

Japan

An opportunity to make an impact in the U.S. Market

Presented to:
Tokyo Metropolitan Government,
Advisory Board Concerning
Tourism

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February 7, 2017



This may be one of the most critical junctures in Japan's quest to boost its position as a top tourist destination, and to develop initiatives that will **open Japan's door to an increasing number of foreign western tourists.**

The **Japan brand** has a **tremendous opportunity** to reach millions of Western visitors.



Japan set a goal of 20M tourists by 2020. Due to a number of factors, Japan has surpassed the goal of 20M four years early. The new goal is 40M by 2020. In order to meet this goal, Japan has to take some needed steps.

The Olympics is an opportunity to create sustained tourism growth



London mounted a 4-year
coordinated campaign



According to McKinsey Study success due to:

- A public-private partnership (PPP) to drive the initiatives
- Meticulous planning
- Large scale marketing strategy
- Internal communication and collaboration among the governing bodies

The stage is
set...

... but to capture the
opportunity, **the brand
strategy and its
execution must be
right.**



While JTA and JNTO have been wildly successful in attracting the Asian market, we believe there are many opportunities to strengthen the Japan brand in the United States.



Most top tourist destinations are diversified

However, in Japan, East Asians account for 72% of the international tourists each year.

McKinsey Study

- The Japan brand is missing opportunities in the U.S.
- The U.S. market is being romanced by China, Taiwan, Hong Kong, Thailand, Malaysia, India... but not by Japan

- By September 2016, U.S. visitor arrivals to Japan were at only 1M. We believe this is only a **fraction of the true potential**.
- A preliminary review of the Japan brand communications landscape as it relates to U.S. (and other) English speaking visitors may reveal some key reasons...

...relevancy

Past campaigns and initiatives have
sometimes communicated messages

in the *wrong* language,

with the *wrong* content...

...resulting in

sub-optimal impact



Yokoso!
JAPAN



Japan.
**Thank
You.**



TOKYO



The Most Beautiful Villages in Japan: website in mostly in Japanese

Studies have shown that many US tourists are surprisingly unaware of the Japan's major tourism assets... such as Nikko, Kamakura, Ise....



Rather than information which is both **useful**
& aspirational, content on communication
channels is **missing** or sometimes
confusing and **uninspiring**...

Featured copy and imagery can be **over-**
simplistic, **cliché**, and **unnatural**.

JAPAN
Monthly
Web Magazine

Oct.
Issue
2013

What's new? What's cool? Travel updates on Japan!

Okinawa Series-8
Yaeyama Islands - The last paradise

Special Extra
Free Wi-Fi
Free Wi-Fi spots are increasing throughout Japan!

Monthly Magazine INDEX

Special Extra

- Trips to Japan in which you can fully enjoy the expressions of each season
- Insistence on the smallest detail! The secrets of "Made in Japan" rice cookers
- Chiba: A promenade from the gateway to Japan
- Get the most out of your trip to Japan with discount airfare!
- The world of beautiful Japanese fake eyelashes
- Free Wi-Fi spots are increasing throughout Japan!
- Strawberry picking – delicious and fun!

Okinawa Series

- Yaeyama Islands - The last paradise
- The secret to good health is good food
- This is Okinawan entertainment!
- Okinawa Event Calendar
- Okinawa – a Shoppers'



Trips to Japan in which you can fully enjoy the expressions of each season

Your trip to Japan will become more memorable when combined with a relaxing space

2013.08

Tweet Like 12 +1 3

In no other country are the seasons as distinct as they are in Japan. The best part of a trip to Japan is that you can fully enjoy the different atmospheres and scenery of each season. After enjoying yourself, hospitable accommodations with comfortable amenities will relieve your fatigue, making your trip even more memorable.

Related Information

Travel tips by JNTO

- Kyoto: Central Kyoto
- Nara: Nara-machi Area
- Hiroshima: Miyajima Area
- Sapporo: Sapporo Area
- Tokyo: Central Tokyo
- Kanagawa: Hakone Area
- Fukuoka: Hakata Area

Related facilities and events

- Nijo Castle (PDF)
- The Kofukuji Temple Complex
- Tomijidani Park (Japanese)
- Kyoto Kokusai Hotel
- Hotel Fujita Nara

Text is not native level English: over simplistic

As a result, the communication
can perpetuate the **inaccurate
stereotypes** of Japan as a
country that...

