



Chapter 11

EXPECTED TOTAL NUMBER OF VISITORS AND THE TYPES OF VISITORS

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ESTIMATION METHOD

- The estimated domestic visitors were calculated using a multiple regression analysis based on the records of past expos, such as the construction costs, investment numbers, population of surrounding area, and the period of the events.
- The number of foreign visitors was estimated applying the ratio of foreign visitors to past Expos against the total number of foreign visitors to Japan.

GREAT EXPECTATIONS ON ATTENDANCE

The expected number of visitors is 28 million, supported by data from prior expos in Japan as well as the growing foreign number of tourists to Japan.

STRONG TIES WITH VARIOUS COUNTRIES

The Kansai region has played a role as a gateway to the world. Nowadays, numerous international flights, active trading, the increasing number of foreign tourists, and partnerships with cities around the world, including host city of the World Expo 2020, Dubai, show strong ties between the Kansai region and the world.

MAKING IT EASY AND FUN TO VISIT

More foreign language signs, more support staff at key locations, more transport and hotel options, and better navigation apps for the Expo should boost the appeal of visiting the Expo even further.

PROJECTED VISITORS

24.7 MILLION
DOMESTIC VISITORS

28.2 MILLION
TOTAL VISITORS

3.5 MILLION
VISITORS
FROM ABROAD

PEAK VISITORS AND POTENTIAL INFLUENCE OF CLIMATE

- The peak in visitor flows will occur in August and a few weeks prior to the closing date.
- To ease the impact from heat during summer months, the venue will marry modern technology with traditional Japanese culture.

ETHNICITY, LANGUAGE, AND OTHER CONNECTIONS THAT MIGHT ENCOURAGE VISITATION

- The Kansai region was where Japan's capital was located and has long served as the nation's gateway to Asian culture.
- Many consulates, tourism agencies, international business entities and other international organisations have their offices in the Kansai region.
- Kansai International Airport (KIX), connecting Osaka with 82 cities in 24 countries, will serve as the primary entry portal for foreign visitors to the Expo.

ENSURING PARTICIPATION AT THE EXPO

- We will develop a discount package programs for students, groups, and senior citizens.
- The entrance fee will be set at a reasonable price compared with other major events in Japan.
- We will provide international visitors with multi language services.

EXPECTED TOTAL NUMBER OF VISITORS AND THE TYPES OF VISITORS

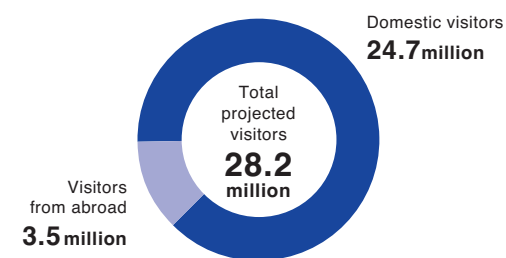
11.A Number of Projected Visitors and Baseline Data

1) Overview of Visitors

The projected number of visitors to EXPO 2025 OSAKA is approximately 28 million people, of which 24.7 million will be domestic visitors and 3.5 million from abroad. This is based on an analysis of the actual

24.7 million domestic visitors and 3.5 million visitors from abroad to visit the Expo

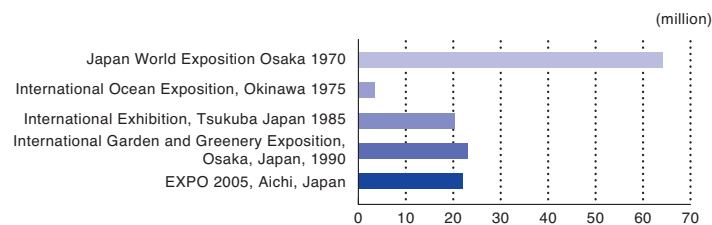
Figure 11-1: Number of Projected Visitors



(Domestic visitors)
Estimates based on the area of the site, the amount of investment, the population of region, the duration of the Expo.

(Foreign visitors)
Estimates by the reference to the percentage of the visitors from abroad at the past Expos held in Japan, incorporating the recent trend of increase in visitors from abroad.

Figure 11-2: Actual Number of Visitors of the Past Expos Held in Japan



number of visitors at past expos held in Japan and factors related to the planned location for EXPO 2025 OSAKA.

2) Baseline Data Used to Estimate Number of Visitors

a) Population of Japan

As of April 1st, 2017, the population of Japan was 126.79 million, according to the Ministry of Internal Affairs and Communication's calculations. Japan's population is the tenth largest in the world (see Chapter 8 for details.)

Table 11-1: Number of Visitors of Recent World Expos (International Registered Exposition)

Recent World Expos	Number of visitors
Expo Shanghai 2010	73.08 million
Expo Milano 2015	21.50 million
Expo Dubai 2020	25.00 million (estimation)

b) Population of Kansai

In this chapter, "the Kansai region" refers to the six prefectures that lie within two hours of travel from the venue: Osaka, Shiga, Kyoto, Hyogo, Nara, and Wakayama. The Kansai region's radius extends to approximately 100 kilometres, but because of intelligent planning of transportation infrastructure, one may reach the Expo in one to two hours from major cities inside the Kansai region. Therefore, an area with a population of 20.7 million people is located within easy striking distance for a day trip.

Yumeshima Island, the planned venue for

EXPO 2025 OSAKA, is located in Osaka City, Osaka Prefecture. The population of Osaka City, the largest in Kansai, is 2.69 million, making it one of the most populated metropolitan centres in Japan. The population of Osaka Prefecture is 8.84 million people, which includes Osaka City, making it the most populated prefecture in the Kansai region. Osaka prefecture is a metropolitan area with an efficient transportation system in place throughout. Yumeshima Island is located only 20-30 minutes from the centre of Osaka City, and an hour's travel from most cities within Osaka prefecture. Thus, a population of 10 million people resides within an hour from the venue.

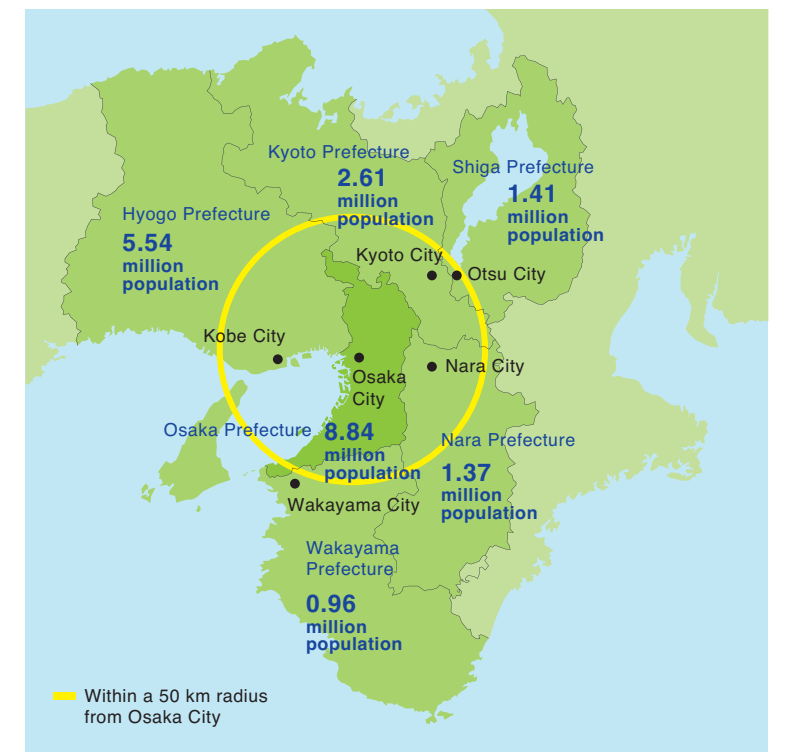
c) Projected Number of Foreign Visitors to Japan

Recent years have witnessed a rapid increase in the number of foreign visitors to Japan, especially to Osaka and Kyoto in the Kansai region. The number of foreign visitors to Japan in 2016 was 24.04 million, and of this total, 39% (9.41 million tourists) visited Osaka.

