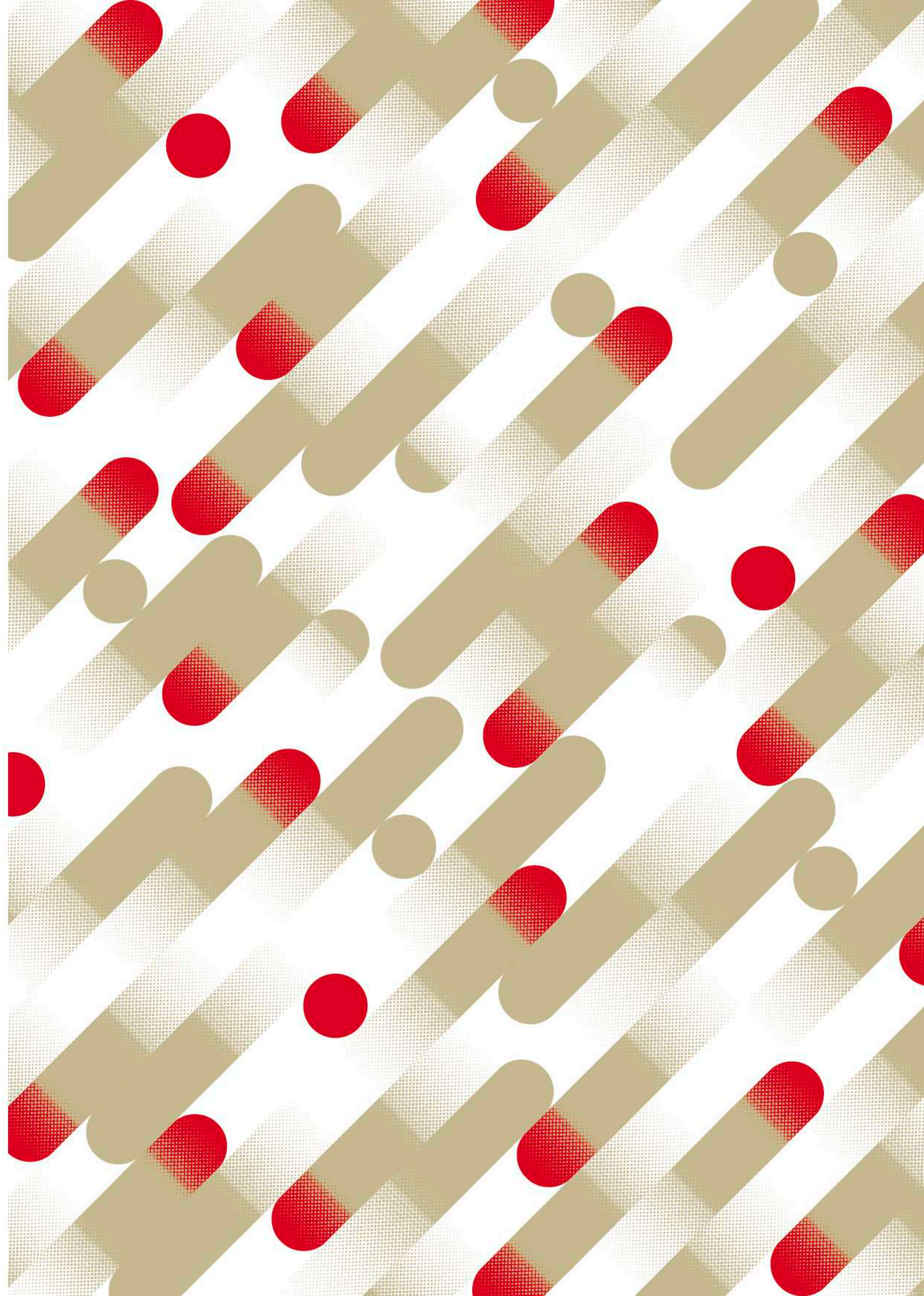


FIFA WOMEN'S  
WORLD CUP 2023™ JAPAN





## Introduction of JFA

### President's message

Eight years have passed since Nadeshiko Japan hoisted the trophy aloft at the FIFA Women's World Cup Germany 2011™. The long years of practice and training for the women's national team finally paid off, and their stunning win gave courage and hope to a country physically and emotionally scarred by the Great East Japan Earthquake.

Following on from Nadeshiko Japan's triumph, in 2014 the U-17 women's team claimed victory on the global stage before the U-20 team followed suit in 2018. Japan is as yet the only country to win the FIFA Women's World Cup™ in all age categories, and we are keenly aware of the value of women's football.

The 2002 FIFA World Cup Korea/Japan™ left an indelible mark on Japan. The experience inspired us, and since 2007 Japan has been seeking to host the FIFA Women's World Cup™. The hosting of the Rugby World Cup 2019™ Japan and the Tokyo 2020 Olympics are also legacies of 2002. We are now looking to carry the passion of the past 20 years forward to 2023, nurturing children's dreams and providing a platform for everyone who will be involved in the Competition to bring the world together.

JFA is currently advancing reforms in women's football and tournaments, based on the FIFA Women's Football Strategy. Being able to host the FIFA Women's World Cup™ would provide a tremendous boost to the game in Japan, where we are currently working to establish a women's professional league in 2021 – the centennial year of the establishment of JFA. I am also convinced

that holding the 2023 Competition in Japan further accelerates the global progress of women's football and raise the profile of the FIFA Women's World Cup™ as a global festival of sport even higher.

Football is not simply a sport, it has the power to transform society. What we aim to promote is not just the empowerment of women. By effectively combining JFA's various experiences and tangible assets of social activities, we can contribute to the realisation of a diverse and tolerant society that includes all people.

Witnessing top-class entertainment before our own eyes changes the world. When embracing such wonderful experiences, differences in race, gender, or sexuality disappear. That thrill moves people, removing barriers and embracing all aspects to ensure we become one. This is what we want to achieve by hosting the FIFA Women's World Cup 2023™ in Japan. We look forward to that opportunity with tremendous anticipation.

TASHIMA Kohzo

President  
Japan Football Association



## Introduction of JSA

### Commissioner's message

My warmest greetings to everyone in the FIFA family.

I am SUZUKI Daichi, the first commissioner of the Japan Sports Agency, responsible for governmental sports administration in Japan. As an Olympian, I have learned many things from sports, and I am involved in various efforts with the aim of giving vigor to Japan and the world through sports. This year I had the pleasure of seeing firsthand the FIFA Women's World Cup™ in France. I was very impressed to see the dynamic performances of the female footballers, with such pride in their countries, on this grand stage and could truly feel the boundless power possessed by the FIFA Women's World Cup™.

In Japan, visitors can enjoy a diverse range of cultures, such as Japanese cuisine, as well as a level of safety and security that allows them to walk safely at night on streets. Japan regularly hosts major international sporting events, and particularly this year saw Japan host the Rugby World Cup 2019™ Japan, for the first time ever in Asia, and bring it to a great success. The Japanese people sang together with them the national anthems of their countries, cheered their athletes, and shared their joy, while merging as one to provide our overseas visitors with the kind of omotenashi, or hospitality, that Japan is noted for. By maximizing the knowledge and proven experience we will get from the Tokyo 2020 Olympic and Paralympic Games next year, we will be in an ideal position to make the FIFA Women's World's Cup™ the best ever.

Rather than seeing the FIFA Women's World Cup™ end as just a sporting event, Japan would like to create many tangible and intangible legacies and contribute to the future development of sports and society. Governments are also taking various initiatives to improve the social position of women. I am confident that this will create many positive opportunities for women to showcase to society their capabilities and talents, boost women's social position through sports, and contribute to the "creation of a society in which all women can shine."

I sincerely hope Japan will be chosen as the host country for the next FIFA Women's World Cup™, and if selected, we will do our utmost to carve out a new history for the FIFA Women's World Cup™ by providing our full support for the success of the tournament. We look forward to welcoming FIFA and all football fans. Let's meet in Japan in 2023!

SUZUKI Daichi

Commissioner  
Japan Sports Agency





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# Part A. Event Vision and Key Metrics



## Hosting Vision and Strategy



### 'Time to Fly'

Japan as the stage to power women's football into the future and onto the next level

Japan has the three critical capabilities of 'performance', 'delivery', and 'culture' that will be vital for attracting people from around the world to the FIFA Women's World Cup 2023™ and powering the further development and success of women's football. By utilising and combining these three capabilities, we will aim to make 2023 a tournament that symbolises diversity, with an ever-greater variety of spectators welcomed regardless of age or

disability, including women and their families from Japan and around the world. The Japanese government has announced its vision to make Japan a "society where all women shine", and this vision will be a major driver for promoting the five-pronged approach of the FIFA Women's Football Strategy, so that the 2023 tournament will become a springboard for ensuring that women's football and women's sport overall can truly shine.

**Japan's three capabilities for attracting people from around the world, making 2023 a success, and advancing women's football**

#### Performance

Japan is the only country to have become champions at all three age categories of the FIFA Women's World Cup™. There is a high degree of interest in and understanding of women's football in Japan, and a strong support base for all competing teams. This gives courage and support to all teams, including first-time participants, helping them to give their very best performance.

#### Delivery

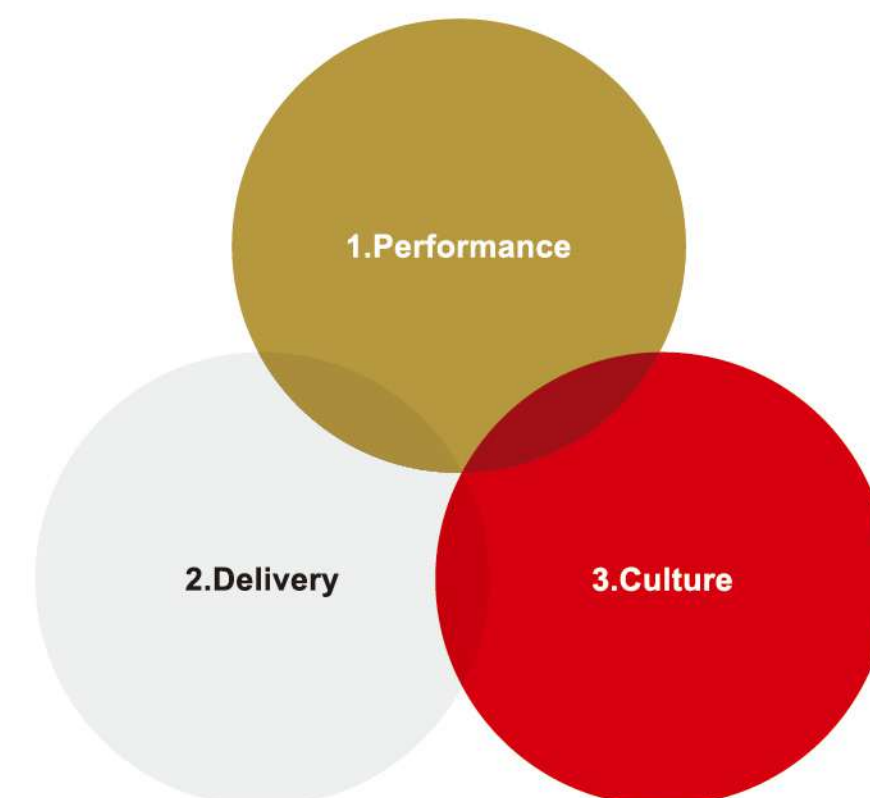
Japan is perhaps the world's safest and most secure country, with a relatively compact land area served by efficient transportation infrastructure. In addition, over the years Japan

has proved itself to be highly adept at hosting multiple large-scale sporting events with great success, and is more than capable of providing dynamic support to FIFA's new challenges.

As has been showcased by the Tokyo 2020 Olympic and Paralympic Games (Tokyo 2020) and the Rugby World Cup 2019™ Japan, the country has outstanding infrastructure and passionate volunteers, and the whole of Japan is ready, willing, and able to welcome the FIFA Women's World Cup 2023™.

#### Culture

Japan is a hotspot for culture of all types, including delicious food, modernistic anime, and historical tourist spots, and a spirit of heartfelt hospitality is present around the entire nation. With various unique promotions and viewing experiences, it will be possible to add further value to the FIFA Women's World Cup™ and to women's football in general.





## Women's Football: Development and Legacy

### A dual legacy

By hosting the Competition, Japan aims to create both a 'sporting legacy' and a 'competition legacy'.

### 2.1 Sporting legacy

A 'sporting legacy' that will drive the development of women's football from the grassroots right to the very top of the professional leagues

Hosting the FIFA Women's World Cup™ will provide an opportunity to further enhance the level of the women's professional football

league, which is set to be established in Japan in 2021, as well as promoting world-class performance and skills on a daily basis. The Competition will not just shine a spotlight on women's football, it will also help to enhance promotion activities, further opportunities for playing in schools, and contribute to increasing the total football-playing population. Since the formulation of the 'Nadeshiko Vision' in 2007, Japan has made unprecedented efforts to promote women's football. "Dream Class" which JFA has been holding since 2007 at elementary schools nationwide as a part of "Kokoro (heart) Project" is also our legacy. By dispatching "Dream Teacher" who

are active and ex-athletes to the schools, it provides children with chances to think of and grow their dreams and to learn the importance of overcoming hardships, through the teachers' sports experiences of value. Approximately 2,000 dream classes are held every year throughout Japan. During the Competition, we will invite world renowned female athletes as Dream Teacher to give children a chance to think about their dreams and inspiring them to dream big. Hosting the Competition will become a tremendous asset to further accelerate these activities, from the professional leagues all the way down to the grassroots, and helping to boost the number of people participating in football and encourage children.

### A 'sporting legacy' that will ripple out from Japan across the whole of Asia

The Competition will provide a particular opportunity for Japan to demonstrate its competitive skills and leadership prowess across Asia, working to form a pan-Asia women's football movement. By also contributing to the development of AFC Member Associations,

the base of women's football will expand out from Asia to the wider world.

### Japan's capacity to boost the evolution of women's football as a more global sport

By dispatching Japanese leaders overseas, we will accelerate the pace of exchange and shared experiences. Holding international tournaments and conducting football camps for the U-15 and U-12 generations will enable us to export Japan's know-how at the grass-roots level, working to create environments where girls who are new to football can enjoy playing the game. During the Competition we plan to invite children from Asian countries to savour the once-in-a-lifetime opportunity of experiencing FIFA Women's World Cup™.

Through the FIFA Women's World Cup™, we will host the football conference to help establish a base for women's football at every Asian Member Association and support the creation of professional leagues and strategic plan, aiming to make women's football an increasingly global sport in Asia.







## 2.2 Competition legacy

**A 'competition legacy' that develops the FIFA Women's World Cup™ into a platform for entertainment open to everyone**

**Barrier-free, accessible, and eco-friendly – ideally equipped and welcoming stadiums will make the FIFA Women's World Cup™ more sophisticated, and bring the experience closer to spectators.**

As one of the safest and most convenient countries in the world, Japan has been working to improve accessibility and expand barrier-free locations. Stadiums in Japan are open and welcoming to people from all walks of life regardless of disability, gender, race, or age, and each creates a friendly and accessible viewing environment. It also goes without saying that all stadiums are built to the highest environmental standards.

**Taking 'Nadeshiko Plaza' to Asia and the world as a platform and opportunity to discover women's football**

'Nadeshiko Hiroba (Plaza)' is an official JFA

program that aims to ensure that anyone can discover women's football in any place and at any time. Events are conducted nationwide, with sports facilities and teams all taking the initiative and holding football clinics in their areas. The 'Nadeshiko Plaza' spirit has already made its way overseas, with similar events being staged outside of Japan, and the intention is to create a competition legacy by further expanding this program and similar initiatives across Asia and around the world.

**A 'competition legacy' which seeks to ensure that the FIFA Women's World Cup™ will help develop women's sports and become a symbol for improving the status of women**

**The introduction of a discussion panel as a platform for female athletes to express their opinions as a regular feature of the Competition**

During the Competition we propose to host a discussion panel as part of the official program, featuring world-leading female athletes. Such an event would break down



barriers between sports and provide female athletes with a platform to promote their sporting vision, helping to develop women's sport and also becoming a symbol for improving the status of women.

**Boosting the value of women's football by making the voices of the players heard and also by carrying out their responsibility as athletes in society**

Women's football players in Japan have taken the initiative in setting up 'Nadeshiko Care', which seeks to boost the value of women's football and provide assistance to players in finding their career. Working in collaboration with 'Nadeshiko Care' and similar organisations, during the preparatory and operational stages of the Competition we will actively utilise women's skills and talents to implement various Women in Football initiatives.





# 03

## Communication and Event Promotion

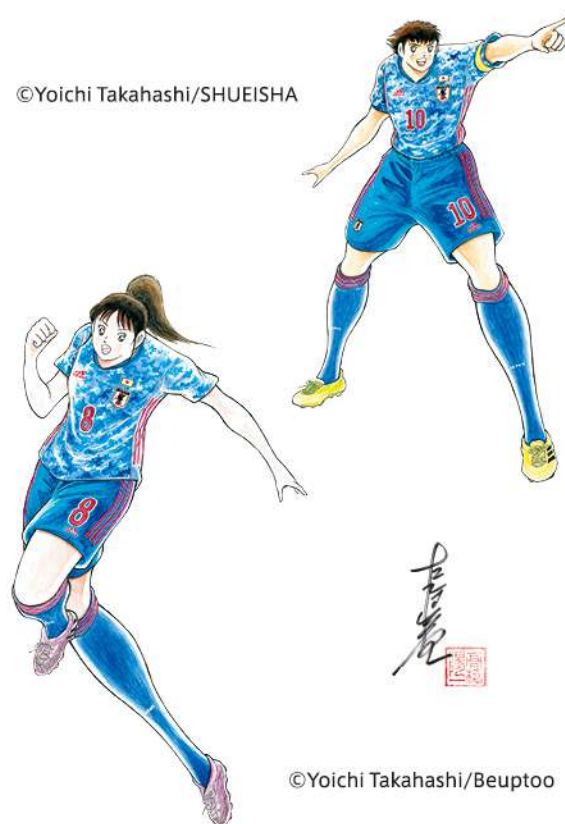
### 3.1 Mid- to long-term promotion

#### Setting the mood with content and technology typical of Japan

Leveraging Japan's outstanding anime content as the main driver will make women's football even more attractive and secure an even larger fan base. New viewing styles created by employing various technologies will also boost the popularity of women's football and push the Competition level up to the next stage.

#### 3.1.1. Utilising anime content

With the help of TAKAHASHI Yoichi, creator of the world-famous football anime *Captain Tsubasa*, we will aim to maximise the impact and popularity of promotions utilising dynamic anime content. We will develop iconic content for women's football that will remain in the global psyche long after the tournament



has finished, helping to ensure the enduring popularity of women's football.

#### 3.1.2. Utilisation of technology

We will step up to the challenge of creating new viewing styles, utilising video generation technologies including free viewpoint video and ultrafast 5G data transmission. These technologies will be introduced during international friendly matches in advance of the FIFA Women's World Cup 2023™, with a view to creating buzz and attracting attention prior to the Competition.



### 3.2. Promotions in the run-up to and during the tournament

#### Evolving the fan experience using Japan's unique appeal

The number of inbound tourists to Japan continues to increase, thanks to a unique culture and diversity of tourism resources which hold tremendous appeal for international visitors. The aim is not merely to entertain and satisfy international supporters outside the stadiums, but to also create new spectators and fans via sports tourism promotions and experience-based activities. By evolving and advancing the fan experience through such means as international food courts, walking football sites, blind football experiences, and more, our aim is to reach out to all people – including women, families, children, and the elderly – and make 2023 a World Cup that has truly universal appeal.

#### Sending out new and exciting messages in line with women's interests

We aim to gain further support among women

by working in collaboration with manufacturers to make women's football even more stylish and fashionable. Looking at the FIFA Women's World Cup™ from the new perspective of 'fashion', decoration and merchandising will become more attractive in order to further boost the appeal of women's football.

#### Proposal for using the FIFA Women's World Cup™ to attract new national supporters

Many companies in Japan are targeting the women's sports market, including football, and those companies would be capable of providing support to boost the appeal of the FIFA Women's World Cup™. The Competition will offer an unprecedented chance to secure new national supporters and further enhance the value of the FIFA Women's World Cup™, and Japan Football Association will work with our local agencies to support FIFA in acquiring national supporters.





