

Best Practice from Japan : Harnessing the
Power of Data for your Business

Rejuvenation of Local Tourism by Hachimantai DMO



Background

In response to the imbalance in regional development resulted from low fertility rate and aging population , Japan started to promote local revitalizing DMO plan since 2015, with a view to motivating people to migrate from central cities (i.e. Tokyo, Osaka, Nagoya) to second-tier cities, which thus stimulates local industry development in less developed regions.

Located in the northern Tohoku region of Japan, Hachimantai is one of the cities implementing the local revitalizing plan. It is famous for its rich tourism resources, where tourists could enjoy the beauty of maple leaves in the autumn; experience the hot spring and visit ski resorts with fine snow quality in the winter. The magnificent mountain ranges should not be missed as well.



八幡平



Maple



Hot Spring



Snow Wall



Skiing



Kagami Pond

Challenge

1 Local Issues

1. Travellers are more concentrated in Autumn and Winter while low seasons often occur in November and March every year.
2. It's not a first-tier travel city, where travellers usually don't stay overnight to experience the city further.

2 Marketing Issues

1. Limited marketing resources: the economic environment is strongly influenced by climate and holidays, and there are probably only 2-3 promoting chances in a year.
2. Lack of marketing talents to promote the fantastic scenery.
3. Lack of understanding of travellers' attributes for making marketing decisions.
4. Unable to establish effective marketing strategy due to unclear insights about its target travellers.



Objective + Challenge

Target to promote the inbound tourism in the northern Tohoku region

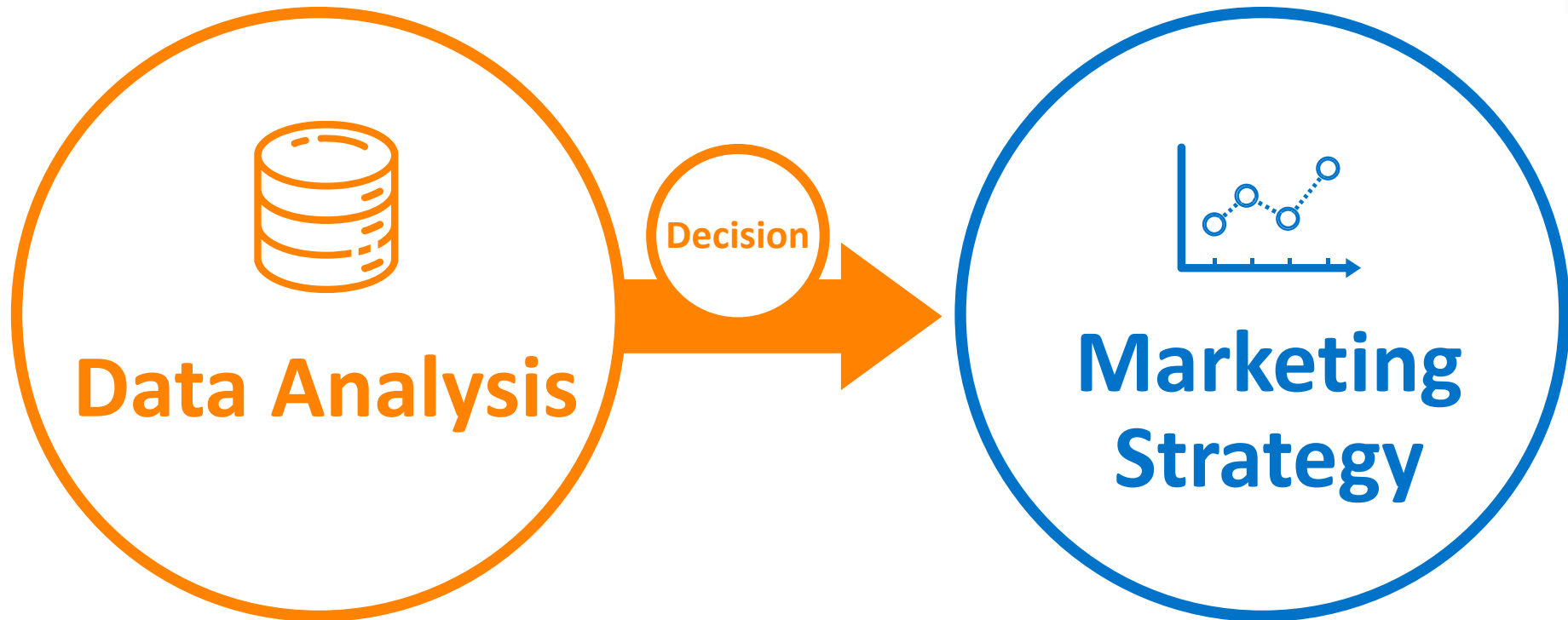
How to maximize its impact with limited marketing resources

