



# HCA & The Global Association Meetings Protocol

City: [Fukuoka](#)

**Global Associations Meeting Protocol - 4 Pillars (Source: ICCA Global Association Meetings Protocol)**

These provide a structured framework for destination leaders to optimize how they work with association clients in the future.

**Sustainability, Equity & Legacy**

Association clients are facing increasing pressure from their organizations and partners to be more transparent about how they're collaborating with host destinations to decrease environmental impacts and increase benefits to a wider breadth of community members and stakeholders.

Sustainability; equity, diversity and inclusion; and legacy are now top of mind for association clients when it comes to site selection. Therefore, destinations should dedicate more resources to deliver on those priorities more effectively. Some specific strategies here are:

- Work closely with associations to help them achieve their legacy objectives.
- Balance the need for growth with responsible and sustainable development.
- Develop a sustainable tourism and events strategic framework.
- Improve equity, diversity and inclusion across organization staff
- Protect and steward the natural environment and our authentic social and cultural characteristics
- Elevate the destination brand by promoting progressive people and organizations invested in sustainability and equality.
- Develop new KPIs to better measure the economic and social impact of tourism and business events beyond visitor volume.
- Increase collaboration with local community organizations to address social issues

**Crisis Planning & Mitigation**

Protocols to enhance safety, health and security should be further enhanced and codified to protect against future cataclysmic shocks and chronic stresses that impact business events. Some specific strategies here are:

- Pay close attention to safety, health and security as a strategic consideration in our future planning.
- Develop a much more comprehensive crisis management strategy with new protocols related to all types of crises.
- Expand networks and collaboration with health, safety and security organizations to improve the destination's resilience to future shocks.
- Increase direct involvement in risk assessment and mitigation strategies for business events.
- Engage in scenario planning to help be prepared for future disruptions and opportunities

## Advocacy & Policy

Association clients are asking destinations and their partners to continue to advocate stridently for reducing barriers to travel. Some specific strategies here are:

- Increase advocacy efforts regarding border trade and travel restrictions.
- Actively encourage policy makers to reduce barriers to travel.
- Diversify revenue sources to maintain and expand current funding levels.
- Play more of a central role in advocacy in the destination.

## Sector & Community Alignment

Providing access to local clusters of advanced industries and community leaders is critical for attracting business events in those industries. Selling brainpower as well as buildings improves competitiveness for the destination and enhances legacy outcomes for the client. Some specific strategy here is:

- Expand engagement with universities, research institutions and advanced/ creative industries to better attract high-value business events.
- Develop outreach programs in the local community to broaden industry networks.
- Place greater emphasis on connecting business event customers with intellectual capabilities and knowledge networks in their destination.
- Enhance engagement with local community to manage future considerations for the visitor economy.

## How is the city of Fukuoka aligning with the Global Meetings Protocol?

### Sustainability, Equity & Legacy

Sustainability; equity, diversity and inclusion; and legacy are now top of mind for association clients when it comes to site selection. Therefore, destinations should dedicate more resources to deliver on those priorities more effectively.

1. At present is your *city/CVB/ destination partners* implementing any of the following sustainability, equity & legacy strategies?
  - Work closely with associations to help them achieve their legacy objectives.
  - Balance the need for growth with responsible and sustainable development.
  - Develop a sustainable tourism and events strategic framework.
  - Improve equity, diversity and inclusion across organization staff
  - Protect and steward the natural environment and our authentic social and cultural characteristics
  - Elevate the destination brand by promoting progressive people and organizations invested in sustainability and equality.
  - Develop new KPIs to better measure the economic and social impact of tourism and business events beyond visitor volume.
  - Increase collaboration with local community organizations to address social issues

2. Can you describe an initiative taking place in your *city/CVB/ destination partners in your city* that demonstrates one of the above strategies?

**Protect and steward the natural environment and our authentic social and cultural characteristics:**

Fukuoka CVB works with organizations dedicated to preserving authentic social and cultural characteristics such as Acros Fukuoka which is a hall as well as a rotating exhibition space for cultural products.

We also have a special relationship with Hakata Machiya Furusatokan, a building that offers traditional Fukuoka craft experiences for business event participants. Where they can decorate items such as wooden spinning tops and Hakata dolls specific to this area. They also have a working loom for the traditional and intricate Hakata Ori fabric.

We have partnered with local performers and companies which provide historical and cultural-based activities such as kimono rental services, ninja performers, Japanese dance, and many more.

Recently Fukuoka has realized that as a port city we must make the best use of our beautiful coastline, and we have been working with local sailing groups and marine organizations to create tours that introduce visitors to these coastal areas.

