

Anime Sanctuary Honbetsu Town Project

Sato Ayumu Owada Kaito Sato Isamu

概要

The number of tourists to Honbetsu will increase, and eventually Honbetsu will become a mecca for anime.

1. Introduction

With the fact that the number of tourists to Honbetsu Town is not increasing, I wondered if I could use something to solve the problem, and I thought of using a popular anime to solve it.

Originally, I like anime, so I put more effort into it.

2. About issue

We focused on the fact that the number of tourists to Honbetsu Town had not increased.

3. the current situation

When I checked the number of tourists to Honbetsu, it was increasing. However, most of them came to the roadside station. I found out that the roadside station was not a destination, so I excluded it this time. Then, the number of tourists was decreasing. Therefore, the number of tourists is decreasing.

It can be seen that animation is a very popular content, as 30% of the Japanese people watch it.

4. Hypotheses

I thought that if we made a specialty about anime in Honbetsu, the number of tourists would increase.

5. As a proposal for a solution,

As proposals, a comic market, a collaboration with anime, and a company invitation came out. This time, we will investigate collaboration with anime. At the moment, I'm thinking of a collaboration between Mamemaka Night and Kimetsu no Yaiba, and a collaboration between Uma Musume and Tokachi's Banei With this as an opportunity, the number of tourists will increase, and Honbetsu will probably become a mecca for anime.

6. Achievements and Challenges

[Achievements]

I learned to think about things from multiple angles. I was able to make a presentation in the Town Congress. The planning and promotion section of the town hall is actually talking about collaborating with Mamemaka Night.

[Challenges]

We will think about what what we can do by ourselves because it will be in the form of relying on others. a matter of funding. Get permission to use anime. The problem is what to do with the money. Permission must be obtained to use the animation.

7. Conclusion

Through the activities, there were times when things didn't go well because one person was left in the middle. I learned the necessity of discussion and the importance of report, Contact, Consultation. It was a very good experience to make a presentation in the Town Congress. I haven't thought about doing anything in the future yet, but it was a fun activity. We would like to thank Mr. Mimuro and Mr. Sasaki for their cooperation.

Reference

(1) Honbetsu Town Census Handbook: Tourism in 2020

Anime Sanctuary Honbetsu Town Project

Owada Kaito Sato Isamu Sato Ayumu

Overview

Since the number of tourists to Honbetsu Town is not increasing, we will solve the problem by using animation and making Honbetsu Town a sacred place for animation.

1. Introduction

Solving the problems of tourists in Honbetsu using animation.

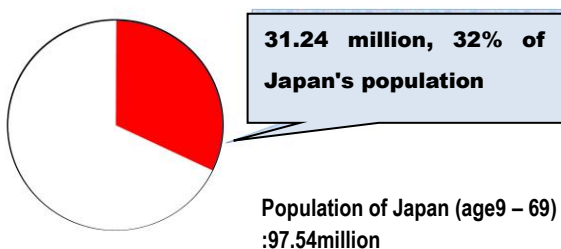
2. About issues

Tourists are not increasing.

3. About current situation analysis

When I actually investigated, the number of tourists in Honbetsu Town was increasing. In particular, the number of tourists at the roadside station was increasing. The roadside station was originally intended for breaks, information dissemination, and regional cooperation, so I thought it could not be called a tourist area, and I thought that the number of tourists was not increasing.

Number and ratio of anime viewers



Number of tourists at Road Station and Honbetsu Park

	Roadside Station	Honbetsu Park
2017	342,883	138,854
2018	341,384	140,012
2019	364,920	134,715

<https://www.town.honbetsu.hokkaido.jp/web/town/img/tyouseiyoran2020.pdf>

4. About the hypothesis

If we do things related to animation in Honbetsu, the number of tourists will increase.

5. About the solution

As a solution, we considered collaboration with anime, holding a comic market, and attracting companies. At this stage, we are thinking of two things: a collaboration between "Mame-maki" and Kimetsu no Yaiba (Demon Slayer), and a collaboration between Uma Musume and a ranch that raises horses. With this as an opportunity, the number of tourists will increase, and Honbetsu will become a sacred place for anime.

6. Achievements and challenges

[outcomes]

There is no such result, but a collaboration with beans is planned.

[Task]

- Permission to use
- Wage
- Plan

7. Summary

Due to the difference in direction, one of the members has withdrawn. Sometimes it didn't go well. I look forward to future collaborations. It was a great experience to be able to announce to many people. We would like to thank Mr. Mimuro, Mr. Sasaki, and Mr. Fujii for their cooperation this time.

References

- (1) Honbetsu Town Handbook: 2020 Tourism
- (2) <https://www.town.honbetsu.hokkaido.jp/web/town/img/tyouseiyoran2020.pdf>