

21st ASEAN-Japan Summit on Social Security - Special Lecture

Becoming a Sustainable Hot Spring Tourist Resort City - Beppu City, Oita Prefecture -

2023.11.28

NAGANO Yasuhiro, Mayor of Beppu City

100年分の「ありがとう」が
明日への源泉



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NAGANO Yasuhiro

Mayor of Beppu City

Improving the region's assets to make people proud of their region

Improving Beppu's historical, traditional, cultural and industrial assets means polishing the treasures of the region we live in.

We are determined to walk the frontlines, working closely with the citizens, to pass on to the next generation what makes us proud of Beppu as a unique city in the world.

[Born on April 16, 1975]

April 2003: First election as Beppu City Council member

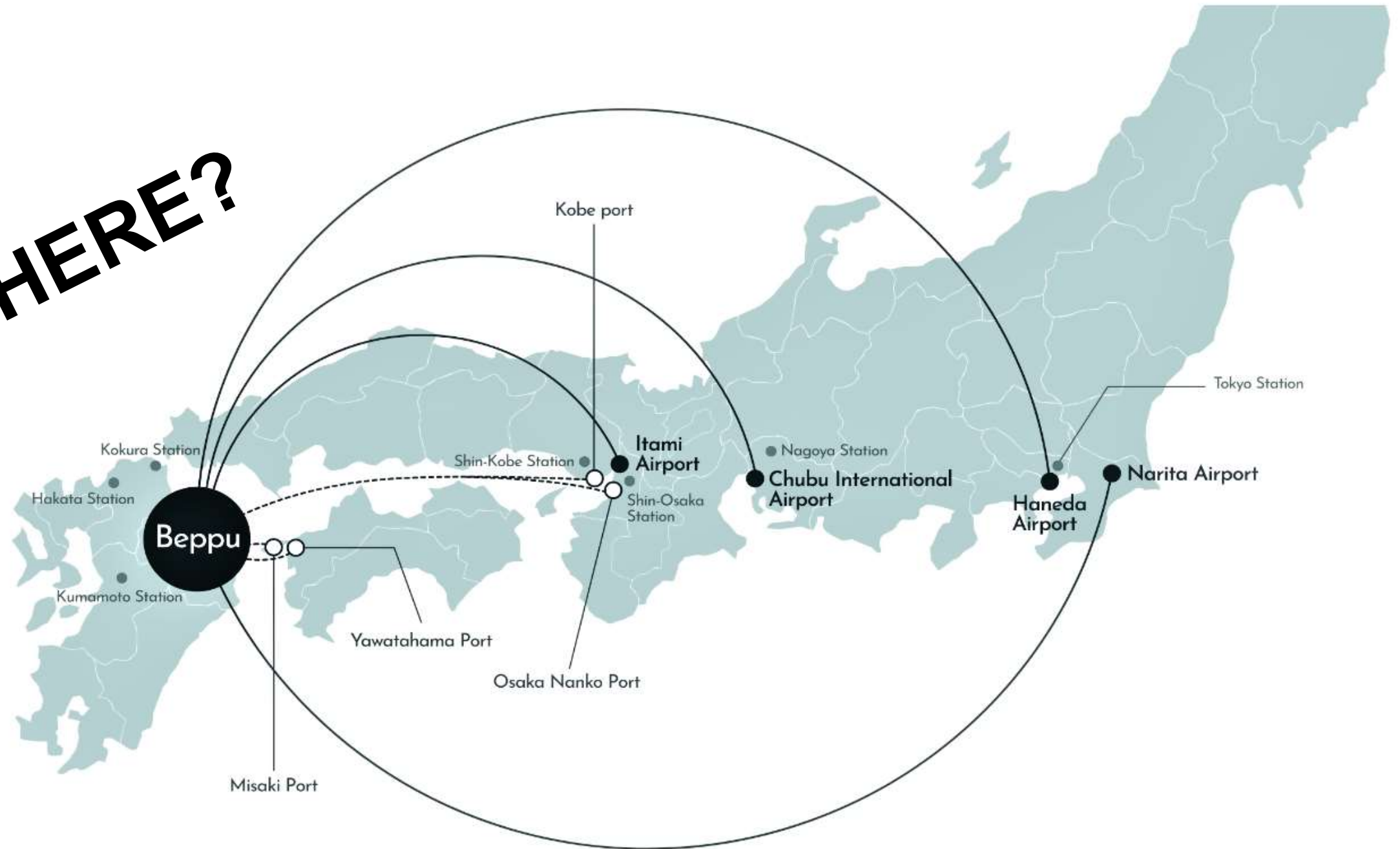
April 2015: First election as Mayor of Beppu City

April 2019: Reelection as Mayor of Beppu City (2nd term)

April 2023: Reelection as Mayor of Beppu City (3rd term)



WHERE?



ABOUT BEPPU CITY

Main industry: **TOURISM**

Population: **113,000 people**



A woman with grey hair, wearing a black top and a long, colorful floral skirt, is sitting on a black Steinway & Sons grand piano. She is smiling and looking towards the camera. The piano is on a light-colored wooden stage. In the background, there is a large, stylized green tree mural on the wall. The ceiling is made of wooden beams.

