

ANNUAL REPORT 2023

**FRESH ON !DEAS
W!LD ON KNOWLEDGE**

01-04: Conferences
05: Sustainability
06-07: Incentives
08: Partners
09: Other

**SAPPORO
CONVENT!ON
BUREAU**

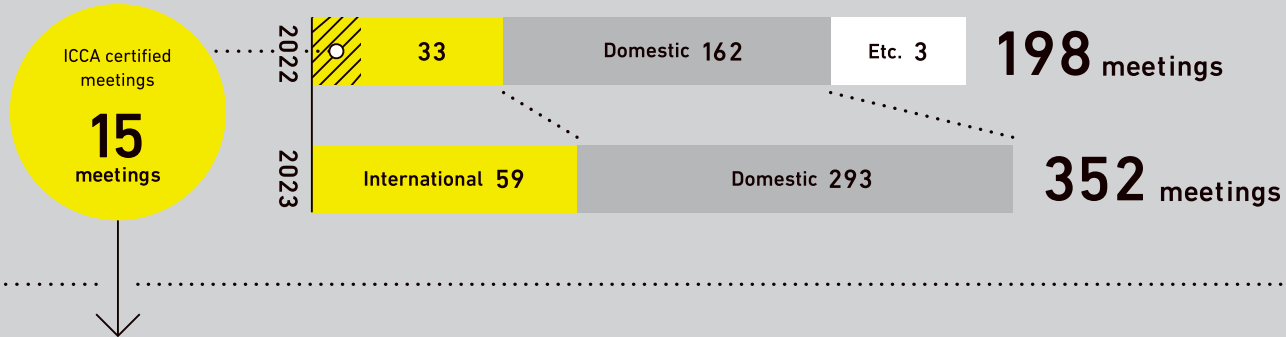
MN Bldg.3F,
Kita 1 Nishi 3, Chuo-ku,
Sapporo,

Hokkaido
060-0001
Japan

[www.
conventionsapporo.
jp](http://www.conventionsapporo.jp)

Convention Stats

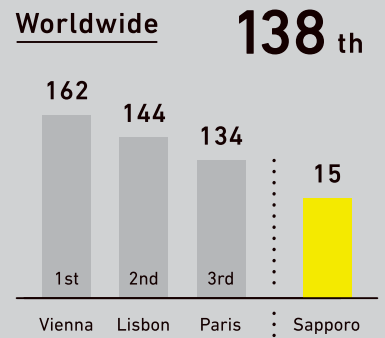
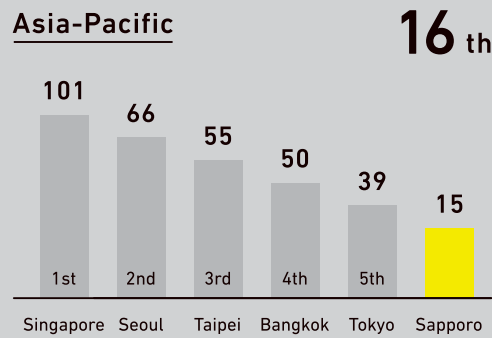
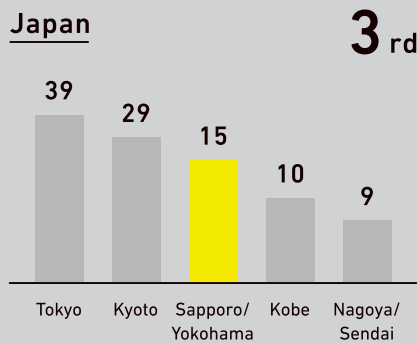
International & Domestic Meetings



