

Lion-Club & Renaissance Co-presents

1st Meeting of Fespa-Twon People



Q & A of the day –25 people joined-

Sun May 31, 2020 2-3:30pm
@Setouchi Community Square

[Q1] How is the present financial condition ?

[Answer]

- ① Sales goal of original plan was two hundred million yen, but it has never reached.
 - It continuously loses money since opening.
 - 6th year sales went into the black by seventy thousand yen.
 - Note: executive compensation was cut in that year, and sales dropped than that of the previous year.
 - Sales are dropping according to age deterioration of building.
- ② Several factors that it is hard to move into profit even if sales improve.
 - Restaurant: workspace is inefficient to work because of bad motion line.
 - Hotel: only 17 guest rooms are hard to earn a profit even if the occupancy is 60 %, which is known as general hotel can.
 - Present occupancy is less than 50%. Maximum is 90%, minimum is less than 40%.
 - Now operation is to hold down labor costs and decrease occupancy.
 - 風呂：燃料費、水道料金から黒字は大変難しい。

[Q2] What is a selling point and disadvantage?

[Answer]

① Selling point

- Nothing itself is value. People can get their fill of nature.
 - View from Fespa is registered No.59 of Eighty-Eight views of Shikoku.
 - Only three views along Shimananmi sea road registered in the eighty-eight views of Shikoku.
- Good location (People need to cross Hiroshima pref. even inside Ehime)

② Disadvantage

- Access
 - No taxi, less public transport. Transport in the morning and evening is less.

*"Strong wind" causes difficulty on operation such as windows cannot be open, parasol should be close, umbrella cannot be used, but can be a selling point if you think it as a part of island nature. Fespa agrees with such opinion from town people.

[Q3] What is the target?

[Answer]

Mr. Miyoshi as a manager of Fespa hope;

- ① To make a travel in a north-south direction.
- ② To segregate service to respond to needs of different customers.
Hopefully, town people will use Fespa and extraordinary calm will be provided to people outside town.
- ③ To provide service for customers nearby
 - We planned an event starting from March and an event for neighborhood.
 - A plan to eat local foods and come into contact with young people was a success.
 - More than 600 people visited from Fukuyama by bus on Jan 2020.
 - We had plan to provide island experience from Spring (postponed by COVID-19).
- ④ To sell Kamijima town
 - We would like to encourage whole town through collaborating with restaurants and hotels in Kamijima town.
 - Such as introducing guests of Fespa to restaurants in town フェスパの宿泊客を町内の飲食店へご案内する、町内の他の施設で宿泊されたお客様をフェスパにご案内して食事を提供する、町民参加型のイベントを開催する、など。

[Q4] What do you think can service for town people?

[Answer]

We hope;

- ① To set price for town people
 - Ex. Bath price for town people etc.
- ② To provide transportation service
 - Ex. transportation service for town people etc

However, it is difficult to realize them because;

- We have no funds.
 - No funds at the start-up. On the other hand, the operating cost is expensive.
 - We cannot receive any government funding related to COVID-19 because of semi-public sector. Our claim was rejected.
- We cannot set price freely because of restriction as designated manager.
 - We understand it is not easy to change because local town manage under framework of MIC.

[Q5] Please train your employees.

[Answer]

① We know about it. I am sorry for poor training.

(Note from town people)

- Restaurant: impolite to senior customers, a front desk staff doesn't know changes of menu, a restaurant staff talks back to customers...
- Bath : the time of bubble bath is too long. No one go patrol the bath for one hour.
- Others:
 - The service is far from that of regular hotel.
 - Staff uses parking space for customers.
 - Manager commented: We don't use customer's parking since my post, two years ago.
 - There are many students part-time.
 - Manager commented: We don't hire student part-timer from October 2019.

② We are engaged on re-training of employees

- We had training course five times during closing. Town office saw the examination contents.
- It is not clear when the training lands. I needs some more time. Goal at re-opening on June 6 is "greeting" and "no excuse".

[Q6] Other proposal and request from town people

[Answer]

- ① Please let focus on restaurant menu.
 - Not only service but also cook should be improved until June 6 so that customers notice.
- ② How about receiving long-stay nomad workers?
- ③ We hope the building will be leading to the future of Kamijima-town.
 - I know Yuge lodge, and I feel an attachment to Fespa, too. Fespa was built by one thousand million yen. It must be center and leads to the future of Kamijima- town.

[Q7]What do you do for earnings recovery?

[Answer]

- ① Finished: Proposal of options to cut down on fuel expenditure of the bath
 - Current Situation>Cost to operate bath is 75,000yen per day except for water quality check and other sanitation expense. Bath fee costs 650 yen per adult. It is difficult to maintain the situation.
 - Validation to save energy was held by inviting professional (The Energy conservation center) a few times on October, 2019
 - After that, we proposed the cost cutting method to town, the owner of Fespa, so that the method needs to improve structure.
 - It has not been improved yet because it is expensive.
- ② Plan: Adding value rather than chasing profit
 - Average customer spend is increased by adding value with less labor costs.

[Q8] What kind of value do you think?

[Answer]

- ① Cooperation with restaurant
 - Bed in Fespa, and meals at the local restaurant etc
- ② Renting camping gear キャンプ用品の貸出
 - Camping experience but sleep in Fespa for beginner who is difficult to stay in a tent
- ③ Bundle with mini-cycling plan

Let's find out and learn!

- ① What is Fespa? What is a designated manager?
 - Let's check law and regulations at first
- ② Analysis of present state of Fespa
 - Let's understand a financial statement and learn how to read it.
- ③ Fespa in the next year
 - Let's find out prior case in other communities and entities.
 - How about readiness in Kamijima-town? First things to do is gathering information.

~Open "TERAKOYA" Saturdays 9-12am @ Yuge-Kamada 148-1~

A place of learning for Kamijima town people called "TERAKOYA". Please stop by freely. You can have first experience of internet by prepared computer and get answer to your question about smart phone. People who find out and talk about Fespa together is now wanted in TERAKOYA. Fun lunch is received well! Second lunch was captain curry and third lunch was hand wrapping sushi.