

PRESS RELEASE

Cooperating with experts, we aim at a fast recovery of Sado`s tourism

Therefore, Sado`s DMO is formulating a sanitation safety standard

Sado Tourism Association tries to keep the effects of the New Corona Virus (COVID-19) on Sado Island`s tourism down to the minimum.

To accelerate a recovery of touristic demand once Corona has been contained, we gained the cooperation of experts to formulate the “Sado Clean Certificate System” so that Sado Island may become a safe and secure place for visitors as well as for the islanders.

When hereafter the “With Corona-Period” comes, an improvement of the accommodation system and sanitation of touristic facilities, and the development of safe touristic spots will become more important than ever. For that reason, we came up with a certification system targeting accommodation facilities, restaurants and sightseeing spots that fulfil a certain sanitary standard. This certification system is approved by experts and has been developed in order to ensure not only the safety of visitors, but also of Sado`s inhabitants. We distribute the “Sado Clean Certificate” mark only to those facilities fulfilling specific sanitary conditions. Simultaneously, we conduct instructional activities concerning safety and security for visitors to Sado Island. If the “Go to travel campaign” the government is currently planning will be implemented, we will establish an environment in which both visitors and locals can move about in feeling at ease.

From now on, Sado Tourism Association will promote Sado Island as a safe and secure place.

※※※Sado Clean Certificate Overview※※※

Starting Date: 18th of May 2020

Target Group: On-island accommodation facilities, restaurants, sightseeing spots, and shops

Collaboration: Sado City, Sado Ryokan and Hotel Association, Sado Society of Commerce and Industry

Adviser: Nakamura Kazutoshi (Niigata University Division of Preventive Medicine)

Tsugane Shoichiro (Director of the Center for Public Health Sciences at the National Cancer Center Japan)

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Framework of the Sado Clean Certificate



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