Sake Tourism
from
The Case of Japan
UNWTO AM Report on Gastronomy Tourism

Shinichi Nakamura, Executive Director JTAA,

Chisinau, the 6th of September 2018
Joint research by UNWTO, JTTA and Gurunavi under the Memorandum of Understanding (MOU) between UNWTO and JTTA, December 2015 which aimed to bridge regional communities in Japan and the world, followed by the MOU between three parties April 2017.

Cross functional supports by central and prefectural government of Japan (by all Japan)

Guided by Advisory board (dream team of tourism leaders in Japan)

Supported by Mitsubishi Research Institute (MRI) on research design & analysis

Research, analysis and editing conducted by editors (JTTA, Gurunavi and MRI)

About the Research

Survey concept
Analysis of initiatives of focusing on value chains and inter-organization collaboration

Municipalities Survey

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<th>Collection</th>
<th>Parameters</th>
<th>Collection rate (%)</th>
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<tr>
<td>Municipalities</td>
<td>584</td>
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<td>Prefectures</td>
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<td><strong>Total</strong></td>
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17 Case studies

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<tr>
<th>Value chain phases</th>
<th>Ingredients, Processing, Recipe/menu development, Provision of food or cuisine, Publishing of information, Tourism</th>
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<tr>
<td>Primary agents</td>
<td>Government, Private enterprises (food production/processing, restaurants, distribution, sales, transportation, travel companies, etc.), Academic institutions, Producers, General citizens</td>
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<td>Contents of food ingredients and cultural elements</td>
<td>Agricultural products, Fishery products, Traditional cultures, Fermentation and brewing (sake, miso, vinegar, etc.)</td>
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<td>Types of activities 1</td>
<td>Type1. Food ingredient/menu development, Type2. Food-regional culture based, Type3. Travel product development, Other (a combination of types is possible)</td>
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<td>Impact</td>
<td>Branding, Enhanced recognition, Enhanced media exposure, Increased sales of local products/sales at local restaurants, Higher visitor traffic, Other</td>
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About Sake

Sake as Japan’s National (alcoholic) Drink (國酒・Koku-shu) Over 2000 years history

- Clean and soft water
- Koji mold culture in Japan
- Japanese diligent mentality
- Made from rice, Japanese staple
- Long history of serving the God with their daily meal and Sake
- Unique brewing technology of Multiple parallel Fermentation

Strongly connected with Japanese traditional ceremonies and life style

Wedding ceremony

Festival

Cherry blossom viewing

Enjoying Sake in flight of

in restaurants

ANA Inspiration of JAPAN
Foreign Visitors Interests in Food & Sake

Interests of International Visitors to Japan (Before & after visit)

Source: survey result in 2017 by JTA

Inbound tourists are booming

Foreign Visitors’ Trip Expenditures in 2016: ¥3,747.6 billion (around 34bil USD)

The 3rd leading exports by Product category
Rapid Growth of Sake Export with Explosion of Interests by International markets

Export volume (000 kl)

Export amount (mil JPY)

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**Kura Master**

*Le grand concours des suke japonais de Paris 2018*
Crisis of Sake Brewing under Social Environment and Others

* Japanese Population
128 million  2016
to
87 million  2060

* Population of productive ages (15 -64 years old)
Estimated to fall to half of current population in 2060

* Half of agricultural workers are over 60 years old in 2015

Trend of Sake Production Volume & Number of Sake Makers

- Production volume is based on 20% of alcohol content
- Major are 13 makers in 2017
Case 1: Hida Takayama
Sake Brewers’ Story of Success

* Visitors in Hida-takayama (JAN-DEC2017)
  4,620,000 people (+2.48%)
  513,000 foreign visitors (11.32%)

* Numbers of Brewery
  56 (300 years ago) ⇒ 12

* Production decreased 50%
  vs 27 years ago

3 cities and 1 village government

12 brewers

Tourism association

Visit watch Drink Purchase

Drink at home after journey Purchase and Revisit

Promotion of ‘Hida’ and Hida Jizake (local Sake)
Case 2: Higashi Hiroshima City
Welcome to Saijyo Sake Breweries’ Street, The Pride and Symbol of an Old Town
Embarking on a Fresh, New Start

* An old town from 5th century. Well known by one of three major Sake making sites in Japan.
* Very famous Sake festival operated as civic project (not government initiatives).
* Visitors can enjoy sake breweries’ street in great view of old buildings designated by tangible culture assets as well as purchasing Sake and local products even on Sunday (breweries closed) at their brewery shops.
Case 3:
Launched a New Symbolized Academic Discipline “Sakeology” by industry-Government-Academia* Collaboration in Niigata Prefecture for the first time in Japan as well as in the World

Niigata prefecture, the region of the largest number of Sake breweries and largest crop of rice in Japan.

* Niigata Prefecture, Niigata Sake Brewers Association and Niigata University
Thank you

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