The number of foreign visitors to Japan is expected to increase steadily in the future. The Government of Japan established the Japan Tourism Agency in October 2008, to establish Japan as a major travel destination. As evidence of its effectiveness, we can highlight that the total number of foreign visitors reached 24 million by 2016.

Furthermore, to make Japan an even more attractive travel destination for people around the world, a new vision was drawn up at a Meeting of the Council for the Development of a Tourism Vision to Support the Future of

Figure 11-3: Major Cities and Population of Six Prefectures in the Kansai Region



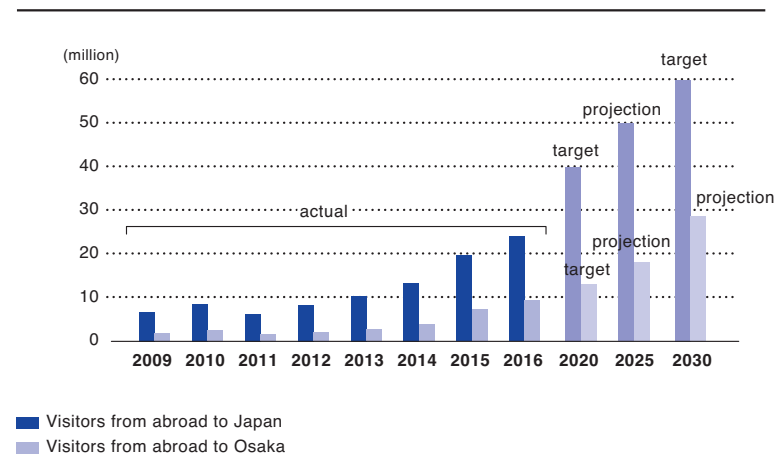
Source: 2015 Population Census by Statistics Bureau, Ministry of Internal Affairs and Communications in Japan

Japan in March, 2016. This vision established a goal of welcoming 40 million visitors to Japan by 2020, and 60 million visitors by 2030. Based on this government target, the number of foreign visitors can be projected to reach 50 million by 2025—double the number of visitors in 2016. Our successful track record of dramatically increasing the number of foreign visitors over the past decade indicates that this is an achievable goal.

According to the Osaka Convention and Tourism Bureau, the number of foreign visitors to Osaka Prefecture in 2016 was 9.41 million people. The Osaka Promotion Strategy 2020, drawn up in November 2016, calls for a target of 13 million foreign visitors to Osaka Prefecture in 2020. Assuming this goal is achieved, the number of visitors is extrapolated at 19.47 million in 2025—again, double the number in 2016.

In addition, based on the "Global Destination Cities Index 2016," published by MasterCard, Osaka City is ranked at the top of a list of rapidly growing tourist destinations.

Figure 11-4: Visitors from Abroad to Japan and Osaka – actual numbers and target



Figures for Japan were derived from data provided by JNTO. Numbers for years beyond 2020 are based on the government's target.
 Figures for Osaka were derived from data provided by JNTO and the Japan Tourism Agency. Numbers for years beyond 2020 are based on the Osaka Promotion Strategy 2020.

International visits to Osaka are expected to continue growing rapidly well into the future (see Table 11-2).

11.8 Analysis of Expected Number of Visitors

1) Domestic Visitors

a) Estimation Method

The estimate for the number of visitors is based on analysis of 17 similar exhibitions, including the original exhibition held in Japan— Japan World Exposition Osaka 1970 (World Exhibition: 65 million visitors), as well as the International Ocean Exposition, Okinawa 1975 (Special Exhibition: 3.5 million

visitors); International Exhibition, Tsukuba Japan 1985 (International Specialised Expo: 20 million visitors); International Garden and Greenery Exposition (Horticultural Exposition: 23 million visitors); and EXPO 2005, Aichi, Japan (International Specialised Expo: 22 million visitors).

In addition, expos held in Japan with more than 2 million visitors have been used for benchmarking, especially in terms of construction costs, investment numbers, population of surrounding area, and period of the event.

b) Projected Number of Visitors to EXPO 2025 OSAKA

The number of anticipated visitors was calculated using a multiple regression analysis based on the records of similar exhibitions held in Japan that had more than 2 million visitors. Using this method, one can produce an estimated number of visitors for the Expo proposed on Yumeshima Island, assuming similar attendance trends. This estimate was further adjusted in consideration of the actual number of visitors to EXPO 2005, Aichi, yielding an estimated number of 24.7 million domestic visitors for the EXPO 2025 OSAKA.

If Osaka has the honour of being awarded the World Expo 2025, details regarding its operation will be presented in an implementation plan, and surveys employing detailed questionnaires will be conducted as additional market research.

c) Visitors per Region

Based on analysis of the actual number of visitors per region to the International Garden

Table 11-2: Top 20 Fastest-Growing Destination Cities with at Least One Million Overnight Visitors in 2016 (2009–2016 CAGR)

Rank in Growth Rate	Destination City	CAGR	Country	Region
1	Osaka	24.15%	Japan	Asia-Pacific
2	Chengdu	20.14%	China	Asia-Pacific
3	Abu Dhabi	19.81%	UAE	Middle East & Africa
4	Colombo	19.57%	Sri Lanka	Asia-Pacific
5	Tokyo	18.48%	Japan	Asia-Pacific
6	Riyadh	16.45%	Saudi Arabia	Middle East & Africa
7	Taipei	14.53%	Taiwan-China	Asia-Pacific
8	Xi'an	14.2%	China	Asia-Pacific
9	Tehran	12.98%	Iran	Middle East & Africa
10	Xiamen	12.93%	China	Asia-Pacific
11	Jakarta	12.89%	Indonesia	Asia-Pacific
12	Bangkok	12.57%	Thailand	Asia-Pacific
13	Hanoi	11.64%	Vietnam	Asia-Pacific
14	Mumbai	10.42%	India	Asia-Pacific
15	Lima	9.86%	Peru	Latin America
16	Bogota	9.61%	Colombia	Latin America
17	Seoul	9.49%	South Korea	Asia-Pacific
18	Ho Chi Minh City	9.22%	Vietnam	Asia-Pacific
19	Chennai	9.15%	India	Asia-Pacific
20	Dubai	9.07%	UAE	Middle East & Africa

Source: <https://newsroom.mastercard.com/wp-content/uploads/2016/09/Global-Destination-Cities-Index-Report.pdf>

and Greenery Exposition held in 1990, the estimated number of visitors per region is shown in Figure 11-5. According to this calculation, out of the total number of domestic visitors 15.6 million people will be from the Kansai region.

2) Foreign Visitors

a) Projected Number of Foreign Visitors

Foreign visitor attendance at EXPO 2025 OSAKA was projected based on the actual

number of foreign visitors to past Expos held in Japan.

