

Gifu Sustainable Tourism Observatory

2024 Annual Report



INSTO

International Network
of Sustainable Tourism
Observatories

GIFU Timeless Japan,
Naturally an Adventure

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1 Events in 2024

In 2024, as a result of our continuous efforts since the COVID-19 pandemic to “create the world’s choice sustainable tourist destination,” the total number of overnight foreign guests reached approximately 2.31 million, up 38.9% from the pre-COVID-19 record of 2019. The total number of guests, including Japanese, reached 8.7 million, a 19.2% increase over 2019. Furthermore, in order to continue to be the world’s choice tourist destination, we have been promoting region-wide initiatives based on international standards for sustainable tourism.

The 1st General Meeting and Symposium of the “Best Tourism Villages Collaborative Council” was held in Shirakawa Village, Gifu Prefecture (Nov. 26).

A council of 11 regions in Japan was established, with the Governor of Gifu Prefecture assuming the position of honorary chairman.



Takayama City Receives “Silver Award” at Green Destinations Awards

Out of the six areas of evaluation indicators for the development of sustainable tourism regions, four areas received high ratings: “Destination Management,” “Environment & Climate,” “Culture & Tradition,” and “Social Well-being.”



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 declined to record lows in 2020 and 2021, but began to recover from 2022. The number of overnight guests in the prefecture in 2024 was 8.7 million, up 19.2% from 2019 before the outbreak of COVID-19.

Tourism consumption in 2023 was higher than not only in the previous year but also before COVID-19, due to the travel discount campaign of the National Travel Support and other factors that led to an increase in the unit price of travel.

Day trip: 3,611 yen (2022) → 3,805 yen (2023)

(+5.4% year-on-year)

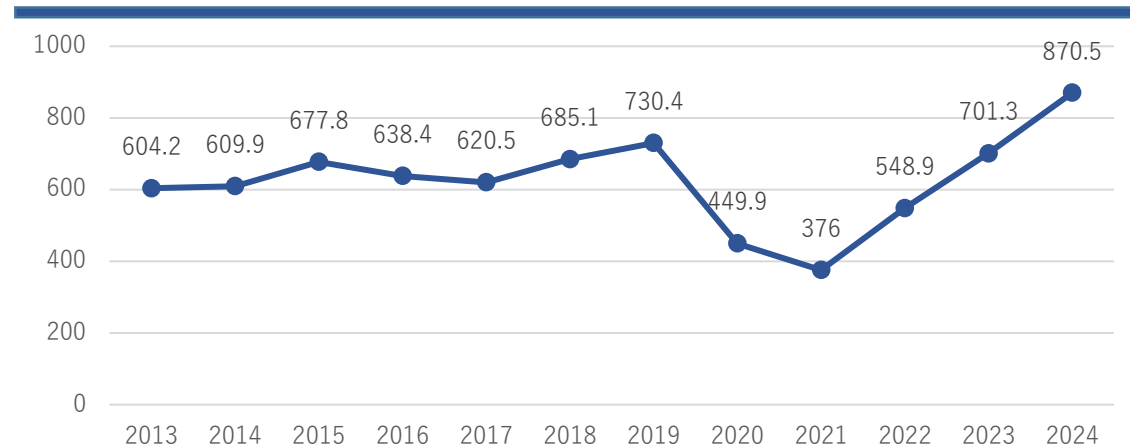
(+8.9% from 2019)

Overnight: 26,594 yen (2022) → 27,080 yen (2023)

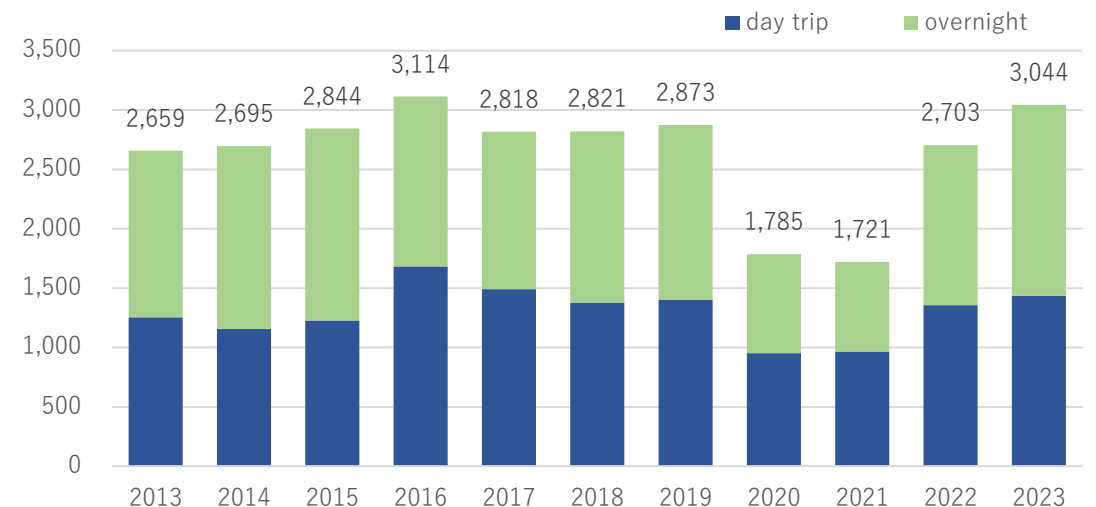
(+1.8% year-on-year)

(+13.6% from 2019)

Number of overnight quests (total) (10,000 people)



Tourism consumption (total) (100 million yen)



2.1 Destination's Economic Benefits (Inbound)

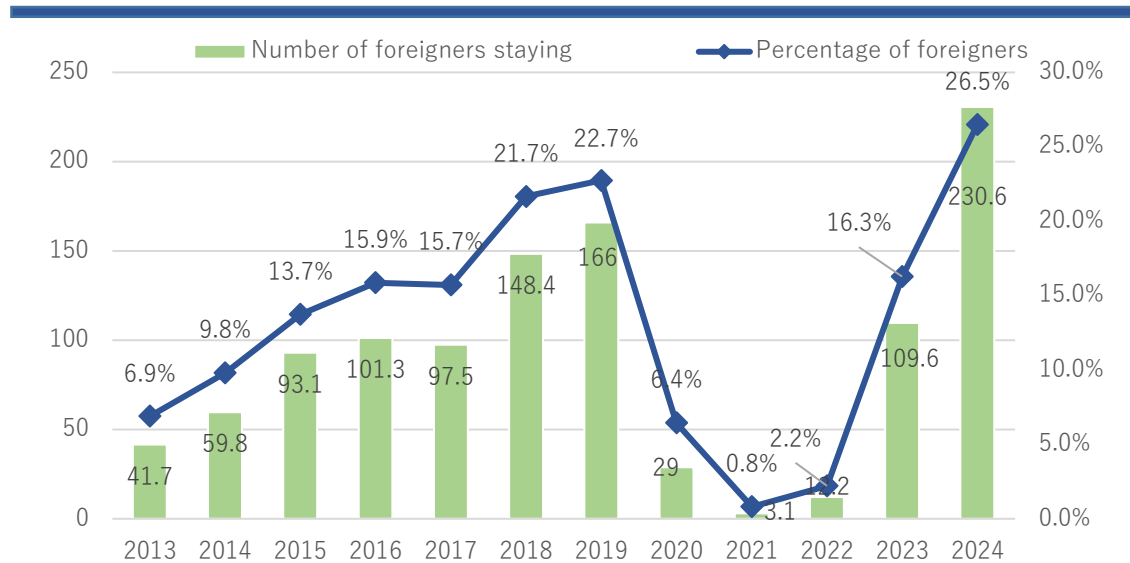
The number of total foreign overnight guests continued to recover steadily after the COVID-19 pandemic, reaching a record high of approximately 2.31 million in 2024. The rate of increase from 2023 (+110.4%) was the third highest in Japan.

