

SHIBUYA CITY

INDUSTRY and TOURISM VISION



渋谷区
Shibuya City

The Present of Shibuya City Industry and Tourism

This chapter covers the Present of Shibuya City through an analysis of industry and tourism data and input from experts, identifying the characteristics, current status, and challenges of the city.

1 Shibuya City Urban Characteristics

Shibuya City Urban Characteristics and Roles

In consideration of plans for the industry and tourism sectors to make Shibuya City a mature, international city, it is important to first identify its current urban characteristics. With this in mind, the Japan Power Cities index (Mori Memorial Foundation) was used for analysis. Japan Power Cities analyzes the main cities of Japan including the 23 wards of Tokyo in the six functions of city power (Economy & Business, Research and Development, Cultural Interaction, Daily Life & Livability, Environment, and Accessibility) and 83 indicators identifying the strengths and weaknesses of cities.

In the total score for the 23 wards of Tokyo, the survey ranks Shibuya City in fifth place overall, fourth place in the functions of Economy & Business, Cultural Interaction, and Accessibility, and fifth place in Daily Life & Livability, whereas it ranks low in ninth place for Research & Development (see figure at top and table at bottom of p. 9). Furthermore, when narrowing down the viewpoints for industry and tourism and looking at the deviation scores in each indicator group, groups such as Business Vitality, Business Environment, and Financial Affairs in Economy & Business are ranked highly as shown in the figure on the top of page ten. Even among these areas, indicators such as Ratio of New Businesses and Density of Flexible Workplaces are strong (see table on bottom of p. 10). Also, as shown in the figure in the middle of page ten, in Cultural Interaction, groups such as Volume of Interaction, Volume of Communication, and Intangible Resources are strengths. In particular indicators such as Weekend Visitor Population, Volume of People Visiting for Tourism or Sightseeing, and Workers in Creative Industries (see p. 45) are ranked particularly high (see table on bottom of p. 10).

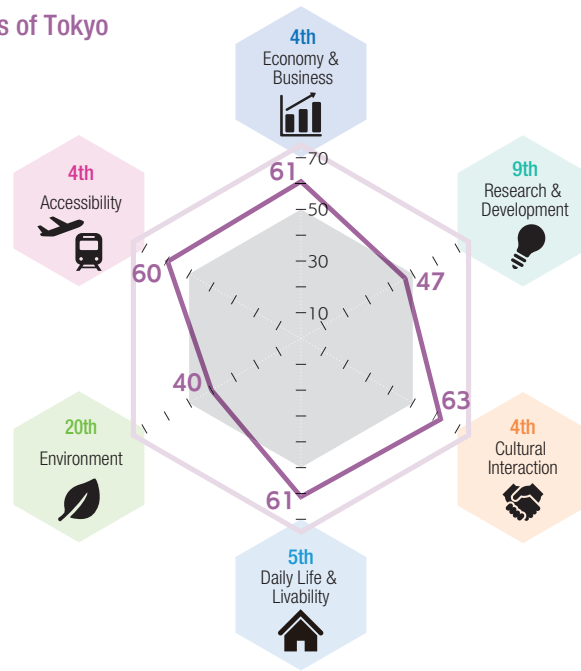
Shibuya City - A Superb Business Environment and Spot for Tirelessly Creating Unique Culture

With this data in mind, one can see that Shibuya City is a great place for launching new businesses, it offers a business environment for diverse working styles, and tirelessly creates appealing new culture, all factors that contribute to attracting many people. In order to expand its power as a city in the future, Shibuya must further bolster its unique strengths and characteristics, as well as maintain and push forward its diverse values and environment for attracting creative types. In line with this, the Economy & Business indicator group of Intra-regional Gross Expenditure and Cultural Interaction indicators of Active Approach to Scenic Town Planning, Number and Rating of Events, and Number of Accommodation Facilities must be improved (see table on bottom of p. 10). Also, it is important to undertake initiatives with other related indicators in mind such as Garbage Problems and Security and Safety.

