

# 西日本豪雨災害への対策

— (一社)せとうち観光推進機構 —

”風評被害対策”と”事業者支援”

H30.8.31

## ➤ 西日本豪雨災害に関する海外メディアの反応

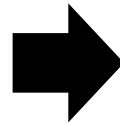
(主な論調)

11府県という極めて広範囲にわたって、数十年で最悪の甚大な被害が出ている。

(問題点)

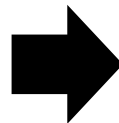
- ・ ”被災地 ≠ 観光地” であるにも関わらず、同じ地名で報道されるため、観光地の風評被害が今後拡大する恐れ。
- ・ 半年前程度に旅行計画する傾向が強い欧米を中心に、日本への旅行控えが生じる可能性がある。

BBC(英)



「Japan flood: At least 179 dead after worst weather in decades」  
(日本の洪水: 数十年間で、最悪の天候により少なくとも179名が犠牲に)

The Telegraph(英)



「Areas affected by flooding」  
(11府県全域で洪水被害)

# (一社)せとうち観光推進機構

## 西日本豪雨災害に関する海外メディアの反応

その他、多くのメディアで大きく報道される

The SUN(英)

「A flooded town in Kurashiki,  
Okayama Prefecture, Japan」

(水没した街”倉敷”)