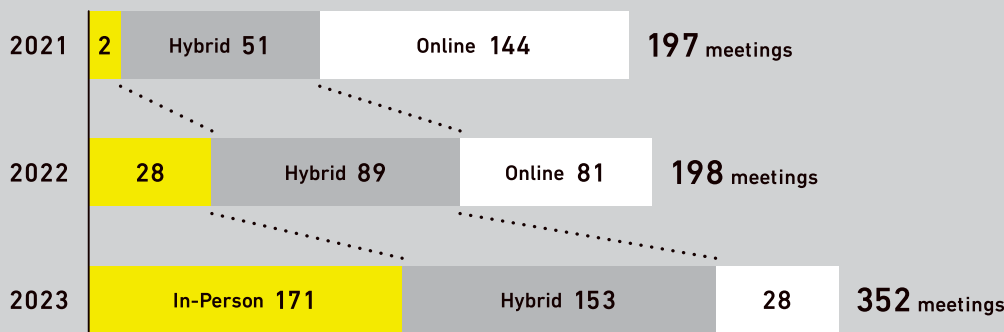
ICCA* City Rankings 2022

International Congress and Convention Association (ICCA) is a global community and knowledge hub for the international association meetings sector, with over 1,000 member organizations in 91 countries.

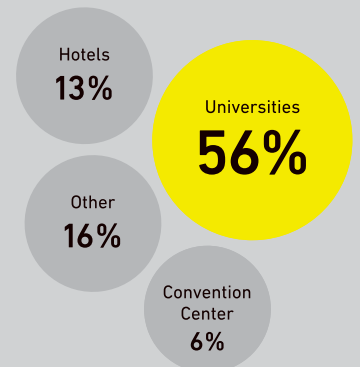
Other cities with the same ranking: Brisbane, Dresden, Hong Kong, Quebec City, Austin, etc.



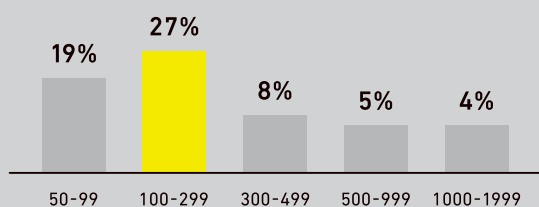
In-Person, Hybrid & Online Meetings Stats



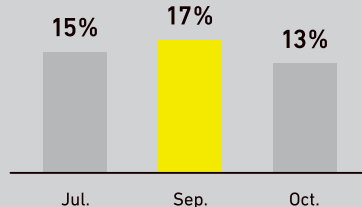
By Venue (2023)



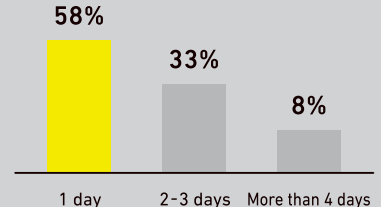
By Size (2023)



By Month (2023)



By Number of days (2023)



Success Stories

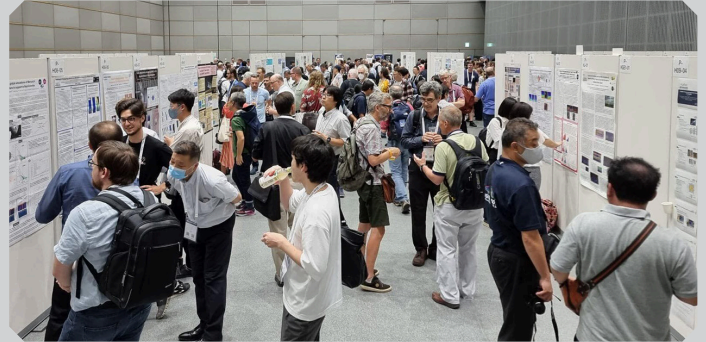
2023.08.19 – 08.26

The 35th URSI General Assembly and Scientific Symposium (URSI GASS 2023)

@Sapporo Convention Center; 1,434 participants from 49 countries/regions

The URSI General Assembly and Scientific Symposium (URSI GASS) is an international conference that has been held once every three years since 1919 and organized by the International Union of Radio Science (URSI). The development of radio science plays an extremely important role in supporting today's ICT society, as well as monitoring of the global environment and management of natural disaster risks. This was the third general assembly held in Japan for the first time in 30 years. Under the theme "The future opened up by radio science toward a sustainable society," the cutting-edge research results were presented and discussed by prominent scientists, engineers and young researchers from across the world. The congress is expected to contribute to the development of Japanese researchers as well as the advancement and continuation of radio science research and activities in Asia Pacific.