While the total number of foreign overnight guests is increasing in Japan as a whole, the Japan Tourism Agency has been addressing the issue of “attracting visitors to regional areas outside the three major metropolitan areas.” Gifu Prefecture was able to meet this challenge. By country, all countries except China exceeded the 2019 level, receiving more tourists from East Asia and Europe.

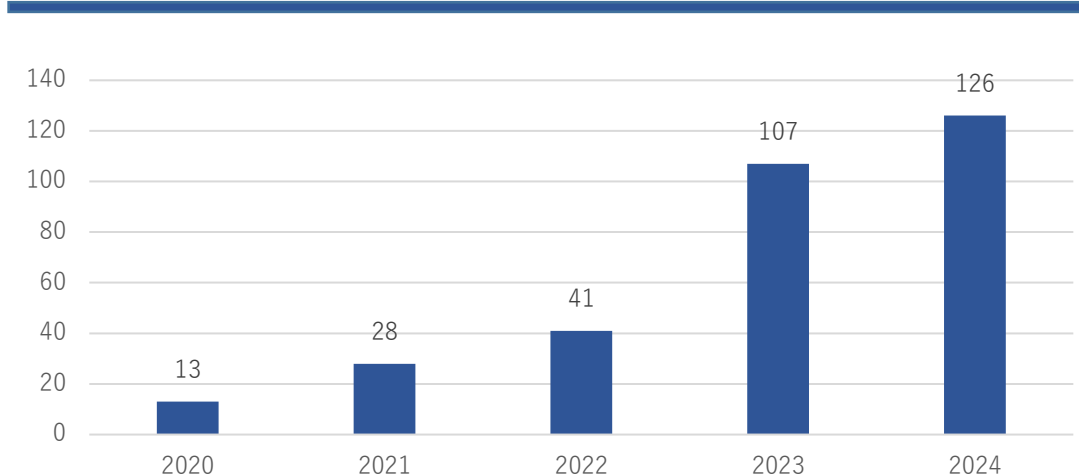
In addition, the number of visitors to the prefecture's website and social media pages for foreigners has been increasing significantly. Consequently, tourist arrivals can be expected to increase going forward.

The average consumption of inbound tourists in 2023 increased by 45% from 2019, due to an increase in the proportion of tourists from Europe, the United States, and Australia, who spend more.

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



Number of page views to "Visit GIFU," Gifu Prefecture's website for foreigners (10,000 PV)



2.1 Destination's Economic Benefits

| Item | Indicators | Initial value | 2020 | 2021 | 2022 | 2023 | 2024 | Target Value ("-"if not applicable) | Data Source |
|----------------------------|---|--------------------------------------|------------------------------------|--------------------|---|---------------------------|-------------------------------------|--|--|
| Number of Visitors | Number of visitors (actual number) | 47,995,000(2019) | 34,511,000 | 38,416,000 | 42,626,000 | 43,649,000 | — | 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 | 37,708,000 | — | — | " |
| | Number of visitors (actual number) overnight | 6,175,000(2019) | 3,563,000 | 3,369,000 | 5,061,000 | 5,941,000 | — | — | " |
| | Number of visitors (total number) overnight (preliminary figures for 2024) | 7,304,000(2019) | 4,499,000 | 3,760,000 | 5,489,000 | 7,013,000 | 8,705,000 | — | Japan Tourism Agency, "Overnight Travel Statistics Survey" |
| | Number of visitors (actual number) overnight (preliminary figures for 2024) | 6,236,000(2019) | 3,756,000 | 3,033,000 | 4,524,000 | 5,592,000 | 7,123,000 | — | " |
| | Number of accommodations (preliminary figures for 2024) | 1,072(2019) | 1,086 | 1,063 | 1,105 | 1,103 | 1,097 | — | " |
| | Accommodation capacity occupancy rate (preliminary figures for 2024) | 36.8% (2019) | 20.4% | 17.4% | 24.9% | 30.0% | 36.3% | — | " |
| | Number of visitors to events (total number) | 9,354,000(2019) | 577,000 | 748,000 | 3,388,000 | 6,239,000 | — | — | Gifu Prefecture Tourism and International Policy Division, "Tourism Visitors Statistical Survey" |
| Economic Impact of Tourism | Number of international conferences held | 13 (2019) | 0 | 0 | 1 | 4 | — | — | Japan National Tourism Organization, "International Conference Statistics" |
| | Economic ripple effect on production | 410,270,000,000 yen(2019) | 260,120,000,000yen | 250,270,000,000yen | 394,380,000,000yen | 445,020,000,000yen | — | — | 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 | 304,360,000,000yen | — | 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 | 143,490,000,000yen | — | — | " |
| | Tourism consumption (overnight) | 147,150,000,000yen (2019) | 83,360,000,000yen | 75,710,000,000yen | 134,600,000,000yen | 160,870,000,000yen | — | — | " |
| | Tourism consumption per capita (total) | 6,111yen (2019) | 5,171yen | 4,481yen | 6,340yen | 6,973yen | — | — | " |
| | Tourism consumption per capita (day trip) | 3,494yen (2019) | 3,073yen | 2,751yen | 3,611yen | 3,805yen | — | — | " |
| | Tourism consumption per capita (overnight) | 23,830yen (2019) | 23,394yen | 22,473yen | 26,594yen | 27,080yen | — | — | " |
| Inbound Trends | Number of inbound visitors (total number) (preliminary figures for 2024) | 1,660,000(2019) | 290,000 | 31,000 | 122,000 | 1,096,000 | 2,306,000 | 2,000,000(2027) | Japan Tourism Agency, "Overnight Travel Statistics Survey" |
| | Percentage of inbound visitors among all visitors (total number) (preliminary figures for 2024) | 22.7% (2019) | 6.44% | 0.82% | 2.21% | 15.62% | 26.49% | — | " |
| | Tourism consumption per capita | 29,000yen (2019) | Survey not conducted due to corona | | County-by-county survey not yet conducted | 42,000yen(April-December) | — | — | 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 | 6,368,000 | 5,696,000 (As of the end of Feb.) | 3,500,000(2023) | 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 | 1,070,000PV | 1,260,000PV | — | 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 | 451,000 | — | " |
| | Gifu Prefecture tourism official SNS cumulative number of followers and channel registrations-Japanese (Facebook, Instagram, Twitter, Youtube) | Total 26,000 (as of the end of 2022) | Total19,000 | Total21,000 | Total26,000 | Total36,000 | Total46,000 (As of the end of Feb.) | — | 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 (as of the end of 2022) | Total43,000 | Total55,000 | Total64,000 | Total73,000 | Total87,000 | — | Gifu Prefecture Tourism Promotion Division |
| Visitor Satisfaction | Visitor satisfaction (overall) 5-point scale※ | 4.28 (FY2020) | 4.28 | 4.35 | 4.33 | 4.37 | — | 4.30 (2023) | Gifu Prefecture Tourism Federation |
| | Percentage of repeaters ※ | 94.2% (FY2021) | 94.7% | 94.2% | 91.4% | 87.5% | — | 94.0% (2023) | " |

※1 Indicators measured in the fiscal year (April-March). FY2021 is from April 2021 to March 2022.

