



IAMNC Touts Member Cities at World Travel Fair

The International Association of Mayors of Northern Cities (IAMNC) will promote its member cities at the World Travel Fair 2002 in Yokohama, September 20-22. The World Travel Fair, Asia's largest travel exposition, publicizes tourism opportunities, providing information to travel agencies in Japan and to the general public here. Exhibitors include tourism bureaux of central governments in Asian countries and a variety of other organizations.

Participation in the World Travel Fair 2002 is expected to bring significant benefit to IAMNC member cities that will have a presence at the event; these include Changchun, Shenyang, and Qiqihar, China; Taebaek, Korea; Ulaanbaatar, Mongolia; Tromsø, Norway; Anchorage, United States; and Aomori and Sapporo, Japan. These nine cities will distribute tourism information and incentives at the fair and have exhibits and offer presentations at the display space reserved by the IAMNC.

The IAMNC secretariat will also offer travel literature and tourist information at the fair for all nineteen of the IAMNC member cities in order to promote tourism in those cities that

are not able to send city personnel to Yokohama to participate in this event.

The decision for the IAMNC to participate in the World Travel Fair 2002 was made at the tenth International Conference of Mayors of Northern Cities in Aomori, Japan last February as a step toward collaborative



The IAMNC will promote its membership to the extensive Japanese travel market at the World Travel Fair 2002 in Yokohama.

promotion of tourism among IAMNC member cities. Participation in the travel fair is also an acknowledgment that northern cities have unique characteristics and attractions and that more should be done to promote the numerous tourism advantages of northern cities.

The IAMNC expects that the success of its involvement in World Travel Fair 2002 will contribute to a revitalization of the association.

IAMNC Acts on Mayors Conference Resolutions

Collaborative Tourism

IAMNC participation in the World Travel Fair reflects the desire of the association to more effectively serve its members by promoting tourism in northern cities. It is also the result of a resolution of the tenth Mayors Conference in Aomori in February, which expressed the desire to promote "collaborative tourism ... as a pilot project of the IAMNC revitalization plans."

The biennial World Travel Fair was initiated in 1984 as an effort to promote safe overseas tourism for Japanese travelers, to provide comprehensive information, and to boost Japanese tourism overseas. The fair offers organizations access to a very large market of international travelers.

The city of Sapporo is covering 70 percent of the cost associated with IAMNC participation in the travel fair, because of the city's interest in seeing this important effort succeed.

Working-Level Officials Meeting

The Mayors Conference in Aomori also resolved that "...policies of IAMNC revitalization are to be reviewed for further development of the association, and the revitalization issue is to be continuously discussed...in a working-level officials meeting."

Acting on that resolution, the first working-level officials meeting was held in Sapporo in July with participants from Ulaanbaatar, Mongolia; Aomori, Takikawa, and Sapporo, Japan; Changchun, Jiamusi, and Shenyang, China; Prince George, Canada; Luleå, Sweden; Taebaek, Korea; and Anchorage, United States.

Please see page three for details of the working-level officials meeting.

NGO in Consultative Status (Roster) with the Economic and Social Council of the United Nations

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IAMNC Working-Level Officials Meeting Held in Sapporo

The first working-level officials meeting of the International Association of Mayors of Northern Cities was held in Sapporo, July 3 and 4. The meeting represented action on a resolution made at the tenth biennial Mayors Conference in February 2002 that called for a working-level meeting of administrative officials of IAMNC cities to discuss revitalization of the association, as well as other issues. The Winter Cities Association of North America was also represented at the meeting.

At the meeting in Sapporo, site of the IAMNC secretariat, administrators from 23 cities exchanged and considered ideas and opinions on a variety of topics, including reconsideration of the geographic area from which the asso-



The working-level officials meeting convened at the Northern Regions Center in Sapporo.

ciation should accept new member cities.

Reports Presented on Tenth and Eleventh Mayors Conferences

City administrators also heard a report on the tenth Mayors Conference that was held in Aomori in February, and Dick Stallone, chairperson of Winter Cities 2004, presented preliminary plans for the eleventh Mayors Conference, which will be held in Anchorage,

U.S.A. in 2004. Presentations were also made by the four IAMNC research subcommittees: the Snow Management Subcommittee, the Subcommittee for Countermeasures Against Natural Disasters, the Subcommittee for Sustainable Winter Cities Planning, and the Subcommittee for Countermeasures Against Terrorism in Northern Cities.

Ulaanbaatar, Mongolia will host the next annual IAMNC working-level officials meeting.



Officials attending the first working-level officials meeting pose under Okurayama Ski Jump in Sapporo.



Dick Stallone, chairperson of Winter Cities 2004, discussed tentative plans for the eleventh Mayors Conference and related events.



Midsummer ski jumping extends the winter sports season in Sapporo.

Winter Sports Getting a Second Wind in Sapporo

Visitors to Sapporo's Mt. Okurayama in late July and August were able to witness a popular winter scene that is often associated with this city's reputation for producing world-class ski jumpers. Winter sport fans watched ski jumpers leave gravity behind and soar into the sky in an arc that descended on a breathtaking panorama of metropolitan Sapporo. A hundred and ten jumpers ranging from local middle school students to Olympic-class athletes sailed into a blue sky here with crowds

of fans enjoying the popular winter sport under the summer sun. It was a sample of Sapporo's winter fun without the winter shiver.

Events at Okurayama Ski Jump included the third Summer Jump Sapporo Mayor's Cup and the Summer Jump UHB Cup. The twentieth Summer Jump Sapporo Mayor's Cup was held at nearby Miyanomori Ski Jump.