<http://www.ursi.org/homepage.php>



©URSI

Technical Tour



The Super Dual Auroral Radar Network (SuperDARN) has over 35 radars installed at middle to high-latitude areas in both northern and southern hemispheres of the earth. Sapporo Convention Bureau supported the planning of a post-conference technical visit to one of these radars in Rikubetsu town for the participants of the URSI General Assembly. 32 participants from 12 countries visited the Rikubetsu Space and Earth Science Museum (Galaxy Forest Observatory) and the SuperDARN Hokkaido HF Radar in Rikubetsu, with the latter accompanied by Associate Professor Nozomu Nishitani, who leads the SuperDARN project, from the Institute for Space-Earth Environmental Research, Nagoya University. The two-night tour was also a great post-conference networking opportunity for the delegates.

Public Event



"Experience the Invisible Radio Waves"

Science workshop for elementary school students
Participants: 94 from Sapporo and 15 from Rikubetsu

On the final day of the conference, a fun science workshop was organized for elementary school students (and their parents) in Sapporo and Rikubetsu Town to learn how radio science technologies are utilized in everyday life. Supported by the university students from Sapporo, children made a germanium radio, which does not require batteries, and their parents made a large receiver antenna – quite tricky but useful activity that could be helpful at the time of power outages or natural disasters with disrupted telecommunication services. The workshop also included an online networking between Sapporo and Rikubetsu, as well as a science show organized by the Sapporo Science Center.

What Else

The emissions from transportation, lodging, and meals have been measured and offset via the bureau's carbon offset program. More on page 5.

Comments

Kazuya Kobayashi

URSI GASS 2023 General Chair /
URSI Vice-President and Treasurer / tURSI Assistant Secretary-General AP-RASC
Professor at Department of Electrical, Electronic, and Communication Engineering, Chuo University

Coming out of the COVID-19 pandemic, I believe that the 35th General Assembly was a highly successful congress, attracting over 1,400 participants, two-thirds of which were from overseas. This result was only possible with cooperation from the local entities. We received extraordinary support from various parties such as Hokkaido Government,

City of Sapporo, Sapporo Convention Bureau, universities around Hokkaido (Hokkaido University, Kitami Institute of Technology, and Muroran Institute of Technology), and others. I am deeply grateful to everyone in Japan and across the world who looked forward to and participated in the URSI General Assembly in Sapporo.

Success Stories

2023.09.11 – 09.14

Adventure Travel World Summit (ATWS) 2023

@Sapporo Convention Center; 773 participants from 64 countries/regions

The Adventure Travel World Summit 2023, the annual flagship event of the Adventure Travel Trade Association (ATTA) was the first ATWS held in the Asia-Pacific region. ATWS brings together hundreds of industry professionals for several days of education, business exchange, and exploration of the host destination – the multi-day Pre-Summit Adventures (PSAs) and the Day of Adventure (DOA) – held on the first day of the summit. With 22 PSA courses and 31 DOA courses, participants got to experience some of the unique products available in Hokkaido and other parts of Japan. Adventure travel (AT) often referred to as travel that contains two or more components among outdoor activities, nature, and cultural experience. Hokkaido has a strong advantage when it comes to these three components. A survey conducted by the Japan National Tourism Organization (JNTO) during the summit indicated that the AT content of high interest included an exchange with local residents, food, and traditional culture experience, in addition to activities and nature experience. On the other hand, low English proficiency of guides and limited information on the destination were among the issues that still needed improvement.