DMO Japan appointed Vpon to
Assist by BIG DATA ANALYSIS

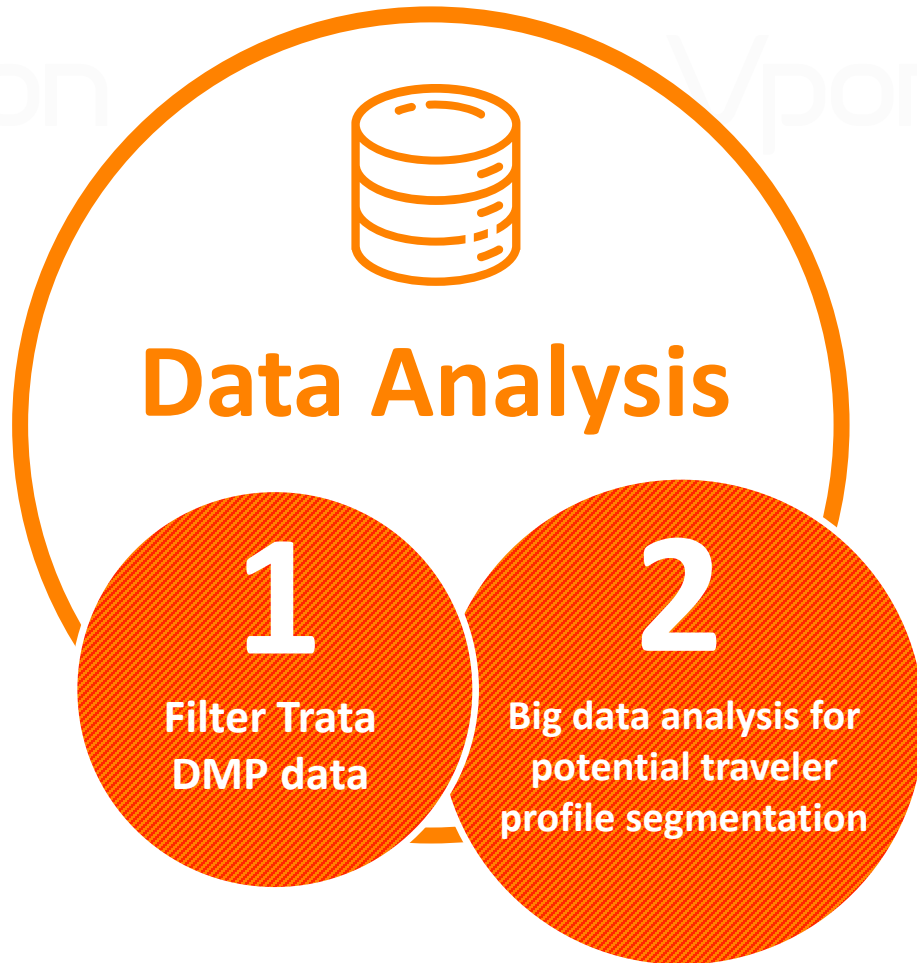
Strategy + Target

Assisting tourism industry to make decision by leveraging data

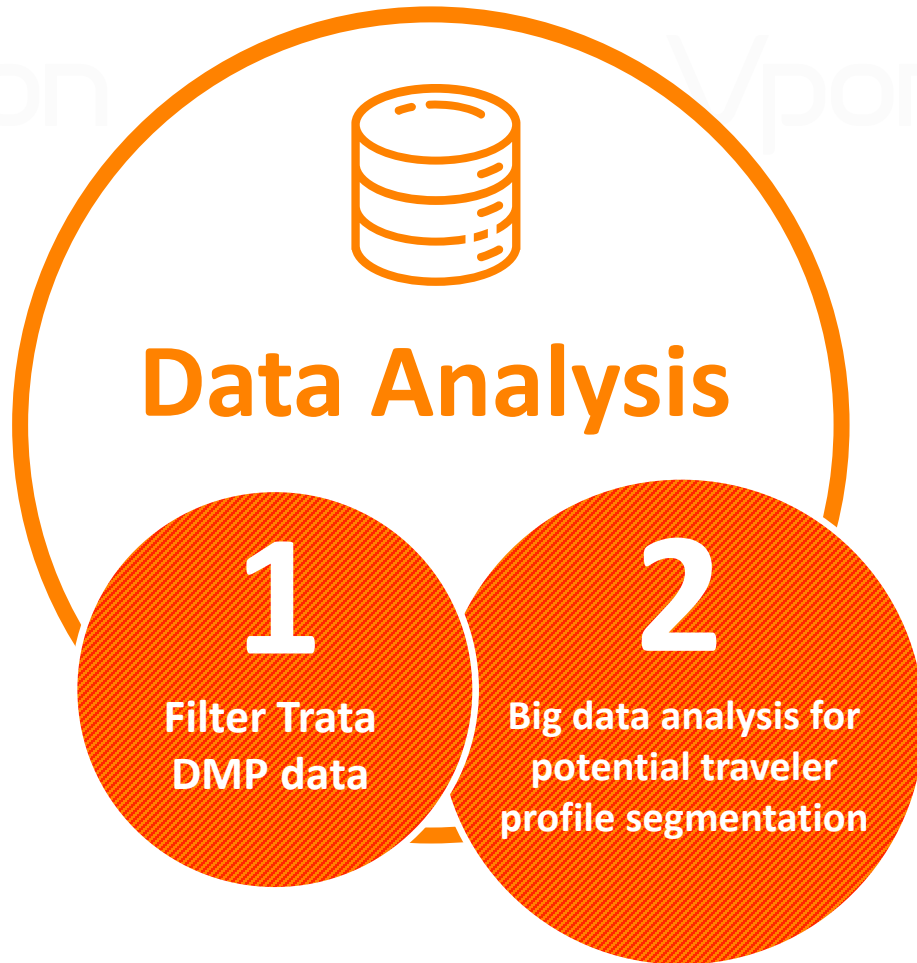
Promote tourism in the northern Tohoku region