岡山県最大の観光地美観地区は

全く被害はなかった。

メディア	タイトル	URL
BBC	Japan flood: At least 179 dead after worst weather in decades	<a href="https://www.bbc.co.uk/news/world-asia-44790193">https://www.bbc.co.uk/news/world-asia-44790193</a> (reports rain has relented but country is struggling to deal with damage it has caused)
Independent	Japan floods: PM Shinzo Abe visits Kurashiki as deaths reach 176	<a href="https://www.independent.co.uk/news/world/asia/japan-floods-latest-shinzo-abe-visits-kurashiki-death-toll-a8441681.html">https://www.independent.co.uk/news/world/asia/japan-floods-latest-shinzo-abe-visits-kurashiki-death-toll-a8441681.html</a> (more than 40 people cited to have been killed here)
Reuters	Japan hit by worst weather disaster in decades: Why did so many die?	<a href="https://www.reuters.com/article/us-weather-japan-explainer/japan-hit-by-worst-weather-disaster-in-decades-why-did-so-many-die-idUSKBN1K10ETv">https://www.reuters.com/article/us-weather-japan-explainer/japan-hit-by-worst-weather-disaster-in-decades-why-did-so-many-die-idUSKBN1K10ETv</a> (lists reasons for disaster)
Telegraphonline	Japan floods death toll tops 150 as rescuers comb through debris for survivors	<a href="https://www.telegraph.co.uk/news/2018/07/10/japan-floods-death-toll-tops-150-rescuers-comb-debris-survivors/">https://www.telegraph.co.uk/news/2018/07/10/japan-floods-death-toll-tops-150-rescuers-comb-debris-survivors/</a> (confirms Hiroshima and Okayama are worst hit)
eTurboNews	Over 100 people killed in west Japan heavy floods and landslides - Breaking News reported on e-newsletter, linking to this article:	<a href="https://www.eturbonews.com/227543/show-hn-appsites-beautiful-websites-for-mobile-2">https://www.eturbonews.com/227543/show-hn-appsites-beautiful-websites-for-mobile-2</a>
BBC	Japan floods: At least 100 dead after record rainfall	<a href="https://www.bbc.co.uk/news/world-asia-44762110">https://www.bbc.co.uk/news/world-asia-44762110</a> NB article suggests more settled weather expected over next few days which is likely to help with rescue effort
Express	Japan floods: Country hit by worst flood disaster since 1983 - how safe is it to travel?	<a href="https://www.express.co.uk/travel/articles/986141/japan-floods-latest-foreign-office-travel-advice">https://www.express.co.uk/travel/articles/986141/japan-floods-latest-foreign-office-travel-advice</a> - confirms UK Foreign Office has updated its travel advice for UK travellers to Japan ( <a href="https://www.gov.uk/foreign-travel-advice/japan">https://www.gov.uk/foreign-travel-advice/japan</a> )
EveningStandard	Japan floods: Rescue effort continues as devastating rainfalls leave more than 100 dead - includes video with statement from Japanese Prime Minister	<a href="https://www.standard.co.uk/news/world/japan-floods-rescue-effort-continues-as-devastating-rainfalls-leave-more-than-100-dead-a3882421.html">https://www.standard.co.uk/news/world/japan-floods-rescue-effort-continues-as-devastating-rainfalls-leave-more-than-100-dead-a3882421.html</a>
ExpressOnline	Japan flooding: 62 dead and 44 missing as historic rain STRIKES amid landslide WARNING (notes ¼ Japan's prefectures affected and Kurashiki and Hiroshima cited specifically)	<a href="https://www.express.co.uk/news/world/985559/Japan-flooding-latest-landslide-warning-issued-dead-missing-shinzo-abe-mass-flooding">https://www.express.co.uk/news/world/985559/Japan-flooding-latest-landslide-warning-issued-dead-missing-shinzo-abe-mass-flooding</a>
BBCNews		<a href="https://www.bbc.co.uk/news/world-asia-44749847">https://www.bbc.co.uk/news/world-asia-44749847</a> Japan floods: at least 60 killed in deluges and landslides (Hiroshima Prefecture cited in first sentence)
Metroonline	Elderly couple airlifted to safety as Japan flood rescue mission declared 'race against the clock' (Hiroshima, Hyogo and Okayama used in image captions)	<a href="https://metro.co.uk/2018/07/08/elderly-couple-airlifted-safety-japan-flood-rescue-mission-declared-race-clock-7692985/">https://metro.co.uk/2018/07/08/elderly-couple-airlifted-safety-japan-flood-rescue-mission-declared-race-clock-7692985/</a>
ITVNews	Rescuers search for dozens still missing after 100 die in Japan floods (cites Hiroshima worst hit area in paragraph 3)	<a href="http://www.itv.com/news/2018-07-09/rescuers-search-for-dozens-still-missing-after-100-die-in-japan-floods/">http://www.itv.com/news/2018-07-09/rescuers-search-for-dozens-still-missing-after-100-die-in-japan-floods/</a>
Yahoo!NewsUK	Rescuers race to find survivors after Japan floods kill at least 112 (sourced from Reuters and focus on Kurashiki, Okayama)	<a href="https://uk.news.yahoo.com/japan-races-survivors-floods-killed-nearly-100-022346421--finance.html">https://uk.news.yahoo.com/japan-races-survivors-floods-killed-nearly-100-022346421--finance.html</a>
TheGuardian	Japan: Death toll climbs to 109 after 'historic' rain and landslides - rescue workers search for survivors and 2 million people are subject to evacuation orders (image of self-defence force members rescuing locals in Kurashiki used as main image)	<a href="https://www.theguardian.com/world/2018/jul/09/japan-floods-death-toll-climbs-after-historic-rain-and-landslides">https://www.theguardian.com/world/2018/jul/09/japan-floods-death-toll-climbs-after-historic-rain-and-landslides</a> includes statement from Mayor of Kurashiki "Nobody has anything to wear. We need shirts, trousers, underwear, socks and even shoes"
TheTelegraph	Japan floods: death toll rises to 100 as officials warn of more landslides (cites 19 prefectures have been affected and shows map including 5 of the 7 Setouchi prefectures, with Hiroshima and Okayama having their own paragraphs)	<a href="http://www.dailymail.co.uk/wires/ap/article-5932363/The-Latest-Japan-says-death-toll-floods-climbs-100.html">http://www.dailymail.co.uk/wires/ap/article-5932363/The-Latest-Japan-says-death-toll-floods-climbs-100.html</a> - NB this is written by Danielle Demetriou
TheSun	Japan: RACE AGAINST TIME - At least 100 dead and 87 missing as 'unprecedented' rain engulfs Japan forcing 2m to evacuate - Prime Minister Shinzo Abe said it was a 'race against time' (lead image of Okayama, Hiroshima also included in an image caption)	<a href="https://www.thesun.co.uk/news/6724285/japan-floods-flooding-weather-rain-deaths-latest/">https://www.thesun.co.uk/news/6724285/japan-floods-flooding-weather-rain-deaths-latest/</a>
MailOnline	The latest: EU chief suggests moving Japan summit to Tokyo (first image is of woman walking past debris in Ehime prefecture) Tusk said that the "EU will help in any way we can." He added that "in view of the tragic circumstances, we are ready to move our EU-Japan Summit from Brussels to Tokyo next week."	<a href="http://www.dailymail.co.uk/wires/ap/article-5932363/The-Latest-Japan-says-death-toll-floods-climbs-100.html">http://www.dailymail.co.uk/wires/ap/article-5932363/The-Latest-Japan-says-death-toll-floods-climbs-100.html</a>
TheTimes	Rescuers in race against time after Japan's worst flood claims 100 lives	<a href="https://www.thetimes.co.uk/article/japan-s-worst-floods-and-mudslides-claim-70-lives-nv8935p2f">https://www.thetimes.co.uk/article/japan-s-worst-floods-and-mudslides-claim-70-lives-nv8935p2f</a>