©ATTA

Event details

www.adventuretravel.biz/

ATWS2023/Highlight Video



www.youtube.com/watch?v=nLwbQxmE50w&t=2s



©ATTA

Comments

Hannah Pearson

Adventure Travel Trade Association
Regional Director - APAC

Hokkaido hosting APAC's first ever Adventure Travel World Summit has certainly had an impact on how adventure is perceived in the region, both from outside and inside. Our buyers, who were mainly from outside the APAC region, loved experiencing how different Hokkaido was from previous ATWS destination hosts, and really enjoyed how the event combined ATTA's programming with the rich nature and culture that Hokkaido and Japan have to explore. As I engage with destinations from the region, I am seeing a growing interest in the adventure segment as a way to combat over-tourism - and with it, a keen interest in how Hokkaido started its adventure travel journey with ATTA, leading it to become the host for ATWS 2023. I am sure that more APAC destinations will follow in Japan's footsteps - and I also know that ATWS is not the end of Hokkaido's adventure travel journey - rather, it is the start of an even greater awareness of the destination worldwide, as an adventure travel hub.

Masato Muneoka

Chief, Tourism & MICE Promotion Department
Economic & Tourism Affairs Bureau, City of Sapporo

The city of Sapporo has been involved in the ATWS from early stage of the bid to implementation of the event. In addition to our primary goal of a successful summit, it was also very important for us to make sure that the delegates, many of whom were visiting Japan for the first time, get to experience the charms of Japan during their stay in Sapporo. I believe that the high evaluation of this year's ATWS substantially includes delegates' experience in Sapporo. Interest in "culture" was particularly high, which made us rethink the potential of Sapporo as a destination and the value it can offer. Since the announcement of ATWS, we have also seen a sharp increase in inquiries from Europe and North America.

Coming Up

Following the G7 Ministers' Meeting on Climate, Energy, and Environment (April 15-16, 2023), more environment-related meetings on the way!

2024.07.08 – 07.12

The 9th Global Energy & Water Exchanges Open Science Conference (GEWEX-OSC)

@Keio Plaza Hotel Sapporo; 700 participants from 40 countries/regions

GEWEX-OSC is an international network for research on energy and water cycles, with the aim to predict changes in the world's climate. Its first conference was held in the U.K. in 1994. GEWEX-OSC 2024 will be its first conference in Japan. On the agenda are discussions on the latest research and initiatives on global and regional scale concerning energy and water cycles, including clouds, rainfall, rivers, snow, and ice; natural processes that lead to extreme weather, such as torrential rains and heat waves; and the overall water cycles inclusive of agriculture, groundwater use, and other human activities. In addition, special sessions are planned for linkage to social implementation, such as disaster preparedness, and assistance to developing countries.

Event details

www.gewexevents.org/meetings/gewex-osc2024/



Estimated economic impact

500 million JPY

*Japan Tourism Agency, MICE Economic Impact Measurement Model



2024.09.03 – 09.04

Global Offshore Wind Summit - Japan 2024

@Sapporo Convention Center; 1,000 participants from 30 countries/regions

With over 1,500 companies and organizations in the wind power energy segment from more than 80 countries, the Global Wind Energy Council (GWEC) organizes a number of events around the world annually, with its 4th Global Offshore Wind Summit - Japan to take place in Sapporo in September 2024. Whereas wind power generation accounts for more than 20% of renewable energy in the U.K. and Germany, the share is only 0.9% in Japan. A goal has been set to increase this rate to 5% by 2030 through the utilization of offshore wind power generation, with Hokkaido selected as one of the key zones for development of offshore wind farms.

Event details

gwec.net/global-offshore-wind-summit-japan-2024/



Estimated economic impact

550 million JPY

*Japan Tourism Agency, MICE Economic Impact Measurement Model



Some large-scale conferences as well!