2.2 Employment

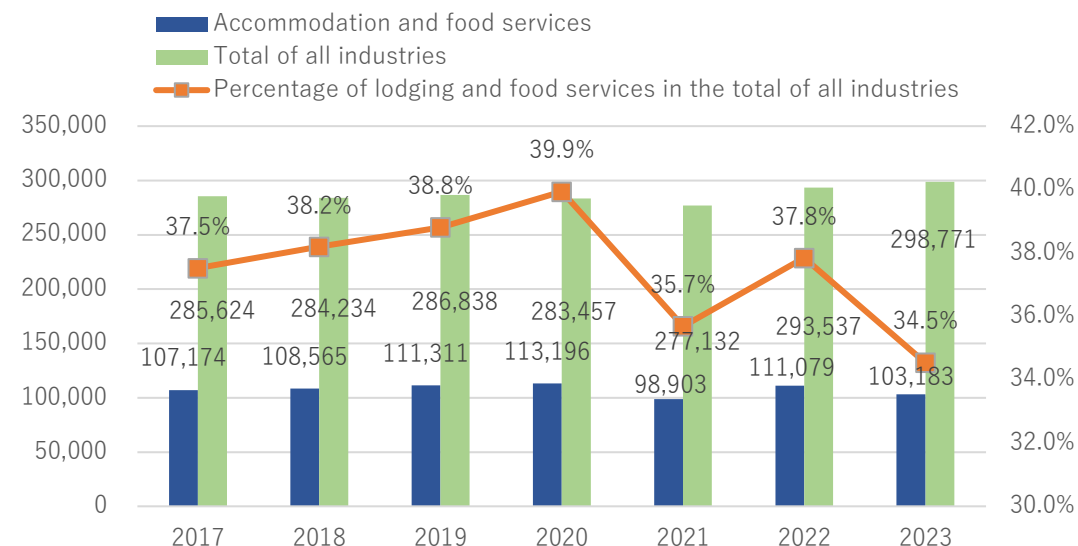
In 2023, the total cash payroll of all employees in the tourism industry (accommodation and food services) in this prefecture was 34.5% of the total industry payroll, the lowest percentage since 2017. However, in the case of general workers only, it was 70.0%, the same level as before COVID-19.

The ratio of effective job openings-to-applicants remained high compared to the average ratio for all industries. In 2023, when tourism demand recovered, the opening-applicant ratio for “hospitality and serving occupations” was the highest in the past five years.

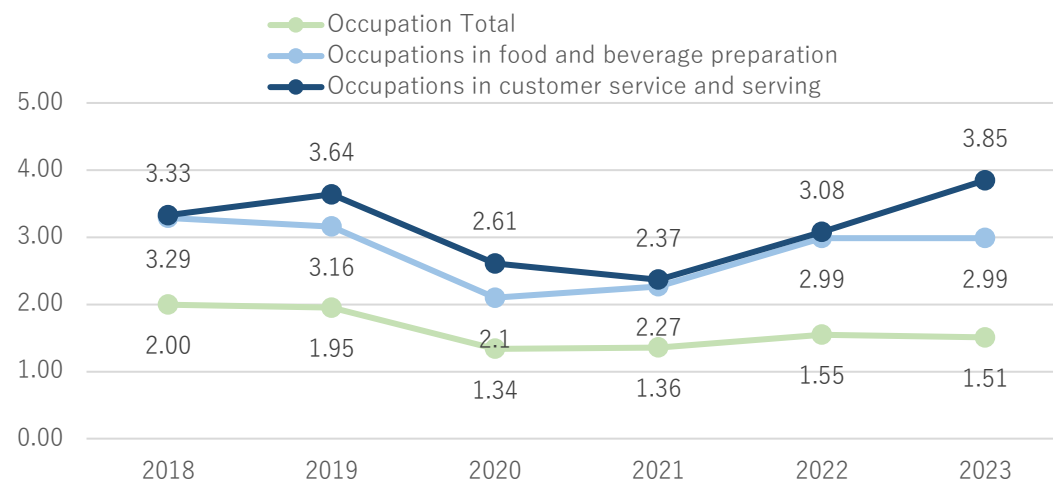
Given these factors, it is necessary to promote initiatives to secure human resources and improve profitability of the tourism industry.

In FY2024, in order to support employment in the tourism industry, the prefecture provided assistance to tourism businesses in the Hida region, a major tourism destination in the prefecture. This helped businesses effectively utilize an online recruitment support system, leading to the acquisition of new employees. In addition, seminars and individual consultations were held to promote efforts to increase the added value of accommodation businesses in order to improve their earning power.

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



Jobs-to-applicants ratio



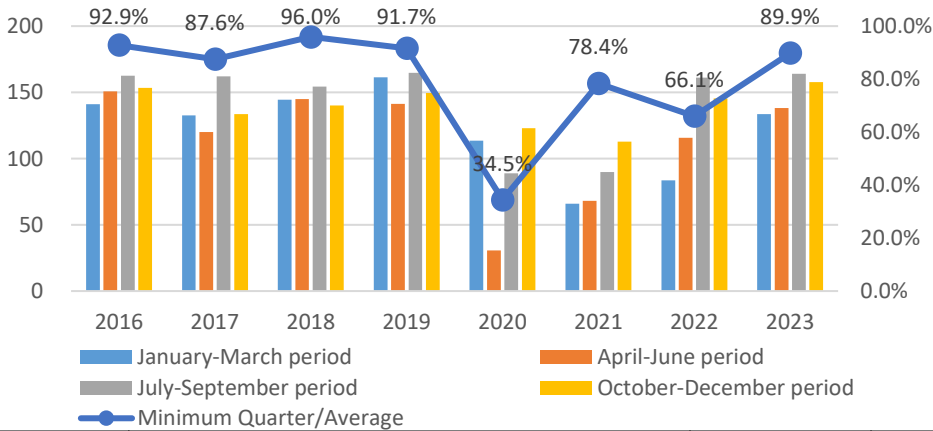
2.2 Employment

| Item | Indicators | Initial value | 2020 | 2021 | 2022 | 2023 | 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 | 40,243 | — | 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) | 26.9% | 25.6% | 26.8% | 26.6% | — | 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 | 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 | 3.85times | — | // |
| 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 | 111,311yen/38.8% (2019) | 113,196yen/39.9% | 98,903yen/35.7% | 111,079yen/37.8% | 103,183yen/34.5% | — | Gifu Prefecture Statistics Division, "Monthly Labour Survey" |
| | Gross cash wages per general worker (accommodation and food services industry) (monthly, annual average, business size of 5 or more workers), with the average for all industries set at 100 | 274,886yen/71.5% (2019) | 247,045yen/65.6% | 228,693yen/60.7% | 293,540yen/75.3% | 283,704yen/70.0% | — | // |
| Employment of People with Disabilities | Actual employment rate of people with disabilities in all businesses | 2.35% (2022) | 2.17% | 2.25% | 2.35% | 2.47% | 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% | 2.00% | — | // |

