



Games Implementation Plan

Public Interest Incorporated Foundation
The Organising Committee of
The World Masters Games 2021 Kansai



Games Implementation Pla

Basic idea for holding the Games

Realize the Games philosophy

Ripple effect to the region and whole society by holding the Games

Countermeasures for COVID-19



Competition • Games Operation

- ▶ **Games period is**
13 - 29 May 2022
- ▶ **59** disciplines of **35** sports
- ▶ **Resume entry from**
13 May 2021



Opening and Closing Ceremonies

Opening Ceremony



Date Friday, 13 May 2022
Venue Takebishi Stadium Kyoto
(former Kyoto Nishikyogoku Athletic Stadium)

Closing Ceremony

Date Sunday, 29 May 2022
Venue Under adjustment
(in Osaka city)



PR and Communication activities

Target number
of participants

50,000
(Domestic 30,000/
Overseas 20,000)

Japan

Overseas

Main Target

Athletes and Corporates
+
Sports enthusiasts and
people interested in Sports

Taiwan (next host place of the
WMG2025)
South Korea (next host place of the
APMG 2023)
Australia • New Zealand • North
America



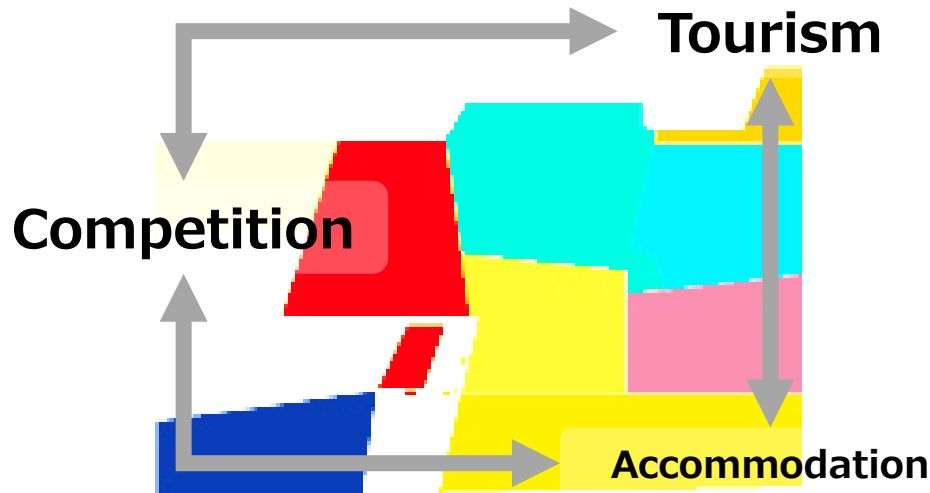


WORLD
MASTERS
GAMES
2021 KANSAI
JAPAN

Promotion of Sports Tourism



Promotion of Sports Tourism



- ✓ Provide stress-free transportation
- ✓ Provide safe and secure environment accommodation
- ✓ Provide high quality sightseeing program
- ✓ Interaction measures which leads to regional development

Revitalization of local economy
Improve attractiveness of Kansai as a tourism site

Interaction

- Ensure the safety and security of participants by combining opportunities for real interaction at each host area of competitions and opportunities for virtual interaction by using ICT.
- Promote exchange measures that lead to regional promotion in partnership with local restaurants and entertainment facilities.



Creating real Interaction site



○ Players lounge (tentative name)

- Set up interaction site where participants gather around competition venue or within the Masters Village.

○ Masters Village

- Set up one spot for each prefecture where participants can interact each other.
- Disseminate the charming point of the area and implement unique events.

○ Opening EXPO / Finale Event

- An event will be held in which Games participants and local citizens can participate in conjunction with the opening and closing ceremony.

○ Development of cooperating stores etc. for benefit towards Games participants

- Develop stores and facilities so that Games participants can enjoy benefits such as discounts during the Games.

○ Recruit WMG Supporting team

- In order to create momentum of the Games, recruit WMG supporting team from public.