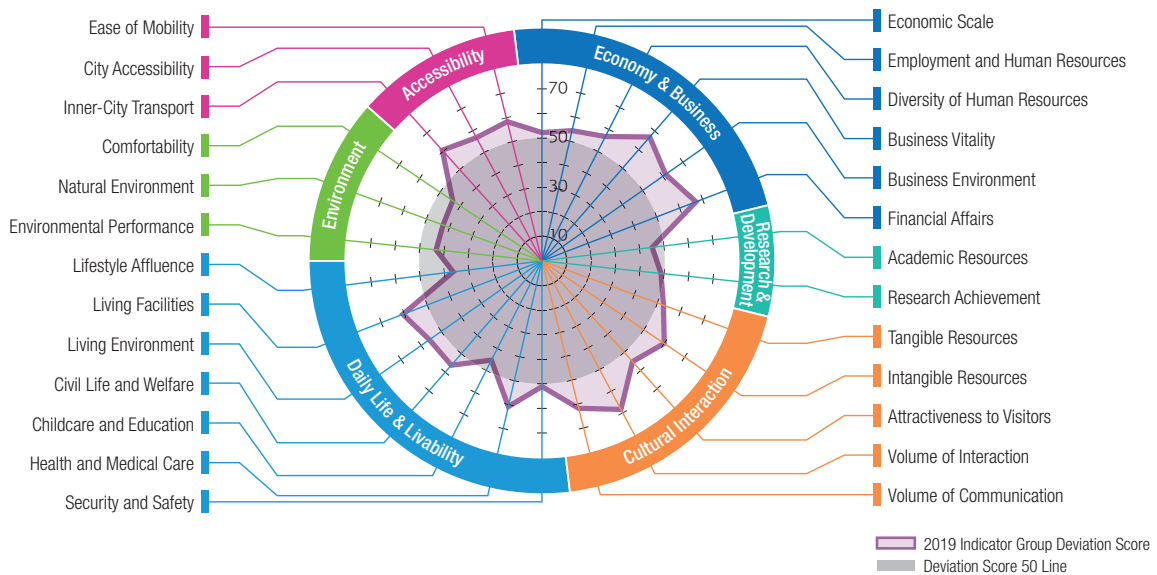
Enhancing the city power of Shibuya will help improve the ranking of Tokyo in international inter-city competitiveness even after the Olympic and Paralympic Games. This role falls upon Shibuya City (see p. 11).

Shibuya City Characteristics Among 23 Wards of Tokyo "Japan Power Cities 2019"

