

# ANNUAL REPORT 2025

**FRESH ON !DEAS  
W!LD ON KNOWLEDGE**

01-03: Conferences  
04-05: Sustainability  
06: Incentive Travel  
07: Partners

**SAPPORO  
CONVENTION  
BUREAU**

MN Bldg.3F  
Chuo-ku Kita 1 Nishi 3  
Sapporo

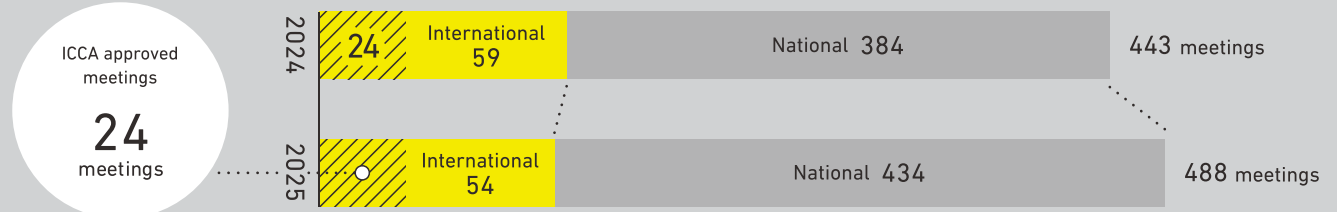
Hokkaido  
060-0001  
Japan

[www.conventionsapporo.jp](http://www.conventionsapporo.jp)

