

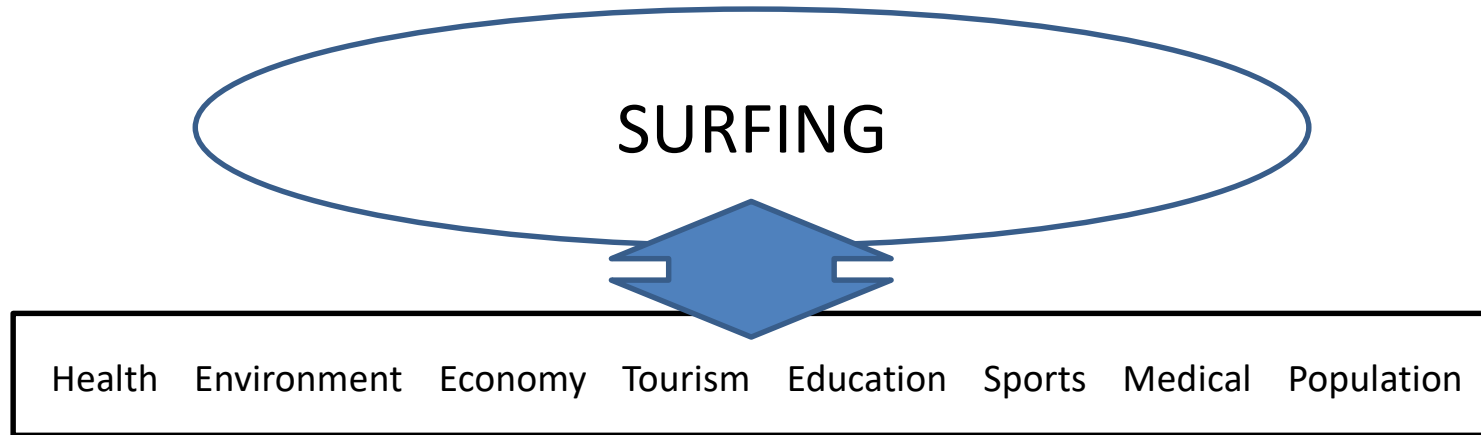
Invitation Proposal: Tokyo Olympic Surfing Venue



Kamogawa, Chiba Pref.

January 2016

Purpose of Invitation “To Foster Kamogawa Surfing Culture and Create New Value”



Surfing as a trigger for unique urban development:

- Legacy of being home to the first Olympic Surfing Competition
- Reaffirm the culture and history of surfing in Kamogawa
- Create a new flow of people into Kamogawa
- Promote the health of a new generation through surfing
 - Improve the strength and athletic abilities of young children → Increase Citizens access to sports → Encourage the growth of professional athleticism
 - Reduce exercise insufficiencies in adolescents → improve participation rates in sports → Curtail future medical expenses
 - Prevent the need for nursing care in old age, enrich a lifetime of sports involvement → decreased medical expenditures
- Applications to the field of Education
- Influence on other Marine Sports
- Fusion of sports (training) and entertainment → Applications for sports training camps
- Increased flow of people → more people settling in the area

Effects of Promotion Implementation on Kamogawa



Possibilities for Policy Development

Increased Youth Athletic Ability

As an Olympic event, use surfing as a medium to inspire the cooperation of local surf-shops and professional surfers to help create opportunities for children to learn surfing with the purpose of improving athletic ability, strength, and balance.



Human Development a base for Urban Development

In preparation for hosting an Olympic Event, engage regional surfers in tournament support, PR activity promotions, and tournament management. Thus creating a region known for surfing and human resources that can be used to continually develop the area after the Games.

Improved Marine Sports Media

With surfing as a focus, continue to establish all marine sports including paddle boarding, flyboarding, jet skiing, and diving. There are already individual enterprises working along the beaches, but we would like to connect these to form package deals and improve public appeal.

