

Gifu Sustainable Tourism Observatory

2023 Annual Report



INSTO

International Network
of Sustainable Tourism
Observatories

GIFU Timeless Japan,
Naturally an Adventure

Table of Contents

1 Events in 2023

2 Monitoring

Indicators • • • • •

1. Destination's Economic Benefits
2. Employment
3. Tourism Seasonality
4. Local Satisfaction with Tourism
5. Governance
6. Accessibility
7. Cultural Preservation
8. Energy Management
9. Water Resource Management
10. Sewage Treatment
11. Solid Waste Management
12. Actions for Climate Change
13. Conservation of Natural Environment

1 Events in 2023

The nearly three-year-long outbreak of COVID-19 caused an unprecedented drop in tourism demand, and the tourism industry in the prefecture was severely affected. In order to become “the world’s choice destination” in the aftermath of COVID-19, Gifu Prefecture, using its strong sustainable tourism resources such as nature, traditions and culture, and artisan skills inherited from its predecessors, etc., has been promoting tourism both domestically and internationally, as well as promoting integrated regional efforts based on the “Japan Sustainable Tourism Standard for Destinations” (JSTS-D).

“NEXT GIFU HERITAGE” Certification Programs

For the first time, tourism programs that are expected to become the world’s choice destination were certified based on our own accreditation criteria that incorporate the GSTC-D, an international index for sustainable tourism (June 2023).



The Land of Natural Wonders
Hida-Osaka Waterfalls and Hot Springs



The Land of Timeless History
Visit Ena Iwamura’s Mountain
Castle Ruins, Old Town, and Rural
Scenery

Gifu Prefecture joins “INSTO” Shirakawa Village joins “Best Tourism Villages”

The government, private businesses, and local residents have been working together to promote the creation of sustainable tourism destinations, and in order to spread these initiatives throughout the prefecture, we will build consensus and collaborate with “All-Gifu” stakeholders, including the tourism-related industry, and promote initiatives.



2 Monitoring Indicators

2.1 Destination's Economic Benefits (Overall)

Due to the impact of COVID-19, the number of tourist arrivals and tourism consumption in 2020 and 2021 declined to record lows, but there was a recovery trend appearing from 2022, and the number of overnight guests in the prefecture in 2023 recovered to 92.2% of that of 2019 before the outbreak of COVID-19.

In terms of tourism consumption in 2022, the national travel support (a government sponsored campaign to distribute domestic travel discounts and coupons) led to a large increase in the unit price of travel, resulting in a significant increase in the average consumption per capita.

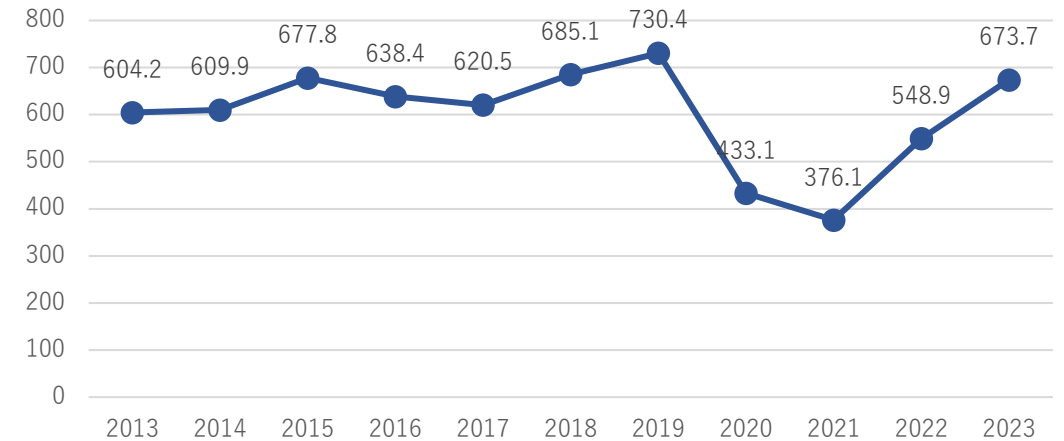
Day trip: 2,751 yen (2021) → 3,611 yen (2022)

(+31.3% year-on-year)

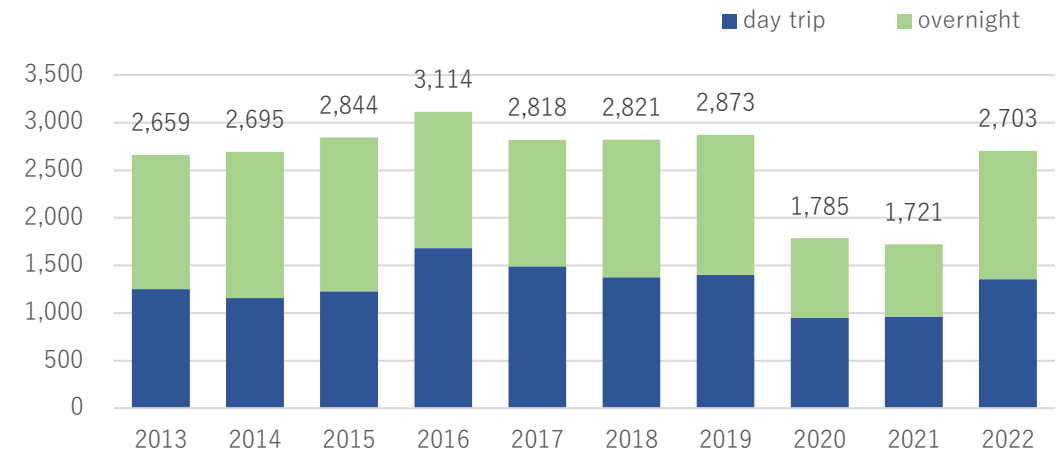
Overnight: 22,473 yen (2021) → 26,594 yen (2022)

(+18.3% year-on-year)

Number of overnight guests(total) :10,000 people



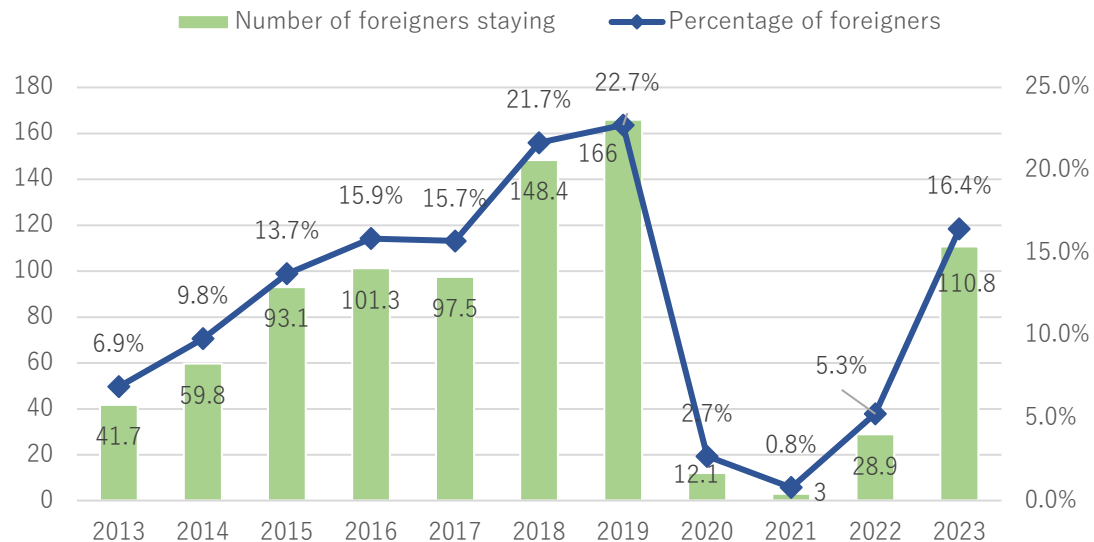
Tourism Consumption (total): 100 million yen