How To Do

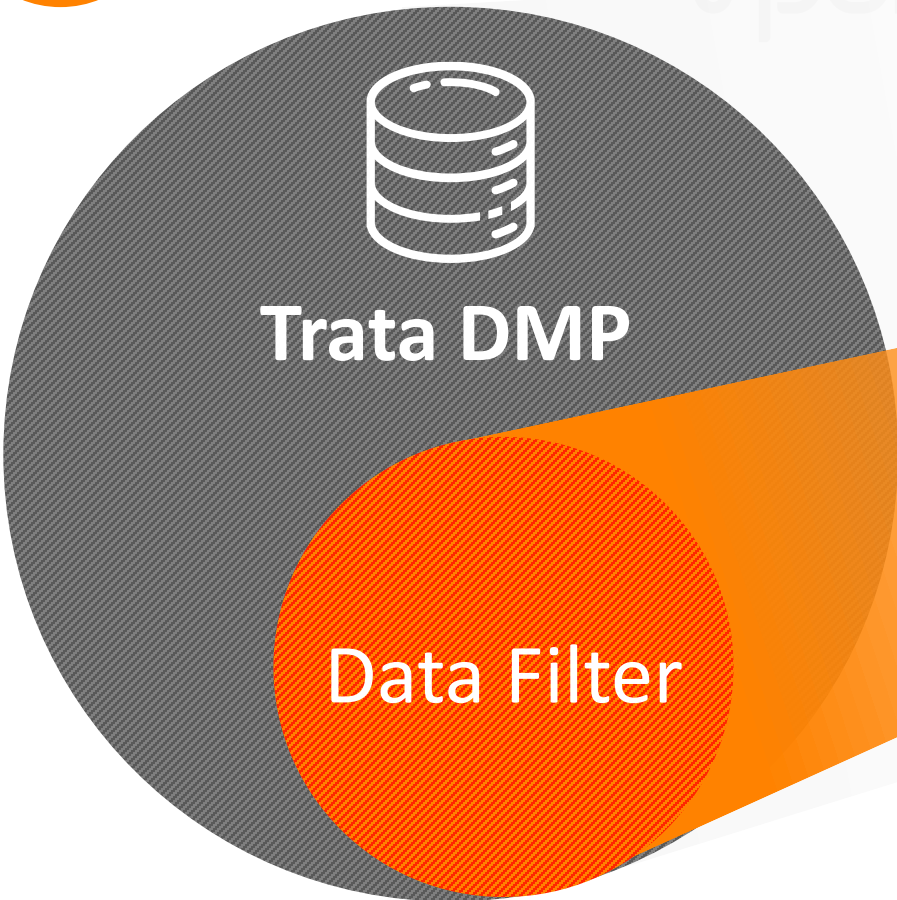


How To Do

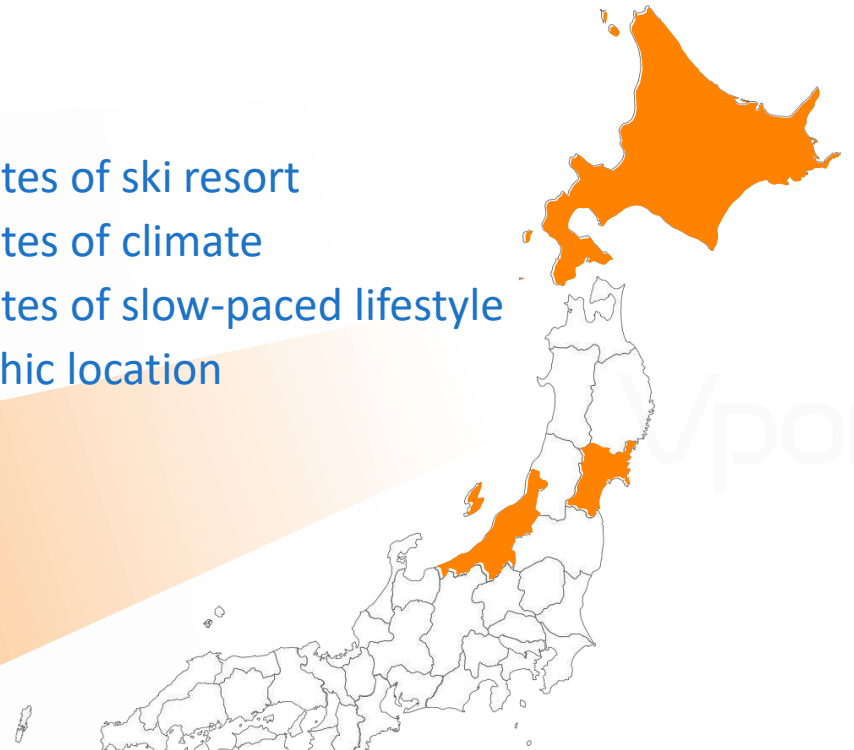




1. Filter Trata DMP data



- Similar attributes of ski resort
- Similar attributes of climate
- Similar attributes of slow-paced lifestyle
- Close geographic location



Similar attributes of cities:

Analyze the travellers who visited the northern Tohoku region (**Hokkaido, Sendai, Shinka, Nagano**) last year. Leverage the similar travellers' attribute to discover more potential travellers.

Data Analysis

Data after filter



Hong Kong Travellers

Segment selection

2. Big data analysis for potential traveller profile segmentation

Target traveller profile example

Data
Analysis



- Users visited ski resorts in last winter
- Travel alone or with family
- Visited Japan before
- Passport holders

Interests

Automobiles

Motorcycles

Family

Medical services

Education



- Users visited ski resort in last winter
- Couple travel
- Visited Japan before
- Passport holders