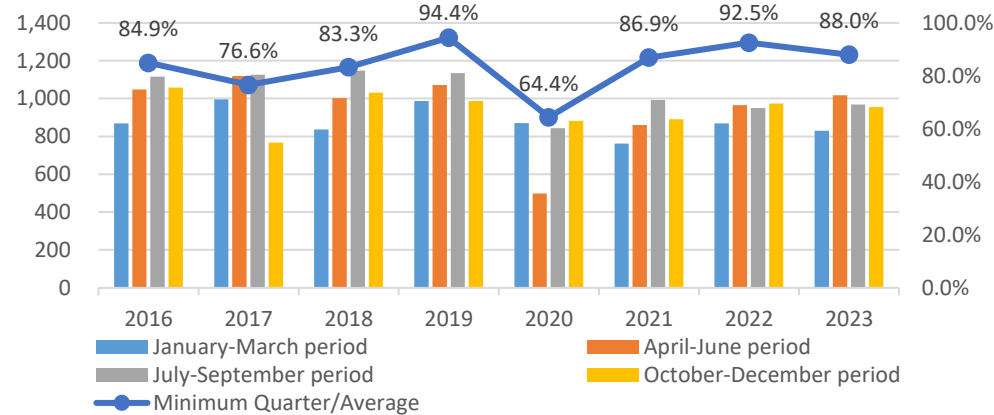
2. 3 Tourism Seasonality

There have been recent fluctuations in tourist arrivals such as the downturn due to the outbreak of COVID-19 (2020-May 2023), travel discount campaigns such as National Travel Support (2020-2023), and the increase due to the change in the categorization of COVID-19 infection under the Infectious Disease Law (May 2023). However, as for overnight stays, the trend has returned to a peak in the July-September period, similar to the pre-COVID-19 period.

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



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



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

| Item | Indicators | Initial value (2019) | 2020 | 2021 | 2022 | 2023 | 2024 | 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] | 88.0%[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] | 89.9%[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] | 79.1%[January] | 80.3%[January] | — | 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] | 60.8%[February] | 56.1%[June] | — | " |
| | 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] | 78.7%[January] | 81.9%[January] | — | " |

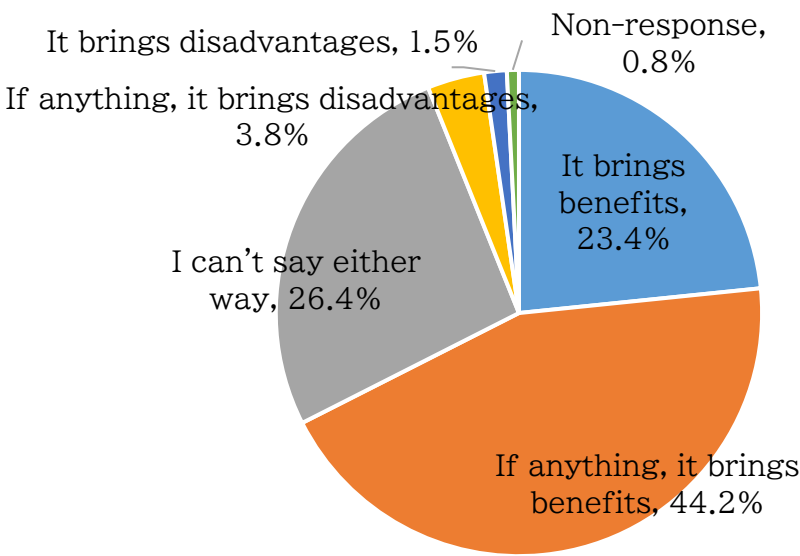
2. 4 Local Satisfaction with Tourism

In 2024, a satisfaction survey on tourism was conducted among local residents.

Number of respondents: 740
Survey period: August 6 - 26, 2024
Survey target: Prefectural residents
(Prefectural Government Monitor)

When asked “Do you think tourism is beneficial or detrimental to your region (municipality)?” 67.6% of all respondents answered “beneficial” or “somewhat beneficial,” indicating that more than two-thirds of all respondents believe tourism is beneficial to their region.

Perception on benefits and disadvantages of tourism promotion



| Item | Indicators | Initial value | 2020 | 2021 | 2022 | 2023 | 2024 | Target Value ("-"if not applicable) | Data Source |
|--|---|-------------------|---------|--------|--------|-------|-------|--|---|
| Livelihood Satisfaction | Local satisfaction with livelihood (Percentage of "fully satisfied" and "generally satisfied") ※ | 49.1% (FY2022) | 53.0% | 53.7% | 49.1% | 46.1% | 45.7% | 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 | -287 | — | — | Gifu Prefecture Statistics Division, "Vital Statistics" |
| | Number of migrants ※ | 1,696(FY2021) | 1,752 | 1,696 | 1,531 | 1,792 | — | 7,000(Cumulative total for FY2019-FY2023) 8,000(Cumulative total for FY2023-FY2027) | Gifu Prefecture Regional Development Division |
| Recognition of benefits and disadvantages of tourism promotion | Benefits from tourism (% of "beneficial" and "somewhat beneficial") | 67.6%(2024) | — | — | — | — | 67.6% | — | Gifu Prefecture Tourism and International policy Division, "Resident Attitude Survey on Tourism in Gifu Prefecture" |

※ Indicators measured in the fiscal year (April-March). FY2021 is from April 2021 to March 2022.

2.5 Governance

Takayama City Receives “Silver Award” at Green Destinations Awards

In this year’s review, Takayama City received scores surpassing 75% in each of the six evaluation indicators for the development of sustainable tourism regions and received high marks in four areas: “Destination Management,” “Environment & Climate,” “Culture & Tradition,” and “Social Well-being.”

「NEXT GIFU HERITAGE」 Approaches in Certified Areas

● Hida-Osaka region

Held workshops to create “values and stories” and organize the “Hida-Osaka concept” led by local residents.



● Ena Iwamura region

Held subcommittees consisting of local non-profit organizations, accommodation and tourism related parties, etc.