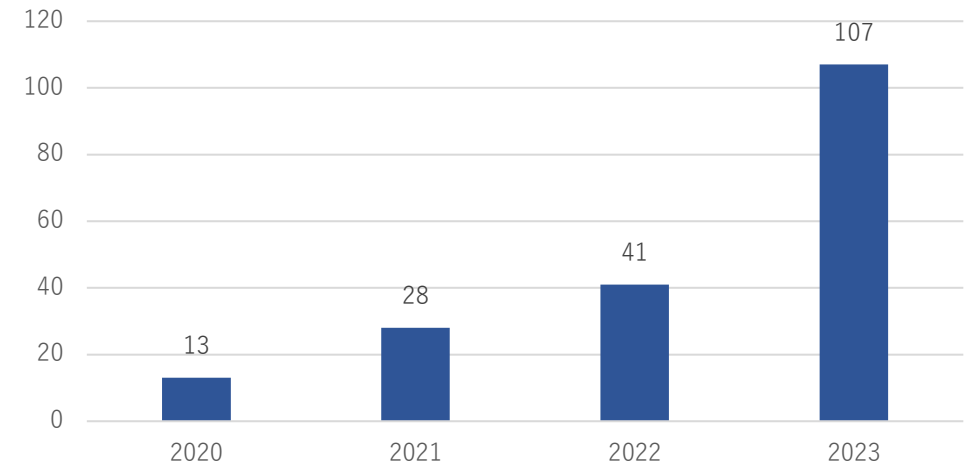
2.1 Destination's Economic Benefits (Inbound)

Inbound tourism is steadily recovering despite the still slow return of flights at the Chubu Centrair International Airport, but the number of foreign overnight visitors in 2023 was only 66.7% of the 2019 level. On the other hand, the number of visitors to Gifu Prefecture's websites and SNS for foreigners has been increasing significantly, and tourist arrivals can be expected to increase going forward.

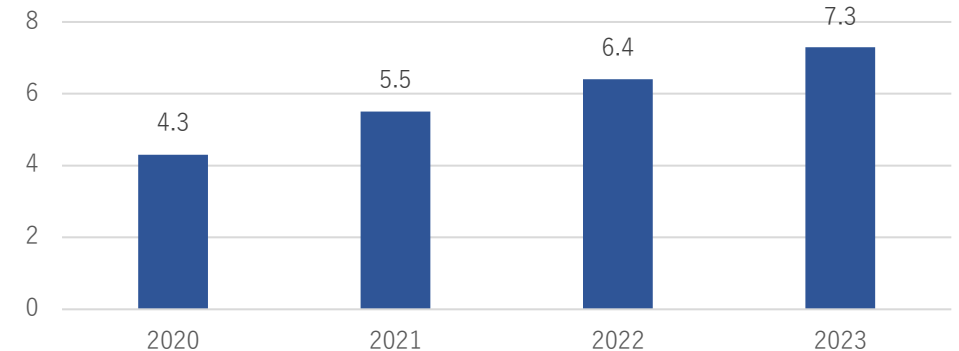
Number of inbound visitors (total): 10,000 people



Number of Pageviews to "Visit GIFU," Gifu Prefecture's Website for Foreigners: 10,000 PV



Gifu Prefecture Tourism Official SNS Cumulative Number of Followers and Channel Registrations -English, Traditional Chinese, Thai, Indonesia (Facebook, Instagram, Youtube) : 10,000 people



2.1 Destination's Economic Benefits

Item	Indicators	Status Quo	2020	2021	2022	2023	Target Value ("-"if not applicable)	Data Source
Number of Visitors	Number of visitors (actual number) total	47,995,000(2019)	34,511,000	38,416,000	42,626,000	—	53,000,000(2027)	Gifu Prefecture Tourism and International Policy Division, "Tourism Visitors Statistical Survey"
	Number of visitors (actual number) day trip	41,820,000(2019)	30,948,000	35,047,000	37,565,000	—	—	"
	Number of visitors (actual number) overnight	6,175,000(2019)	3,563,000	3,369,000	5,061,000	—	—	"
	Number of visitors (total number) overnight(Preliminary figures for 2023)	7,304,000(2019)	4,499,000	3,760,000	5,489,000	6,737,000	—	Japan Tourism Agency, "Overnight Travel Statistics Survey"
	Number of visitors (actual number) overnight	6,236,000(2019)	3,756,000	3,033,000	4,524,000	—	—	"
	Number of accommodations	1,072(2019)	1,086	1,063	1,105	—	—	"
	Accommodation capacity occupancy rate(Preliminary figures for 2023)	36.8% (2019)	20.40%	17.40%	24.90%	47.60%	—	"
	Number of visitors to events (total number)	9,354,000(2019)	577,000	748,000	3,388,000	—	—	Gifu Prefecture Tourism and International Policy Division, "Tourism Visitors Statistical Survey"
	Number of international conferences held	13 (2019)	13	7	11	—	—	Japan National Tourism Organization, "International Conference Statistics"
Economic Impact of Tourism	Economic ripple effect on production	410,270,000,000 yen(2019)	260,120,000,000yen	250,270,000,000yen	394,380,000,000yen	—	—	Gifu Prefecture Tourism and International Policy Division, "Tourism Visitors Statistical Survey"
	Tourism Consumption (total)	293,280,000,000yen (2019)	178,450,000,000yen	172,140,000,000yen	270,250,000,000yen	—	360,000,000,000yen (2027)	"
	Tourism Consumption (day trip)	146,130,000,000yen (2019)	95,090,000,000yen	96,430,000,000yen	135,650,000,000yen	—	—	"
	Tourism Consumption (overnight)	147,150,000,000yen (2019)	83,360,000,000yen	75,710,000,000yen	134,600,000,000yen	—	—	"
	Tourism Consumption per capita (total)	6,111yen (2019)	5,171yen	4,481yen	6,340yen	—	—	"
	Tourism consumption per capita (day trip)	3,494yen (2019)	3,073yen	2,751yen	3,611yen	—	—	"
	Tourism Consumption per capita (overnight)	23,830yen (2019)	23,394yen	22,473yen	26,594yen	—	—	"
Inbound Trends	Number of inbound visitors (total number)(Preliminary figures for 2023)	1,660,000(2019)	290,000	31,000	122,000	1,108,000	2,000,000(2027)	Japan Tourism Agency, "Overnight Travel Statistics Survey"
	Percentage of inbound visitors among all visitors (total number)(Preliminary figures for 2023)	22.7% (2019)	2.69%	0.80%	5.27%	16.40%	—	"
	Tourism consumption per capita	29,000yen (2019)	Survey not conducted due to corona		County-by-county survey not yet conducted	—	—	Japan Tourism Agency, "Survey of Foreign Visitor Consumption Trends"
Promotional Effects	Number of accesses to the "Gifu Travel Guide", Gifu Prefecture's website for Japanese※	3,266,000(FY2021)	2,965,000	3,266,000	5,925,000	5,869,000(As of the end of Feb.)	3,500,000(FY2023)	Gifu Prefecture Tourism Federation
	Number of pageviews to "Visit GIFU," Gifu Prefecture's website for foreigners	410,000PV (2022)	130,000PV	280,000PV	410,000PV	1070,000PV	—	Gifu Prefecture Tourism Promotion Division
	Number of inflows through natural search on "Visit GIFU"	83,000 (2022)	24,000	39,000	83,000	338,000	—	"
	Gifu Prefecture Tourism Official SNS Cumulative Number of Followers and Channel Registrations-Japanese (Facebook, Instagram, Twitter, Youtube)	Total 26,000 (2022)	Total19,000	Total21,000	Total26,000	Total36,000	—	Gifu Prefecture Tourism Federation
	Gifu Prefecture Tourism Official SNS Cumulative Number of Followers and Channel Registrations -English, Traditional Chinese, Thai, Indonesia (Facebook, Instagram, Youtube)	Total64,000 (2022)	Total43,000	Total55,000	Total64,000	Total73,000	—	Gifu Prefecture Tourism Promotion Division
Visitor Satisfaction	Visitor satisfaction (overall) 5-point scale※	4.28 (FY2020)	4.28	4.35	4.33	—	4.30 (FY2023)	Gifu Prefecture Tourism Federation
	Percentage of repeaters ※	94.2% (FY2021)	94.70%	94.20%	91.40%	—	94.0% (FY2023)	"

※Indicators measured by the fiscal year. FY2021 is from April 2021 to March 2022.

