

ANNUAL REPORT 2024

FRESH ON IDEAS
WILD ON KNOWLEDGE

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

SAPPORO
CONVENTION
BUREAU

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

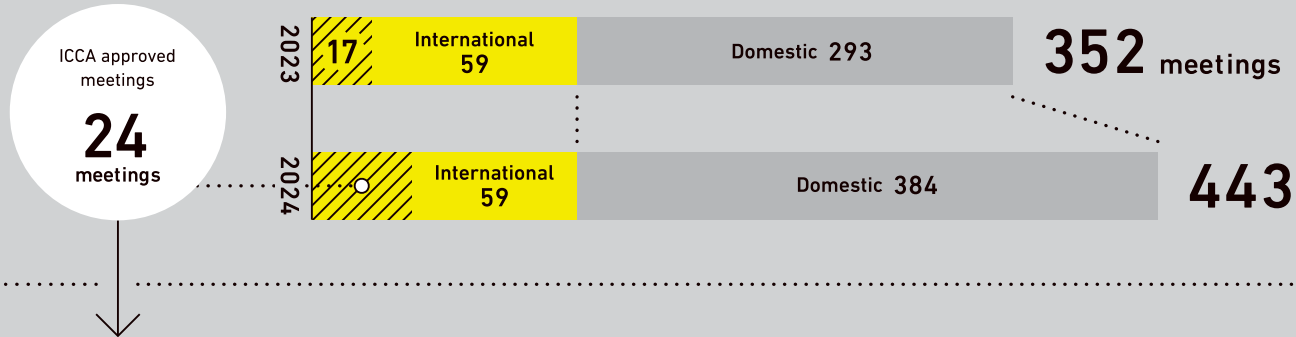
Hokkaido
060-0001
Japan

www.conventionsapporo.jp

Convention Stats

Jan ~ Dec

International & Domestic Meetings

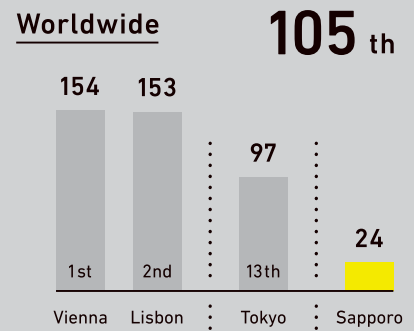
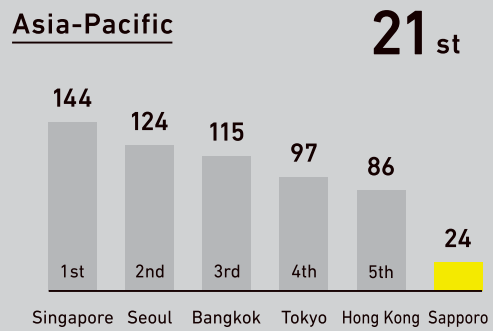
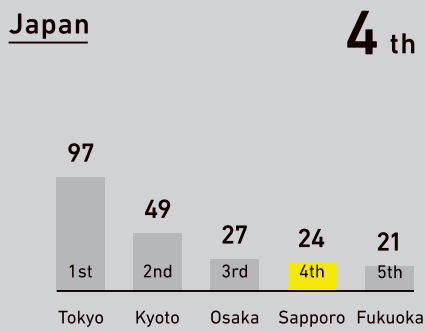


