



Case 2

Support for regional revitalization through capital participation in OMOTENASHI YAMAGATA Co., Ltd.

Our Company is tackling the four fields of energy, healthcare, agriculture, and tourism in order to solve social problems such as the revitalization of local economies, toward the realization of CSV management. We have advanced initiatives in the field of tourism, such as the arrangement of a capital alliance with a company that undertakes consulting projects for revitalization of local tourism industries in October 2016. In March 2017, we put capital into OMOTENASHI YAMAGATA Co., Ltd., which has advanced the establishment of Yamagataken Kanko Bussan Kaikan Co., Ltd., etc. as a promoter.

OMOTENASHI YAMAGATA is an operating company that is wholly funded by private capital (DMC*) for supporting its core operations, in a Japanese DMO* for tackling regional revitalization business in three cities: Yamagata, Tendo, and Kaminoyama. With the aim to increase the number of tourists in these areas and to expand tourism expenditures, this company advances promotion measures for local tourism.



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Japanese DMO/DMC are established in various parts of Japan, but a unique aspect of OMOTENASHI YAMAGATA is that it was initially established under the concept of self-supporting region revitalization. The strengths of our Company do not stop at our ability to provide capital (investments), but extend to flexibly constructing a team with the most appropriate members in order to directly participate in the business and provide the most appropriate services. Our partners at OMOTENASHI YAMAGATA have indicated that they would like to incorporate private-sector business approaches for long-term and stable financing, so our Company takes pride in the scale of our role in this project.

OMOTENASHI YAMAGATA has a large number of influential local partners who are participating in this project. This group is a source for tourism. However, some problems have arisen as initiatives are advanced. The intrinsic problems of the area are encountered, and the possibilities for the fundamental solutions are concealed. Beginning with our PFI business and the Tourism Revitalization Mother Fund that we are tackling, we would like our new businesses in the four fields that we are focusing on to be able to contribute to the solving of the problems faced not only by these three cities in Yamagata but by different regions across Japan. With initiatives that are unique to our group, we will strive to create precedent in regional promotion.

*DMO (Destination Management/Marketing Organization) : From the perspective of tourist destination management, a company that has established strategies for the revitalization of local tourist destinations and has established adjustment functions for implementing those strategies.

*DMC (Destination Management/Marketing Company) : A profit-making business in a Japanese DMO.