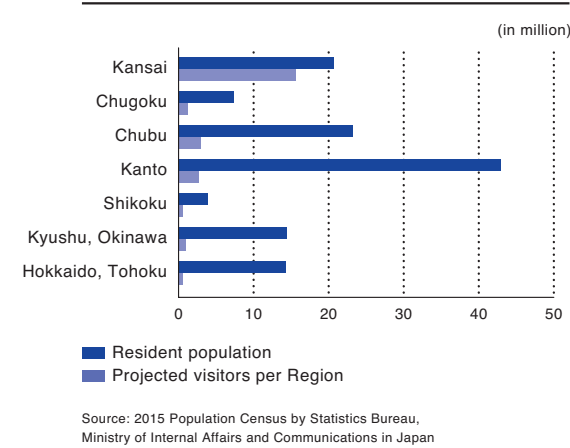
The total number of foreign visitors to Japan is anticipated to reach 50 million in 2025, based on government targets. The previous target for the number of foreign visitors—19 million people in 2015—was reached, suggesting that we will be able to attain the newly set goal for 2025 as well. The government's goal is to welcome 40 million visitors in 2020 and 60 million in 2030, which gives us an estimated 50 million foreign visitors

50 million
visitors to Japan by 2025

Table 11-3: Past Expos and Other Events referred to for the Estimates

Expos/events	Location	Dates	Total area of parking lots	Total area of the site	Number of visitors (million)	Population within 100km (million)	Site construction expenses (US\$ in million)	Operational expenses (US\$ in million)	Business expenses (US\$ in million)
Japan World Exposition Osaka 1970	Osaka prefecture	Mach 15 to September 13, 1970(183 days)		350ha	64.2	21.9	476.4	498.2	974.5
International Ocean Exposition, Okinawa 1975	Okinawa prefecture	July 20 1975 to January 18, 1976(183 days)		100ha	3.5	1.7	277.3	111.8	389.1
Kobe Port Island Exposition	Hyogo prefecture	March 20 to September 15, 1981(180 days)	28ha	52ha	16.1	21.6	93.6	153.6	247.3
International Exhibition, Tsukuba Japan 1985	Ibaraki prefecture	March 17 to September 16, 1985(184 days)	19ha	82ha	20.3	40.5	474.5	365.5	840.0
Silk Road Expo 1988	Nara prefecture	April 23 to October 23, 1988(184 days)		56ha	6.8	21.9	64.5	121.8	186.4
Seto Ohashi Expo 88, Japan	Okayama prefecture	March 20 to August 31, 1988(165 days)	10ha	16ha	3.0	6.9	32.7	28.2	60.9
Asian-Pacific Exposition Fukuoka '89	Fukuoka prefecture	March 17 to September 3, 1989(171 days)	38ha	40ha	8.2	9.2	69.1	85.5	154.5
Yokohama Exotic Showcase '89	Kanagawa prefecture	March 25 to October 1, 1989(191 days)	20ha	49ha	13.3	40.2	183.6	187.3	370.9
World Design Expo '89 Nagoya, Japan	Aichi prefecture	July 15 to November 26, 1989(135 days)		56ha	15.2	16.4	123.6	98.2	221.8
International Garden and Greenery Exposition, Osaka, Japan, 1990	Osaka prefecture	April 1 to September 30, 1990(183 days)	9ha	105ha	23.1	21.8	351.8	511.8	863.6
Japan Expo in Shinshu	Nagano prefecture	July 16 to September 25, 1994(72 days)	20ha	25ha	2.4	5.6	42.7	35.5	78.2
Wellness Wakayama World Resort Exposition	Wakayama prefecture	July 16 to September 25, 1994(72 days)	16ha	44ha	2.9	13.4	41.8	47.3	89.1
World Festival Exposition Mie '94	Mie prefecture	July 22 to November 6, 1994(108 days)		61ha	3.5	11.8			138.2
Japan flora 2000	Hyogo prefecture	March 18 to September 17, 2000(184 days)	27ha	69ha	6.9	21.5	62.7	124.5	187.3
Yamaguchi Kirara Expo	Yamaguchi prefecture	July 7 to September 30, 2001(86 days)	25ha	38ha	2.5	6.5	42.7	72.7	115.5
Pacific Flora 2004	Shizuoka prefecture	April 8 to October 11, 2004(187 days)		43ha	5.4	12.6	53.6	102.7	156.4
EXPO 2005, Aichi, Japan	Aichi prefecture	March 25 to September 25, 2005(186 days)		173ha	22.0	13.9	1320.9	574.5	1895.5

Figure 11-5: Projected Visitors per Region



Seven regions in Japan



for 2025.

Using this calculation, and applying the ratio of foreign visitors to past Expos against the total number of foreign visitors to Japan, the number of foreign visitors to EXPO 2025 OSAKA is expected to reach 3.5 million people.

b) Visitors per Region Around the World

The estimated breakdown of foreign visitors per region is based on the ratio per region of foreign visitors to Japan reported by the Japan National Tourism Organization (JNTO). It is estimated that the largest number of foreign visitors, at 2.97 million people, will come from Asia. Another 229 thousand people will visit from North America, and 207 thousand from Europe.

Furthermore, an analysis of incremental year-on-year changes in the ratio of foreign visitors to Japan indicates that the number of visitors from Asia has been growing consistently since 2013. However, there are still

fluctuations in the regional breakdown over the years, which make it difficult to accurately project the ratio of visitors according to their home region. Therefore, we have applied the latest per-region ratio in our calculations for the EXPO 2025 OSAKA. Overall, we estimate that the number of visitors—especially from Asia—will continue to increase.

Table 11-4: Projected Visitors from Abroad per Region

	Foreign Visitors to Japan (thousand)	Ratio	Entry prediction to EXPO 2025 OSAKA (thousand)
Asia	20,428	85.0 %	2,974
Europe	1,422	5.9%	207
Africa	34	0.1%	5
North America	1,570	6.5%	229
South America	78	0.3%	11
Oceania	506	2.1%	74
Total	24,038	100.0%	3,500

11.C
Peak Visitors and Potential Influence of Climate

1) Peak Visitor Periods During Expo Operation

a) August

It is estimated that the peak in visitor flows to the Expo will occur in August. This month coincides with the summer break, when the monthly number of visitors to the Kansai region is generally the highest. This peak in Kansai visitation is confirmed by an analysis of the total number of hotel guests per month, which is also at its largest in August.

For approximately one week in mid-August, many workers in Japan traditionally take their *obon* vacation, which will push the peak even higher. The number of foreign visitors also spikes from July to August.

b) Several Weeks Prior to the Expo Closing Date

Another peak flow of visitors will hit a few weeks prior to the closing date.

What's more, this will coincide with the autumn tourism season, so a series of special events will be held to signal the finale of the Expo. Public relations messaging during the Expo period should spark global interest in the event, motivating people to visit and to take part in the final phase, which should result in another peak of visitations just before the closing of the Expo.

We anticipate a peak number of visitors almost every single day over the final few weeks of the Expo, but the operations team

will have experience and know-how by then to ensure smooth execution throughout this long series of peak days.

2) Weather Conditions and Countermeasures

Japan has four distinct seasons, with a rainy season in the early Summer. Many visitors love to experience the variety in seasonal climate in Japan, and maximise their experience by visiting multiple times during different periods throughout the Expo period. Please refer to Chapter 1 for details about the weather conditions during the proposed operation of the Expo. Weather factors that may affect the number of the visitors are a) heat, b) rain (the rainy season*) and c) typhoons.

* A meteorological phenomenon in East Asia that occurs from the end of Spring until early Summer featuring frequent rainfall and overcast skies.

a) Heat

Summer heat may cause discomfort for the Expo visitors. The organiser will pay close attention to visitors' well-being if heat is severe.

In order to counter the heat, first and foremost, trees with a large crown will be planted to create shade, and turf will be laid on the ground to create more green spaces, thus lowering the ground temperature.