ICCA City Rankings 2024

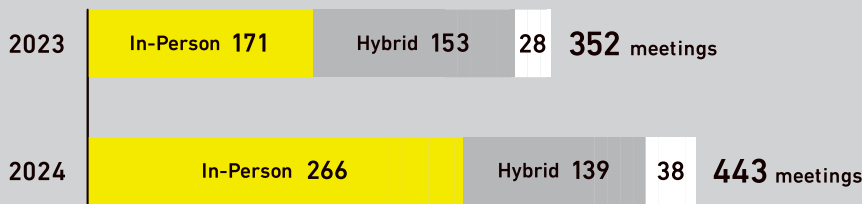
Rankings announced: May 2025

Reference: www.iccaworld.org

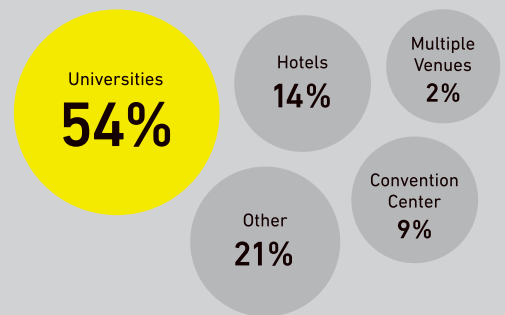
Cities with the same ranking: Boston, Ho Chi Minh City, Marseille, Perth, etc.



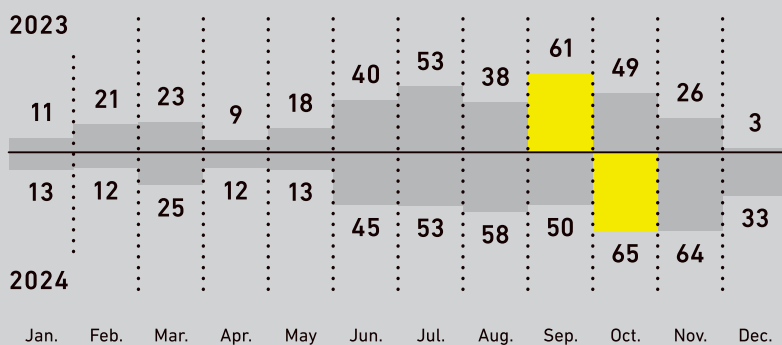
In-Person, Hybrid & Online



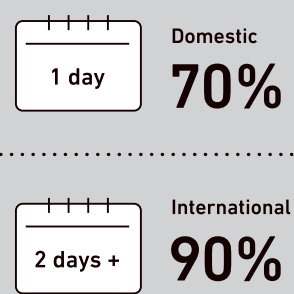
Venue (2024)



Month



Duration (2024)



Size (2024)



Success Stories

2024.07.25 – 07.27

The 32nd Annual Meeting of the Japanese Association of Cardiovascular Intervention and Therapeutics (CVIT 2024)

@Sapporo Community Plaza, Grand Mercure Sapporo Odori Park, Kanamoto Hall, Hotel New Otani Inn Sapporo, Sapporo Chamber of Commerce and Industry; 5,935 delegates

In the summer of 2024, Sapporo hosted the 32nd Annual Meeting of the Japanese Association of Cardiovascular Intervention and Therapeutics - a medical convention with 6,000 delegates spread across 5 venues in downtown Sapporo. One of the unique features of the congress was the registration center, which was set up in the Sapporo Community Plaza, a cultural complex that houses the Sapporo Cultural Arts Theater hitaru and the Sapporo Municipal Library, creating a unique environment for delegates to experience Sapporo and for locals to get up close with the city's business events scene.