## General Information: Host Country and Host Cities



### 4.1 Overview of Japan

#### A beautiful land surrounded by oceans with a world-renowned food culture

An island nation lapped by oceanic waters in all directions, Japan stretches from Hokkaido in the north, down through the islands of Honshu, Shikoku and Kyushu to Okinawa and other sub-tropical southern islands in the far south. Japan has the sixth-longest coastline among all countries—approximately 35,000 km in total—and one-quarter of global fisheries production is landed in Japan. With a food

culture that has been nurtured and developed thanks to the rich blessings of the ocean, Japanese cuisine or washoku, including instantly recognisable sushi, has been inscribed as UNESCO intangible cultural heritage.

#### A climate that creates stunning scenery in each of the four seasons

Japan has four distinct seasons and since ancient times it has been the custom for people to engage in activities that enhance apprecia-

tion of the changing seasons. A diverse range of festivals also take place around Japan to give thanks for the blessings of nature at different times of the year.

The symbol of spring in Japan is the cherry blossom and the blossoms bring people out around the country to enjoy hanami or blossom viewing. Summer is a time for fireworks festivals along the banks of rivers or on the seashore and the sight of a gorgeous and elaborate firework bursting overhead is a summer tradition. Autumn is famed for the golden and red hues of deciduous trees, and also as the time of the harvest, when Japan brims with various seasonal delicacies. During winter the northern and mountainous regions of Japan are covered in a beautiful blanket of glistening snow.

The number of overseas visitors coming to Japan to enjoy the four seasons is increasing year by year, rising to approx. 31 million in 2018, which is roughly five times the number of visitors from a decade earlier. Japan now ranks twelfth in the world in terms of international tourist arrivals, 60 percent of whom are repeat visitors.

#### Characteristics of Japanese culture:

##### “Tradition and Innovation”

Japan values traditions highly, while also actively incorporating the very latest things and fusing them together with the old to create something new. Modern Japanese culture also has a unique sense of aesthetics and sense of artistry, as symbolised by the Japanese comics “manga” and animation “anime” of pop culture. In addition, since ancient times the ideal images for men and women in Japan have been considered to be the “Samurai,” who is self-disciplined and seeks no personal gain, and the “Yamato Nadeshiko,” who combines natural grace and beauty with great inner strength. It is these traditional images

that are the origins of the familiar and well-loved nicknames for the Japanese national teams: the women’s “Nadeshiko Japan” and the men’s “Samurai Blue.” A spirit of selfless hospitality is also a deep-seated and important virtue in Japan, with people seeking to provide guests with the best of everything and make them feel at home.

#### Political structure

Japan is a parliamentary democracy with a parliamentary cabinet system stipulated under the Constitution of Japan.

#### Economic and social snapshot of Japan

Japan is a major economic power, with the world’s third-largest nominal GDP and ranking fourth in terms of global exports and imports. In terms of other economic indicators, per capital gross national income (GNI) is US\$38,550 (2017) and the consumer price increase rate is 0.8% (May 2019). As of June 2019 the yen stood at 108.06 to the US dollar and 109.26 to the Swiss franc.

Japan has a highly developed domestic transportation infrastructure, and world-class transportation networks across all modes of transport, including air, road and rail.

For more information on the host country, see Bid Information Templates 1 and 2.





4.2 Host cities of Japan : Sapporo



Total area: 1,121km<sup>2</sup> / Population: 1.95mil

Sapporo is the largest city in Japan's northernmost prefecture of Hokkaido, and is a political, economic and cultural centre.

Boasting the functions of a major city, with commercial buildings and residential homes situated around an urban centre, and coupled with stunning natural scenery that stretches throughout the suburbs, Sapporo's appeal lies in its character as a "city in harmony with nature."

This beautiful city was host to the 1972 Winter Olympics and to the eighth Asian Winter Games in 2017. Given that it was also one of the host cities for the 2002 FIFA World Cup Korea/Japan™ it is truly a city with a rich history and institutional memory of hosting international sporting events.

During the summer months from May to September Sapporo is blessed with a perfect climate conditions for football, with low humidity, cool temperatures, and refreshing breezes. The accumulated snow that remains in the mountainous regions even during the

summer months acts as a source of water, ensuring that Sapporo is also rich in water resources. Snowfall during the winter averages approximately 600 cm, and the Sapporo Snow Festival held each year in February is Hokkaido's most famous event, attracting approximately 2 million visitors from around Japan and overseas.

Hokkaido is also renowned as Japan's foremost food producing region, for all agricultural industries from arable crops to rice, dairy farming and fisheries. Sapporo is truly a "city of food," where freshly harvested foods and ingredients are gathered each day from around Hokkaido. There are many restaurants where visitors can sample the delights of cuisine that features these local ingredients.

- |             |               |                 |
|-------------|---------------|-----------------|
| — Highway   | Stadium       | Airport         |
| — Main road | Training site | Railway station |
| — Railway   | Hotel         | Metro station   |
| ..... Metro | Hospital      |                 |

Sendai



Total area: 786km<sup>2</sup> / Population: 1.06mil

Miyagi Prefecture is located approximately 300 km northeast of the capital Tokyo. To the east lies the Pacific Ocean, which is the source of one of the best fisheries in Japan and also the home to many scenic little islands that are valuable tourism resources, like Matsushima, which is known as one of the three beautiful views of Japan. To the west is a range of imposing mountains that offer differing views with the changing of the seasons and in the centre of the prefecture is the Sendai Plain, known as the granary of Japan. It should come as no surprise, therefore, that Miyagi is characterised by its nature in harmony, from seas to mountains and rivers and plains.

Sendai is the only city in the region with more than 1 million residents and lies at the same latitude as San Francisco and Athens. It is the largest industrial and business centre in the Tohoku region, attracting the most visitors from inside Japan and also from overseas. The Tanabata (Star) Festival in August

each year is one of the region's major events, where the shopping streets and arcades are festooned with gorgeous hand-made paper streamers. Sendai is not just a centre for football, but also for other pro-sports teams in basketball and baseball, and it is a city where all residents can enjoy a wide range of sporting pastimes, from marine to winter sports.

Miyagi was heavily damaged at the time of the Great East Japan Earthquake in 2011 and Japanese football has made various contributions towards the region's reconstruction and recovery. One of these is the Japan Pro-Footballers' Association Charity Football match held each year since 2011 in Sendai Stadium, which has become a symbol of reconstruction and a source of encouragement for local residents.

Holding the FIFA Women's World Cup 2023™ here in Miyagi would be an excellent opportunity to show the world how the region has recovered and also for the people of the region to show their appreciation and fill the stadium with celebratory spirit.



## Tokyo (Prefecture)



Total area: 2,194 km<sup>2</sup> / Population: 13.64mil

Tokyo is Japan's capital city and gateway to the world as an information, cultural and economic hub.

One of Tokyo's biggest attractions is the fusion of traditional culture, such as the gardens, shrines and temples that have existed since the Edo Period (1603-1868) with the latest technologies, and also the fact that Tokyo is at the forefront of global information and culture.

Not only does Tokyo have world-class museums and art galleries and a multiplicity of options for night life, it is the undisputed gourmet capital of the world, with the most Michelin-starred restaurant anywhere (234). Whether you prefer Japanese or western cuisine, there is something here in Tokyo for you to enjoy.

Looking ahead to the Tokyo 2020, Tokyo is currently engaged in efforts to continue its evolution as a "safe city" with even greater safety and peace of mind, a "diverse city" where anyone can live with hope and vitality,

and a "smart city" that is open to the world in terms of environment and finance.

The former National Stadium in the heart of Tokyo was the main arena for the 1964 Tokyo Olympics and from 1981 to 2004 hosted the TOYOTA European/South American Cup, which was the forerunner of the FIFA Club World Cup™. It has long been known and loved as one of Japan's foremost football arenas. The new National Olympic Stadium is now nearing completion ahead of Tokyo 2020 and the people of Tokyo are hoping that it can help to start a new chapter in footballing history in the city as a venue for the FIFA Women's World Cup 2023™.

Tokyo has a rich variety of accommodation options, all of which are safe and clean and has a first-rate environment capable of welcoming visitors from around the world and making them feel at home.

## Saitama (Prefecture and City)



Total area: 3,798km<sup>2</sup> / Population: 7.33mil

\*Data is based on Prefectural data.

With 7.33 million people Saitama Prefecture has the fifth-largest population of all of Japan's prefectures and is home to a rich variety of industries, from agriculture to manufacturing and services. The prefecture stretches from high density cities to rich and green mountain regions on its fringes.

Saitama Stadium 2002 is the largest football-dedicated stadium in Japan, which was constructed to host the 2002 FIFA World Cup Korea/Japan™.

Saitama Stadium 2002 is the home ground for J League Division 1 team Urawa Red Diamonds, and it is here that the Reds have claimed the AFC Champions League title on two occasions, in 2007 and 2017. It is for this reason that Saitama City, which is also home to the prefectural office, is renowned national as a "city of football" and has a well-developed sporting environment that means people of all ages, regardless of gender, can enjoy football. In addition to

football, Saitama has also hosted a range of world-class sporting events and tournaments, including the 2006 FIBA World Championship, 2006 FIVB Volleyball World Championship, 2014 World Figure Skating Championships, and the "Tour de France SAITAMA Criterium," which the Saitama Sports Commission successfully brought to the prefecture.

Located next to the Tokyo metropolitan region, Saitama boasts the best transportation network in the country, with six Shinkansen lines, 24 other rail lines, and six expressways all passing through the prefecture. This excellent connectivity, together with one of the highest numbers of sunny days nationwide means that Saitama is a vibrant hub for economic activities.

The prefecture is also popular with overseas tourists, who come to Kawagoe to see the traditional townscapes and old warehouses, and also to Nagatoro to enjoy the thrill of river rafting. Various attractions mean that the city and beyond is popular with everyone, not just local residents.



## Toyota



Total area: 918km<sup>2</sup> / Population: 0.42 mil

Toyota City covers the greatest area of any city in Aichi Prefecture and it is also Japan's top producer of manufactured goods, with an annual total of 13 trillion yen's worth of goods being produced in the city. While Toyota is famed as being the world's leading "automobile city," in actual fact 70% of the city's total area is forested and it is known in Japan for its natural environment.

In 2009 Toyota was selected by the Japanese government as an environmental model city, which prompted citizens, companies, educational and research institutions and local governments to engage in various collaborative efforts to advance environmental activities in all areas, including transportation, forestry, industry and daily living. These initiatives included the create of forests for the next century, the promotion of locally produced and locally consumed renewable energy, and pilot tests for smart homes with high environmental credentials. Delegations from more than 100 countries around the

world have since come to visit the city and observe the outcomes and results of the various initiatives.

Toyota City is situated in central Aichi Prefecture and can be reached by Shinkansen in 30 minutes from Kyoto and approx. 100 minutes from Tokyo. Aichi attracts many overseas visitors as a hub for tourism where people can encounter the various appeals of Japan's culture, from the traditions that are typical of Kyoto to the ultra-modern aspects of Tokyo.

Toyota Stadium is one of the home grounds for J League club Nagoya Grampus and is a well-loved city landmark, being used for various purposes, from international matches to concerts and other events. It has previously hosted FIFA Club World Cup™ matches and when selected as a host city for the FIFA Women's World Cup 2023™ the citizens of Toyota would provide an enthusiastic and passionate welcome.

## Kyoto (Prefecture)



Total area: 4,612km<sup>2</sup> / Population: 2.58 mil

As an ancient city with a history stretching back more than 1,200 years, Kyoto is home to many national treasures, important cultural assets and cultural heritage. As such it is the most popular Japanese city among overseas tourists and attracts a combined total of approximately 50 million domestic and international visitors each year.

The northern part of Kyoto Prefecture faces the Sea of Japan and has been designated as a national park, while in Kyoto City and its suburbs there are more than 2,000 shrines and temples, which were collective inscribed on the UNESCO World Heritage List as the "Historic Monuments of Ancient Kyoto" in 1994.

There are three major festivals in Kyoto each year, including the Aoi Festival in May and the Gion Festival in July. These festivals are conducted with great pomp and ceremony and attract many spectators from Japan and around the world.

Less well-known is that Kyoto is also a city

of manufacturing, including everything from traditional crafts such as nishijin-ori weaving to the latest high-tech industries, all of which have supported the development of the city.

Kyoto is truly a city perfectly placed to host the FIFA Women's World Cup 2023™, with many breath-taking sights, a range of delicious cuisines and a rich range of accommodation options that provide a safe, clean and warm welcome.

Kyoto Stadium is scheduled to be completed in 2020 as a football-dedicated stadium that will become the symbol of football in Kyoto, and will also offer new ways to enjoy football as visitors will be able to see the sights of the ancient Kyoto, using the stadium as their hub.

Kyoto City and its residents are already staunch supporters of sports and sporting events and fundamental support structures are in place for hosting such annual occasions as the Empress' Cup Inter-Prefectural Women's Ekiden (long distance relay race), and the All-Japan High School Ekiden Championship.



## Suita



Total area: 36km<sup>2</sup> / Population: 0.37 mil

Suita is located in the north of Osaka Prefecture, nestled in the gently rolling Senri Hills.

It was here in the 1960s that Japan's first large-scale public housing project was constructed - Senri New Town. With its rich natural environment, the area is still popular as a commuter town for the cities of Osaka and Kyoto. It was also here that the 1970 Japan International Exposition was held, which resulted in the city gaining even more attention domestically and internationally. The "Tower of the Sun" sculpture that was erected for the Expo can still be found in the Expo Commemoration Park and is a popular tourism attraction to this day.

Suita is in a key location in the Kansai region transportation network and is connected to multiple expressways. JR Shin-Osaka Station and Osaka Itami International Airport are within 10 km by car and various major arterial routes criss-cross the city, which is also served by six rail companies: JR, Hankyu, Kita-Osaka Kyuko, Osaka Monorail, Osaka

Metro and Japan Freight. A total of 15 rail stations are located in the city, further adding to the convenience of transport connectivity.

Suita also has a rich cultural, academic and research landscape, with six research institutions that have undergraduate or graduate-level teaching functions, as well as cutting-edge medical facilities such as the National Cerebral and Cardiovascular Center, Osaka University Hospital, and one of Japan's foremost bio-science research institutions.

Suita has also focused on creating an ideal city environment through sports and the city is known as the hometown of J League Division 1 club Gamba Osaka. In Expo Commemoration Park there are multiple sports facilities, one of which is Suita City Football Stadium, the home ground of Gamba Osaka. The park and the stadium are a place of rest and relaxation for all residents of Suita City.

## Kobe



Total area: 557km<sup>2</sup> / Population: 1.54 mil

Centred around the Port of Kobe, Hyogo Prefecture has developed as a highly international region that is home to many internationally-linked organisations, with major Japanese and international companies having chosen to locate their factories or research institutes in the prefecture. Together with Osaka and Kyoto, Kobe forms the Kansai Economic Zone and this region has for many years been a major transportation thoroughfare both by sea and river and on land, developing as an international transportation hub. From 1868 onwards in particular and the opening of Japan to the world, Kobe opened its doors to play an important role as an international cultural entrepot. Kobe has also been chosen as the host city for the 2021 10th World Para Athletics Championships.

In terms of football, Kobe is the home based for the preeminent Nadeshiko League club INAC Kobe Leonessa. At the FIFA Women's World Cup Germany 2011™, where the Nadeshiko Japan national team won a fantastic victory, seven of the squad members

on the national team were players for INAC Kobe Leonessa, including SAWA Homare who was awarded FIFA Ballon D'Or in 2012. It was based on the desire shared by all the residents of the city to make Kobe the heart of "Nadeshiko Japan" activities and a hub for women's football that the Kobe Ladies Football Center was established in Kobe as Japan's first training facility for women's football teams. From 1992 to 2001 and then from 2014 until the present day, the All Japan High School Women's Football Championship has been held in Kobe and in 2012 the FIFA U-20 Women's World Cup was also held in the city. In addition, Kobe Misaki Stadium is the home ground for J League Division 1 club Vissel Kobe, which boasts such leading global players as Andrés Iniesta and David Villa Sanchez of Spain, who are also helping to draw attention to Kobe.

Kobe has a deep and long-running relationship with the history of football in Japan and the residents of the city all take an equally deep pride and interest in the game and are full of hope that the city will once again be chosen as a host for the FIFA Women's World Cup 2023™.



Although it would be possible to stage the Competition during the period designated by FIFA, we propose holding the Competition between early June and early July. This period takes into account Japan's climatic conditions and would be the most comfortable time for players, spectators, officials and media.

The Competition period designated by FIFA from July 10 to August 20, 2023 coincides with Japan's greatly hot and humid time of the year and the wet-bulb global temperature (WBGT) for many regions throughout Japan during

this period reaches pretty high. In recent years many regions in Japan recorded higher summer temperatures with an increasing number of days with temperature exceeding 30°C or more. Such climatic conditions pose an influential issue not only for children and the elderly, but may also strike a risk for the health of players, officials and spectators. In line with the "JFA Guidelines for Dealing with Heatstroke", which we compiled and shared with the football family in Japan in 2016, we recommend that football matches are cancelled, postponed or interrupted for cooling breaks when the WBGT exceeds 31°C.



In preparation for next year's Tokyo 2020, the Tokyo Metropolitan Government proposed various initiatives to deal with the expected extreme heat, including cooling technologies and environmental improvement measures. Notwithstanding this, on October 31, 2019, with less than 10 months to go before the opening of the Games, the IOC noted that in view of the summer heat in Tokyo, "cooler conditions are part of comprehensive measures to protect athletes, officials and spectators" and decided to move the marathon and race walking events to Sapporo, where average day-time temperatures are expected to be significantly cooler.

It is of course possible to hold the Competition and mitigate heat-related risks also during the period designated by FIFA. For instance, various measures to effectively combat the heat could be implemented and the majority of matches could be scheduled in the evening hours. However, we desire to welcome the global football family to Japan at a more comfortable and safer time.

We understand it as one of our most important duties as host of the Competition to provide a stage on which players can deliver top performances on the pitch and a unique fan experience with highest human comfort is ensured for spectators off the pitch.

It is based on this desire that we propose holding the Competition during the best season in Japan, namely from early June and early July. The climatic conditions during this period offer in average significantly lower and stable temperatures with a lower humidity level, ensuring ideal prevailing conditions for staging the Competition and welcoming fans from all over the world.

We also believe that this alternative Competition period fits perfectly in the women's international match calendar. As it was the case in relation to the very successful FIFA Women's World Cup France 2019™, hosting the Competition from early June to early July would also ensure best possible team preparation. In the majority of countries the national women's championships finish in May, which would allow players to prepare for the Competition without significant break and to maintain their high fitness level for the FIFA Women's World Cup™. Such uninterrupted preparation could become again an important factor for players to deliver their very best performance on the pitch.

Based on these considerations and with full support of all relevant stakeholders in Japan, we propose to host the FIFA Women's World Cup 2023™ in Japan from early June to early July 2023.

| Host City                     | The number of days of extreme heat<br>(30 degrees Celsius or above) |            |              |
|-------------------------------|---------------------------------------------------------------------|------------|--------------|
|                               | June, 2019                                                          | July, 2019 | August, 2019 |
| Sapporo                       | 0                                                                   | 5          | 8            |
| Sendai                        | 0                                                                   | 7          | 16           |
| Tokyo (Prefecture)            | 3                                                                   | 9          | 25           |
| Saitama (Prefecture and City) | 4                                                                   | 13         | 25           |
| Toyota                        | 8                                                                   | 11         | 27           |
| Kyoto (Prefecture)            | 14                                                                  | 17         | 27           |
| Suita                         | 11                                                                  | 16         | 26           |
| Kobe                          | 0                                                                   | 13         | 23           |



## Stadiums

### 6.1 Overview of stadiums in Japan

Japan proposes the following seven existing stadiums and three new stadiums as host venues for the FIFA Women's World Cup 2023™. All of these stadiums fulfil the hosting requirements to a maximum level: they are easily accessed from major stations or airports, ensure stress-free movement and operation for spectators, players, media and staff alike. Four of these stadiums are located in Eastern Japan, the most heavily populated area of the country, including Tokyo. Five other stadiums are located in Western Japan, including such popula-

tion centres as Osaka. Holding the matches in densely populated areas will help to ensure that the whole country celebrates the FIFA Women's World Cup 2023™.

