kyoto Congress National Executive Committee (Secretariat: Ministry of Justice and Ministry of Foreign Affairs. Hereinafter, National Executive Committee) with reference to the "MICE Kyoto Model: Coexisting with Coronavirus." The guidelines were published on the UNODC official website, Kyoto Congress official website and other channels.





"Kyoto Congress" official website COVID-19 information page

Reference:

Kyoto Congress official

websitehttp://www.moj.go.jp/KYOTOCONGRESS2020/participants_info/countermeasure.html

[Guidelines for participants]

"COVID-19 Guidelines for in-person participants to the Fourteenth United Nations Congress on Crime Prevention and Criminal Justice – Status: 4 March" 2021

Reference:

- (original English guidelines)

https://www.unodc.org/documents/commissions/Congress/covid-19_info/3_March_2021_CONGRESS_COVID-19_Guidelines_for_in-person_participants.pdf

- (Temporary Japanese translation: February 19 edition)

 $http://www.moj.go.jp/KYOTOCONGRESS2020/participants_info/download/countermeasure01.pdf$

(2) Extensive preventative measures

Because the congress was held during the COVID-19 pandemic, numerous infection prevention measures were adopted in order to protect the safety and peace of mind of the community and participants.

1 Infection prevention measures

pre-event measures

- Limit on the number of overseas delegates (up to 10 persons per delegation)
- For participants traveling form overseas, request for PRC testing within 72 hours prior to departure (with proof of negative result) and testing upon arrival to Japan
- Request all domestic participants to take voluntary PCR test
- Thorough PCR testing of organizer's staff including the UN staff, secretariat staff, contractors, and other relevant staff in advance.
- Recommend use of contact confirmation app (COCOA)
- Recommend applying for private medical insurance to participants form overseas and more

Transportation and accommodation

- Participants from overseas must use dedicated cars for transportation (prohibiting use of public transportation)
- Lease of accommodation
- Limiting the range of activity for participants from overseas, and prohibiting leaving the premises except for allowed purposes (only allow travel between venue and accommodation), employment of staff to ensure compliance to this rule
- Requesting participants to avoid traveling in large groups (close contact) and more

Meals

- Prohibiting eating outside of the designated areas
- Arrange a venue for meals isolated from the public
- Set tabletop partitions
- Serving meals in staggered time
- Offer take-away meals or room service in hotel rooms

Within the venue

(Prevention measures during enter/exit of the venue)

- Health management, participants who feel ill should avoid coming to the venue (distribution of thermometers to participants from overseas)
- Thermography testing
- By presenting the ID badge, the badge holder is considered to have sworn that him/herself is in a good health condition.
- Restricting the number of participants in the venue (limit the number of participants from "over 10,000" to "1,000")
- Use the Floating Badge as a permission pass to specific venues and meeting rooms

(Avoid Three-Cs)

- Ventilation (forced ventilation, open doors, stationing air purifiers)
- Sanitizing facilities, seating arrangements and signage to ensure social distancing of two meters
- Restrictions to elevator capacity, flow management (separate entrance and exit)
- Assigned and fixed seating
- Guiding and awareness announcements by security staff to avoid congestion
- No contact between UN staff and Japanese staff (separated office buildings, use of intercoms, etc.)

(Hygiene Measures)

- Placement of hand sanitizers, periodic hand washing and hand sanitizing
- Installation of tabletop partitions (acrylic boards) at reception and in meeting rooms
- Cleaning and sanitizing facilities and periodic exchange of headsets, etc.
- Mandating mask-wearing at all times (except when delivering a formal statement during congress proceedings)

(Epidemiological Study)

 Ensure that the Contact Tracing Form must be distributed at each seat; and filled out by every participants; and collected at every conference rooms.





Floating Badges



2-meter social distancing



Thermometers with Congress logo handed out in the venue

NOTICE Visitors with the following symptoms Please contact the medical team . A high temperature - this means you feel hot to touch on your chest or back (you do not need to measure your temperature). · A new, continuous cough - this means coughing a lot for more than an hour, or 3 or more coughing episodes in 24 hours (if you usually have a cough, it may be worse than usual). • A loss or change to your sense of smell or taste – this means you have noticed you cannot smell or taste anything, or things smell or taste different to normal.

Alert participants by guiding them through self-perceived symptoms.

