



GYOSHU UPDATE



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“LOVE LIVE SUNSHINE” MADE NUMAZU DEVELOP ITS ECONOMY

THE BACKGROUND TO THE INCREASE IN TOURISTS TO NUMAZU

Numazu, a town located in Shizuoka prefecture, has recently experienced a dramatic transformation due to the anime blockbuster "Love Live Sunshine." This animated tale, which takes place in Numazu, follows a group of high school students joining an idol group to save their school from closing. Because of this story's resonance, there has been a notable increase in tourism, leading to what fans refer to as an "Anime pilgrimage"—a prayerful excursion prompted by the real-world locations portrayed in anime.

This pilgrimage's attraction has played a major role in putting Numazu on the map of the world's most popular tourist destinations; the Numazu community and the esteemed Japan Railways (JR) have worked together to support this rise further.

The Numazu community has built restaurants and shops where tourists can enjoy eating or drinking foods relating to Love Live Sunshine and buy goods. These restaurants tempt guests' taste buds with food that is closely connected to the anime, making them want to savor these special dining experiences over and over again. Additionally, the attraction encompasses unique stuff exclusively available in these locations, tempting guests to partake in mementos that immortalize their trips to Numazu. By incorporating regional items such as fish, crab, shrimp, and the renowned Numazu oranges into their menus, these restaurants not only satisfy the appetites of the fan base but also act as representatives of the town's culinary excellence. Also, the town's strategic vision is demonstrated by the thoughtful placement of these themed enterprises near the Numazu station. This accessibility feature guarantees visitors can easily navigate the town's anime-inspired centers, encouraging repeat visits and long-term involvement.

Numazu's mutually beneficial adoption of "Love Live Sunshine" goes beyond simple tourism and exemplifies an excellent collaboration between cultural phenomenon and long-term economic expansion. The town's path is a tribute to the transformational force of popular culture as it maintains its beautiful dance between tradition and modernity.



A poster of Love Live Sunshine

電撃G'sマガジン編集部 Love Live! Sunshine!! FIRST FAN BOOK. Amazon, KADOKAWA/アスキー・メディアワークス, 29 June 2016. www.amazon.co.jp/%E3%83%A9%E3%83%96%E3%83%A9%E3%82%A4%E3%83%96-%E3%82%B5%E3%83%B3%E3%82%B7%E3%83%A3%E3%82%A4%E3%83%B3-FIRST-FAN-BOOK/dp/4048922394. Accessed 2 Jan. 2024.

The fans' "Anime pilgrimage" was also fueled by JR Tokai's collaboration with "Love Live Sunshine." From July, the train was decorated with popular series characters to announce "Yohane the Parhelion: Sunshine in the Mirror." The excitement peaked when Aika Kobayashi, the talented voice actor who portrayed Yohane, visited and autographed the train. This fueled the fans to "Anime pilgrimage" to see the decoration of the train and also see Aika Kobayashi's autograph.



A large tapestry in the shopping district of Numazu City.

「アニメで町おこし」、「聖地巡礼」客の急増で現地に困惑も。マネーポストWEB, 11 Dec. 2019. www.moneypost.jp/609775. Accessed 2 Jan. 2024.

In addition to creating a passionate fan base, Numazu's embracing of the "Anime pilgrimage" phenomenon has helped advance the Sustainable Development Goals (SDGs), especially "Decent Work and Economic Growth (Number 8)." The economic effect of Numazu's inclusion in the anime pilgrimage was expected to be as high as 6.1 billion yen, with estimates ranging from 5 billion to this enormous amount. This financial inflow marked a dramatic economic leap, considerably bolstering the town's economic environment. But Numazu cleverly uses the appeal of "Love Live Sunshine" to drive job creation and greater consumer connection, going beyond the company's financial success. One bright example of this mutual benefit is the Yudai Group Association, a creative entertainment organization with its headquarters in Numazu. The team cleverly came up with a brilliant idea—the "Collab Cafe" in association with "Love Live Sunshine."