Interests

Indoor lovers

Asset management

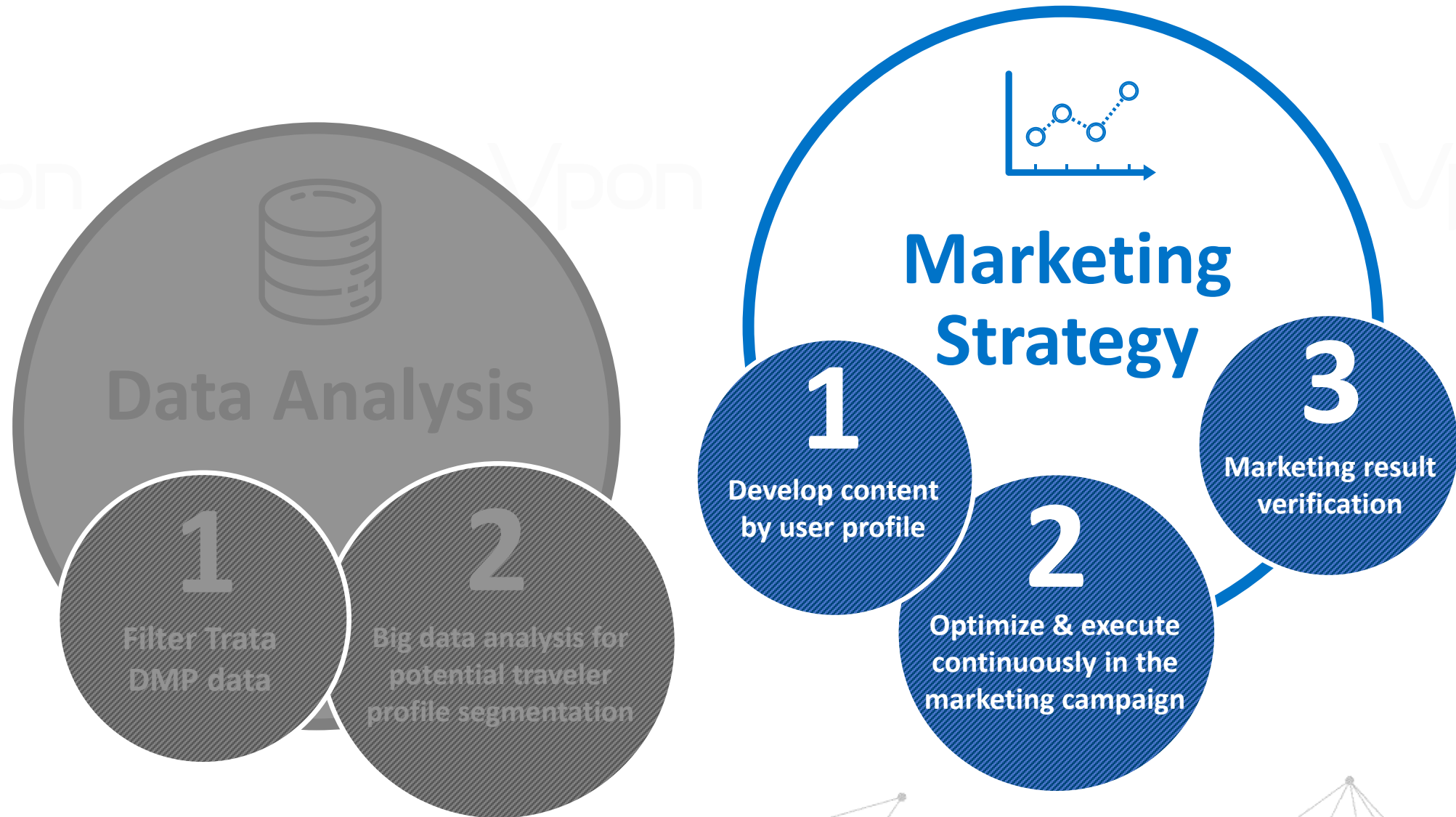
Communication

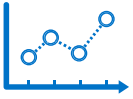
Music

Healthcare

Sports

How To Do





Marketing
Strategy

1. Develop content by user profile

Personalized content for Taiwanese

Target traveller profile

- Specific interests(Automobiles / Motorcycles / Family / Medical Services / Education)
- Users visited ski resorts in last winter
- Travel alone or with family
- Visited Japan before
- Passport holders



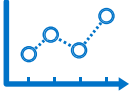
Taiwan travellers'
profile

Develop marketing content

Marketing content design:
Produce marketing materials with **family and snow** elements

Activity design:
Family trip X Snow





1. Develop content by user profile

Personalized content for Hong Kongers

Target traveller profile

- Specific interests (Indoor lovers / Asset management / Communication / Music / Healthcare / Sports)
- Users visited ski resort in last winter
- Couple travel
- Visited Japan before
- Passport holders

Hong Kong
travellers' profile



Develop marketing content

Marketing content design:
Produce marketing materials **with transportation and beautiful view** elements

Activity design:
Check-in spots X Near the station



Marketing Content Design (Example)

Marketing
Strategy



2020 勇闖東北雪國秘境
精選日本4個優質的春季滑雪場

絕不能錯過
日本春季滑雪
前進東北
3地區4雪場

該選擇哪一個滑雪場呢？

滑雪初學者 × 天然溫泉
滑雪玩雪訂房去!!

