



pic: Japan External Trade Organization(JETRO)



ALL STARS PRESENTS



NIIGATA: ROAD TO BECOMING A GLOBAL DESTINATION

SUMMER SEMINAR 2023
UNIVERSITY OF NIIGATA PREFECTURE

OBJECTIVES

- 1** **Describing** Niigata's abundant resources and advantages.
- 2** **Identifying** current arising problems/issues in Niigata.
- 3** **Comparing** to best practices on different regions domestically and internationally.
- 4** **Formulating** possible solutions to the question of:
"How can Niigata make use of its resources for Revitalization?"

ALL STARS

MEET THE ALL STARS TEAM



YUTA HIGUCHI
YUTA



ZOU XIN
DAISY



NGO KHANH LINH
LINH



MEI OSAWA
MEI



KANO OGAWA
KANO



KEVIN NAUFAL ERYOGIA
KEVIN

DEMOGRAPHY

GOURMET

CLIMATE &
LANDSCAPE

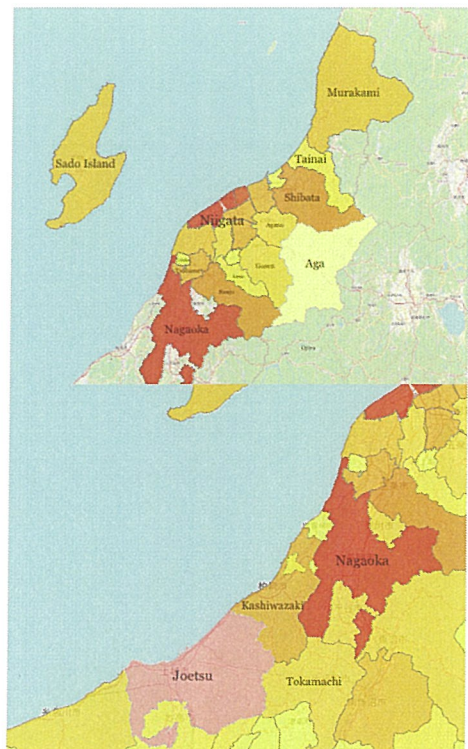
ABOUT NIIGATA

ATTRACTIONS

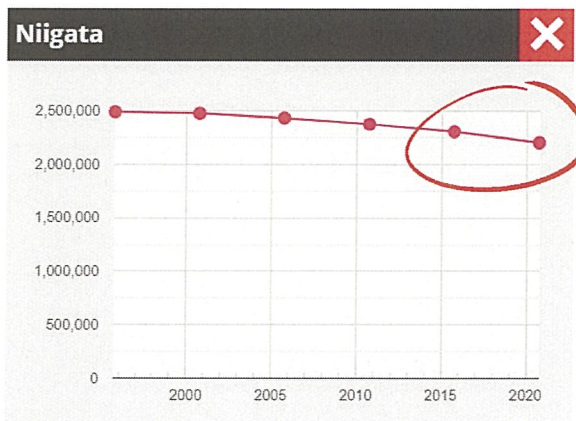
INDUSTRY

What's **NIIGATA**

NIIGATA DEMOGRAPHY



RESAS NIIGATA POPULATION
[HTTPS://RESAS.GO.JP](https://resas.go.jp)



City Population - Niigata Prefecture, Japan
https://www.citypopulation.de/en/japan/admin/15_niigata/

- Geographic area: 12,584.18 km²
- fifth-largest prefecture of Japan
- Population: 2,131,009 (1 July 2023)
- Most populous cities of Niigata Prefecture: Niigata, Nagaoka, Joetsu, Shibata, Sanjo



NIIGATA GOURMET



And Drinks...

- Nihonshu/Sake: 89 sake breweries
- Craft Beer: Echigo beer, Tsukioka beer, Le Lectier beer
- Murakami tea



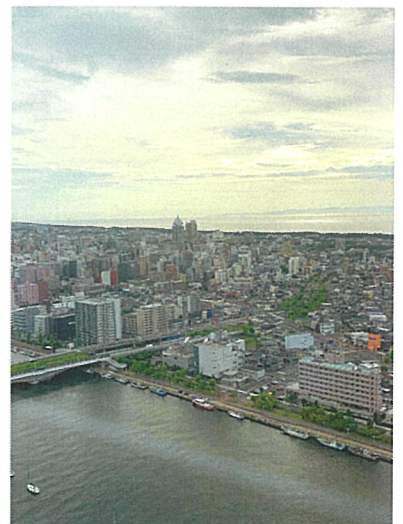
甘みと渋みが絶妙な新潟の緑茶
<https://niigata-rice.com/itemdetail/99992155.php>