Secondly, we intend to install roofs or pergolas over the walkways and rest areas. A pergola is a type of shade-creating structure into which climbing vines like roses and Japanese wisteria are typically incorporated to create a roof, similar to the style of outside corridors of Western-style gazebos. The pergolas will serve to make the walkways and

Table 11-5: Total Hotel Guests per Month in the Kansai Region

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Shiga Pref.	286,830	294,930	416,430	429,540	429,060	341,040	431,800	537,670	355,800	395,660	413,830	343,970
Kyoto Pref.	1,120,010	1,157,840	1,544,850	1,566,510	1,650,450	1,530,860	1,535,880	1,730,380	1,492,750	1,595,050	1,598,660	1,517,190
Osaka Pref.	2,378,330	2,446,180	2,765,280	2,645,750	2,496,440	2,448,780	2,857,930	3,024,560	2,525,850	2,654,080	2,494,460	2,680,990
Hyogo Pref.	1,010,240	1,098,420	1,215,400	1,109,010	1,098,390	994,390	1,206,370	1,560,620	1,075,340	1,084,570	1,179,700	1,172,060
Nara Pref.	122,360	129,440	191,690	229,970	245,740	183,980	212,960	275,000	182,950	220,510	253,420	194,620
Wakayama Pref.	312,850	297,020	407,740	358,410	359,200	298,260	409,300	600,500	339,360	352,740	371,650	341,840
Total	5,230,620	5,423,830	6,541,390	6,339,190	6,279,280	5,797,310	6,654,240	7,728,730	5,972,050	6,302,610	6,311,720	6,250,670

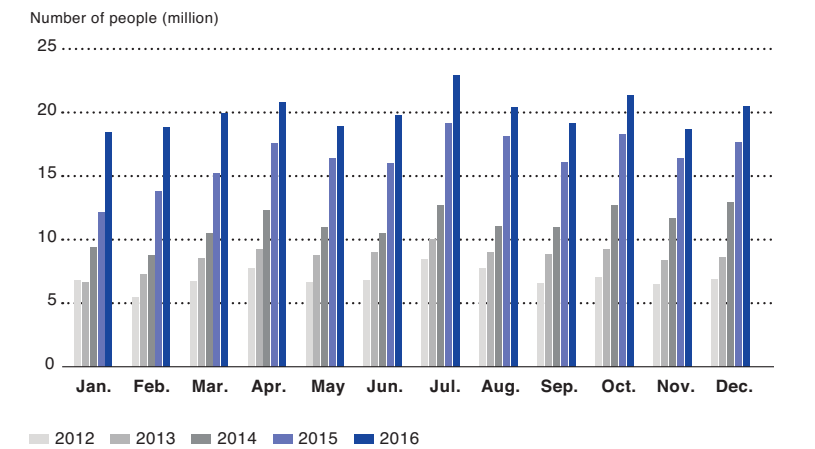
Source: Japan Tourism Agency, Statistics and Survey on Stay Over Trip, from January to December 2016 (preliminary figures for the year)

rest areas cooler.

Thirdly, mist showers will be placed outside. Mist that comes in contact with skin evaporates, thereby lowering body temperature, and it is gentle enough not to get visitor clothing wet.

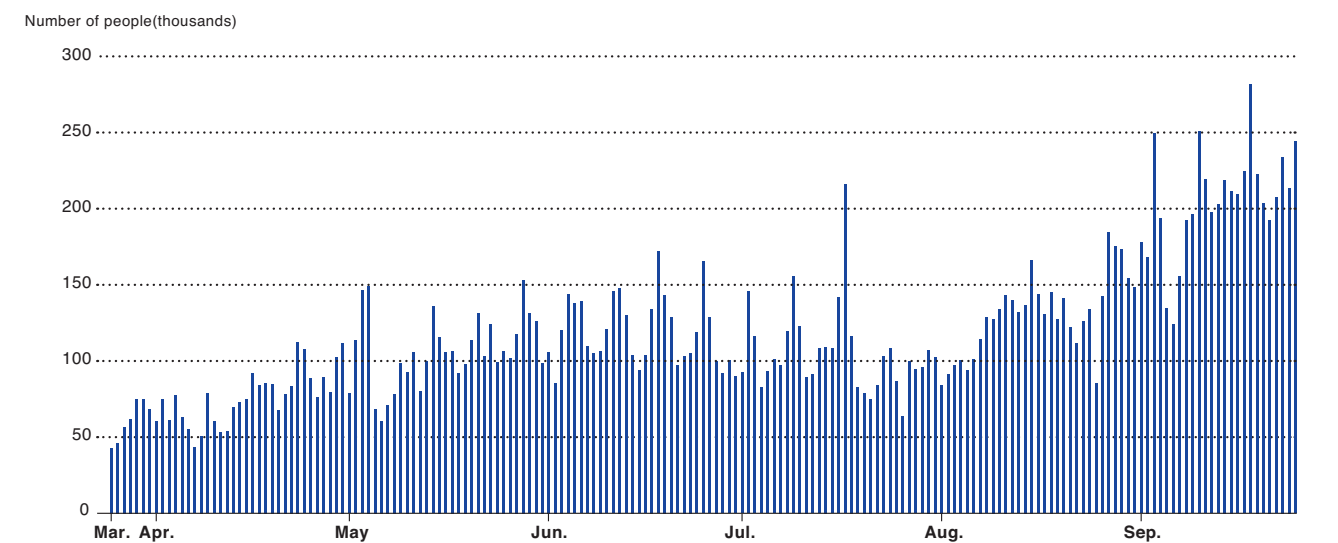
Moreover, to these heat mitigation measures, the venue will marry modern technology with traditional Japanese culture by using pavement material that reduces the reflection of strong sun rays and regularly apply water to the pavement, a traditional Japanese method of cooling called *uchimizu*; placing Japanese-style blinds under the eaves of facilities; creating "green curtains" by planting *goya* (bitter cucumber plants); installing ice pillars; providing crushed ice to visitors; and

Figure 11-6: Foreign Visitors to Japan per Month



Source: Japan National Tourism Organization (JNTO)

Figure 11-7: EXPO 2005, Aichi, Japan - Number of Visitors per Day



Heat countermeasures - Mist Shower



Photo: AFLO

Pergola



Photo: AFLO

Green Curtains of Plants



Photo: AFLO

Uchimizu



Photo: AFLO

Ice Pillars



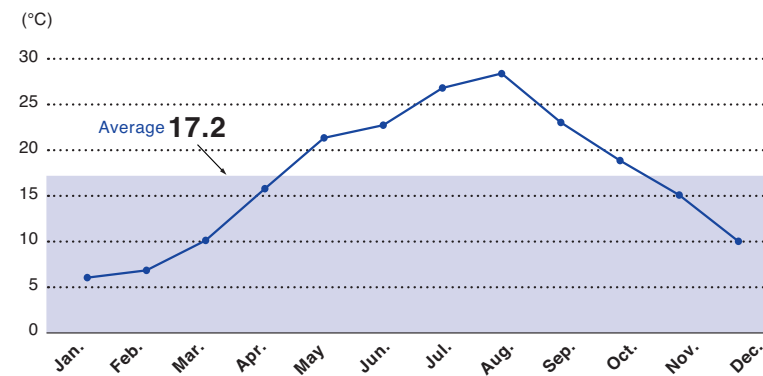
Photo: Mainichi Newspaper/AFLO

Bamboo Shades



Photo: AFLO

Figure 11-8: Average Temperature for Osaka



Source: Osaka Prefecture, 2016 Statistic Yearbook, average temperature at Regional Weather Station

installing automatic regulators to control ambient temperature and humidity conditions indoors. In addition, wearable devices that check visitors' internal condition will synchronise with climate control apparatuses. We will actively introduce such climate control technology and believe that it will become commonplace in the future.