2025.10.23 – 10.26

OSEAL Forum 2025 The 62nd Orient and Southeast Asia Lions Forum

@Sapporo Convention Center / Sapporo Dome / Keio Plaza Hotel Sapporo
12,000 participants

Comments

Koji Tsurushima

Chairperson, The 62nd Oseal Forum Organizing Committee
International Director 2022-2024, Lions Clubs International

The OSEAL Forum has been an important networking and information exchange event for the members of Lions Club in the East and Southeast Asia region. We are planning a number of initiatives under the forum's theme "WISH - LAT.43°N - Symbiosis and Circulation for the Children of the Future". Through these initiatives, we hope to address various community issues and promote the efforts of the Lions Club both locally and internationally.

Event details

<https://2025oseal.com/en>



Estimated economic impact

3.1 billion JPY

*Japan Tourism Agency, MICE Economic Impact Measurement Model



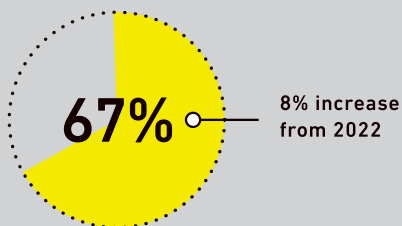
Sustainability

Global Destination Sustainability Index (GDS-Index)

GDS-Index, the largest sustainability performance benchmarking program for destinations, evaluates member cities based on a revised and comprehensive set of criteria that assess four key areas of the sustainability performance of a destination: the city's environmental strategy and infrastructure, its social sustainability performance, suppliers support, as well as strategy and initiatives of the destination management organization.

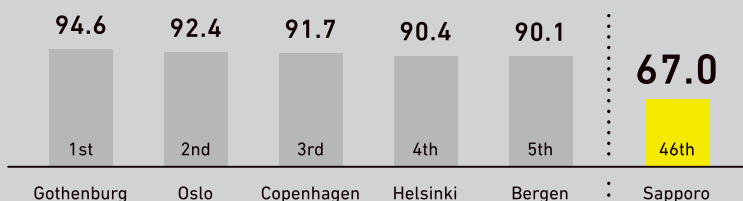


GDS-Index Score 2023



Reference www.gds.earth/destination/Sapporo/2023/

City Ranking 2023



Cities with similar score
 Milan 72% Flanders 71%
 Marseille 70% Amsterdam 68% etc.

Reference www.gds.earth/top-40-2023/

Comments

Biodiversity Sapporo Vision

Environmental Symbiosis Section, Eco-City Promotion Department, Environmental Bureau, City of Sapporo

The area of Sapporo comprises a wide variety of terrain and geological features. Sapporo is located on the border of the northern and southern biogeographical regions with as many as 8,000 species of wildlife inhabiting the area. To protect this affluent biodiversity, Biodiversity Sapporo Vision 2013 was established to promote various initiatives, including awareness improvement among residents. After ten years, the loss of biodiversity has become a global issue along with the climate crisis. In 2023, we have revised Biodiversity Sapporo Vision considering these changes. The revised document contains measures for strengthening and further enhancement of conservation activities.

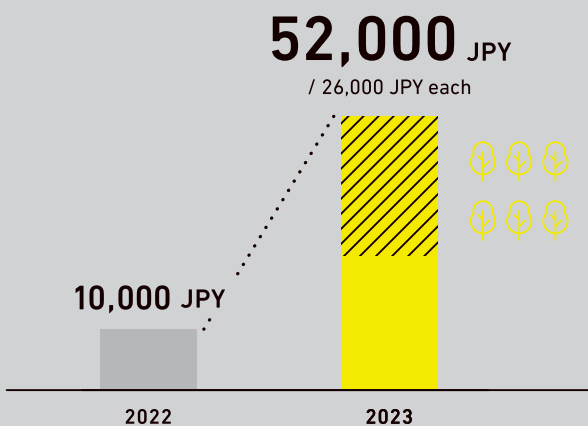


Reference [Biodiversity Sapporo Vision www.city.sapporo.jp/kankyo/biodiversity/vision2024.html](http://www.city.sapporo.jp/kankyo/biodiversity/vision2024.html)

Carbon Offset Program

Here at Sapporo Convention Bureau, we work broadly with several initiatives to integrate a sustainability perspective in the business events operations, one of which is our carbon offset program. The funds collected are donated to forest management and wildlife conservation programs around Hokkaido.