## ➤ 西日本豪雨災害による被害状況

### ■ 宿泊施設への影響

国内旅行者を中心に、約200万人泊もの大量のキャンセルが発生し、約155億円の損失が見込まれ、夏の観光シーズンの売り上げが大幅に落ち込むことへの不安が大きい。

### ■ 被災による宿泊施設への影響額

災害発生後、7月、8月のキャンセル及び機会損失(予約手控え)によって減少した売上を推計

※ 主な旅行エージェント及びOTA(Online Travel Agent) 5社の7月中旬時点のキャンセル状況に基づく

単位:千人泊, 億円

区 分		岡山県	広島県	愛媛県	兵庫県	山口県	徳島県	香川県	合計
7・8月推計 損失額	人泊数	269	463	206	544	176	86	170	1,913
	金額	19.4	35.3	14.9	53.2	15.5	6.4	11.2	155.9

### ■ 地元施設・事業者の声

お盆でも6割程度の稼働  
(例年はほぼ満館)。  
秋以降も戻りが鈍い

地元利用も自粛ムードで宴会需要も落ち込んでいる

うさぎで人気の大久野島では昨年比で7月が半減、8月は4割減

観光客に加え、予定していた取材やロケも減少し、今後の集客にも影響しそう

## ➤ せとうち観光推進機構の取組み

### ■ 海外対策

半年前程度に旅行を計画する傾向が強い欧米。

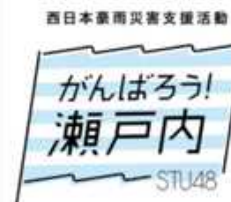
今、日本(瀬戸内エリア)への旅行を計画すること自体延期又は中止し、半年後以降、観光客数の減少などの影響が出る可能性大。

⇒ **欧米各国にめぐらしているネットワーク**を通じ現地メディアや旅行会社に被害の現状について**正しい情報を発信**

### ■ 国内対策

国内イベントや協力企業の活動において、復興モードへの機運醸成を促進

- ・ STU48と連携し募金活動  
「がんばろう！瀬戸内」を実施
- ・ 域内の復興に向けた事業者向けイベント  
「瀬戸内ミーティング」(8/9)を岡山で開催
- ・ 大手芸能事務所「アミューズ」と連携した  
チャリティコンサートの開催(9/8,9)



## 海外向け プレスリリース

SETOUCHI DMO

July 11th 2018

The Inland Sea, Setouchi Tourism Authority  
Setouchi Brand Corporation Inc.

### Setouchi DMO Statement - West Japan heavy rain, July 2018

Heavy rainfall has caused flooding and mudslides in western Japan, including the Setouchi Inland Sea region, resulting in casualties, household and transport infrastructure damages, roadblocks and suspensions to train services in parts of Ehime, Hiroshima, Hyogo, Kagawa, Okayama, Tokushima and Yamaguchi prefectures. Our thoughts are with those whose lives and homes have been affected and the servicemen and volunteers involved in the rescue and recovery efforts.

The recovery process is progressing at a rapid pace, with all major highways to fully reopen in the next week. Bullet trains and airports are operating as usual. Please refer to Japan's rail websites for further information on routes affected.

The main tourist destinations within the Setouchi region are unaffected. All world-heritage sites, including Himeji Castle, Itsukushima Shrine and Hiroshima A-bomb Dome and Peace Memorial Park, as well as Kobe city, Naoshima Island, Dogo Hot Springs, Ritsurin Park and the Naruto Whirlpool remaining open as usual.

As the end of the rainy season is approaching, the Setouchi region continues to welcome travellers now and throughout the summer.

Travellers in the region should be cautious in rural mountain locations away from the main cities where there is still a risk of mudslides and are advised to check the most up-to-date information on the below websites before visiting affected locations, in addition to travel advice from the foreign office and [Japan National Tourism Office](#).

