UNWTO International Conference on Tourism and Snow Culture
~ Snow Experiences and Winter Traditions as Assets for Tourism Destinations ~
Yamagata, Japan, 2 - 3 February 2018

PRELIMINARY PROGRAMME

Thursday, 01 February 2018  Bunshokan

Arrivals and registrations
(Arrival Registration available at Metropolitan Yamagata from 13:30-15:30 or at Bunshokan from 16:30-17:30)

Pre-conference programme (Online registration closed)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>16:45 (TBC)</td>
<td>Depart from official hotels.</td>
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<tr>
<td>17:00-17:30</td>
<td>Visiting the courtyard of Bunshokan (former prefectural government office building). At the courtyard, we will experience the Japanese Snow Igloo &amp; Snow Lantern.</td>
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<tr>
<td>17:30-19:30</td>
<td>Welcome Reception hosted by Yamagata Prefectural Governor (Venue: Bunshokan).</td>
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<td>19:30</td>
<td>Return to official hotels.</td>
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Friday, 02 February 2018  Yamagata International Convention Center BIG WING

08:00-17:00  Arrival Registration
(Available at Yamagata International Convention Center BIG WING / Online registration is mandatory)

09:00-09:15  Opening Remarks
- Ms. Mieko Yoshimura, Governor, Yamagata Prefectural Government
- Mr. Xu Jing, Regional Director for Asia and the Pacific, UNWTO
- Mr. Akihiko Tamura, Commissioner, Japan Tourism Agency, MLIT

09:15-09:45  Keynote Speech
- Dr. Taleb Rifai, Former Secretary-General, UNWTO

09:45-10:25  SESSION 1 - Part 1: Current status and opportunities of snow culture tourism
Speakers;
- Mr. Yasuto Kawarabayashi, Vice Commissioner, Japan Tourism Agency, MLIT
- Dr. Tobias Luthe, Professor, Chur University of Applied Science

10:25-10:40  Q&A for Session 1 - Part 1

10:40-11:00  Coffee Break

11:00-11:30  SESSION 1 - Part 2 : Current status and opportunities of snow culture tourism
Speakers;
- Ms. Mayumi Seino, Gassan Washi-Akari lampshade artist
- Mr. Tadashi Iori, Secretary General, IAY - International Alliance of sports Yukigassen (snowball battle)

11:30-11:45  Q&A for Session 1 - Part 2

11:45-12:00  Introduction of Gastronomic culture in “snow country” in the Tohoku Region
Speaker;
- Mr. Masayuki Okuda, Owner and Executive chef, Italian restaurant “Al-ché-cciano”, Tsuruoka, Yamagata prefecture

12:00-13:15  Lunch Break  ~ Showcase of Gastronomic culture in Tohoku Region (Online registration closed)
13:15-14:00 SESSION 2: Development of snow tourism destinations
   ~ Presentation on best practice scenarios (in Japan & Asia)
   Speakers:
   ● Mr. Nobuyuki Sato, Chairman, Japanese Inn KOYO
   ● Mr. Ross Findlay, CEO & Founder, NAC -Niseko Adventure Centre
   ● Mr. Guihai Zhang, President, Heilongjiang Ice and Snow Industrial Research Institute

14:00-14:10 Q&A for Session 2

14:10-14:50 SESSION 3: Discovering new possibilities;
   Part 1: New opportunities for snow destinations
   Speakers:
   ● Mr. Pascal Roux, President & CEO, MDP Consulting
   ● Ms. Miwako Date, President and Chief Executive Officer, Mori Trust Co., LTD / Mori Trust Hotel & Resorts Co., LTD

14:50-15:05 Q&A for Session 3 - Part 1

15:05-15:20 Coffee Break

15:20-16:20 SESSION 3: Discovering new possibilities;
   Part 2: Sustainable regional development through snow tourism (including branding and promotion)
   Speakers:
   ● Mr. Kazuhiko Koshikawa, Executive Senior Vice President, JICA
   ● Mr. Toshiyuki Nakamura, Director General, Industrial Development and Public Policy Department, JICA
   ● Mr. Tomohiro Iguchi, Representative Director, Snow Country Tourism Zone
   ● Ms. Karmen Mentil, Director, Alpine Pearls