All eight proposed stadiums are owned by the local governments of the candidate host city. Their residents have shown overwhelming support towards hosting the Event, and all cities are extremely keen to submit their candidacy. The FIFA Women's World Cup 2023™ will boost the stadiums to gain love and popularity both home and abroad and to continue being actively used after FIFA Women's World Cup 2023™ for football and various other sporting events.

|   |                             | Opening / Final | Group / R16 /<br>Quarter-Final /<br>3rd Place | Semi-Final |
|---|-----------------------------|-----------------|-----------------------------------------------|------------|
| 1 | Sapporo Dome                |                 | ✓                                             |            |
| 2 | Sendai Stadium              |                 | ✓                                             |            |
| 3 | Saitama Stadium 2002        | Final           | ✓                                             |            |
| 4 | National Stadium            | Opening         | ✓                                             |            |
| 5 | Toyota Stadium              |                 | ✓                                             | ✓          |
| 6 | Kyoto Stadium               |                 | ✓                                             |            |
| 7 | Suita City Football Stadium |                 | ✓                                             | ✓          |
| 8 | Kobe Misaki Stadium         |                 | 3rd Place                                     |            |

For more information on stadiums, see Bid Information Template 5.



6.2 Proposed stadiums (9): Sapporo Dome (Sapporo)



First opened in June 2001, Sapporo Dome is a large-scale all-weather, multi-purpose stadium with the world's first-ever fully convertible natural turf pitch and artificial turf baseball ground.

Sapporo, a host city for the Winter Olympic Games in 1972, is famous for its heavy snowfalls. However, whatever the weather, Sapporo Dome allows its guests to enjoy matches in safety and comfort.

Sapporo Dome is the home ground throughout the year to the J League Division 1 club Hokkaido Consadole Sapporo. It was also a host stadium for this year's Rugby World Cup 2019™ Japan and will be a venue for men's and women's football matches at the Tokyo 2020.

The stadium is designed in a unique format, comprising a roofed arena with an open-air area neighboring each other. Its most distinctive feature is its "hovering football stage" that enables football to be played on natural turf and baseball games on artificial turf in same stadium. The natural turf is grown in sunshine, being raised in the outdoor area right next to the closed arena. To ensure high quality turf for every match, it is only moved into place just before a game. The massive pitch, measuring 120m by 85m and weighing 8,300t, or the equivalent of 30 jumbo jets, is moved into the closed arena on electrically-powered wheels, floating on a compressed air "cushion," a ground-breaking world-first technology. The stadium can also be proud



of its two large-screen displays which provide a tremendous visual effect.

At the time of the 2002 FIFA World Cup Korea/Japan™ these world-class cutting-edge systems received high acclaim from users and the media.

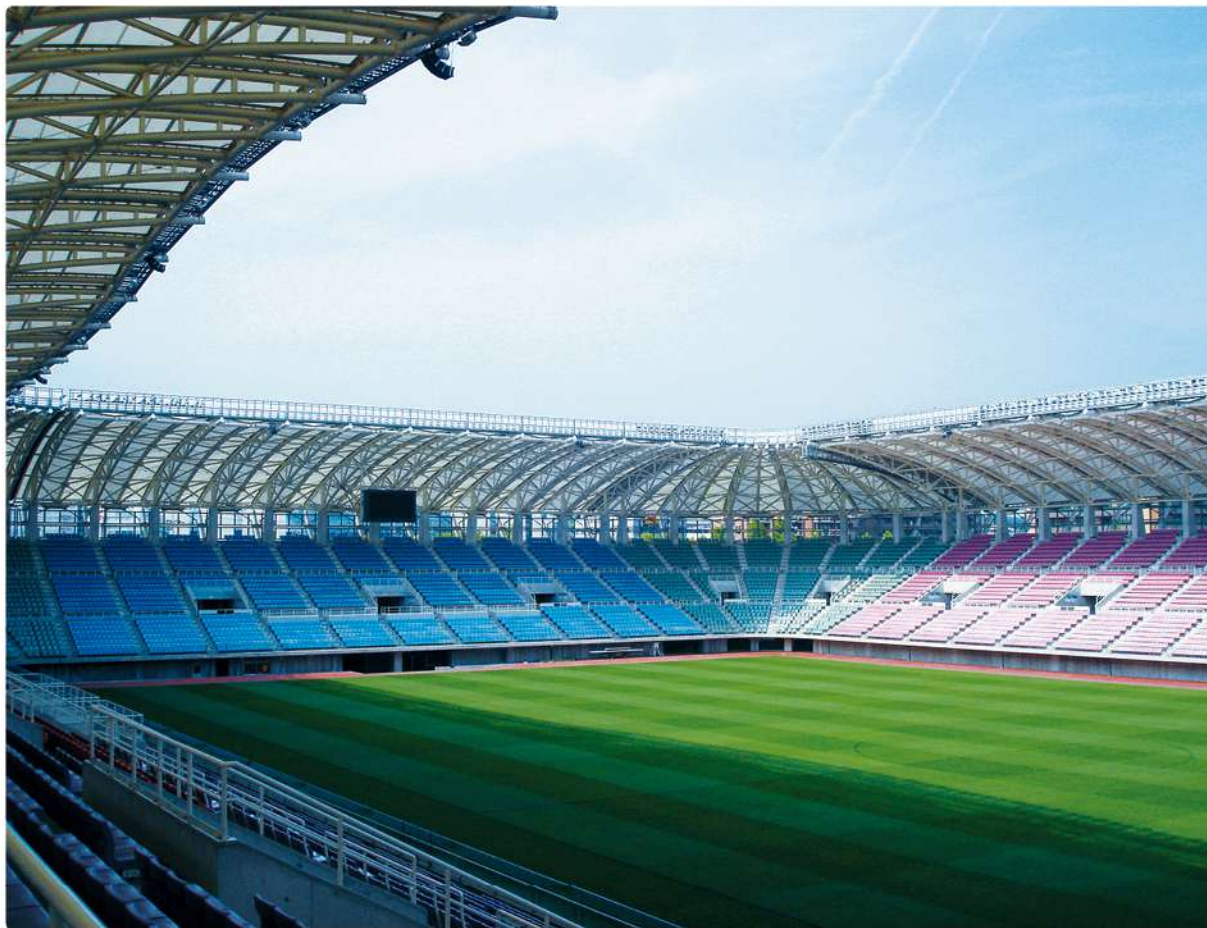
Moreover, not only is the stadium powered by its own solar generation equipment, the sound system in the arena roof uses a line array to provide an even sound around the arena and enhance low-end sounds like never before, bringing further impact to match-viewing environment.



- Highway
- Main road
- Railway
- Metro
- Stadium
- Training site
- Hotel
- Hospital
- Airport
- Railway station
- Metro station



## Sendai Stadium (Sendai)



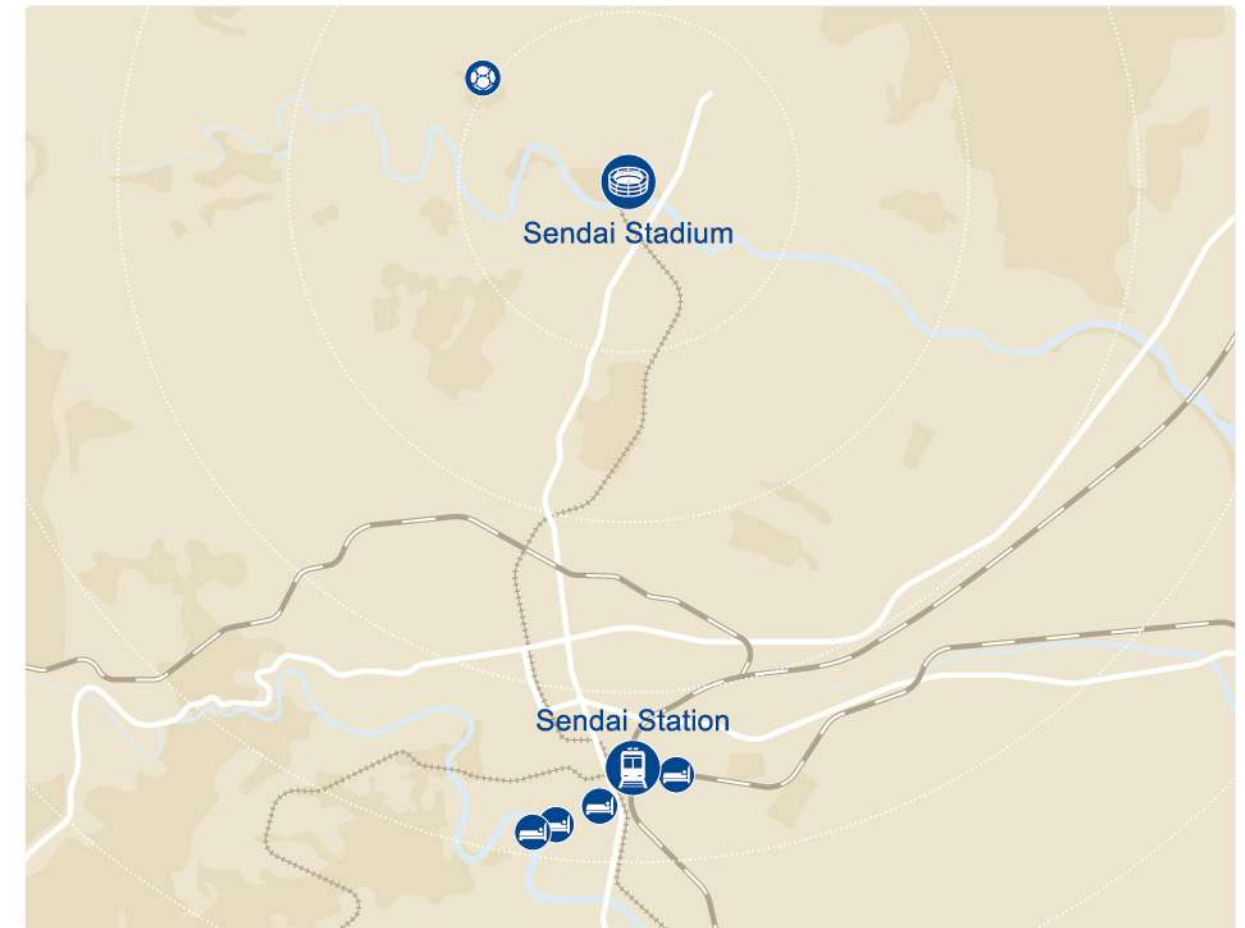
Sendai Stadium is a football-dedicated stadium in Sendai city, the largest city in north-eastern Japan. Opened in 1997, the stadium has stands extending to 14,301m<sup>2</sup>. The natural turf pitch has a total area of 28,193m<sup>2</sup>, which is surrounded by the viewing stands (four-story, highest elevation: 27.5m, total stand area 14,301m<sup>2</sup>).

Sendai Stadium was created as a “theater-style stadium,” with a focus on both “ease of play” and being “a pleasure to watch.” The vast roofs that cover the spectator stands envelop and magnify supporters’ voices, creating a truly theatrical experience that amplifies the cheers and chants so that the whole stadium resonates. A railway line running so close to the stadium that it is pos-

sible to peek in from passing trains makes the venue popular and convenient for players, spectators and local residents.

Although the stadium was severely damaged in the Great East Japan Earthquake of 2011 that had its epicentre in northeastern Japan, it was repaired and restored in approximately one month, becoming a symbol of the recovery of Sendai.

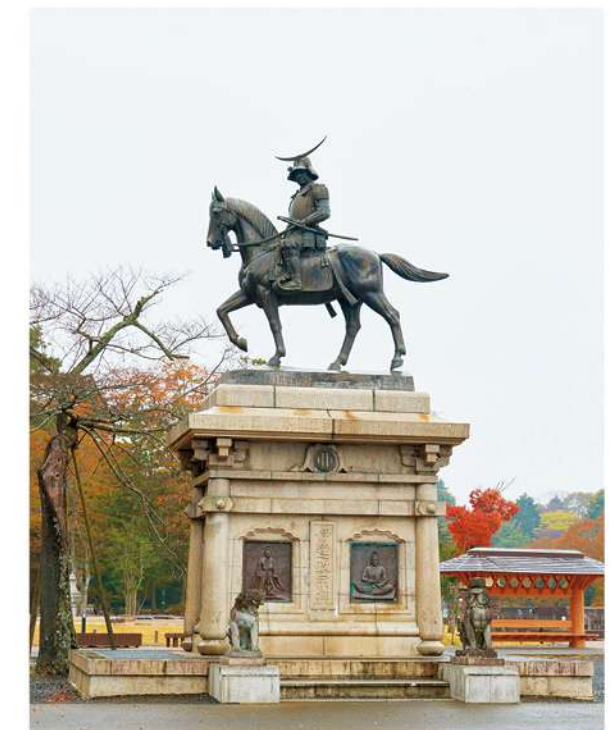
Operating throughout the year as a home ground to J League Division 1 club Vegalta Sendai, and Nadeshiko League 1 club Mynavi Vegalta Sendai Ladies, Sendai Stadium is well-loved by local residents and supporters. In 2012 it hosted international friendly match between Nadeshiko Japan (Japan Women’s National Team) and the U.S. Women’s Na-



tional Team, in aid of post-earthquake recovery.

Since Sendai is the largest city in north-eastern Japan and the area around the stadium offers a plenty of choice for pre- or post-match shopping and dining, the spectators can spend enjoyable leisure time.

Although only the stadium is short on required seating capacity among our 10 proposed stadiums, considering the aforesaid backgrounds and charms, we would like to propose Sendai Stadium as a venue.





## National Stadium (Tokyo)



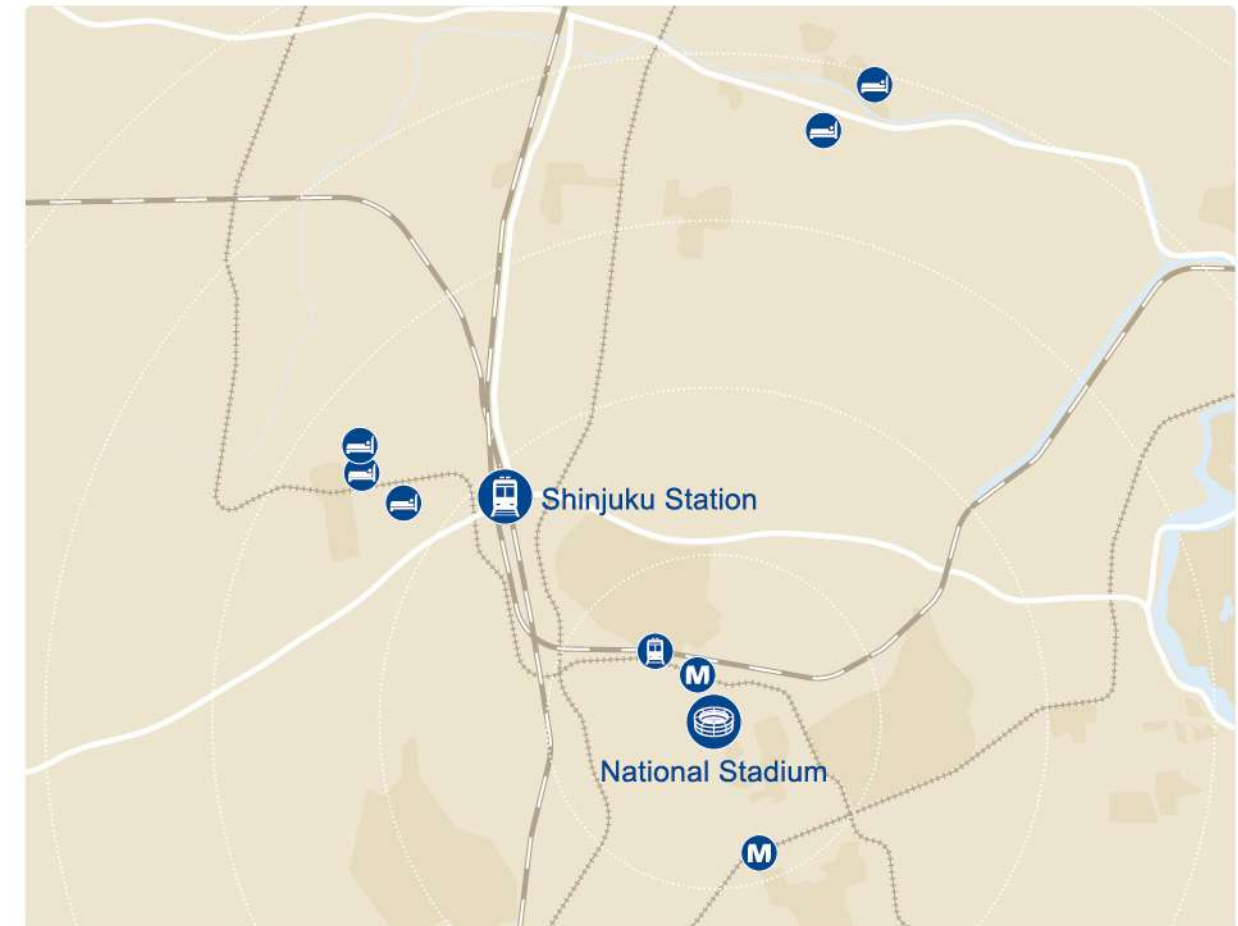
When completed in November 2019, National Stadium will be one of Japan's largest, with gross capacity of 68,000, expandable up to 80,000, a total area of 113,000m<sup>2</sup> and building area of 72,400m<sup>2</sup> over seven floors in total (5 above ground, 2 below ground) and a height of about 47.4m.

The pitch is designed to put athletes' needs first, featuring an all-weather paving surface. The turf itself is cultivated and nurtured using top lights that allow natural light to permeate. All the areas are fully accessible for wheelchair users, and companion seating is available on the stadium.

The area around the stadium is one of the greenest in central Tokyo and the avenues of ginkgo trees are a renowned feature of

it. The stadium was designed to harmonise with this environment and to highlight "Japanese-ness". Considering these points, architects have devised a "Stadium in Forest" concept that presumes using large quantities of wood and applying traditional Japanese design.

The old National Stadium, the predecessor of the new one, used to be a place that unites sports and people since its construction for the 1964 Tokyo Olympics. It was also loved by many as "the sacred place of Japanese football," having hosted numerous red-letter games such as the opening match of the J League in 1993, the finals of The Emperor's Cup and The Empress's Cup, and the All Japan High School Soccer Tournament to



mark the centennial anniversary soon.

The new stadium will succeed to this long history and emerge as an exemplary model for the 21st century stadium, with plans for it to host the final match of the Emperor's Cup of JFA on January 1, 2020 as the grand opening event of the new stadium, followed by the opening and closing ceremonies of the Tokyo 2020, as well as the final match of women's Olympic football.

The Aoyama area around the stadium is one of central Tokyo's leafiest, and is also home to both traditional crafts, high-level brands and couture flagship stores. It is truly an area where you can sense the uniqueness of Tokyo as a city that fuses tradition with innovation.





## Saitama Stadium 2002 (Saitama)



As its name suggests, Saitama Stadium 2002 was built for the 2002 FIFA World Cup Korea/Japan™, with construction starting in 1997 and reaching completion in 2001.

With a capacity of 63,700, as of 2019, Saitama 2002 is the largest football-dedicated stadium in Japan and is also the home ground of one of Japan's preeminent J League clubs, Urawa Red Diamonds (commonly called "Urawa Reds").