MUSIC FESTIVAL Argerich's Meeting Point In BEPPU 2023

STRONG POINTS

1. Diversity

A city where people with disabilities can lead an active life

2. International city

About 4,000 foreigners from more than a hundred countries and territories

3. Nature, hot springs

Abundant nature surrounded by mountains and sea
Largest number of hot springs in Japan, and rich water quality

🔥 Largest number of hot springs and spring water volume in Japan 🔥



Number of hot springs: 2,847

Spring water volume: 102,671 liters per minute



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Map of Beppu's daily life areas

1. Aoyama, Higashiyama integrated community support center

1

- Population: 19,523 people
- Proportion of elderly people: 34.42%

Council on “protecting our citizens and our town” for Tsurumi, Minamitateishi, Higashiyama areas

4. Asahi integrated community support center

4

- Population: 17,409 people
- Proportion of elderly people: 36.91%

Council on “protecting our citizens and our town” for southern areas

6. Northern areas integrated community support center

6

- Population: 17,604 people
- Proportion of elderly people: 35.91%

Council on “protecting our citizens and our town” for northern areas

5. Yamanote integrated community support center

5

- Population: 16,669 people
- Proportion of elderly people: 35.87%

Council on “protecting our citizens and our town” for Yamanote area

Council on “protecting our citizens and our town” for central areas

Council on “protecting our citizens and our town” for Tsurumidai area

Council on “protecting our citizens and our town” for southern areas

7. Hamawaki integrated community support center

7

- Population: 7,360 people
- Proportion of elderly people: 44.85%

2. Central areas integrated community support center

2

- Population: 15,523 people
- Proportion of elderly people: 31.94%

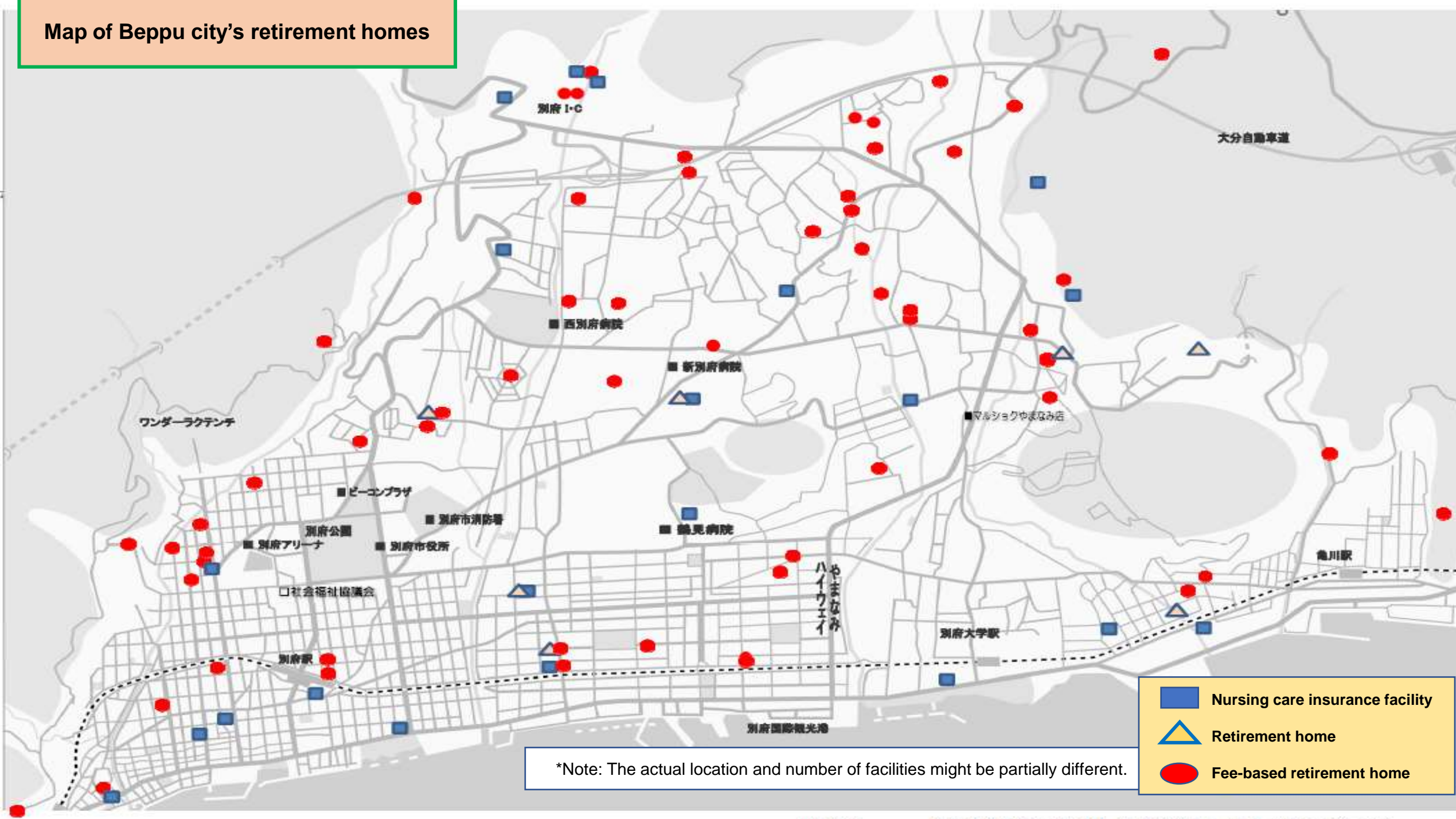
3. Tsurumidai integrated community support center