CONVENTION STATS

Jan ~ Dec

International & National Meetings

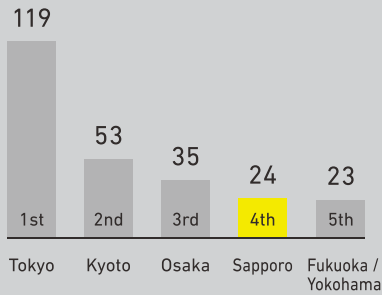


ICCA City Rankings 2025

Cities tied at the same rank:  
Incheon, Padova, Bilbao

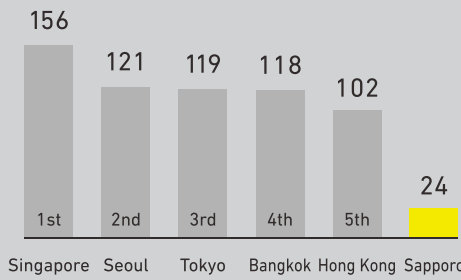
Japan

4<sup>th</sup>



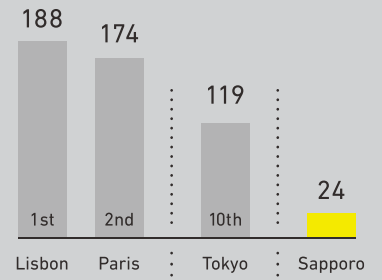
Asia-Pacific

23<sup>rd</sup>



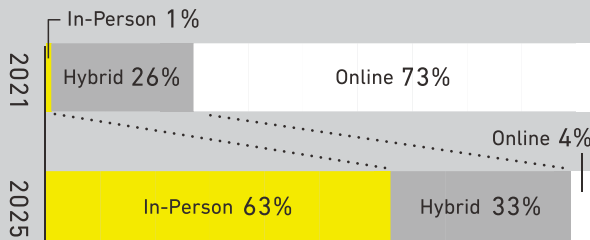
World

112<sup>th</sup>

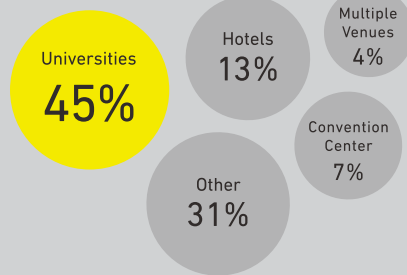


WEBSITE  
www.iccaworld.org

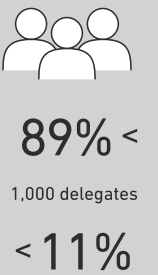
In-Person, Hybrid & Online



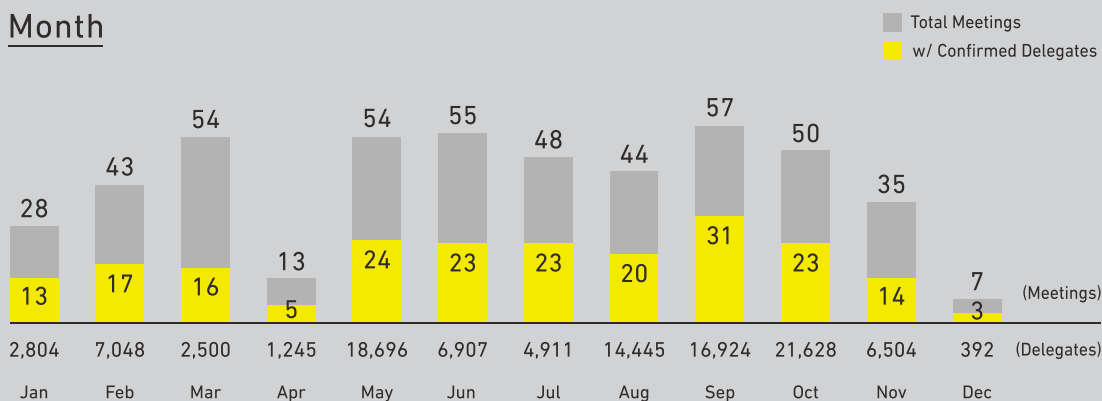
Venue



Size



Month



Duration



## IMPACT EVENT

11

15

SAT

16

SUN

## Annual Conference of the Japanese Society for Prevention of Child Abuse and Neglect

@Sapporo Convention Center, Sapporo Business Innovation Center

Delegates  
3,000

### Advancing Dialogue on Child Protection in Sapporo

After two decades, the Annual Conference of the Japanese Society for Prevention of Child Abuse and Neglect returned to Hokkaido. Held in Sapporo for the first time since 2005, the event brought together approximately 3,000 participants from across Japan, including researchers and practitioners working in the medical, welfare, and education sectors.

Under the theme “Children’s Happiness, Everyone’s Happiness – Let’s Think About Children’s Rights,” the conference created a platform for dynamic and forward-looking discussion. While continuing the society’s tradition of clinical and practical dialogue, the program also introduced a strong sociological perspective. According to the organizing committee, this interdisciplinary approach marked a distinctive step forward for the conference, encouraging participants to examine child protection issues from broader societal viewpoints.

### Learning Beyond the Venue

Prior to the main conference, a Pre-Congress program opened its doors not only to registered delegates but also to the wider public. Across 12 sessions, approximately 400 participants joined discussions and networking opportunities. The program brought together professionals from diverse fields, including newly certified Child and Family Social Workers, a qualification introduced in 2024. Participants welcomed the opportunity to exchange ideas and connect across professional boundaries.

### A Collective Effort

The success of the conference was made possible through the collaboration of many individuals. The organizing committee consisted of around 70 members from across Hokkaido, coordinating preparations through online meetings. During the event, student volunteers and support staff joined the effort, with nearly 200 people supporting operations on-site. Their contributions ensured a smooth and welcoming environment for all participants.



"Hakoniwa" book display at Sapporo Municipal Library and Information Center

#### Engaging the Local Community

To extend the conversation beyond the conference, the Sapporo City Library and Information Center hosted a special book display on children’s rights and child abuse prevention. Held in conjunction with Child Abuse Prevention Month in November, the initiative helped raise public awareness and encouraged residents to engage with these important social issues.

#### Commitment to Inclusive Participation

The conference also introduced a policy of providing reasonable accommodation for participants requiring additional support. Measures such as accessibility-focused design adjustments helped create a more inclusive environment—an approach that will continue at the next conference in Osaka.

**BIG EVENT**

10 / 23 THU — 26 SUN

## Orient & Southeast Asia Lions Forum (OSEAL Forum 2025)

@Keio Plaza Hotel Sapporo / Daiwa House Premist Dome / Sapporo Convention Center / Former Hokkaido Government Office (Red Brick Building)

Delegates **10,000**

Countries & Regions **25**



### A Global Gathering of Lions Club International

In October 2025, Sapporo hosted the OSEAL Forum, one of the largest international gatherings organized by Lions Clubs International, marking the city's first forum in 41 years.

### Seamless Experience

62 multilingual citizen volunteers guided guests across the Red Brick Government Office, Sapporo Convention Center, and Daiwa House Premist Dome, ensuring smooth operations and a warm welcome.



