

Sustainability Commitment

2026-2028





Message from our Leadership

Ships come and go across the Kanmon Strait. That is simply what happens here, every single day. Kitakyushu and Shimonoseki sit so close that a ferry ride between them takes just five minutes. Where sky, sea, and land meet, generations of stories have unfolded—stories that began whenever people from different places crossed paths.

This is where I grew up. For me, sustainability is not an abstract idea. It is about making sure that this way of life continues. The breeze off the strait, the hum of people on the move, traditions handed down without anyone making a fuss about it. I want all of this to be here a hundred years from now. That desire is what drives our commitment to Regenerative Tourism.

A place where people and culture have always found each other. Our job is to make sure the next generation inherits it.

HIDEKI GANDO

Representative Director

Straits City Kanmon Destination Management Organization



Action Plan

Vision

Tourism should do more than bring people to the Kanmon Strait area. It should leave this place better than it found it—its natural environment, cultural heritage, local livelihoods, and economy all stronger for the next generation. That is what Regenerative Tourism means to us.

Commitment

Two prefectures, two cities, facing each other across a strait just a few hundred meters wide. It is this unique geography that has shaped the area's nature, history, culture, and deep sense of human connection. Guided by the Kanmon Strait Area Climate Action Plan for Tourism and the Kanmon Strait Area Sustainable Event Guidelines, Kanmon DMO commits to the following.

Governance

The Representative Director holds ultimate responsibility for this commitment. Day-to-day sustainability work is led by a certified staff member holding the GSTC Professional Certificate in Sustainable Tourism.

Reducing Our Environmental Footprint

We target net-zero greenhouse gas emissions from our operations by 2050, with an interim goal of at least 47% reduction by FY2030 against a baseline year.

- Our offices will be powered by a CO₂-free electricity plan from Kitakyushu Power, a regional energy company established by Kitakyushu City and surrounding municipalities, supporting local energy self-sufficiency and a circular economy
- We will measure our organizational carbon footprint and share the results with regional tourism organizations
- We will provide event organizers with CO₂ estimation tools and other resources to support environmentally responsible operations
- All staff will receive sustainability training at least once a year

Economic Sustainability

Tourism and MICE should be a lasting engine for the local economy.

- We will use historic cultural properties as unique venues to create experiences found nowhere else
- We will prioritize local suppliers for catering, décor, souvenirs, and other procurement
- We will support off-season event hosting to help spread tourism demand across the year

Sustainable Procurement

We will prioritize environmentally responsible paper, local suppliers, and the avoidance of single-use plastics in our own purchasing. We expect our partners and suppliers to share these principles.

Social Inclusion and Community Impact

Everyone should be able to enjoy what the Kanmon Strait has to offer, and tourism should make this community a better place to live.

- We work toward a welcoming destination for everyone, and help event organizers improve accessibility and inclusion
- We keep an open dialogue with residents, local government, tourism businesses, and academic institutions to tackle regional challenges through tourism
- Through the Event Legacy Framework, we encourage every event and tourism program to leave a lasting, positive impact on local life and the environment

This commitment is in effect from FY2026 through FY2028 and will be reviewed and renewed at the end of that period.

Date of Adoption: 1 April 2026
Kanmon Strait Destination Management Organization
Representative Director: HIDEKI GANDO