...is very confusing to get around in, expensive, and too overwhelming of a destination



Reinforced by inaccessibility – rail passes,
exchanging money, etc.

The background of the advertisement features a clear blue sky. In the upper left corner, there are branches with pink cherry blossoms. In the lower right corner, the snow-capped peak of Mount Fuji is visible. The text 'JAPAN RAIL PASS' is prominently displayed in the center in a large, white, serif font. Below it, the tagline 'YOUR SIGHTSEEING PASSPORT TO JAPAN' is written in a smaller, white, sans-serif font.

JAPAN RAIL PASS

YOUR SIGHTSEEING PASSPORT TO JAPAN

JAPAN RAIL PASS, a joint offering of the six companies comprising the Japan Railways Group (JR Group), is the most economical means of travelling throughout Japan by rail.

... where people don't speak English,
and are not welcoming towards foreigners



On the whole, past communications have perpetuated a **one-dimensional** image without creating affinity for “modern Japan”...



...thereby **not reinforcing** the perception
of Japan as one of the worlds
most desirable
vacation destinations.

To increase US interest to visit Japan, a shift has to occur.



What is required ...

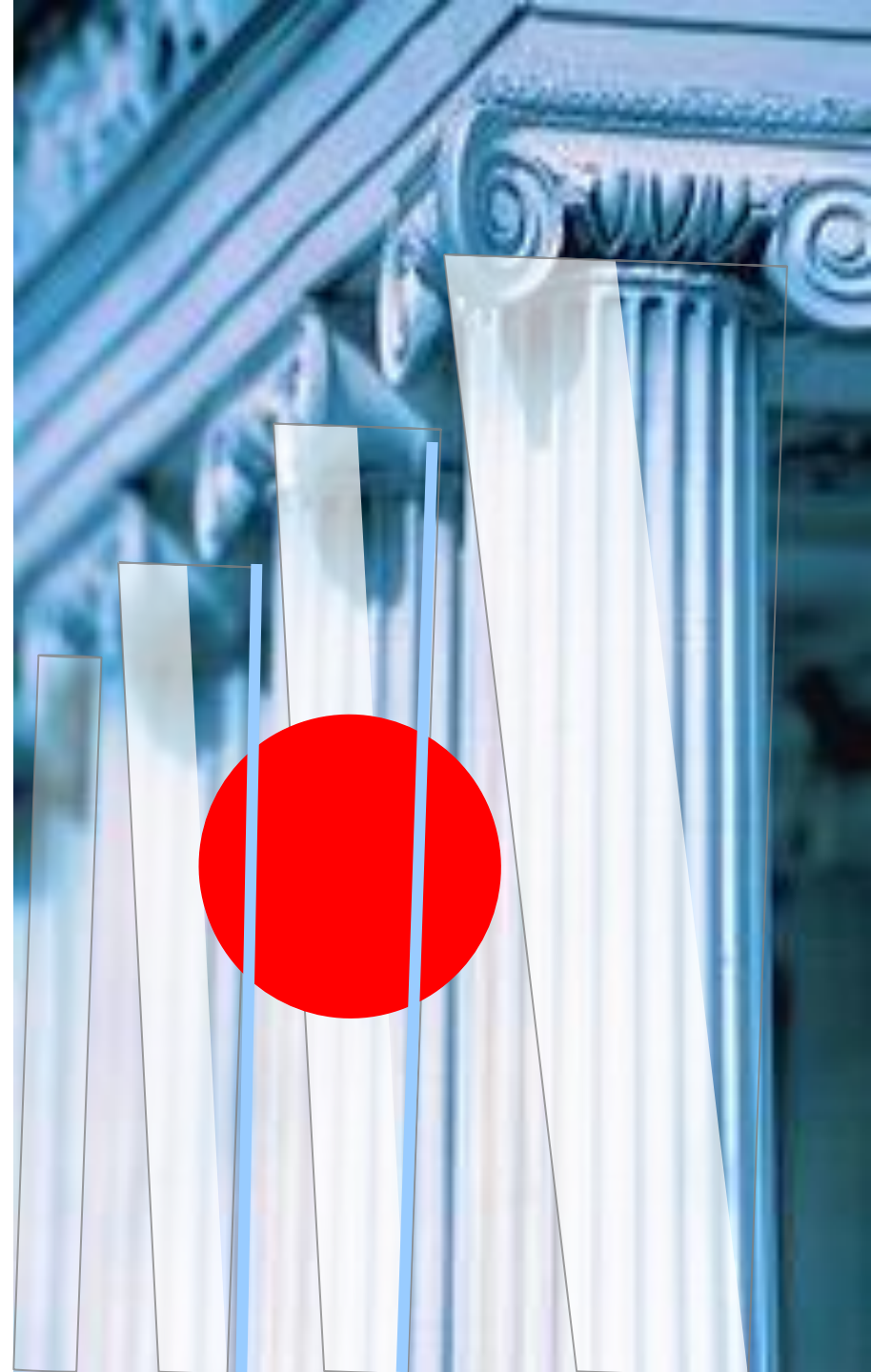
Revitalizing the
Japan brand
for the U.S. market