Donations



PDF Download

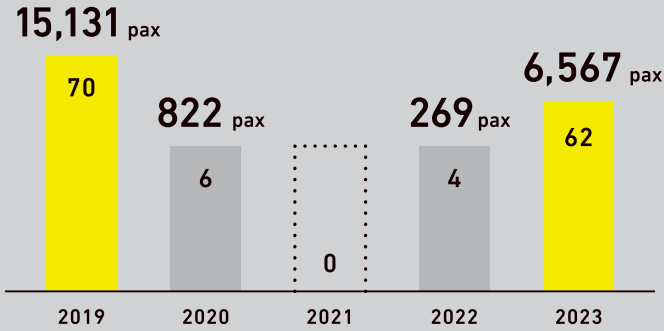
https://www.conventionsapporo.jp/conferences/pdf/carbon_offset_en.pdf



Incentive Stats

Jan ~ Dec

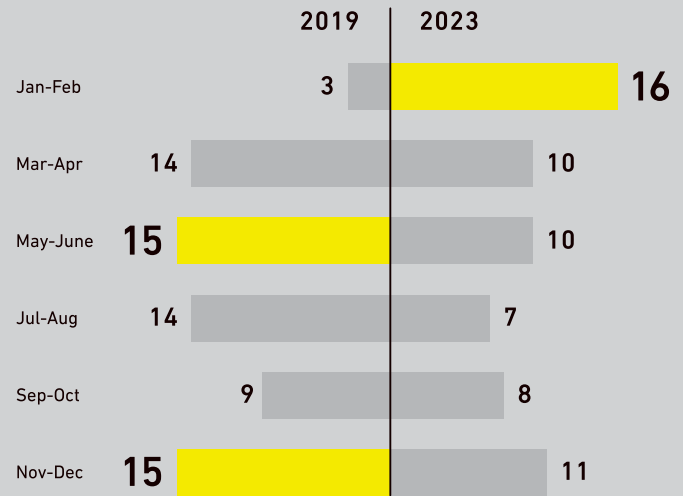
Groups supported by the Bureau



March 2020 - October 2022: Border Measures due to COVID-19

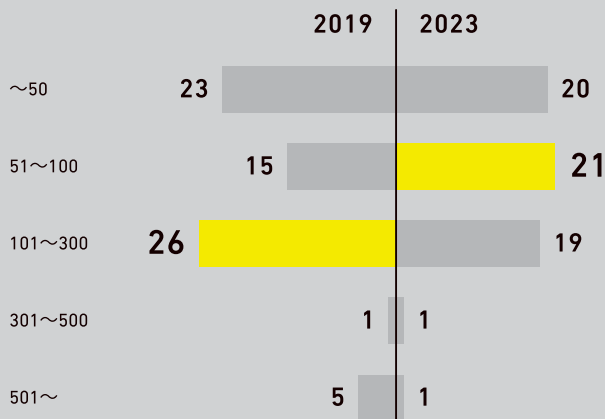
By Month

(groups)



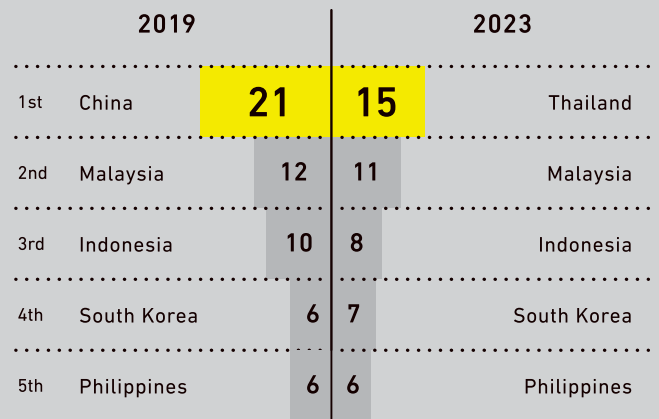
By Size

(groups)



By Country

(groups)



Some of our support



Auto parts manufacturer / Malaysia

As part of our entertainment support, we provided demonstration jumps by ski jumpers at Okurayama Ski Jump Stadium.