#### 【Local Disaster Prevention Websites】

Hyogo Prefecture <http://web.bosai.pref.hyogo.lg.jp/>  
Okayama Prefecture <http://www.bosai.pref.okayama.jp/bosai/>  
Hiroshima Prefecture <http://www.bosai.pref.hiroshima.jp/sp.html?>  
Yamaguchi Prefecture [http://origin.bosai.pref.yamaguchi.lg.jp/pub\\_web/portal-top/](http://origin.bosai.pref.yamaguchi.lg.jp/pub_web/portal-top/)  
Tokushima Prefecture <https://anshin.pref.tokushima.jp/>  
Kagawa Prefecture <http://www.bosai-kagawa.jp/kinkyu-nireki.html>  
Ehime Prefecture <http://ehime.force.com/>

#### 【Airport Information】

Kobe Airport <https://www.kairport.co.jp/>  
Okayama Airport <https://www.okayama-airport.org/>  
Hiroshima Airport <http://www.hij.airport.jp/>  
Yamaguchi Ube Airport <http://www.yamaguchiube-airport.jp/>  
Iwakuni Kintaikyo Airport, Yamaguchi Prefecture (English) <http://www.iwakuni-airport.jp/en/>  
Tokushima Awa Odori Airport <http://www.tokushima-airport.co.jp/>  
Takamatsu Airport, Kagawa Prefecture <https://www.takamatsu-airport.com/flight-info.php>  
Matsuyama Airport, Ehime Prefecture [https://www.ehime-np.co.jp/online/life/traffic\\_information/](https://www.ehime-np.co.jp/online/life/traffic_information/)

# (一社)せとうち観光推進機構

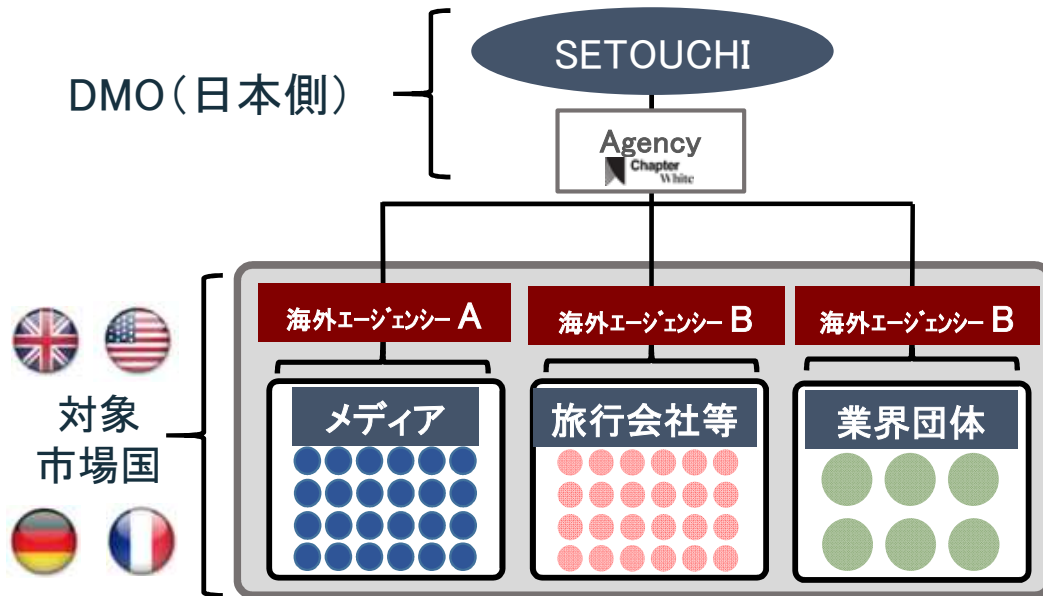
## ➤ せとうちDMOの本来機能①: 欧米諸国への情報発信

正しい情報を確実に届ける仕組み

### ■ せとうちDMOの基本戦略(世界標準の手法)

欧米各国において、認知拡大(PR)と送客数の増加(セールスコール)を専門に行う、マーケティングエージェンシー(専門会社)を配置し、**大規模かつ緻密なインバウンドプロモーション**を展開。