<https://www.alwayslovebeer.com/tsukioka-brewery-2020/trackback/>



NIIGATA CLIMATE & LANDSCAPE



NIIGATA ATTRACTIONS

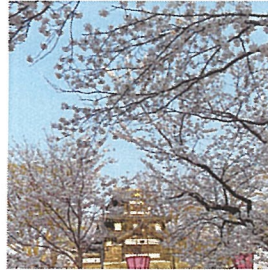
湯沢スキー場 (南魚沼郡) Yuzawa Ski Resort
長岡花火大会 (長岡市) Nagaoka Fireworks



<https://gala.co.jp/winter/gelände/>



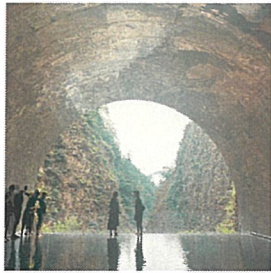
高田城址 (上越市) Takada Castle Site



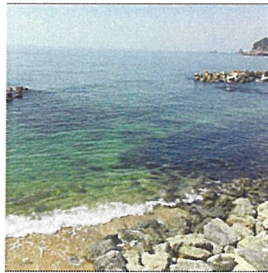
上堰瀉公園 (新潟市) Uwasekigata Park



弥彦神社 (弥彦村) Yahiko Shrine



清津峡 (十日町市) Tunnel of Light

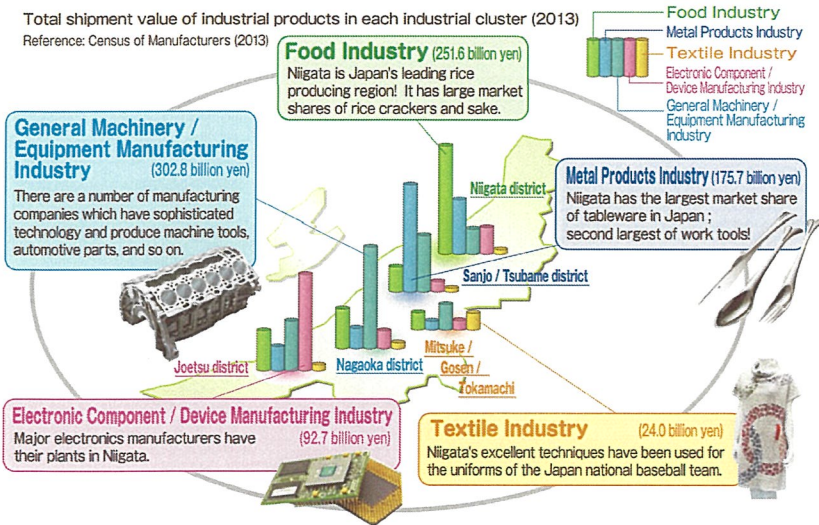


笹川流れ (村上市) Sasagawa Nagare Coastline



佐渡汽船の上 (佐渡市) On Sado Steam Ship

INDUSTRY IN NIIGATA PREFECTURE



Nishikigoi Carp industry in Ojiya city, Niigata
<https://niigata-kankou.or.jp/spot/41310>



Yuzawa Ski Resort course map
<https://gala.co.jp/winter/gelände/>

NIIGATA OPEN FACTORY

Niigata is one of the first prefectures in Japan to promote Open Factory



Tsubamesanjo "Open-Factory" Map

燕三条オープンファクトリーマップ
 ● 設置のQRコードはGoogle Mapへアクセスいただけます。
 ● MAPCODEはQRコードから検索できます。
 ● 「マップコード」は20「MAPCODE」は16桁の数字で表されます。