In preparation for worst-case scenarios, we will situate First Aid stations throughout the venue to ensure that medical support can be mobilised swiftly if necessary.

b) Rain

It is anticipated that the number of visitors will decline by roughly ten percent when it

rains, based on the 2005 Expo benchmark of 98,913 visitors on average on a rainy day versus 112,842 visitors on average on another day with no rain. It is thus expected that we will have a slight decline in the number of visitors during Japan's rainy season, from June to the beginning of July.

As a countermeasure, roofs and awnings will be provided over walkways and rest areas to ensure that visitors enjoy a smooth and dry transition from one building to another even in the event of rain.

c) Typhoons

Sometimes typhoons make landfall in Japan from July to October. With current technology, it is possible to predict precisely the typhoon's direction of travel. As a result, we believe the impact of any typhoon on the operations of the Expo will be minimal. Recently Osaka has not been damaged severely by typhoons. If a large-scale typhoon approaches, we will inform the public about dates and times of pavilion closures in advance. In the unlikely event that visitors become stranded at the Expo venue due to a typhoon, shelter and adequate provisions will be made available to keep everyone safe.

11.D Ethnicity, Language, and Other Connections That Might Encourage Visitation

Japan has established amicable relations with most countries. Economic and cultural exchanges are active, and the number of foreign visitors to Japan has rapidly increased in recent years. We have also established stronger ties with our neighbouring Asian countries.

1) Sharing Cultural Areas and Exchanges

Japanese calligraphy, religion, rice-growing techniques, social systems, and many types of technology trace their roots back to the Asian Continent, and specifically China and the Korean Peninsula, which are located in the same East Asian region as the Japanese archipelago and share a long history of cultural exchange.

The Kansai region was where Japan's capital was located and has long served as the nation's gateway to Asian culture. Approximately 1,400 years ago, envoys were sent from Japan to China to learn about technology and social systems, and Osaka Port came to serve as the hub for those missions. Approximately 500 years ago, during Japan's Warring States Period, Sakai Port, which neighbours Osaka, became an international trading nexus for Japan, and trade with China and other countries in Asia flourished. After the 19th century, at the time when Japan was opening up to the world and the

The Kansai region was where Japan's capital was located and has long served as the nation's gateway to Asian culture.

Edo Period was coming to an end, Osaka Port became an international trading port, conducting a high volume of maritime trade with Asian countries.

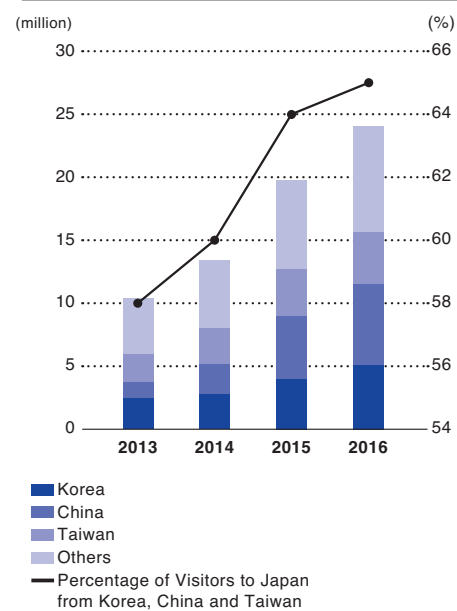
Currently, a large number of flights out of Kansai International Airport connect the city to major airports across Asia, and many visitors from Asia come to visit the entertainment park at Universal Studios Japan. Osaka and the greater Kansai area, which includes Tottori and Tokushima Prefectures, continue to participate in an active cultural exchange with the rest of Asia.

Visitors from East Asian regions comprise the largest proportion of visitors to Japan, and the ratio since 2013 has been trending upwards, reaching 65% of the total in 2016. As stated before, tourism from the Asian continent is growing rapidly relative to visitors from other global regions, and we expect an active exchange with Asian countries to continue into the future.

2) Aviation Network

Kansai International Airport, located in Osaka, operates around the clock on key air routes as an important part of Japan's extensive aviation network. Furthermore, Japan is home to the *shinkansen* bullet train, a high-speed railway network that links up with the major airports around Japan, such as the Chubu Centrair International Airport, Narita International Airport, and Tokyo International

Figure 11-9: Foreign Visitors to Japan from East Asian Regions



Source: based on statistics by Japan National Tourism Organization (JNTO)

Airport. The air and train connections make it easy to access the Kansai region from any major cities.

Kansai International Airport will serve as the primary entry portal for foreign visitors who travel to the Expo. International flights connect Osaka with 82 cities in 24 countries, and there are direct flights to 13 cities inside the country. The number of air passengers passing through Kansai International Airport in 2016 was 25.24 million, of which 12.17 million were foreign nationals, according to data published by Kansai Airport, which operates both Kansai International Airport and Osaka International Airport.

All visitors inspired to visit EXPO 2025

OSAKA, from inside and outside of Japan, will enjoy easy access to the venue.

3) International Economic Exchange

Hanshin Port* is one of the most active trading ports in Japan, with trade amounting to US\$184.54 billion according to 2014 statistics. Exports accounted for US\$85.46 billion, or 12.9% of the national total, and imports accounted for US\$99.08 billion, a 12.7% share. Asia is the largest export destination for goods leaving the port, followed by North America. Asia is the biggest importer of Japanese goods, followed by the Middle East. The value of trade at Hanshin Port has increased steadily since the 2007-2008 global financial crisis, further strengthening Japan's ties with other countries.

* Hanshin Port: The largest harbour in Western Japan, consisting of Osaka Port, Sakai-Senboku Port, Amagasaki-Nishinomiyama-Ashiya Port, and Kobe Port.

According to "Foreign Company Trends Survey" published by the Ministry of Economy, Trade and Industry in 2016, more than 300 foreign companies have offices in Osaka and the greater Kansai area, representing the second-largest concentration of foreign offices in Japan after greater Tokyo (see Table 11-7).

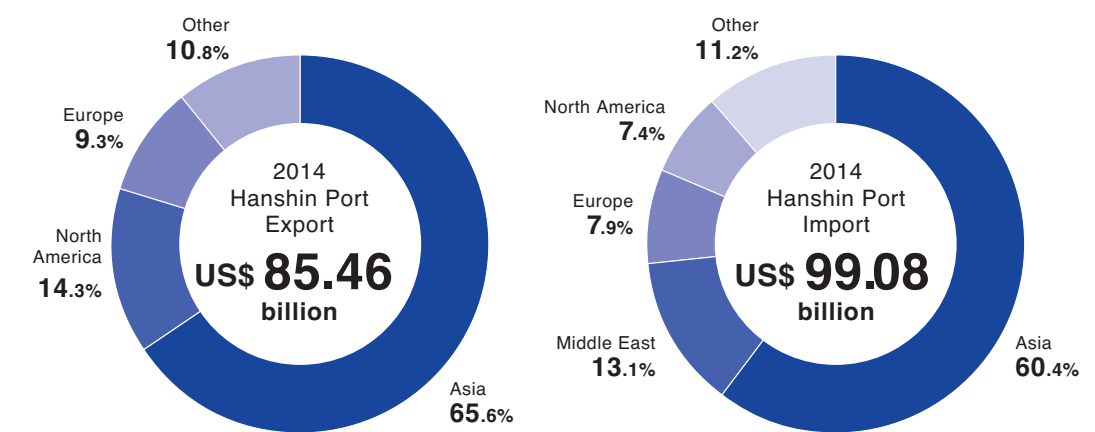
International flights connect Osaka with 82 cities in 24 countries