To do so, the following
must be answered:

What is Japan today?

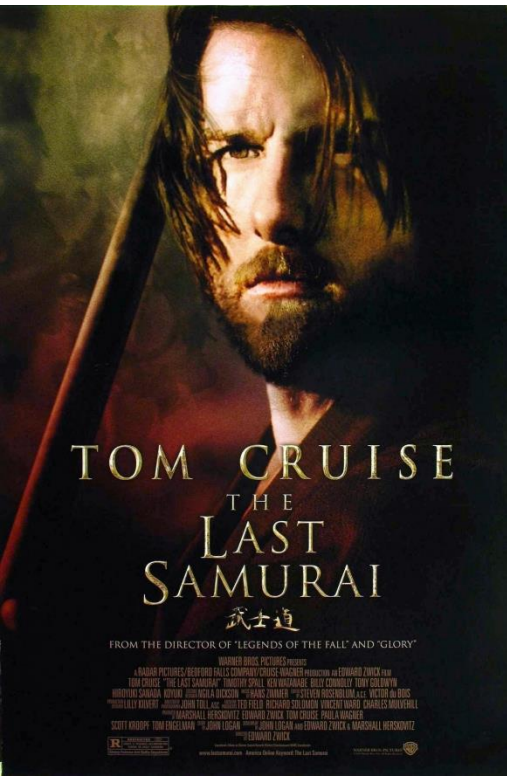
and

**Why is it appealing to
the U.S. market?**



Japan obviously has strong awareness...

... based on its portrayal in **popular western movies...**



...and on increasing international recognition of prominent **Japanese authors, directors, pop artists...**

Murakami Haruki



Takeshi Kitano



Murakami Takahashi



...and on increasing international recognition of prominent **Japanese fashion designers, musicians & architects.**



A Japan revitalization campaign can leverage these existing images, but must go beyond the clichés and stereotypes to portray Japan accurately and aspirationally.

The ideal
communications
strategy therefore
should combine the
existing images of
the exciting modern
and fascinating
traditional face of
Japan:

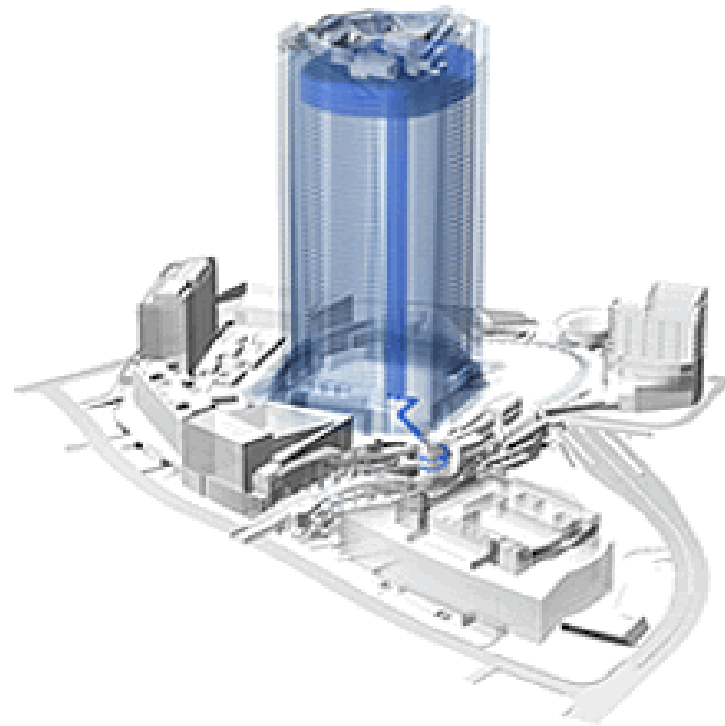
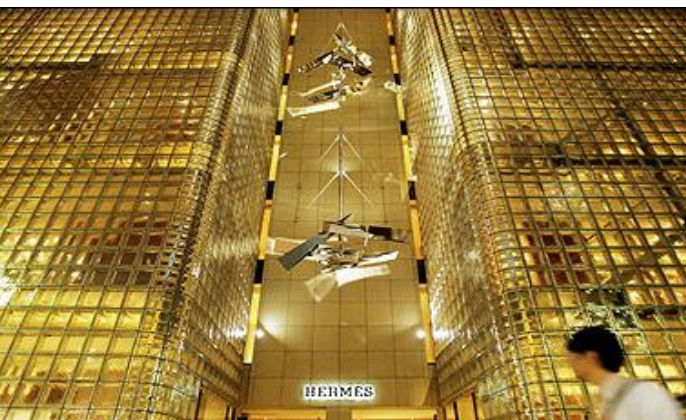


...a mecca for fashionable clothing, bars & restaurants...





..with state-of-the-art architecture...

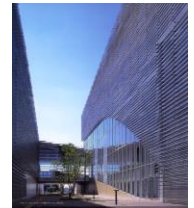
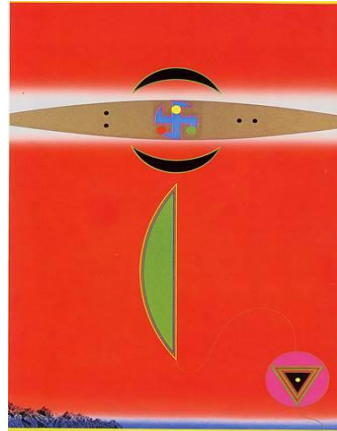
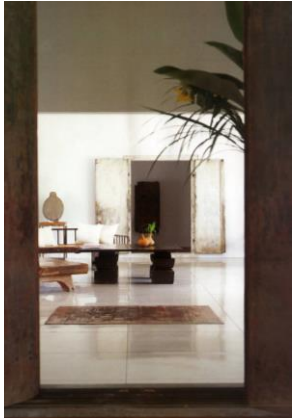
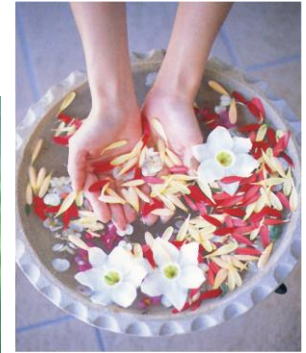




... with the best service...

...both high tech
and high touch





The varied and complex
elements of the Japan brand
are powerful assets...