Open-Factory

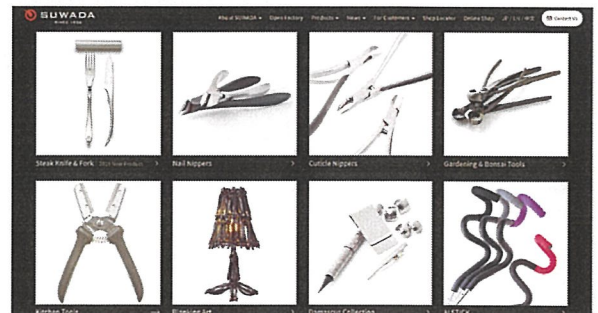
<div style="border: 1px solid white; padding: 5px; margin-bottom: 5px;"> <p>1 株式会社MAGNET / 株式会社近藤製作所 0256-45-8720</p> </div> <div style="border: 1px solid white; padding: 5px; margin-bottom: 5px;"> <p>2 ミノ製作所株式会社 0256-47-1344</p> </div> <div style="border: 1px solid white; padding: 5px; margin-bottom: 5px;"> <p>3 燕市磨き屋一番館 (L1) 株式会社マスター 0256-45-8721</p> </div> <div style="border: 1px solid white; padding: 5px; margin-bottom: 5px;"> <p>4 株式会社MAGNET / 株式会社近藤製作所 0256-45-8720</p> </div> <div style="border: 1px solid white; padding: 5px; margin-bottom: 5px;"> <p>5 株式会社三川堂 (L1) 株式会社マスター 0256-45-8721</p> </div> <div style="border: 1px solid white; padding: 5px; margin-bottom: 5px;"> <p>6 株式会社近藤製作所 0256-45-8720</p> </div> <div style="border: 1px solid white; padding: 5px; margin-bottom: 5px;"> <p>7 三桑製冶場 0256-34-8000</p> </div>	<div style="border: 1px solid white; padding: 5px; margin-bottom: 5px;"> <p>8 デタンクセサリー レジエ 0256-36-8113</p> </div> <div style="border: 1px solid white; padding: 5px; margin-bottom: 5px;"> <p>9 翔丁工房タフサ 0256-32-2184</p> </div> <div style="border: 1px solid white; padding: 5px; margin-bottom: 5px;"> <p>10 株式会社藤田製作所 SUWADA OPEN FACTORY 0256-46-8111</p> </div> <div style="border: 1px solid white; padding: 5px; margin-bottom: 5px;"> <p>11 マルチオ株式会社 0256-45-7001</p> </div> <div style="border: 1px solid white; padding: 5px; margin-bottom: 5px;"> <p>12 株式会社福田合同工場 (L1) 株式会社マスター 0256-32-0192</p> </div> <div style="border: 1px solid white; padding: 5px; margin-bottom: 5px;"> <p>13 株式会社野崎製作所 0256-32-3687</p> </div>
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Gallery&Shop

<div style="border: 1px solid white; padding: 5px; margin-bottom: 5px;"> <p>14 燕市産業史料館 0256-43-7666</p> </div> <div style="border: 1px solid white; padding: 5px; margin-bottom: 5px;"> <p>15 燕三条地場産業振興センター 0256-32-0311</p> </div>	<div style="border: 1px solid white; padding: 5px; margin-bottom: 5px;"> <p>16 燕三条地場産業センター 燕三条Ving 0256-34-7310</p> </div>
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ジャンボナイフとフォークは燕市磨き屋一番館へ
http://www.kenoh.com/2017/04/21_kitaro.html



諏訪田製作所の商品

燕三条オープンファクトリーマップ

<https://www.tsubamesanjo.jp/kanko/wp2020/wp-content/themes/yume/pdf/ofmap.pdf>



Current problem



Tourism problem



- **Short Store Operating Hours**
- **Inadequate Promotion**
- **Insufficient Tourist Itineraries**



Short Store Operating Hours



周四	10:00-19:00
周五	10:00-19:00
(山之日 (补休))	营业时间可能有所不同
周六	10:00-19:00
周日	10:00-19:00
周一	10:00-19:00
周二	10:00-19:00
周三	10:00-19:00

Short Store Operating Hours



IONO 古町ルフル店 (布ギャラリー)	
周四	10:00-18:00
周五	10:00-18:00
(山之日 (补休))	营业时间可能有所不同
周六	10:00-18:00
周日	10:00-18:00
周一	10:00-18:00
周二	10:00-18:00
周三	已打烊

Inadequate Promotion



Inadequate Promotion

Enjoy Niigata
Official Travel Guide

Features What to Eat Sample Itineraries What to See & Do Events Accommodations Getting to Niigata

Sample Itineraries

We introduce sample itineraries that will successfully take you around Niigata Prefecture here. Check out recommended plans that will allow you to focus on the highlights on your trip to Niigata! These include classic itineraries with carefully selected popular and staple spots and itineraries that will take you around the prefecture efficiently.

Area Keyword

We found 9 results

Sort by **Popularity** Last Updated Date

1 Fishery, Yuzawa made famous as a resort.

2 Niigata Prefecture faces the sea and the sea.

3 300N Niigata itinerary for an Asakusa Drive.