Table 11-6: Hanshin Port: 2014 the Value of Trade and Share (billion US\$)

	Export value	Import value
Ports in Japan	664.48	780.99
Hanshin Port	85.46	99.08
Share	12.9%	12.7%
Osaka Port	29.66	46.79
Share	4.5%	6.0%

Source: based on data of Osaka Custom and Kobe Custom; Research & Statistic Section, Research Department

Figure 11-10: Hanshin Port: the Value of Trade per Region



Source: Data from Osaka Custom and Kobe Custom

Table 11-7: Foreign Companies in Japan - Top 10 Prefectures

Rank	Prefecture	Number of companies	Shares (%)
1	Tokyo	2,296	67.3
2	Kanagawa	336	9.9
3	Osaka	177	5.2
4	Hyogo	95	2.8
5	Aichi	73	2.1
6	Saitama	69	2.0
7	Chiba	64	1.9
8	Fukuoka	30	0.9
9	Shizuoka	26	0.8
10	Kyoto	20	0.6

* Percentages shown above are based on the total company number of 3,410

The number of foreign residents in Osaka prefecture as of December 31, 2016 was 217,656 people. This number has been on the rise since 2012. The number of foreign residents in Osaka and the greater Kansai area as of December 31, 2016 is 427,453.

4) International Conferences/Conventions

Osaka and the greater Kansai area have hosted many major international conferences, including the Summit of Finance Ministers and the ASEAN Ministers Conference, along with a large number of international exhibitions, and have strong ties with numerous countries around the world. The region is equipped with excellent infrastructure to host large-scale international conferences and conventions, as well as exhibitions. In recent years, the number of international conferences that Osaka has hosted has increased, and this number is expected to increase further as we approach EXPO 2025 OSAKA.

Table 11-8: World Raking - Number of Meetings per City

City	Number of meeting	World rank
— Kansai Region	89	—
1 Tokyo	80	28
2 Kyoto	45	57
3 Fukuoka	30	85
4 Osaka	23	115
5 Yokohama	22	117
6 Sapporo	18	139
7 Nagoya	14	182
8 Kobe	13	191
9 Okinawa	13	191
10 Sendai	9	254
11 Tsukuba	9	254
12 Nara	8	276
13 Chiba	7	301
14 Kanazawa	6	354
15 Kitakyushu	5	N/A

5) Gateway to Other Countries

Osaka is the centre of western Japan—not only economically but also culturally, as many consulates, tourism agencies, international business entities and other international organisations have offices in the Kansai region including Osaka.

Osaka Prefecture has sister-city or friendship-city partnerships with ten cities in nine countries around the world, including Dubai, host city of the World Expo 2020, while Osaka City has eight such partnerships. They allow both the prefecture and the city to enjoy a broad range of exchanges covering many different fields. Across the Kansai region, numerous additional sister-city and friendship-city partnerships are in place, underscoring this area's extensive network of international exchange.

Table 11-9: Sister Cities, Friendship Cities of Major Local Governments in the Kansai Region

Major Local Governments in the Kansai Region	Sister Cities, Friendship Cities
Osaka Prefecture	Queensland (Australia), Shanghai (China), Jiangsu (China), Val-d'Oise (France), Lombardia (Italy), East Jawa (Indonesia), Primorsky area (Russia), Dubai (United Arab Emirates), California (the USA), Ho Chi Minh City (Vietnam)
Osaka City, Osaka Prefecture	Melbourne (Australia), Sao Paulo (Brazil), Shanghai (China), Hamburg (Germany), Milano (Italy), St. Petersburg (Russia), Chicago (the USA), San Francisco (the USA)
Sakai City, Osaka Prefecture	Lianyungang (China), Wellington (New Zealand), Berkeley (the USA)
Kyoto Prefecture	Shaanxi (China), Languedoc-Roussillon (France), the Yogyakarta Special Territory (Indonesia), Leningrad Region (Russia), Edinburgh (the UK), Oklahoma (the USA), Quebec (Canada)
Kyoto City, Kyoto Prefecture	Xi'an (China), Grad Zagreb (Republic of Croatia), Prague (Czech Republic), Paris (France), Cologne (Germany), Florence (Italy), Guadalajara (Mexico), Kiev (Ukraine), Boston (the USA)
Hyogo Prefecture	Western Australia (Australia), Parana (Brazil), Guangdong (China), Hainan (China), Palau (Palau), Khabarovsk Region (Russia), Washington (the USA)
Kobe City, Hyogo Prefecture	Brisbane (Australia), Rio de Janeiro (Brazil), Tianjin (China), Marseille (France), Incheon (South Korea), Riga (Latvia), Barcelona (Spain), Seattle (the USA)
Shiga Prefecture	Rio Grande do Sul (Brazil), Hunan (China), Michigan (the USA)
Otsu City, Shiga Prefecture	Mudanjiang (China), Wurzberg (Germany), Gumi (South Korea), Interlaken (Switzerland), Lansing (the USA)
Nara Prefecture	Shaanxi (China), Chungcheongnam-do (South Korea), Bern (Switzerland)
Nara City, Nara Prefecture	Canberra (Australia), Xi'an (China), Yangzhou (China), Versailles (France), Gyeongju (South Korea), Toledo (Spain)
Wakayama Prefecture	Shandong (China), Pyrenees Orientales (France), Sinaloa (Mexico), Galicia (Spain), Florida (the USA)
Wakayama City, Wakayama Prefecture	Richmond (Canada), Jinan (China), Jeju (South Korea), Bakersfield (the USA)

Strengthening relationship with sister cities / Osaka City's Visit to Deputy Mayor of Chicago (2013)

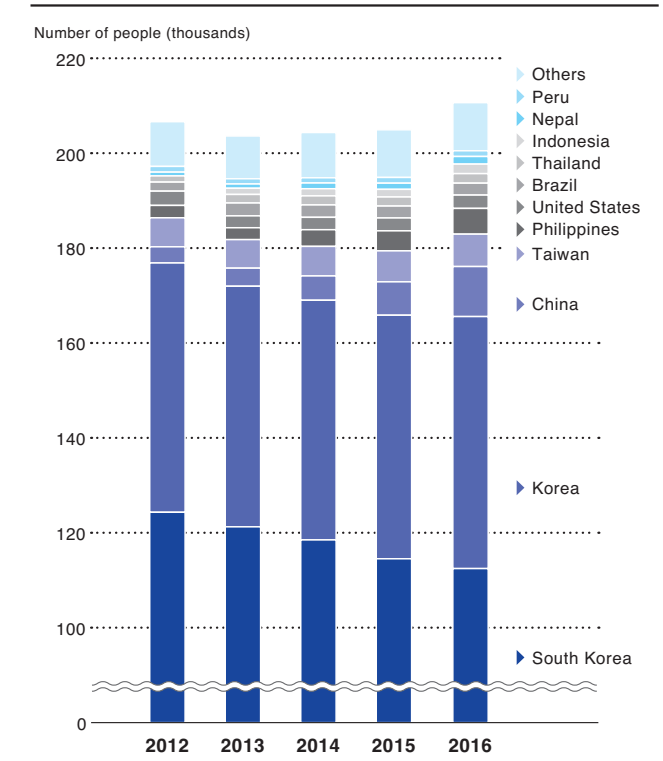


Milan and Osaka City introducing the course of exchange of two cities at Expo 2015 Milano (2015)



Source: Osaka City homepage, Exchange with Sister Cities © City of Osaka

Figure 11-11: Foreign Residents in Osaka - Nationalities and Regions



Source: Statistic of Osaka Prefectural Government

each visitor's stated interests and purposes for visiting the Expo, will be displayed via this app. For repeat visitors, the route and content recommended during the previous visit will be taken into account.

d) Smooth Check-in System for Those Who Arrive via Shuttle Bus

We will consider providing off-site check-in stations in an effort to reduce waiting times to zero at the venue. A system allowing shuttle bus passengers to check in even before boarding the bus will be considered, so that they can pass through admissions without disembarking.

e) Evoking Interest Among the General Public by Creating Synergy with Local Events

We will host pre-opening events, starting seven years prior to the Grand Opening, as part of our seven-year-project to drum up

public enthusiasm (see Chapter 7). Offering various types of events at numerous locations, especially within Osaka and the greater Kansai area, will heighten the gen-

eral public's desire to visit the Expo. Synergy with other local events throughout Japan will also motivate people to visit.

