

# Making Sengan-en a Destination of "Choice": Drawing on the Management Strategy of Fremantle Prison

Faculty of Agriculture: Serigano Airi



## Background

### Why I chose this topic

Kagoshima City is currently working to create night-time tourism content in order to extend tourist stays and increase spending.

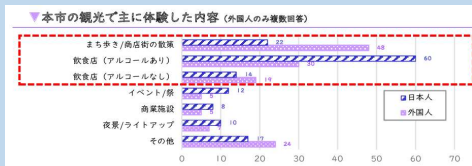
⇒ Primarily one-off night-time events...



We need to create **consistent night-time content!**

⇒ Focus on **Sengan-en**

- Not only historical value, but it also contains visual appeals. (garden, scenery)
- Night-time lighting has a significant effect!



Survey on experiences during tourism in Kagoshima City  
(Japanese: n=143, foreigners: n=106)  
Kagoshima City Tourism Bureau, 2023

## What is "Night-time Economy"?

-All economic activities conducted between sunset and sunrise.



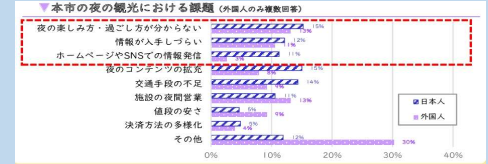
### Merits

- Expanding consumption
- Revitalizing the regional economy
- Creating hubs for new culture and arts
- Effectively utilizing idle assets

### Concerns



- Noise and public safety issues
- Resident understanding
- Insufficient transportation infrastructure
- Labor shortages
- Cooperation with government



Survey on Challenges in Nighttime Tourism in Kagoshima City  
(Japanese: n=143, foreigners: n=106)  
Kagoshima City Tourism Bureau, 2023

## Comparison of the Current Situation

### Perth City

#### Fremantle Prison (World Heritage Site)

- The ideal model for night-time tourism

#### Torchlight Tour

- Held only on Wednesdays and Fridays
- Different from regular tours (includes short skit)
- Visitors receive the torchlight used during the tour as a souvenir
- Priced higher than regular tours
  - Regular Tour: Adults \$24
  - **Torchlight Tour: Adults \$30**



- ⇒ Providing higher satisfaction
- Held on specific days of the week
  - A sustainable operational model
- Plenty of restaurants nearby
  - Significantly contributing to night-time consumption

#### After participating...

- Many participants, right up to capacity
- ⇒ Many locals come to visit
  - Expect an increase in night-time spending by locals seeking to enjoy a sense of the extraordinary.



### Kagoshima City

#### Sengan-en (World Heritage Site)

- Night-time access is currently unavailable.

#### Shochu Night Garden (2020)

- Held as an alternative event to "Shochu Street" during the COVID-19 pandemic.



#### Analysis of Night-time Events

##### Kagoshima Castle Ruins

##### Mid-Autumn Festival Banquet (October 26, 2025)

- Held for the second time due to the last year's popularity.
- Participation fee: **¥23,000**
- Participants: **100 people**

- ⇒ While satisfaction is high
  - ⇔ The scale and content make regular hosting difficult.



## Suggestion

**Goal:** To help visitors learn the history of Sengan-en through night-time experiences and contribute to the local economy.

### Permanent night-time event

Offering night-time openings and small-group guided tours exclusively on Fridays or Saturdays.



### Expansion of night-time consumption

Discount coupons usable at restaurants in the Kagoshima Chuo Station area: Promoting use of public transportation such as the Nippo Main Line.

