

Current Situation of Coordinated Port Promotion Activities among Ports on the Sea of Japan (Summary)

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Most international container shipping services to/from Japan cover ports on the Pacific Ocean side, with few container shipping routes available to local ports on the Sea of Japan side. The cargo volume of each port on the Japan Sea side is limited, making it challenging to attract shipping routes independently. Therefore, it would be of great significance to conduct port promotion activities in a coordinated manner, which would lead to the common interests of ports on the Japan Sea side. International container routes and cruise vessels sailing on the Japan Sea generally call at multiple ports on the Japan Sea side, and there is ample potential for collaboration, including in attracting cruises.

The authors conducted a questionnaire-style survey and an interview-style survey of relevant institutions and organizations of local ports on the Sea of Japan in 2022, aiming to understand the current situation of port promotion activities through collaboration among ports on the Japan Sea coast. As a result, the authors found that collaborative activities to attract cruise ships are more active than those to open a new or extend an existing container route. As for the latter, there are expectations for the effectiveness of cooperation, but there are few practical cooperative activities.

Keywords : Sea of Japan, Local port, Port promotion activities, Cruise vessel, Container shipping route

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