八幡平 安比高原 田澤湖



八幡平 大館 田澤湖

八幡平渡假村
全景滑雪場&下倉滑雪場

適合全家大小，兩大滑雪場任你玩！

長野知名滑雪場
北海道知名滑雪場
全景滑雪場・八幡平度假村

平均斜度12度緩坡
初學者超安心



日本東北慢活去
2019

還沒體驗過日本
深度旅遊嗎？
教你玩遍秋田岩手！

一起深入東北秘境-
八幡平、大館、角館吧！

推薦周遊路線
你是哪一派？

自然漫遊派 | 盛岡→八幡平

計劃今年來八幡平、大館、角館嗎？
有任何觀光的問題都歡迎詢問我喲！ 點我立即詢問



#在地文化 #職人精神
八幡平地熱蒸氣染色
體驗八幡平特有的染色
技法，利用松川溫泉的地熱蒸氣，
加上工匠們的獨特技法，染出全世界
獨一無二的漸層花樣。

營業時間 8:30~17:30
公休日 無固定公休日
價位 2,700日幣~5,800日幣
(不包含體驗及商品費用)
地址 岩手縣八幡平市松尾村寄木
松川國有林559林班ヲ小班

更詳細的資訊在這裡 >>

2. Optimize & execute continuously in the marketing campaign

After setting up the target, execute PDCA by leveraging data analysis result and keep optimizing