「NEXT GIFU HERITAGE」
A system to certify regions and tourism programs that are expected to become the world’s choice destination based on unique certification criteria that incorporate the GSTC-D international index for sustainable tourism.

| Item | Indicators | Initial value | 2020 | 2021 | 2022 | 2023 | 2024 | Target Value ("-"if not applicable) | Data Source |
|-----------------------------|--|-------------------------|-------------------|-------------------|-------------------|-------------------|----------|--|---|
| Governance using indicators | Number of "NEXT GIFU HERITAGE" | 0 (2022) | - | - | 0 | 2 | 2 | — | Gifu Prefecture Tourism and International Policy Division |
| | Number of regions selected for Green Destinations Top 100 Stories (cumulative total) | 3regions (2022) | 1regions | 2regions | 3regions | 3regions | 3regions | — | // |
| Stakeholder engagement | Number of members of Gifu Prefecture Tourism Federation | 571organizations (2022) | 588 organizations | 583 organizations | 571 organizations | 569 organizations | — | — | Gifu Prefecture Tourism Federation |
| | Number of members (companies and organizations) of SDGs Promotion Network ※ | 1,166 (FY2022) | 639 | 924 | 1,166 | 1,598 | — | 1,650 (FY2025) | Gifu Prefecture SDGs Promotion Division |

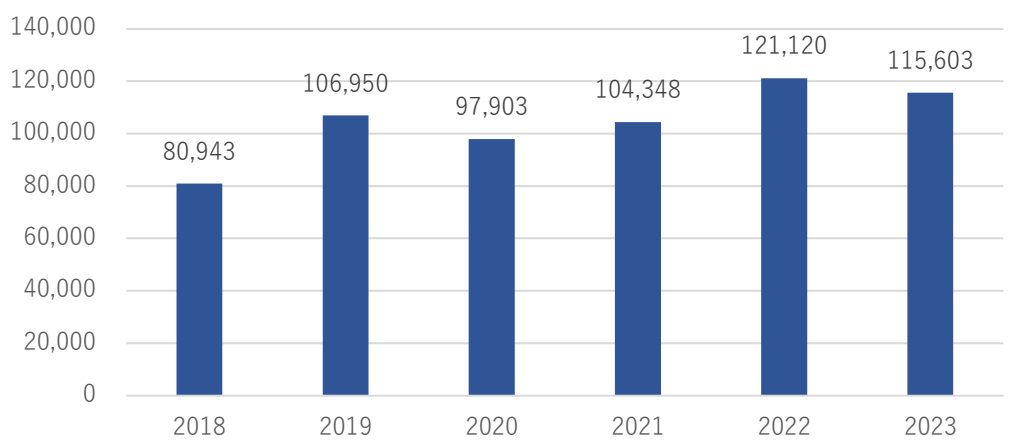
※ Indicators measured in the fiscal year (April-March). FY2021 is from April 2021 to March 2022.

2.6 Accessibility

The website “Furatto-Tabi-Gifu,” which disseminates information on accessible tourism in Gifu Prefecture, has continued to recover from the drop in tourism demand due to the impact of COVID-19 since FY2020. In FY2023, the number of PVs exceeded that of 2019 before the COVID-19 pandemic.

In addition to participating in the Global Convention 2024 in Osaka of the International LGBTQ+ Travel Association (IGLTA), the first of its kind held in Asia, and promoting Gifu Prefecture’s reception environment, local travel agencies and others were actually invited to Gifu Prefecture to confirm the reception system for local travel professionals and to exchange opinions.

Number of views of Gifu Prefecture’s accessible tourism website “Furatto-Tabi-Gifu” : PV



| Item | Indicators | Initial value | FY2020 | FY2021 | FY2022 | FY2023 | 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 | 115,603PV | — | 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 | 261 | — | // |

※1 Indicators measured in the fiscal year (April-March). FY2021 is from April 2021 to March 2022. ※2 No increase or decrease due to the fact that barrier-free surveys of tourist facilities could not be conducted due to the Corona disaster.

2. 7 Cultural Preservation

The “Gifu, the Land of Clear Waters” Cultural Festival 2024 was held, offering 330 diverse cultural programs in all municipalities in the prefecture, resulting in the participation of more than 2.8 million people in total from inside and outside of Japan.

The festival further proliferated the “clear water culture” in the region, which is fostered by the clear rivers, the identity of this prefecture, through Ji-shibai(local play) and traditional performing arts festival and the exhibition of tools supporting the craftsmanship. It also promoted the appeal of “Gifu Brands” such as “Honmino paper” and “ayu (sweetfish) from the clear Nagara River,” which are recognized around the world.

In the future, we will continue to promote efforts to pass on these regional resources to the next generation, and at the same time, we will utilize them to promote tourism.



Source: Executive Committee of “Gifu, the Land of Clear Waters” Cultural Festival 2024

※ Indicators measured in the fiscal year (April-March). FY2021 is from April 2021 to March 2022.

| Item | Indicators | Initial value | 2020 | 2021 | 2022 | 2023 | Target Value ("—"if not applicable) | Data Source |
|---|--|----------------------|-----------------------------|-------|--------|--------|--|---|
| Preservation of traditional arts | Number of Ji-kabuki preservation groups ※ | 32 (FY2022) | 32 | 32 | 32 | 32 | — | Gifu Prefecture Cultural Heritage Division |
| | Number of Ningyo joruri (Bunraku) preservation groups ※ | 6(FY2022) | 6 | 6 | 6 | 6 | — | " |
| | Number of Noh Kyogen preservation groups ※ | 1(FY2022) | 1 | 1 | 1 | 1 | — | " |
| | Number of Shishishibai preservation groups ※ | 6 (FY2022) | 6 | 6 | 6 | 6 | — | " |
| | Number of participants in Ji-kabuki and Bunraku/Noh experience classes ※ | 5,223(FY2022) | 2,998 | 3,856 | 5,223 | 6,992 | 9,000(FY2027) | " |
| Utilization of Cultural Heritage | Number of participants in the paper-making experience at the Mino Washi no Sato Hall ※ | 6,969 (FY2020) | 6,969 | 9,906 | 15,354 | 16,277 | — | Gifu Prefecture Local Industry Promotion Division |
| | Number of M-brand certified products | 344 (as of Feb.2023) | 298 | 332 | 344 | 380 | — | " |
| | Independence of young successors of Mino Washi | 5 (2022) | 3 | 3 | 5 | 6 | — | " |
| 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 | 24 | 30 (2023) | Gifu Prefecture Satokawa Promotion Division, "GIAHS Conservation Plan" |
| | Number of Cormorant Boat Carpenters | 1 (2018) | 4 | 4 | 4 | 4 | 3人(2023) | " |
| | Haul of Ayu fish | 342t (2021) | 321t | 342t | 312t | 404t | 350t (2027) | Gifu Prefecture Satokawa Promotion Division, "Fisheries Development Plan" |

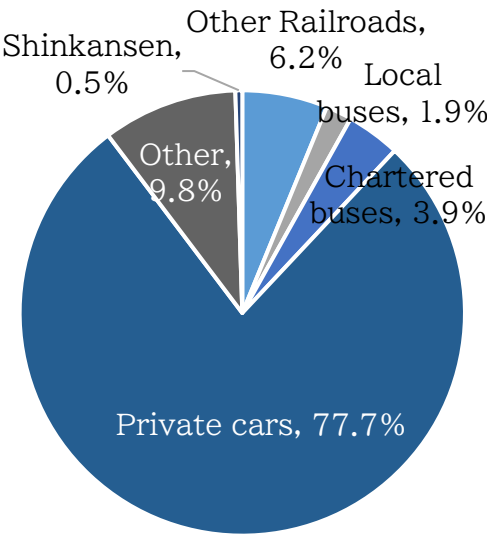
2. 8 Energy Management

In 2023, private cars accounted for about 80% of the means of transportation for tourists in this prefecture, but the percentage of visitors using railroads and buses* has increased from the previous year (from 9.2% to 12.5%).

