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## Japan's Event Services dives into Kanazawa with DMC arm

By **Julian Ryall**

To promote the city of Kanazawa as an emerging destination for incentive travel, leading Tokyo-based MICE provider, Event Services, will be launching a new division, DMC Kanazawa, in April or May this year.

President of both companies, Lucky Morimoto, said: "Kanazawa has not been spoiled and that is one reason I believe it will be popular for incentive travel."

The city has a reputation for being as attractive as Kyoto, although on a smaller scale, and without the hordes of visitors.

"Corporate buyers overseas who come to Japan for incentive travel generally start by sending groups to Tokyo and then spread out to Osaka, Kyoto and smaller cities such as Sapporo," Morimoto told *TTGmice*.

"But mature clients have already been to these places and are looking for attractive new destinations," he added.

As well, Morimoto shared that the shinkansen train line extension launched in 2015 has made the city more accessible from Tokyo (two hours) Osaka (90 minutes).

Morimoto said DMC Kanazawa will target incentive groups of between 50 and 300 people, primarily at the higher end of the market, and he has identified a number of local venues such as Kanazawa Castle as potential locations for events.

Meanwhile, the Ishikawa Prefectural Government is working with the Tokyo Convention and Visitors Bureau to attract more overseas tourists to the region. The organisations have set an annual target of 400,000 foreign tourists.



**Morimoto: clients looking beyond Tokyo**