Preventing physical ailments associated with old age & Creating a demand for Ocean Tourism

According to studies done in Chiba Prefecture, "Beach Therapy" is a great way for the elderly to improve and maintain balance and physical strength. Activities like this extend healthy living and put off the need for nursing care, reducing medical expenses and creating further demand for Ocean Tourism.



Sports Training Camps "Ocean Training"

Currently, our General Sports Facility is used for track and baseball training camps. Athletes likely do not experience all of what Kamogawa has to offer because most athletes only travel back and forth between their accommodations and the training area. We hope to improve upon this by incorporating the ocean and surfing into training schedules to help athletes relax while working on balance development and water training.

Why Kamogawa?

● Birthplace of Modern Japanese Surfing

In 1964, American Soldiers from the Yokosuka Base brought surfboards to Kamogawa and the sport began to spread among the youth of Kamogawa. After sponsoring the first national surfing competition in 1966, Kamogawa has come to be known as the birth place of modern Japanese surfing. Since that day, many club teams continue to form and professionals and amateurs alike visit the area to take part in local events and competitions including the long running Mayor's Cup. Kamogawa surfing culture runs deep and the area is treated as a sacred place for surfing where many young people come to chase their dreams of going pro. As the birth place of modern Japanese surfing, Kamogawa together with Chiba Prefecture and local municipalities wishes to support the decision of adding surfing to the 2020 Games and hopes to host the competition here on our shores.



(July 1966 First All-Japan Surfing Tournament)

● Area suited for Olympic Surfing

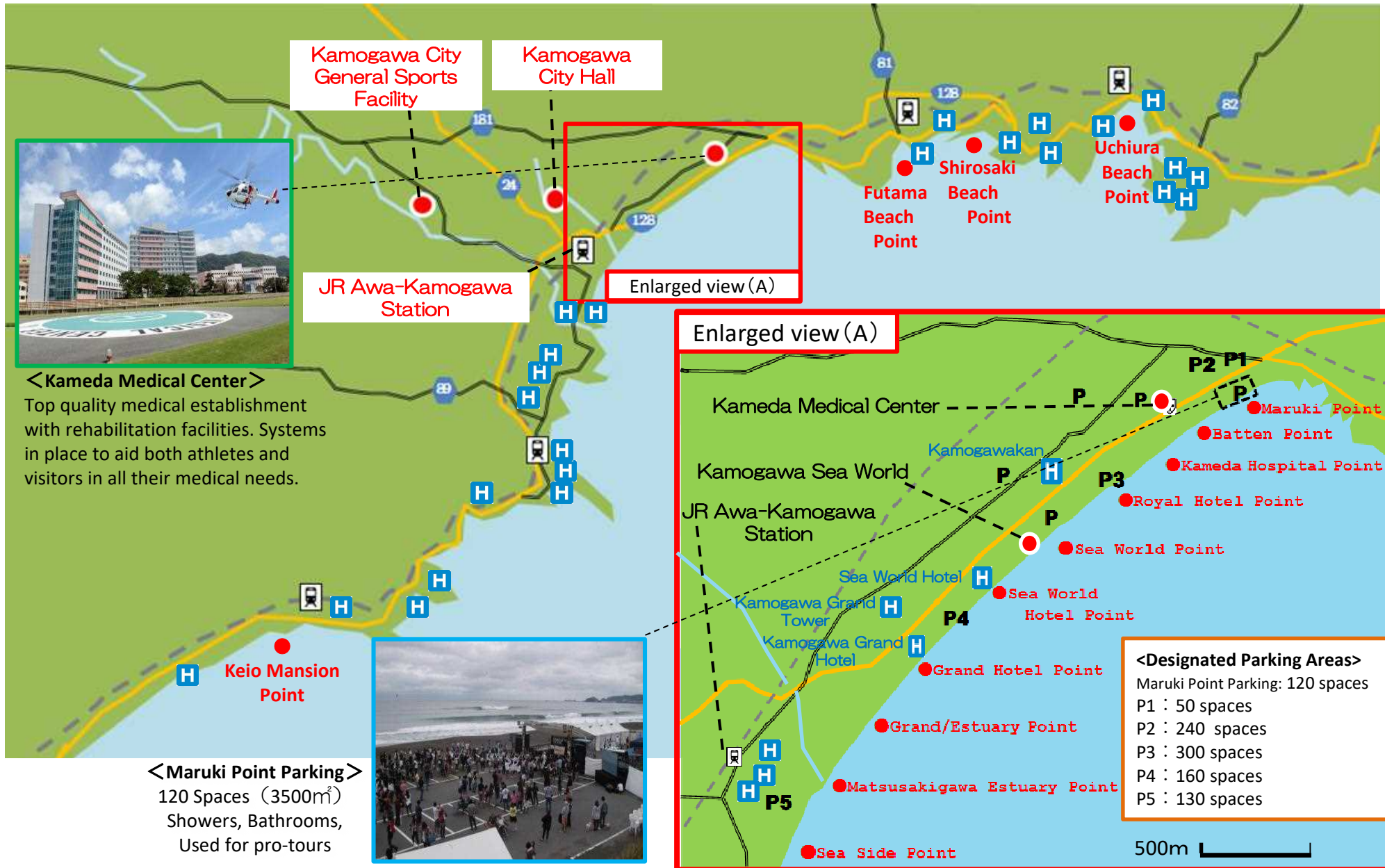
The history of surfing in Kamogawa is long, and connections with the local surfers run deep allowing Kamogawa to support guest and athletes in a variety of ways.

