

# Supporting FIN/SUM2019



## Venues

Marunouchi Building Hall and Wadakura Fountain Park

## Event Dates

Tues., Sept. 3 – Fri., Sept. 6, 2019

## Scale

10,000 people in total

## DMO Involvement

Distribution of area-wide coupons, support for planning and running a party at a unique venue, support for conducting excursions

## Outline

DMO TOKYO Marunouchi provided hospitality for participants at this year's fourth annual FIN/SUM, handing out eco-friendly bags and coupons for use in the area, and assisting with running of the afterparty and excursions. The afterparty was held at Wadakura Fountain Park, located in the Kokyogaian National Gardens (Ministry of the Environment jurisdiction), marking the first use of the venue for such an event. To organize the night, the DMO liaised with the parties involved, and arranged for some 400 participants to enjoy the afterparty in a luxurious setting.



## Marunouchi - Minamiboso Day Excursion

To give overseas visitors participating in the four-day conference a chance to enjoy traditional Japanese scenery and culture in sharp contrast to the big city, we organized and conducted a day trip to Chiba Prefecture's Minamiboso city the day after the event concluded. Each of the 24 participants found plenty to enjoy in a wide range of Japanese cultural experiences that included viewing terraced rice fields, mochi rice-cake pounding, visiting a Shinto shrine, sake tasting at a brewery, and a traditional multi-course meal at a Japanese-style restaurant.