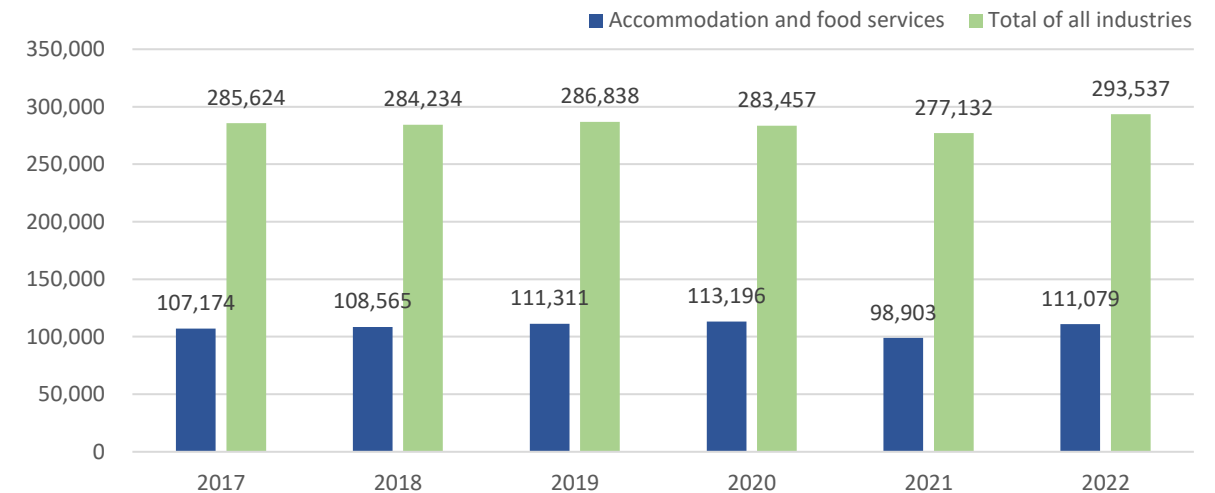
2.2 Employment

Salaries for employees in the tourism industry (accommodation and food services) have been less than half of the average for all industries, and wages have increased by 2.3% over the last five years, which is lower than the average 3.3% for all industries.

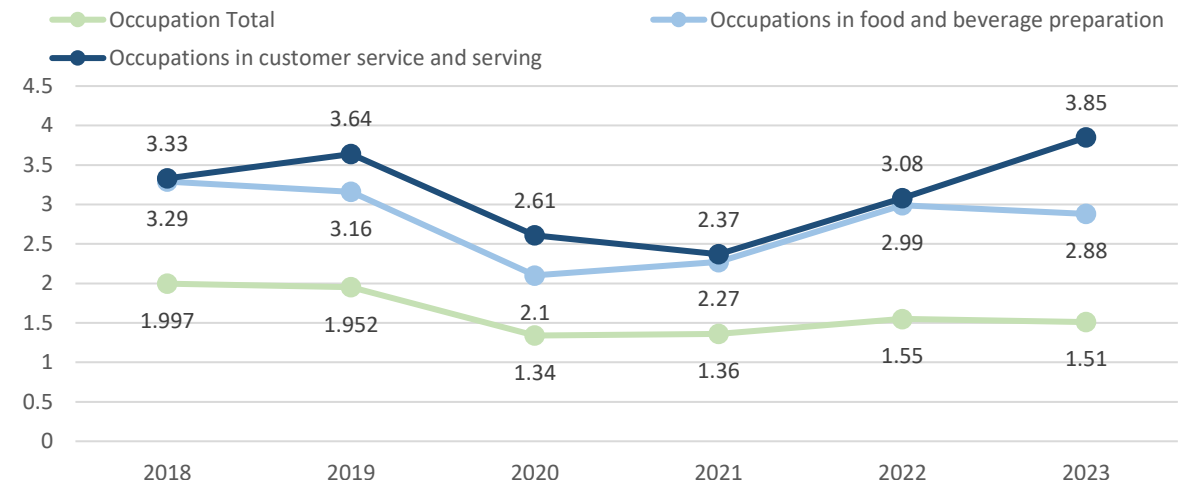
In addition, the effective job openings-to-applicants ratio is higher than the average for all industries, and in 2023, it was 2.5 times higher in the customer service and serving, the highest in the last five years.

Our prefecture is facing a serious shortage of human resources in the tourism industry. Therefore, in order to secure employment, we will implement support measures such as improving productivity and working environments in the accommodation industry, visiting lectures to convey the appeal of the tourism industry, and human resource matching.

Gross cash wages per capita (monthly, annual average, establishment size of 5 employees or more):yen