The enterprising Yudai Group Association stands as a testament to this paradigm shift. With a "Collab Cafe" dedicated to "Love Live Sunshine," offering character-inspired merchandise and themed experiences, they've not only tapped into consumer fervor but also beckoned job seekers with promises of memorable experiences. Positioned in close proximity to Numazu Station, these part-time job opportunities, coupled with average wages, resonate as a beacon of "Decent Work" for avid fans, fostering a symbiosis between fandom and local commerce. Numazu's deft blending of "Love Live Sunshine" passion and economic vitality highlights not just the company's economic strength but also a subtle point of confluence where local business is empowered and a devoted fan base is fostered. This combination, which is deeply woven into the town's economic structure, provides a model for developing both dynamic cultural phenomena and sustained economic growth.

EFFECTS ON LOCALS DUE TO THE INCREASE IN POPULATION

Riding the high of growing touristic dissatisfaction among its citizens, Numazu finds itself in the grip of growing unrest. The town's increasing popularity with tourists has sparked many worries, most of which are focused on the negative effects that tourist behavior has on the town's residents as well as its delicate ecology.

The excitement of visitors who frequent this little village regularly disturbs the peacefulness that the residents formerly relished. The general level of life and well-being of the locals have dropped dramatically as a result of the increased noise, vibrant events, and busy activities in once-tranquil tourist destinations. This increase in loudness not only ruins the tranquility but also puts the well-being of the visiting visitors and the beloved residents in danger.

But it's more than simply the noise. The town's plastic pollution problem is exacerbated by the ugly rubbish trail that is frequently left behind by enthusiastic tourists. This visual blight not only detracts from Numazu's aesthetic attractiveness but also increases the strain on those responsible for keeping the town clean and burdens local authorities with the need for substantial clean-up operations.

The town's economy benefits greatly from tourism, as it creates jobs and opens up markets for local goods and services, but there is a major cost associated with it as well. The region's resources are being strained by the increasing number of tourists, raising worries about increased pollution, habitat loss, land degradation, and the potential harm to endangered species.

The contrast between economic growth and the simultaneous stresses on the environment and society highlights how critical it is that the tourist sector in Numazu adopt responsible self-regulation. Maintaining Numazu's natural heritage and maintaining its charm will need a careful approach that protects the town's environmental integrity while maximizing the town's tourism-related economic gains.

LOVE LIVE SUNSHINE CAFE

The Love Live! Sunshine!! Yudai Sun! Sun! was founded in 2017. Sunshine Cafe has established itself as the go-to destination for fans of the acclaimed anime "Love! Live! Sunshine!!". This café, located in the center of Numazu, serves as the official sanctuary for fans looking for a lively recreation of the show's hallowed settings. Its position as a crucial landmark in the town's cultural revival is fueled by an assortment of anime-inspired drinks, dishes and desserts.

Open Monday through Friday from 11:00 a.m. to 8:30 p.m. for fans and expanding its vibrant offering on weekends from 10:00 a.m. to 8:30 p.m., this cafe continues to be a lively nexus for those looking for comfort in the themed atmosphere. The restaurant takes pleasure in updating its menu frequently to provide customers with a vibrant, new dining experience at affordable costs. As icing on the cake, customers are given collector coasters when they place their order—a gesture that is much appreciated by the devoted following and makes them feel satisfied with their visit.

Conveniently located just a minute's walk from the south exit of Numazu Station, the cafe's prime location makes it an easy destination for fans who want to experience the atmosphere of the anime and indulge in its delicious food.

Though the cafe's success has been boosted by its convenient location and reasonably priced items, the friendly staff is having to deal with an unanticipated problem: the behavior of certain ardent admirers. A subset of fans purchase large quantities of meals and never finish them in an attempt to obtain limited-edition memorabilia. The company took notice of this worrying trend and issued a warning to its customers, specifically stating that they should not order without intending to enjoy the food and that they would face penalties for this behavior. The owners of the café pleaded with customers to follow basic eating manners, stressing the fundamental principle that entering any restaurant requires a full order of food.

The Love Live! Sunshine!! Yudai Sun! Sun! Synthesis of fan enthusiasm and gastronomic joy Sunshine Cafe epitomizes the combination of cultural fervor and gourmet pleasure, solidifying its place as a sanctuary for fans while advocating for a delicate balance between fandom excitement and responsible behavior.



Love Live! Sunshine!!×Yudai Sun! Sun! Sunshine Cafe

「ラブライブ!サンシャイン!!」×雄大 サンサンサンサンカフェ 写真一覧 | 沼津【フォートラベル】. 4travel.jp, 4travel.jp/dm_shisetsu/11674096/pict. Accessed 2 Jan. 2024.