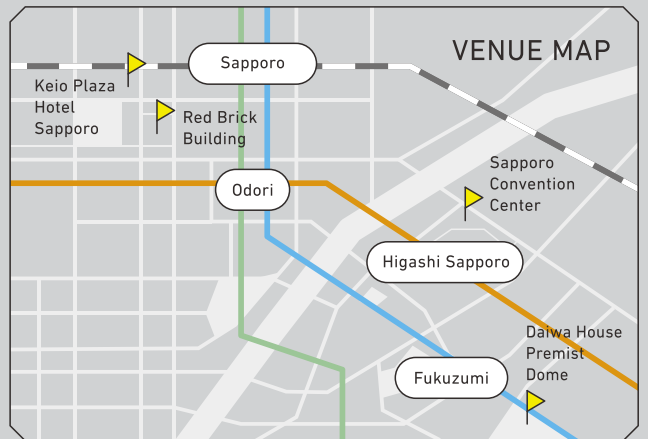
### Economic Boost

Thousands of visitors strengthened Sapporo's hospitality and tourism sector, demonstrating the city's role as a world-class conference hub.

Estimated Economic Impact

**2.1 Billion JPY**

\*Japan Tourism Agency, MICE Economic Impact Measurement Model



**RECENT WINS**



#### APISAT 2026

Asia-Pacific International Symposium on Aerospace Technology

@Sapporo Convention Center

When **Oct 2026**

Delegates **800**



#### ISCNP33 - ICOB13

IUPAC International Symposium on the Chemistry of Natural Products & International Congress on Biodiversity

@Sapporo Convention Center

When **Aug 2027**

Delegates **800**



#### HRI 2028

ACM/IEEE International Conference on Human-Robot Interaction

@Grand Mercure Sapporo Odori Park

When **Mar 2028**

Delegates **500**



#### ISAP 2029

International Symposium on Antennas and Propagation

@Grand Mercure Sapporo Odori Park

When **Oct 2029**

Delegates **700**

WEBSITE [www.lionsclubs.org/en](http://www.lionsclubs.org/en)

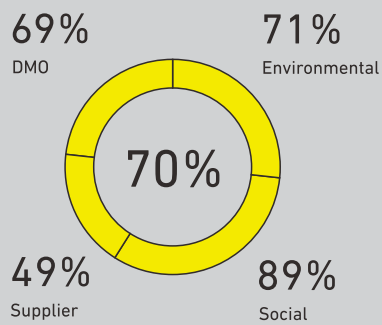
SUSTAINABILITY

### Global Destination Sustainability Index

At Sapporo Convention Bureau, we track and advance our sustainability performance through the Global Destination Sustainability Index (GDS-Index), a leading global benchmark adopted by over 100 destinations worldwide.



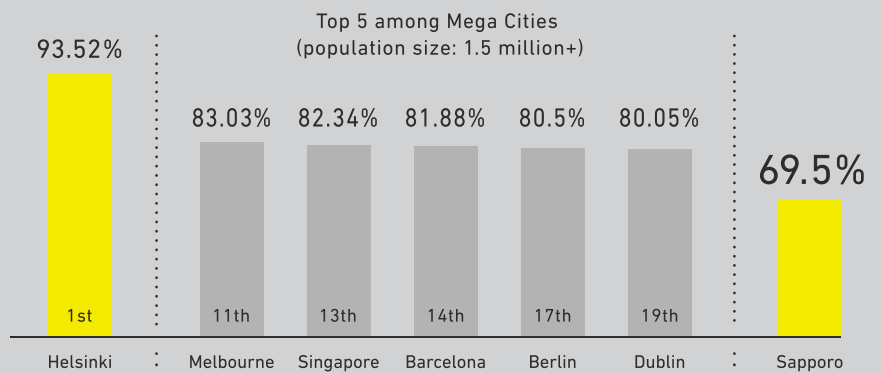
#### 2025 GDS-Index Score



[www.gds.earth/destination/sapporo/2025/](http://www.gds.earth/destination/sapporo/2025/)

#### 2025 City Rankings

GDS-Index Average / Top 10 Average  
**66.77%** / **87.03%**



[www.gds.earth/index/ranking-and-results/](http://www.gds.earth/index/ranking-and-results/)

WEBSITE

[www.sora-scc.jp/eng/](http://www.sora-scc.jp/eng/)

### Sapporo Convention Center sets the standard with Japan's First LEED O+M Gold

The Sapporo Convention Center has set a new benchmark as Japan's first convention center to achieve LEED Operations + Maintenance (O+M) Gold certification - one of the world's most respected standards for sustainable building performance. Awarded by the U.S. Green Building Council, this milestone reinforces Sapporo's position as a leader in sustainable events, delivering smarter operations, reduced environmental impact, and a healthier experience for every visitor.

