

Exchanges Between Hokkaido and the Russian Far-East in Tourism

2021.12.9

1. Exchanges With the Russian Far-East: Overview

1 Framework of Exchanges

- In 1992, Hokkaido and 3 Far-Eastern regions (Sakhalin Oblast, Maritime Territory, Khabarovsk) established a Joint Standing Committee on Economic Cooperation Between Hokkaido and the Far-Eastern Region of the Russian Federation, and exchanges began based on the cooperation program.

- In 2018, 6th Program (FY2018-2022) was established

Agreed to focus on Food and Health, Cold Region, Environmental Conservation, and **Tourism Exchange** (Transportation and Logistics)

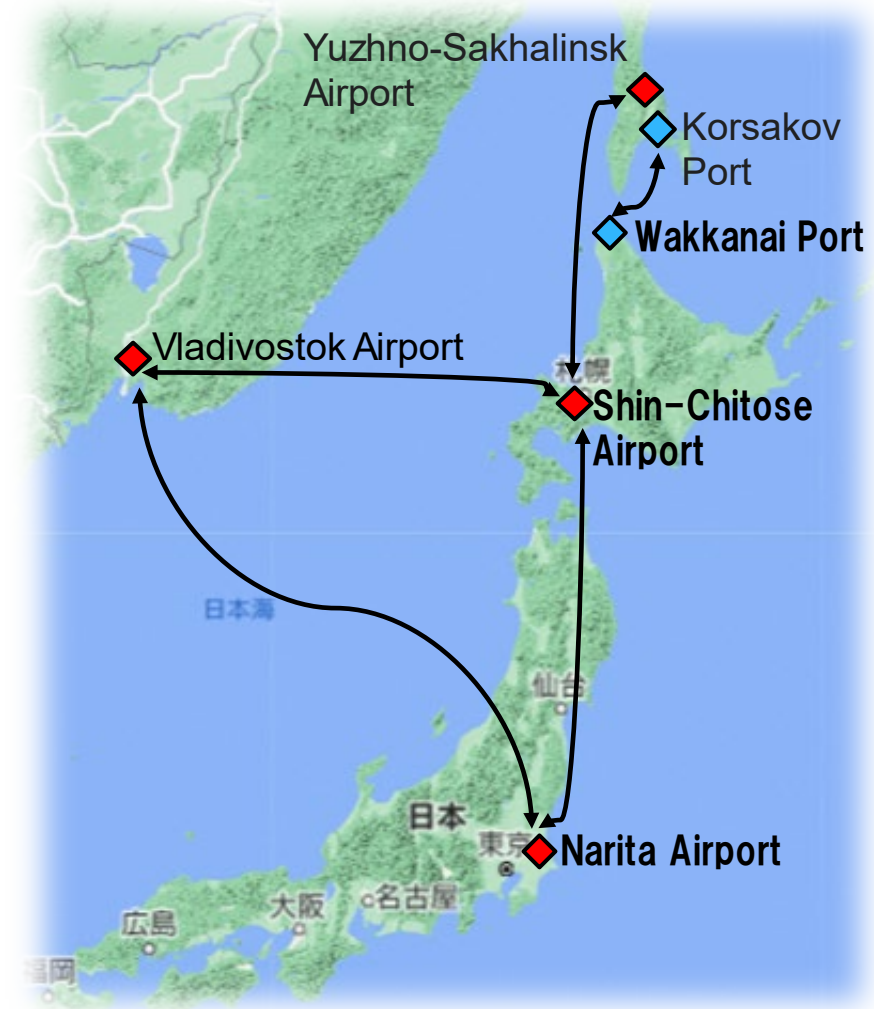


2 Access to the Far-Eastern Region

By Air

5 flights a week from Shin-Chitose to Yuzhno-Sakhalinsk, and 2 flights a week from Vladivostok (currently unavailable)