Jobs-to-applicants ratio



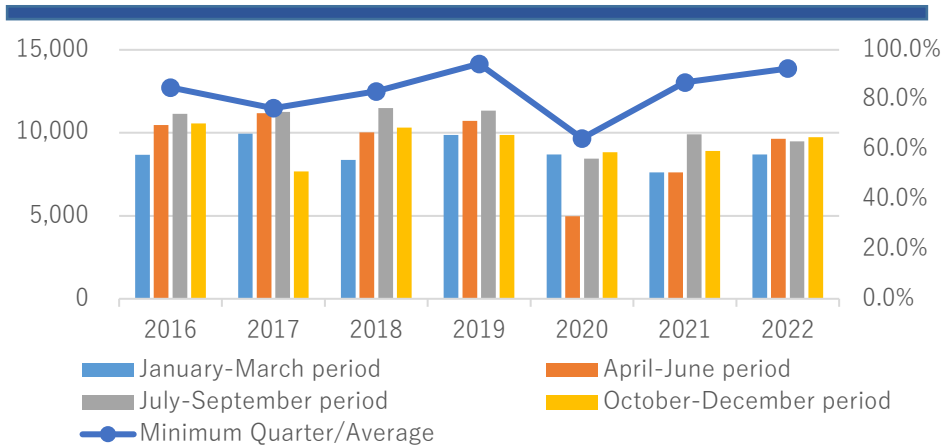
2.2 Employment

Item	Indicators	Status Quo	2020	2021	2022	Target Value ("—"if not applicable)	Data Source
Impact of Tourism on Employment	Employment Induced Effects of Tourism Consumption	35,588(2019)	22,868	22,471	35,576	—	Gifu Prefecture Tourism Planning Division, "Tourism Visitors Statistical Survey"
	Number of establishments of "Accommodation and food services", percentage of all establishments	10,763/11.3%(2021)	—	10,763/11.3%	—	—	Ministry of Internal Affairs and Communications and Ministry of Economy, Trade and Industry "Economic Census 2021"
	Number of workers of "Accommodation and food services", percentage of all workers	56,833/5.6% (2015)	55,724/5.4%	—	—	—	Ministry of Internal Affairs and Communications, "National Census"
Labor Shortage	Job turnover rate of "Accommodation and food services"	25.6% (2021)	26.90%	25.60%	26.80%	—	Ministry of Health, Labour and Welfare, "Survey on Employment Trends"
	Jobs-to-applicants ratio of "Food and Beverage Preparation Occupations"	2.99times(2022)	2.10times	2.27times	2.99times	—	Gifu Labour Bureau, "General Employment Placement Status"
	Jobs-to-applicants ratio of "Customer service and serving occupations"	3.08times(2022)	2.61times	2.37times	3.08times	—	//
Labor Profitability	Labor profitability (GDP/number of workers in "Accommodation and food services"), with the average for all industries set at 100	3,923,000yen/49.7% (2019)	2,412,000yen/31.4%	2,200,000yen/27.5%	—	—	Gifu Prefecture Statistics Division, "Prefectural Accounts"
Wage level	Gross cash wages per capita of "Accommodation and food services" (monthly, annual average, establishment size of 5 or more), with the average for all industries set at 100	98,903yen/35.7% (2021)	113,196yen/39.9%	98,903yen/35.7%	111,079yen/37.8%	—	Gifu Prefecture Statistics Division, "Monthly Labour Survey"
	Gross cash wages per capita of "Accommodation and food services" (monthly, annual average, establishment size of 30 or more), with the average for all industries set at 100	124,207yen/38.8% (2021)	119,749yen/37.1%	124,207yen/38.8%	123,897yen/37.1%	—	//
Employment of People with Disabilities	Actual employment rate of people with disabilities in all businesses	2.35% (2022)	2.17%	2.25%	2.35%	2.70% (2027)	Gifu Labour Bureau, "Employment Status of People with Disabilities"
	Actual employment rate of people with disabilities in "Accommodation and food services"	1.89% (2022)	1.85%	1.99%	1.89%	—	//

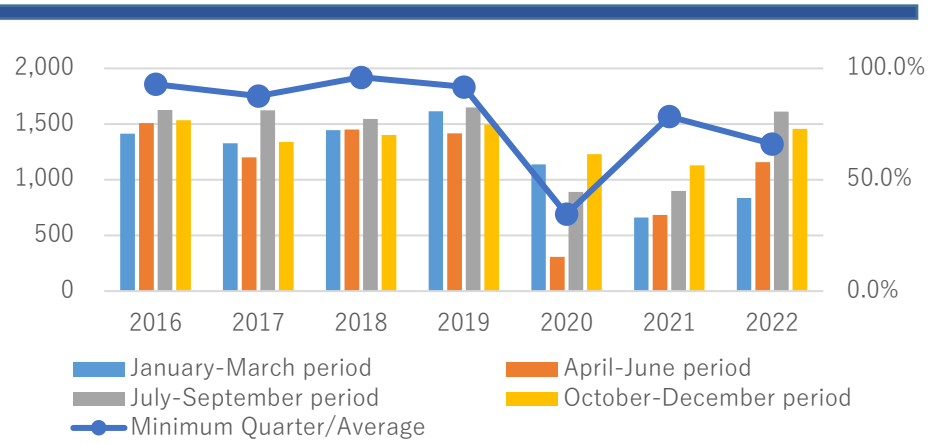
2. 3 Tourism Seasonality

The fluctuation in the number of tourists during the past three years (2020-2022) is largely due to the decline due to the epidemic of COVID-19 and the increase as a result of the travel discount campaigns such as a nationwide travel support, etc. Therefore, there is a large deviation from the seasonal fluctuation trend before 2019, and it cannot be compared.

Number of overnight visitors (actual number)
: 10,000 people



Number of day trip visitors (actual number)
: 10,000 people



”Minimum Quarter/Average”
The ratio of the number of tourists in the quarter with the lowest number of tourists to the average number of tourist. The higher the number, the smaller the difference in the number of tourists due to seasonality.

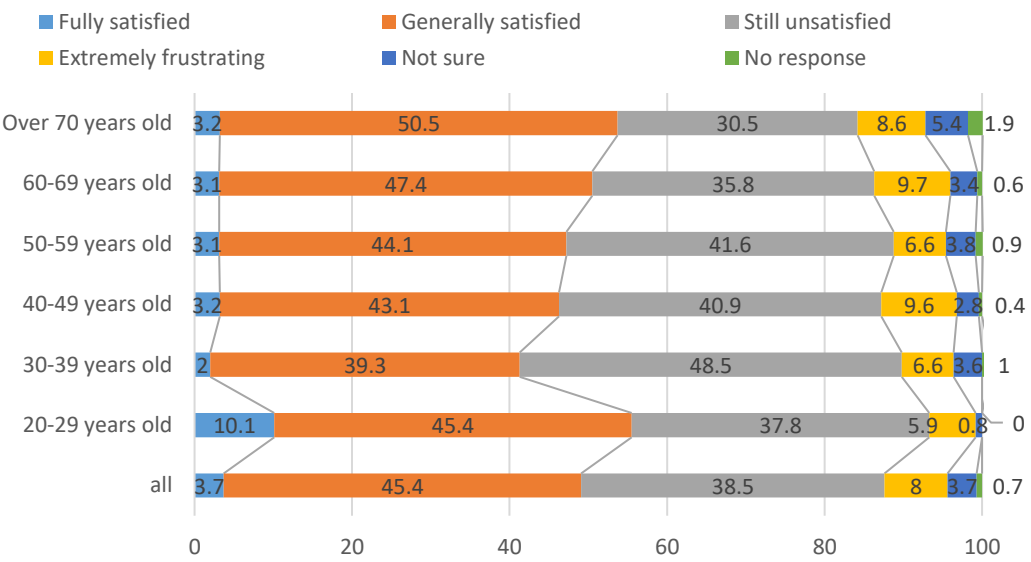
Item	Indicators	Status Quo(2019)	2020	2021	2022	Target Value (*-if not applicable)	Data Source
Seasonal variations in tourism	Ratio of minimum number of visitors per quarter to the average -day trip (actual number)	94.4% [Jan-Mar]	64.4%[Apr-Jun]	87.0%[Jan-Mar]	92.5%[Jan-Mar]	—	Gifu Prefecture Tourism and International Policy Division, "Tourism Visitors Statistical Survey"
	Ratio of minimum number of visitors per quarter to the average -overnight (actual number)	91.7% [Apr-Jun]	34.4%[Apr-Jun]	78.4%[Jan-Mar]	66.1%[Jan-Mar]	—	〃
	Ratio of minimum number of visitors per month to the average - overnight (total number)	85.6% [June]	33.6%[May]	62.3%[June]	53.7%[February]	—	Japan Tourism Agency, "Overnight Travel Statistics Survey"
	Ration of minimum number of inbound visitors per month to the average -overnight (total number)	72.5% [September]	1.7%[May]	37.1%[October]	4.3%[March]	—	〃
	Ratio of minimum accommodation capacity occupancy rate per month to the average (total number)	86.1% [June]	32.7%[May]	62.7%[June]	59.2%[February]	—	〃

2. 4 Local Satisfaction with Tourism

At present, we are using a survey of Gifu residents on their satisfaction with their daily lives as an indicator, and we have not been able to conduct a satisfaction survey with tourism.

However, in recent years, there has been a movement to conduct surveys of local residents on satisfaction with tourism in various parts of the prefecture, and we will consider how to use these surveys in the future.

Local satisfaction with livelihood (2022):%



Item	Indicators	Status Quo	2020	2021	2022	Target Value ("-"if not applicable)	Data Source
Livelihood Satisfaction	Local satisfaction with livelihood (Percentage of "fully satisfied" and "generally satisfied") ※	49.1% (FY2022)	53.00%	53.70%	49.10%	53.7%(FY2027)	Gifu Prefecture Public Relations Division, "Prefectural Public Opinion Survey"
Inflow/outflow of population	Population Inflows and Outflows in Social Dynamics	-6,360 (2021)	-14,789	-6,360	-1,381	—	Gifu Prefecture Statistics Division, "Vital Statistics"
	Number of migrants ※	1, 696(FY2021)	1,752	1,696	1,531	7,000(Cumulative total for FY2019-FY2023) 8,000(Cumulative total for FY2023-FY2027)	Gifu Prefecture Regional Development Division

※Indicators measured by the fiscal year. FY2021 is from April 2021 to March 2022.