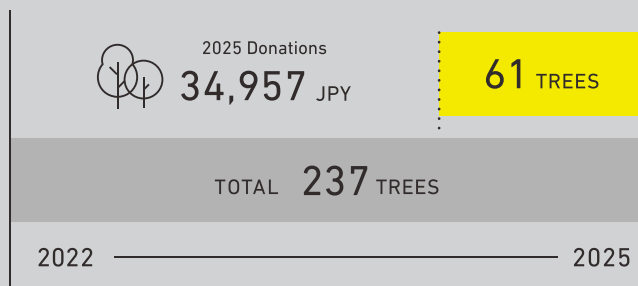


DETAILS

[www.conventionsapporo.jp/en/sustainability/Carbon\\_Offset\\_EN.pdf](http://www.conventionsapporo.jp/en/sustainability/Carbon_Offset_EN.pdf)

### Carbon Offset Program

We work broadly with several initiatives to integrate a sustainability perspective in the business events operation, one of which is our carbon offset program. FYI, we offset all staff business travel emissions - covering flights and accommodation - through investments in forest management and wildlife conservation programs across Hokkaido.



RESEARCH

### Subvention for Change

Sapporo Convention Bureau is exploring the evolving role of convention subsidies in driving sustainability and social impact. As a supporting partner of the research project “Subvention for Change”, conducted by Conferli, #MEET4IMPACT, and GDS-Movement, we helped examine 115 destinations and 55 associations worldwide to uncover how subsidy programs can create meaningful change.



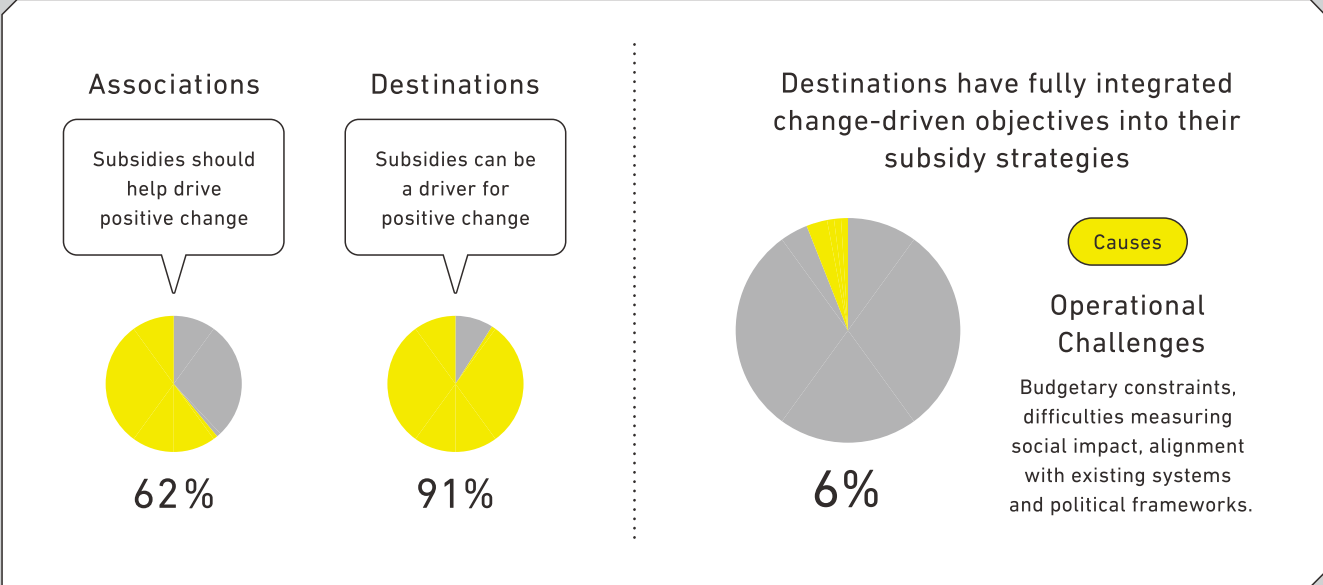
“SUBVENTION FOR CHANGE” MARKET STUDY

https://conferli-storage.s3-us-east-2.amazonaws.com/Final+Market+Study+Subvention+for+Change.pdf



**Beyond Economic Impact**

Traditionally, convention subsidies have focused on strengthening competitiveness and maximizing economic benefits. The study reveals a shift: 62% of organizers and 91% of destinations see subsidies as a powerful driver of positive change. Yet only 6% of destinations have translated this vision into program design. The gap reflects real-world challenges, including budget limitations (66%), difficulties measuring social impact, and aligning with existing frameworks. Encouragingly, 40% of destinations plan to integrate sustainability and social impact goals into their subsidies within the next 24 months, signaling a transformative moment for the industry.



