



Asia-Pacific
Economic Cooperation

Advancing
Free Trade for Asia-Pacific
Prosperity

Promoting Cruise Industry in APEC Region

23 Apr. 2018 – 2F Emerald Room - 2

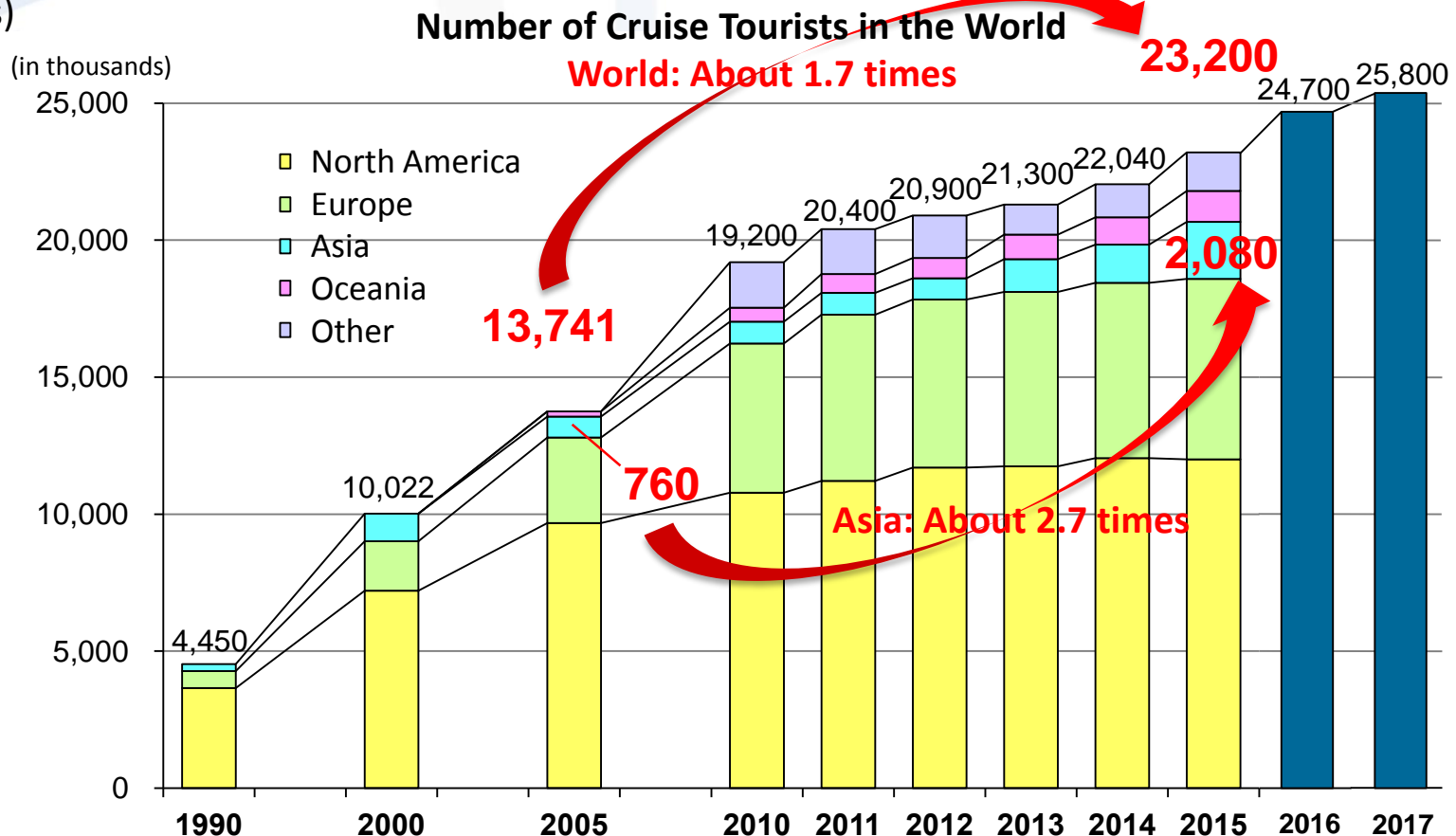
Presented by
Masayuki TANEMURA, Ports and Harbours Bureau, MLIT Japan

World Cruise Market Trend



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- Number of cruise tourists in the world have been growing rapidly.
- Number in Asia showed a significant growth and increased 2.7 times between 2005-2015 (World: 1.7 times)



Before 2011: Estimated by CLIA, 2017: Projection, Source: Compiled from data of CLIA

Project of Promoting Cruise Industry in APEC Region



Ministerial Joint Statement of 9th APEC Transportation Ministerial Meeting 2015

We **welcome the progress on the initiatives on *Promoting Cruise Visits to Ports in the APEC Region*** and *Exploration on Strengthening of Maritime Connectivity*. We instruct the TPTWG to undertake further work on these initiatives.