©CVIT2024

Event details

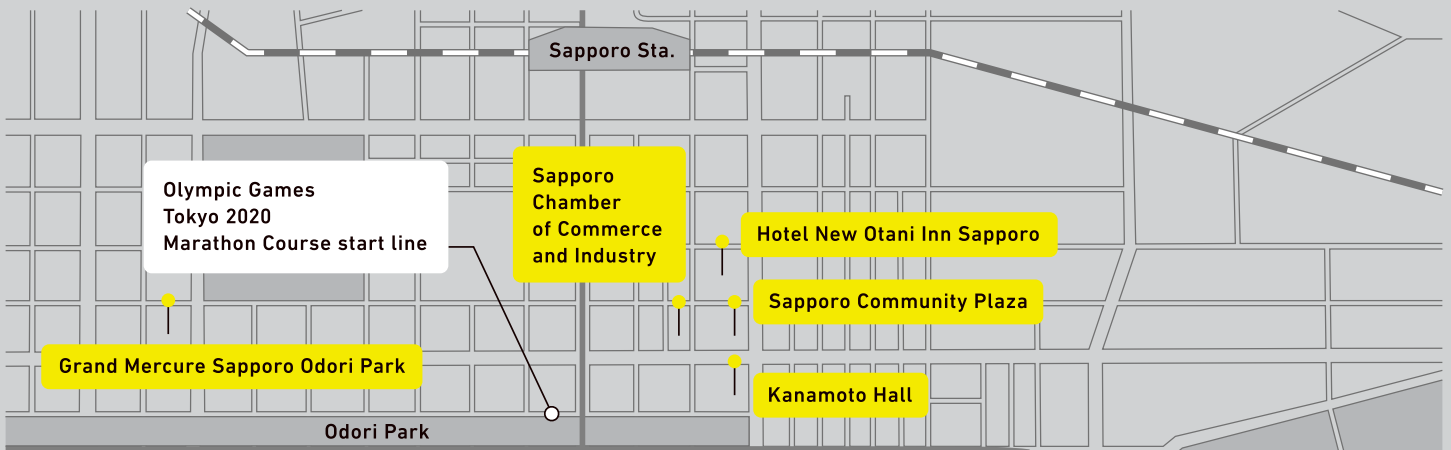
www.congre.co.jp/cvit2024/en/index.html

Compact City

Sapporo stays relatively cool in the summer (compared to the rest of Japan), so many delegates could be seen walking between the venues (about 1.5 km) via Odori Park. The Bureau also provided the shuttle bus subsidy to support the efficient operation of the conference.

Morning Run

Taking advantage of another unique feature of the city, a morning run was organized for delegates to experience approximately 6 km of the Tokyo 2020 Olympic Marathon course through downtown Sapporo.



Combining Multiple Venues for Large Scale Events

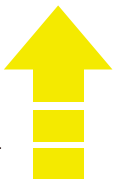
The local PCO that organized the conference commented that they were a bit nervous at first about operating multiple venues with some new facilities such as the Sapporo Community Plaza, but in the end everything went smoothly. Such a dynamic, multi-site operation style is sure to continue with the increasing number of large events in Sapporo.



Estimated Economic Impact

1.8 Billion JPY

*Japan Tourism Agency, MICE Economic Impact Measurement Model



Coming Up

	2025	2026	2027
International	12,000 pax 4 venues		
Domestic	8,000 pax 4 venues	10,000 pax 3 venues	8,000 pax 4 venues

Success Stories

2024.07.08 – 07.12

The 9th Global Energy & Water Exchanges Open Science Conference (GEWEX-OSC 2024)

@Keio Plaza Hotel Sapporo; 1,283 delegates, 46 countries / regions

Held for the first time in Japan, GEWEX-OSC is an international conference that addresses issues such as the impact of global climate change on water and energy cycles. It was also the first time that the conference was held jointly with stakeholders to help build a common set of questions and challenges on issues such as human intervention in water cycles.



Technical Tour

During the conference, a technical tour was organized to the Hoheikyo Dam - an important infrastructure facility that protects Sapporo from flooding and plays a critical role in the development of the city by providing a stable water supply - followed by a visit to a local winery to understand the role of the dam as an integral part of the industry in the basin.

Comments

Outreach Program

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

The City of Sapporo was honored to support the event through the public education program on climate change issues. In addition to informative lectures by experts from Japan and abroad, presentations and panel discussions by high school and university students included an analysis of local issues followed by reports on leveraging local strengths and practices. More than 300 people participated in the event, both on-site and online.

2024.12.17 – 12.21

The 20th WWCAM Mayors Conference

@Sapporo Convention Center; 100 delegates, 8 countries / 21 cities & organizations

Under the slogan "Winter is a Resource and an Asset," the World Winter Cities Association for Mayors (WWCAM) is a network that brings together officials from northern cities to discuss and share knowledge on urban planning and other common problems often faced by cities with severe cold and heavy snowfall. The association was initiated by the city of Sapporo in 1981, and this was the third WWCAM mayors' conference held in Sapporo. As of 2024, there are 22 member cities from 9 countries.