**Redesigning Communication**

The research highlights a key barrier: insufficient guidance from destinations to organizers. Many programs have yet to clearly communicate how subsidies can advance sustainability and generate long-term social value, leaving the potential of these programs underutilized.

**A Play Book for Collaboration**

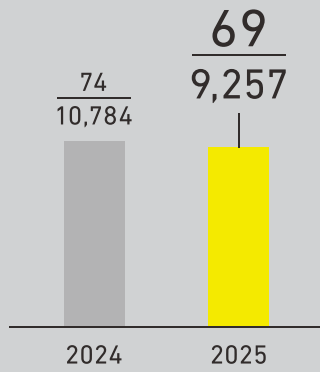
In response, Sapporo Convention Bureau has begun developing a Subsidy Play Book for organizers. This resource will not only outline the application process for the subsidy but also share perspectives and strategies for linking the program to sustainability and social impact outcomes. By positioning subsidies as more than a financial support mechanism, the Play Book is designed to foster dialogue between destinations and organizers, helping both parties enhance the value of their events. Through this initiative, Sapporo Convention Bureau aims to accompany organizers throughout the planning process, making it a more meaningful and impactful experience.

**INCENTIVE STATS**

Apr ~ Mar

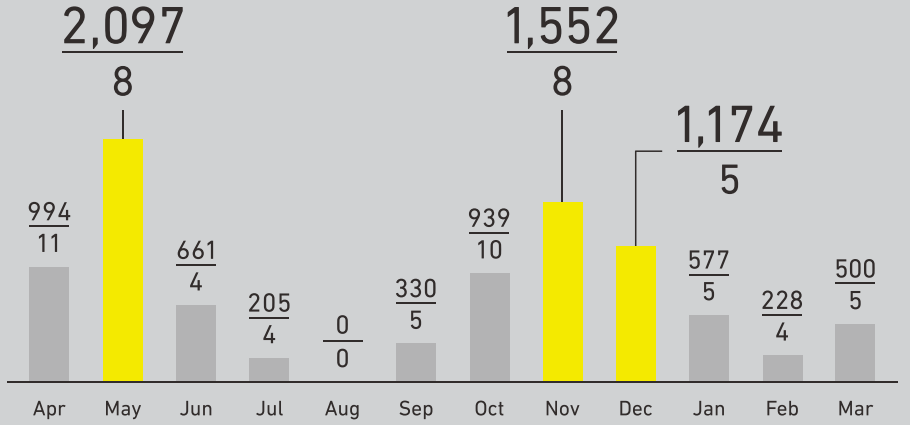
Groups supported by the Bureau

groups  
pax

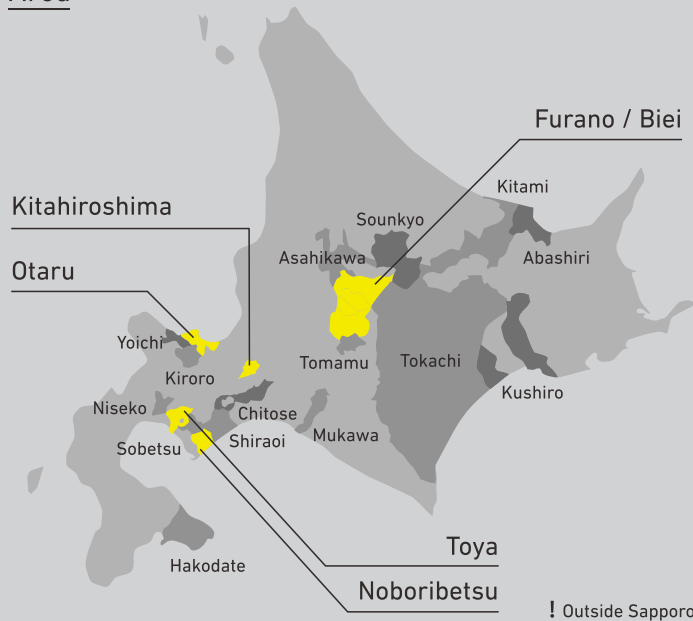


Month

pax  
groups

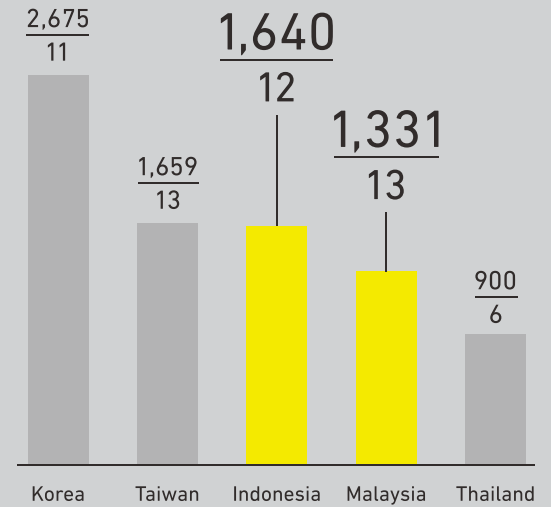


Area



Country / Region

pax  
groups



**WHAT'S HOT 2025**



**Malaysia & Indonesia on the Rise**

Following sustained momentum from Korea and Taiwan, 2025 marked a notable increase in arrivals from Malaysia and Indonesia.

**Highlight Incentive**

A 920-pax group from Indonesia, featuring exclusive co-branded giveaways and culminating in a gala dinner with a vibrant Yosakoi Soran performance.

Indonesia **920** pax



**PARTNERS**

## Sapporo “MAXiMICE” Kickoff Event

On December 11, 2025, Sapporo Convention Bureau launched the “MAXiMICE Kickoff Event,” a bold new initiative to showcase Sapporo as a premier destination for business events. Bringing together approximately 40 local stakeholders from tourism and event sectors, the event offered a dynamic platform for connection and collaboration.

Highlights included a panel discussion with the General Manager of the newly renovated Hokkaido Red Brick facility, who shared a forward-looking vision for Sapporo’s MICE potential, alongside a captivating cocktail performance by national champion Shohei Abe. The event fostered active networking and set the stage for an ongoing series aimed at strengthening Sapporo’s competitive edge.