3

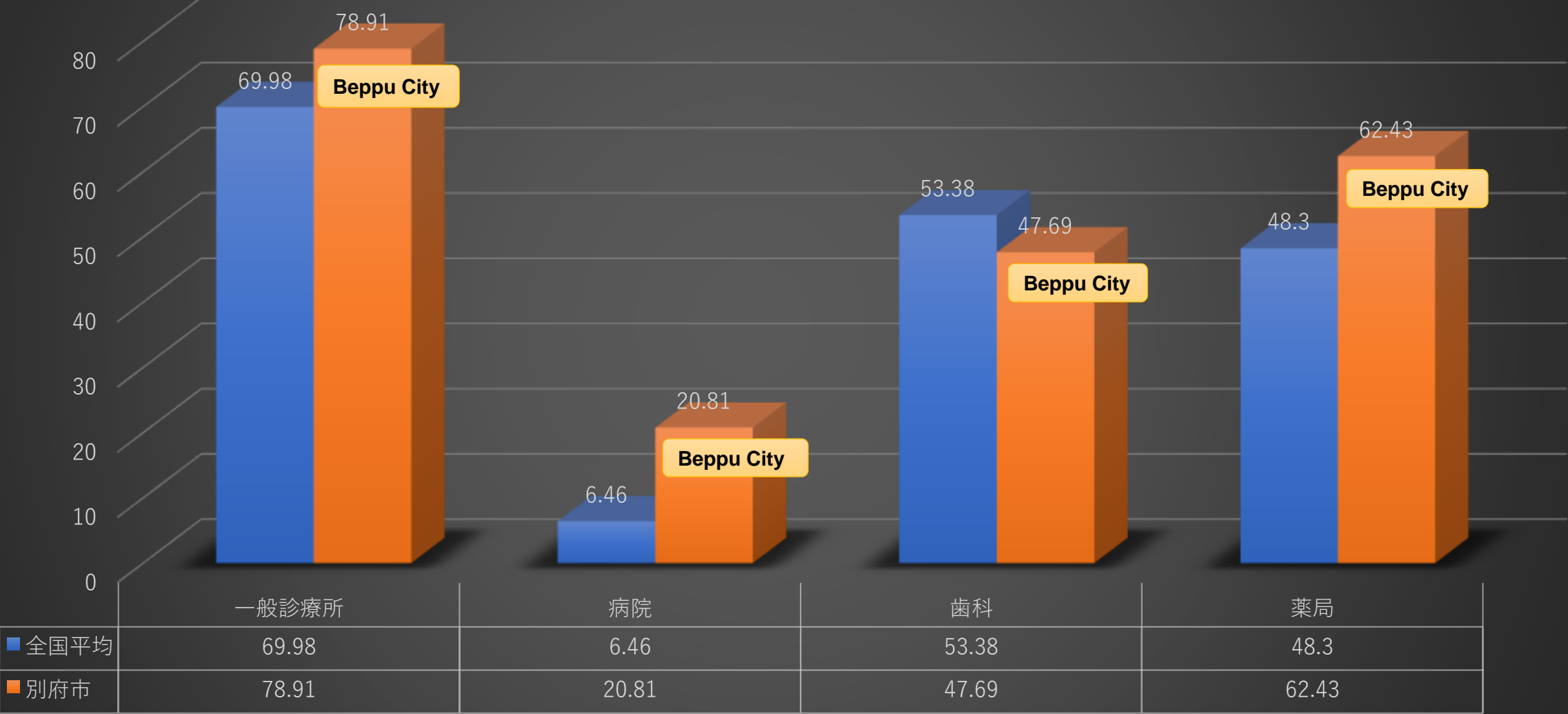
- Population: 18,903 people
- Proportion of elderly people: 27.38%

- 1) Beppu City (as of the end of March 2023)
- 2) Population aged 65 or more: 38,880 people
- 3) Population aged 75 or more: 22,394 people
- 4) Total population: 112,991 people
- 5) Proportion of elderly people: 34.41%

