

Organizer	Ultra Heroes EXPO 2024 Umeda Summer Festival Executive Committee
Date / Venue	August 13–25, 2024 @Umeda South Hall
No. of attendees	Approximately 12,000 visitors (cumulative)
Overview	The first-ever Kansai event of "Ultra Heroes EXPO," which has traditionally been held in Tokyo. (1) Stage events at South Hall (Ultra Heroes EXPO 2024 Umeda Summer Festival) (2) Merchandise sales and exhibition at Hanshin Umeda Main Store (Ultraman Department) (3) Promotion to encourage exploration throughout the Umeda area (UMEDA ULTRA SPOT 360°, etc.)
Support from DMO	✓ Introduction of venue candidates and arrangement of site visits ✓ Commercial Collaboration: Partnership initiatives with local department stores ✓ Fostering Momentum: Implementation of digital stamp rallies and other related events, area-wide promotion