Comments

WWCAM Secretariat

International Relations Department, City of Sapporo

This year, in collaboration with other international networks, we welcomed a number of delegates from non-member cities and association, and added an online viewing option. A wide range of discussions and side events were held, involving not only government officials but also representatives from industry and academia, leading to the establishment of new networks and projects between the parties.

Event Details

wwcam.org

© Sapporo City, Public Relations Section

Coming Up

2026.10.20 – 10.23

INTERPRAEVENT 2026

@Sapporo Convention Center; 500 delegates

Event details

www.kokusaisabo.or.jp/interpraevent2026/home.htm

Sapporo has recently been selected to host another prestigious international environmental conference - INTERPRAEVENT, to be held in Sapporo in 2026 under the theme "Risk management for multi natural hazards under climate change".

The conference aims to promote interdisciplinary research on the prevention and mitigation of multi-natural hazards, including floods, debris flows, landslides, and avalanches, caused by torrential rains, major typhoons, earthquakes, and volcanic eruptions under the influence of global warming. Technical tours of erosion control sites around Hokkaido and public lectures are planned for INTERPRAEVENT Sapporo.

Success Stories

A Trajectory from APCCHE 2019

2024.09.10 – 09.13

The Society of Chemical Engineers Japan 55th Autumn Meeting

@Hokkaido University; 2,331 delegates (Onsite: 1,920, Online: 411), 10 countries / regions

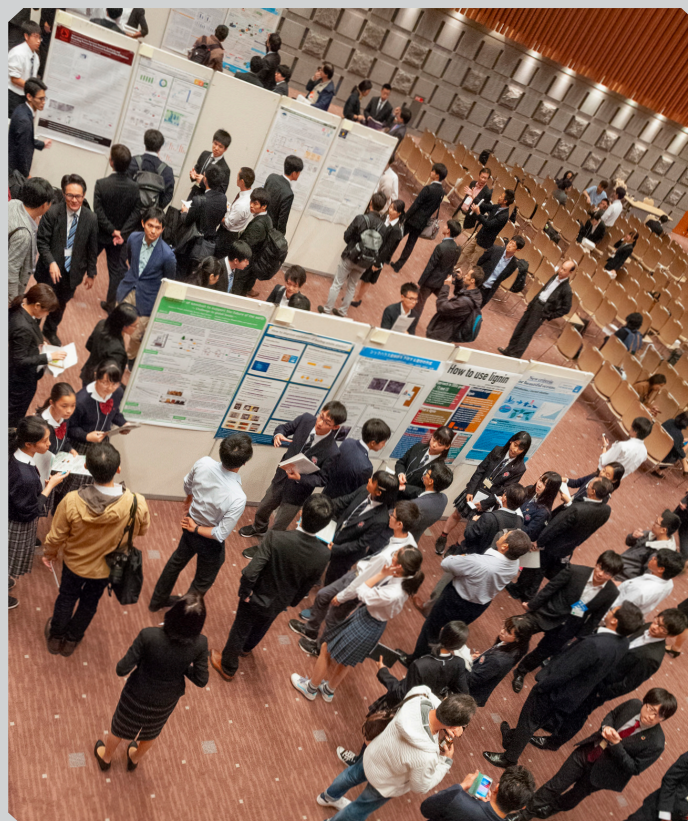
The Autumn Meeting of the Society of Chemical Engineers, Japan (SCEJ) brings together participants from universities and companies across Japan to share the latest developments and research in chemical engineering. The 2024 meeting was held in Sapporo and featured sessions on carbon neutrality and resource recycling in Hokkaido.

2019 Sapporo Declaration

At the 18th Asian Pacific Confederation of Chemical Engineering Congress (APCCHE 2019) held in Sapporo in 2019, SCEJ announced the "Society of Chemical Engineers, Japan: Declaration on the United Nations SDGs at Sapporo 2019 - Chemical Engineering for Human Well-Being" (Sapporo Declaration). The declaration focuses on the adoption of new technologies such as AI and IoT, correcting gender inequality, and creating capacity-building opportunities for socially vulnerable people and refugees, among other agenda items. The phrase "from efficiency to sufficiency" is particularly characteristic, as the theme of the 2024 SCEJ Autumn Meeting inherits the vision of "contributing to a sustainable society with chemical engineering technology".