Virtual interaction project utilizing ICT

WMG.STATION
WORLD MASTERS GAMES 2021 KANSAI / JAPAN

JP / EN

FB

TW

タイムスケジュール | 開催地 | 競技 | ニュース・特集

ライブ配信中



5月〇日 本日開催の競技・イベント

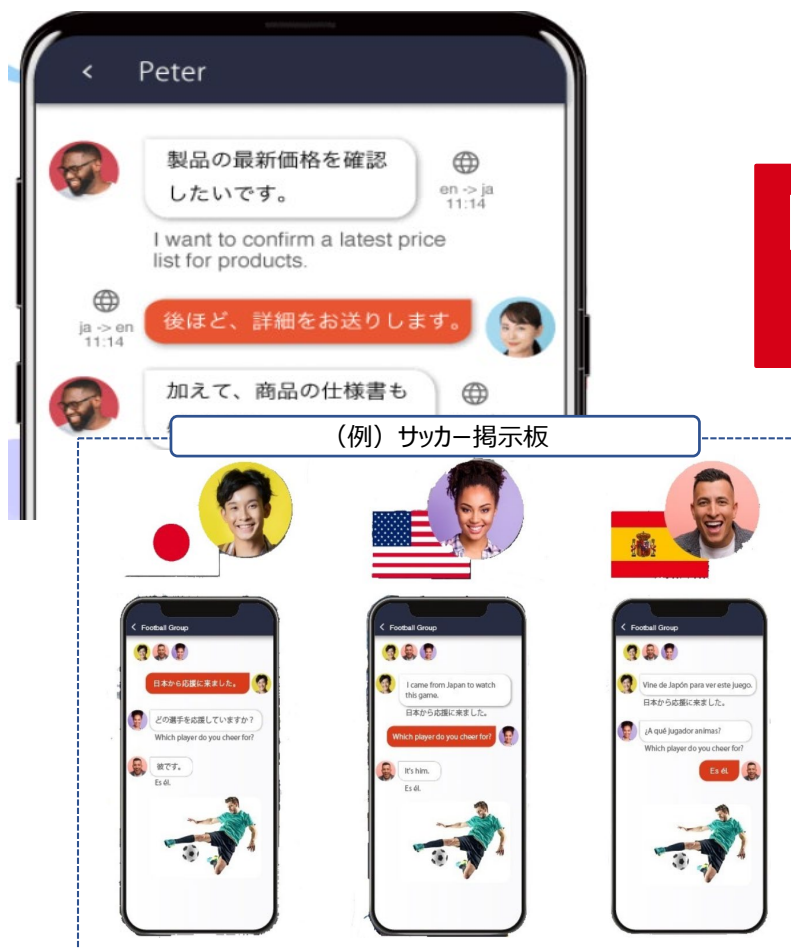


WMG.station

- ✓ Live broadcast of the opening and closing ceremony, competition videos, introduction of local sightseeing and gourmet food, videos posted by participants on SNS, etc.
- ✓ By linking viewers' tweets with a multilingual automatic translation tool, we will provide a place where participants of all nationalities can support each other on the WEB.



Virtual interaction project utilizing ICT



Multilingual translation App Kotozna

- ✓ Chat app with multilingual automatic translation function
- ✓ Messages sent in your native language will be automatically translated into other language
- ✓ Set up an interaction bulletin board for each competition events and use it as a place for exchanging information between participants and local information

Transportation

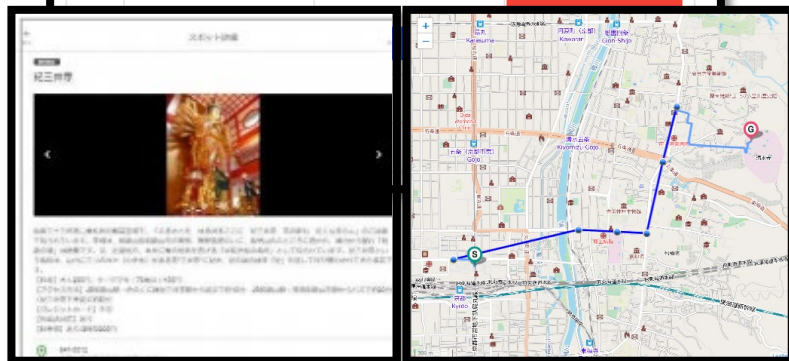
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予定表

この画面では修正できません

2021年

	金 5/21	土 5/22	日 5/23
08:00			
09:00	陸上競技(トラック&フィールド)	バレーボール(インドア)	厄除の寺 兼王寺 トライアスロン(トライアスロン)
10:00			
11:00			
12:00			
13:00			
14:00	清水寺		
15:00			



Total Mobility Service "Mobi ONE"

Dedicated app for improving convenience for participants and promoting sports tourism

- ✓ route guidance
- ✓ create travel plan
- ✓ model course guidance /published over 400 sightseeing places information
- ✓ search/introduce stores and restaurants
- ✓ stamp rally function

Tourism/Accommodation

Tourism project

To support the Kansai brand that makes the most of Kansai's abundant tourism and cultural resources. By combining capabilities of the Games for disseminating information, we will provide a fascinating experience of sports tourism to many people.

○ WMG2021 Kansai special activity plan

- creation of 150 plans
 - according to the sightseeing information site dedicated to the Games
- Realize one-stop search/reservation/payment

Accommodation project

To consider the wide area holding of the Games, we will provide safe and secure accommodation facilities from the perspective of the Games participants.

○ Building the accommodation reservation site

- Search and book accommodation including partner hotels
- Accommodation can be searched under various conditions like designating staying area
- Setting up accommodation center to meet diverse needs



Future initiatives

Future initiatives

One year to go (13 May)

- resume new entry
- announcement of medals for official Sports (under consideration)

100 days to go (2 February, 2022)

- PR activities before the timing of closing entry



23 July ~ 8 Aug
Tokyo 2020
Olympic Games

- After the Tokyo Olympics ~
- intensive PR activities such as TV CM, etc.

200 days to go (25 October)



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