



せとうちホリックス

About US

Setouchi Holics is the network of local Setouchi residents working together to make Setouchi even more fun.

We provide a networking platform and social space for people that want to contribute to improving Setouchi as a tourist destination, and creating a region where residents can be proud by rediscovering regional resources. Collaborating with Setouchi DMO, we assist them by spreading their information, and arranging lectures that train participants in organizing and leading activities .

What is Setouchi DMO (Destination Management Organization) ?

Through establishment of the Setouchi Brand, Setouchi DMO aims to create a rich local community while revitalizing the local economy. We plan to increase the number of visitors to Setouchi by enhancing information on the area's charms both overseas and domestically. Our mission is to create autonomous and lasting cyclical growth of the Setouchi area through development of the Setouchi brand by evoking excitement among local businesses and residents, creating new industries, and promoting expansion of local employment and the population.

Setouchi DMO aims to create autonomous and lasting cyclical growth of the Setouchi area through developing the Setouchi brand by evoking excitement among local businesses and residents. This is achieved by supporting Setouchi Holics as well as Setouchi DMO Members, a networking platform for businesses.