Shibuya City Deviation Score and Rank by Function



Shibuya City Indicator Group Deviation Score

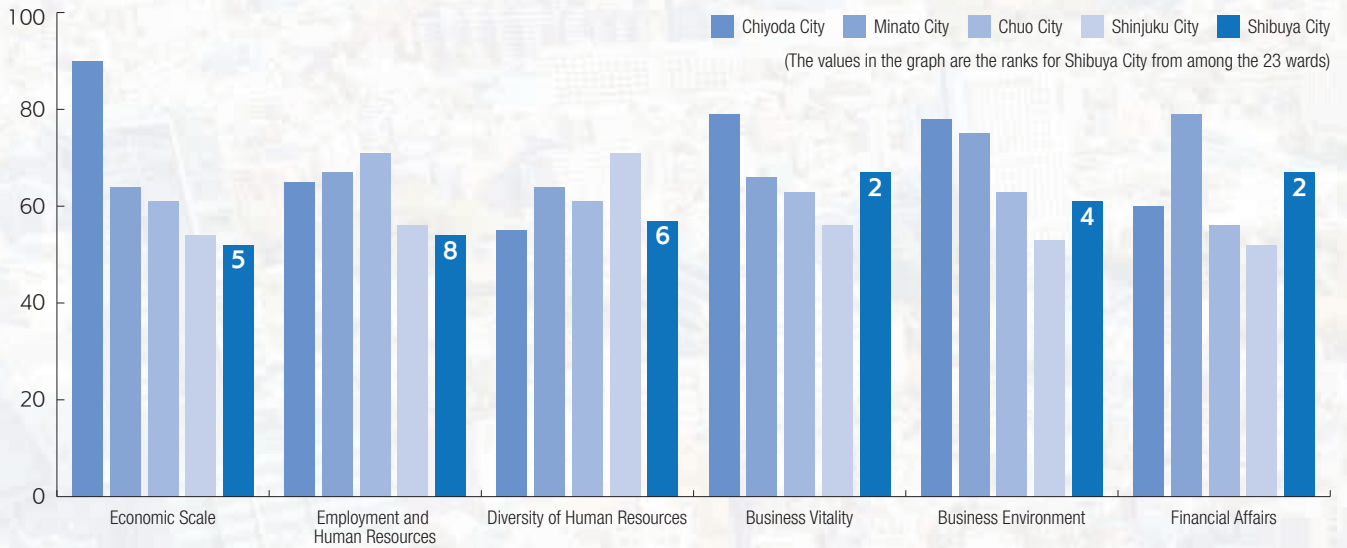


Rank by Function

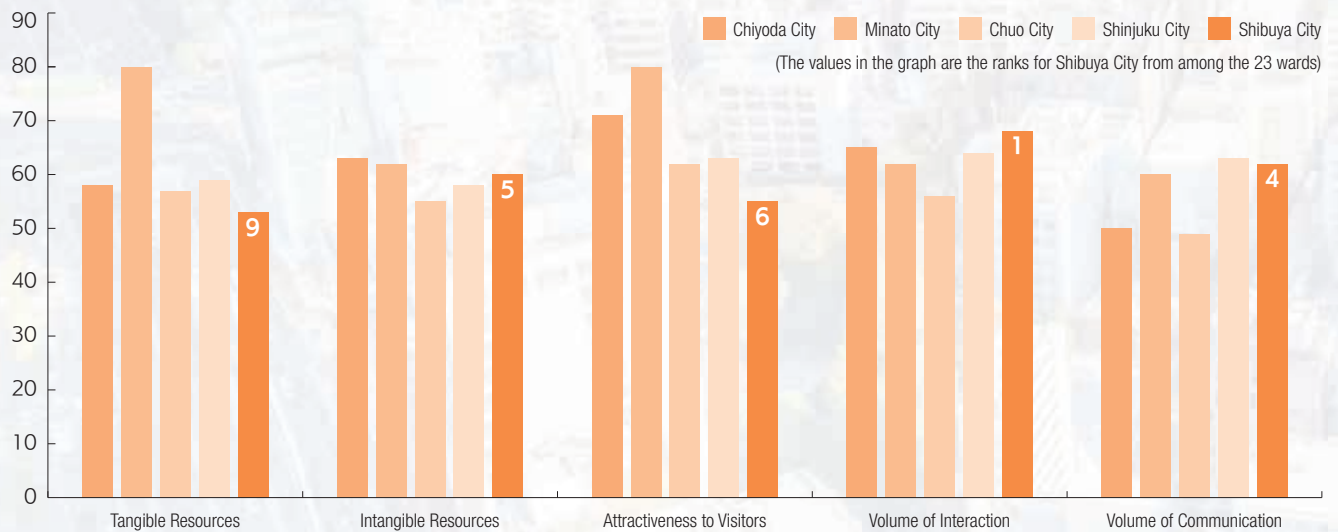
Economy & Business		Research & Development		Cultural Interaction		Daily Life & Livability		Environment		Accessibility		Total Score	
City	Score	City	Score	City	Score	City	Score	City	Score	City	Score	City	Score
1 Chiyoda City	437	1 Bunkyo City	86	1 Minato City	216	1 Chiyoda City	375	1 Koto City	144	1 Chuo City	225	1 Chiyoda City	1,410
2 Minato City	397	2 Shinjuku City	75	2 Chiyoda City	194	2 Chuo City	370	2 Chuo City	141	2 Chiyoda City	220	2 Minato City	1,353
3 Chuo City	346	3 Meguro City	69	3 Shinjuku City	179	3 Bunkyo City	342	3 Edogawa City	128	3 Minato City	209	3 Chuo City	1,248
4 Shibuya City	313	4 Minato City	66	4 Shibuya City	175	4 Minato City	338	4 Minato City	128	4 Shibuya City	204	4 Shinjuku City	1,160
5 Shinjuku City	286	5 Chiyoda City	58	5 Taito City	171	5 Shibuya City	337	5 Chiyoda City	127	5 Shinagawa City	202	5 Shibuya City	1,139
-	-	9 Shibuya City	14	-	-	-	-	20 Shibuya City	96	-	-	-	-

Source: Japan Power Cities 2019 (Institute for Urban Strategies, The Mori Memorial Foundation)

■ Economy & Business: Deviation Score by Indicator Group



■ Cultural Interaction: Deviation Score by Indicator Group



■ Shibuya City Strengths and Weaknesses by Indicator (Economy & Business, Cultural Interaction)

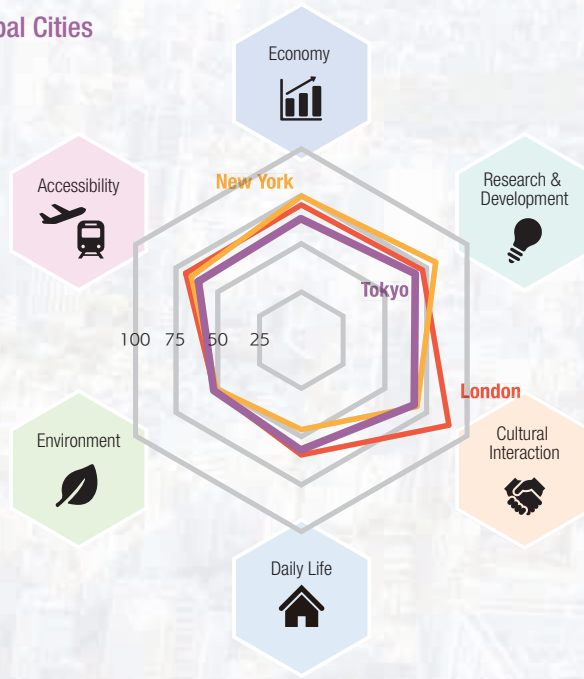
😊 Shibuya City Strengths			☹ Shibuya City Weaknesses		
Function	Indicator Group	Indicator Names	Function	Indicator Group	Indicator Names
Economy & Business	Business Vitality	Ratio of New Businesses	Economy & Business	Economic Scale	Intra-regional Gross Expenditure
	Business Environment	Density of Flexible Workplaces*		Diversity of Human Resources	Ratio of Foreign Workers
	Financial Affairs	Financial Capability Index		Business Vitality	Number of Certified Special Zones
Cultural Interaction	Volume of Interaction	Weekend Visitor Population	Cultural Interaction	Tangible Resources	Active Approach to Scenic Town Planning
		Volume of People Visiting for Tourism or Sightseeing		Intangible Resources	Number and Rating of Events
	Intangible Resources	Workers in Creative Industries		Attractiveness to Visitors	Number of Accommodation Facilities

*Based on the definition in the Institute for Urban Strategies, The Mori Memorial Foundation's Japan Power Cities, the number of cafes and coworking spaces are each divided by the urbanized zone area and indexed.