2.5 Governance

There are a total of seven DMOs in the prefecture, including the Gifu Prefecture Tourism Federation, which is working to create a tourism area that unites the entire prefecture, and regional DMOs. Since there are differences in marketing methods and analysis content among DMOs, the Gifu Prefecture Tourism Federation collects the data necessary for DMO's tourism marketing in bulk and shares it with DMOs in the prefecture, as well as dispatching marketers and conducting skill improvement training in the future.

While using the three regions selected as one of the “Top 100 World's Sustainable Tourist Destination Stories” by Green Destinations as advanced examples, we will continue to promote efforts to create sustainable tourism areas throughout the prefecture.



Shirakawa Village (2020)



Nagara River Basin (2021)



Gero City, Gero Onsen (2022)

Item	Indicators	Status Quo	2020	2021	2022	Target Value (*-if not applicable)	Data Source
Governance using indicators	Number of "NEXT GIFU HERITAGE"	0 (2022)	-	-	0	—	Gifu Prefecture Tourism and International Policy Division
	Number of regions selected for Green Destinations Top 100 Stories (cumulative total)	3regions (2022)	1regions	2regions	3regions	—	//
Stakeholder engagement	Number of members of Gifu Prefecture Tourism Federation	571organizations (2022)	588organizations	583organizations	571organizations	—	Gifu Prefecture Tourism Federation
	Number of members (companies and organizations) of SDGs Promotion Network ※	1,166 (FY2022)	639	924	1,166	1,650 (FY2025)	Gifu Prefecture SDGs Promotion Division

※Indicators measured by the fiscal year. FY2021 is from April 2021 to March 2022.

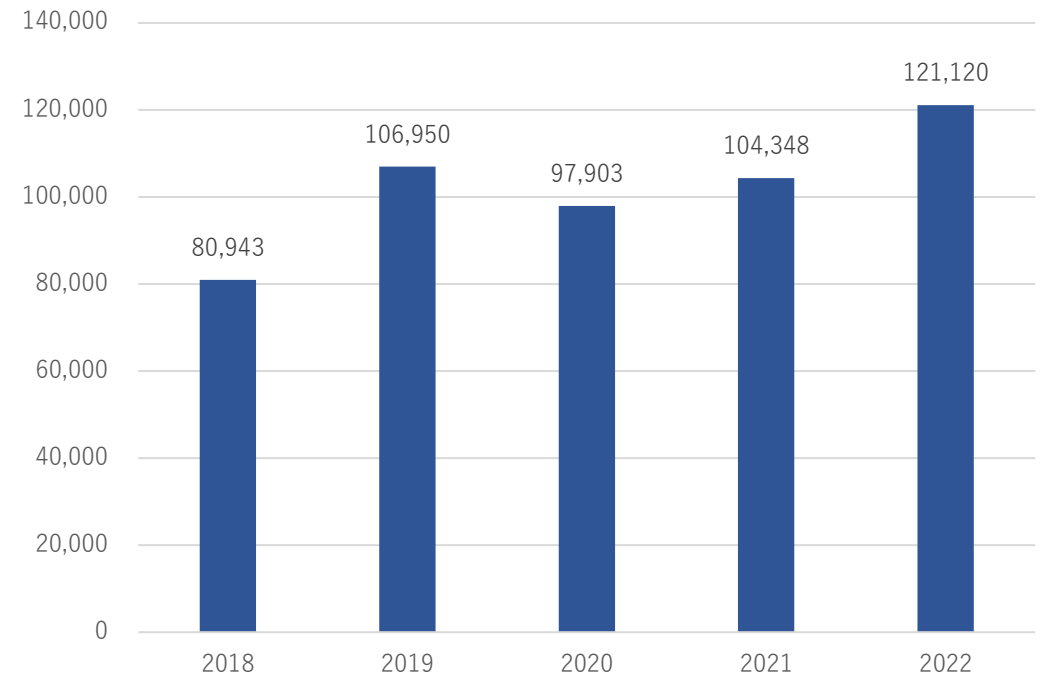
2.6 Accessibility

In the fiscal year 2020 and 2021, the number of views of “Furatto-Tabi-Gifu” website, which summarizes accessible tourism information in Gifu Prefecture, decreased from before the pandemic due to a drop in tourism demand due to the impact of COVID-19.

However, even during the pandemic, we have continued to hold online seminars to promote accessible tourism for residents and tourism-related individuals, and to stimulate demand for accessible tourism and improve services.

In the fiscal year 2022, interest in accessible tourism is growing again, with the number of views of “Furatto-Tabi-Gifu” website reaching a record high, and we will continue to strive to improve accessibility to all tourists.

Number of views of Gifu Prefecture’s accessible tourism website: PV



Item	Indicators	Status Quo	FY2020	FY2021	FY2022	Target Value ("—"if not applicable)	Data Source
Dissemination of accessible tourism and improvement of reception environment	Number of views of Gifu Prefecture's accessible tourism website ※1	104,348PV (FY2021)	97,903PV	104,348PV	121,120PV	—	Gifu Prefecture Tourism and International Policy Division
	Number of tourism-related facilities listed on the Gifu Prefecture accessible tourism website ※1	249(FY2022)	249 ※2	249 ※2	249 ※2	—	〃

※1 Indicators measured by the fiscal year. FY2021 is from April 2021 to March 2022.

※2 No increase or decrease due to the fact that accessibility surveys of tourist facilities could not be conducted due to COVID-19.

2. 7 Cultural Preservation

In 2023, Shirakawa Village was recognized as a "Best Tourism Villages" by UN Tourism. In order to preserve the World Heritage Site "Shirakawa-go Gassho-zukuri Village, a village of traditional thatched-roof houses", efforts to preserve cultural heritage through tourism were highly evaluated, such as the use of financial resources from tourist parking lots and the establishment of a residents' charter based on the three preservation principles of "do not sell, do not rent, and do not destroy."

We will continue to support efforts to protect culture in various parts of the prefecture using tourism.

"Best Tourism Villages"

Project to recognize areas with a population of 15,000 or less engaged in agriculture, forestry, and fisheries that promote and preserve cultural heritage through tourism and sustainable development in line with the Sustainable Development Goals (SDGs).



Item	Indicators	Status Quo	2020	2021	2022	Target Value ("-"if not applicable)	Data Source
Preservation of traditional arts	Number of Ji-kabuki preservation groups ※	32 (FY2022)	32	32	32	—	Gifu Prefecture Cultural Heritage Division
	Number of Ningyo joruri (Bunraku) preservation groups ※	6(FY2022)	6	6	6	—	"
	Number of Noh Kyogen preservation groups ※	1(FY2022)	1	1	1	—	"
	Number of Shishishibai preservation groups ※	6 (FY2022)	6	6	6	—	"
	Number of participants in Ji-kabuki and Bunraku/Noh experience classes ※	5,223(FY2022)	2,998	3,856	5,223	9,000(FY2027)	"
Utilization of Cultural Heritage	Sales of Mino Washi Brand Cooperative member businesses ※	6,420,000,000 yen (FY2021)	7,690,000,000yen	6,420,000,000 yen	—	—	Gifu Prefecture Local Industry Promotion Division
	Number of M-brand certified products	344 (as of Feb.2023)	298	332	344	—	"
	Independence of young successors of Mino Washi	5 (2022)	3	3	5	—	"
Preservation of World Agricultural Heritage	Number of participants in the traditional fishing experience course in Seki City	24 (2018)	0(not held due to COVID-19)	8	30	30 (2023)	Gifu Prefecture Satokawa Promotion Division, "GIAHS Conservation Plan"
	Number of Cormorant Boat Carpenters	1 (2018)	4	4	4	3人(2023)	"
	Haul of Ayu fish	342t (2021)	321t	342t	312t	350t (2027)	Gifu Prefecture Satokawa Promotion Division, "Fisheries Development Plan"