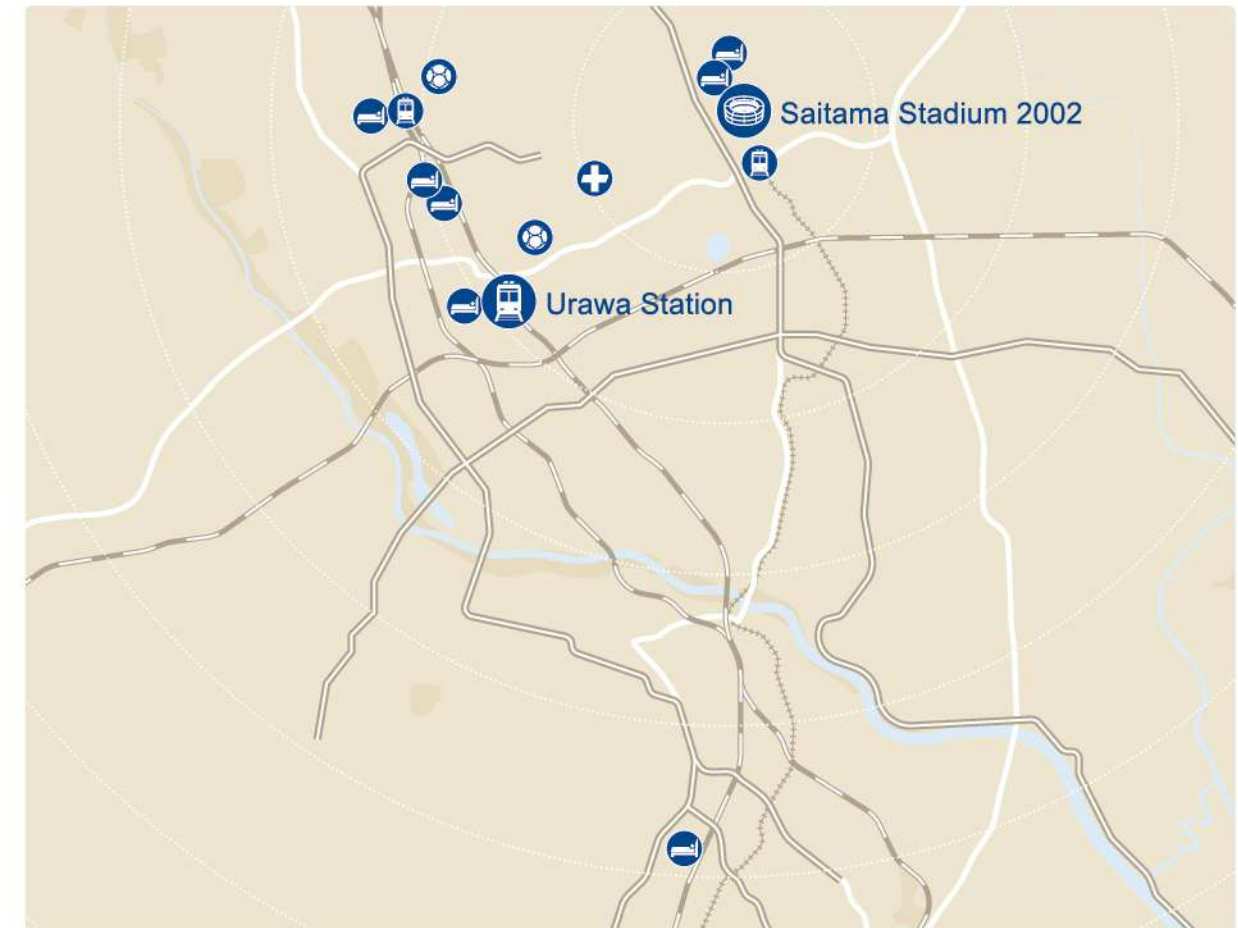
The stadium has hosted all home matches of the Japan National Team in the Asian qualifiers for the 2014 and 2018 editions of the FIFA World Cup™, and the AFC Asia Champions League finals in 2007, 2017 and 2019. The stadium is also set to be a venue for men's and women's football matches at

the Tokyo 2020.

The pitch size is 105m by 68m and the field size is 115m by 78m. One prominent feature of the stadium is that the front seats are separated only 14m from the touchline and 19m from the goal line, ensuring that spectators feel physically close to the action on the pitch. In addition, walls and pillars that close off views from the sidelines have been reduced to a minimum, further increasing the impact of play for spectators.

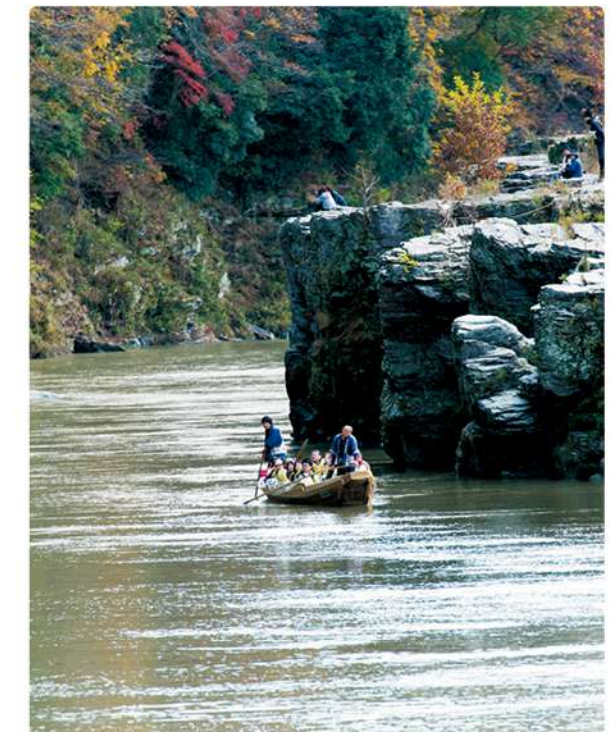
A temperature control system, helping to nurture turf at optimal temperatures and ensuring its perfect condition, is installed under the pitch.

The stadium also equipped with 2,000 Lux lighting, designed for high-definition tele-



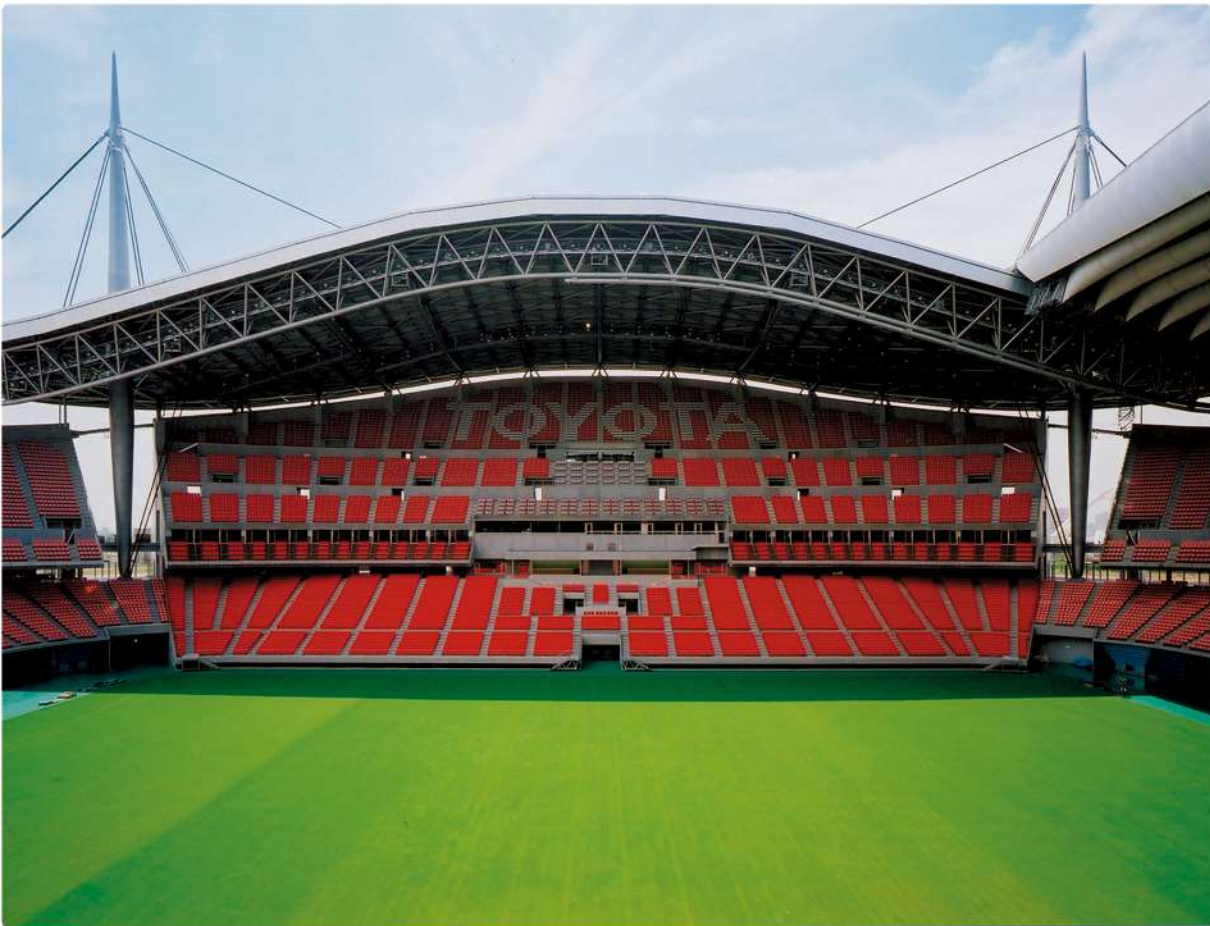
vision broadcasts, latest media-related facilities, and makes it possible to beam scenes of excitement and action around the world. The stadium also boasts top-class eco credentials, with systems for reusing rainwater, solar power generation, and disaster risk reduction.

The stadium, being equipped with 150 seats for wheelchair users and integrating barrier-free standards, is designed to meet the needs of people with disabilities. All seats of this top level stadium are equipped with high-quality facilities, making match observing a true pleasure.





Toyota Stadium (Toyota)



Located in a rich, green environment, and perfectly harmonised with its surroundings, Toyota Stadium is a 44,000-seat football-dedicated stadium that was completed in 2001.

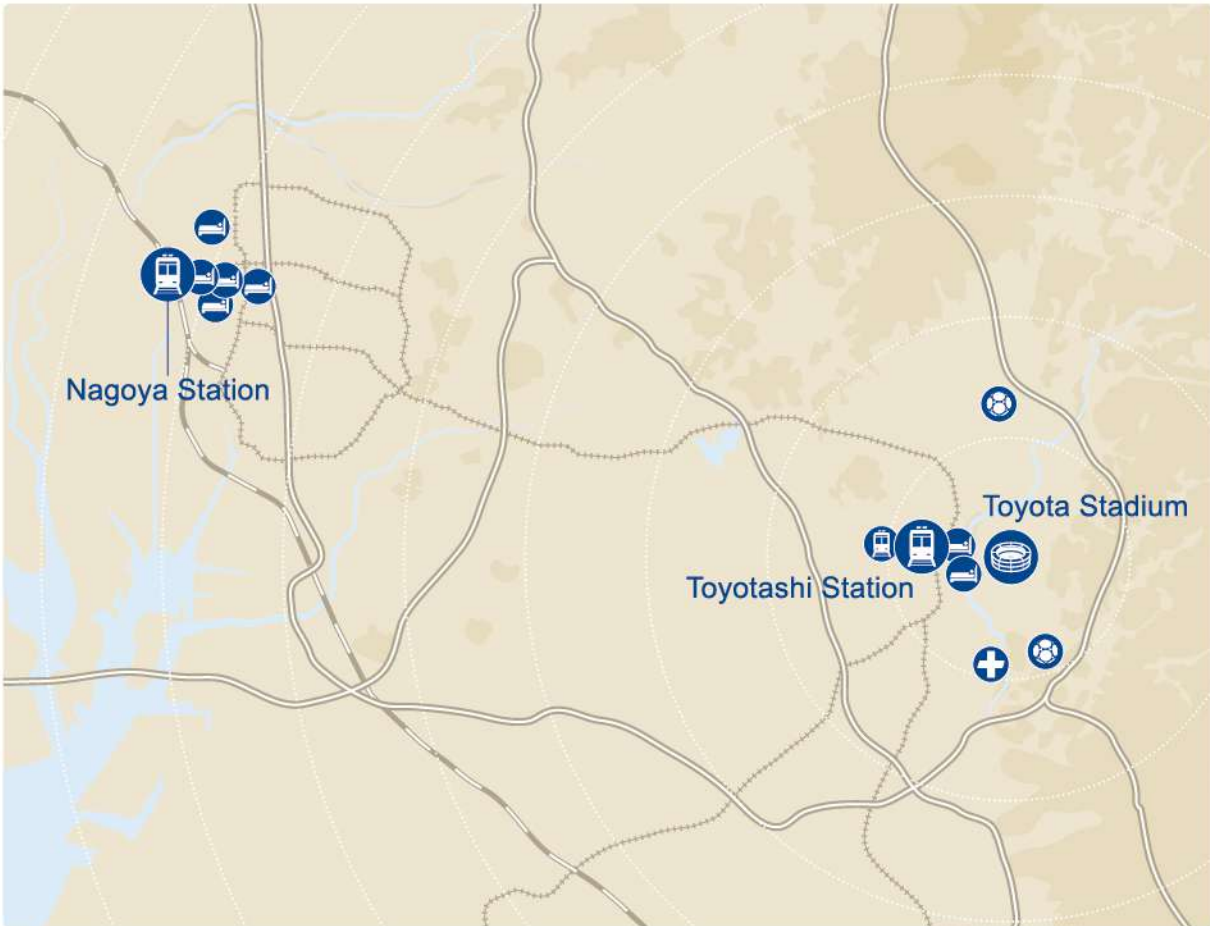
Starting from 2005 FIFA Club World Championship Japan, the stadium hosted the FIFA Club World Cup from 2006 to 2008, in 2011 and 2012 successively. It has also been a venue for a number of Japan National Team's home games, including international "A" matches, and for the Rugby World Cup 2019™ Japan.

The stadium boasts its innovative design and highly functional facilities, with the stadium's capacity that can be increased by approximately 2,400 seats, which are designed to come out from under the first-floor side

stands. Great attention has also been paid to the spectators' viewing environment, with all seats having a maximum recline of 38 degrees, a suspended roof structure eliminating pillars and other obstructions to lines of sight, two large-screen full-color high-luminance LED displays, and 4,000 heated seats in the first floor area of the main stand and the back stand.

Universal and barrier-free designs can be seen throughout the stadium, including step-free areas, non-slip flooring, wheelchair-only seating areas and easy-to-view guidance boards.

The second largest football-dedicated stadium next to Saitama Stadium 2002 located in one of the important industrial cities



of Japan looks forward with great pleasure to meeting football fans from all over the world.





## Kyoto Stadium (Kyoto)

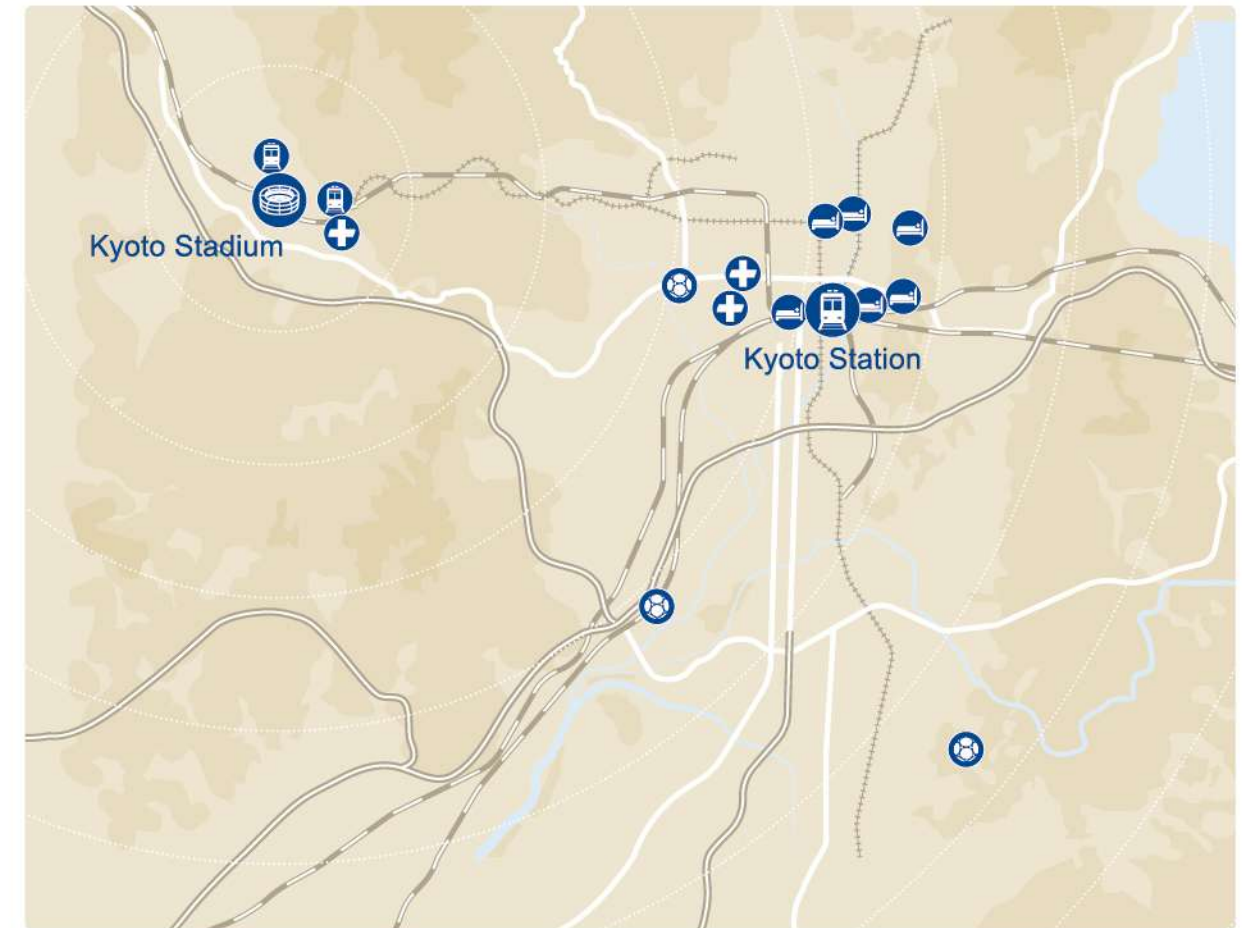


Kyoto Stadium is a new stadium planned for completion in spring 2020, situated in the Kyoto Prefecture, city of Kameoka, a place where nature and history come together in harmony. With a 20 minutes train ride from Kyoto station where the rapidest Shinkansen stops, here visitors can enjoy the cherry blossoms and new greenery of spring, the murmuring streams of summer, the burnished glow of autumn leaves and beautiful snow-capes in winter in the Hozu River Gorge, or relax in the Yunohana hot springs that nestle quietly in the mountains.

The new stadium has 21,600 seats, and meets requirements for international "A" matches. It also features natural turf and a roof that juts out 2m over the front

row of spectator seats, ensuring all seats are covered. In terms of distance from the pitch to the front rows of the stands, the figures are: 8.5m to the main stand, 7.5m to the back stand, and 10.5m to the north and south side stands. The front rows of seats are 1.2m higher than the pitch and the pitch itself measures 126m by 84m.

The roof is fitted with solar panels, and roof materials, which allow sunlight through, are used to ensure healthy cultivation of pitch turf. In terms of seating, in addition to standard seats, the stadium also has VIP seats and business seats in private rooms, as well as sky seats in a panoramic restaurant, enabling match viewing while enjoying foods and drinks. LED lighting and two large-screen



displays ensure that one can get one of the best spectating experience in Japan.

As the stadium was designed as a centre of sustainable community development through football, one can find a number of hotels, hot spring facilities for day visits, various restaurants and dining facilities near the stadium.





