

Proposal toward promotion of Seto Inland Sea cruises in Shikoku



Dogo Onsen spa



Islands in the Seto Inland Sea



Shimanami Kaido route



Cruise ship in port (Image)



Matsuyama Castle



Kotohira-gu shrine



Ritsurin Garden

September 26, 2017

Panel on Promotion of Seto Inland Sea
Cruises in Shikoku

Contents

1. Introduction	- 2 -
2. Procedure of cruise promotion	- 3 -
3. Toward promotion of cruise ship calls at Takamatsu Port and Sakaide Port	- 5 -
4. Toward promotion of cruise ship calls at Matsuyama Port.....	- 6 -
5. List of members of the Panel on Promotion of Seto Inland Sea Cruises	- 7 -
6. Panel meeting developments	- 8 -

1. Introduction

Shikoku, bordering the Seto Inland Sea, boasts world-class culture, history and landscapes. The Panel on Promotion of Seto Inland Sea Cruises, consisting of local interested parties, was established on May 22, 2017, with the aim of boosting cruise ship port calls in the waters of Shikoku by making the most of the beauty of the Seto Inland Sea and individual treasures of the Seto Inland Sea islands. The Panel has held discussions, inviting major international cruise ship companies and experts.

In the discussions, the Takamatsu/Sakaide Working Group and the Matsuyama Working Group were set up to formulate measures to promote cruises in the region. The Working Groups have conducted specific discussions in light of the individual circumstances and challenges of each port.

Though invitation activities have been conducted at every port, it is hoped that this proposal will ensure more effective promotion.

Concerted efforts are expected at other ports in the Seto Inland Sea as well, in line with the proposal and Panel discussions. Closer cooperation among all ports in the Seto Inland Sea is expected to further enhance the appeal of cruises and boost cruise ship port calls in the Seto Inland Sea.

2. Procedure of cruise promotion

For specific cruise promotion, local interested parties shall cooperate to steadily carry out the following initiatives:

(Consideration of cruise tours utilizing treasures of the Seto Inland Sea)

Consider cruise tours that make the most of treasures of the Seto Inland Sea, taking into account navigation regulations in the Sea.

(Enhancement of local reception systems)

Local interested parties shall recognize the importance of promoting cruise ship port calls and cooperate to attract them.

To improve the ports' reputation among cruise ship passengers and attract more cruise ships, establish promotion systems and further enhance hospitality with the aim of public-private joint invitation and enhancement of reception systems.

(Active invitation activities)

Take every opportunity to conduct invitation activities, for example actively participating in business meetings to promote local interested parties' understanding of and interest in cruise ships.

(Offer local sightseeing information to cruise ship passengers)

Offer local sightseeing information effectively to cruise ship passengers, setting up a Wi-Fi environment and multilingual signs that clearly indicate the way to major sightseeing areas.

(Response to SOLAS, CIQ, etc.)

To further enhance the effect of hospitality for international cruise ship port calls, take necessary safety measures to allow buses, taxis and general citizens to enter the docks safely by changing the layout of restricted areas based on the SOLAS Convention and other means. In addition, if port customs, immigration, and quarantine (CIQ) procedures are carried out on the dock, consider the burden on cruise ship passengers by setting up a makeshift tent and other means as needed.

(Competition between port cargo and cruise ships)

At ports where the quay for cruise ships competes with port cargo, port managers shall promptly coordinate with users at the request of cruise ship companies for a call.

(Improvement of port facilities to accommodate cruise ships)

If improvement of port facilities is necessary for calls by larger cruise ships, utilize existing facilities effectively and make improvements with stock effects.

In addition, efforts at individual ports that the Working Groups discussed are described below.

3. Toward promotion of cruise ship calls at Takamatsu Port and Sakaide Port

- 1) Conduct invitation activities taking into account restrictions including night navigation regulation on large ships in the Bisan-Seto Fairway.

Actively invite small ships (luxury ships) not subject to night navigation regulation.

Moreover, when cruise ships sail into and out of Takamatsu Port, the safety of both cruise ships and other ships must be ensured. In light of this, actively publicize the two routes of Bisan-Seto Fairway and the alternative fairway.

Furthermore, consider the possibility of the following cruise plans, making the most of the beauty of the Seto Inland Sea and treasures of the Sea's islands: a) excursion tours by ferry boat after a stay on Shodo Island (off Sakate Port) or Naoshima Island (off Miyanoura Port), b) positioning cruises, c) rail & cruise or fly & cruise, and d) night anchorage and daytime navigation in the Seto Inland Sea.

- 2) At Takamatsu Port, port facilities have been improved to accommodate large cruise ships and navigational safety has been considered. From now on, to realize regular cruise ship calls, local interested parties shall further enhance the software reception environment while utilizing existing promotion systems. When cruise ships compete with port cargo, interested parties shall ensure smooth coordination.

