

Taking Advantage of the Opening of Tottori Prefectural Museum of Art to Build a Lively and Vibrant Kurayoshi City

Kurayoshi City, Tottori Prefecture



**Situation
(background, aims,
etc.)**

- ◇ Although Kurayoshi city has retained many examples of traditional culture, tourists usually visit for only a short time, making it difficult to increase the number of overnight stays by visitors.
- ◇ We are promoting Kurayoshi city tourism to museum visitors by carrying out initiatives to increase tourist consumption and increase the non-resident population, creating a buzz in the city.

**Details (project
outline, etc.)**



- ◇ Taking advantage of the opening of the Tottori Prefectural Museum of Art to attract visitors from both inside and outside the prefecture and encourage them to stay in the city
 - Development of 'high value' community-based and experiential (immersive and hands-on) tours
 - Operation of 'Green Slow Mobility' and a Loop Bus
- ◇ Initiatives that link the opening of Tottori Prefectural Museum of Art to the revitalisation of the town
 - Cooperation with locals such as commercial and industrial organisations, high school students, restaurants and more
- ◇ Regional revitalisation initiatives which are already underway
 - 'Good Living *kurashiyoshi* Kurayoshi Project: Developing People, Developing Neighbourhoods'
 - Community development utilising pop culture

**Results (features and
innovations, future
developments, etc.)**



- ◇ People will be encouraged to take advantage of their visit to the art museum to tour the city and visit repeatedly, thereby stimulating the local economy.
- ◇ We see this as an opportunity to shine a new light on and promote Kurayoshi as a city imbued with culture.