

Feature 2

New initiatives in Japan

# Creating properties contributing to regional revitalization

THE OUTLETS HIROSHIMA [Hiroshima Prefecture] / AEON MALL Tokoname [Aichi Prefecture]



## Realizing an outlet mall, rooted in local community, promoting regional attractiveness

THE OUTLETS HIROSHIMA [Hiroshima Prefecture] Opened in April 2018

“THE OUTLETS”, the first regional revitalization-type commercial property, a full-fledged outlet mall with specially selected stores and a high-quality entertainment, was opened in Saeki Ward, Hiroshima City.

“Naminowa Garage” which is a “living” and “service” style proposal zone provides a selection of miscellaneous goods produced by companies and creators in Setouchi and San-in areas to enable visitors to experience firsthand the “monozukuri” (manufacturing) culture and real charm. In addition, the food zone “Yorimichi Marche” not only meets customers’ needs but also lets local residents rediscover attractiveness of area by providing a selection of locally produced fresh foodstuffs and sweets of popular stores.



Furthermore, the mall will continue efforts to improve revitalization and attractiveness of region from various perspectives, for example, not only by introducing various goods such as specialty goods in the area and transmitting sightseeing information at the information transmission base “V BASE” of the Hiroshima wide-area urban district composed of 24 cities and towns, but also by performing presentations incorporating “Kagura” (Shinto music and dancing) that is traditional culture on the large LED Vision.



Naminowa Garage



Nishikaze Diner



Hoshikage City

## Contributing to vitalization of area in cooperation with airport and local groups

AEON MALL Tokoname [Aichi Prefecture] Opened in December 2015

AEON MALL Tokoname has been promoting “CHITA CAT Project” since its joint opening with Chubu Centrair International Airport, Tokoname City, and Tokoname Chamber of Commerce and Industry to vitalize Chita Peninsula. The mall seeks to create consumption opportunities throughout the entire area by operating free shuttle buses to connect the airport and AEON MALL and appealing for attractiveness of Tokoname City and Chita Peninsula in the mall building that receive about 8 million customers a year. Because we make stores easier to participate in regardless of size of type, various projects across peninsula were executed, and tours for overseas visitors were made, and consequently number of tourists which had been on a decline has turned upwards. This project is attracting widespread attention as an advanced case of local-based regional revitalization, and it is enrolled in “7th Commendation for Town Development Corporation by the Minister of Land, Infrastructure and Transport” based on recommendation of governor of Aichi Prefecture.



Regional excursion project “Lucky Cat Present” pamphlet



Free shuttle bus terminal at Chubu Centrair International Airport



Distributing area excursion coupons in the arrival lobby



Hospitality tour offering sightseeing the city attended by a tour guide