Sapporo Declaration

www.scej.org/en/news/detail/852



© Student Program at APCCHE 2019

SUSTAINABLE DEVELOPMENT GOALS

From Vision to Action

Since the announcement of the Sapporo Declaration, SCEJ has been working on various initiatives for its implementation. Under the leadership of SCEJ's SDGs Review Committee, a series of symposiums were held at its annual and fall meetings under the common theme of "Implementing the Sapporo Declaration for the Achievement of the SDGs." At the symposiums, participants repeatedly discussed various topics such as gender equality, collaboration with diverse stakeholders, ensuring safe water, and sustainable development of small island states.

APCCHE 2022

At APCCHE 2022 in Kuala Lumpur, a special symposium on SDGs was organized as an international collaborative workshop with students. A hybrid symposium was held to discuss various societal challenges and responses, and participants engaged in heated discussions to compile bottom-up research proposals.

APCCHE 2025

APCCHE 2025 will be held as a joint conference with the 12th World Congress of Chemical Engineering, taking place in Beijing in July 2025. According to Professor Suguru Noda of Waseda University and Associate Professor Satoko Fujioka of Keio University, who have been leading the initiative since the announcement of the Sapporo Declaration, the decision has been made to organize a special symposium on the SDGs. As a program that continues the legacy of APCCHE 2019 in Sapporo, the future expansion and development of the initiative will be closely monitored here in Sapporo.

Local Impact

Details

www.elcom-jp.com

Another major achievement of APCCHE 2019 was the collaboration between SCEJ and ELCOM Co, Ltd, a local company working in marine plastics, which was introduced to SCEJ by the Convention Bureau. The contact between ELCOM and SCEJ has been maintained, with ELCOM helping with the student workshop at APCCHE 2022, as well as participating in Capstone Project held during the SCEJ's 2024 Autumn Meeting, with Takashi Soma, President of ELCOM, supporting the students with their proposals. We will continue to follow ELCOM's efforts and collaboration with the SCEJ.

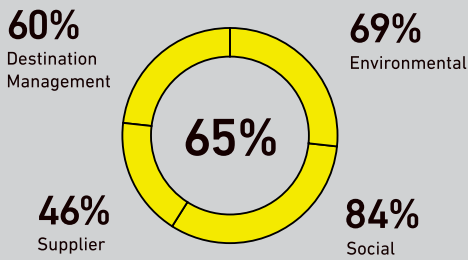
Sustainability

Global Destination Sustainability Index (GDS-Index)

Here at Sapporo Convention Bureau, we evaluate and benchmark our sustainability performance using the Global Destination Sustainability Index (GDS-Index), a destination-level sustainability performance benchmarking program with over 100 members worldwide.

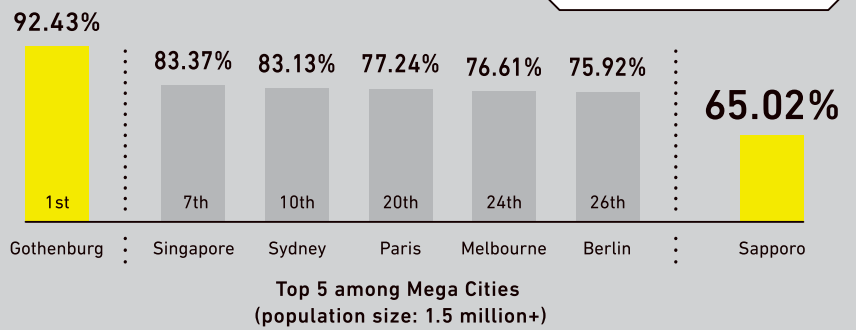


GDS-Index Score 2024



www.gds.earth/destination/sapporo/2024

City Ranking 2024



www.gds.earth/index/trends-insights

Sapporo joins Global Sustainable Tourism Council

Marking another milestone since its 2008 Eco-Capital Declaration, Sapporo joins the Global Sustainable Tourism Council (GSTC), a global network for sustainable tourism that establishes and manages global sustainable standards, known as the GSTC Criteria, widely used by hotels, tour operators, and destinations.



www.gstcouncil.org/the-city-of-sapporo-joins-gstc

Carbon Offset Program

We work broadly with several initiatives to integrate a sustainability perspective in the business events operation, one of which is our carbon offset program. The program is aimed at supporting forest management and wildlife conservation programs around Hokkaido.