● Japan is **DIVERSITY** unparalleled



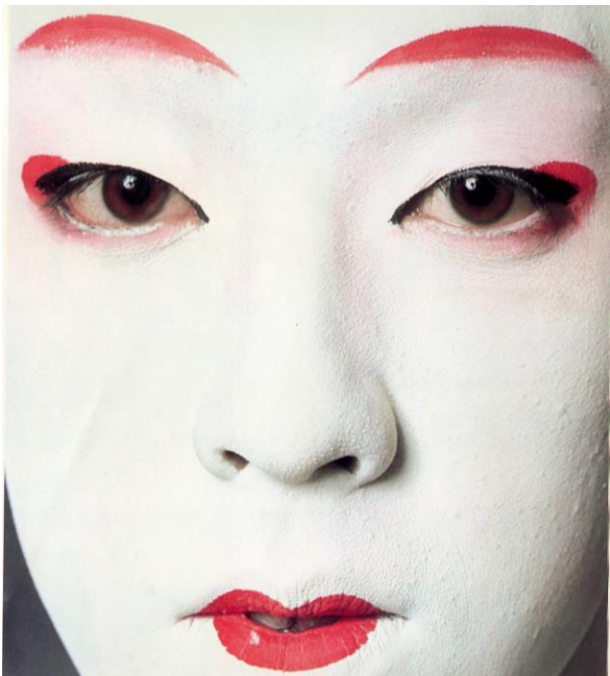
It remains at the cutting edge and compares favorably with **anywhere** else in the world.



Old and new ...



Modern and Traditional.



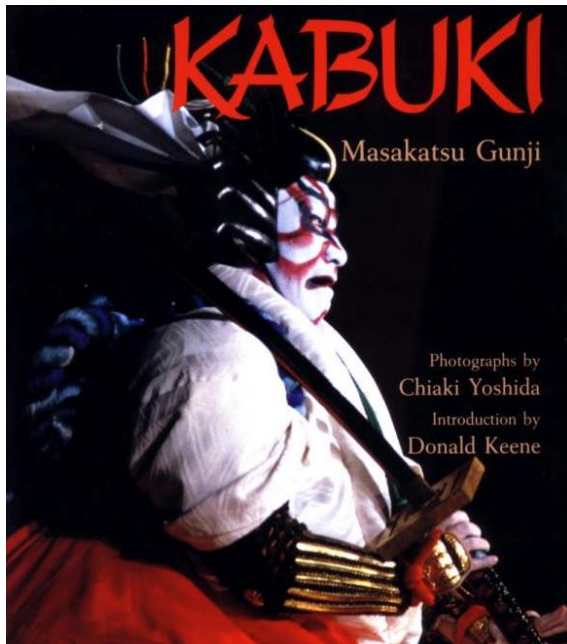
● Japan is **STIMULATING** for the senses.