Source: Japan Power Cities 2019 (Institute for Urban Strategies, The Mori Memorial Foundation)

Tokyo City Power Compared to Major Global Cities "Global Power City Index 2019"

Deviation Score by Function for Top 3 Cities



Top 5 Cities for Total Score



Rank by Function

Economy		Research & Development		Cultural Interaction		Livability		Environment		Accessibility		Total Ranking	
City	Score	City	Score	City	Score	City	Score	City	Score	City	Score	City	Score
1 New York	358.5	1 New York	224.5	1 London	382.7	1 Paris	371.8	1 Zurich	242.5	1 Paris	247.1	1 London	1669.1
2 London	331.4	2 London	187.8	2 New York	254.1	2 Amsterdam	365.5	2 Stockholm	232.4	2 London	239.1	2 New York	1543.2
3 Beijing	288.4	3 Tokyo	166.2	3 Paris	252.2	3 Madrid	364.4	3 Copenhagen	222.8	3 New York	226.6	3 Tokyo	1422.2
4 Tokyo	286.6	4 Los Angeles	163.1	4 Tokyo	241.9	4 Vancouver	364.3	4 Helsinki	218.9	4 Shanghai	225.7	4 Paris	1387.7
5 Zurich	269.4	5 Seoul	146.5	5 Singapore	204.3	5 Berlin	361.8	5 Sydney	216.0	5 Frankfurt	223.7	5 Singapore	1262.9
-	-	-	-	-	-	-	11 Tokyo	343.3	23 Tokyo	176.2	8 Tokyo	208.0	-

Source: Global Power City Index 2019 (Institute for Urban Strategies, The Mori Memorial Foundation)

4 Features of People Gathered in Shibuya City

When looking at the average number of people gathering in Shibuya City for one year, the areas around Shibuya Station and Shinjuku Station are extremes, with a large number also gathering near Ebisu Station, Harajuku and Omotesando. On the other hand, the population concentration is relatively low in the northwestern area, which has comparatively more residences, with blank population areas in Yoyogi Park and Meiji Jingu Shrine in the center of Shibuya City.

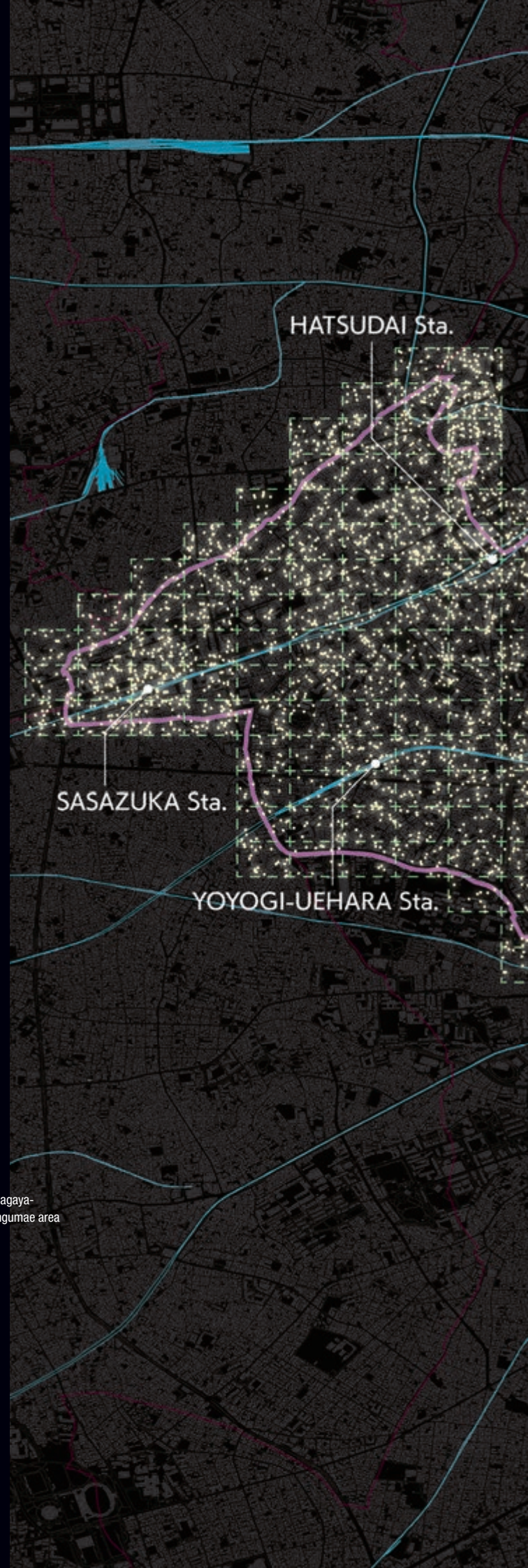
Also, one can see a well balanced range of ages when looking at people in Shibuya City. There are also an approximately equal number of men and women, and this lack of bias in age and sex shows that a diverse range of people live, work, and visit Shibuya City.