Map of Beppu city's retirement homes

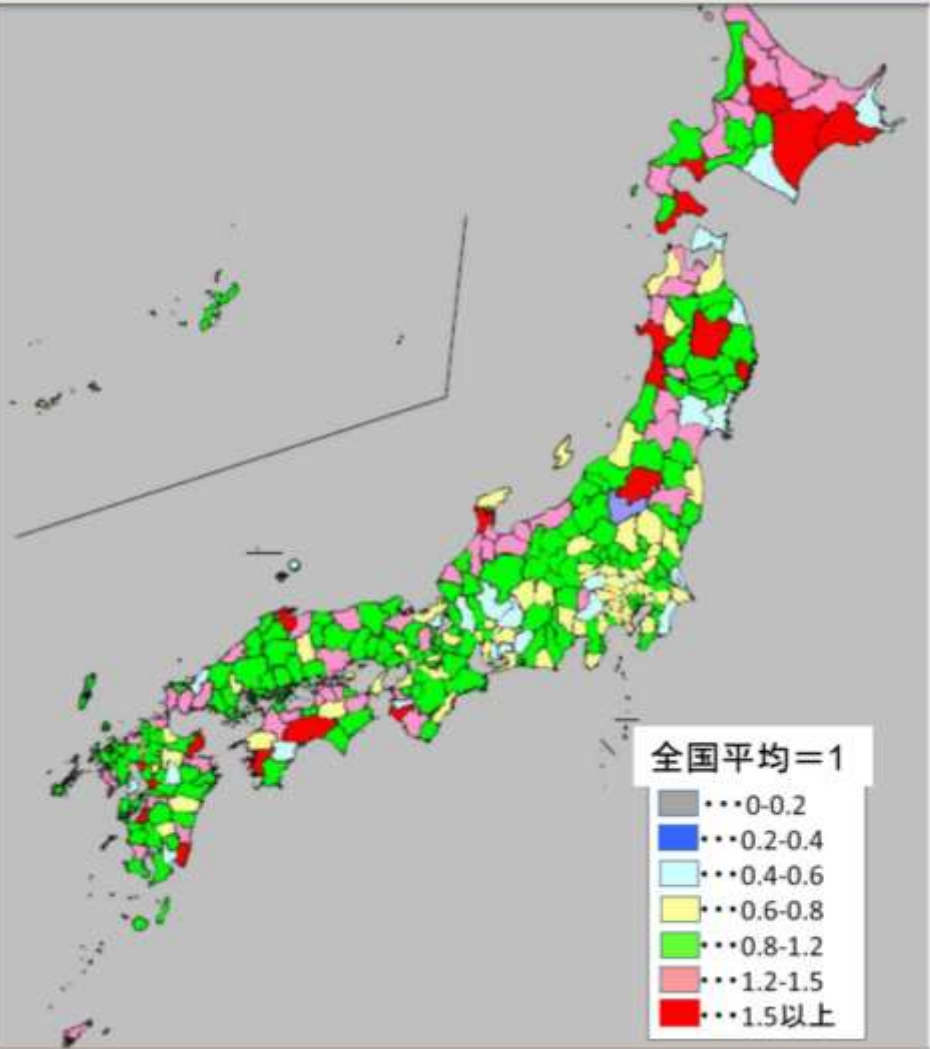


Number of medical facilities per category (comparison between Japan's average and Beppu City per 100,000 people)



Japan Policy Council - Subcommittee Studying Problems in Capital Cities - Tokyo Area Aging Crisis Averting Strategies

図表 1 5 全国の一人あたりの急性期医療密度



(図 1 : 二次医療圏別一人当たり医療密度) ※国際医療福祉大学大学院高橋泰教授の計

図表 1 6 医療・介護ともに受け入れ能力のある地方

地域区分	2次医療圏の主な都市(道府県) 全国41圏域
大都市型	北九州市(福岡県)
地方都市型	室蘭市(北海道) 函館市(北海道) 旭川市(北海道) 帯広市(北海道) 釧路市(北海道) 青森市(青森県) 弘前市(青森県) 秋田市(秋田県) 山形市(山形県) 上越市(新潟県) 富山市(富山県) 高岡市(富山県) 福井市(福井県) 福知山市(京都府) 和歌山市(和歌山県) 岡山市(岡山県) 鳥取市(鳥取県) 米子市(鳥取県) 松江市(島根県) 宇部市(山口県) 高松市(香川県) 坂出市(香川県) 三豊市(香川県) 徳島市(徳島県) 新居浜市(愛媛県) 松山市(愛媛県) 高知市(高知県) 大牟田市(福岡県) 鳥栖市(佐賀県) 別府市(大分県) 八代市(熊本県) 宮古島市(沖縄県)
地方都市型 準地域*	*北見市(北海道) *盛岡市(岩手県) *金沢市(石川県) *山口市(山口県) *下関市(山口県) *熊本市(熊本県) *長崎市(長崎県) *鹿児島市(鹿児島県)

注1: 表示は2次医療圏の主な都市名(道府県)
注2: 一人あたりの急性期医療密度レベル6(全国平均を1として1.2以上1.5未満)以上かつ介護ベッド準備レベル4(2040年の需要に対しマイナス30%以上マイナス10%未満)以上の二次医療圏を抽出した。
注3: *「準地域」: 地方都市型については、介護施設が比較的整備しやすい環境にあることを踏まえ、レベル3(2040年の需要に対しマイナス60%以上マイナス30%未満)まで含めた(*をつけた医療圏「準地域」)。
注3: 生活の利便性等を踏まえ、過疎地域については検討の対象外とした。
※国際医療福祉大学大学院高橋泰教授の試算による

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Physical Training Classes Conducted in Beppu City



Nordic walking



Class for mental and
physical health



Robot fitness HAL (Hybrid Assistive Limb)