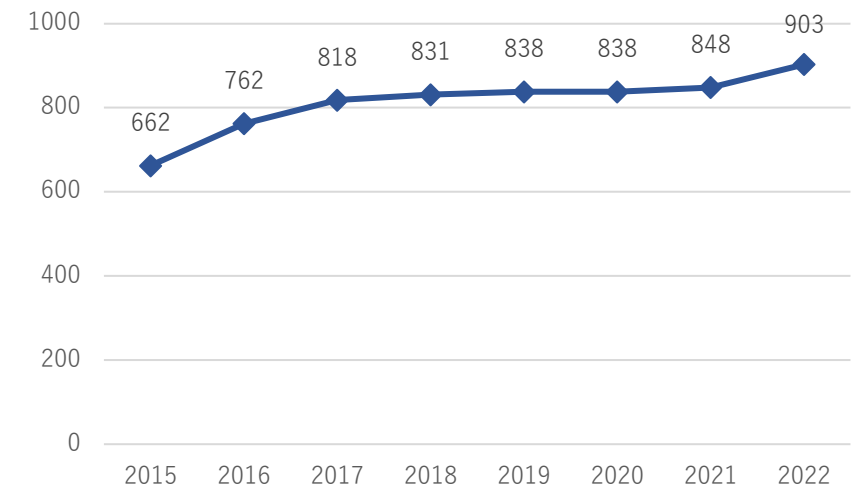
※Indicators measured by the fiscal year. FY2021 is from April 2021 to March 2022.

2. 8 . Energy Management

More than 80% of tourists in the prefecture use private cars as a means of transportation. Therefore, in order to reduce the environmental impact of tourism, it is necessary to promote the use of public transportation and support secondary transportation, as well as to expand the use of electrified vehicles (EVs, PHVs, FCVs) and develop charging infrastructure.

Although the development of charging infrastructure, which is indispensable for promoting the spread of electrified vehicles, is progressing, it is far from the target value of 1,880 units in FY2025 indicated in the “Gifu Prefecture Energy Vision.” Therefore, we will strive to further promote it.

Number of charging stations : units



Item	Indicators	Status Quo	2020	2021	2022	Target Value ("-"if not applicable)	Data Source
Reduced energy consumption	Final energy consumption ※	167.6PJ (FY2019)	161.4PJ	—	—	143.0PJ (FY2025) 130.2PJ (FY2030)	Gifu Prefecture Commerce, Industry and Energy Policy Division, "Energy Vision"
	Final energy consumption in "Accommodation and food services" ※	4.6PJ (FY2019)	3.9PJ	4.4PJ	—	—	Agency for Natural Resources and Energy , "Energy Consumption Statistics by Prefecture"
Utilization of renewable energy	Renewable energy generation ※	9.73PJ (FY2021)	8.90PJ	9.73PJ	10.72PJ	13.88PJ (FY2025) 21.64PJ (FY2030)	Tariff Scheme Information Publication Website
	Renewable energy ratio (Renewable energy generation /Electricity consumption out of final energy consumption) ※	15.4% (FY2019)	17.1	—	—	31.5% (FY2025) 52.9% (FY2030)	Gifu Prefecture Commerce, Industry and Energy Policy Division, "Energy Vision"
Improved convenience for electric vehicles	Number of charging stations (cumulative) ※	848(FY2021)	838	848	903	1,880(FY2025)	〃
	Number of hydrogen stations installed (cumulative) ※	6(FY2021)	6	6	6	11(FY2025)	〃

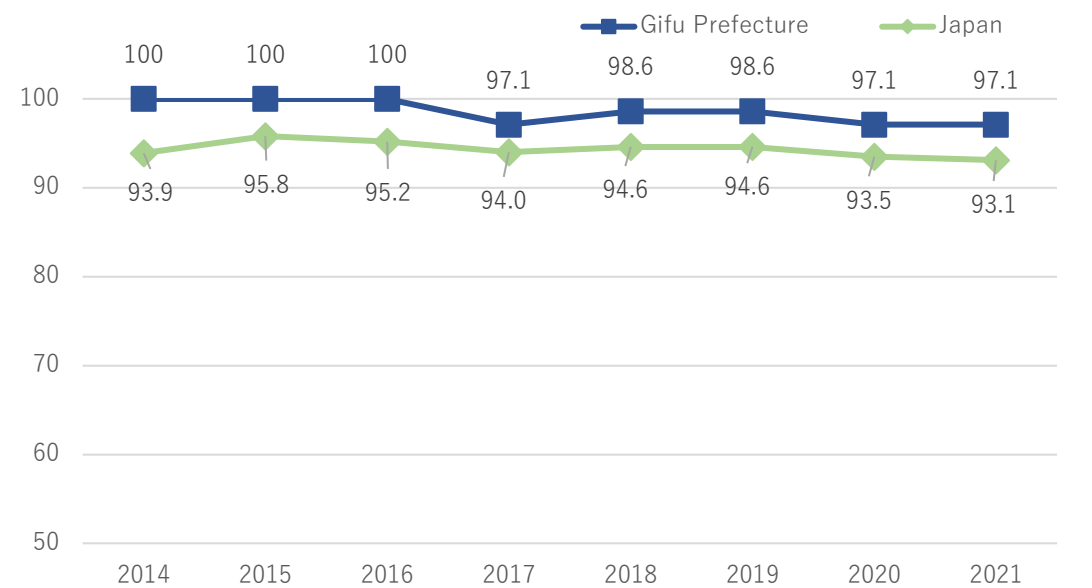
※Indicators measured by the fiscal year. FY2021 is from April 2021 to March 2022.

2. 9 Water Resource Management

In the 69 water areas designated as types of water quality environmental standards, the prefecture generally meets the environmental standards and maintains good water quality, and the percentage of sites that meet the water quality environmental standards is 97.1%, which is a high level compared to the rest of the country. The goal is 100% by 2025, and we will continue to monitor and provide guidance as needed.

River BOD (Biochemical Oxygen Demand)
The amount of oxygen required by microorganisms to break down contaminants in water. The higher the value, the more significant the water pollution, and it is mainly used as a pollution indicator for rivers, and a value of 75% represents the water quality corresponding to the highest value under normal conditions.