- Favorable Surfing Points
- Accommodation Capacity
- Ample Parking
- Cooperation with the region
- History of hosting tournaments
- Tokyo Accessibility
- Area to build facilities
- Medical Support Systems
- Language and Medical Volunteers
- Recovery Facilities



Why Kamogawa is suited for hosting Olympic Surfing

1. Located 70min from the Tokyo City center and Olympic Village
2. Kamogawa has a long history of hosting competitions and the area is well-known for its consistent waves. The many surfing points allow for changes to be made depending on conditions.
3. The main surf point has a 3500m² parking area as well as portable stage and audience seating. Combined with the surrounding parking areas there is enough space to hold about 1000 cars.
4. Top of the line large-scale medical facilities equip to handle both the needs of athletes and spectators flawlessly
5. About 100 accommodation facilities, enough to serve 7,000 guests a day (many ready to receive international guests)
6. Cooperation with surfing legends and local professionals
7. Cultivation of language and medical volunteers
8. Area blessed by natural wonder, fresh sea food, abundant tourism locations, and replenishing hot springs



Kamogawa Advantages “Versatile surfing points for any condition”

<Many Diverse Surfing Points>

Kamogawa's location allows it to pick up waves coming from the south, east, and north. Constant winds coming from the west to the northeast power the waves at some points, where water flowing from south to north backed by southwestern to northwestern winds creates quality waves at others. Points with estuaries are especially good during the rainy season, and typhoon season powers strong waves from the south. The low pressures at open sea during July and August makes for especially good wave conditions. With such a large variety of surfing points, Kamogawa is able to deal with almost any weather situation.

<Pristine Beaches>

Due to the warm Kuroshio Ocean Current, Kamogawa boasts as having some of the warmest and most pristine beaches in Chiba Prefecture. The warm water beaches attract surfers from within and out of the area year-round.

Main Point	Terrain	Orientation	Characteristics
Maruki Point	Sandy Reef	SSE	Catches waves coming from the south, east, and north, which supports constant wave quality. Copes well with winds coming from the west to the northeast.
Grand Hotel	Sand	SE	Manages west-northwesterly winds well. A great spot to avoid congested beaches.
Matsusaki Estuary	Sand, River Delta	E	A gathering point for swells traveling south to north, Winds coming from the SW and NW create great conditions. Especially during the rainy season.
Sea Side	Sand	E	Collecting waves as they move south to north, winds from the SW to NW create good conditions. This is where surfing first began in Kamogawa.
Keio Mansion	Sandy Reef, River Delta	S	With northern winds, water coming over the reef creates regular stable waves.
Shirosaki Beach	Sand	SW	Northern winds and swells from the south make for good conditions.
Futama Beach	Sand	SE	Located near Maruki Point
Uchiura Beach	Sandy Reef	SW	Shielded from typhoons, this point is great for avoiding harsh weather. Best conditions when wind is coming from the north to northeast.