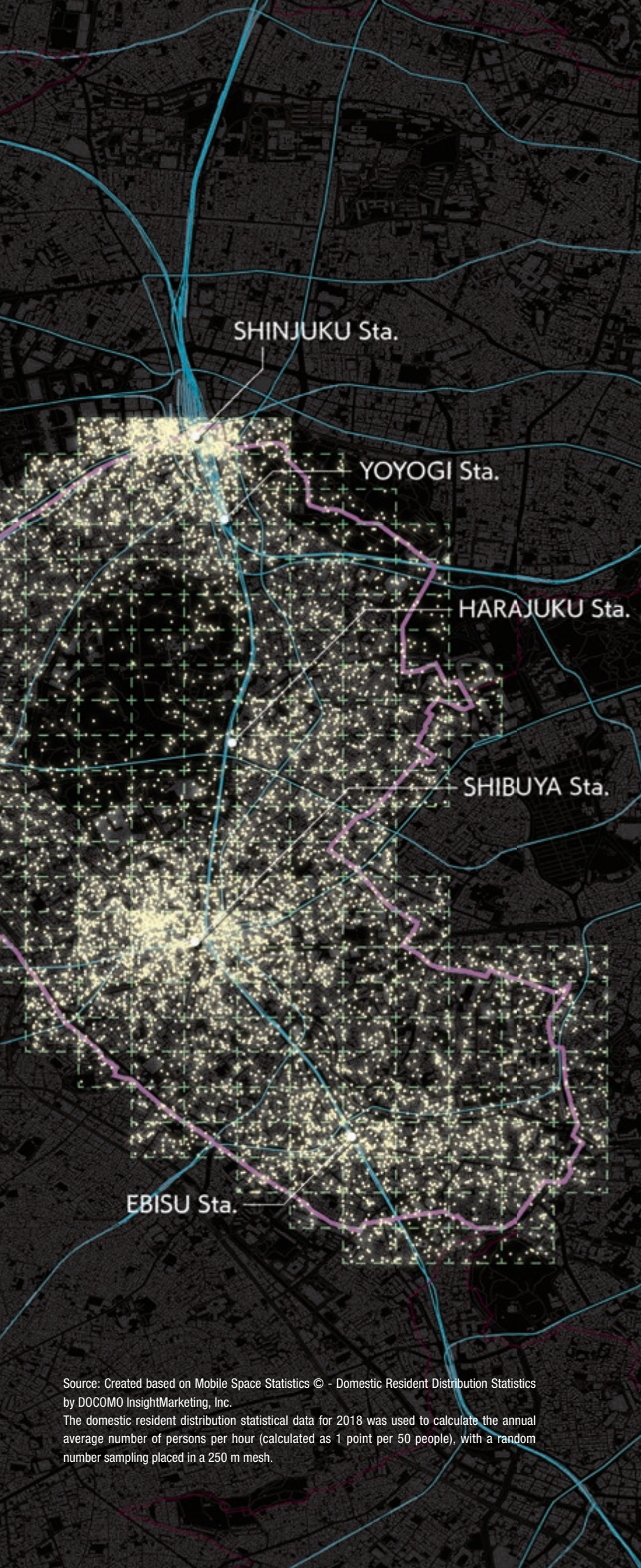
When looking at the movement of people by area and time slot, one can see significant feature differences. This is due to the fact that Shibuya City is home to two major terminal stations, Shibuya Station and Shinjuku Station, and the sudden, large influx of workers and visitors to the Shibuya Station area and Yoyogi-Sendagaya-Harajuku-Jingumae area from 6:00 A.M. to 3:00 P.M. Later, after work time is over, the number of people drops drastically.

On the other hand, because there are no real changes during the day in the Yoyogi Uehara-Yoyogi Hachiman-Sangubashi and Sasazuka-Hatagaya-Hatsudai-Honmachi areas, it shows that daytime population concentrations at Shinjuku Station and Shibuya Station are not spreading to those areas.

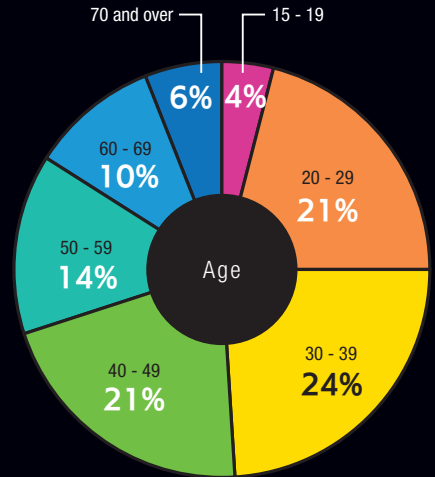
The following area categories are used as a base while referencing the Urban Development Master Plan to calculate totals for each area.