Percentage of achievement of the environmental standard of 75% BOD for river water quality: %



Item	Indicators	Status Quo	2020	2021	2022	Target Value ("-"if not applicable)	Data Source
Water Quality Management	Percentage of achievement of the environmental standard of 75% BOD for river water quality ※	97.1% (FY2021)	97.10%	97.10%	97.10%	100%(FY2025)	Gifu Prefecture Environment and Citizen Support Policy Division, "The Sixth Gifu Prefecture Basic Environmental Plan"
Water Source Management	Designated water source area	269locations, 68,024ha(as of Mar.2023)	259locations,57,893ha	264locations,67,150ha	269locations,68,024ha	—	Gifu Prefecture Forestry Preservation Division

※Indicators measured by the fiscal year. FY2021 is from April 2021 to March 2022. 14

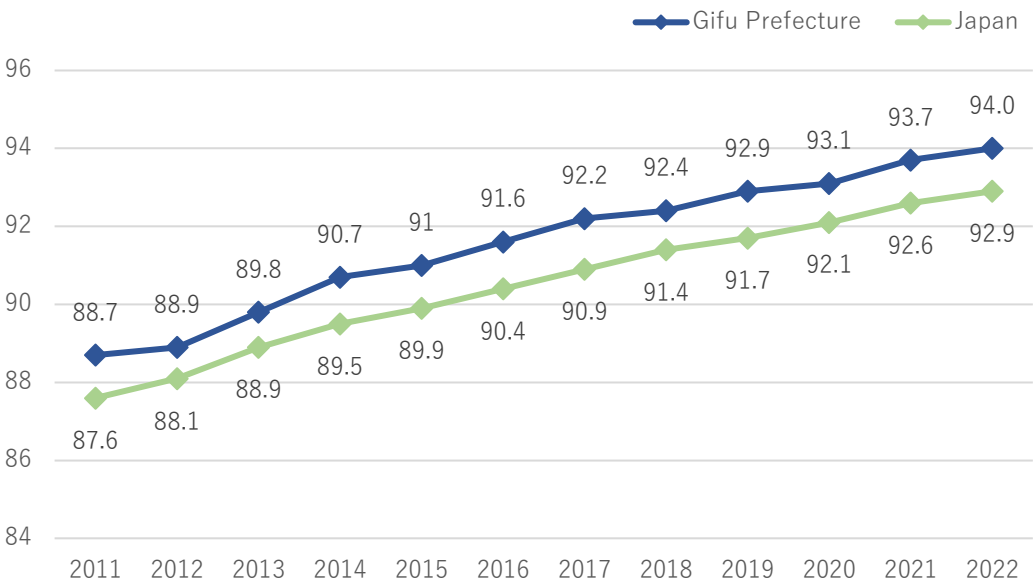
2.10 Sewage Treatment

In cooperation with municipalities in the prefecture, the Prefectural Government has worked to develop collective treatment facilities and septic tanks installed by individuals, and the sewage treatment population penetration rate in 2022 was 94.0%. This is higher than the national average of 92.9%.

With the goal of achieving a figure of 95% or more by FY2025, we will continue to appropriately review the areas where various sewage treatment facilities are being developed and promote the development of sewage treatment facilities based on the action plans prepared by each municipality.

Sewage treatment population penetration rate
Percentage of the population treated by sewage treatment facilities such as sewage systems, village collective treatment facilities, and septic tanks, etc. to the total population

Sewage Treatment Population Penetration Rate: %



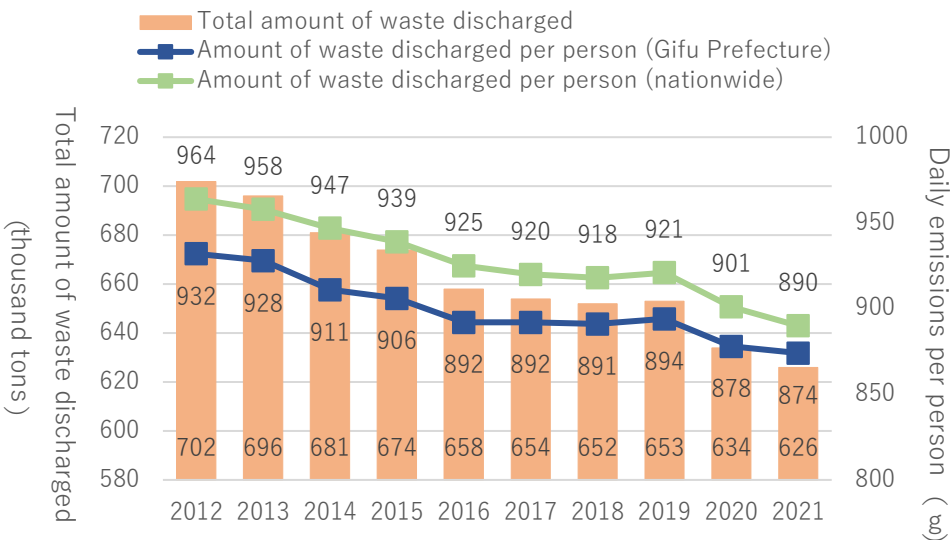
Item	Indicators	Status Quo	2020	2021	2022	Target Value ("-"if not applicable)	Data Source
Wastewater management	Sewage Treatment Population Penetration Rate※	93.7% (FY2021)	93.10%	93.70%	94.00%	95%or more(FY2025)	Gifu Prefecture Sewer Development Division
	unpenetrated population※	126,054(FY2021)	137,846	126,054	118,634	76,416(FY2025)	〃

※Indicators measured by the fiscal year. FY2021 is from April 2021 to March 2022.

2.11 Solid Waste Management

The amount of waste generated per person per day in this prefecture has remained lower than the national average, and the total amount of waste generated has also been decreasing year by year. In the tourism industry, we will continue our efforts to reduce waste discharge by such measures as expanding the number of registered businesses and stores in the accommodation and food service industries as part of the Gifu Plastic Smart Businesses "Plastics Smart" campaign, which promotes businesses recycling plastic resources.

General waste discharge: 1,000 tons



Source: Gifu Prefecture General Waste Disposal Survey

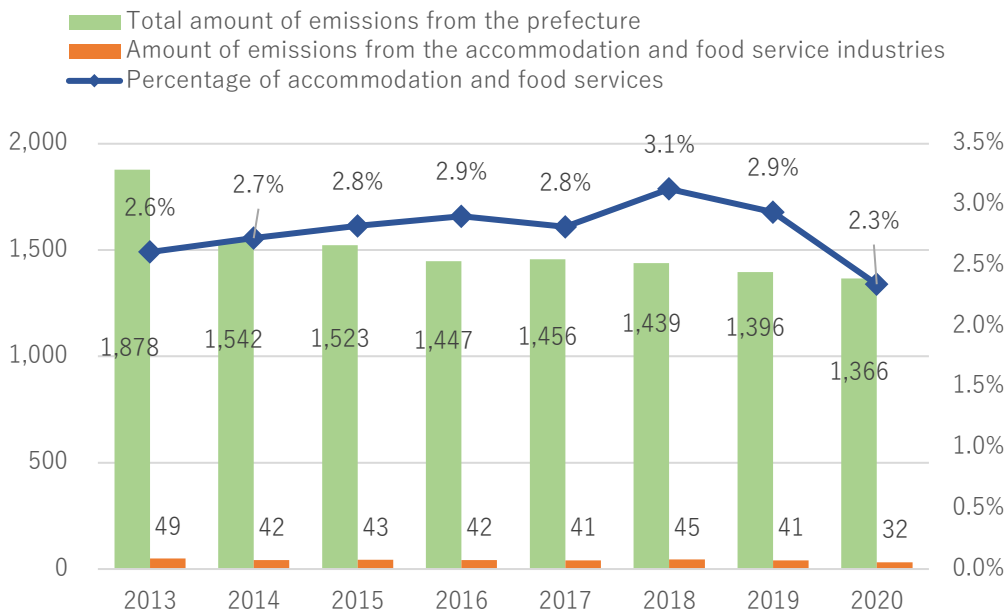
Item	Indicators	Status Quo	2020	2021	2022	Target Value ("-"if not applicable)	Data Source
General waste	General waste discharge ※	696,000tons (FY2018)	677,000 tons	662,000 tons	—	608,000 tons(FY2025) 548,000 tons(FY2030)	Gifu Prefecture Waste Management Policy Division, "The Third Gifu Prefecture Waste Disposal Plan"
	Amount of general waste recycled and recycling rate ※	162,000 tons ,23.3% (FY2018)	147,000 tons,21.7%	139,000 tons,21.0%	—	170,000 tons,28%(FY2025) 159,000 tons,29%(FY2030)	"
	Reduction through intermediate treatment of general waste ※	484,000 tons (FY2018)	481,000 tons	477,000 tons	—	396,000 tons(FY2025) 352,000 tons(FY2030)	"
	Final disposal of general waste ※	50,000 tons (FY2018)	49,000 tons	46,000 tons	—	42,000 tons(FY2025) 37,000 tons(FY2030)	"
Waste Reduction	Amount of food loss (business) ※	23,681t(FY2019)	22,537t	—	—	22,100t(FY2025)20,900t(FY2030)	Gifu Prefecture Gifu Citizens Support Division
	Number of municipalities cooperating in the "Gifu Eat Up Movement" ※	28 (FY2022)	—	23,814t	28	42(FY2025)	Gifu Prefecture Waste Management Policy Division, "The Third Gifu Prefecture Waste Disposal Plan"
	Number of businesses and stores cooperating in the "Gifu Eat Up Movement" ※	1,223 (FY2022)	453	700	1,223	1,500(FY2030)	Gifu Prefecture Gifu Citizens Support Division, "Gifu Prefecture Food Loss Reduction Promotion Plan"
	Number of registered businesses and stores in Gifu Prefecture as "Plastics Smart" ※	1,055(FY2022)	964	978	1,055	1,500(FY2025)	Gifu Prefecture Waste Management Policy Division, "The Third Gifu Prefecture Waste Disposal Plan"
	(Number of lodging and food service establishments)※	103(FY2022)	91	106	103	—	"

