

Cruise Promotion and Infrastructure Development in Otaru

An aerial photograph of Otaru City, Japan, showing the city's dense urban area, the Otaru Bay, and the surrounding mountains. The city is built on a peninsula, with the harbor and bay to the east. The harbor area is filled with industrial buildings, docks, and shipping infrastructure. The bay is a deep blue color, and the surrounding mountains are green and forested. The sky is clear and blue.

Otaru City, Industrial Port and Harbor Development Department

1. About Otaru Port

◎ The Otaru Port, located in Western Hokkaido, is a highly-functional port with great accessibility (close to JR station and highways)



◎Distance to Each Location

Country	Harbor	Distance
Russia	Korsakov	420km
	Kholmsk	450km
	Vanino	660km
	Nakhodka	700km
	Vladivostok	780km

◆Location

- In Western Hokkaido
- Surrounded by mountains on three sides, the port condition is always great

◆Overview

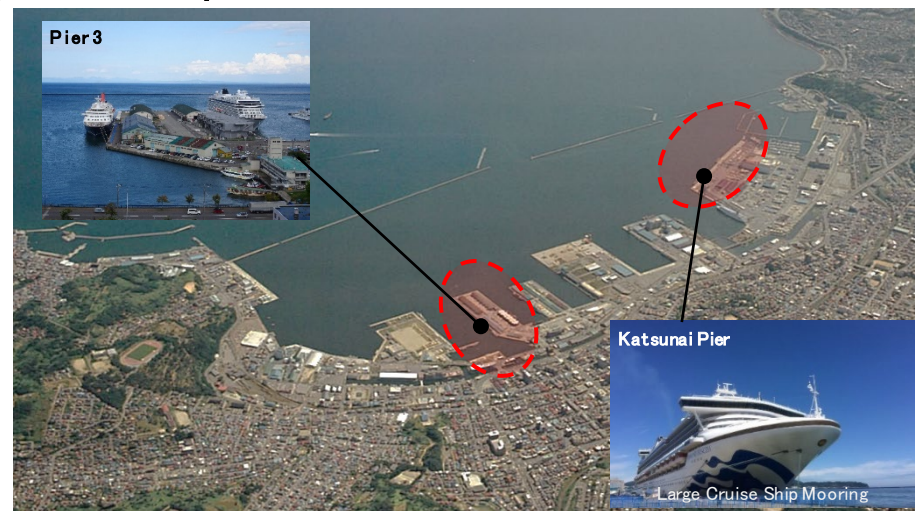
- Long known for its quality hauls of salmon and herring, it developed as a relay port in the early Meiji Period (coal and supplies to mainland).
- Opened in 1899 , designated as an important port in 1951.
- Celebrated its 120th anniversary in 2019.
- Still plays a role as a logistics hub for Hokkaido, given its close proximity to ports in the Russian Far-East.

◆Features

- Avg. temp during the cruise season (APR-OCT): 16°C.
- Avg. wind speed: 2.7m/s.
- Close to downtown and tourist destinations.
- Great accessibility. Close to JR station and direct access to highway.