■ Area Classification by Name

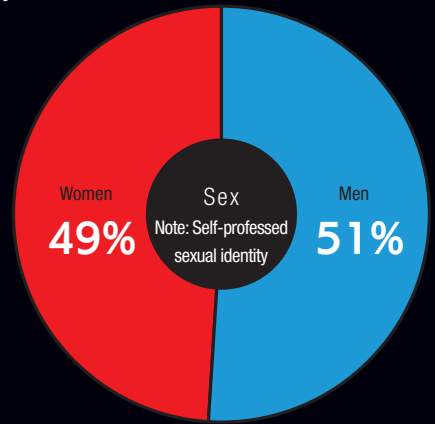




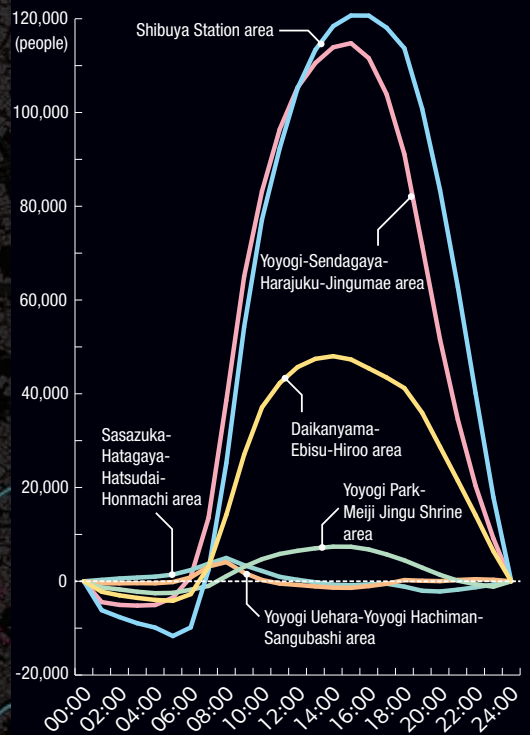
Ratio by Age



Ratio by Sex



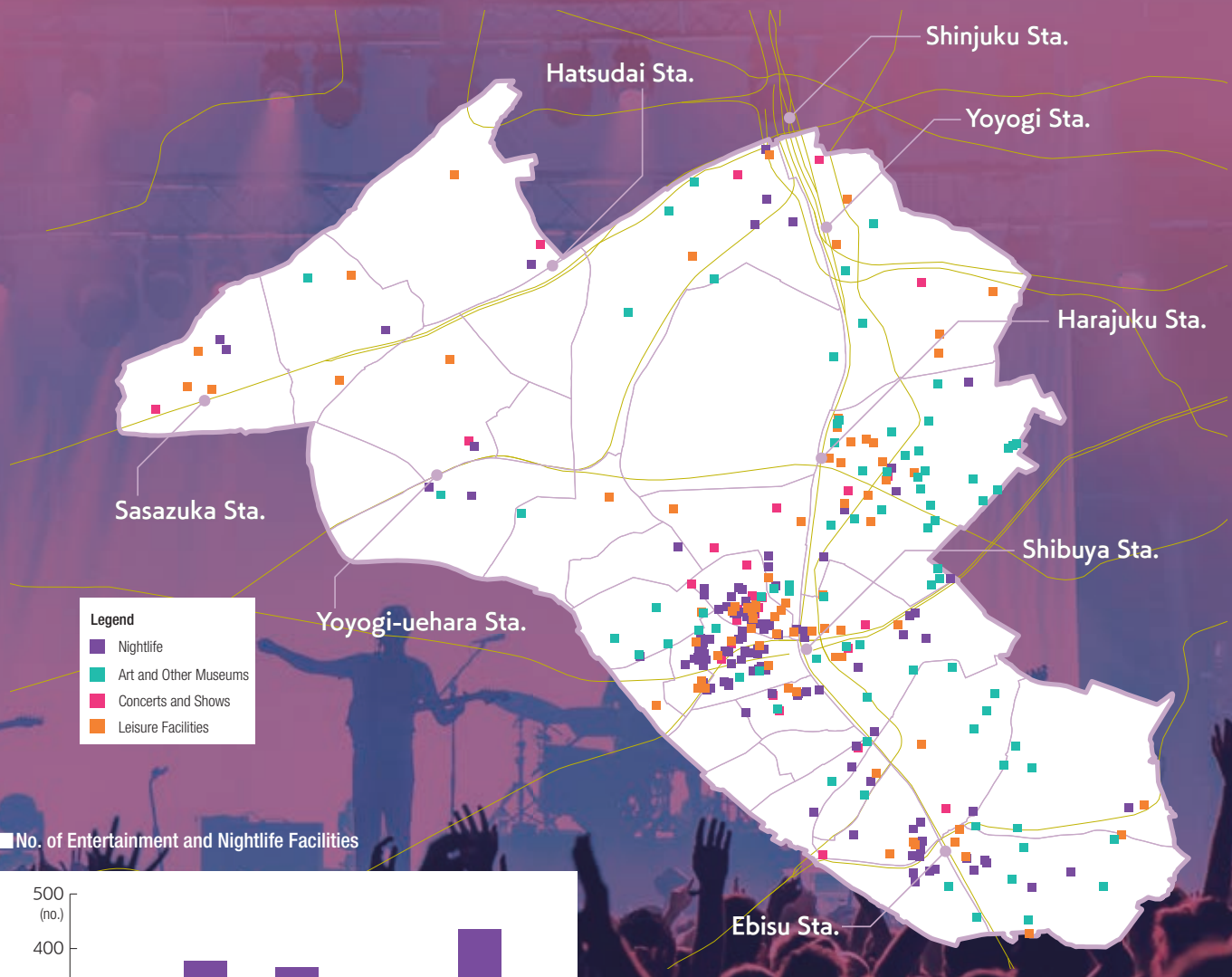
Movement of Persons per Day by Area (24-hour movement with 12:00 A.M. as the base for no. of people)