P.S.
We offset all our business travel, both within Japan and overseas.

[PDF Download](#)

www.conventionsapporo.jp/en/sustainability/carbon_offset_en.pdf

Donations

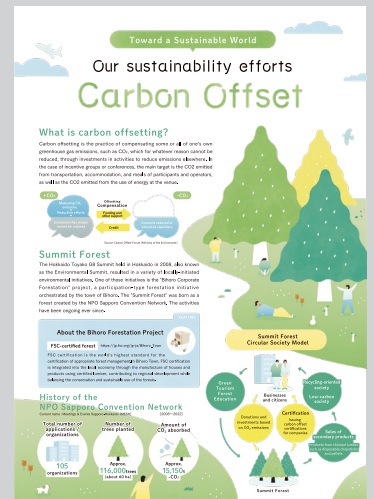
53,865 JPY



82 trees

Trees planted so far
176 larch trees

*Since 2022

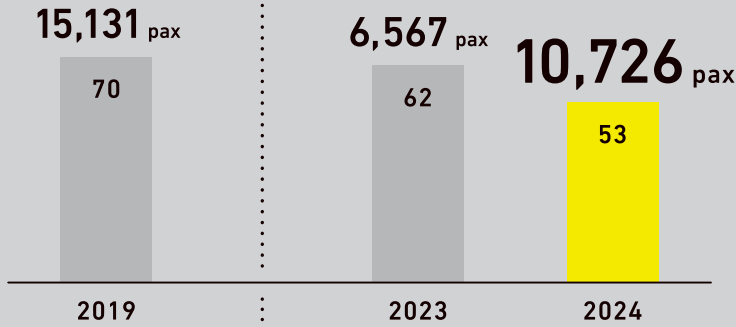


Incentive Stats

Jan ~ Dec

Groups supported by the Bureau

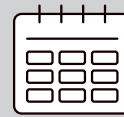
March 2020 - October 2022: Border Measures due to COVID-19



Country / Region

	2023	2024	(件)
1st Thailand	15	23	Taiwan
2nd Malaysia	11	8	Indonesia
3rd Indonesia	8	6	South Korea
4th South Korea	7	4	Thailand
5th Philippines	6	4	Malaysia

Month



October / November
49%

Size



300 pax or less
68%

Duration



2 nights +
67%

Seasonal Offer



Our Winter Special

Sapporo in winter is a bucket list destination for incentives from Southeast Asia. One of our special offers is an ice sculpture that can be customized with the company logo.

**2024 Hot Markets
Taiwan & South Korea**

In 2024, we have seen a strong recovery of incentives (both in numbers and size) from Taiwan and South Korea.

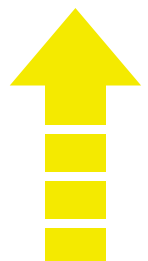
Largest groups:

Taiwan

1,510 pax (F&B)

South Korea

1,166 pax (Insurance)



Events

2024.05.09

ASEANTA Annual General Meeting 2024

@Sapporo Park Hotel

One of this year's special events was the ASEAN Tourism Association (ASEANTA) Annual General Meeting - the first ASEANTA event held outside the ASEAN region. Highlighting the beauty and attractive nature of Sapporo during the green season, Eddy Krismeidi Soemawilaga, President of ASEANTA, emphasized that the event will serve as a steppingstone for further development of tourism and business exchanges between Sapporo and the ASEAN member states.

