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### Abstract

The Council for Promotion of “Sora Tourism” was established in 2017 to promote Japan-oriented Astro-Tourism, with the aim of expanding the potential market. The Japanese word “Sora” is the generic name of the three zones of sky, space and universe. The Council aims to accelerate the boom from sub-orbital space travel to orbital and lunar space travel, and will work together with spaceport initiatives. We particularly advocate the importance of “Space Marketing” to promote space development to the general public through such activities as cultural collaborations with anime, gourmet, sports and entertainment activities.

### A short bio

While enrolled in the Dentsu Space Lab, I proposed “space marketing” at the Japan Marketing Academy in 2015, which will utilize marketing perspectives and knowledge to popularize space initiatives. In 2017, I established the Sora Tourism Promotion Council with former astronaut Naoko Yamazaki and other founders. In 2018, at the 2nd International Space Exploration Forum (ISEF2), I formed “Team Sora Gourmet” with the cooperation of the JAXA space food team, and exhibited and presented under the theme of “Thinking about Food in the Space Exploration Era”. In 2020, I introduced Sora Gourmet with “Hoshitori Star Night @ Tottori Sand Dunes”. Currently I am engaged in activities to create and extend Sora culture.