Objective

To promote human exchange and economic revitalization by encouraging the mutual visit of cruising vessels in APEC region

Measure

To share information on port facilities and best practices of cruise facilitation among APEC economies and cruise shipping companies.

Project of Promoting Cruise Industry in APEC Region



Process

1) Integrate information

- Economies will kindly provide Japan with necessary information.
- Japan will build a cruise information page within TPTWG website.

2) Share information

- Each economy can learn best practices of other economies to improve its promotion activities to attract cruise shipping companies.
- Cruise shipping companies can access an information of specifications of port facilities of APEC economies.
- Provide an information to other fora such as the Tourism WG.

*Details of framework of this web page should be discussed and determined.
(For example, whether this page will be just a portal or a self-contained.)

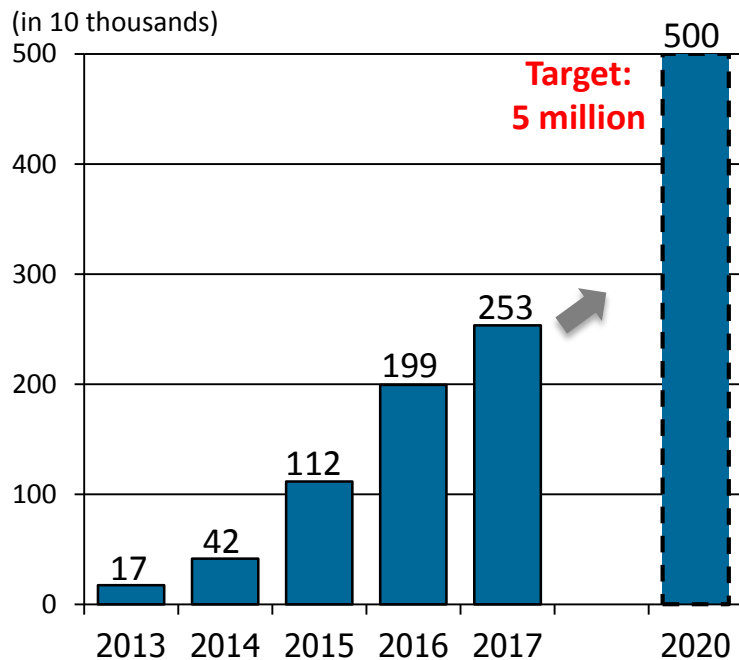
Cruise Market Trend in Japan



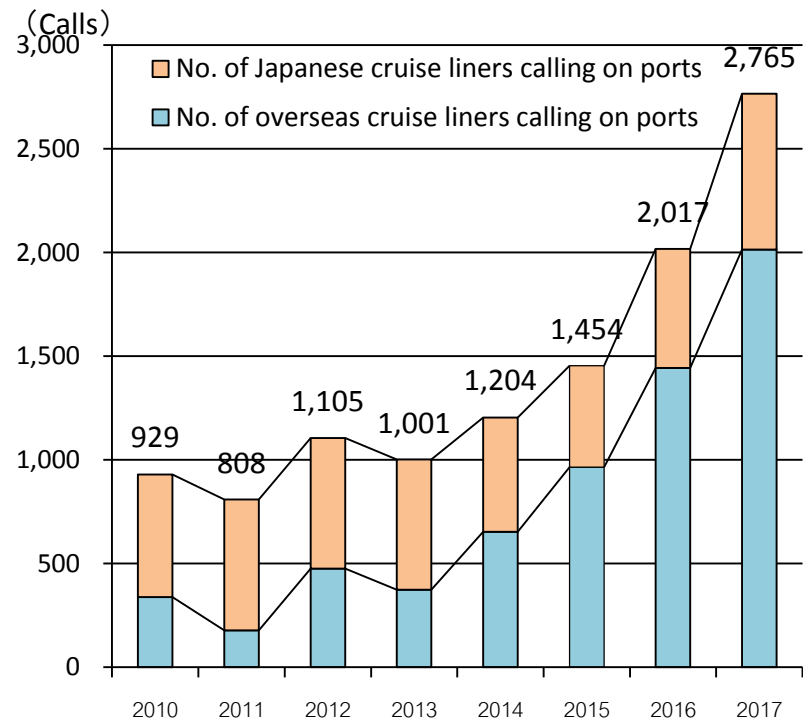
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- Cruise tourists to Japan in 2017 clocked 2.533 million, increased by 78.5% over 2016.
- The number of cruise ship calls at Japanese ports increased to the highest ever number in 2017, increased 37.1% over 2016. (Note: The figures of 2017 is preliminary.)
- In 2017 Japanese Gov. set the target of 5 million cruise tourists to Japan in 2020, after