4 Enjoy Both Niigata's Port and Sado Island!

[HTTPS://ENJOYNIIGATA.COM/EN/COURSE](https://enjoyniigata.com/en/course)

Insufficient Tourist Itineraries



Industry's Problem

- UTILIZATION OF SNS AND LACK OF PUBLICITY
- LACK OF CUSTOM—MADE PRODUCTS AND UNDERUSE OF MACHINERY
- LACK OF GOVERNMENT SUPPORT AID



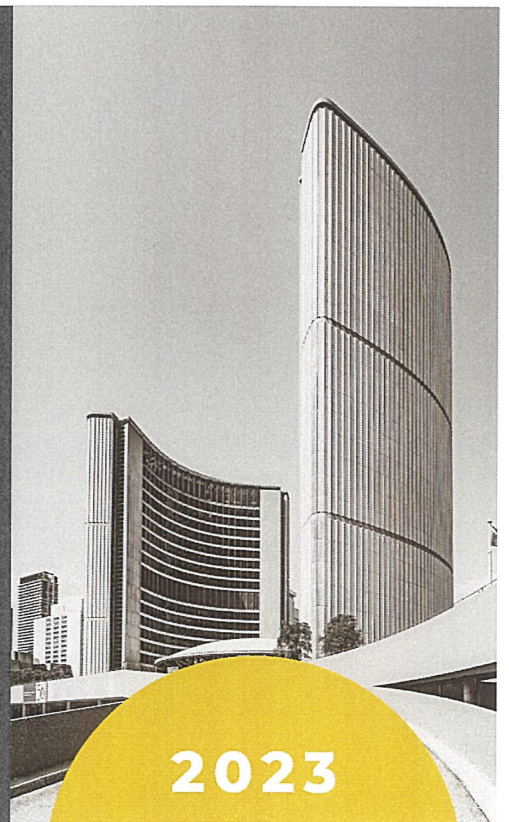
UTILIZATION OF SNS AND LACK OF PUBLICITY IN TSUBAME-SANJO STATION



IN NIIGATA STATION



COMPARISON



Comparison (Domestic)

Hokkaido← 1st place in the ranking of most attractive prefectures

- A lot of tourism spot
- Geographic position←Climate situation is different from other regions in Japan

(MACHI LOG, n.d)

<https://machi-log.net/40035/>

Comparison(Domestic)

Niigata



- not used English and pictures.

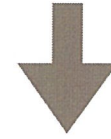


complicated and hard to see

Tokyo



- simple
- use both japanses and English
- illustration



can understand easily

pamphlets



There are 10 languages pamphlets in Tokyo.

Comparison (International)

- Bali, Indonesia- Incoming Foreign Influencers ← inviting them to Ski Resort in Niigata
- Da Nang, Vietnam - Utilizing SNS for Promoting Tourism with Similar Landscape
- Yogyakarta, Indonesia - Silver Crafting Industry



(Kementerian Pariwisata dan Ekonomi Kreatif / Badan Pariwisata dan Ekonomi Kreatif, 2023) <https://kemenparekraf.go.id/ragam-ekonomi-kreatif/kerajinan-perak-kotagede-perhiasan-khas-yogyakarta-yang-berdaya-saing>

<https://kemenparekraf.go.id/berita/siaran-pers-kemenparekraf-gelar-fam-trip-bagi-influencer-india-untuk-tingkatkan-kunjungan-wisman>

"ONE STOP" SOLUTION

FOR SUSTAINABILITY, TOURISM, AND PRODUCT
PROMOTION



SOLUTION

ALL STARS

FOR TOURISM



Promote Niigata's **Open Factory** Concept



Provide **Free Gift/Presents** for Tourists



Invite **Influencers** from Target Countries

pic: Freepik



Utilize **SNS** to Reach a Bigger Audience



Invest in **Expanding the Public Transportation** System

pic: Wikimedia Commons



Collaborate with Organizations: Invest and Map/Audience Reach

SOLUTION

ALL STARS

FOR PRODUCT PROMOTION



Support Small Producer/Company: Subsidy and Investment

pic: Canva



Foster Collaboration between Industries

pic: Canva



Expand Product Reach and Accessibility

pic: iStock



Promote and Elaborate the Uniqueness of Niigata Products

SOLUTION

ALL STARS

FOR SUSTAINABILITY



Transfer Knowledge between the Current and the Next Generation

pic: Freepik



Diversify Target Market and Business Model

pic: Canva

THANK YOU!

ありがとうございます

With Love,
All Stars Team