Recent Wins!

Jan ~ Mar, 2024

1480
pax

Cosmetics and care products / Pacific & Southeast Asia

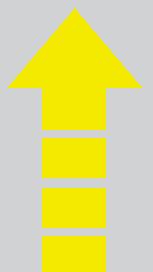
Supported the selection of venues and activities, as well as provided special support such as a welcome ice sculpture with the company's logo.



Estimated economic impact

512 million JPY

*Japan Tourism Agency



FAM Trip

ASEANTA Team in Sapporo

This year, we invited the executive team of the ASEAN Tourism Association (ASEANTA) and 20 travel agencies from the region for a familiarization trip to experience Sapporo during its less known green season. Southeast Asia is an important market for Sapporo, especially for incentives. In addition to the business exchange session set up with 33 local suppliers, participants got to try out some of the outdoor activities and dining options, considering the diverse requirements for vegetarian meals specific to the region.

In conjunction with the FAM, President Eddy Krismeidi Soemawilaga paid a courtesy call on the Mayor of Sapporo. They confirmed the importance of top-level networking and future collaboration between Sapporo and ASEAN region in the area of tourism and business events. Later in September, the Mayor of Sapporo participated in the MATTA FAIR held in Malaysia, and during a meeting with the ASEANTA President, expressed his willingness to host the 2024 ASEANTA Annual General Meeting in Sapporo, the first ASEANTA AGM to be held outside the ASEAN region.



Comments

Eddy Krismeidi Soemawilaga

President, ASEAN Tourism Association

Sapporo has many attractions and is a great place to visit throughout the year. We look forward to support Sapporo's promotion for ASEAN region, which we hope will bring many positive developments for the tourism industry in Sapporo.

Coming Up

ASEANTA Annual General Meeting
2024.05.09 @Sapporo Park Hotel

Corporate Events

2023.09.05 – 09.07

Asia Peering Forum 2023

@Hotel Monterey Edelhof Sapporo; 166 participants from 16 countries/regions

Equinix is a global data center and colocation provider for enterprise networking and cloud computing. The company organizes a number of events for internet service providers (ISPs) worldwide, one of which is the Asia Peering Forum. The 2023 Asia Peering Forum in Sapporo attracted over 160 business professionals from around Asia Pacific region, with some from the local side, such as the Hokkaido General Telecommunications Network Co. to discuss the potential of internet environment in Hokkaido. Sapporo Convention Bureau provided support with venue selection, as well as organization of a team building activity for the team at Equinix.



Comments

Scott Macdonald

Director - Event Division, e-side, inc

Sapporo, as a business event destination, has an established brand that makes it relatively easy to propose as a potential location to both domestic and international events. The combination of venue facilities, accommodation, easy access and the natural environment and resources of Sapporo and its surroundings in Hokkaido allow us as a PCO to create a unique environment for both business and social interaction among attendees. An environment that in many cases cannot be reproduced in the

Tokyo area. The Sapporo Convention Bureau facilitates these strengths developing opportunities for the use of unique venues and experiences, and has played a major role in the successful holding of Asia Peering Forum 2023 supporting our main venue search, social event planning and team building program. We look forward to the continued development of the business event support ecosystem in Sapporo and the opportunity to work together again in the near future.