## Suita City Football Stadium (Suita)



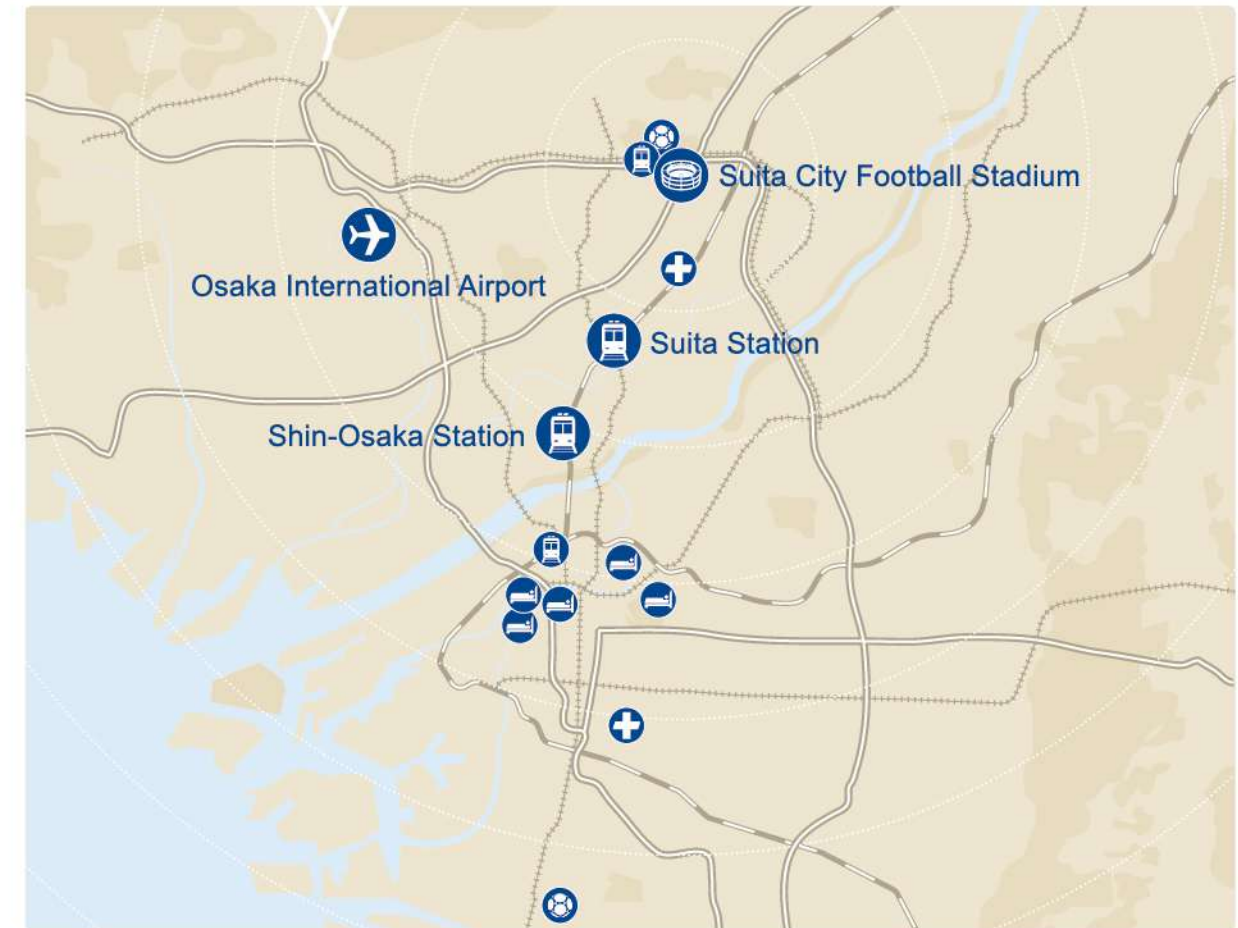
Suita City Football Stadium was completed in 2016 and is the first football-dedicated stadium in Japan to be constructed entirely from private sector contributions, donations from individuals and companies, and subsidies. The stadium was donated by the contributors to Suita city following the completion, and is known well also as a new model of communal facilities built based on partnership among public agency, private organisations and citizens.

The stadium is the home ground of Gamba Osaka, which has won the J League Division 1 league championship twice, the League Cup four times, and the Emperor's Cup four times. Every year since its opening it has hosted international "A" matches for the

Japan National Team and was also a venue for the FIFA Club World Cup 2016™.

With 40,000 seats, it is the largest football-dedicated stadium in Western Japan. Its massive 23,000m<sup>2</sup> roof, the first one to adopt a seismic isolation structure, covers all seating areas.

The distance between spectator seats and the pitch is 7m at its closest point, ensuring that the stadium is compliant for international "A" matches. Spectators in the lower level stands can enjoy high-impact match viewing, while those in the upper levels have an optimal overall view of play. With the roof covering all seating areas, spectators do not need to worry about inclement weather and can fully enjoy football, which makes the sta-



dium is one of Japan's most atmospheric.

The stadium is also energy efficient, with solar panels fitted on the roof to generate electricity. The building is designed considering both the environment and the local community.

The VIP area is one of Japan's largest, with approximately 2,000 seats, featuring 304m by 8m private rooms and a large room that can accommodate approximately 150 people seated together.

Ever since its completion the stadium has continued to be acclaimed by football fans as one with viewing environment that boasts overwhelming atmosphere and presence.





## Kobe Misaki Stadium (Kobe)



Kobe Misaki Stadium is the home ground for both J League Division 1 club Vissel Kobe, which boasts such leading players as Andrés Iniesta and Lukas Podolski, and Nadeshiko League club INAC Kobe Leonessa.

It was opened in 1970 as Kobe Central Football Stadium and hosted the first-ever international “A” match played on home turf by the Japan women’s national team on September 6, 1981, versus the England women’s national team. It is therefore well-known and commemorated as a key stadium for women’s football in Japan. Since its refurbishment as Kobe Misaki Stadium in 2001, it has acted as a host venue for the 2002 FIFA World Cup Korea/Japan™ and for various Japan men’s and women’s national team international “A”

matches. The Rugby World Cup 2019™ Japan also was played this year.

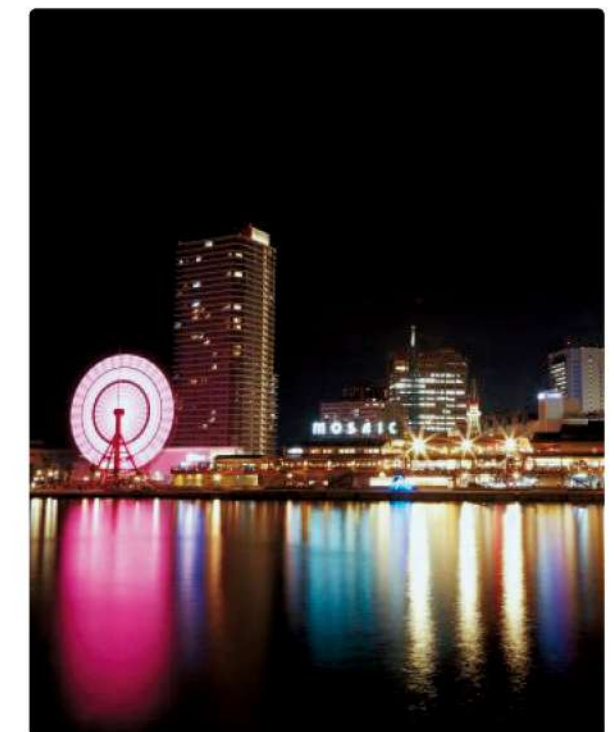
The stadium offers an ultimately convenient spectating environment, featuring two tier main stand, single tier side and back stand, seats equipped with high quality amenities, a ventilation system that blows hot or cold air from under the seats, LED lighting, and a VIP lounge is located next to the players’ entrance gate. To enhance the sense of presence, two large high-definition display units measure 11.2m by 6.02m and are located on the diagonal between the back stand and the north side stand, and the main stand and the south side stand. There are also external display units that make it possible to share information with people outside the stadium.



A retractable roof with multiple space trusses allows to enjoy football whatever the weather.

The stadium is also environmentally friendly, including a “floor-based power generation system” in a part of the south side stand. When spectators walk or jump on the floor space the power generation equipment beneath generates electricity to power guide lighting to spectator seats.

The stadium restaurant is used as a lounge on match days, but is open to the public at other times. The stadium is also home to a sports club and is well-used by and popular with local residents.





## Team and Referee Facilities

To ensure that all participating teams and referees can enjoy a comfortable stay and give their best match performance, we propose 80 base camps for teams and referees from the numerous sites that exist around Japan. These include four Team Base Camps for each proposed candidate stadium and four Referee Base Camps.

Many of the proposed base camp training sites and hotels are used as camps by the Japan National Teams as well as by J League clubs, and visiting international teams, and they are very familiar and adept at responding to all sporting-related needs.

Facilities and the training environment are of a high level at all proposed Team Base

Camp Training Sites, so teams can train in an optimal environment as they prepare for matches.

All proposed Team Base Camp Hotels offer first-class hospitality, providing environments conducive to relaxation for world-class athletes. All hotels provide high-quality services and can respond flexibly and attentively to any specific requests, including special dietary requirements.

All of the proposed host cities have a good selection of top-class hotels that have experience of accommodating teams from Japan and overseas that are participating in large-scale sporting events. These hotels have rich experience in providing attentive hospitality services to participating teams and also at dealing with the requisite security arrangements. The training sites in each host city can all offer a similar guarantee of excellence in terms of the training environment.

At each Team Base Camp Training Site, the owners, municipalities and local residents are eager to welcome teams and referees. The municipalities and the participating teams in 2002 FIFA World Cup Korea/Japan™ have still good relationship. At Rugby World Cup 2019™ Japan, the cities welcomed the teams by singing their national anthems. All Team Base Camps of FIFA Women's World Cup 2023™ will encourage and inspire teams and referees with their passionate support.



### 7.1 Venue-specific team facilities

#### 7.1.1 Sapporo Dome

##### 7.1.1.1 Proposed Training Site (4)



##### Shirahatayama Open Stadium

- Location: Sapporo city, Hokkaido Prefecture
- Distance fm Sapporo Sta.: 36 mins, 16 km



##### Atsubetsu Park Stadium

- Location: Sapporo city, Hokkaido Prefecture
- Distance fm Sapporo Sta.: 24 mins, 20 km

##### 7.1.1.2 Proposed team hotels (6)

- Premier Hotel Tsubaki Sapporo
- JR Tower Hotel Nikko Sapporo
- Sapporo Grand Hotel
- Royton Sapporo



##### Sapporo Dome Outdoor Soccer Training Ground

- Location: Sapporo city, Hokkaido Prefecture
- Distance fm Sapporo Sta.: 21 mins, 8 km



##### Sapporo Soccer Amusement Park

- Location: Sapporo city, Hokkaido Prefecture
- Distance fm Sapporo Sta.: 22 mins, 8 km

- Hotel Okura Sapporo
- Keio Plaza Hotel Sapporo





### 7.1.2 Sendai Stadium

#### 7.1.2.1 Proposed training sites (4)



##### Izumi Football Stadium1

- Location: Sendai city, Miyagi Prefecture
- Distance fm Sendai Sta.: 25 mins, 18 km



##### Miyagi Prefecture Football Stadium1

- Location: Miyagi-gun, Miyagi Prefecture
- Distance fm Sendai Sta.: 30 mins, 16 km



##### Izumi Football Stadium2

- Location: Sendai city, Miyagi Prefecture
- Distance fm Sendai Sta.: 25 mins, 18 km



##### Miyagi Prefecture Football Stadium2

- Location: Miyagi-gun, Miyagi Prefecture
- Distance fm Sendai Sta.: 30 mins, 16 km

#### 7.1.2.2 Proposed team hotels (6)

- The Westin Sendai
- Hotel Metropolitan Sendai
- Sendai Kokusai Hotel
- Hotel Monterey Sendai

- Sendai Hills Hotel
- Sendai Royal Park Hotel

### 7.1.3 National Stadium

#### 7.1.3.1 Proposed training sites (4)



##### Tokyo Stadium

- Location: Chofu city, Tokyo Prefecture
- Distance fm Shinjuku Sta.: 18 mins, 17 km



##### Tokyo Stadium West Field

- Location: Chofu city, Tokyo Prefecture
- Distance fm Shinjuku Sta.: 18 mins, 17 km

#### 7.1.3.2 Proposed team hotels (6)

- Hilton Tokyo
- Keio Plaza Hotel Tokyo
- Hyatt Regency Tokyo
- Hotel Chinzanso Tokyo



##### Komazawa Olympic Park General Sports Ground Athletics track field

- Location: Setagaya-ku, Tokyo Prefecture
- Distance fm Shinjuku Sta.: 20 mins, 10 km



##### Nishigaoka Soccer Stadium

- Location: Kita-ku, Tokyo Prefecture
- Distance fm Shinjuku Sta.: 20 mins, 12 km



### 7.1.4 Saitama Stadium 2002

#### 7.1.4.1 Proposed training sites (4)



#### Saitama Stadium 2002 Second Ground

- Location: Saitama city, Saitama Prefecture
- Distance fm Urawa Sta.: 25 mins, 10 km



#### Omiya Park Soccer Stadium

- Location: Saitama city, Saitama Prefecture
- Distance fm Urawa Sta.: 27 mins, 8 km



#### Saitama Stadium 2002 Third Ground

- Location: Saitama city, Saitama Prefecture
- Distance fm Urawa Sta.: 25 mins, 10 km



#### Komaba Athletic Park Stadium

- Location: Saitama city, Saitama Prefecture
- Distance fm Urawa Sta.: 10 mins, 2 km

#### 7.1.4.2 Proposed team hotels (7)

- Palace Hotel Omiya
- Royal Pines Hotel URAWA
- Rafre Saitama
- Hotel Brillante Musashino
- Hotel Chinzanso Tokyo
- Rihga Royal Hotel Tokyo
- Hotel Metropolitan Tokyo Ikebukuro



### 7.1.5 Toyota Stadium

#### 7.1.5.1 Proposed training sites (4)



#### Nagoya City Minato Soccer Stadium

- Location: Nagoya city, Aichi Prefecture
- Distance fm Nagoya Sta.: 30 mins, 15 km



#### Wave Stadium Kariya

- Location: Kariya city, Aichi Prefecture
- Distance fm Nagoya Sta.: 30 mins, 30 km



#### Toyota city Sports Park Ballgame Ground

- Location: Toyota city, Aichi Prefecture
- Distance fm Nagoya Sta.: 45 mins, 39 km



#### Itsutsugaoka Exercise Park

- Location: Toyota city, Aichi Prefecture
- Distance fm Nagoya Sta.: 45 mins, 51 km

#### 7.1.5.2 Proposed team hotels (7)

- Hotel Toyota Castle
- Meitetsu Toyota Hotel
- Nagoya Marriott Associa Hotel
- Hilton Nagoya
- Nagoya Kanko Hotel
- Nagoya Tokyu Hotel
- Hotel Nagoya Castle





### 7.1.6 Kyoto Stadium

#### 7.1.6.1 Proposed training sites (4)



#### Yamashiro Athletic Park Ballgame Ground B

- Location: Uji city, Kyoto Prefecture
- Distance fm Kyoto Sta.: 33 mins, 20 km



#### Rakusai Joka Center Park, Ball Game Grass Field

- Location: Nagaokakyo city, Kyoto Prefecture
- Distance fm Kyoto Sta.: 27 mins, 16 km



#### Nishikyogoku Athletic Stadium

- Location: Kyoto city, Kyoto Prefecture
- Distance fm Kyoto Sta.: 15 mins, 5 km



#### Kameoka Athletics Center Sports Ground

- Location: Kameoka city, Kyoto Prefecture
- Distance fm Kyoto Sta.: 40 mins, 24 km

#### 7.1.6.2 Proposed team hotels (6)

- Four Seasons Hotel Kyoto
- Ritz-Carlton Hotel Kyoto
- Hyatt Regency Kyoto
- Kyoto Hotel Okura

- Westin Miyako Kyoto
- Rihga Royal Hotel Kyoto

### 7.1.7 Suita City Football Stadium

#### 7.1.7.1 Proposed training sites (4)



#### Nagai Ball Gai Field

- Location: Osaka city, Osaka Prefecture
- Distance fm Shin-Osaka Sta.: 33mins, 16 km



#### J-Green Sakai S2 Field

- Location: Sakai City, Osaka Prefecture
- Distance fm Shin-Osaka Sta.: 32mins, 23 km



#### J-Green Sakai S1 Field

- Location: Sakai City, Osaka Prefecture
- Distance fm Shin-Osaka Sta.: 32mins, 23 km



#### Expo'70 Commemorative Park Sports Ground

- Location: Suita city, Osaka Prefecture
- Distance fm Shin-Osaka Sta.: 25mins, 15 km

#### 7.1.7.2 Proposed team hotels (6)

- Ritz-Carlton Hotel Osaka
- Hilton Osaka
- Hyatt Regency Osaka
- Westin Osaka

- Swissotel Nankai Osaka
- St.Regis Osaka



### 7.1.8 Kobe Misaki Stadium

#### 7.1.8.1 Proposed training sites (4)



#### Ibuki Training Facility

- Location: Kobe city, Hyogo Prefecture
- Distance fm Kobe Sta.: 22 mins, 17 km



#### Kobe Universiade Memorial Stadium

- Location: Kobe city, Hyogo Prefecture
- Distance fm Kobe Sta.: 20 mins, 12 km



#### Miki Disaster Management Park

- Location: Miki city, Hyogo Prefecture
- Distance fm Kobe Sta.: 35 mins, 27 km



#### Ball Park Awaji

- Location: Awaji city, Hyogo Prefecture
- Distance fm Kobe Sta.: 48 mins, 44 km

#### 7.1.8.2 Proposed team hotels (6)

- Oriental Hotel Kobe
- Hotel Okura Kobe
- Kobe Bay Sheraton Hotel
- Kobe Meriken Park Oriental Hotel
- Kobe Portopia Hotel
- Kobe Seishin Oriental Hotel

### 7.2 Team Base Camps (41)

#### 7.2.1-4 Proposed Team Base Camps



#### Hokkaido Prefecture Kitami city

- Training Site: Toryo Park
- Distance fm team hotel: 7 mins, 1.8km



#### Fukushima Prefecture Futaba-gun

- Training Site: J-Village
- Distance fm referee hotel: 0 min, 0km



#### Yamagata Prefecture Tendo city

- Training Site: Yamagata Sports Park
- Distance fm team hotel: 23 mins, 12.3 km



#### Tochigi Prefecture Utsunomiya city

- Training Site: Tochigi Prefecture Green Stadium
- Distance fm team hotel: 24 mins, 14 km

For information on Base Camp Hotel, see Bid Information Template 6.



## 7.2.5-8 Proposed Team Base Camps

**Gunma Prefecture Maebashi city**

- Training Site: Maebashi Sports Park Track & Field and Football Ground
- Distance fm team hotel: 20 mins, 12 km

**Chiba Prefecture Chiba city**

- Training Site: JFA YUME Field
- Distance fm referee hotel: 2 mins, 1 km

**Saitama Prefecture Saitama city**

- Training Site: Komaba Athletic Park Stadium
- Distance fm team hotel: 10 mins, 2 km

**Kanagawa Prefecture Yamato city**

- Training Site: Yamato Sports Center
- Distance fm team hotel: 25 mins, 7.1 km

## 7.2.9-12 Proposed Team Base Camps

**Nagano Prefecture Nagano city**

- Training Site: Nagano Sports Park Track and Field
- Distance fm team hotel: 20 mins, 5.6 km

**Niigata Prefecture Tokamachi city**

- Training Site: Atema Multipurpose Ground
- Distance fm team hotel: 3 mins, 1 km

**Nagano Prefecture Nagano city**

- Training Site: Minami-Nagano Athletic Park Football Stadium
- Distance fm team hotel: 10 mins, 4 km

**Shizuoka Prefecture Shizuoka city**

- Training Site: Shizuoka Prefecture Kusanagi Sports Complex
- Distance fm team hotel: 11 mins, 4 km

For information on Base Camp Hotel, see Bid Information Template 6.

For information on Base Camp Hotel, see Bid Information Template 6.



## 7.2.13-16 Proposed Team Base Camps

**Shizuoka Prefecture Shizuoka city**

- Training Site: Shimizu National Training Center
- Distance fm team hotel: 0 min, 0 km

**Shizuoka Prefecture Susono city**

- Training Site: Susono Athletic Park
- Distance fm team hotel: 8 mins, 4.6 km

## 7.2.17-20 Proposed Team Base Camps

**Shizuoka Prefecture Gotemba city**

- Training Site: Gotemba Kogen Tokinosumika Sports Center
- Distance fm team hotel: 1 mins, 0.3 km

**Wakayama Prefecture Nishimuro-gun**

- Training Site: Kamitonda Sports Center
- Distance fm team hotel: 13 mins, 6 km

**Shizuoka Prefecture Iwata city**

- Training Site: Village Yumeria of Iwata sports interchange
- Distance fm team hotel: 7 mins, 1.3 km

**Shizuoka Prefecture Fujieda city**

- Training Site: Fujieda Athletic Park
- Distance fm team hotel: 14 mins, 5.5 km

**Aichi Prefecture Kariya city**

- Training Site: Wave Stadium Kariya
- Distance fm team hotel: 18 mins, 8.2 km

**Wakayama Prefecture Nishimuro-gun**

- Training Site: Kushimoto General Athletic Park
- Distance fm team hotel: 3 mins, 0.9 km

For information on Base Camp Hotel, see Bid Information Template 6.

For information on Base Camp Hotel, see Bid Information Template 6.