Number of cruise tourists in Japan



Number of cruise liner calls at Japanese ports



Japanese Cruise Promotion Policy



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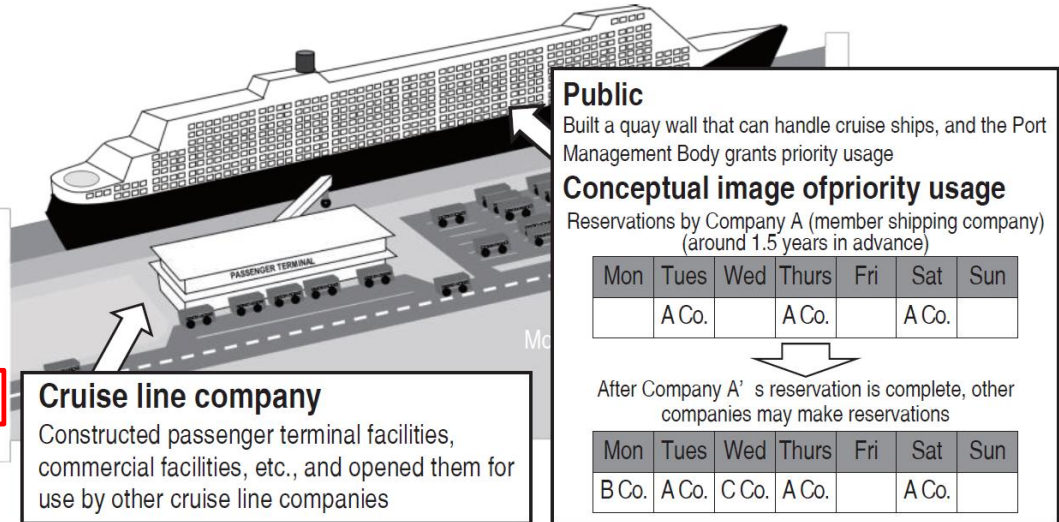
Creating international cruise hubs through public-private partnerships

- MLIT designated 7 ports as “international cruise hubs”
- Public sector develops the berth for cruise ships and grants priority usage to a cruise shipping company and that company develops cruise passenger terminal facilities.



Designated Feb 27, 2018

Designated July 26, 2017



Designated international passenger ship hub creation ports

Conceptual image of international cruise hub formation

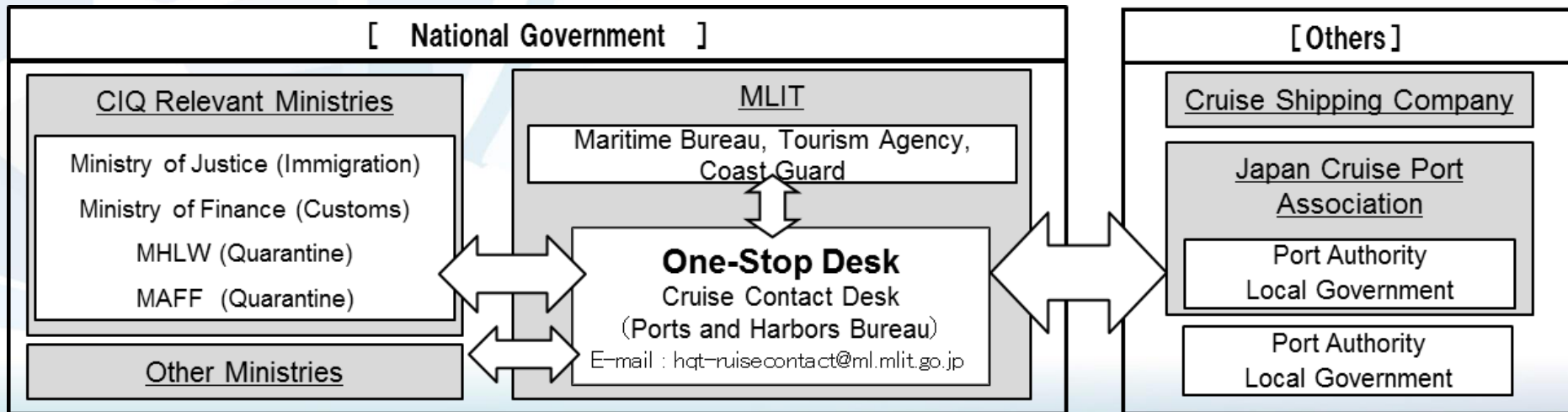
This PPP enables us to respond quickly and efficiently to increasing demand of cruise ship calls at Japanese ports.

