



## World Tourism Organization (UNWTO)

### 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 (Venue for the registration: TBC)

#### **Pre-conference programme (Please Register Online. Available Now.)**

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|-------------|--|
| 16:30 (TBC) | Depart from official hotels.   |
| 17:15-18:00 | Visiting the courtyard of Bunshokan (former prefectural government office building).<br>At the courtyard, we will experience the Japanese Snow Igloo & Snow Lantern. |
| 18:00-20:00 | Welcome Reception hosted by Yamagata Prefectural Governor (Venue: Bunshokan).  |
| 20:00       | Return to official hotels.   |

#### **Friday, 02 February 2018 Yamagata International Convention Center BIG WING**

08:00-12:00 Registration (Venue: 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, Executive Secretary and Regional Director for Asia and the Pacific, UNWTO
- Mr. Akihiko Tamura, Commissioner, Japan Tourism Agency, MLIT (TBC)

09:15-09:35 Keynote Speech

- Dr. Taleb Rifai, Former Secretary-General, UNWTO

09:35-10:15 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

10:15-10:25 Q&A for Session 1 - Part 1

10:25-10:45 Coffee Break

10:45-11:45 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)
- Mr. Peter Wong, Executive Chairman, China Chamber of Tourism (TBC)
- Destination or Tourism industry from Europe (TBD)

11:45-12:00 Q&A for Session 1 - Part 2

12:00-12:10 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

12:10-13:40 Lunch Break ~ Showcase of Gastronomic culture in Tohoku Region (Please Register Online. Available Now)

13:40-14:25 SESSION 2 : Development of snow tourism destinations

~ Presentation on best practice scenarios (in Japan & Asia)

Speakers;

- A speaker from Zao District (TBC)
- Mr. Ross Findlay, CEO & Founder, NAC -Niseko Adventure Centre
- Mr. Guihai Zhang, President, Heilongjiang Ice and Snow Industrial Research Institute

14:25-14:40 Q&A for Session 2

14:40-15:20 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

15:20-15:30 Q&A for Session 3 - Part 1

15:30-15:50 Coffee Break

15:50-16:50 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 (TBC)
- Mr. Tomohiro Iguchi, Representative Director, Snow Country Tourism Zone
- Ms. Karmen Mentil, Director, Alpine Pearls

16:50-17:05 Q&A for Session 3 - Part 2

17:05-17:50 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 (TBC)
- Mr. Yasuto Kawarabayashi, Vice-Commissioner, Japan Tourism Agency, MLIT

17:50-18:00 Closing Ceremony

19:00-21:00 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**

(Notice) The Technical Visits are organized for international delegates ONLY. Delegates of Japanese nationality are kindly asked to refrain from applying.

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

Day	Technical Visit 1 *One-Day Trip *Lunch included	Please Register Online. Available Now.
Feb. 3 <sup>rd</sup> , 2018 (Sat.)	<p>09:00 Departure from official hotels</p> <p>Visiting;</p> <ul style="list-style-type: none"> <li>🚩 Yamagata Snow Festival</li> <li>🚩 Ohanami (Flower viewing) and Hinamatsuri</li> <li>🚩 Zao Snow Monster (Zao Juhyo)</li> </ul> <p>17:30 Return to official hotels</p>	

2. Two-Day Trip: Saturday, 03 February 2018 & Sunday, 04 February 2018

Day	Technical Visit 2	Please Register Online. Available Now.
	<p>*Two-Day Trip</p> <p>*Lunch on Feb.4th included. Lunch and Dinner on Feb.3rd not included.</p>	
Feb. 3 <sup>rd</sup> , 2018 (Sat.)	<p>13:00 Departure from BIG WING (After the end of business meeting)</p> <p>Visiting;</p> <ul style="list-style-type: none"> <li>🚩 Yamagata Snow Festival</li> <li>🚩 Light Up of Zao Snow Monster (Zao Juhyo)</li> </ul> <p>19:30 Return to official hotels</p> <p>(Notice) The Two-Day Trip doesn't provide the accommodation in Yamagata City on Feb. 3<sup>rd</sup>, 2018, so please kindly make a hotel reservation for Feb. 3<sup>rd</sup>, 2018 at the same time of the online registration.</p>	
Feb. 4 <sup>th</sup> , 2018 (Sun.)	<p>08:30 Departure from official hotels</p> <p>Visiting;</p> <ul style="list-style-type: none"> <li>🚩 Visit sake brewery and tasting</li> <li>🚩 Experience Japanese traditional culture</li> </ul> <p>15:00 Return to official hotels</p>	

Yamagata Snow Festival



Yamagata Snow Festival



Light Up of Zao Snow Monster (Zao Juhyo)



Yamagata Snow Festival



Zao Snow Monster (Zao Juhyo)