◆Cruise Ship Quay

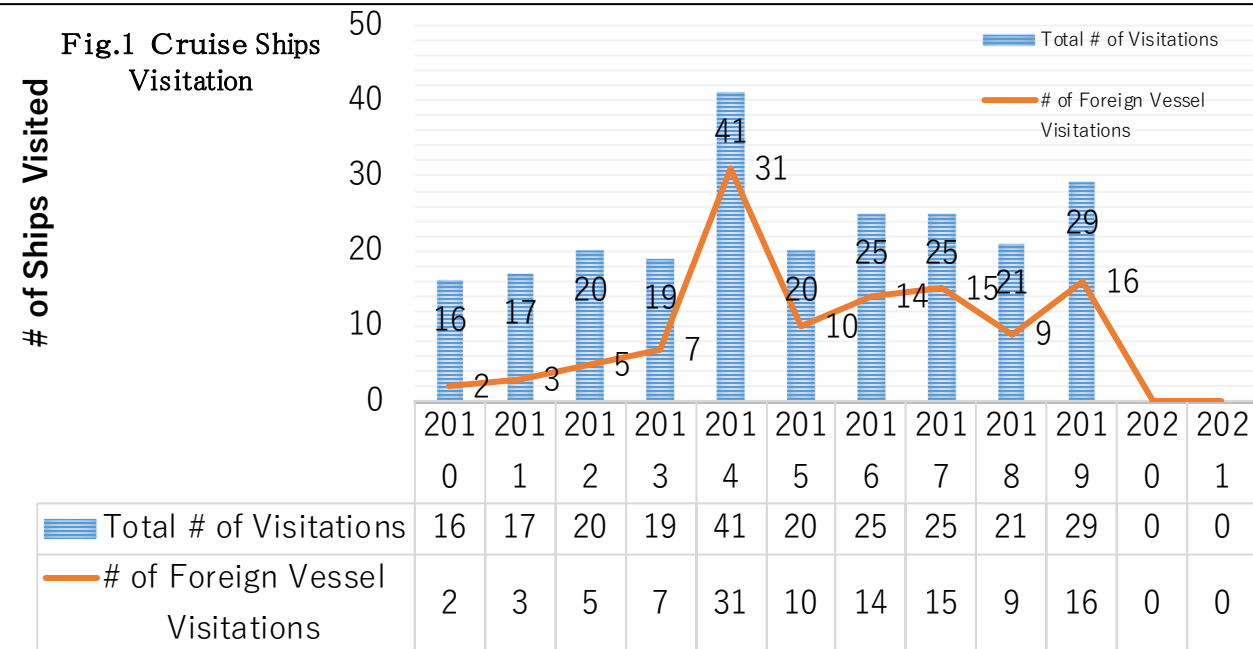
- ① Pier 3: Can quay cruise ships up to 50K ton class
- ② Katsunai Pier: Can quay cruise ships up to 130K ton class (as of 2021)



2. The Otaru Port and Cruise Ships: Track Record

© The Port is surrounded by rich tourism resources, and is a popular stop for cruise ships

- ◆ Accommodated an average of 25 cruise ships per year in the last 10 years
- ◆ The most was in 2014 with 41 ships. From this year the number of foreign vessels and large cruise ships started to visit more.
- ◆ Typically, cruise ships visiting the Otaru Port comes from the Yokohama Port via the Aomori Port or the Hakodate Port.
- ◆ Cruise ships leaving the Otaru Port for Russia typically head to the Russian Far-East, such as Korsakov, Vladivostok, and Kamchatka.
- ◆ Has experience accommodating cruise ships on the Arctic Ocean route.



No visits in 2020 & 2021 due to Covid-19



Fig. 2 Large Cruise Ships Visiting the Otaru Port



Fig. 3 Ship Returning to the Otaru Port After the Arctic Route

3. Features of Cruise with the Otaru Port

©The Otaru Port enables cruises with a diverse transportation mix, allowing a tour rich with tourism resources

- ◆ Has great airport access and capable of supply replenishment. Many cruise ships have done a turnaround at the Otaru Port.
- ◆ 70 mins from Airport to the Otaru Port. Since it passes through Hokkaido's main city Sapporo, your tour can include a tour of Sapporo.
- ◆ Direct access to Highway; Cruises targeting residents of central Hokkaido are planned.
- ◆ Hokkaido Shinkansen (bullet train) will be extended at the end of 2030, enabling more diverse cruise logistics, and tours including rich tourism resources of Sapporo and surrounding areas.

Fig. 1 Airport Access



Fig. 2 Loading Food onto Foreign Vessel



Fig. 3 Parked Tour Bus (Katsunai Pier)



4. Efforts by the Otaru Port to Increase Stops by Cruise Ships

©The Otaru Port, in collaboration with the public and private sector, makes efforts to accommodate more cruise ships

- Pan-Japan Sea Cruise Promotion Council: Consists of ports in 5 regions (Otaru, Fushiki Toyama, Kyoto Maizuru, 3 ports in Akita, and Sakaiminato). 5 regions collaborate to invite key personnel of foreign cruise operators, to show them firsthand the ports, tourist destinations, and attractions.
- Otaru Port Cruise Promotion Council: Consists of 24 organizations (regional economic organizations and tourism-related businesses). Conducts PR events and welcome events to increase stops by cruise ships.