Exercise to get fitter - once a week

Nutrition Education Classes Conducted in Beppu City



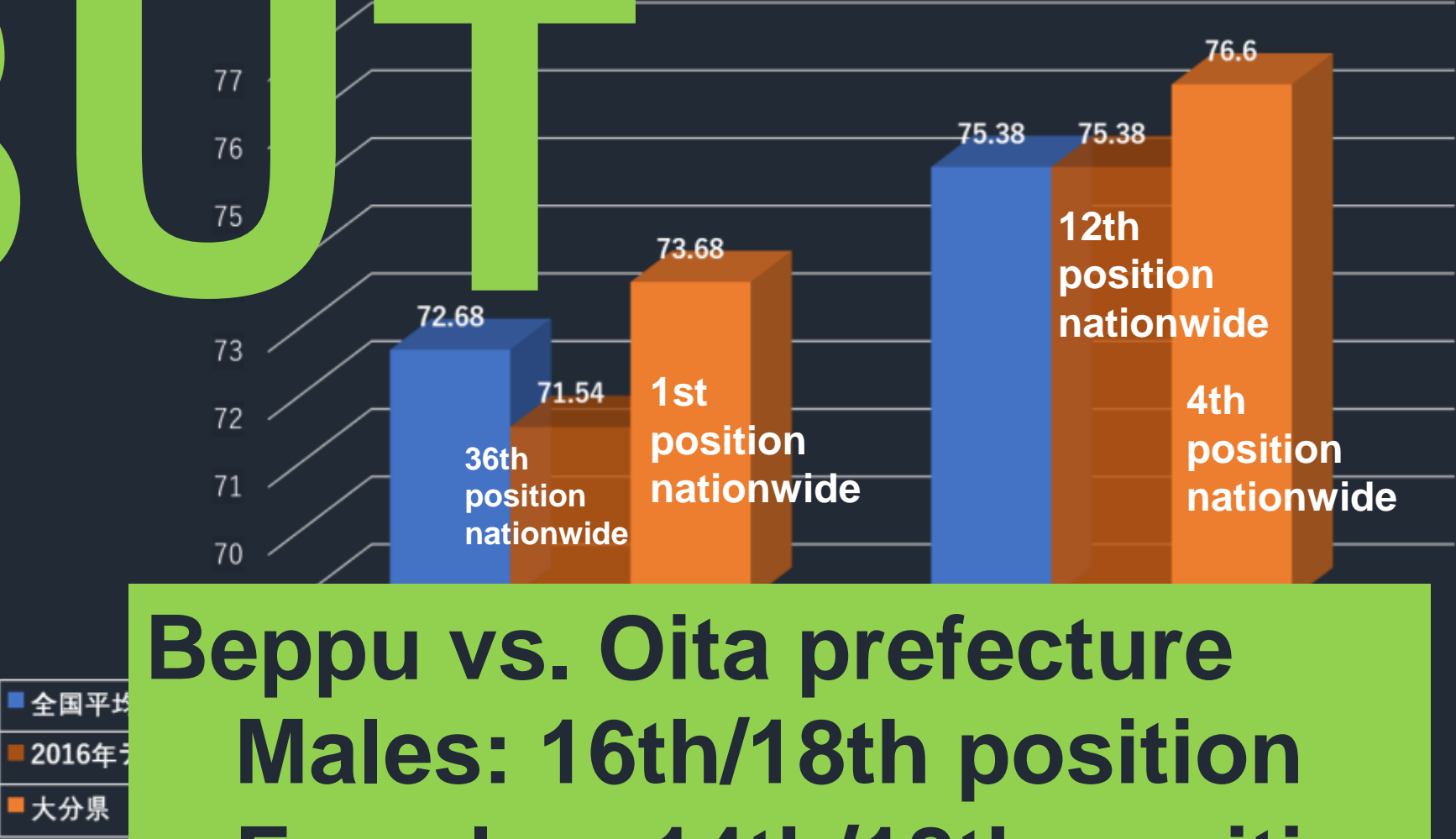
Baby food class



Cooking lesson
“Hot spring city”

Comparison of healthy life expectancy between Oita prefecture and Japan

BUT



Beppu vs. Oita prefecture
Males: 16th/18th position
Females: 14th/18th position

*Healthy life expectancy = average duration of life without health problem restricting daily life (those who answered “no” to the question “Do you currently have any health problems that affect your daily life?”)