## 7.2.21-24 Proposed Team Base Camps

**Osaka Prefecture Sakai city**

- Training Site: J-Green Sakai
- Distance fm team hotel: 0 min, 0 km

**Tottori Prefecture Tottori city**

- Training Site: Tottori City Football Stadium
- Distance fm team hotel: 15 mins, 5 km

## 7.2.25-28 Proposed Team Base Camps

**Okayama Prefecture Mimasaka city**

- Training Site: Okayama Mimasaka Rugby Soccer Field
- Distance fm team hotel: 3mins, 2 km

**Yamaguchi Prefecture Nagato city**

- Training Site: Nagato City Tawayama Mutipurpose Exchange Field
- Distance fm team hotel: 19 mins, 12.3 km

**Hyogo Prefecture Miki city**

- Training Site: Miki Disaster Management Park
- Distance fm Kobe Sta.: 35 mins, 27 km

**Okayama Prefecture Takahashi city**

- Training Site: Takahashi city Kohbara Sports Park Multipurpose Ground
- Distance fm team hotel: 12 mins, 5.7 km

**Hiroshima Prefecture Hiroshima city**

- Training Site: Hiroshima Regional Park First Ball Stadium
- Distance fm team hotel: 16 mins, 9 km

**Kagawa Prefecture Marugame city**

- Training Site: Marugame Sports Stadium
- Distance fm team hotel: 15 mins, 7.4 km

For information on Base Camp Hotel, see Bid Information Template 6.

For information on Base Camp Hotel, see Bid Information Template 6.



## 7.2.29-32 Proposed Team Base Camps

**Fukuoka Prefecture Kitakyushu city**

- Training Site: Kitakyushu Stadium
- Distance fm team hotel: 3 mins, 0.7 km

**Kumamoto Prefecture Kumamoto city**

- Training Site: Kumamoto Athletic Park, Athletic Stadium
- Distance fm team hotel: 30 mins, 10.9 km

## 7.2.33-36 Proposed Team Base Camps

**Oita Prefecture Beppu city**

- Training Site: Jissoji Central Park
- Distance fm team hotel: 10 mins, 3 km

**Oita Prefecture Nakatsu city**

- Training Site: Nagasoe Exercise Park
- Distance fm team hotel: 10 mins, 4.9 km

**Nagasaki Prefecture Isahaya city**

- Training Site: Nagasaki Sports Park Track & Field Stadium
- Distance fm team hotel: 26 mins, 24.6 km

**Oita Prefecture Oita city**

- Training Site: Danoharu Sports Park
- Distance fm team hotel: 9 mins, 1.1 km

**Oita Prefecture Beppu city**

- Training Site: Noguchibaru Ground
- Distance fm team hotel: 7 mins, 2.5 km

**Miyazaki Prefecture Miyazaki city**

- Training Site: Ikimenomori Sports Park
- Distance fm team hotel: 20 mins, 15 km

For information on Base Camp Hotel, see Bid Information Template 6.

For information on Base Camp Hotel, see Bid Information Template 6.



## 7.2.37-40 Proposed Team Base Camps

**Miyazaki Prefecture Miyazaki city**

- Training Site: Miyazaki Prefectural Comprehensive Sports Park Athletic Field
- Distance fm team hotel: 5 mins, 3.3 km

**Okinawa Prefecture Nakagami-gun**

- Training Site: Zanzami Ball Park
- Distance fm team hotel: 2 mins, 0.5 km

## 7.2.41 Proposed Team Base Camps

**Okinawa Prefecture Ishigaki city**

- Training Site: Soccer Park Akamma
- Distance fm team hotel: 20 mins, 12.6 km

**Kagoshima Prefecture Ibusuki city**

- Training Site: Ibusuki City Football & Multi-purpose Ground
- Distance fm team hotel: 18 mins, 10 km

**Okinawa Prefecture Nakagami-gun**

- Training Site: Gosamaru Athletic field
- Distance fm team hotel: 15 mins, 7 km

For information on Base Camp Hotel, see Bid Information Template 6.

For information on Base Camp Hotel, see Bid Information Template 6.



## 7.3 Referee Base Camps (4)

### 7.3.1-4 Proposed Referee Base Camps



#### Chiba Prefecture Chiba city

- Referee Training Site: JFA YUME Field
- Distance fm referee hotel: 2 mins, 1 km



#### Shizuoka Prefecture Gotemba city

- Referee Training Site: Gotemba Kogen Tokinosumika Sports Center
- Distance fm referee hotel: 1 mins, 0.3 km



#### Fukushima Prefecture Futaba-gun

- Referee Training Site: J-Village
- Distance fm referee hotel: 0 min, 0km



#### Gunma Prefecture Maebashi city

- Referee Training Site: Maebashi Football Center
- Distance fm referee hotel: 22 mins, 21 km

For information on Base Camp Hotel, see Bid Information Template 6.

# 08

## International Broadcast Centre (IBC) site

Japan proposes two facilities for the International Broadcast Centre (IBC). Both of the proposed venues are spacious and installed with the latest technologies and systems that make them ideal to serve as a base for the FIFA Host Broadcaster, Rights Holders, and VAR HQ. Both candidate facilities can also respond flexibly to any and all requests.

#### G Messe Gunma

Scheduled to open in April 2020, G Messe Gunma will be Japan's newest international exhibition centre, located within walking

distance of Takasaki Station, which itself is located conveniently on two Shinkansen bullet train lines. Just a brief ride of 50 minutes from Tokyo, G Messe Gunma is a large-scale convention hall featuring the very latest innovations. It is also accessible via expressway, with a car journey from central Tokyo taking about 75 minutes.

The facility has a total floor area of 110,000m<sup>2</sup>, including the 10,000m<sup>2</sup> exhibition hall that we propose as the IBC, as well as maximum 17 other conference rooms. There is also a 20,000m<sup>2</sup> outdoor exhibition





space and parking for 2,000 vehicles. The compact nature of the facility makes it incredibly user friendly. It is possible to use it as an almost entirely exclusive venue and it is rich in practical and user-centred features. Around nearby Takasaki Station are many

various kinds of eateries, and more than 10 hotels of various grades, offering a combined current total of maximum 2,500 rooms.



### Aichi Sky Expo

Aichi Sky Expo is currently Japan's newest conference and exhibition centre and the only one of its kind to be directly connected to a major international airport, Central Japan International Airport. It is also just 30 minutes away from Nagoya Station, which provides rail access to other major destinations in Japan. There are four hotels within walking distance of the facility offering a total of 4,000 rooms and a variety of restaurants.

Total floor space at Aichi Sky Expo is 287,000m<sup>2</sup>. We propose to use Hall B holding interior area of 10,032m<sup>2</sup> and exterior area of 5,290m<sup>2</sup>, or Hall F holding interior area of 10,032m<sup>2</sup> and exterior area 2,000m<sup>2</sup>,

both of which would definitely fulfil all IBC requirements. The facility plans to offer 2 café corners and a restaurant with a well-equipped kitchen to serve catering service inside the halls as well.

Aichi Sky Expo is operated by GL Events, a global corporation that has a wealth of experience in providing event hosts with comprehensive solutions and services. Most recently it has experience of operating the IBC at the 2014 FIFA World Cup Brazil™ and also at UEFA Euro 2016, meaning that it has the requisite knowledge and experience to operate the IBC for the Competition in 2023.

## 09

## Competition-related Event Sites



We propose the following two venues as Competition-related event sites.

### Kokugikan (Arena for Sumo)

The Kokugikan is an architectural structure that can be said to symbolise Japan. It is an indoor arena that was built in 1984 and is loved by people throughout Japan and around the world as the spiritual home of sumo, Japan's national sport. By holding the draw here in this unique venue that showcases the traditions of Japan, we aim to make an immediate impression on viewers and spectators that the FIFA Women's World Cup™ is being held in Japan and also kick-off the Competition in grand style.

The Kokugikan is situated in Tokyo's Ryogoku district and it is also known fondly as the "Ryogoku Kokugikan." Three Grand Sumo Tournaments are held here each year, which attract 10,000 spectators for each day of a

tournament to last for 15 days. The venue has a total indoor area of 35,700 m<sup>2</sup> with a total capacity of 11,000. Seating is movable, meaning that the arena can be laid out freely to match event requirements, for all purposes not just sumo. Interior facilities are also excellent with the latest lighting and sound systems. Lighting can be finely adjusted to ensure that illuminance and colour temperature are optimised for spectators. There are also four conference rooms, one multi-purpose room





and a multi-purpose space that can be used for parties or exhibitions.

Various events have been held at the Kokugikan in the past, including martial arts, the 2011 World Artistic Gymnastics Championships, and concerts. The Kokugikan will

also host the boxing events at the Tokyo 2020.

The Kokugikan is in an ideal location in Tokyo, being 60 minutes by train from both Haneda Airport and Narita Airport, and just 10 minutes from Tokyo Station and other central locations.



©Tokyo International Forum Co., Ltd

### Tokyo International Forum

Tokyo International Forum (TIF) is Japan's premier convention and art centre, located in the heart of Tokyo. Since opening in 1997 it has been used for various important international conferences and other events. TIF has a total floor area of 145,076 m<sup>2</sup> and an outdoor plaza area of 9,700 m<sup>2</sup>. This modern facility has eight halls of varying sizes, 34 conference rooms, an imposing glass building, and is also home to various shops, restaurants and a museum. The outdoor plaza provides a green and leafy open space in the heart of the city.

The venue for the draw would be Hall C, which is in a theatre-style format with 1,502 seats, and is used for concerts, musicals and lectures. TIF has previously hosted such events as the 2012 Annual Meeting of the IMF and World Bank, and the World Boxing Council (WBC) double world title fight in 2012. It is also scheduled to host the weightlifting and

powerlifting events at the Tokyo 2020. With its wealth of experience TIF is able to provide dynamic support to the FIFA Women's World Cup™ as it heads to a new and exciting stage.

TIF is easily accessible, being just a 27-minute train ride from Haneda Airport and 53 minutes from Narita Airport. Tokyo Station is just a five-minute walk away. TIF is truly in the heart of the city with the Imperial Palace and famous Ginza shopping district on the doorstep.

TIF also places the greatest priority on green management and is engaged in active efforts to use renewable energy sources. If the draw were to be held at this venue it would be possible to showcase to the world the Competition's commitment to achieving a sustainable society.

For more information on Competition-related sites, see Bid Information Template 12.

## Part C. Event Services



## Accommodation

### 10.1 Overview of accommodation in Japan

In September 2019, Japan recorded 2.3 million overseas visitors which is the highest ever monthly number of 5.27% increase to the previous year, being positively impacted due to the Rugby World Cup 2019™ Japan. In order to respond to this increase in foreign visitors, from 2019 there are a nationwide total of 729 new accommodation facilities being planned that will result in an addition 109,317 rooms. Currently there are 82,150

accommodation facilities in Japan and the total number of rooms (hotels and ryokan combined) is 1,595,842 (as of 2018).

Many facilities are engaged in measures to welcome foreign supporters, including installing English signage and assigning multi-lingual staff. Thanks to this advanced infrastructure, all stakeholders at the FIFA Women’s World Cup 2023™, from players to staff members, as well as supporters, media representatives and FIFA officials, will all be able to select accommodation from a diverse range of options at various price points.

Another point to note is that although the tariffs charged by hotels and ryokan in Japan fluctuate by the season, it has always been the custom to set a maximum standard rate, and room tariffs will never exceed this rate, even at times of high demand, such as during large sporting events.

There is a selection of the highest-level hotels in all host cities, which offer high-quality spaces and office support. For the FIFA HQ hotel, FIFA venue hotel in each host city and the FIFA VIP hotel, we propose the following hotels. All of these offer the highest standards of service and facilities and have experience of responding to FIFA competitions in the past. With convenience and efficiency in mind, they are also ideally located for access to the stadium venues and the IBC.

“Total No. of Rooms in Host Cities”

| Host City | Hotels  | Ryokan |
|-----------|---------|--------|
| Sapporo   | 21,475  | 5,108  |
| Sendai    | 11,378  | 3,329  |
| Tokyo     | 110,600 | 58,600 |
| Saitama   | 3,280   | 735    |
| Toyota    | 1,648   | 1,293  |
| Kyoto     | 16,029  | 6,882  |
| Suita     | —       | —      |
| Kobe      | 11,151  | 3,951  |

### 10.2 Accommodation in host cities : Sapporo



#### Proposed Hotels

1. Premier Hotel Tsubaki Sapporo
2. JR Tower Hotel Nikko Sapporo
3. Sapporo Grand Hotel
4. Royton Sapporo
5. Hotel Okura Sapporo
6. Keio Plaza Hotel Sapporo

#### FIFA Venue Hotel

Sapporo Grand Hotel

Location Sapporo city centre  
Rooms 504  
Distance from Shin-Chitose Airport 60mins  
Distance from Sapporo Sta. 5mins  
Distance from Stadium 30mins

- Wi-Fi Available
- Restaurants, Bar Lounge
- Fitness Gym and Spa
- Located in the heart of Sapporo, this hotel is directly connected by underground walkway to JR Sapporo Station.





Sendai



Proposed Hotels

- |                              |                            |
|------------------------------|----------------------------|
| 1. The Westin Sendai         | 4. Hotel Monterey Sendai   |
| 2. Hotel Metropolitan Sendai | 5. Sendai Hills Hotel      |
| 3. Sendai Kokusai Hotel      | 6. Sendai Royal Park Hotel |

FIFA Venue Hotel

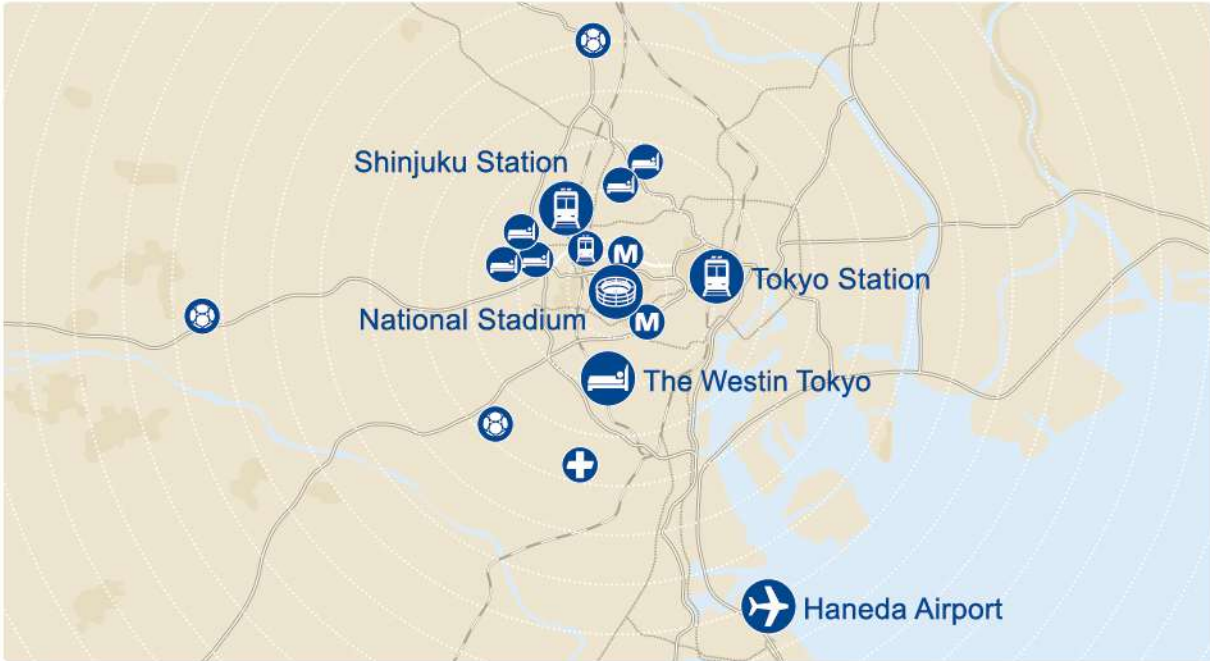
The Westin Sendai

Location Sendai city centre  
Rooms 292  
Distance from Sendai Airport 40mins  
Distance from Sendai Sta. 10mins  
Distance from Stadium 40mins

- Wi-Fi Available
- Restaurants, Bar Lounge
- Fitness Gym and Spa
- FIFA U-20 Women's World Cup Japan 2012 Venue Hotel
- Located in the Sendai Trust Tower, which is the highest building in the city.



Tokyo



Proposed Hotels

- |                           |                            |
|---------------------------|----------------------------|
| 1. Hilton Tokyo           | 4. Hotel Chinzanso Tokyo   |
| 2. Keio Plaza Hotel Tokyo | 5. Rihga Royal Hotel Tokyo |
| 3. Hyatt Regency Tokyo    | 6. The Westin Tokyo        |

FIFA Venue Hotel

The Westin Tokyo

Location Meguro-ku, Tokyo  
Rooms 438  
Distance from Haneda Airport 40mins  
Distance from Tokyo Sta. 30mins  
Distance from Stadium 30mins

- Wi-Fi Available
- Restaurants, Bar Lounge
- Fitness Gym and Spa
- HQ for FIFA Club World Cup Japan 2005™-2008™, 2011™, and 2012™
- Designed in a refined classical European style throughout, standard rooms here are a spacious 42 m².





Saitama



Proposed Hotels

- |                              |                                       |
|------------------------------|---------------------------------------|
| 1. Palace Hotel Omiya        | 5. Hotel Chinzanso Tokyo              |
| 2. Royal Pines Hotel URAWA   | 6. Rihga Royal Hotel Tokyo            |
| 3. Rafre Saitama             | 7. Hotel Metropolitan Tokyo Ikebukuro |
| 4. Hotel Brillante Musashino |                                       |

FIFA Venue Hotel

Palace Hotel Omiya

Location Saitama city centre

Rooms 204

Distance from Haneda Airport 60mins

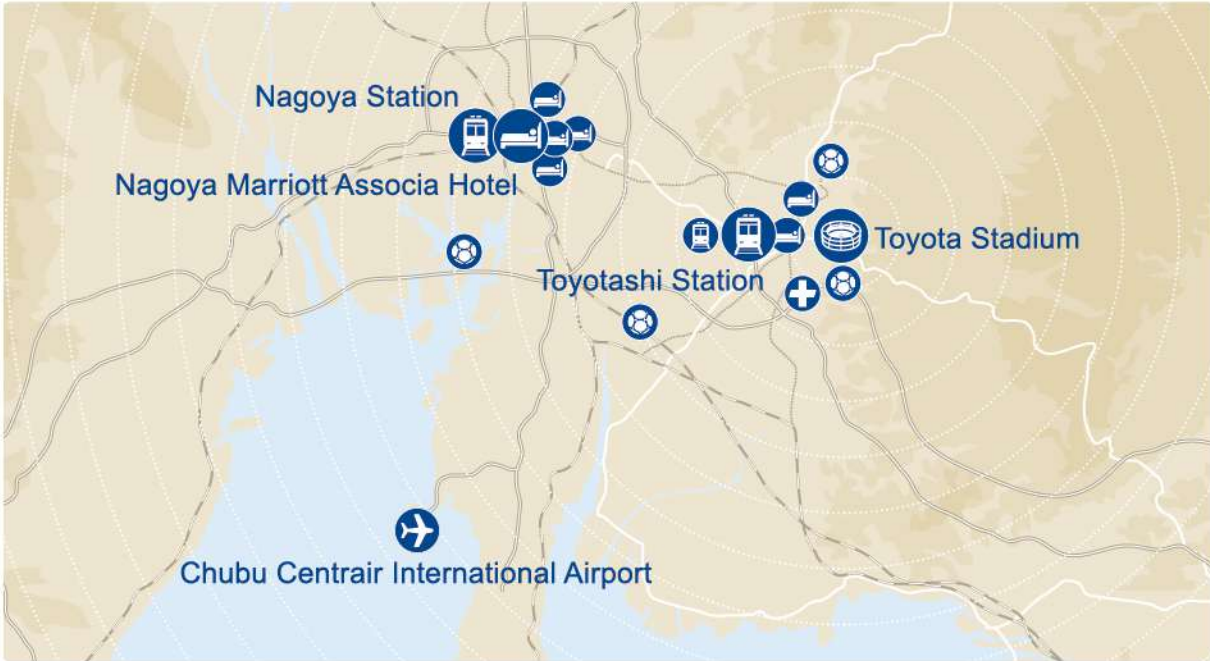
Distance from Omiya Sta. 3mins

Distance from Stadium 30mins

- Wi-Fi Available
- Restaurants, Bar Lounge
- Fitness Gym and Spa
- FIFA U-20 Women’s World Cup Japan 2012 Venue Hotel
- A multi-purpose hotel located in Sonic City, near the west exit of JR Omiya Station, the economic and transport hub of the region.