1) Hosting Foreign Cruise Operators



2) PR Activity in Tokyo



3) Tour guiding by volunteers



4) Food stalls at the wharf



5) Farewell event



6) Farewell event

5. Development of the Otaru Port Pier 3

◎Otaru Port Pier 3 has undergone major development to accommodate large cruise ships and to bring vibrancy to the area

[Challenges]

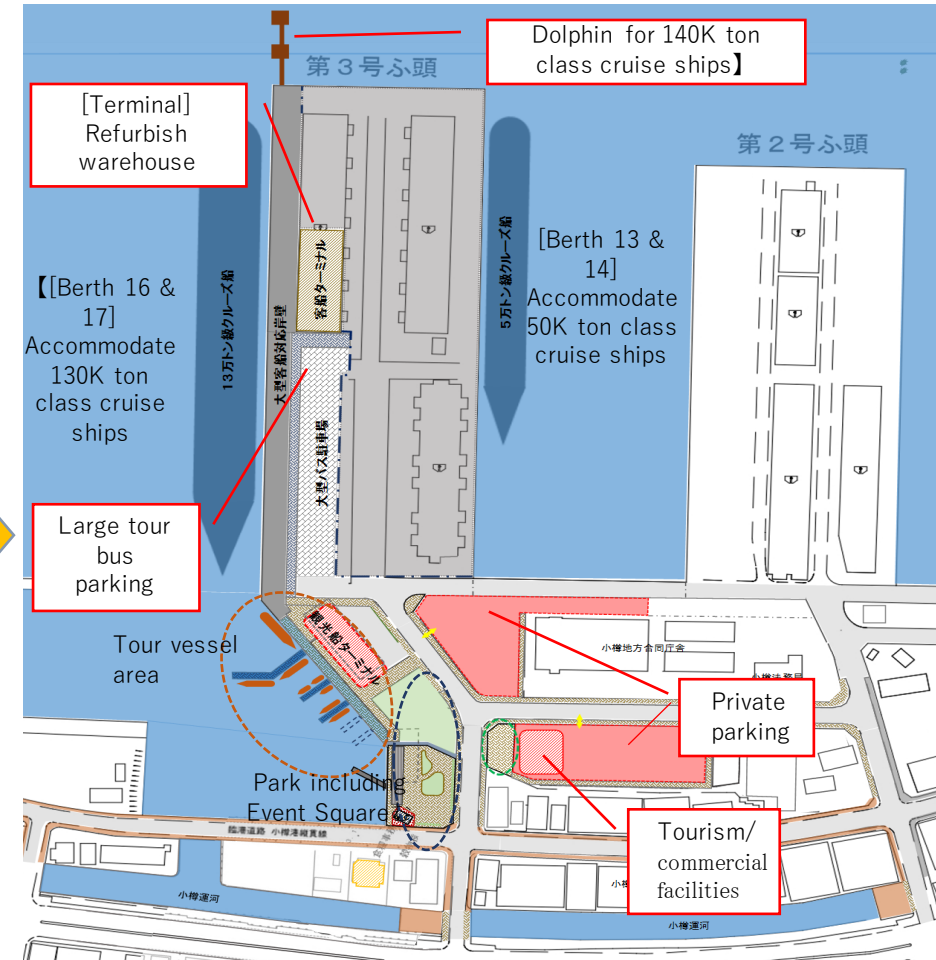
- ◆ Foreign cruise ships increasing in size; more demand from these vessels.
- ◆ Many want to berth at Pier 3 given its proximity to downtown and tourist spots, but only 50K ton class can be accommodated.
- ◆ Pier 3 does not have sufficient parking space for large tour buses.