Japanese Cruise Promotion Policy



Cruise Contact Desk

- In 2016, Japan built the Cruise Contact Desk, centralized inquiry desk which provides international cruise shipping companies with an information on ports and adjacent area
- Not only shipping companies but port authorities and local governments can request any information related to cruise promotion.
- The desk doesn't accept applications for entering ports or CIQ.



Cruise Contact Desk

Japanese Cruise Promotion Policy



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Providing Cruise Information to Cruise Shipping Company

Japan Cruise Port Association opened the website in 2013 to provide international cruise companies with an unified information such as specifications of port facilities.

Japan Cruise Port Association Web Site

CRUISE SHIP PIER AND TERMINAL FACILITY SPECIFICATION OVERVIEW

クルーズ係留施設及びターミナル施設概要

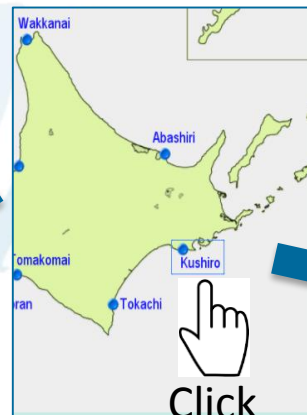
As of 01/03/2017
2017年3月1日現在

Common Information 共通情報

PORT NAME: 港名 : KUSHIRO		
LOCATION / ADDRESS: 住所 : 1-100-17, Nishiko, Kushiro City, Hokkaido Japan 0840914		
PORT CONTACT: 連絡先 : Port and Airport Promotion Division, City of Kushiro		
Phone: 電話 : +81-154-53-3371	Fax: +81-154-53-3373	E-mail: ko-kouwanukuoku@city.kushiro.lg.jp
Mobile phone: 携帯 :	Website: http://www.city.kushiro.lg.jp/	Other: その他 :

I. CRUISE SHIP RECORD (OVER THE PAST FIVE YEARS) 寄港実績 (過去5年)

Ship name 船名 :	Gross tonnage 総トン数 :	LOA 全長 :	Draft 喫水 :	Maiden call (Year) 初寄港年 :
CLIPPER ODYSSEY	5,218	103.62	4.57	2000
HANSEATIC	8,378	122.73	4.80	2007
PACIFIC VENUS	26,594	183.40	6.52	1998
ASUKA II	50,142	240.96	7.80	2006
SILVER SHADOW	28,258	186.00	6.12	2009



Japanese Cruise Promotion Policy



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Providing Cruise Information to Cruise Shipping Company


MLIT opened the website in 2014 to provide international cruise companies with an unified information such as an overview of ports and a tourism information around them.

CRUISE PORT GUIDE OF JAPAN in MLIT Web Site

Kushiro Port (area:HOKKAIDO/HOKKAIDO)

Spring Summer Autumn Winter


Port Area Tourist Information Port Information



The Kushiro Port is located in eastern Hokkaido. Since opening in 1899, improvements have been made to it as a core port for eastern Hokkaido. The Shin-Kushiro River flows through town and divides the area into East and West where each port is constructed. An Earthquake-resistant Cruise Ship Terminal in the East Area came into service in 2011. It is located in the center of town, and the adjacent Fisherman's Wharf serves as a unique, comprehensive tourism complex with a market, souvenir shops, and restaurants. Meanwhile, larger passenger ships that cannot reach the Cruise Ship Terminal shore are received at the 4th wharf in the West Area. The magnificent nature scenery is extende in the hinterland of the port areas, and seasonal foods are served and fully satisfied in the district all around the port.

Port Area Tourist Information

View Port Area Tourist Information in PDF




Dining

Katte-Don

Katte-don is a seafood rice bowl with various seafood and it can be arranged by each person. Visitors walk around the Washo Ichiba Market...

[View Dining Information in PDF](#)



Shopping

Kushiro Fisherman's Wharf MOO

The 1st floor is a shopping zone with souvenirs ranging from fresh seafood to sweets. The 2nd and 3rd floors are gourmet zones with...

[View Shopping Information in PDF](#)



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Thank you very much for your kind attention!

Please contact to:

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