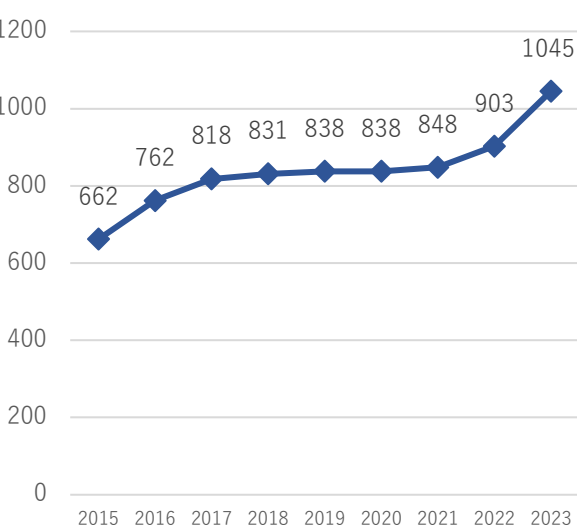
*Shinkansen, other railroads, local buses, chartered buses

In order to promote the spread of electric vehicles to reduce the environmental impact of mobility, the development of charging infrastructure is accelerating, and we will strive to further promote it to achieve the goals set forth in the “Gifu Prefecture Energy Vision”.

Percentage of transportation used by tourists



Number of charging stations : units



| Item | Indicators | Initial value | 2020 | 2021 | 2022 | 2023 | Target Value ("-"if not applicable) | Data Source |
|--|---|------------------|---------|---------|---------|---------|--------------------------------------|--|
| Reduced energy consumption | Final energy consumption ※ | 167.6PJ (FY2019) | 161.4PJ | 159.8PJ | — | — | 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 | 11.90PJ | 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 | 18.6 | — | — | 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 | 1045 | 1,880(FY2025) | " |
| | Number of hydrogen stations installed (cumulative) ※ | 6(FY2021) | 6 | 6 | 6 | 6 | 11(FY2025) | " |

※ Indicators measured in the fiscal year (April-March). FY2021 is from April 2021 to March 2022.

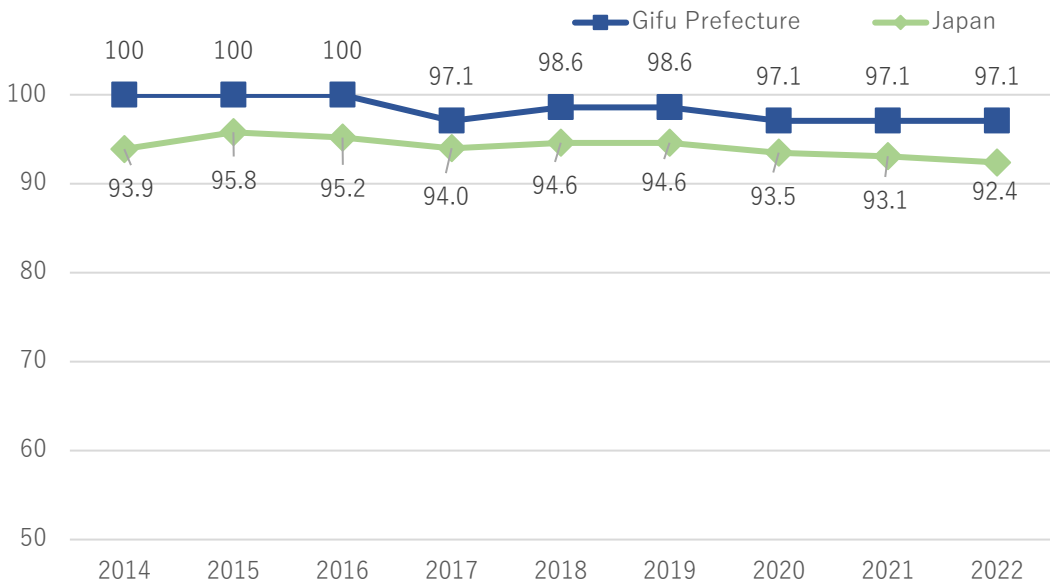
2. 9 Water Resource Management

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 to reach 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. BOD 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 | Initial value | 2020 | 2021 | 2022 | 2023 | 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) | 97.1% | 97.1% | 97.1% | 97.1% | 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 | 274locations, 68,122ha | — | Gifu Prefecture Forestry Preservation Division |

※ Indicators measured in the fiscal year (April-March). FY2021 is from April 2021 to March 2022.

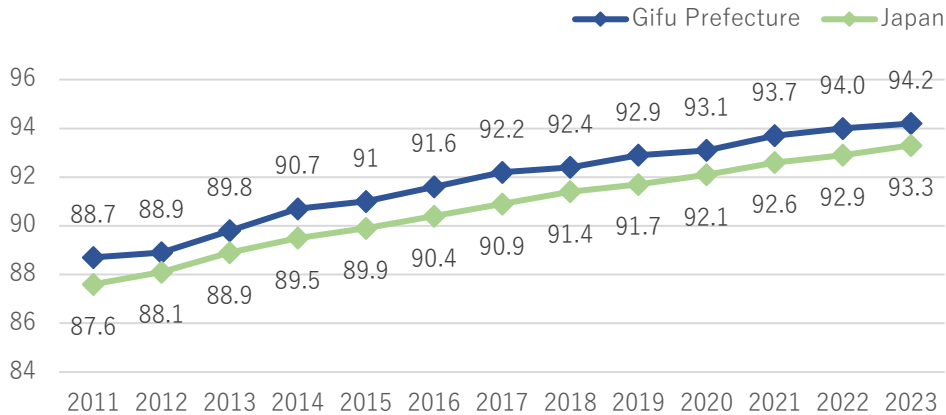
2.10 Sewage Treatment

In cooperation with municipalities in the prefecture, Gifu Prefecture has made efforts to improve collective treatment facilities and septic tanks installed by individuals. The sewage treatment population penetration rate in 2023 was 94.2%, and the number of unpenetrated population was 113,411. The sewage treatment population penetration rate has remained at the same level as the numerical targets for each year established in the Gifu Prefecture Sewage Treatment Facility Development Concept in 2018. Steady progress is being made toward achieving these targets.

