

10/20/2021

To the people of Ehime

Ehime Prefectural Governor Nakamura Tokihiro

Transitioning to a Short-Term Infection Reduction Period for the Novel Coronavirus (COVID-19)

I would like to express my gratitude to the people of Ehime for your continued cooperation in preventing the spread of the novel coronavirus (COVID-19).

On October 1st, the State of Emergency was lifted in all prefectures, and Ehime entered an “Infection Alert Period,” effectively ending restrictions placed on restaurant business hours. Despite this, the prefecture has stayed vigilant against a resurgence in infection cases.

During this time, in response to concerns about the spread of person-to-person transmissions in Niihama, we strengthened measures specific to the city, and have been closely monitoring the situation. Over the past week, infections have been on a steady decline and the situation has significantly improved.

Ehime as a whole has settled down as a result of these measures. The fifth wave of infections, which has been ongoing for over three months, is finally coming to an end.

Based on this, Ehime will be transitioning from an “Infection Alert Period” to “Infection Reduction Period”.

As such, the following restrictions for residents of Niihama have come to an end.

- Refrain from going out within the city for unnecessary purposes
- Take precautions traveling to and from the city

In addition, the restriction for meal gatherings will be changed to “avoid large numbers” from the previous “10 people or less” for all of Ehime except Niihama, which will be changed to “10 people or less, avoiding long durations” from the previous “4 people or less for no more than 2 hours”. This restriction will last for a week until October 26th, and then restrictions will gradually be relaxed.

However, there is still a risk of infection, and occasional positive cases continue to occur, even as the situation in the prefecture has settled down. Furthermore, it is expected that regions where the state of emergency has been lifted will become more active as a result of the end to the shortened business hours, thus it is important we continue to monitor the situation.

We ask that you do not make any sudden changes to your routine, but gradually resume socioeconomic activities.

Above all, in order to avoid the spread of infection at the workplace, meal gatherings, social outings, event venues, etc., regardless of the alert level, it is important that you follow basic preventative measures such as:

- Wearing masks properly and disinfecting hands frequently
- Allowing for regular air ventilation
- Adhering to dining restrictions

In addition to transitioning to the “Infection Reduction Period,” we will also begin providing the following financial assistance.

The first is the “Mikyan Discount” and the “Komikyan Discount,” both of which are for accommodation trips within Ehime and limited to residents of the prefecture.

○ Mikyan Discount: 5,000 yen discount for stays of 6,000 yen or more per person per night

○ Komikyan Discount: 2,500 yen discount for stays of 3,000 yen or more per person per night

These discounts will be available from October 26th to December 31st (reservations can be placed starting October 25th). We hope that all residents can take advantage of these discounts and enjoy sightseeing in Ehime while still continuing to diligently practice infection preventative measures.

The second is the “MAJIMESHI” promotion campaign.

Started in 2020, “MAJIMESHI” aims to spread knowledge about gourmet foods from Ehime and the unique culinary artists who created them. From November 1st to January 31st of next year, as part of this campaign, there will be a digital lottery where residents can win products from Ehime and other goods when they shop at participating stores within the prefecture.

There will also be online content conveying the "commitment", "technology", and "people" of participating stores and dishes that display their "seriousness" posted on the official website and social media.

Further details will be added to the official website soon:

<https://majime-ehime.com/majimeshi/>

As we transition to the "Infection Reduction Period", if we see signs of a resurgence of infection in Ehime in the future, we will take immediate action.

We would like to ask the people of Ehime to gradually resume socioeconomic activities while continuing to practice infection preventative measures.