※Indicators measured by the fiscal year. FY2021 is from April 2021 to March 2022. 16

2.12 Actions for Climate Change

The FY2020 GHG emissions in the prefecture were -2.1% from the previous year. Although emissions from the accommodation and food service industries remained almost flat from FY2014 to FY2019, they decreased significantly in FY2020. This decrease is presumed to have been due to reductions of outings and the requests for business suspensions during COVID-19. In order to achieve the FY2030 target set by the prefecture (9.8 mil. t-CO2 (-48% from FY13)), GHG emissions must be reduced at a rate of -3.0% each fiscal year. Therefore, the prefecture will continue its efforts to reduce GHG emissions by introducing renewable energy and promoting the spread of energy-saving equipment, etc.

Greenhouse Gas Emissions:10,000 t - CO2



Item	Indicators	Status Quo	2020	2021	2022	Target Value (*-"if not applicable)	Data Source
Mitigation	Greenhouse Gas Emissions ※	13,960,000 tons of CO2 equivalent (FY2019)	13,660,000tons of CO2 equivalent (FY2020) preliminary results	—	—	9,800,000 tons of CO2 equivalent (FY2030)	Gifu Prefecture Decarbonized Society Promotion Division, "Gifu Prefecture Global Warming Prevention and Climate Change Adaptation Plan"
	Greenhouse Gas Emissions in "Accommodation and food services" (preliminary results only) ※	410,000 tons of CO2 equivalent (FY2019)	320,000 tons of CO2 equivalent (FY2020) preliminary results	—	—	—	〃
Adaptation	Number of registrations of agricultural product varieties newly bred by the prefecture (improvement of agricultural product varieties adapted to climate change, etc.) (cumulative total)	unmeasured	4	5	5	10(2025)	Gifu Prefecture Agricultural Policy Division, "Gifu Basic Plan for Agriculture and Rural Areas"

※Indicators measured by the fiscal year. FY2021 is from April 2021 to March 2022.

2.13 Conservation of Natural Environment

In Gifu Prefecture, approximately 80% of the land is occupied by forests and it is also called the “land of Clear Waters” with many clear streams as represented by the Nagara River, one of Japan’s three major clear waters. As an initiative to utilize this rich nature for tourism, in addition to improving the environment based on the “100-Year Forest Creation Plan,” we have been promoting the revitalization of outdoor leisure by training guides through lectures on biodiversity and hands-on programs at the “Seiryu Nagara River Ayu Park.”

Although these initiatives were forced to be suspended and stagnated from 2020 to 2021 due to COVID-19, they resumed in earnest from 2022 onwards, and the number of people who are working to balance environmental conservation and tourism is steadily increasing.

Item	Indicators	Status Quo	2020	2021	2022	Target Value ("—"if not applicable)	Data Source
Conservation of the natural environment	Designated areas and acreage of nature conservation areas	16areas,2,957ha (2019)	16areas,2,957ha	16areas,2,957ha	16areas,2,957ha	—	Gifu Prefecture Environment and Citizen Support Policy Division
	Total number of nationally and prefecturally designated natural monuments※	229 (FY2022)	231	229	229	—	Gifu Prefecture Cultural Heritage Division
	Number of holding biodiversity-related courses, etc.※	28 (FY2022)	6	5	28	70(FY2026)	Gifu Prefecture Environment and Citizen Support Policy Division, "The Sixth Gifu Prefecture Basic Environmental Plan"
	Number of efficient river cleanups through watershed cooperation	31 (2022)	19	19	31	Total100 (Cumulative total for 2022-2026)	Gifu Prefecture River Management Division
	Area of environmental conservation forests maintained※	1,713ha(FY2020)	1,713ha	1,532ha	1,596ha	2,100ha(FY2026)	Gifu Prefecture Forestry Utilization Promotion Division
Utilization of natural resources	Number of participants in experience programs at the Nagara River Ayu Park (cumulative total)※	19,342 (FY2018)	21,635	19,901	32,063	100,000 (Cumulative total for FY2019-2023)	Gifu Prefecture Satokawa Promotion Division, "GIAHS Conservation Plan"
	Number of participants in experience programs at the Nagara Number of groups registered as players of the World Agricultural Heritage "Ayu of the Nagara River System" ※	88 (FY2018)	89	86	90	100 (2023)	〃
	Number of forest service industry entrepreneurs (cumulative total)※	0 (FY2020)	0	0	0	20(FY2026)	Gifu Prefecture Forestry Utilization Promotion Division
Green tourism	Number of people experiencing agriculture, forestry, and fishery※	214,000(FY2019)	100,000	159,000	178,000	300,000(FY2025)	Gifu Prefecture Rural Development Division

※Indicators measured by the fiscal year. FY2021 is from April 2021 to March 2022.

Bibliography

- Tourism Visitors Statistical Survey (Gifu Prefecture)
- Overnight Travel Statistics Survey (Japan Tourism Agency)
- International Conference Statistics(Japan National Tourism Organization)
- Survey of Foreign Visitor Consumption Trends (Japan Tourism Agency)
- Economic Census 2021 (Ministry of Internal Affairs and Communications and Ministry of Economy, Trade and Industry)
- National Census (Ministry of Internal Affairs and Communications)
- Survey on Employment Trends(Ministry of Health, Labour and Welfare)
- General Employment Placement Status(Gifu Labour Bureau)
- Prefectural Accounts(Gifu Prefecture)
- Monthly Labour Survey(Gifu Prefecture)
- Employment Status of People with Disabilities(Gifu Labour Bureau)
- Prefectural Public Opinion Survey (Gifu Prefecture)
- Vital Statistics (Gifu Prefecture)
- Fisheries Development Plan(Gifu Prefecture)
- Energy Consumption Statistics by Prefecture (Agency for Natural Resources and Energy)
- Tariff Scheme Information Publication Website (Agency for Natural Resources and Energy)
- Gifu Prefecture Energy Vision (Gifu Prefecture)
- The Sixth Gifu Prefecture Basic Environmental Plan(Gifu Prefecture)
- The Third Gifu Prefecture Waste Disposal Plan(Gifu Prefecture)
- The Third Gifu Prefecture Waste Disposal Plan (Gifu Prefecture)
- Gifu Prefecture Global Warming Prevention and Climate Change Adaptation Plan (Gifu Prefecture)
- Gifu Basic Plan for Agriculture and Rural Areas (Gifu Prefecture)
- Gifu Prefecture Forestry Utilization Promotion Division