About ASEANTA

Founded in 1971, ASEANTA is a non-profit tourism organization headquartered in Malaysia that brings together national tourism boards, hotel associations, travel agencies, airlines and other entities from the ASEAN countries, with Sapporo Convention Bureau as an associate member since 2021.



Comments

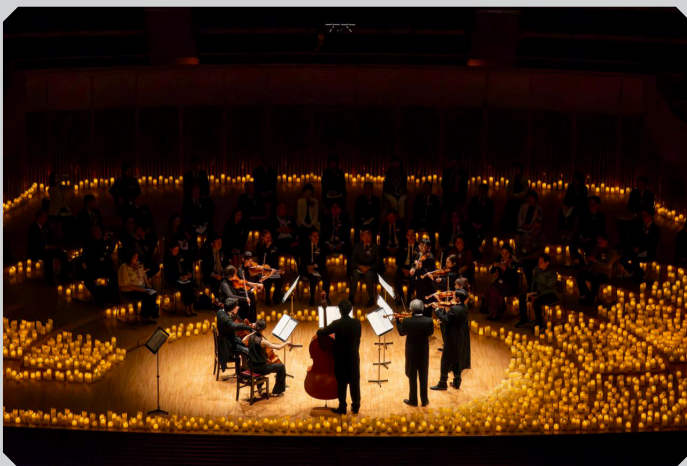
Arjun P. Shroff

President, Philippine Tour Operators Association (PHILTOA)

The program organized for ASEANTA members in Sapporo has been meticulously orchestrated, setting an exceptionally high benchmark for us in the tourism industry. We hold the highest regard and respect for everyone involved, from government tourism authorities to private stakeholders, whose efficient and outstanding services enabled ASEANTA to successfully host the Annual General Meeting.

New Products

My Orchestra



On the occasion of the ASEANTA AGM, a special concert was held at the Sapporo Concert Hall Kitara. In the venue filled with LED candles, together with the alumni of the Pacific Music Festival (PMF) – an international education music festival founded by world-renowned conductor Leonard Bernstein, a string octet from the Sapporo Symphony Orchestra performed musical pieces with the theme of Sapporo's seasons.

Loss Flower Zero Project



The flowers used to decorate the ASEANTA Annual General Meeting venue were donated to a hospital and a kindergarten in Sapporo the following day, creating new value without discarding the flowers after a single use. Sapporo Convention Bureau will continue to promote such sustainable initiatives through business events.

Global Partnership

Boosting Cooperation with Daejeon Tourism Organization

On February 4, 2025, Sapporo Convention Bureau signed a memorandum of understanding (MOU) with the Daejeon Tourism Organization - the DMO of Daejeon, South Korea, one of Sapporo's sister cities. The agreement aims to strengthen cooperation in attracting large-scale international conferences, exhibitions, and other types of business events through information sharing and joint promotion. The Bureau signed the first MOU with the Daejeon Convention Bureau, the predecessor of the Daejeon Tourism Organization, back in 2010. The new agreement covers joint international promotional efforts, personnel exchange, information sharing, and cooperation to enhance the quality of infrastructure for business events in both cities.



Comments

Seong-Kuk Yun

President, Daejeon Tourism Organization

With this visit as a new start, we hope to continue expanding opportunities for cooperation, so that both organizations can engage in more creative and substantive exchanges for the development of the MICE industry and provide a successful example of international collaboration on business events in the region.

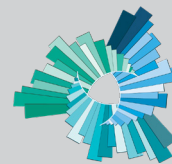
Details

djto.kr/eng/index.do

What Else

Research Project

Sapporo Convention Bureau is excited to support the team at Conferli – the conference matchmaker, #MEET4IMPACT, and Global Destination Sustainability Movement as an official Impact Partner on their new research project exploring how subventions can go beyond financial support to drive sustainability and impact a.k.a. the future of event funding.



GLOBAL
DESTINATION
SUSTAINABILITY
MOVEMENT

Details

Conferli: www.conferli.com
 #MEET4IMPACT: www.meet4impact.global
 GDS-Movement: www.gds.earth

Results to
be announced soon!