2 flights a week from Narita to Vladivostok



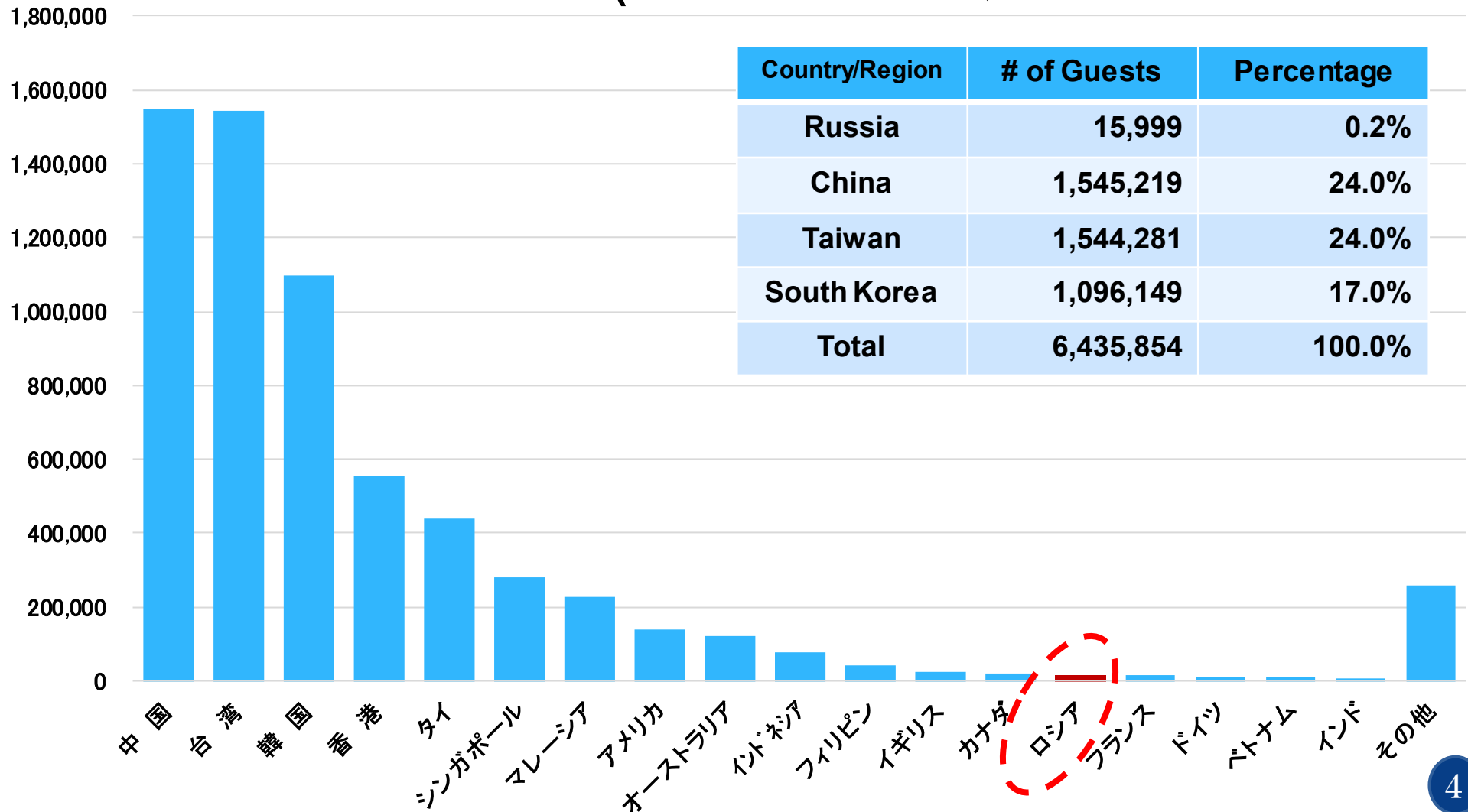
By Sea

- Ferry service from Korsakov to Wakkanai (currently unavailable)



3 State of Tourism

Number of Foreign Guests Staying Overnight in Hokkaido (2019.4~2020.3)



2 Tourism Exchange Initiatives

1 Promotion of Hokkaido

● Hokkaido Fair (Sakhalin Oblast, Maritime Territory) (December 2020)

- Promoted Hokkaido tourism at a fair of food items like fruits and snacks, winter clothes, and other general merchandise.



- Planned for 2021
December 18-19 Yuzhno-Sakhalinsk
December 25-26 Vladivostok

● Tourism Presentation in Khabarovsk (October, 2021)

- Took part in the First Far-East Trade Forum in Khabarovsk
- Presented on the appeal of Hokkaido tourism in the Roundtable Session: New Realities of Tourism 2020-2021



● Video Content with Russian Personality (From 2020)

- Collaborated with Alena (Hokkaido Support Ambassador)
- Video promoting various locations in Hokkaido by Alena is released weekly on social media



● Video by Russian YouTuber in Japan (From November 2021)

- Dmitri Shamov (Russian YouTuber, in Japan for 9 years) promoting the jewels of Hokkaido



Шамов Дмитрий

チャンネル登録者数 89.4万人

登録済み

2 Promotion of Russia

- Promotion of the Maritime Territory at Film Concerts (From March 2021)

- The film of the performance of the Pacific Symphony Orchestra, representing the Maritime Territory, was shown in Sapporo, Wakkanai, and Hakodate
- The Maritime Territory was promoted



● Hokkaido International Exchange Fair (March 2021)

- Panel exhibition of regions with a friendly partnership with Hokkaido
- Sakhalin Oblast, Maritime Territory, Khabarovsk region, Moscow Oblast, Saint Petersburg, and Novosibirsk were promoted with panel exhibits and video contents.



● Understand Russia Seminar (August and November 2021)

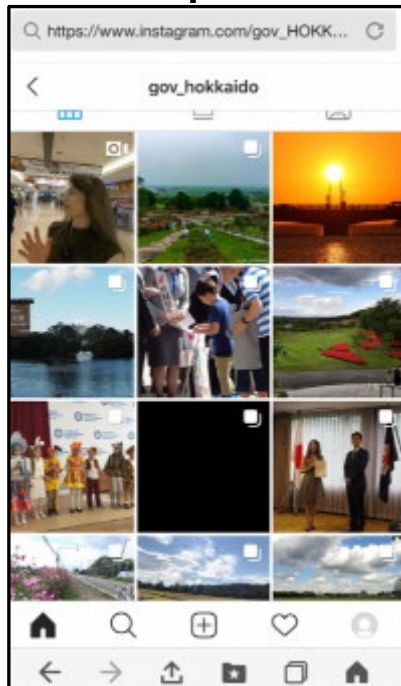
- Jointly held an online seminar with the Hokkaido International Exchange and Cooperation Center
- Presented on Russian tourist destinations and Russian lifestyle topics



3 Two-Way Promotion

● Promotion on Social Media (From 2020)

- Posting information about Hokkaido and Russia on Instagram and other social medial platforms



1. Instagram 【https://instagram.com/gov_HOKKAIDO/】
2. Twitter 【https://twitter.com/gov_HOKKAIDO/】
3. Facebook 【<https://www.facebook.com/gov.HOKKAIDO/>】

4 Business Matching

Industry-Specific Web Meeting with Russia (October 2020)

- Tourism-themed business matching event was held online
- Participation Companies: Japan 2, Russia 10





Thank You
Благодарим за внимание.