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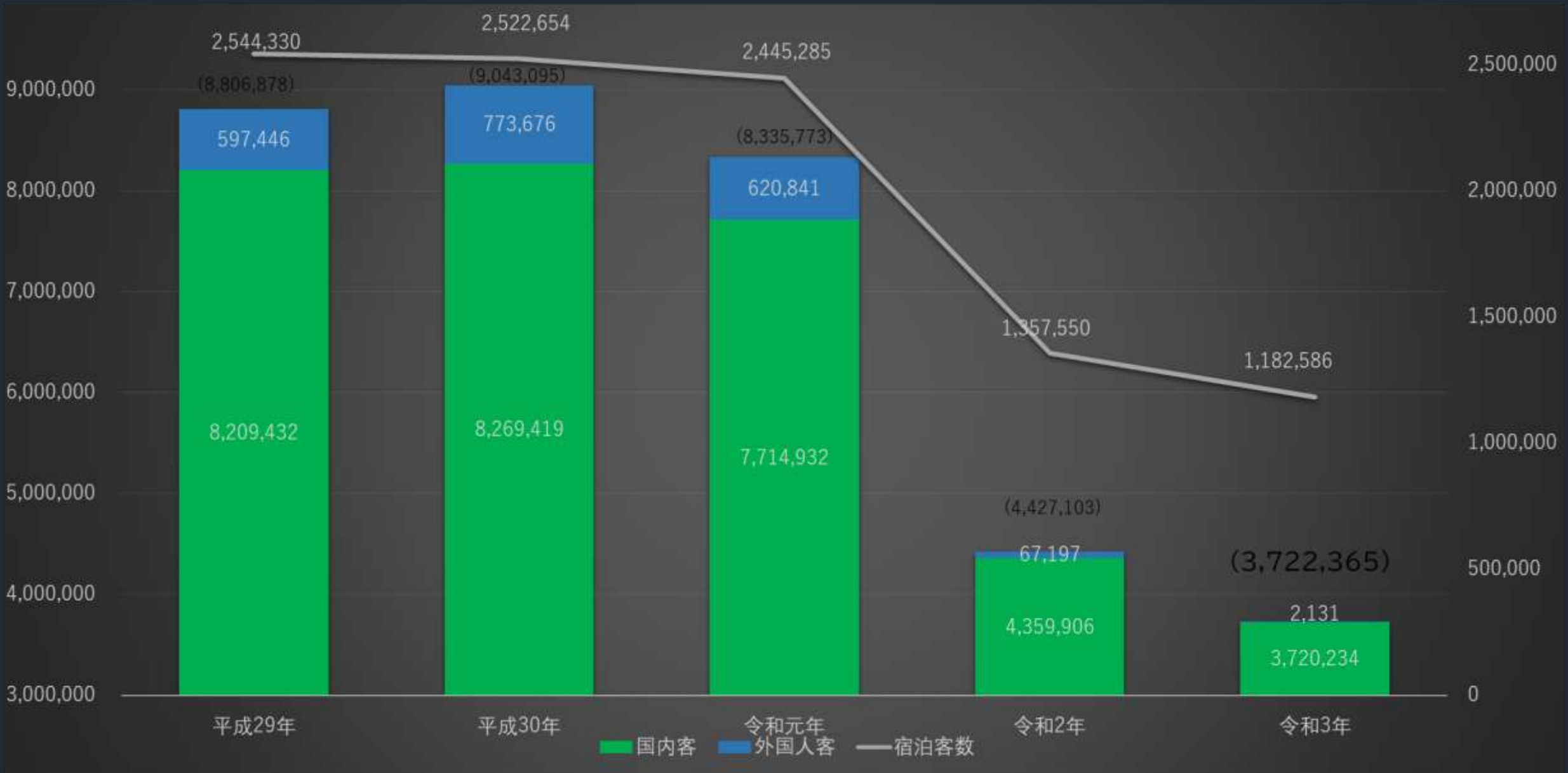
04

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Evolution of number of tourists and accommodation guests (2017 to 2021)



Best immune system in Japan



Attention brought on intestinal microflora

Demonstration of hot spring boosting
effects on immune system

◆ Demonstration experiment

A demonstration experiment was conducted to measure how regular bathing in hot spring water affects health, using genomic analysis technology of the intestinal microflora. The experiment proved that hot spring bathing has an influence on disease risk and intestinal microflora.

◆ Simultaneous measurement on citizens

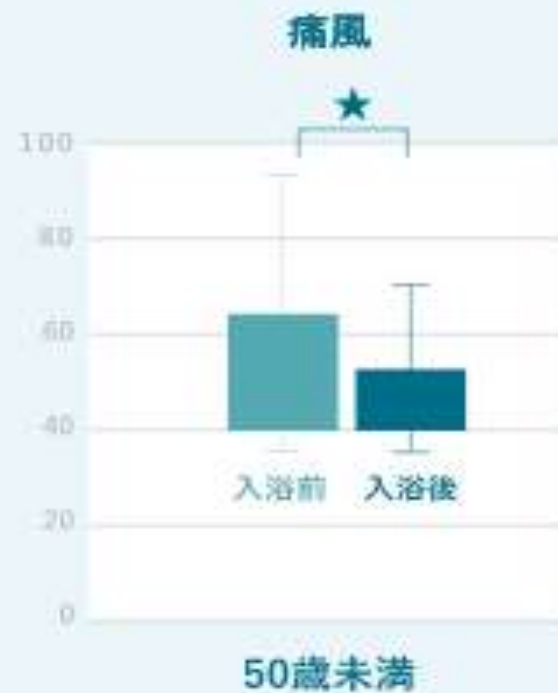
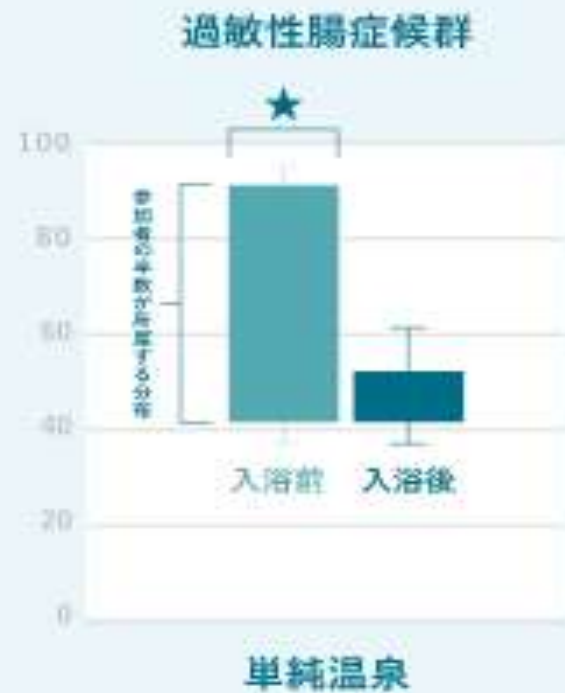
We collected measurement data with the cooperation of citizens, companies, associations, and schools, in order to have numerical values on the effects of hot spring bathing. We also plan to offer hot spring cure counselling based on the data.