Winter sport is one of the high-points of life in a winter city, and there is a conviction here that winter fun should not melt away with the spring

thaw. The public are also encouraged to think winter sport in midsummer when they visit the Sapporo Winter Sports Museum just below Okurayama Ski Jump. Here there are advanced ski jump and bobsled simulators so that everyone can enjoy winter sports in summer.

Visit the Sapporo Winter Sports Museum at the following internet site: [<http://sapporowintersportsmuseum.com>]. Additional information about summer ski jump events in Sapporo is available at [www.age.ne.jp/x/sas/].

2002–2003 Events in Member Cities

China: Jiamusi

- Jiamusi Sanjiang International Tourism Festival, Jun. 8–12, 2003
- Tongjiang He zhe Minority Custom Festival, Aug. 8–10, 2003

Japan: Takikawa

- Cosmos Fiesta in Maruka Highlands—Giant Pumpkin Competition, Sept. 22, 2002

Japan: Sapporo

- Sapporo White Illumination, Nov. 23, 2002–Feb. 11, 2003
- Munich Christmas Market in Sapporo, Nov. 23–Dec. 15, 2002

- Sapporo Snow Festival, Feb. 5–11, 2003

Japan: Aomori

- Aomori Winter Festival, early Feb. 2003
- Fifth Winter Asian Games Aomori 2003, Feb. 1–8, 2003
- Aomori Nebuta Festival, Aug. 2–7, 2003

Korea: Taebaek

- Mt. Taebaek Azalea Festival, Jun. 7–10, 2003

U.S.A.: Anchorage

- Anchorage Fur Rendezvous, Feb. 14–23, 2003

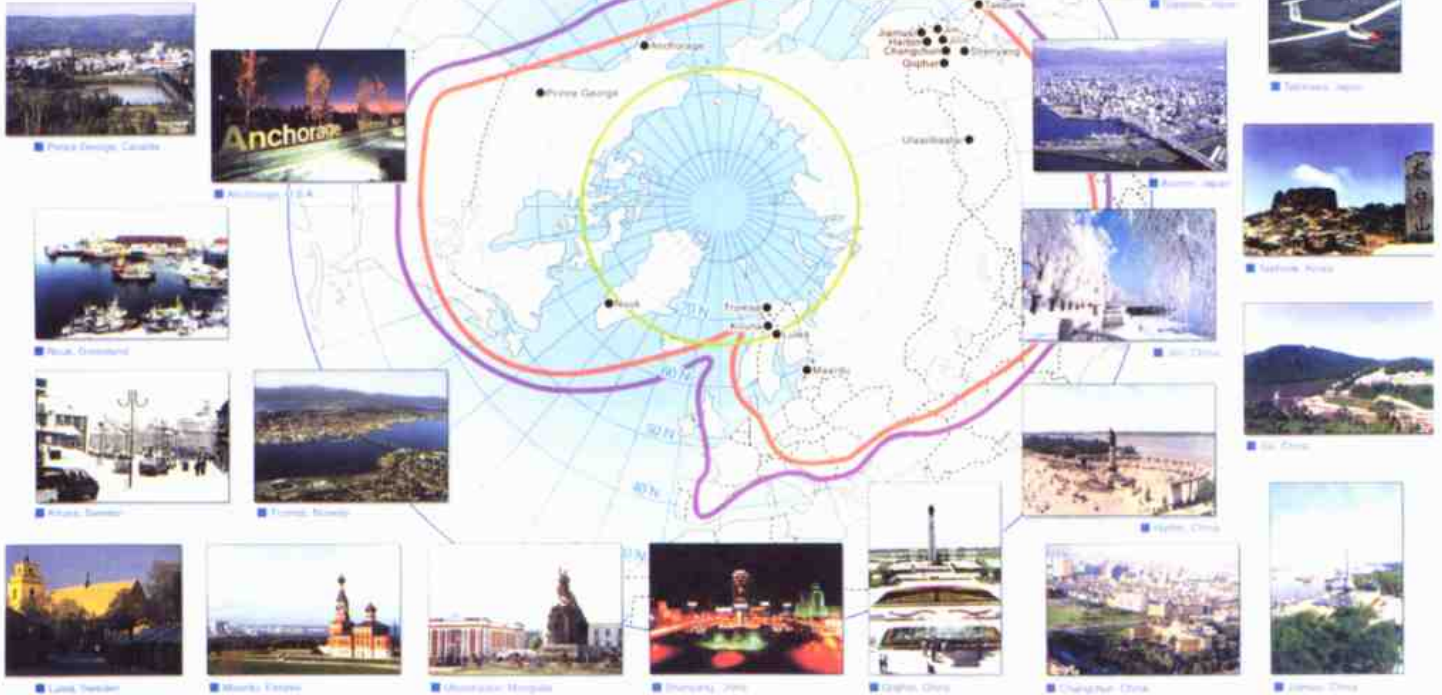
Event information provided by IAMNC member cities

International Association of Mayors of Northern Cities

Member
Cities of
IAMNC

Northern Cities:

defined as those in regions delimited by the 0°C January isotherm, the world's inner winter zone.



The membership of the International Association of Mayors of Northern Cities currently comprises nineteen cities in ten countries in Asia, North America, and Europe.

Please send comments, suggestions, opinions, and inquiries regarding the Northern Intercity News or the International Association of Mayors of Northern Cities, as well as notice of address change, to the IAMNC Secretariat c/o International Relations Department, City of Sapporo; Fax: 81-11-218-5168; E-mail: koryu@somu.city.sapporo.jp

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