

Wakayama Workation Project

Wakayama Prefecture



Development training camp-type workation



Inspecting local sites where there are issues

**Situation
(Background/Aims)**

Since FY2001, Wakayama Prefecture has been pouring effort into enticing ICT businesses to the Kinan region in collaboration with local municipalities, and in 2017 began implementing “Workations”—a concept that was gaining recognition in other countries at that time—as an “entry point to attracting businesses” by providing people with a vision of what working in Wakayama Prefecture would be like while giving them a sense of Wakayama’s appeal.

**Content
(Project Outline)**

- oWorkation experience meetings (FY2017)
- oParent/child Workations (FY2018, FY2019)
- oCollective Impact Leadership Training (FY2019)
- oWakayama Online Workation (FY2020)
- oProactive project implementation and information dissemination by the Workation Alliance Japan (WAJ)

**Results
(Features and
Innovation, Future
Developments, etc.)**

In order to self-launch the Wakayama Workation Project as a win-win sustainable Japanese workation model that matches businesses’ and the regions’ purposes, going beyond the simple “Telework + Tourism” type of workation seen overseas, the government and private sector are working together as one to promote the construction of a system for accepting workationers, as well as leading nationwide workation activities with the aim of incorporating workations into society as a lifestyle for the “New Normal”.