## Area Meeting @AOAO SAPPORO

In 2011, the City of Sapporo signed a Memorandum of Understanding for Cooperation in Business Events with Otaru City and the towns of Kutchan and Niseko. Since then, the group has met each year to share ideas, explore new ways to promote the region, and keep up with what’s happening in the business events space. This year’s Area Meeting took place at AOAO SAPPORO, a unique urban aquarium that highlights Sapporo’s growing portfolio of unique and innovative venues.



## Joint Promotion with Daejeon

Since 2024, demand from the Korean market has remained strong, with a steady stream of incentive groups and conferences, particularly from Korean academic associations choosing Sapporo.

Collaboration with the Daejeon Tourism Organization, Sapporo’s sister city partner and a key convention bureau counterpart, has also gained real momentum over the past year. In November 2025, we returned to the Korea MICE Expo for the first time in a decade, delivering joint initiatives such as a luncheon seminar during the expo and launching staff exchange programs.



**TEAM BUILDING**

## Hokkaido Ikebana

Ikebana, the traditional Japanese art of flower arrangement, is a standout experiential program that blends culture with team building. Using locally sourced materials, participants collaborate to create striking floral works that spark creativity and collaboration.

For larger events, a dynamic “Ikebana Live Performance” delivers a visually captivating experience, with arrangements created in sync with music. Guests can also participate hands-on, contributing to a collective masterpiece that transforms the entire venue into an immersive cultural showcase.



[www.youtube.be/qW2IKBwPIeU?si=H1ipNYdZJRAJJYk0](https://www.youtube.be/qW2IKBwPIeU?si=H1ipNYdZJRAJJYk0)

WEBSITE  
[www.aaoa-sapporo.blue/](http://www.aaoa-sapporo.blue/)

WEBSITE  
[www.dfto.kr/eng/index.do](http://www.dfto.kr/eng/index.do)

DETAILS  
[www.conventionsapporo.jp/uv\\_and\\_tb/jp/learn\\_building/detail.asp?id=166](http://www.conventionsapporo.jp/uv_and_tb/jp/learn_building/detail.asp?id=166)