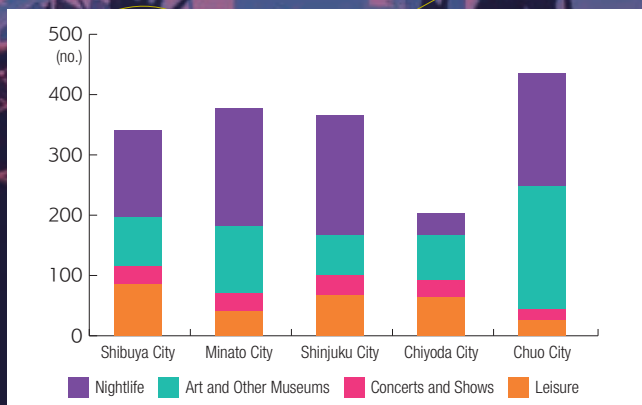
Source: Created based on Mobile Space Statistics © - Domestic Resident Distribution Statistics by DOCOMO InsightMarketing, Inc.
The domestic resident distribution statistical data for 2018 was used to calculate the annual average number of persons per hour (calculated as 1 point per 50 people), with a random number sampling placed in a 250 m mesh.

5 Entertainment and Nightlife

In Shibuya City, nightlife facilities such as bars and clubs are concentrated in the Shibuya Station area, and other cultural facilities such as art and other museums, leisure facilities, and concert halls can be found across the city. There are plenty of ways to enjoy each area depending on one's purpose.