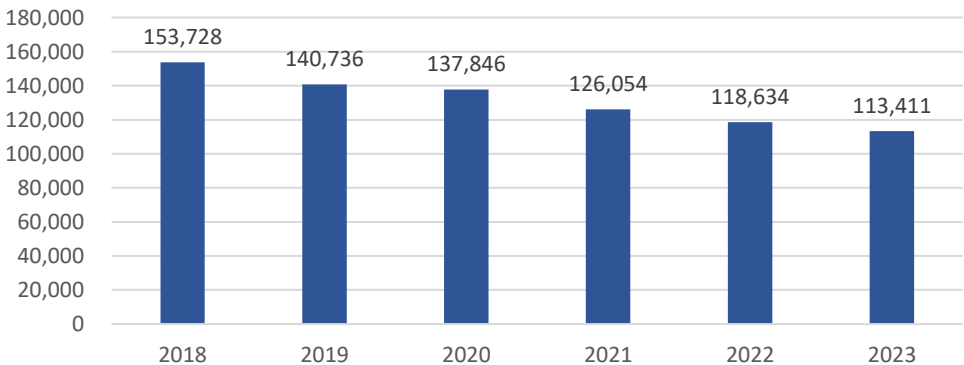
Since these figures are expected to be affected by changes in social conditions such as population decline, the progress will be managed annually in cooperation with each municipality.

Sewage treatment population Penetration rate:
Percentage of the population treated by sewage treatment facilities such as sewage systems, village collection treatment facilities, and septic tanks.

Sewage Treatment Population Penetration Rate: %



Unpenetrated population



| Item | Indicators | Initial value | 2020 | 2021 | 2022 | 2023 | Target Value ("-"if not applicable) | Data Source |
|-----------------------|---|-----------------|---------|---------|---------|---------|--|--|
| Wastewater management | Sewage Treatment Population Penetration Rate※ | 93.7% (FY2021) | 93.1% | 93.7% | 94.0% | 94.2% | 95%or more(FY2025) | Gifu Prefecture Sewer Development Division |
| | unpenetrated population※ | 126,054(FY2021) | 137,846 | 126,054 | 118,634 | 113,411 | 76,416(FY2025) | 〃 |

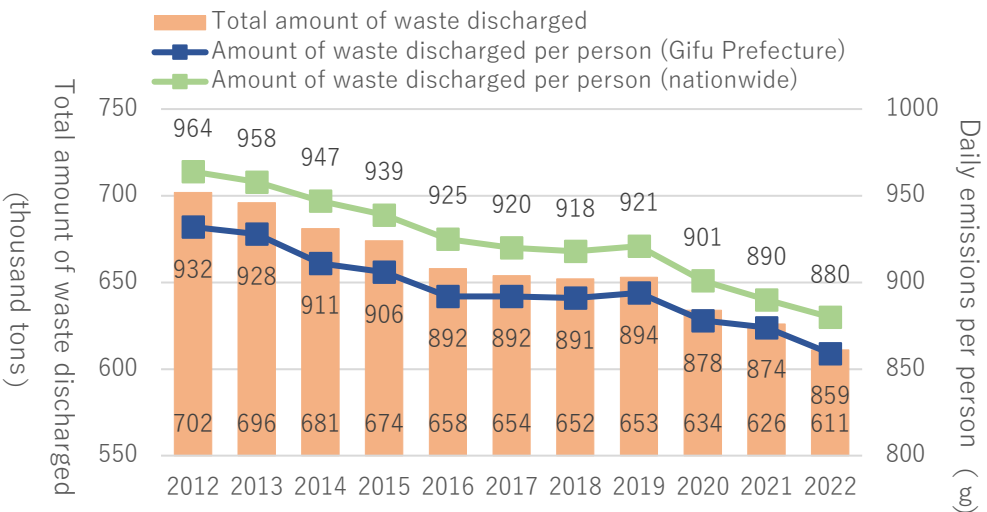
※ Indicators measured in the fiscal year (April-March). FY2021 is from April 2021 to March 2022. 15

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, in order to reduce the amount of incinerated food residues from lodgings and other facilities in Gero Onsen hotspring, the Chubu District Transport Bureau, in cooperation with the Gero City, conducted a study in 2023 to establish a food circulation cycle, including composting of food residues, and in 2025 the City and university will promote further projects through industry-academia collaboration.

General waste discharge: 1,000 tons



Source: Gifu Prefecture General Waste Disposal Survey

| Item | Indicators | Initial value | 2020 | 2021 | 2022 | 2023 | Target Value ("-"if not applicable) | Data Source |
|-----------------|---|--------------------------|-----------------|-----------------|-----------------|-------|--|--|
| General waste | General waste discharge ※ | 696,000t (FY2018) | 677,000t | 662,000t | 652,000t | — | 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 ※ | 162,000t ,23.3% (FY2018) | 147,000t, 21.7% | 139,000t, 21.0% | 144,000t, 22.2% | — | 170,000 tons,28%(FY2025) 159,000 tons,29%(FY2030) | " |
| | Reduction through intermediate treatment of general waste ※ | 484,000t (FY2018) | 481,000t | 477,000t | 462,000t | — | 396,000 tons(FY2025) 352,000 tons(FY2030) | " |
| | Final disposal of general waste ※ | 50,000t (FY2018) | 49,000t | 46,000t | 46,000t | — | 42,000 tons(FY2025) 37,000 tons(FY2030) | " |
| Waste Reduction | Amount of food loss (business) ※ | 23,681t(FY2019) | 22,537t | 23,814t | 23,644t | — | 22,100t(FY2025)20,900t(FY2030) | Gifu Prefecture Gifu Citizens Support Division |
| | Number of municipalities cooperating in the "Gifu Eat Up Movement" ※ | 28 (FY2022) | — | 24 | 28 | 29 | 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 | 1,396 | 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) | 960 | 978 | 1,055 | 1,266 | 1,500(FY2025) | Gifu Prefecture Waste Management Policy Division, "The Third Gifu Prefecture Waste Disposal Plan" |
| | (Number of accommodation and food service establishments)※ | 103(FY2022) | 91 | 106 | 103 | 123 | — | " |

※ Indicators measured in the fiscal year (April-March). FY2021 is from April 2021 to March 2022.