Kamogawa Advantages “Local Support Systems”

● Olympic Surfing Venue Committee Establishment

By employing professional surfers and pioneers of modern surfing who live locally to help create venues, and foster opportunities for the Games, we plan to create a network of support for welcoming the Olympics. Initiatives have already been outlined in the cities plans for the Olympic Paralympic Games and are scheduled to be put into action in 2016.

<Initiatives>

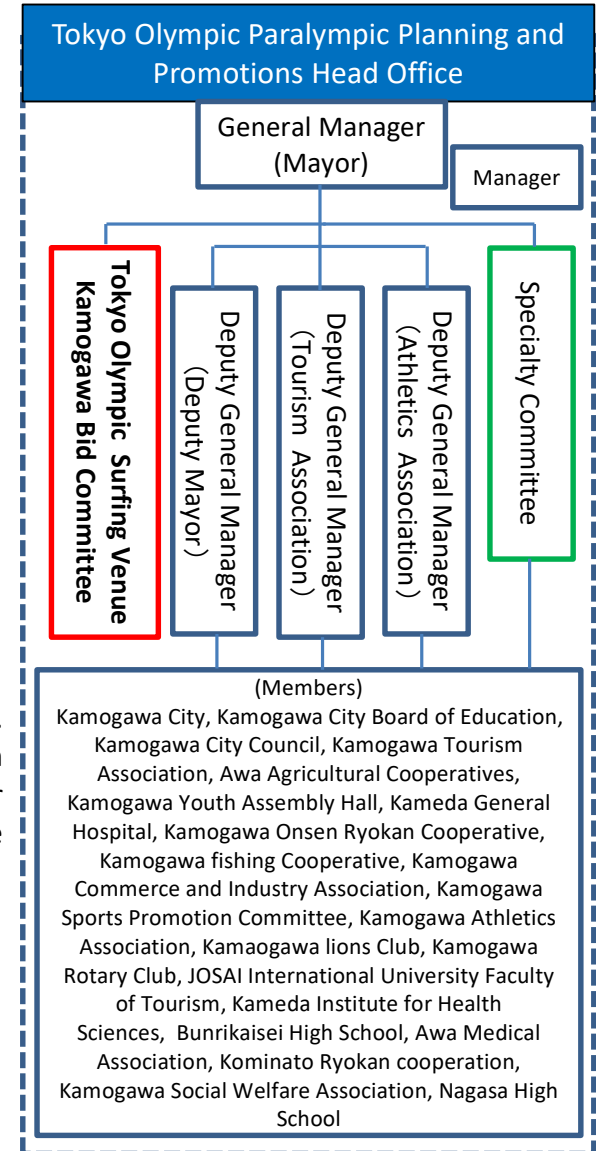
- Compilation of local surfing history
- Panel discussions with local professional surfers
- Creating a network for PR activities (SNS, etc.)
- Surfing workshops for kids and the elderly, Classes on healthy living
- Autograph signing events
- Surfing Tournaments, Film Screenings, etc.

● Regional Collaboration

Infrastructure and systems are already in place to handle the management of tournaments. Venues and surrounding neighborhoods provide ample parking while shuttle buses from the station allow for easy access. Collaborations with JOSAI International University and Kameda Institute for Health Sciences will provide guides, as well as medical and welfare volunteers, while working with the Kamogawa International Relations Association will provide language volunteers and local support.











● Creating a Safe and Fun Atmosphere


















- Supporters who understand surfing, the terminology, and the competitive ethics, and can appeal to spectators.
- Tall hotels, hospitals, and other building along the coast equipped to handle disaster relief in the event of an emergency



Accommodations

Kamogawa has about 100 lodging facilities including Hotels, Ryokan, and B&B's.
Enough to serve 7000 individuals a day.