16:20-16:35 Q&A for Session 3 - Part 2

16:35-17:20 Conclusion & Closing Remarks
   The potential of snow tourism for restoration in the Tohoku Region after the Great East Japan Earthquake in 2011
   Master of Ceremony;
   ● Mr. Yoshiaki Hompo, Chief, Regional Support Office for Asia and the Pacific, UNWTO
   Panelists;
   ● Ms. Mieko Yoshimura, Governor, Yamagata Prefectural Government
   ● Dr. Taleb Rifai, Former Secretary-General, UNWTO
   ● Mr. Ryoichi Matsuyama, President, Japan National Tourism Organization
   ● Mr. Shigeto Kubo, President & COO, Japan Travel and Tourism Association
   ● Mr. Hiromi Tagawa, Chairman, Japan Association of Travel Agents
   ● Mr. Satoshi Seino, Chairman, Tohoku Tourism Promotion Organization
   ● Mr. Yasuto Kawarabayashi, Vice-Commissioner, Japan Tourism Agency, MLIT

17:20-17:25 Closing Ceremony

17:30-18:15 Press Conference

19:00-20:30 Farewell Reception hosted by Japan Tourism Agency at Yamagata Museum of Art
   *(by invitation only)

Saturday, 03 February 2018   Yamagata International Convention Center BIG WING (Business Meeting)

09:00-12:00 Business Meeting 《B2B》 (International delegates only)
### Technical Visit

#### 1. One-Day Trip: Saturday, 03 February 2018

<table>
<thead>
<tr>
<th>Day</th>
<th>Technical Visit 1 *One-Day Trip *Lunch included</th>
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<tbody>
<tr>
<td>Feb. 3rd, 2018 (Sat.)</td>
<td>09:00 Departure from official hotels</td>
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<tr>
<td></td>
<td>Visiting;</td>
</tr>
<tr>
<td></td>
<td>☑ Yamagata Snow Festival</td>
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<tr>
<td></td>
<td>☑ Ohanami (Flower viewing) and Hinamatsuri</td>
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<tr>
<td></td>
<td>☑ Zao Snow Monster (Zao Juhyo)</td>
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<td>17:30 Return to official hotels</td>
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#### 2. Two-Day Trip: Saturday, 03 February 2018 & Sunday, 04 February 2018

<table>
<thead>
<tr>
<th>Day</th>
<th>Technical Visit 2 *Two-Day Trip *Lunch on Feb.4th included. Lunch and Dinner on Feb.3rd not included.</th>
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<tbody>
<tr>
<td>Feb. 3rd, 2018 (Sat.)</td>
<td>13:00 Departure from BIG WING (After the end of business meeting)</td>
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<tr>
<td></td>
<td>Visiting;</td>
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<tr>
<td></td>
<td>☑ Yamagata Snow Festival</td>
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<td></td>
<td>☑ Light Up of Zao Snow Monster (Zao Juhyo)</td>
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<td></td>
<td>19:30 Return to official hotels</td>
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<td>(Notice) The Two-Day Trip doesn’t provide the accommodation in Yamagata City on Feb. 3rd, 2018, so please kindly make a hotel reservation for Feb. 3rd, 2018 at the same time of the online registration.</td>
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<tr>
<td>Feb. 4th, 2018 (Sun.)</td>
<td>08:30 Departure from official hotels</td>
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<td></td>
<td>Visiting;</td>
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<tr>
<td></td>
<td>☑ Visit sake brewery and tasting</td>
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<td></td>
<td>☑ Experience Japanese traditional culture</td>
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<td>15:00 Return to official hotels</td>
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Yamagata Snow Festival

Yamagata Snow Festival

Light Up of Zao Snow Monster (Zao Juhyo)

Yamagata Snow Festival

Yamagata Snow Festival

Zao Snow Monster (Zao Juhyo)