Target Setting

Attract more travelers to
Hachimantai
and increase
their spending

P D C A

Target travellers with
specific residing areas
and attributes

Plan

1

Develop marketing
content and execute
marketing campaign

Do

2

Examine by performing
data analysis of the
visitors

Check

3

Marketing content
amendment

Act

4

3. Marketing result verification

Verify those who clicked the ad and visited the northern Tohoku

Marketing
Strategy

User behaviour

View Ads

Ads Promotion

Click Ads

Gather travel comments and information

Book flying ticket and accommodation

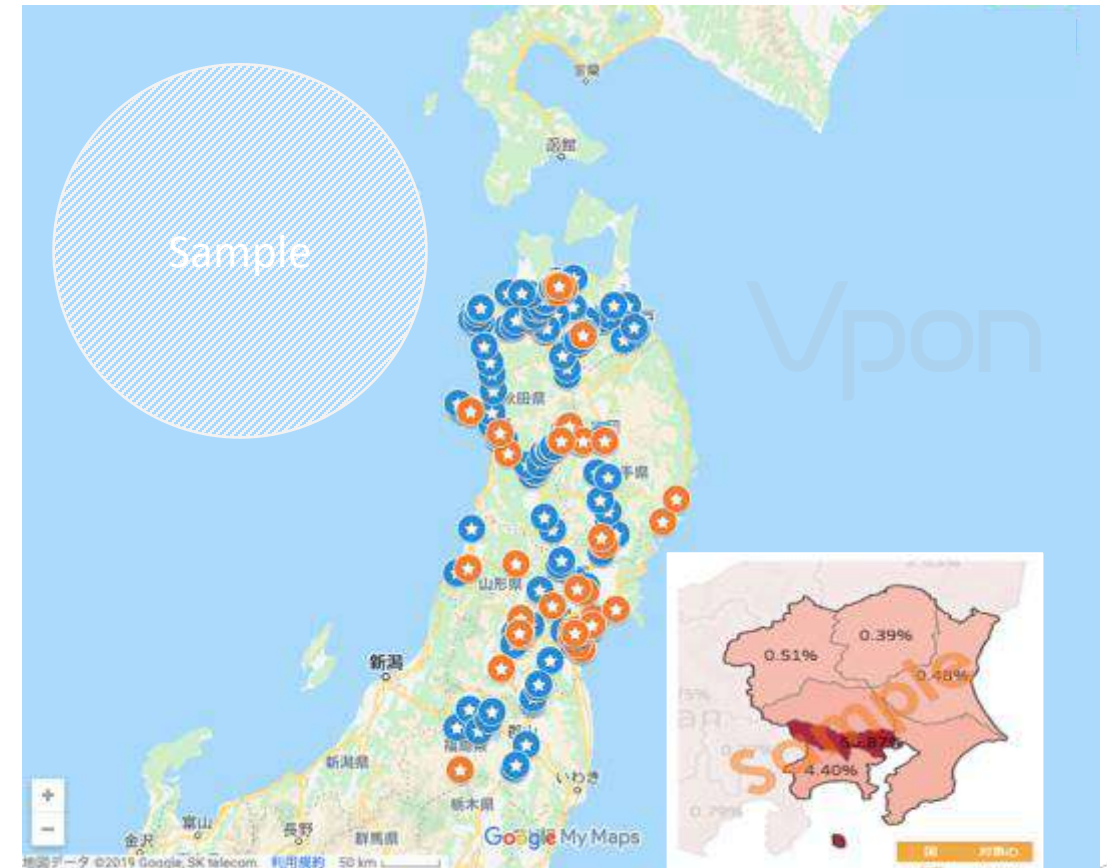
Travel to Japan



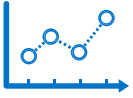
Taiwanese



Hong Kongers



Actual visited locations pinpointed on the map after clicking the ads

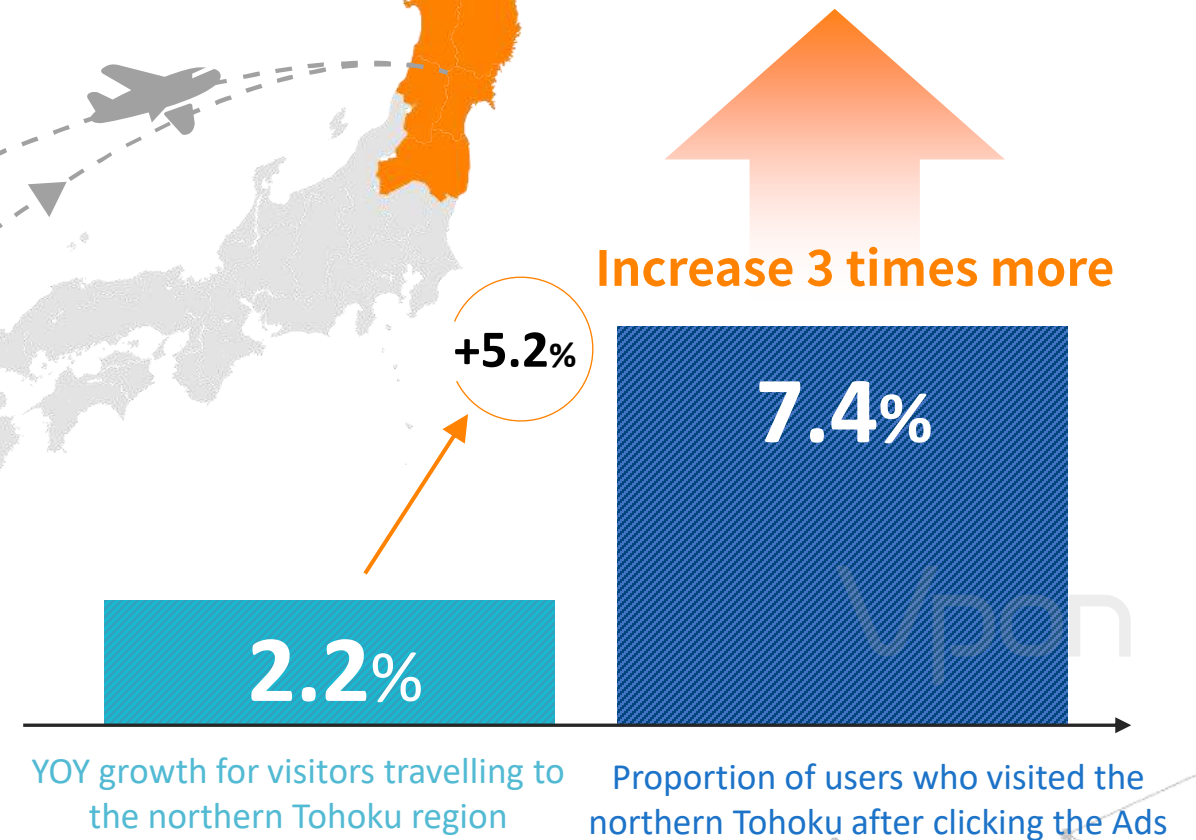