Style	Establishment	Language Support				Meals (特別対応)		Price (価格設定)			Past Visitors (実績)			Wi-Fi	Wake-up Call	URL
		Services	Pamphlets	Signs	Website	Ingrident Information Availability	Vegetarian Option	Group or Special Rates	1 bed 2 meals (2 for 1 room)	1 bed 2 meals (4 for 1 room)	Groups	Indiv.	Past Visitor Info.			
Ryokan & Hotels	Kamogawa-Kan 鴨川館	English	English Korean Chinese	English	English Korean Chinese	Displayed (JPN only)	○		19,590~	24,990~	○	○	Asia Europe America Russia	Robby Room	○	
	Kamogawa Universe Hotel 鴨川ユニバースホテル					Upon Request	○		8,000~	13,000~		○	Asia Europe America Russia	Robby	○	
	Kamogawa Grand Hotel 鴨川グランドホテル	English			English Korean Chinese	Upon Request	○		17,430~	17,430~	○	○	Asia Europe America Russia	Robby	○	
	Kamogawa Grand Tower 鴨川グランドタワー	English					○		21,924~	13,824~				Robby Room	○	
	Japanese inn Yoshinoya よしのや					Upon Request			10,000~			○	Asia China			
	Kamogawa SeaWorld Hotel 鴨川シーワールドホテル	English			English Korean Chinese	Displayed (JPN only)			13,000~			○	Asia Europe America Russia			
	Japanese inn Maruki Honkan 魚眠庵マルキ本館					Upon Request			13,650~			○				
	Japanese inn Kaikouen ホテル海光苑					Upon Request			10,000~			○				
	Kanponoyado Kamogawa かんぽの宿鴨川								11,000~	11,000~					○	
	Kamogawa Hills Resort Hotel 鴨川ヒルズリゾートホテル	English				Upon Request			9,800~			○				

R y o k a n & H o t e l s	Hotel Green Plaza Kamogawa					Upon Request		○	10,800～	10,800～	○	○	Asia Europe America Russia	Robby		
	ホテルグリーンプラザ鴨川					Upon Request		○	12,600～			○				
	Japanese inn Homeiden					Upon Request		○	15,000～			○	Asia			
	豊明殿					Upon Request		○	16,350～	18,510～	○	○	Asia Europe America Russia	Robby Room		
	Hotel Kichimu	English Chinese	English Chinese	English Chinese Korean	English Korean Chinese	Upon Request		○	5,900～				○			
	満ちてくる心の宿吉夢	Korean Tagalog				Upon Request		○	25,000～				○	Asia (w/JPN abilities)		
	Camp Site Seseragi					Upon Request		○	28,830～	13,000～				Robby	○	
	森の宿せせらぎ					Upon Request		○	17,850～				○	Asia (w/JPN abilities)		
	Japanese inn Ryokusuitei				Korean	Upon Request		○	8,500～				○			
	旬彩の宿緑水亭					Upon Request		○	8,000～				○			
	Kamogawa Hotel Mikazuki					Upon Request		○	8,000～				○			
	鴨川ホテル三日月					Upon Request		○	8,640～	8,640～				Robby	○	
	Japanese inn Horaiya			English		Upon Request		○								
	味な宿蓬萊屋					Upon Request		○								
B & B	B&B Umino Hoshi	English				Upon Request		○								
	うみの星					Upon Request		○								
	B&B One Step					Upon Request		○								
	わんすてっぷ					Upon Request		○								
	B&B Four Seasons					Upon Request		○								
	フォーシーズン					Upon Request		○								
	B&B Sunpoele															
サンポアル																

References

☆All-Japan Surfing Tournaments in Kamogawa

- 1st All-Japan Surfing Tournament (1966)
- 4th All-Japan Surfing Tournament (1969)
- 17th All-Japan Surfing Tournament (1982)

☆Latest Tournament Achievements

(2010)