2 Preparation for COVID-19 outbreak

- Place the full-time medical team (doctors, nurses, paramedics, etc.) in the venue during the conference and provide one-stop medical services in cooperation with the UN medical staff.
- Establish the "temporary clinic" in the medical room of the venue and manage medical staffs allocated in each rooms of venue under the supervision of the medical team leader (doctor).
- Place English-speaking medical staff in each conference rooms and other key locations in the venue.
- Prepare the manual stipulating the procedures for participants who has a suspected COVID-19 symptoms.
- Build the Isolation Tent for the participants who have suspected COVID-19 symptoms.
- Designated vehicle for transporting participants who develop a fever
- Establishment of "24 hours/7 days" medical hotline for participants
- Arrangement of the PCR test negative certificate for all overseas participants in liaison with an inspection company.



Medical staffs positioned in key locations within the venue



Temporary clinic



The isolation tent



Medical staffs working full time at the venue

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- 4. Announcement will be made to fill out the form
- 5. Main Hall and Annex Hall Do a walkaround in the room halfway through the session reminding people who have not filled out their form
- 6. Rooms A to E Remind people to fill out in the beginning and do a walkaround half-way through the session reminding people who have not filled out their form
- 7. After the end of the last session collect all forms
- 8. Bring all the forms to room 681

Assigned seating system, and using "contract tracing forms" to record the actions of participants in all meeting rooms

3 Activities after the convention

- Keep the participant list for 28 days after the convention.
- Health surveillance and follow-up by organizer for 14 days after the conference.
- Remind all participants and participating groups adequately to record all of their activities and person who met after the convention.

(3) Activities related to the "MICE Kyoto Model: Coexisting with Coronavirus"

A variety of programs helped create an international conference unique to Kyoto, in a safe and secure manner during the COVID-19 pandemic.



Preventing droplet infection by using a traditional Kyoto art craft hand fan



Koto (Japanese Harp) concert



Uji green tea experience program offered under strict infection prevention measures



Offer an opportunity to purchase traditional Kyoto art crafts



Creating a "Traditional Kyoto" space by displaying the Ikebana flower arrangements



Displaying an Origami (hand folding paper) and calligraphy art pieces



Gift all participants with the Reusable Bottles



Traditional "Bento" lunch boxes using local ingredients



The Congress Bag incorporated traditional Kyoto art crafts

Reference: http://www.moj.go.jp/KYOTOCONGRESS2020/programme/hospitality.html

(4) Activities taken by the agents/companies involved in the Kyoto Congress

Below is a sample of various infection prevention measures adopted by the agents/companies who were involved in the Kyoto Congress.

(Examples)

- Chartering an entire building of accommodation facility
- Establishing a reception counter dedicated to the participants
- Preparing remote guidance system in the venue



Remote guidance

List of Organizations Involved in the Making of the MICE Kyoto Model (Alphabetical Order)

Congrès Inc.

Japan Convention Services, Inc.

Japan Hotel Appraisal Co., Ltd.

JI Accident & Fire Insurance Co.,Ltd.

JTB Corp.

Kansai Airport Transportation Enterprise Co., Ltd

Kansai Airports

Keihan Bus Co. Ltd.

Kintetsu Miyako Hotels International, Inc. (The Westin Miyako Kyoto)

Kyoto Chamber of Commerce and Industry (Observer)

The Kyoto Hotel, Ltd. (Kyoto Hotel Okura)

Kyoto Industrial Promotion Center Corp. (Miyako Messe)

Kyoto International Conference Center

Kyoto Municipal Transportation Bureau

Kyoto Prefecture (Observer)

Kyoto City Tourism Association (DMO KYOTO)

KYOTOGRAPHIE

MK Co., Ltd

Professor NAKAYA Takaaki, Kyoto Prefectural University of Medicine, Graduate School of Medical Science (Advisor to the Kyoto City Advisory Team)

Professor NUMATA Hideharu, Kyoto University, Graduate School of Science

Osaka Airport Transport Co., Ltd.

Prince Hotels, Inc. (The Prince Kyoto Takaragaike)

West Japan Railway Company

West Japan Railway Hotel Development, Ltd. (Hotel Granvia Kyoto)

Yasaka Group

Supervision by:

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Kyoto Convention & Visitors Bureau