Marketing Strategy

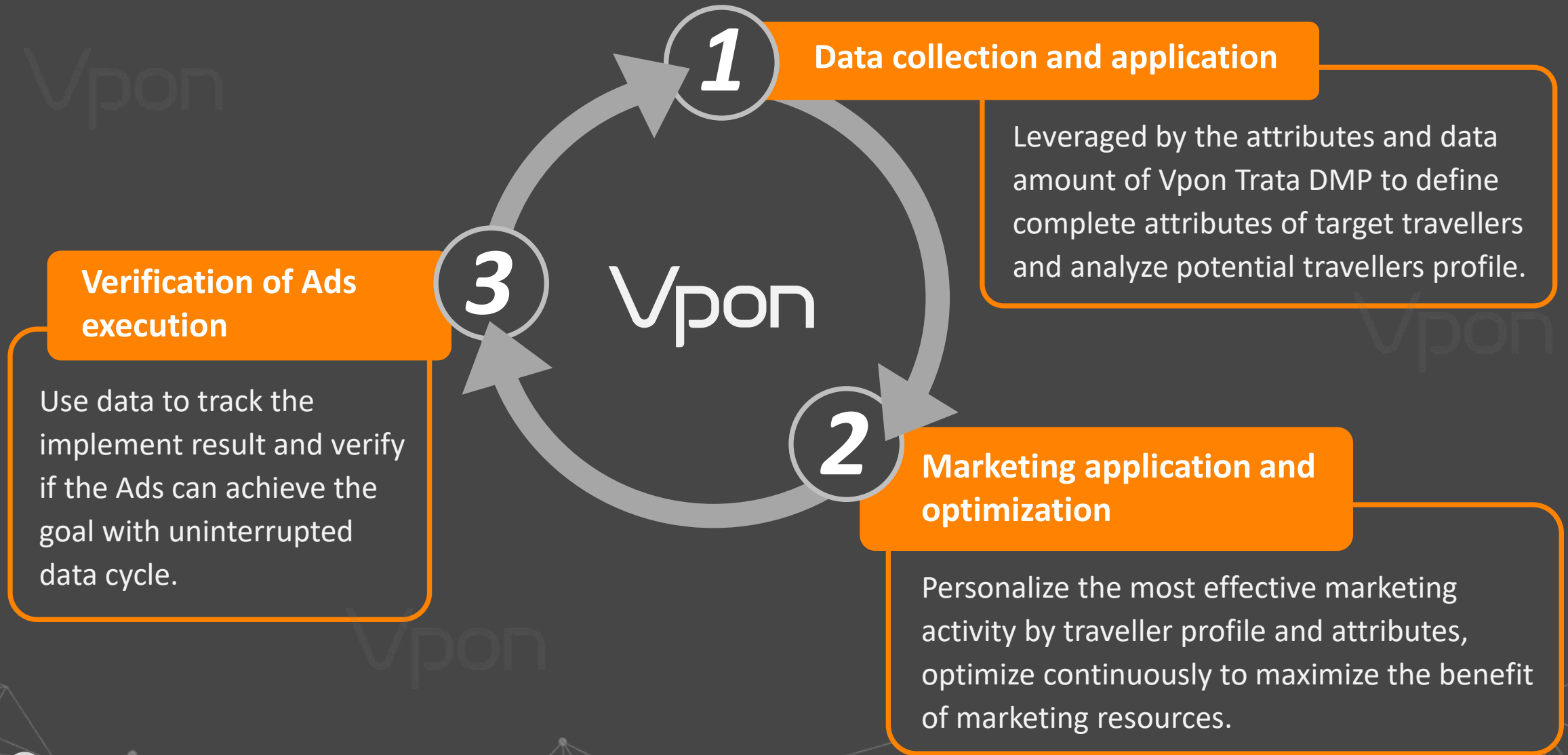
3. Marketing result verification

Growth rate verification

The number of travellers visiting the Tohoku Region is **three times more** than the period observed, reaching a growth rate of **5.2%**



Summarize what Vpon did





Partnership
partnership@vpon.com

Enquiry
sales.tw@vpon.com

Marketing
marketing@vpon.com

Facebook



LinkedIn



www.vpon.com