New Products

“Traveling Restaurant” Cruise Kitchen



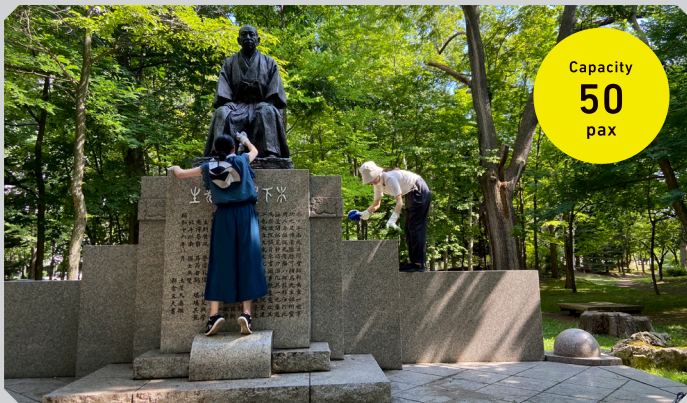
A location with a view. Surrounded by a field of flowers. In a place where you can hear birds singing. Or somewhere filled with the sounds of waves. Cruise Kitchen can provide meals tailored to the needs of the organizer without being restricted to a location or a facility, while providing exceptional cuisine made with the finest local ingredients. From casual buffet to course menu dining, the “traveling restaurant” can create the space that is easy to incorporate into existing travel plans.

Details

https://www.conventionsapporo.jp/uv_and_tb/en/unique_venue/detail.asp?id=379

Team Building / CSR

Sculpture Polishing



Sapporo, an international cultural city, is home to nearly 500 outdoor sculptures of various kinds. Although exposed to the wind and rain, they have a distinctive presence against the backdrop of beautiful natural and urban landscapes. This is a CSR activity to preserve the beauty of Sapporo while deepen the understanding of the city’s history and arts scene.

Details

https://www.conventionsapporo.jp/uv_and_tb/en/team_building/detail.asp?id=396

Area Development

Area Meeting in Otaru



In 2011, City of Sapporo signed a Memorandum of Understanding for Cooperation in Business Events with Otaru City and the towns of Kutchan and Niseko. Each year, the cities get together to discuss possible joint-promotion projects and exchange information on various aspects considering international conferences, incentive travel, and corporate events. This year, the event was held in Otaru, where members, including Sapporo Convention Bureau conducted a site inspection of the Noh Theater, which is currently being renovated by Otaru City. The grand opening of the Noh Theater, one of Otaru’s historic sites, and the only Noh stage in Hokkaido, is scheduled for 2025.

Details

<https://www.otarushiminkaikan.jp/koukai/>

What Else

New Promotion Video

A huge thank you to our clients and partners for helping us put together a fresh introduction to some of Sapporo's academic clusters and key industries.

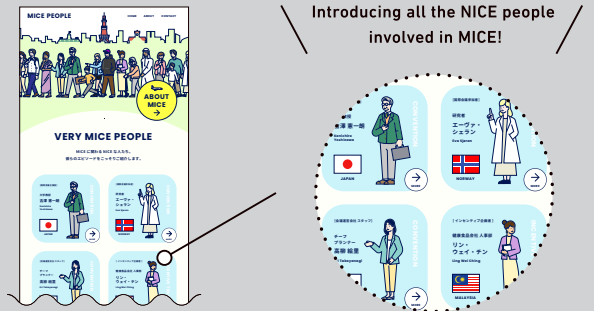


www.youtube.com/watch?v=ekdaAow6xmo

Business Events & Community Impact – New Online Tool

MICE People - our new online tool dedicated to showcase the role of business events and their impact on local community. The website is specifically designed for education purposes, with the aim to increase awareness of and interest in the industry among younger generation.

www.conventionsapporo.jp/micepeople/



Sapporo Convention Center – Maintenance Update

Celebrating its 20th anniversary, Sapporo Convention Center has been undergoing facility maintenance, and will reopen June 1, 2024 with some upgrades on its audio-visuals, lighting and other equipment.

www.sora-scc.jp/eng/



More Global Brand Hotels on the way!

2024	Jan	Hotel Sosei Sapporo MGallery	118 room
2024	Apr	Grand Mercure Sapporo Odori Park	294 room
2024	Summer	Courtyard by Marriott Sapporo	321 room
2025	Autumn	InterContinental Sapporo	149 room
2026	Summer	Hyatt Centric Sapporo	216 room