### ■ 欧米各国における現地ネットワーク構築



### ■ PR活動実績(H29.11-H30.6)

	雑誌	Web	合計
イギリス	20	57	77
アメリカ	5	37	42
ドイツ	6	24	30
フランス	7	18	25
合計	38	136	174

174回

⇒ 海外エージェンシーとの関係構築により、特にWebメディアを中心に「Setouchi」の紹介記事が拡散しつつある。

【データ期間】2017年11月～2018年6月  
注: フランス市場は2018年4月～6月

# (一社)せとうち観光推進機構

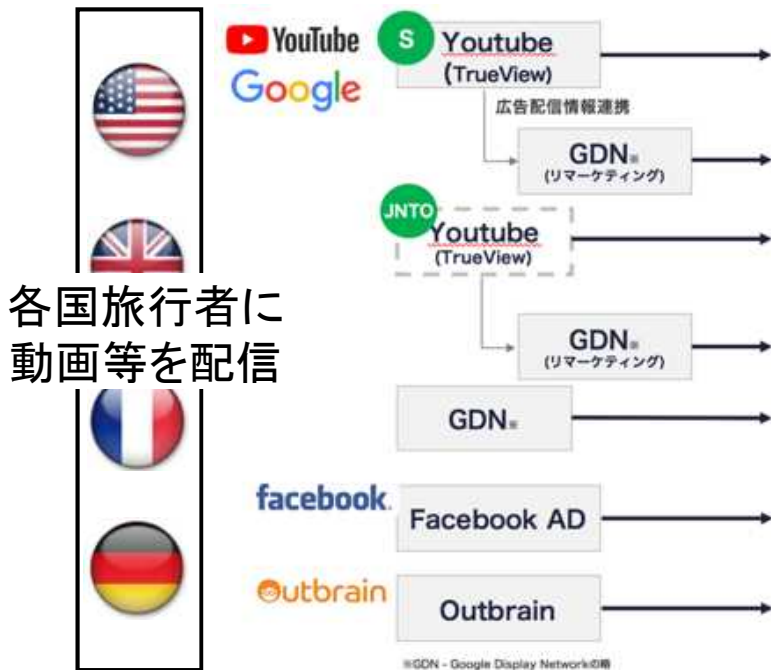
## ➤ せとうちDMOの本来機能②: デジタルマーケティング

海外旅行者にダイレクトに発信

### ■ 最先端のデジタルマーケティング

JNTOでも取り入れる本格的デジタルマーケティングを独自に展開し、世界の旅行者においても進むデジタルシフトに確実に対応。これにより、災害対応時にも、この仕組みを活用し、海外旅行者に情報を発信することが可能。

様々な広告を用い、最適な発信手法を選択



The screenshot shows the website for "SETOUCHI REFLECTION TRIP". The main text on the page reads: "Lose time, gain life. Gaze into the calm waters and discover yourself. Japan's". A blue circle on the right contains the text "DMP 構築" (DMP Construction) and "データマネジメントプラットフォーム" (Data Management Platform). A white box in the center contains the text "動画等の視聴者がウェブサイトへ流入" (Viewers of videos etc. flow into the website). A dark blue box at the bottom contains the text "顧客データを蓄積し、より精度の高いプロモーションを展開" (Accumulate customer data and expand higher precision promotions). A white arrow points from the white box to the blue circle, and a white arrow points from the blue circle to the dark blue box.

# (一社)せとうち観光推進機構

## ➤ 送客を担う旅行会社等とのリレーション構築(平成29年度実績)

視察(旅行会社・メディア等)ツアー実施実績

(2017.11~2018.3)

8ヶ月で43社がSETOUCHIを視察

リレーション構築

160社



H31末見込み

1000社

## ➤ 現在の瀬戸内エリアにおける商品造成見込み

国	企業名	現地滞在時消費額平均	会社の特徴
英	Cox and Kings	¥790,000	富裕層向け旅行商品企画会社。 新しいパンフで瀬戸内を特集
英	Audley Travel	¥835,000	富裕層向け旅行商品企画会社
全	Into Japan	¥915,000	富裕層向け旅行商品企画会社
米	Asia Transpacific Journeys	¥1,370,000	富裕層向けFIT専門旅行会社
独	Tischler Risen	¥600,000	ドイツ大手旅行会社
仏	PARTIR	¥330,000	アジア等の長距離旅行をメインに扱う旅行商品 企画会社
—	他14社		
合計	20社(2018.6.29現在)	平均 ¥730,000	

7 (※一般的な訪日外国人全体の平均消費単価は約15~20万円)



## ➤ 要望事項

### ■ 緊急対策(国内中心)

【対策】:大量キャンセルの発生した宿泊事業者対策

- ・岡山・広島・愛媛の3県で発生した23万件のキャンセルに対応して3県に17億円を交付  
(11県合計では31億円を交付)
- ・被災地での滞在時間の長期化を図るため、外国人も含め、2県2泊以上の宿泊を対象に割引

【要望】・**増額**(熊本地震の場合は180億円)

・**利用条件の緩和**(2県2泊)

・被災府県が採用した今回の仕組みは個人旅行の場合、宿泊後に還付する仕組み

**口座を持たない外国人も還付されるよう**運用の改善が必要

### ■ 中長期的対策(海外中心) ~正しい情報の発信→最大の災害対策

【対策】:せとうちDMOによる情報発信強化による風評被害対策

海外旅行者へ、せとうち地域の”観光地”に関する**正確な情報を集中的に発信**

【要望】・**各国エージェンシーの活用**や**デジタルマーケティング**による集中的な情報発信に必要な財源を措置

・**JNTOとの連携**を実施