Toyota



Proposed Hotels

- |                                  |                        |
|----------------------------------|------------------------|
| 1. Nagoya Marriott Associa Hotel | 5. Nagoya Kanko Hotel  |
| 2. Hotel Toyota Castle           | 6. Nagoya Tokyu Hotel  |
| 3. Meitetsu Toyota Hotel         | 7. Hotel Nagoya Castle |
| 4. Hilton Nagoya                 |                        |

FIFA Venue Hotel

Nagoya Marriott Associa Hotel

Location Nagoya city centre

Rooms 774

Distance from Chubu Centrair Airport 60mins

Distance from Nagoya Sta. 0mins

Distance from Stadium 60mins

- Wi-Fi Available
- Restaurants, Bar Lounge
- Fitness Gym and Spa
- FIFA Club World Cup Japan 2011™
- Venue Hotel and FIFA Club World Cup Japan 2012™ Venue Hotel
- Rising 200m directly above JR Nagoya Station, this hotel is located in JR Central Towers.





Kyoto



Proposed Hotels

- |                                 |                            |
|---------------------------------|----------------------------|
| 1. Four Seasons Hotel Kyoto     | 4. Kyoto Hotel Okura       |
| 2. The Ritz-Carlton Hotel Kyoto | 5. The Westin Miyako Kyoto |
| 3. Hyatt Regency Kyoto          | 6. Rihga Royal Hotel Kyoto |

FIFA Venue Hotel

Rihga Royal Hotel Kyoto

Location Kyoto city centre  
Rooms 489  
Distance from Osaka Itami Airport 70mins  
Distance from Kyoto Sta. 10mins  
Distance from Stadium 50mins

- Wi-Fi Available
- Restaurants, Bar Lounge
- Fitness Gym and Spa
- Located in the heart of Kyoto, the revolving restaurant on the top floor of this hotel affords splendid panoramic views of the city.



Suita



Proposed Hotels

- |                                 |                           |
|---------------------------------|---------------------------|
| 1. The Ritz-Carlton Hotel Osaka | 4. The Westin Osaka       |
| 2. Hilton Osaka                 | 5. Swissotel Nankai Osaka |
| 3. Hyatt Regency Osaka          | 6. St. Regis Osaka        |

FIFA Venue Hotel

The Ritz-Carlton Osaka

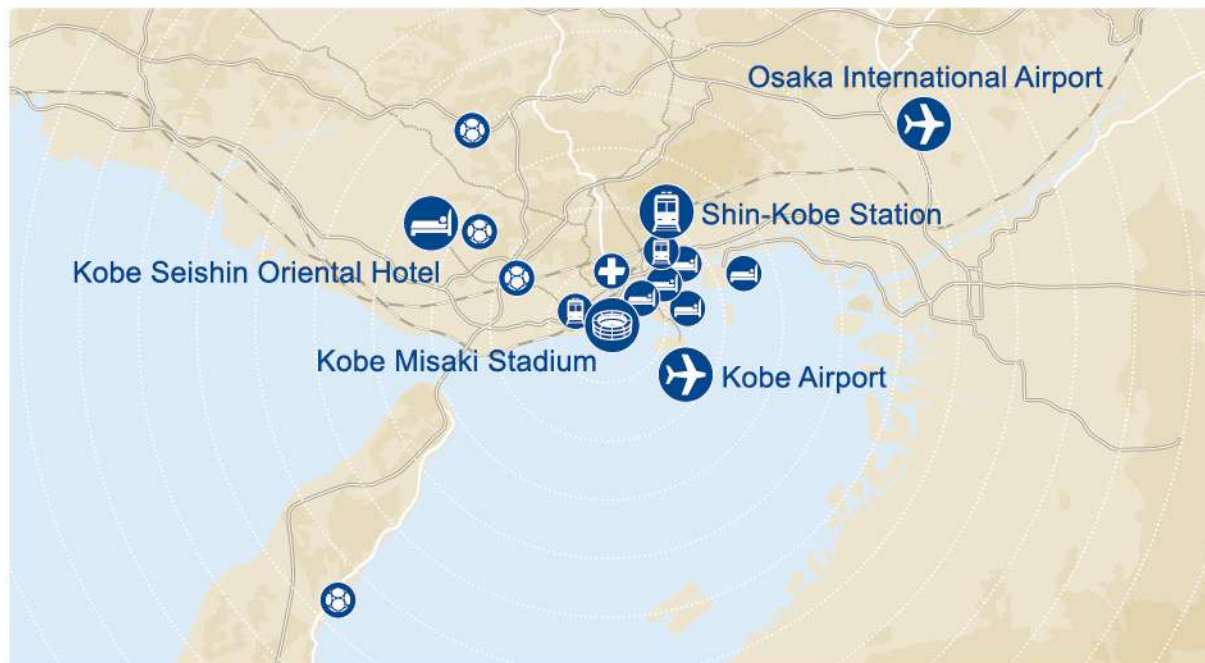
Location Osaka city centre  
Rooms 291  
Distance from Kansai Airport 55mins  
Distance from Shin-Osaka Sta. 15mins  
Distance from Stadium 35mins

- Wi-Fi Available
- Restaurants, Bar Lounge
- Fitness Gym and Spa
- FIFA Club World Cup Japan 2016™ Venue Hotel Station.
- With 292 rooms, including 54 suites, this hotel also features a fitness centre, banqueting and meeting rooms of various sizes, and several restaurants.





## Kobe



### Proposed Hotels

1. Oriental Hotel Kobe
2. Hotel Okura Kobe
3. Kobe Bay Sheraton Hotel
4. Kobe Meriken Park Oriental Hotel
5. Kobe Portopia Hotel
6. Kobe Seishin Oriental Hotel

### FIFA Venue Hotel

Kobe Seishin Oriental Hotel

Location Kobe city centre

Rooms 184

Distance from Kobe Airport 35mins

Distance from Shin-Kobe Sta. 30mins

Distance from Stadium 40mins

- Wi-Fi Available
- Restaurants, Bar Lounge
- Fitness Gym and Spa
- FIFA U-20 Women's World Cup Japan 2012 Venue Hotel
- This hotel is located next to a medical and health complex with 21 tenants, including various clinics and pharmacies.



## FIFA HQ and VIP Hotels

### FIFA HQ Hotels



#### 1. Conrad Tokyo

- HQ Hotel for FIFA Club World Cup Japan 2015 and 2016
- With views over Hamarikyu Garden and the Tokyo waterfront, this hotel boasts award-winning chefs, sommeliers and concierges.



#### 2. The Westin Tokyo

- HQ for FIFA Club World Cup Japan 2005-2008, 2011, and 2012
- A European-style hotel located in quiet and leafy Ebisu, which offers ideal access to all major areas in Tokyo.

### FIFA VIP Hotels



#### 1. The Ritz-Carlton Tokyo

- Rooms 245
- Situated on the top nine floors of the Tokyo Midtown complex with its art galleries and shops, this hotel offers myriad dining choices, including a Michelin-starred restaurant.

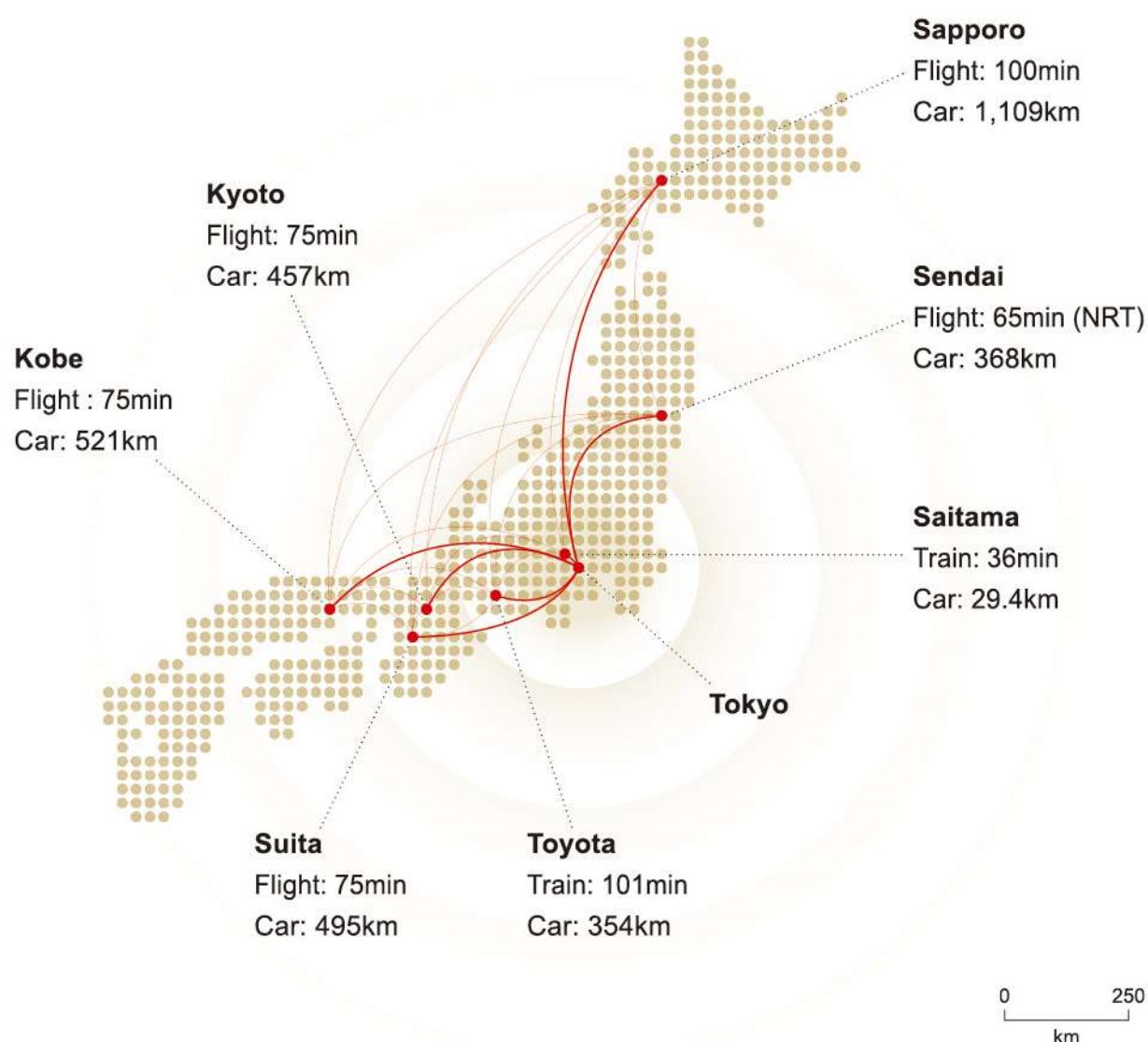


#### 2. Grand Hyatt Tokyo

- Rooms 387
- Located in business, culture, gourmet and fashion complex of Roppongi Hills, this city centre hotel is close to shops, restaurants, cinemas, galleries and an observatory.



### “Transport from Tokyo to each host city”



The world-class safe, fast and reliable transport service and a wide range of transport infrastructure including airplanes, Shinkansen (Bullet Trains), trains, buses and taxis

will support the comfortable operation of the FIFA Women’s World Cup 2023™ in every venue of Japan.

### 11.1 Overview of Japan’s transportation infrastructure

Japan already has well-developed high-density, high-volume transportation infrastructure in place. In addition to the rail network that includes the safe and punctual Shinkansen, there is a comprehensive network of airports that links major cities domestically and also with overseas destinations. There is also a nationwide network of expressways.

### 11.2 Proposal for overall transport strategy and concept for spectators as well as for accredited participants, guests and staff

Japan has world-leading, cutting-edge intelligent transport systems (ITS) that utilise the latest information and communications technologies. Using these systems it will be possible to provide the highest level of transportation services with speed, safety and certainty, tailored to the specific needs of spectators, staff and stakeholders. Spectators can also receive real time public transport information through various media, conveniently through handy tools. Recently, the taxi industry in Japan is promoting the inclusion



of English language education for drivers to address the increased foreign tourists.

### 11.3 Information on the government’s role and responsibilities to enable the collaboration of key stakeholders

The Ministry of Land, Infrastructure, Transport and Tourism (MLIT) is responsible for transportation policy overall and the National Police Agency takes responsibility for highway policy, in coordination with prefectural police organisations nationwide.

### 11.4 Information on the existence of a country-wide or host city-wide intelligent transportation system to provide innovative services relating to different modes of transport and traffic management

One example of ITS in Japan is the commercialisation of autonomous driving technologies being implemented by MLIT. The Autonomous Driving Strategic Headquarters has been established within MLIT, and has been tasked with achieving the commercialisation of Level 3 autonomous driving by 2020 and Level 4 by 2025. Autonomous driving is subdivided into five categories, with Level 3 being “automated driving in specified locations, with the driving taking over in emergency situations,” and Level 4 being, “totally automated driving in specific locations.”

Fostered by the Rugby World Cup 2019™ Japan and the Tokyo 2020 to take place in Japan, transport infrastructure in Japan has developed to provide the most convenient services for international visitors, and meet the needs of teams, FIFA officials, spectators and volunteers.



## 11.5 Transport in host cities: Sapporo



New-Chitose Airport is the largest airport in Hokkaido and offers easy access to the prefectural capital Sapporo in just 37 minutes by Japan Rail (JR) train. It is linked with airports around Japan, ensuring ease of access nationwide. The Sapporo-Haneda (Tokyo) route is the most heavily used domestic route in Japan, carrying more than 9 million passengers each year.

Sapporo itself is served by 3 subway lines, which are all ATO (automatic train operation).

### Stadium Access

Sapporo Dome is 7.4 km from central Sapporo and can be accessed by car or by subway in approx. 20 minutes. The stadium can be reached in approx. 65 minutes by car from New-Chitose Airport. During large-scale tournaments a non-stop shuttle bus service is put into temporary operation, linking stations in the vicinity with Sapporo Dome.

## Sendai



Sendai Airport in Miyagi Prefecture is in an excellent location, with a shortest rail transfer time of 17 minutes to Sendai Station or approximately 35 minutes by car. The airport links Sendai to major cities around Japan and overseas. Travel from Narita Airport in Tokyo to Sendai Airport takes approximately 70 minutes. The fastest rail link by the Tohoku Shinkansen from central Tokyo to Sendai is only 90 minutes.

Sendai Station is the overland gateway to the region and one of the major stations on the Tohoku Shinkansen line. Sendai also has two subway lines. Sendai Airport Access Line also links Sendai Station to the airport with punctual, high-speed, high-volume transport. Overall Sendai is well-equipped with outstanding infrastructure in place.

There is also a ring road network for automobiles in Sendai, which provides dynamic support for transportation in eastern Japan.

### Stadium Access

Sendai Stadium can be reached by car from central Sendai in approx. 25 minutes, or in approx. 45 minutes from Sendai Airport. From central Sendai to the nearest station to the stadium takes 15 minutes, from where it is a four-minute walk. From the airport the train journey takes approx. 60 minutes in total.



## Tokyo



Tokyo boasts the two highest capacity international airports in the country and has truly world-class transportation facilities. Narita International Airport serves 120 international and 23 domestic destinations, handling approx. 42.6 million passengers a year (2018 figures). Haneda International Airport serves 203 international and 57 domestic destinations and is very close to the city centre, handling approx. 87.5 million passengers a year (2018 figures).

For overland transport, Tokyo Station is the starting point for six Shinkansen routes, which link directly with major cities around the nation. A comprehensive rail network crisscrosses the metropolitan area, with a total of 52 Japan Rail (JR) and private rail lines, in addition to 13 subway lines, all of which

ensure high-density, frequent and punctual services.

The expressway network stretches into and throughout the metropolitan region, with multiple expressways radiating out from the capital in all directions.

### Stadium Access

National Stadium can be accessed by rail or by car from central Tokyo in approx. 30 minutes. The stadium is also in an ideal location in terms of transfers from Japan's major international gateways, with travel time from Haneda Airport of approx. 30 minutes, or approx. 60 minutes from Narita Airport.

## Saitama



Saitama sits next to metropolitan Tokyo, and has excellent transportation infrastructure in place, including everything from suburban rail, to subways and major arterial roads, etc. In particular the rail network into central Tokyo is well-developed and trains pass through Saitama at regular intervals.

In addition, there are multiple expressways that pass through Saitama Prefecture, linking it with the entire eastern Japan region and making it a key road transport hub around Tokyo. Saitama is also linked to destinations in western Japan and Narita Airport, enabling ease of access to other domestic and international destinations.

### Stadium Access

Saitama Stadium 2002 is approx. 11 km from Saitama City, or 20 minutes by car, and approx. 20 km from Tokyo, or 30 minutes by car. The stadium is approx. 50 minutes from Haneda Airport, which is Tokyo domestic and international hub. If spectators use the subway lines, Tokyo Station is only 45 minutes away and Omiya and Urawa stations in Saitama are accessible from Tokyo in approx. 30 minutes.



## Toyota



Chubu Centrair International Airport is a hub airport for Aichi Prefecture, and with excellent access to the city center and convenient connections to domestic air routes throughout Japan, which is an important international gateway that offers outstanding infrastructure and transport capacity. Aichi is also home to Nagoya Airfield, which is operated by the local government and has become a full-fledged base commuter aircraft and international private business jets. This combination of airports means that Aichi can respond to diverse needs.

By rail, travelers can reach Nagoya in approx. 90 minutes from Tokyo and 50 minutes from Osaka via the Tokaido Shinkansen. From Nagoya Station a total of five major rail lines radiate out, ensuring excellent access

to other regions around Japan. Public transport is well-developed, including a circular subway line, which means suburban destinations, including Toyota City, can be easily and speedily accessed.

### Stadium Access

Toyota Stadium is approx. 45 minutes by car from central Nagoya and just 2 km or 3 minutes by car from central Toyota City. The journey by car from Central Japan International Airport is approx. 70 minutes.

The rail journey from central Nagoya to the nearest station is approx. 60 minute, and spectators can then take a walk of just 15 minutes from Toyota Station to reach the stadium.

## Kyoto



Kyoto forms the Kansai metropolitan area together with Osaka and Kobe, and lies in a central location in this well-developed, high-density rail and automobile transportation network. Overland routes are well-developed, and by expressway the journey time from Osaka is approx. 40 minutes, with times to Kobe and Nagoya of approx. 60 and 90 minutes, respectively.

In terms of rail transport, Kyoto boasts multiple JR and private rail lines that combine to realise a high-density network timetable and ease of access. Kyoto Station is one of the major stations on the Tokaido Shinkansen line, providing links to Tokyo in approx. 140 minutes and to Nagoya in approx. 40 minutes. Osaka is approx. 30 minutes away by standard train, or just 14 minutes by Shinkansen.

Kansai International Airport is the international gateway to the region, and a JR express service links Kyoto with the airport in approx. 75 minutes. Kyoto can also be accessed from Central Japan International Airport, with a journey time of approx. 90 minutes using standard rail lines and the Shinkansen.

### Stadium Access

Kyoto Stadium is approx. 30 minutes by car from central Kyoto and approx. 90 minutes from Kansai International Airport. By rail the journey from central Kyoto to the nearest station takes approx. 20 minutes and from the station there is just a short five-minute walk to the stadium.



## Suita



With 16 rail stations within its city limits and other transport links within a 10 km radius, Suita offers easy access not just to the major Kansai cities of Osaka, Kyoto and Kobe, but also to other domestic destinations further afield, including Tokyo.

Shin-Osaka Station, the main rail station for Shinkansen routes is just five minutes away by rail, from where Tokyo can be reached in approx. 2.5 hours. Major domestic air hub Itami Airport is also accessible in approx. 20 minutes via the Hankyu line or monorail, and JR trains link to Kansai International Airport in approx. 70 minutes. Coming by road is also convenient as Suita Junction is a major node in the expressway network.

### Stadium Access

From central Osaka, Banpaku-Kinen-Kōen Station, which is the closest station to Suita City Football Stadium can be reached in 30 minutes by rail, or approx. 45 minutes by car. Journeys to Kansai International Airport take approx. 90 minutes by car. On foot from the closest station, the walk to the stadium takes 15 minutes.

## Kobe



Kobe, the prefectural capital of Hyogo Prefecture is approx. 50 minutes from Kansai International Airport, the region's major airport. For domestic routes, Itami Airport and Kobe Airport are also close by, ensuring the highest degree of convenience for domestic travel and transportation. Flights to Tokyo from Itami or Kobe airports take approx. 70 minutes.

By land, the Shinkansen runs through Kobe east to west, linking the city with Tokyo in approx. 170 minutes. In addition to the Shinkansen there are other JR lines, four private rail lines and Kobe Municipal Subway, all offering ease of access, with travel time to Osaka of 20 minutes and 45 minutes to Kyoto.

Taking advantage of its location in central Japan, Kobe is also part of a well-developed expressway network that extends in all four

directions. Automobile access to major cities in Japan is quick and easy, with journeys to Osaka taking 50 minutes, while Kyoto can be reached in 90 minutes.

