

## The continuation of events tourism vitalization

The Great East Japan Earthquake which occurred on March 11<sup>th</sup> was one of history's worst natural calamities. It caused enormous human and property damage. Presently, Japan continues with its relief and restoration activities. In Osaka, public and private sectors are cooperating with each other in sending staff and providing relief goods, accommodating victims and raising donations.

On the other hand, after the earthquake, there has been a growing self-restraint in the citizens' activities in Osaka. Events and activities are cancelled, neon-lights and illuminated advertisements are turned off. As a result, there is a continued cancellation of tours and restaurant reservations and this brings a big blow to related companies. This makes the whole city unlively and brings about low consumer spending.

Osaka was able to reconstruct itself after the Great Hanshin Awaji Earthquake with support from all over Japan. Osaka, which escaped direct damage from the latest earthquake, is expected to lead long term and continuous support to disaster areas and victims. However if the economy and society of Osaka continues to degrade, it will lose its capability to give this support.

To recover from history's worst natural calamities, undamaged areas must maintain its normal life, maintain its strength by continuing its activities and focus on supporting disaster areas and victims and reviving the whole of Japan. To enable companies, administration and private organizations of Osaka to fulfil such responsibilities, Osaka Prefecture, Osaka City, Sakai City, Osaka Chamber of Commerce and Industry and Sakai Chamber of Commerce and Industry reconfirm to do the following points;

- To continue normal activities and unfalteringly implement events and activities to maintain the vitality of Osaka while continuing to give support to disaster areas and victims.
- To conduct promotional activities to inform the charms of Osaka and Kansai to promote the attraction of foreign tourists, which is the foundation for future Japanese growth.

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