Showing the different effects of each type of hot spring

統計的優位に疾病リスクが減少した疾病

★ 有意水準:0.05以下

【男性】



Men going to hot
springs show
lower risk of
developing **gout**!

【女性】

単純温泉		塩化物泉		炭酸水素塩泉		硫黄泉	
肥満	-4.83	Ⅱ型糖尿病	-10.69	大腸がん	-15.75	子宮筋腫・子宮内膜症	-7.00
アトピー性皮膚炎	-3.57	不整脈	-8.92	狭心症	-15.25	関節リウマチ	-5.33
肝臓病	-3.20	乳がん	-8.38	うつ病	-14.00	Ⅱ型糖尿病	-4.00
子宮筋腫・子宮内膜症	-2.93	関節リウマチ	-6.77	腰痛・関節痛	-12.00		
喘息	-2.87	便秘	-6.69	骨病・関節病	-12.00		
うつ病	-1.53	過敏性腸症候群	-6.54	バセドウ病	-11.75		
関節リウマチ	-1.23	腰痛・関節痛	-6.00	乳がん	-10.75		
狭心症	-0.53	低体重	-5.92	肥満	-7.50		
低体重	-0.47	喘息	-5.54	胃食道逆流症	-7.50		
Ⅱ型糖尿病	-0.40	バセドウ病	-4.77	子宮筋腫・子宮内膜症	-6.75		
橋本病	-0.20	狭心症	-4.62	不整脈	-2.75		
		花粉症	-3.92	腎臓病	-2.50		
		肝臓病	-3.38	月経異常	-1.25		
		うつ病	-1.77	喘息	-1.00		
		腎臓病	-1.62	低体重	-0.50		
		月経異常	-1.54	花粉症	-0.25		
		脳血管疾患	-0.62	アトピー性皮膚炎	-0.25		

■ Beppu 100th anniversary video, directed by Beppu City -Toward the next 100 years-

Beppu City official YouTube channel: <https://youtu.be/CJvQRPLayfl>



別府 新湯治・ウェルネスツーリズム

Beppu City's Objective

Promote citywide awareness and branding of **Beppu's historical hot-spring cure culture and wellness tourism**, in order to produce an economic ripple effect throughout the city.

Revitalizing Beppu will **benefit** citizens, tourists, and businesses

Why “wellness”? (1)

Peak of domestic travel

Beppu City's tourism industry benefits from domestic travel, and has been progressing to reach about 80 billion yen yearly



Source: Summary of Beppu City tourism industry evolution

Japanese population decline

Total population expected to fall below 90 million people in 2070

Domestic tourists are also decreasing



Source: National Institute of Population and Social Security Research (2023 estimation)

Low tourism spending and short length of stay in Beppu

Spending of Japanese guests per person is ¥901 **lower** than national average

Spending of foreign guests per person is ¥8,117 **lower** than national average

Average length of stay is 0.18 day **shorter** than in other major hot spring resorts

Tourism spending amount	Beppu City	National average	Difference
Japanese guests	¥27,286	¥28,187	¥901
Foreign guests	¥22,734	¥30,851	¥8,117

Source: Summary of Beppu City tourism industry evolution (2019), Statistics of tourist visitors based on common standards (Japan Tourism Agency)

Source: Average number of nights spent in major hot spring resorts (1.27 nights) calculated by Kyushu Economic Research Center based on Overnight Travel Statistics Survey (2019)

If nothing is done, the tourism industry will **decline**.

Why “wellness”? (2)

Change of tourism practices due to COVID-19

Increasing preference for travels that avoid crowded places

Health consciousness on the rise due to the pandemic

Tourists pursue meaningful travels that bring them happiness

Preferred experiences when visiting Japan	2019	2021	Increase
Outdoor activities	24%	37%	+13 P
Nature and landscapes sightseeing	59%	65%	+6 P

Source: Wellness Tourism for Healthier Body and Mind and Revival of Regional Communities

Wellness market is expanding

In 2020, the worldwide wellness industry market represented 4.4 trillion dollars (490 trillion yen) (Source: Global Wellness Institute)

Wellness tourism is expected to grow 20.9% year-on-year from 2020 to 2025, and to be worth 1,127.6 billion dollars (166 trillion yen) by 2025.



Source: Global Wellness Institute

Wellness tourism spending is high and length of stay is long

Spending by wellness tourists is usually 1.4 times higher than that of international travelers, and 2.8 times that of domestic travelers

Long length of stay around themes such as medical treatment, beauty care, and health

	Usual	Wellness tourism
International travelers	1.0	1.4 times
Domestic travelers	1.0	2.8 times

Source: Wellness Tourism for Healthier Body and Mind and Revival of Regional Communities

Wellness is a growing market

世界のウェルネス市場：490兆円



Source: Global Wellness Institute

Overall Image of the New Hot Spring Cure/Wellness Tourism Project

Hot spring facilities



Sports and relaxation facilities



Research/ implementation base



Restaurants/café/bars



Lodging/hotels



The example of Vichy, in France

Vichy: a city of spa and hot spring water, located about 350 km south from Paris
Registered as UNESCO World Cultural Heritage within “The Great Spa Towns of Europe” in 2021



Vichy Célestins Spa Hotel



The hotel on the left is just next to a thermal spa that offers sauna, hammam, relaxation area, health clinic, and beauty treatments