- CLASSICAL SLIDERS presents JPBA Boarders Paradise in Kamogawa
- JPSA Short 2nd match 5th BeachSoundPRO
- JPBA 2nd match AQA Kinugawa Cup
- JPBA • ASP Collaboration Event

(2011)

- JPBA Max&Alex Cup
- 2th Classic Board Surfing Contest

(2012)

- AQA Kinugawa Cup
- KAIDO Kamogawa Longboard Pro
- JPSA Longboard Finals

(2013)

- JPBA Tour 2nd match AQA Kinugawa Cup
- JPSA Shortboard 6th match Murasaki PRO Kamogawa
- JPSA Longboard 5th match (Finals)
- Kmaogawa Longboard PRO supported by Kaido

(2014)

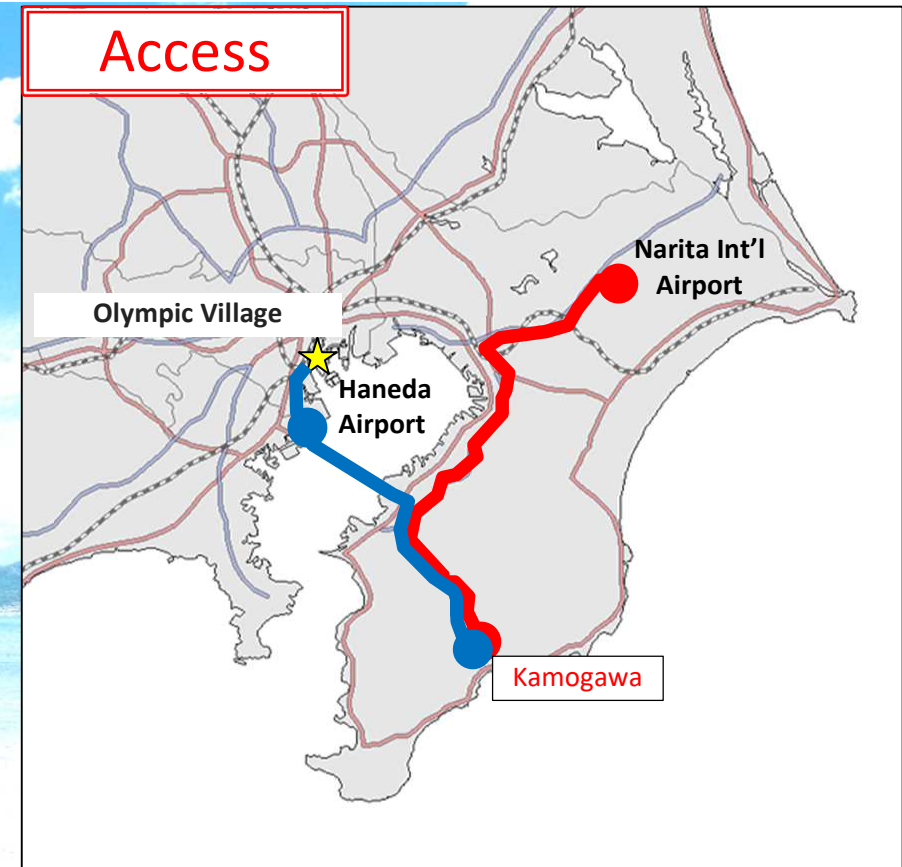
- JPSA Longboard 5th match (Finals)
- Kurio Mansion Kamogawa Longboard PRO supported by KAIDO

(2015)

- JPSA Shortboard 8th 24SURF presents Kamogawa nao Pro

(Annual Events)

- NSA Official Tournament Kamogawa City Cup
- Kameda Cup in Kamogawa



Narita Int'l Airport ⇒ 90min

Haneda Airport ⇒ 60min

Olympic Village ⇒ 70min

We are looking forward to seeing you in Kamogawa!

[Pictured cooperation] Kawai "Mickey" Mikio professional

<Made January 2016>

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Photos of surfing in Kamogawa