The organiser will work with local governments in Osaka and the greater Kansai area, and with the Union of Kansai Governments, to boost visitation. Travel agencies will develop packages that include EXPO 2025 OSAKA and other events throughout the area, giving visitors a well-rounded experience.

f) Virtual Visitors

For those unable to physically visit the Expo, a virtual reality (VR) program will provide a similar experience. Refer to Chapter 7 and 9 for details on visiting the Expo via VR and the Internet.

g) Ticketing Plan

The entrance fee at EXPO 2025 OSAKA will be set at a reasonable price compared with other major events in Japan, with the expectation that this will encourage domestic and international travellers to visit repeatedly.

Smartphones and other mobile devices will be used to purchase tickets in advance, facilitating ticketless admission and easy entry into the venue.

Advance tickets will be sold at a discounted price. In consideration of the

Expo's successful advance ticketing plan, we will coordinate our communications activities to develop an effective ticket sales strategy. We will seek to spread out visitation during peak times, for example by offering different ticket types, evening discounts, weekday discounts, and multi-day passports. Furthermore, we'll look at offering date-designated-tickets that combine Expo entry with visits to nearby festivals and events in the Kansai region in order to attract more visitors (see Chapter 13).

by providing round-trip tours that combine Expo entry with visitation of local festivals and events.

See Table 11-12 for a partial list of festivals, seasonal events, and holidays in Osaka and the greater Kansai area.

Japan has a festival culture. Innumerable festivals will be held in Osaka and the greater Kansai area throughout the Expo period, and we will connect affiliate events with the venue via telecommunications devices. There are many Japanese national holidays during this time as well, and these will be celebrating at the Expo to promote cultural exchange with participating countries and organisations.

11.F Celebrations, Annual or Special Attractions, and Events

1) Events Prior to Grand Opening

Promotion of EXPO 2025 OSAKA, KANSAI, JAPAN has already started—even though the host country has yet to be announced. We will plan to hold related events and symposia. By providing as many special events and festivals as possible to arouse interest and attract as many visitors as possible to the Expo, we will accelerate momentum for the Expo together with people all over the world. Visitors will have the opportunity to witness various local Japanese festivals in the vicinity of the Expo.

2) Festivals, Seasonal Events, and Holidays in the Kansai Region

Some festivals and seasonal events will overlap with the period of the Expo. This will help us attract even more visitors and also give us the ability to distribute peak visitation

For those unable to physically visit the Expo, a virtual reality (VR) program will provide a similar experience.

Table 11-11: Ticket Price of Major Large-scale Events and Theme Parks

Event	Outline of the event	Ticket price (US\$)	Type of ticket
Summer Sonic (event)	One of the largest music festivals in Japan	127.27	One day ticket, usual price
Universal Studio Japan (theme park)	Movie-themed park located in Osaka City	69.06	One Day Studio Pass (adult)
Tokyo Disneyland (theme park)	Disney themed park near Tokyo	67.27	One-day Passport (adult)

Table 11-12: Major Festivals and Annual Events in the greater Kansai area during the Expo

Major Annual Events	Dates	Major Annual Events	Dates
1 Kobe Matsuri	May	16 Naruto Awa Odori	August
2 Kyoto Takigi-Noh	June	17 Daimonji Okuribi	August
3 Aizen Matsuri	June	18 Kyo no Tanabata	August
4 Naniwa Yodogawa Fireworks Festival	August	19 Hokuetsu Sakyu Matsuri	August
5 Kobe Port Marine Fireworks Festival	August	20 Kangetsu-kai	September 27
6 National High School Baseball Tournament (Koshien)	August	21 Sakai Festival	October
7 Daigoji Manto Kuyo-e	August	22 Osaka Marathon	October
8 Shitenno-ji Ten Thousand Lights Memorial Service	August	23 Uji Tea Festival	October
9 PL Fireworks	August	24 Nara Deer Antler Cutting Ceremony	October
10 Lake Biwa Great Fireworks Festival	August	25 Public Opening of the Kyoto Imperial Palace in autumn	October to
11 Nara Tokae Lantern Festival	August	26 Kansai Culture Day	November
12 Kiyomizu-dera Special Night Viewing	August	27 Kyokusui no Utage	November
13 Kasuga Taisha Chugen Mantoro Lantern Festival	August	28 Nagaokakyo Garasha Matsuri	November
14 Kobe Seaside Bon Dance Event	August		
15 Awa Odori Dance Festival	August		

Major Annual Events	Dates
29 Himeji Castle Festival	May
30 Kyoto's Aoi Matsuri	May 17
31 Kifune Matsuri	June
32 Yasaka Shrine Rei-sai	June 15
33 Gion Matsuri	July 1 to 31
34 Tenjin Matsuri	July 24 and 25
35 Nachi Fire Matsuri	July 14
36 Sumiyoshi Summer Festival	July
37 Motomiya Festival at Fushimi Inari	July
38 Kishiwada Danjiri Matsuri	September and October
39 Nishinomiya Matsuri	September
40 Jidai Matsuri	October
41 Yuki Shrine Kurama Fire Festival	October

National Holiday, long holidays	Dates
Golden Week	End of April / beginning of May
Ocean Day	Third Monday in July
Summer holidays	Around mid July to August
Mountain Day	August 11
Respect for the Aged Day	Third Monday of September
Autumnal Equinox Day	Third Monday of September
Health-Sports Day	Second Monday in October
Culture Day	November 3



Kishiwada Danjiri Matsuri / Gion Matsuri / Tenjin Matsuri



Photo: AFLO

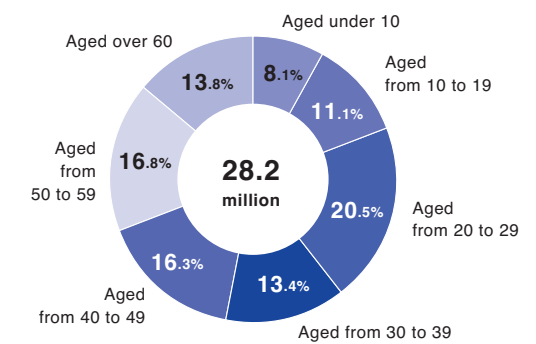
11.G Anticipated Type of Visitor: Casual, Family Tourist, or Theme-Motivated

As stated earlier, we expect approximately 28 million visitors during the six-month period of EXPO 2025 OSAKA, KANSAI, JAPAN. Most of the domestic visitors— 15.6 million of them—will come from the Kansai Region, and 3.5 million foreign visitors are also expected to attend.