◎Solution

- Must step up to accept large vessels
- Pier 3 and surroundings require development

- ◆ Improve Pier 3 berthing area to accommodate 130K ton class cruise ships
- ◆ Develop mooring facilities to accept 140K ton class cruise ships
- ◆ Refurbish existing warehouse and use it as a cruise ship terminal
- ◆ Build parking for large tour buses
- ◆ Build a park and tourism & commercial facilities around the port

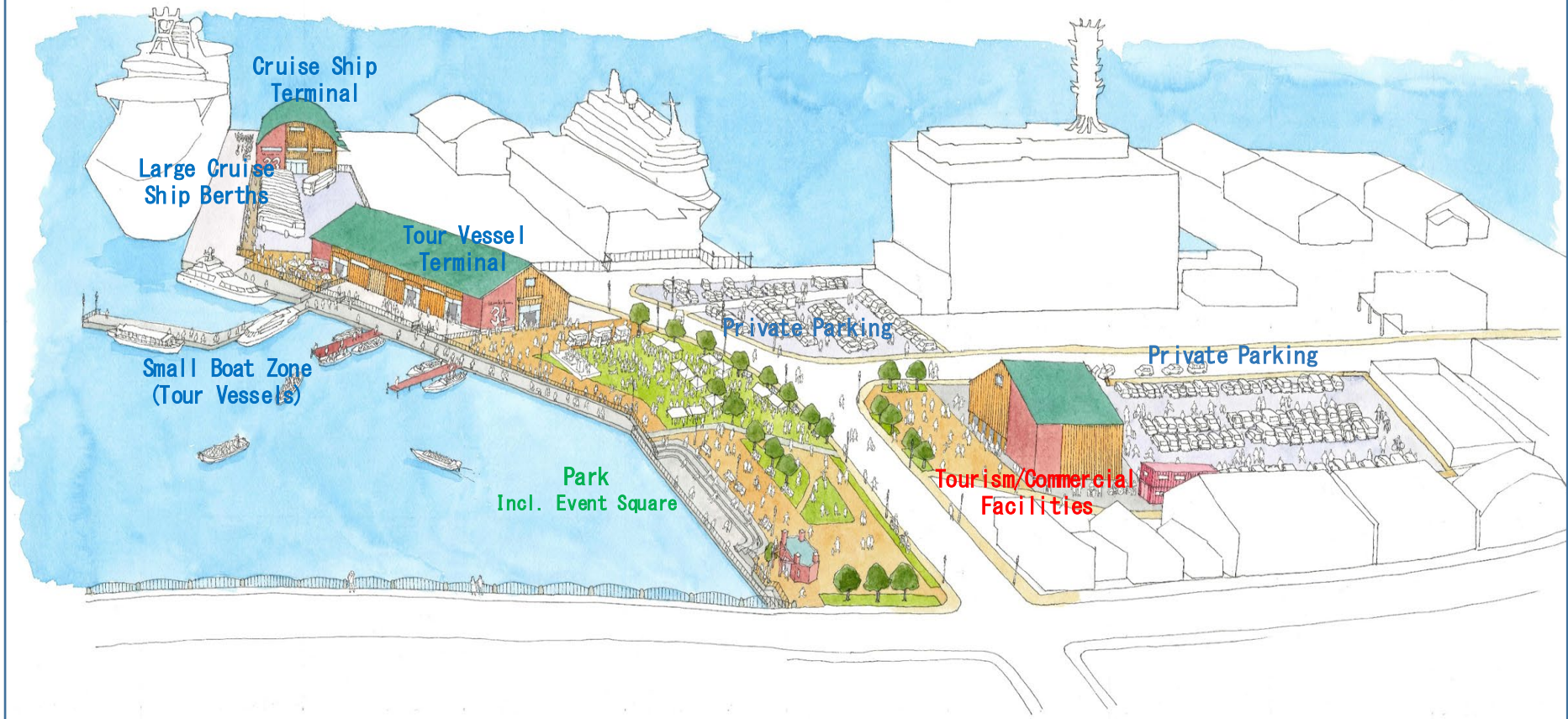
Development Plan: Pier 3 and Surroundings



* Draft Plan from FY24 to FY25

5. Development of the Otaru Port Pier 3

Image of Pier 3 and Surroundings



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