- 3) At Sakaide Port, Sakaide city government shall consider improvement of the port facilities to attract calls by larger cruise ships. When cruise ships compete with port cargo, interested parties shall ensure smooth coordination.

In addition, to promote cruise ship calls, the public and private sectors shall cooperate to establish promotion systems to further enhance hospitality and create a local reception environment including traveling, shopping and eating at anchorage sites.

- 4) All ports in the Seto Inland Sea shall ensure there is "no declined request" for cruise ship calls by enhancing cooperation systems including cooperation between Takamatsu Port and Sakaide Port.

4. Toward promotion of cruise ship calls at Matsuyama Port

- 1) To promote cruise ship port calls, the public and private sectors shall cooperate to establish promotion systems to further enhance hospitality and create a local reception environment including traveling, shopping and eating at anchorage sites.
- 2) Conduct invitation activities aimed at calls by both domestic and international cruise ships by utilizing treasures of Matsuyama and proposing cruise plans in cooperation with surrounding sightseeing resources, such as a cycling tour on the Shimanami Kaido route.
- 3) For port calls by international cruise ships, take necessary safety measures to allow buses, taxis and general citizens to enter the dock safely. In addition, if port CIQ procedures are carried out on the dock, consider the burden on cruise ship passengers by setting up a makeshift tent and other means as needed.
- 4) If the quay for cruise ships competes with port cargo, interested parties shall ensure smooth coordination.
- 5) Matsuyama Port lacks the quay capacity to moor large cruise ships safely. First, organizations concerned including Shikoku Regional Development Bureau and Ehime Prefectural Government shall start improvement of port facilities utilizing the existing facilities.
- 6) In addition, create a reception environment by considering navigational safety measures for large cruise ships and other means to create an environment that enables various cruise ships to call at the port safely.

5. List of members of the Panel on Promotion of Seto Inland Sea Cruises

TAKESAKI Katsuhiko, President of Kagawa Federation of Chambers of Commerce and Industry

MITSUMURA Masahiro, President of Kagawa Tourist Association

SATO Kuniaki, President of Kagawa Bus Association

HORIKAWA Mitsuhiro, President of Kagawa Passenger Boat Association

MATSUMURA Hideki, President of Takamatsu Port Transport Association

AYA Masahiko, President of Sakaide Port Transport Association

KASAI Tsuyoshi, Director of the Public Works Department, Kagawa Prefectural Government

YASUMATSU Nobuaki, Director of the Tourism Promotion Department, Kagawa Prefectural Government

TOKI Atsushi, Director of Takamatsu Creative City Promotion Bureau

FUJIOKA Kazuya, Associate Director of the Construction Economy Department, Sakaide City Government

SAEKI Kaname, President of Ehime Federation of Chambers of Commerce and Industry

NIIYAMA Tomizaemon, Vice-President of Ehime Local Promotion Association

SHIMIZU Ichiro, President of Ehime Bus Association

SENO Keizo, Vice-President of Ehime Passenger Boat Association

MATSUMOTO Tsuneaki, President of Matsuyama Port Transport Association

KAN Toyomasa, Director of the Economy and Labor Department, Ehime Prefectural Government

HIGUCHI Shiro, Director of the Public Works Department, Ehime Prefectural Government

OSAKI Shuichi, Director of the Industry and Economy Department, Matsuyama City Government

KAWAGUCHI Manabu, Director of the Urban Development Department, Matsuyama City Government

MIYAJIMA Shogo, Director of the Port and Airport Department, Shikoku Regional Development Bureau

NAKAMOTO Takashi, Director of the Transport Policy Department, Shikoku Transport & Tourism Bureau

TSUTSUMI Toshiya, Director of the Tourism Department, Shikoku Transport & Tourism Bureau

OGAMOTO Koji, Director of the Maritime Promotion Department, Shikoku Transport & Tourism Bureau

(Titles omitted in no particular order)

6. Panel meeting developments

Panel meetings

- 1st Panel meeting: May 22, 2017
(Lecture by ITOKAWA Yusuke, President of Costa Cruise Japan)
- 2nd Panel meeting: September 26, 2017

Takamatsu/Sakaide Working Group meetings

- 1st Working Group meeting: July 11, 2017
(Lecture by YAMAMOTO Mitsuo, Head of Japan Cruise Research Institute, Waterfront Vitalization and Environment Research Foundation [WAVE])
- 2nd Working Group meeting: August 30, 2017

Matsuyama Working Group meetings

- 1st Working Group meeting: June 9, 2017
(Lecture by HORIKAWA Satoru, President and Representative Director of Carnival Japan)
- 2nd Working Group meeting: August 10, 2017