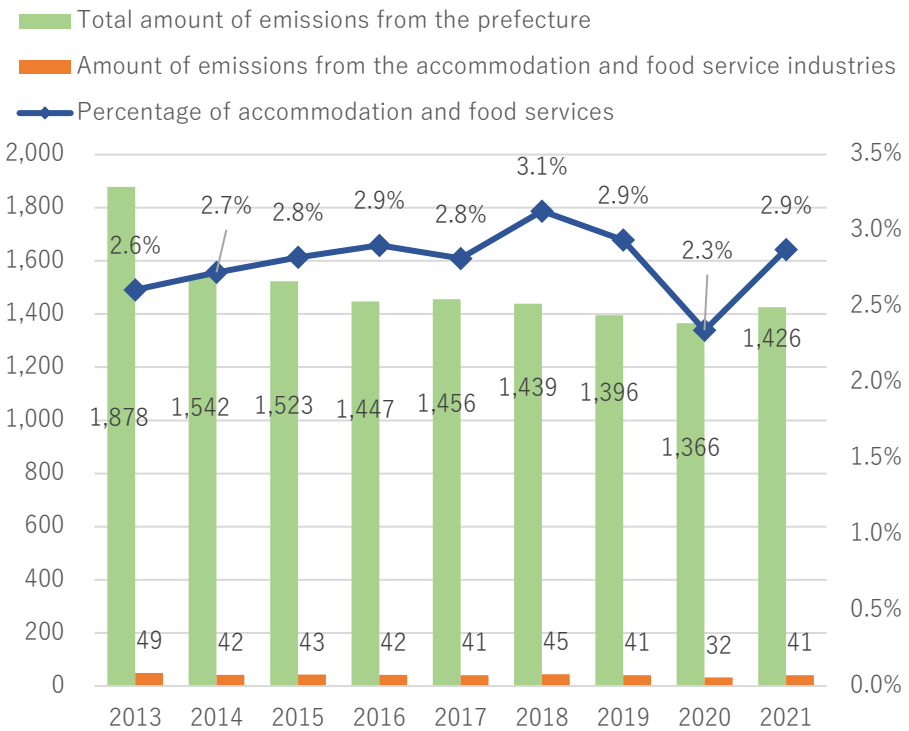
2.12 Actions for Climate Change

Greenhouse gas emissions from the accommodation and food service industry in the prefecture decreased significantly in 2020, during the COVID-19 pandemic stay-at-home requests and suspension of businesses, but by 2021 they had increased to the former level.

In order to achieve the prefecture’s 2030 target of 9.8 million t-CO2 (-48% from FY2013), GHG emissions must be reduced at a rate of 3.8% each fiscal year. Therefore, we will continue to take measures to curb GHG emissions by introducing renewable energy and promoting the spread of energy-saving equipment, etc.

In addition, the development of new designs and products that can adapt to the effects of climate change such as global warming was implemented, and the target (10 items by 2025) was achieved as of 2023.

Greenhouse Gas Emissions:10,000 t - CO2



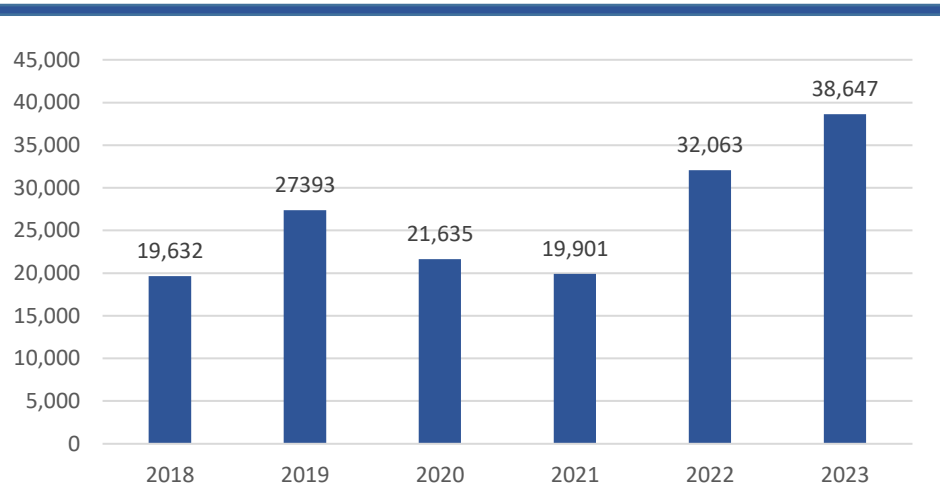
| Item | Indicators | Initial value | 2020 | 2021 | 2022 | 2023 | Target Value ("-"if not applicable) | Data Source |
|------------|---|--|--|--|------|------|---|---|
| Mitigation | Greenhouse Gas Emissions ※ | 13,780,000 tons of CO2 equivalent (FY2019) | 13,390,000 tons of CO2 equivalent (FY2020) fixed value | 14,260,000 tons of CO2 equivalent (FY2021) 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) fixed value | 410,000 tons of CO2 equivalent (FY2021) 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 | 9 | 11 | 10(2025) | Gifu Prefecture Agricultural Policy Division, "Gifu Basic Plan for Agriculture and Rural Areas" |

※ Indicators measured in the fiscal year (April-March). FY2021 is from April 2021 to March 2022.

2.13 Natural Environment Conservation

Gifu Prefecture is a region where forests cover approximately 80% of the land area and many clear streams, such as the Nagara River, one of the three clearest rivers in Japan, flow through the prefecture. In order to protect its abundant water resources, Gifu Prefecture has been working to secure new players. The number of participants in the experience program at the “Seiryu Nagaragawa Ayu Park” and the number of groups registered as players of the World Agricultural Heritage “Ayu of the Nagara River System” are on the increase. In particular, the number of participants in the experience program at the “Seiryu Nagaragawa Ayu Park” totaled 139,639 from 2019 to 2023, surpassing the target of 100,000 participants.

Number of participants in experience programs at the Seiryu Nagaragawa Ayu Park



※ Indicators measured in the fiscal year (April-March). FY2021 is from April 2021 to March 2022.

| Item | Indicators | Initial value | 2020 | 2021 | 2022 | 2023 | 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 | 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 | 229 | — | Gifu Prefecture Cultural Heritage Division |
| | Number of holding biodiversity-related courses, etc.※ | 28 (FY2022) | 6 | 5 | 28 | 32 | 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 (FY2022) | 19 | 19 | 31 | 34 | Total100 (Cumulative total for FY2022-2026) | Gifu Prefecture River Management Division |
| | Area of environmental conservation forests maintained※ | 1,713ha(FY2020) | 1,713ha | 1,532ha | 1,596ha | 1,462ha | 2,100ha(FY2026) | Gifu Prefecture Forestry Utilization Promotion Division |
| Utilization of natural resources | Number of participants in experience programs at the Seiryu Nagaragawa Ayu Park ※ | 19,342 (FY2018) | 21,635 | 19,901 | 32,063 | 38,647 | 100,000 (Cumulative total for FY2019-2023) | Gifu Prefecture Satokawa Promotion Division, "GIAHS Conservation Plan" |
| | Number of groups registered as players of the World Agricultural Heritage “Ayu of the Nagara River System” ※ | 88 (FY2018) | 89 | 86 | 90 | 95 | 100 (2023) | ＃ |
| | Number of forest service industry entrepreneurs (cumulative total)※ | 0 (FY2020) | 0 | 0 | 0 | 3 | 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 | 267,000 | 300,000(FY2025) | Gifu Prefecture Rural Development Division |

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