In France hot-spring cures are covered by social insurance since 1950

[Details] **65% of hot-spring cure fees are covered by social insurance**

(For people with low annual income, transportation and accommodation fees are also partially supplied)

[Conditions] Three-week stay in the same thermal resort upon medical prescription
(excluding Sundays, 18 days of treatment)

- ❑ 72 types of thermal therapy have been identified for the treatment of 12 diseases and conditions, including rheumatism. Therapists examine the patient and decide which therapy to apply.
- ❑ In 2018, about 600,000 people received thermal treatments covered by social insurance, in 110 different thermal resorts

Photos of Vichy, France

Thermes des Dômes (medical treatment facility)



Exercise in thermal water



Massage (10 minutes)



Rotation massage (3 minutes)



Hydromassage



Mud-bath treatment



Thermal water hall

Thermal water drinking

Célestins Thermal Spa (relaxation facility)



Hotel

Spa



- [3rd floor] Reception desk
Treatment area
- [2nd floor] Treatment area
Relaxation area
- [1st floor] Reception desk, lobby

Vals, Switzerland



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Regional economic circulation chart by RESAS (Regional Economy Society Analyzing System)

地域経済循環率

79.6%

350.1 billion yen / 439.6 billion yen = 79.6%

[Evolution]

79.6% (2010) → 80.9% (2013)
→ 78.8% (2015)

地域経済循環図

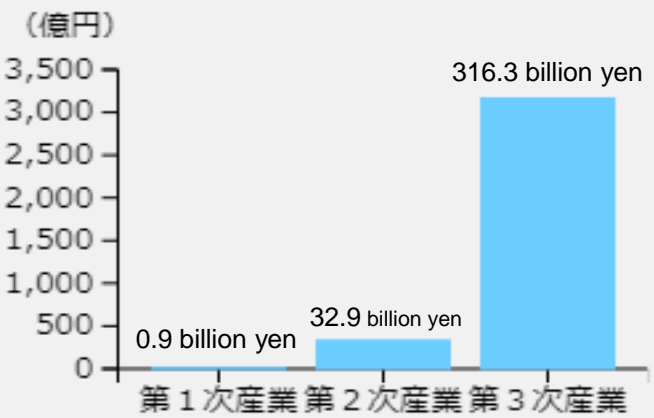
2018年

指定地域：大分県別府市

The economic circulation rate is calculated by dividing production (amount of added value) by distribution (income). It expressed the degree of independence of regional economy. A low rate means the region is highly depending on external sources of income. (As a reference: Oita City (117.7%), Fukuoka City (109.1%), Chiyoda ward in Tokyo (693.0%))

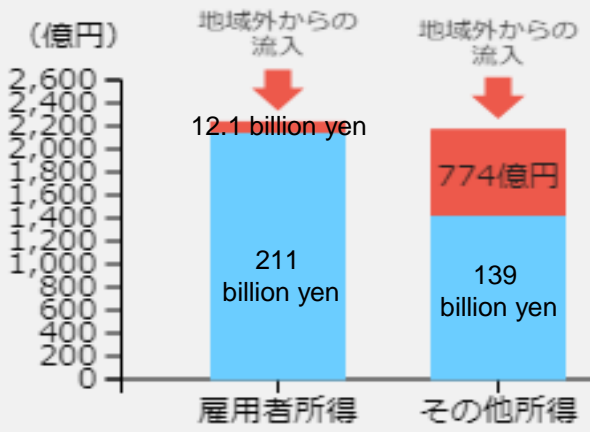
所得への分配
3,501

生産（付加価値額）



詳細を見る

分配（所得）

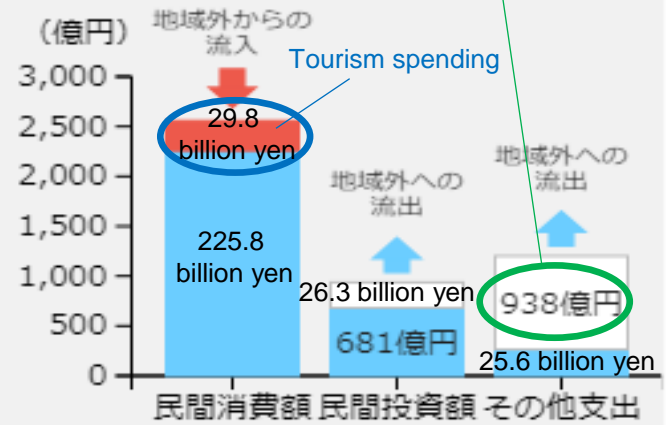


詳細を見る

所得からの支出
4,396

Money outflow outside of the region within “other expenses” is important. This comes from the negative impact of “transferred exports - transferred imports” in the input-output table.

支出



詳細を見る

支出による生産への還流
3,501

By the time “distribution to the city” returns to “production in the city”, about 89.5 billion yen have outflowed outside of the city



The challenge of creating a sustainable hot spring tourist resort city

Focusing on new hot spring cure/wellness tourism
to create a unique branding
and...

become a city where every citizen can
experience happiness



Tourism promotion being a means of action, our objective is to work for the benefit of our citizens

We want to make hot-spring cures more visible and upgrade their image

We want to strategically promote tourism on the wellness market

The money earned on this market is to be returned to the citizens

Thank you for listening.

**Enjoy the rest of your
stay in Beppu.**