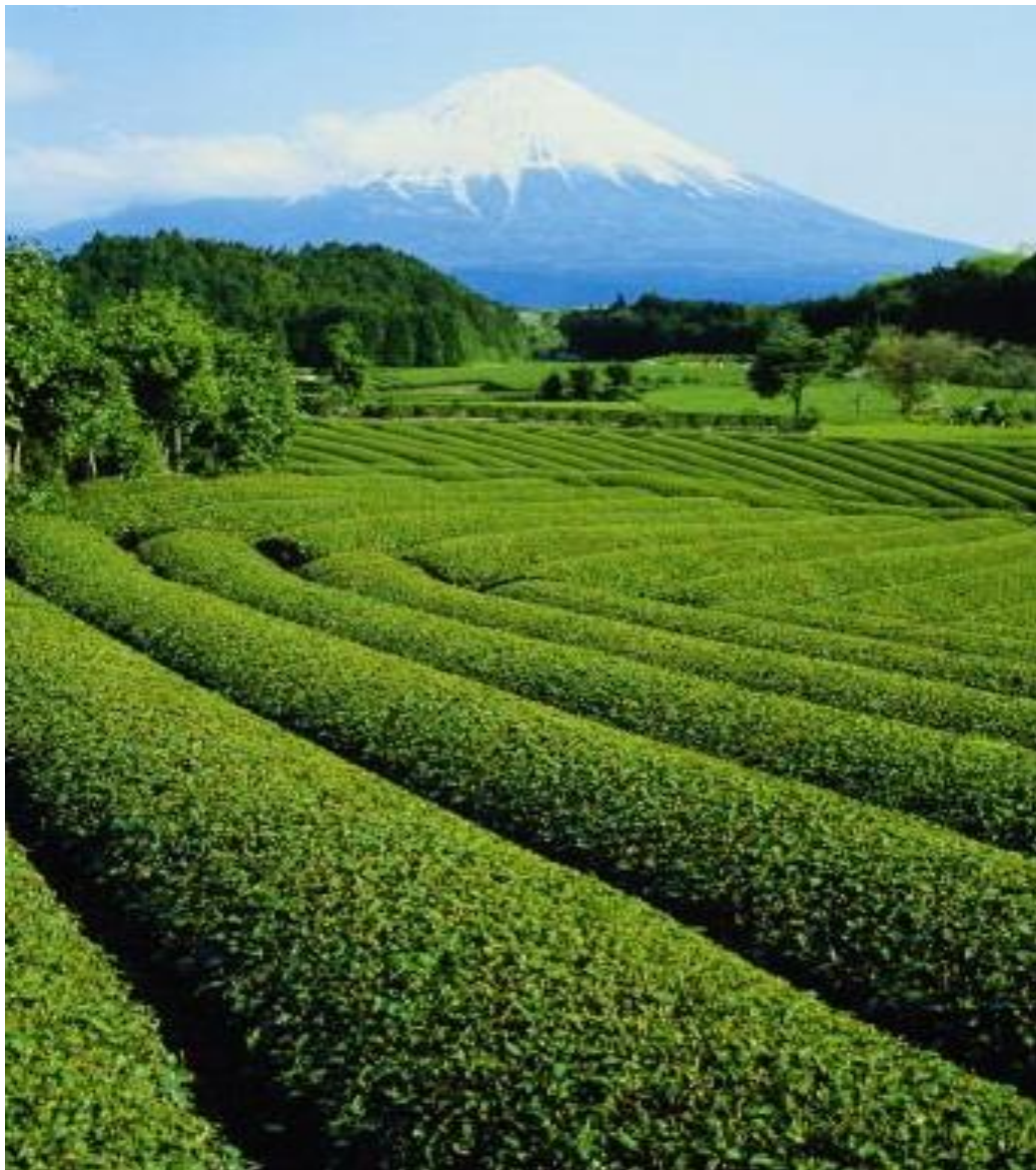
Japan has an abundance of activities to
STIMULATE all senses from its exciting and
endless nightlife...

to its numerous theatres,



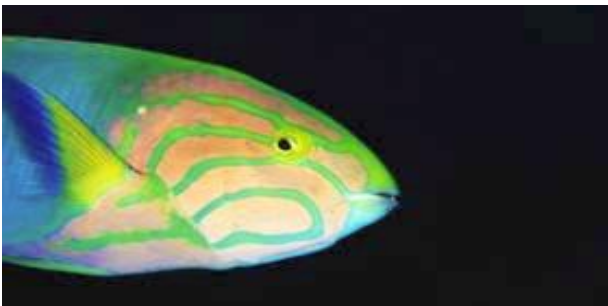


...to its amusement parks, game
centers and sports activities



...and its stunning countryside.

● Japan is unbelievably **INSPIRING**



In Japan basic routines
center around satisfying
body, mind, and
soul...





Relax in an **onsen** or...

Enjoy a **shiatsu** massage or...



Indulge in a **culinary** feast.



Japan is **DIVERSITY** unparalleled, **STIMULATING**
for the senses, and unbelievably **INSPIRING**.

The Japan brand promise is compelling...





So how can we
communicate
these **messages**
in order to **shift**
the U.S. view of
Japan?



By starting with the **development of a brand revitalization strategy**, defining the brand proposition, personality, and key messages to serve as the **roadmap for communication** of the brand going forward...

...followed by execution via **an integrated, multi-dimensional communications strategy**, which is proactive and ongoing - **executed** across the channels of **advertising, web, events, and PR.**

But first... to create a meaningful and impactful revitalization, it is critical to involve people who truly understand...

JAPAN & the U.S.

... the strategy must be one which says **exactly** what it means in a way which **resonates with the target**, and is **easy to understand** and **to remember**...

Key Take-Aways

- Embark on a new **Targeted** Marketing Campaign; utilizing **digital** innovation, **online** marketing **and social media**
- Work with Tourism Stakeholders **within** Japan
- Work with Tourism Stakeholders **outside** Japan
- Create a **Public Private Partnership** to collaborate and reinforce the Japan Brand
- Learn from **Best Practices World Wide**



Thank You !