### Stadium Access

Kobe Misaki Stadium is approx. 7 km from central Kobe and accessible by car in approx. 20 minutes. Three train lines can be used to access the stadium, with the closest stations being between 5 and 20 minutes on foot. Kansai International Airport can be reached by car in approx. 90 minutes.



## Safety and Security

### 12.1 Information on the general safety and security situation in the host country

Japan is a safe country with one of the lowest crime rates in the world and is known as a country where women can walk alone at night without having to worry about safety. An episode, that a lost wallet was found without missing anything and returned to the owner who visited Japan for the Rugby World Cup 2019™ Japan, speaks it. In terms of crime statistics, the overall number of crimes committed peaked in 2002 at approx. 2.85 million cases (22.4 cases per 1,000 population), and has gradually fallen ever since, reaching the lowest level ever in 2018 at 0.82 million cases.

### 12.2 Information on the basic safety and security structures in the host country

Japan's police services are locally based in each of Japan's 47 prefectures, with the National Police Agency acting in a supervisory capacity. There is a total of 1,159 police stations around the country (as of April 1, 2018) as well as police headquarters and academies in each region.

Additionally, police boxes and substations bring policing into even closer contact with local communities and everyday life. Local

police officers who regularly patrol in the town fully understand the communities under their jurisdiction and engage in law and order-related activities accordingly. Police officers are on duty round-the-clock in these communities and are ready to respond to any situation. There are currently 6,260 police boxes and 6,329 substations nationwide (as of April 1, 2018).

### 12.3 Security measures typically adopted at football matches and other events

#### 12.3.1 Security structure

When an international sporting event is held in Japan, it is standard practice for the organiser to make their own independent security arrangements, seeking the cooperation of the police service if necessary. The organiser works closely with private security firms and the police authorities in each host region to formulate a security plan, and the same goes for the event as a whole. At the 2002 FIFA World Cup™ we worked closely with police authorities nationwide and similarly for the Tokyo 2020 a comprehensive cooperative structure is in place, bringing together all relevant government and police authorities.

#### 12.3.2 Security at airports and public transportation facilities

Based on generally high attention to security, thorough security measures are already in



place and in operation every day at Japan's public transportation facilities, including surveillance cameras and security staff. During a period of high demand by competition-related personnel and spectators from before the Competition begins through to after it concludes, an enhanced security structure will be deployed at those public transportation facilities at airports, railway stations, bus terminals, and also on planes, trains, subways and buses.

### 12.4 Overall safety and security strategy and concept

Given the critical importance of safety and security, in advance of the Tokyo 2020, the Cabinet Secretariat has formed a Security Coordination Centre for the purpose of establishing a comprehensive security structure

overall, while the National Police Agency has set up a Security Information Centre, which aims to enhance information gathering and analysis.

For more information on safety and security, see Template 13.





## Health, Medical and Doping control

### 13.1 Overview

The implementation and operation of the National Health Insurance System has helped Japan to achieve the highest global standards in health care levels and among the longest average longevity for its people.

### 13.2 Overseas visitors

There are no vaccinations that are compulsory for overseas visitors wishing to enter Japan and all visitors can spend time in the country with the greatest peace of mind.

### 13.3 Environmental conditions for the health of players and spectators

There are no environmental risks in Japan that could be considered critical or serious.

### 13.4 Private/Public healthcare system

There are approximately 178,000 medical facilities in Japan, including hospitals, general clinics and dental clinics. At these facilities, from clinics to hospitals that operate on various levels, medical services are provided that range from examinations and vaccinations, through complex therapies and treatment.

### 13.5 Methods for overseas visitors to reduce the medical costs

It is recommended that all visitors take out an overseas health insurance policy from among the various policies provided by private-sector insurers.

### 13.6 Medical services for major sporting events

For the Tokyo 2020 a total of 10 hospitals have been selected as Olympic hospitals for the athletes, members of the International Olympic Committee (IOC), National Olympic Committees and persons involved with the IOC.

### 13.7 Hospitals providing expert treatment for world-class professional athletes

There are three FIFA Medical Centres of Excellence in Japan, each with specifications and human resources eminently capable of providing examinations, treatment and rehabilitation services to world-class athletes:

- Kanagawa: St. Marianna University School of Medicine
- Hyogo: Kobe University Hospital, Hyogo Prefectural Rehabilitation Central Hospital, and Meiwa Hospital—three hospitals jointly accredited.



- Tokyo: Juntendo University Hospital, and Japan Institute of Sports Sciences—two instituted jointly accredited.

will remain as a legacy after the Games have concluded.

For more information, see Template 14.

### 13.8 Hospitals providing expert treatment for team/delegation members

In addition to “Advanced Treatment Hospitals” there are approximately 4,000 “Designated Emergency Hospitals” in Japan that have medical equipment and staff capable of receiving and caring for emergency patients at nights and during holidays.

### 13.9 Management of doping-related matters

The Japanese Olympic Committee is strengthening anti-doping structures and systems ahead of the Tokyo 2020. These





## IT&T (Information Technology and Telecommunications)

Ahead of the Tokyo 2020, Japan's domestic telecommunications carriers and IT vendors are stepping up their efforts to ensure that by 2020 Japan will have the world's best IT&T infrastructure and services in place. It is anticipated in this sector in particular the tremendous benefits that will be gained from Rugby World Cup 2019™ Japan and Olympic-related efforts will spur further developments, so that by the time of the FIFA Women's World Cup 2023™ all venues and participants will enjoy access to the world's best IT&T infrastructure.

### 14.1 Fixed-line and mobile networks in host cities and related infrastructure

#### 14.1.1 Internet-related matters and fixed broadband

The nationwide internet penetration rate is more than 91% in Japan, one of the highest rates among major countries. Currently, Free WiFi spots in Japan are available for overseas visitors and domestic residents alike to use, in urban areas, at major airports and stations, and on express trains and buses, etc.

#### 14.1.2 Mobile networks

Currently the three major carriers together provide a 4G coverage rate of more than 99%. Furthermore, the mobile terminal (cell-phone) penetration rate as a ratio of the pop-

ulation is more than 190%, with advances being made in the introduction of private LTE environments that offer safer and higher quality WiFi.

#### 14.1.3 Video communication

Ultra HD (UHD) technologies are spreading and in 2018 commercial broadcasters started broadcasting in 4K and satellite broadcasts started in 8K. Furthermore, J. League started developing an environment with a service provider that will enable over-the-top (OTT) streaming of football video communications in Japan from 2017.

#### 14.1.4 Telecommunications environment in stadiums

Based on the J. League's strategic "Smart Stadium Initiative," since 2016 efforts have been made to deploy high-density WiFi in stadiums to advance the provision of in-stadium digital services. Of the stadiums proposed, all existing stadiums already have WiFi available, and the other stadiums under construction have plans to introduce WiFi connectivity.

#### 14.1.5 Ticketing

E-ticketing is already widespread for use at Japanese sporting events, and Rugby World Cup 2019™ Japan is a showcase of E-ticketing that has sold 97% of its available seats in



total. This successful outcome is far beyond original expectation. Payment by QR codes or barcodes is also increasing.

### 14.2 Revisions/adaptations anticipated for fixed-line and mobile networks as well as infrastructure and any expansion or development plans

#### 14.2.1 Expansion and of the 5G environment

The allocation of major 5G operators is currently being determined. It is anticipated that around spring 2020 service to mobile terminals will be launched and that by 2023 5G services will be fully commercialised as a part of social infrastructure services and that usage will be expanding.

It is also anticipated that the FIFA Women's World Cup 2023™ would give further impetus

to the following IT&T developments.

- Increased capacity stadiums' communication line infrastructure: 100Base-Tx lines/switches replaced with 1000Base and greater communication standard lines.
- Virtual viewing using virtual and augmented reality.
- Further sports-specific services using Edge AI.
- ePrivacy concerns: Development of personal information management via an "information bank" tailored to the needs of the networked society.





Part D.

**Commercial**



## Revenue and Contributions

### 15.1 Japan and large-scale sports events

The major sources of income for this Competitions are: 1) National Supporters, 2) Ticketing, 3) Hospitality, 4) Merchandising, 5) Food and Beverage Concessions, and 6) Financial Contributions.

As can be seen from the successful actual ticketing sales for the various large-scale sporting events that have been held in Japan in the past, including the 2002 FIFA World Cup Korea/Japan™ FIFA Club World Cup™ and Rugby World Cup 2019™ Japan, Jap-

anese people are enthusiastic about sports and enjoy watching international sporting events. As a matter of fact, Rugby World Cup 2019™ Japan sold 99% of tickets in total and the Tokyo 2020 have already sold 4 million tickets at the first phase of sales by lottery for pre-order. For the FIFA Women’s World Cup 2023™, we are estimating ticketing revenue taking into consideration a soundly conceived ticketing strategy, based on our experience of international football matches hosted by JFA, as well as J. League and Japan Women’s Football League matches.

| Year | No. of international visitors (persons) | Growth rate (%) |
|------|-----------------------------------------|-----------------|
| 2018 | 31,191,856                              | 8.7             |
| 2017 | 28,691,073                              | 19.3            |
| 2016 | 24,039,700                              | 21.8            |
| 2015 | 19,737,409                              | 47.1            |
| 2014 | 13,413,467                              | 29.4            |

Source: Japan National Tourism Organization (JNTO)



### 15.2 Inbound tourism and sports tourism

In addition to domestic football fans, large numbers of international visitors are also expected to travel to Japan to witness the highest level of women’s football and enjoy Japanese culture and foods. In 2018 the number of international visitors to Japan was larger than 31 million, representing a 273.52% increase from ten years ago, and the fifth consecutive year that a new record has been set for the number of international visitors. The total amount of consumption accounted for by foreign guests has reached 4.5189 trillion yen. It is expected that such trends will last through to 2023 and the FIFA Women’s World Cup 2023™, and there are also expectations that these visitors will contribute greatly to tickets and related goods and merchandise purchases.

The Japanese government has made its efforts on promoting sports tourism by encouraging international visitors to enjoy various competitions during their stay in Japan. The results of a survey targeting international visitors to Japan in 2018 implemented by the Japan Tourism Agency show that there is an incredibly high satisfaction rate of 93.5% for watching sports events in Japan. It is therefore expected that the number of international visitors coming to Japan to view and support sporting events will continue to increase in the future.

Supported by these promotion measures being implemented by the Japanese government, it is also expected that the increased number of international spectators at the FIFA Women’s World Cup 2023™ will also have a commensurate economic effect.





### 15.3 Sports events subsidies in Japan

At the same time, there is a sports promotion fund and subsidy system that can be utilised to support the hosting of large sporting events in Japan. This is a subsidy system that gains its revenue from sales of official football lottery operated by the Japanese government (toto / BIG) and it was introduced with the objective of securing financial resources to implement sports promotion measures, including the development and enhancement of the sporting environment in Japan. Subsidies for an international-scale sporting tournaments such as this one would be split into support for event preparations, and support for the Competitions. The upper ceiling for subsidies is 80 million yen per year for preparations and 200 million yen for support during the Competitions. Followed by host appointment, we plan to apply to the

sports promotion fund to receive subsidies from 2020 on.

As the host of the tournament has yet to be confirmed and announced it is the policy of the sports promotion fund not to issue any guarantees concerning applications for subsidies. Accordingly, Bid Information Template 17: Funding Confirmation of this potential source of income is not submitted.

For more information on income budget estimates, see Bid Information Template 16.

## 16 / Organising Costs

### 16.1 Overview of the Japanese economy

The Japanese economy is on a recovery track that began in December 2012 and continued for 73 months until December 2018, exceeding the longest period of growth in the

postwar period that was previously recorded from 2002 to 2008.

The nominal GDP growth rate is close to 2% with Japan no longer experiencing deflation, and corporate profits at their highest-ever levels. Overall the economic situation is extremely stable.

#### “Basic Economic Indicators of Japan”

| Item | Real GDP growth rate | Total nominal GDP | Consumer price increase rate | Policy interest rate | Exchange rate to the USD |
|------|----------------------|-------------------|------------------------------|----------------------|--------------------------|
| Unit | %                    | USD 1 billion     | %                            | %                    | JPY                      |
| 2008 | Δ 1.09               | 5,037.9           | 1.38                         | 0.30                 | 103.36                   |
| 2009 | Δ 5.42               | 5,231.4           | Δ 1.35                       | 0.30                 | 93.57                    |
| 2010 | 4.19                 | 5,700.1           | Δ 0.72                       | 0.30                 | 87.78                    |
| 2011 | Δ 0.12               | 6,157.5           | Δ 0.27                       | 0.30                 | 79.81                    |
| 2012 | 1.50                 | 6,203.2           | Δ 0.05                       | 0.30                 | 79.79                    |
| 2013 | 2.00                 | 5,155.7           | 0.35                         | 0.30                 | 97.60                    |
| 2014 | 0.38                 | 4,850.4           | 2.76                         | 0.30                 | 105.94                   |
| 2015 | 1.35                 | 4,395.0           | 0.79                         | 0.30                 | 121.04                   |
| 2016 | 0.94                 | 4,949.3           | Δ 0.12                       | 0.30                 | 108.79                   |
| 2017 | 1.71                 | 4,872.1           | 0.47                         | 0.30                 | 112.17                   |

Source: IMF World Economic Outlook Database  
IMF International Financial Statistics



16.2 Large-scale sports events and Japan’s commodity prices

Given that during past large-scale events held in Japan, including the Nagano 1998 Winter Olympics and the 2002 FIFA World Cup™ there were no significant surges in accommodation tariffs in Japan, it is anticipated that there will likewise be no significant rises in accommodation costs during the FIFA Women’s World Cup 2023™.

This is due to long-standing business customs in the Japanese accommodation industry that place priority on maintaining trusting relations with customers and also thanks to appropriate measures to protect accommodation users, with JFA working in cooperation and partnership with accommodation organisations, travel agencies, the

Japan Tourism Agency, the Consumer Affairs Agency, and administrative organisations such as local governments.

Public transport fares are capped according to relevant laws and ordinances, which ensures rational and appropriate price management of fares.

16.3 Financial situation of candidate host cities

All of the candidate host cities in Japan have a sound financial base and there are no financial causes for concern relating to this bid.

For more information on expenses budget estimates, see Bid Information Template 16.

“Budget scale for each candidate host city (2018)”

| City                          | Total budget (hundred million yen) |
|-------------------------------|------------------------------------|
| Sapporo                       | 16,344                             |
| Sendai                        | 10,791                             |
| Tokyo (Prefecture)            | 144,440                            |
| Saitama (Prefecture and City) | 10,066                             |
| Toyota                        | 2,887                              |
| Kyoto (Prefecture)            | 7,844                              |
| Suita                         | 2,417                              |
| Osaka                         | 38,985                             |
| Kobe                          | 17,565                             |



## Human Rights and Sustainability



### 17.1 Sustainable event management

#### 17.1.1 Sustainable event management principles

In all matters relating to the preparations for and operation of the Competition, JFA will comply with all domestic laws and regulations and based on its stated policies and general activities will comply with the sustainable event management principles as stipulated by FIFA to ensure sustainable operation of the Competition.

For many years JFA has had a grasp of nature of sports to be a tool for sustain-

able development and sustainability is one element that underpins our principles and vision. We further recognise that sporting activities could help to contribute to the realisation of the UN Sustainable Development Goals (SDGs) and are therefore also working to advance the SDGs. With our rich experiences such as protection of the natural environment, diversity initiatives by including people of all ages, genders and physical or mental abilities at competitions and institutional development, efforts to nurture the next generation of football family in many Asian countries through interactive projects,

and the JFA Green Project to help creating comfortable living environments, we can utilise these experiences in the FIFA Women's World Cup 2023™ to showcase an event of high sustainability.

Furthermore, by utilising existing stadiums and training sites for the Competition, we can reduce our footprint on the local environment. Working energetically with and seeking active input from local communities in the host cities, we will generate excitement and anticipation for the Competition itself.

By holding the Competition in Japan, we will raise awareness of sustainability principles and concepts inherent to sports not just within Japan's borders, but across the world, with the aim of leaving a legacy of responsible actions to future generations.

#### 17.1.2 Sustainable event management strategy

Combining the JFA's standard SDGs-related activities with the sustainability policies being promoted by the Japanese government, from the preparatory stages of the Competition, we will draw more people's attention to sus-

tainability and actively incorporate related initiatives and actions.

For more information see the specified Form on Sustainability Concept and Human Rights Strategy.

### 17.2 Sustainable procurement

As all stadiums and training sites that will be used for the Competition are already built, there will be no significant procurement requirements for construction or development. In addition, in compliance with "preservation of the natural environment," which is one of the items stipulated in the JFA's Code of Ethics, we will engage in sustainable supply chain transactions with a view to reducing impact and burden on the global environment. Our pledge is to uphold sustainable procurement processes and practices from the preparatory stages through to completion of the Competition.





## 17.3 Human rights

### 17.3.1 UN Guiding Principles on Business and Human Rights

“Respect for human rights and prohibition of discrimination” is an item included in the JFA’s Code of Ethics. It stipulates that “The JFA shall not discriminate against any nation, individual or group by reason of race, skin colour, ethnicity, nationality, ethnic origin, gender, age, language, disability, sexual orientation, belief, religion, politics, or for any other reason. The JFA shall respect human rights and endeavour to create an environment that eliminates discrimination, nor shall it take part or assist in any activities that infringe human rights or cause discrimination.”

In the operation of the Competition to be hosted too, we will pay close attention

to the human rights of all persons involved, like workers, athletes, staff, spectators and volunteers. Furthermore, seeking to place even more emphasis on human rights in the course of advancing footballing activities, in June this year we announced our endorsement and adherence to UNICEF’s Children’s Rights in Sports Principles.

As demonstrated by our actions and accomplishments to date, in the preparations for and operation of the Competition we will make further efforts to respect human rights, while also complying with the UN Guiding Principles on Business and Human Rights.

### 17.3.2 Strategy on human rights risk

For more information see the Human Rights Assessment Report and the specified Form.

## 17.4 Diversity and anti-discrimination

“Respect for human rights and prohibition of discrimination” is stipulated as an item to be upheld in the JFA’s code of ethics. Working with Japan Professional Football League (J. League), in fiscal 2008, we confirmed the importance of respect in football and launched the Respect Project. We are firmly opposed to discrimination and violence at all football and sporting venues and are engaged in various initiatives that seek to achieve a world free from discrimination and violence, and to foster and spread broadly a spirit among all people involved in football that cherishes all things and all people.

We are also continuing initiatives through football for the younger generation to provide education of the mind and permeation of the importance of diversity and anti-discrimination.

JFA will maintain these toward the Competition with consistency.

### 17.5 Tobacco-free event

In the Tokyo 2020, all venues will be completely non-smoking, including bans on heated tobacco and other e-tobacco options. The government of Japan is promoting measures to prevent passive smoking under the terms of the Health Promotion Act. Domestic legislation therefore covers all requirements in the Tobacco Free Policy for FIFA Events.

### 17.6 Accessibility

The goal of achieving a barrier-free society is enshrined in domestic laws, and based on respect for the human rights of persons with disabilities, Japan has constantly striven to develop infrastructure that can enable all people to lead fulfilling lives. Particular focus is being placed on barrier-free access and

universal design at accommodation facilities, airports and other public transportation facilities. Various initiatives are underway to further boost accessibility in time for Tokyo 2020. The proposed host cities and stadiums are also promoting their own specific accessibility initiatives too.

Japan would therefore be able to realise the FIFA Women’s World Cup 2023™ in compliance and accordance with all of FIFA’s accessibility requirements.

### 17.7 Environmental protection

Protection of the natural environment is one of the pillars of JFA’s compliance policy and we are committed to activities to minimise environmental burden. We seek to promote with J.League more natural grass pitches, call on all football-related vehicles including team buses to minimise exhaust emissions, and engage in publicity about environmental protection and global warming countermeasures at international events and matches hosted by JFA as well as the J. League. In the context, Japanese national teams and spectators are well-known as they leave stadiums making dressing room and seating area very clean. Currently their behaviour is being expanded to foreign countries. It is based on these experiences that we will further promote environmental awareness at the Competition.

Given that we will be using existing stadiums and training sites, it is expected that from the preparatory stages we will be able to significantly reduce environmental burden in venue development.

For more information on human rights and sustainability, see the specified Form.









Time To Fly Japan as the stage to power women's football into the future and onto the next level.



**BIDDING NATION**  
JAPAN