

note

note inc.

March 26, 2026

note Signs Partnership Agreement with Kyoto City to Support Fan Engagement Through UGC Media and AI Analysis



Kyoto City and note pro (note inc.) have signed a partnership agreement to promote fan engagement for Kyoto. As part of this agreement, note has launched "Fan★Kyoto" (<https://note.com/kyotofans/>), a User-Generated Content (UGC) media platform that aggregates articles written by residents and travelers about the city. Additionally, note analyzed 4,214 travel-related articles posted in 2025 and provided Kyoto City with a report deciphering the "voices of fans."

The analysis revealed several insights into the true nature of Kyoto fans: articles are written year-round, not just during peak cherry blossom or autumn foliage seasons; there are "hidden gem" spots with over 70% satisfaction despite fewer mentions; and Kyoto fans can be categorized into four distinct types. Kyoto City will utilize this report for its public relations and urban planning initiatives.

First-hand accounts from people who visit, live in, or have ties to the city provide primary information that government surveys often miss. As AI increasingly becomes a gateway for information, cities with abundant primary data are more likely to be chosen by travelers. Collecting, analyzing, and applying fan feedback to city planning creates a cycle where accumulated data becomes a city asset. This is note's first partnership model of this kind for local governments.

Background and Objectives

In December 2025, Kyoto City formulated the "Kyoto Basic Vision," an ideal vision for 2050. The city views people with ties to Kyoto—such as tourists and dual-resident dwellers—as "0.1 citizens" and is implementing measures to nurture a wide fan base.

The partnership with note is part of this initiative. By gathering the voices of citizens and travelers on a UGC platform, the city can promote Kyoto's charms more broadly. Using AI analysis to understand changing interests and needs will inform municipal policies. This cycle aims to increase the number of people engaged with the city.

Why Partner with note?

Approximately 70,000 articles are posted on note daily. Since note does not use an ad-based monetization model, creators are not incentivized to inflate view counts. This creates an environment where diverse, primary information is shared out of pure motives, such as wanting to share an experience or keep a personal record. With 86.6 million monthly active browsers (including non-members), note also accumulates vast data on what readers find interesting.

Initiative Details

1. Building and Operating "Fan★Kyoto" UGC Media

note has built "Fan★Kyoto," a platform that automatically aggregates articles tagged with hashtags such as #ILoveKamoRiver or #FoundKyotoHiddenGem. Anyone with a note account can participate.

URL: <https://note.com/kyotofans/>

▼ Submission Themes:

#DailyLifeInKyoto, #SchoolTripInKyoto, #FoundKyotoHiddenGem, #ILoveKamoRiver, #DeliciousKyotoEateries, #KyotoCherryBlossomReport, #TheDayICriedInKyoto

(*) Submission themes vary by period. Please check Kyoto City's official note for details.



#お題に参加して京都を語ろう

「京都がスキ！」そんなあなたのための「ファンサイト」です。京都市が開設し、テーマごとに#を付けた記事が自動で表示されます。記事を書いたり、読んだり、ファンとファンがつながったりと、自由に京都をお楽しみください。

PICK UP記事



(*) Articles are automatically aggregated from note posts and are not individually selected by Kyoto City.

(*) The layout of the "Fan★Kyoto" page uses features currently under development, provided specifically by note for this partnership. The official release date for these features is TBD.

2. AI-Powered Posting Analysis and Reporting

AI analyzed 4,214 detailed articles out of approximately 20,000 travel-related posts about Kyoto in 2025. The resulting report helps the city understand how people describe Kyoto and which articles resonate with specific audiences. AI analysis will continue to track how impressions of Kyoto evolve.

Please see the link below for the full analysis report:

https://note.com/note_local/n/n2f4971c42d00

Comment from Koji Matsui, Mayor of Kyoto City

Kyoto is a city that has long cherished history, culture, harmony with nature, and human connection. Throughout our long history, diverse groups of people have interacted, embracing their differences to learn from and support one another, while refining the city's unique charm.

Kyoto City is creating opportunities for many people, including our residents, to experience the rich wisdom and arts alive in Kyoto. We are moving forward with urban planning that overflows with passion and inspiration. I hope "Fan★Kyoto" serves as a hub where fans can connect and share the many charms and ways to enjoy Kyoto.

Comment from Sadaaki Kato, CEO of note inc.

The appeal of a city is reflected in the words of the people who live there and those who visit. note hosts a vast number of articles about Kyoto, where the city's image is captured daily through individual perspectives. Because these voices emerge naturally from a genuine desire to share, they convey the city's authentic charm. In the era of AI, I believe the value of such human voices will only increase.

Through this agreement, we will create a system to collect fan feedback, analyze it with AI, and deliver those insights to Kyoto City's public relations and urban planning. This is not just about delivering voices; it is about ensuring those voices reach the city and move it to action. This is note's first initiative to design such a cycle together with a local government. We hope to take this new model, starting here in Kyoto, to communities throughout Japan.

Future Outlook

note plans to expand this partnership model, which combines UGC media construction with AI analysis, to other local governments and companies in the future. If you are interested in implementing a similar initiative for your city or brand, please contact us at the following link:

https://share.hsforms.com/1bHTzNstwQnyu_HPRVvk37ng47gua

note

note is a media platform where creators post text, images, audio, and videos, and users can enjoy and support that content. We value a safe atmosphere and diversity so that everyone can enjoy and continue creating. Individuals and corporations mingle, expanding opportunities to find things they like and meet interesting people. The service launched in April 2014, and

approximately 69.56 million works have been created. The number of members has reached 11.14 million (as of November 2025).

- URL : <https://note.com/>
- iOS App : <https://itunes.apple.com/jp/app/note-noto/id906581110>
- Android App : <https://play.google.com/store/apps/details?id=mu.note>

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Our mission is to "Start, and Keep on Creating," and we are building systems for expression and creation. The media platform note supports all kinds of creative activities by creators. Creators can publish their original content, receive support from fans and peers through memberships, shops and brand owners can showcase products in their stores, and corporations and organizations can use note pro to disseminate information.

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