■ No. of Entertainment and Nightlife Facilities

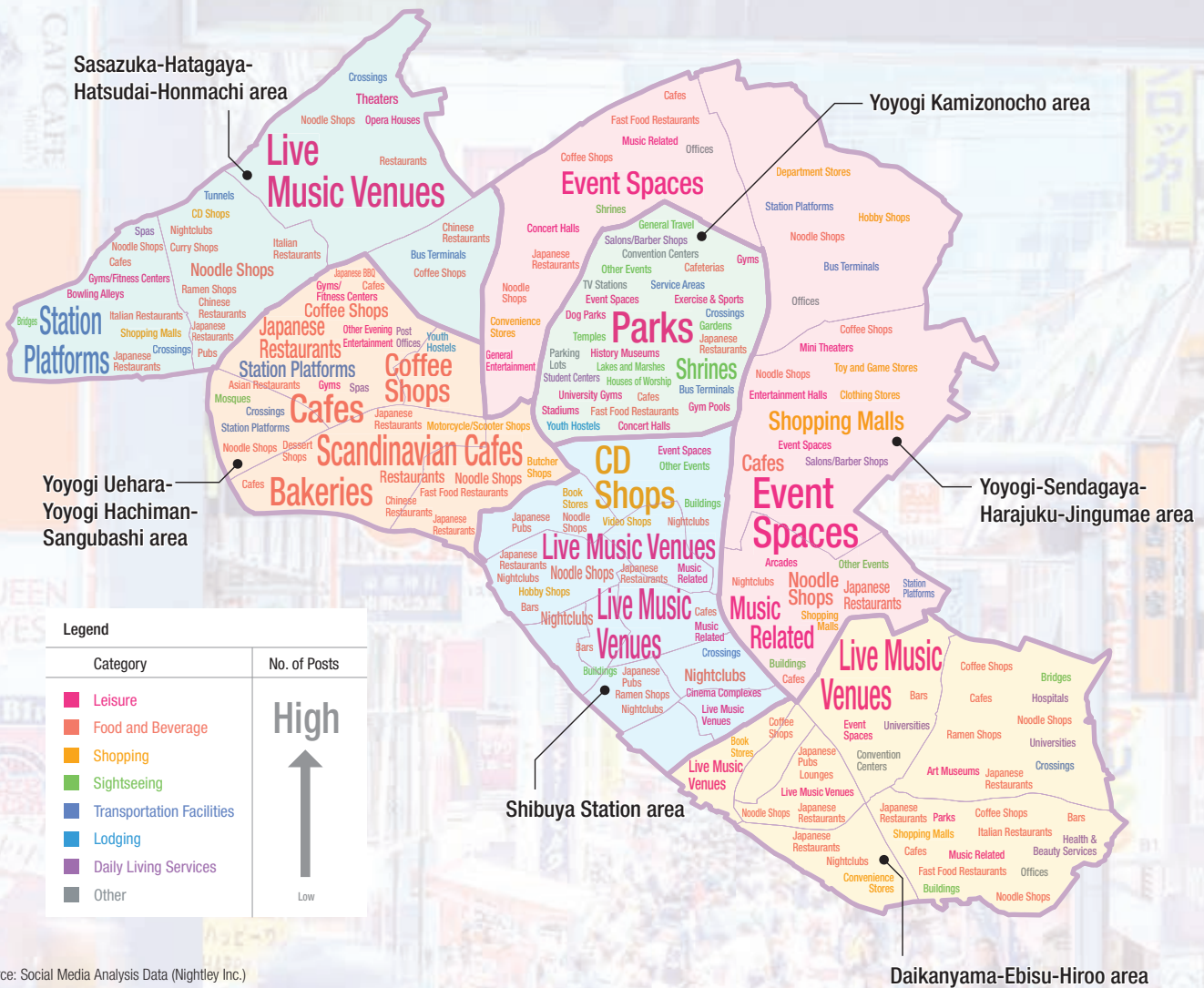


Nightlife: Bars, Clubs, Karaoke Bars, Night Tours, Pub Tours, Clubs and Discos, Jaz Clubs & Bars, Wine Bars, Cigar Bars, etc.
 Art and Other Museums: Art Galleries, Specialized Art Museums, Art Museums, History Museums, Science Museums, Observatories and Planetariums, Natural History Museums, etc.
 Concerts and Shows: Theaters, Shows and Performances, Dinner Shows, Jazz Clubs & Bars, Comedy Clubs, Concerts, etc.
 Leisure Facilities: Game and Leisure Facilities, Play Areas, Sports Complexes, Movie Theaters, Bowling Alleys, etc.

Source: TripAdvisor LLC

6 Area Features Identified by Social Media Post Location

Text from social media posts within Shibuya City for the entire year of 2018 was extracted from the type of location where the post was made, divided into six areas and tallied. This shows that many posts related to live music venues and CD shops were made in the Shibuya Station area, with music, event space, shopping mall, and leisure related posts in the Yoyogi-Sendagaya-Harajuku-Jingumae area. Many food and beverage related posts such as coffee shop, cafe, and bakery content was posted from Uehara and Tomigaya in the Yoyogi Uehara-Yoyogi Hachiman-Sangubashi area. On the other hand, the Sasazuka-Hatagaya-Hatsudai-Honmachi area was where many posts about curry rice, ramen, Italian, and Chinese food restaurants were made. Also, in the Daikanyama-Ebisu-Hiroo area, many leisure related posts were made around the Ebisu Station area, with food and beverage posts elsewhere.



Source: Social Media Analysis Data (Nightly Inc.)
 The location was extracted from the text of social media posts in Shibuya City for the entire year of 2018, then divided into six areas on page 18 and tallied. After making the volume of text and character size proportionate, the words were then placed on the appropriate location of the map.



Future Map of Shibuya City

1 A city where one can take on challenges.

- A city where one can create new business.
- A city where one can spread one's wings.

- Developing Coworking Spaces and Exchange Spaces
- Business Matching and Test Fields
- Support for Foreign Firms and Foreign Entrepreneurs
- Training Entrepreneurial Personnel via Coordination Between Industry, Government, and Academia
- Exchange Between Startups and Communities
- Make work fun. Create an attractive living environment.

2 A City Where Shopping Districts and Small to Medium Size Businesses Shine

- Operational Support Coordinated with Related Groups
- Distinctive Industry Development
- Securing Employment, Supporting Personnel Training, and Collaboration Between Industry, Government, and Academia
- Revitalizing Shopping Districts
- Utilizing Public Spaces
- Promote Streamlined Business Operation via Sharing Economy
- Support Digitalization of Small to Medium Size Businesses

3 A City that Always Creates New Culture and Entertainment

- Remaining a Mecca for Trends
- Promoting the Nighttime Economy
- Adding Entertainment Facilities, Sharing and Consolidating Information
- Event Implementation and Support
- Making Favorite Local Spots Popular Among Visitors
- Create and Communicate Culture using Roads, Walls, and Parks
- Utilizing New Technology
- Maturing as a Tourist City
- Cultural and Multifunctional Use of Yoyogi Park

4 A Prosperous, Energetic City Anyone Can Enjoy in Comfort, Safety, and Security

- Educating Visitors on Manners
- Overtourism Countermeasures
- Emergency and Disaster Countermeasures
- Enhanced Tourism Information
- Improved Movement
- Promote Collaboration Between Tourist Information Centers
- Inbound Tourism Support
- Adding Lodging Facilities
- Universal Tourism Initiatives
- Volunteer Framework







渋谷区

Shibuya City