1) Breakdown of Visitors

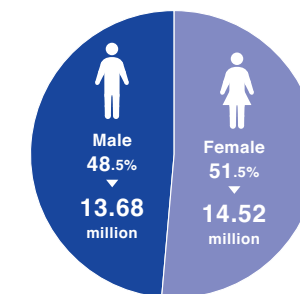
Based on ticket sales for the International Garden and Greenery Exposition, which was held in Osaka, we have estimated the proportion of visitors per age category and by gender, as shown in Figure 11-12 and 13. We have also estimated the proportion of single-day visitors and overnight visitors, based on the analysis of attendance data from the EXPO 2005, Aichi, as shown in Figure 11-14.

Figure 11-12: Projected Number of Visitors per Age Category



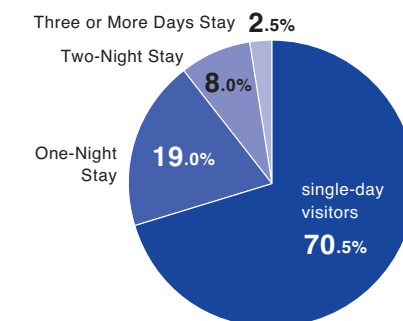
Source: projected based on the data of the International Garden and Greenery Exposition, held in Osaka in 1990

Figure 11-13: Projected Number of Visitors by Gender



Source: projected based on the data of the International Garden and Greenery Exposition, held in Osaka in 1990

Figure 11-14: Single-day and Overnight Visitors To the Expo



Note: Figures above were calculated based on EXPO 2005, Aichi numbers.

11.H
Studies and Polls to Refine the Projected Number of Visitors

EXPO 2025 OSAKA is estimated to attract about 28 million visitors. Data that was used to estimate this number are described below. A more detailed visitor projection will be conducted using questionnaire surveys and other methods, in order to ensure adequate preparation transportation, accommodation, and ticket sales.

1) Population and Target Markets

a) Population in Japan and other countries

The population of Japan in 2017 stands at 126.79 million, according to the final estimates by the Ministry of Internal Affairs and Communications' Statistics Bureau.

According to a 2015 UN report, Japan ranks as the tenth most populated country, with 127 million, behind China (1,397 million), India (1,309 million), the United States of America (319 million), Indonesia (258 million), Brazil (205 million), Pakistan (189 million), Nigeria (181 million), Bangladesh (161 million), and Russia (143 million).

Japan is adjacent to China and its population of over 1 billion people, providing a sizeable advantage in terms of attracting visitors to the Expo.

b) Geographical Distribution of Population of Japan

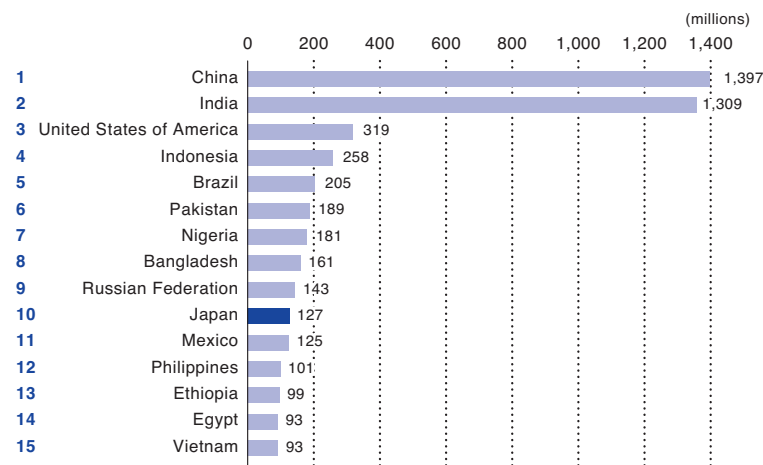
In 2015, 59% of the total population in Japan resided in its three major metropolitan areas, while 41% resided elsewhere.

Osaka is located in one of these three major metropolitan areas, and being the core city of the Kansai region, it is easily accessible by *shinkansen* bullet trains and by air from other metropolitan areas. This is another advantage in terms of driving visitors to the Expo.

c) Population of the Kansai Region

Kansai holds a population of 20.7 million. Osaka Prefecture, located in the Kansai region, has a population of 8.84 million, and Osaka City, where the Expo will be held, is home to 2.69 million people. We expect to drive more local visitors to the Expo by providing a ticket option that encourages repeat visitation.

Figure 11-15: Total Population - Both Sexes (million) UNITED NATIONS (2015)



Source: World population Prospects 2017

11.I
Price of Tickets, Size of Site, and Accommodation and Transportation Facilities

Based on the aforementioned visitor projections, a set of plans for ticketing, accommodation, and transportation have been developed. They are as follows.

1) Admission Ticket Sales Plan

Details of the admission ticket sales plan can be found in Chapter 13. The price point stipulated in Chapter 13 is quite low compared with other major events and theme parks in Japan, and therefore it will be viewed favourably by the Japanese populace, because of its affordability.

Various types of tickets will be offered on the Expo's official website, and we are confident that the price points listed will be attractive enough for people to visit multiple times.

We will consider providing ticket booths at travel agencies, train stations, bookstores, local department stores, and local government offices in Japan for visitors who are unable to use or access the Internet. We will also explore options such as commissioning national flag carriers to help with ticket sales in developing countries.

Ticket sales will be conducted at two different times—advanced sales prior to the opening, and regular admission sales during the operation of the Expo. We would like to develop a strategy that will allow us to bring 50% of the estimated approximately 28 million visitors in an advanced ticket plan. Advance tickets will

be offered at a discount to tickets sold during the operation of the Expo.

2) Accommodation Plan

Accommodation plan details are stipulated in Chapter 12.

Prior to submitting a bid for the Expo, we conducted research to determine if currently available accommodation in the vicinity of the venue would be sufficient to handle the expected number of visitors. As a result, we can confidently state that the capacity is even greater than the anticipated demand.

The capacity of accommodation facilities in the Kansai region stands at 341 thousand customers per day. In addition, capacity is expected to increase by 23 thousand persons with the planned construction of new hotels.

Thus, the available local accommodation by 2025 should be able to handle 365 thousand persons per night. We estimate that 110 thousand Expo visitors will require accommodation during the peak times. The demand for accommodation in Kansai outside of that driven by the Expo is estimated at 254 thousand people per night, and this is based on government targets for increased foreign tourism. Therefore, total demand for accommodation in the Kansai region will be 364 thousand persons per day, which is a thousand less than full capacity. In addition, accommodation is also available in areas adjacent to Kansai, such as in the Chubu, Chugoku and Shikoku regions. Also new lodging facilities are expected to be built by the time the Expo opens, and accommodation other than conventional hotels and lodging are gaining in popularity. Taken together, it

is clear that capacity will be sufficient, with enough of a buffer even if demand exceeds estimates.

3) Transportation Plan

Transportation plan details are stipulated in Chapter 8.

We are developing a transportation plan to deliver people to and from the event comfortably, based on an estimated 285 thousand daily visitors, with peak arrivals at 59 thousand and peak egress of 55 thousand. A transportation-sharing rate per type of transportation system has been defined to expeditiously transport about 28 million people.

The three airports in Kansai, the Kansai International Airport, Osaka International Airport, and Kobe Airport, as well as the Tokaido and Sanyo *shinkansen* bullet trains, the Meishin Expressway, and the Chugoku Expressway provide numerous convenient access routes into Osaka. Railways and roadways that interconnect with the transportation system in the vicinity of the Expo venue will be bolstered. There are plans for an extension of the Osaka City Subway Chuo Line (the Hokko Technoport Line) and a road widening from four to six lanes on Yumeshima Island, where the Expo will be held. With highly advanced technology and operational management, railway systems in Japan are the world's safest, most efficient, most convenient, and most punctual. By giving precise guidance to Expo visitors, we believe all issues related to transportation can be proactively resolved.