For our incentive tour guests, the Fukuoka CVB has created a variety of recycled “give-away” products, such as Eco bags made from offcuts of traditional locally made Japanese clothes.

**Increase collaboration with local community organizations to address social issues**

In 2023 the FINA World Championships will be held in Fukuoka City. To increase local visibility and the involvement of local people in this event, the Fukuoka CVB is currently working closely with a group of locals to create a related but independent water sports event: The 1<sup>st</sup> International Beach Water Polo tournament.

At this Beach Water Polo event teams from local schools, and from various countries around the world will compete over a three-day tournament.

We hope that this tournament provides local children and families with a great opportunity to meet a variety of foreign participants and become more interested in marine sports.

**Balance the need for growth with responsible and sustainable development.**

While Fukuoka is looking forward to welcoming back onsite MICE events, over the past two years the Fukuoka CVB has been working to support our local MICE facilities’ continued, future use of Hybrid meetings. We have been offering considerable financial support packages to MICE facilities such as Universities, and hotels in the city, for them to install/purchase cameras and online streaming equipment.

This investment means that Hybrid conferences will continue to be cost-efficiently available, and will make attendance at conferences possible even for those people who don’t have the budget for international travel.

3. Is your *city/ / CVB/ destination partners in your city* undertaking other strategies not listing above that demonstrate its commitment to sustainability, equity and legacy?

N/A

### Crisis Planning & Mitigation

Protocols to enhance safety, health and security should be further enhanced and codified to protect against future cataclysmic shocks and chronic stresses that impact business events:

1. At present is your *city/ CVB/ destination partners* implementing any of the following crisis planning & mitigation strategies?

- Pay close attention to safety, health and security as a strategic consideration in our future planning.
- Develop a much more comprehensive crisis management strategy with new protocols related to all types of crises.
- Expand networks and collaboration with health, safety and security organizations to improve the destination's resilience to future shocks.
- Increase direct involvement in risk assessment and mitigation strategies for business events.
- Engage in scenario planning to help be prepared for future disruptions and opportunities

2. Can you describe an initiative taking place in your *city/ / CVB/ destination partners in your city* that demonstrates one of the above strategies?

N/A

3. Is your *city/ / CVB/ destination partners in your city* undertaking other strategies not listing above that demonstrate its commitment to crisis planning & mitigation?

N/A

### Advocacy & Policy

Association clients are asking destinations and their partners to continue to advocate stridently for reducing barriers to travel

1. At present is your *city/ CVB/ destination partners* implementing any of the following advocacy and policy strategies?

- Increase advocacy efforts regarding border trade and travel restrictions.
- Actively encourage policy makers to reduce barriers to travel.
- Diversify revenue sources to maintain and expand current funding levels.

- Play more of a central role in advocacy in the destination
2. Can you describe an initiative taking place in your *city/ / CVB/ destination partners in your city* that demonstrates one of the above strategies?  
N/A
  3. Is your *city/ / CVB/ destination partners in your city* undertaking other strategies not listing above that demonstrate its commitment to advocacy and policy in reducing barriers to travel?  
N/A

## Sector & Community Alignment

Providing access to local clusters of advanced industries and community leaders is critical for attracting business events in those industries. Selling brainpower as well as buildings improves competitiveness for the destination and enhances legacy outcomes for the client.

1. At present is your *city/ CVB/ destination partners* implementing any of the following sector and community alignment strategies?

- Expand engagement with universities, research institutions and advanced/ creative industries to better attract high-value business events.
- Develop outreach programs in the local community to broaden industry networks.
- Place greater emphasis on connecting business event customers with intellectual capabilities and knowledge networks in their destination.
- Enhance engagement with local community to manage future considerations for the visitor economy.

2. Can you describe an initiative taking place in your *city/ / CVB/ destination partners in your city* that demonstrates one of the above strategies?

**Expand engagement with universities, research institutions and advanced/creative industries to better attract high-value business events.**

Fukuoka CVB has a close relationship with a number of higher education institutions that are located in our city and work together to bid for business events with the universities and Fukuoka's values.

Annually the Fukuoka CVB collaborates with local Universities to hold an onsite "MICE seminar" at which we present our bureau activities and exchange ideas about future possible conferences we could bring to the city.

As part of Fukuoka's business event off-site tour offerings, we can offer a variety of industry-specific tours to MICE groups, such as the cities Hydrogen energy station, the Seawater Desalination Centre, and factory tours at Toyota Factory and Yaskawa Electrical plant.

We are also actively working with University faculty to help them create events in the local community such as a current AI/Robotics event planned to introduce local school children to the fun of AI technology.

3. Is your *city/ / CVB/ destination partners in your city* undertaking other strategies not listing above that demonstrate its commitment to sector and community alignment?

N/A



# Join the Alliance

