



Data Solution Consultant in Travel Business Expert in Travellers Digital Marketing

—
Data Partnership with Japan National Tourism Organization (JNTO)

Background and Objective

To strengthen inbound tourism in Japan

The Japan National Tourism Organization (JNTO) is an independent administrative institution of the Japanese Government which provides travel information to promote inbound and outbound travel in the country.

Mission: To be the leader in driving the expansion of inbound travel market

By 2020

- Number of travellers reaching 40M
- Repeated travellers increased by 60%, reaching 24M
- Consumption by travellers reaching 8T

By 2030

- Number of travellers reaching 60M
- Repeated travellers increased by 60%, reaching 36M
- Consumption by travellers reaching 15T

Information Hub

Coordinator

Innovator

Industry Leader

- **WHERE**

To attract **new travellers**
from US-EU markets

To increase **repeated travelers**
from Asia market

- **HOW**

To enhance **digital marketing**

Big data-driven marketing is a top-down
instruction by the Japanese Government

To set up a **digital marketing
department**

Vpon Strategic Data Partnership with JNTO

Leveraging travel big data technology to overcome the challenges



Vpon's TRATA DMP Our largest Asian tourists DMP

Possessing 60M tourists behavioral data across Asia and tracking their digital footprints



Vpon Trata DMP



JNTO owned data

Providing Asian travellers DATA



JNTO website



Customized data analysis report



JNTO DMP

Building their own DMP based on Vpon data scientists' guidance and consultation

Our Data Solution Services Provided to JNTO

1 Data Collection

2 Data Analysis

3 Data Visualization

4 Data Activation



Data Scientist



③ BI Solution - Custom Dashboard

- Visualization of JNTO Users
- Providing Vpon own dashboards
- Creating ITF custom dashboard

Ad Platform
Google, Vpon, FB, etc..



① Data Licensing

- Asian Travelers
- Potential JP travelers
- JP travel repeater
- Lookalike audience mapped with JNTO users

② BI Solution - JNTO User Data Analysis

- Vpon DMP tag implementation
- Vpon SDK implementation
- Vpon DMP analyze the users

④ Data Utilization

- Input data on ad platform
- Precise ad targeting with the data
- After data activation, feedback to the DMP for better cycle



JNTO WEB Site / App



Visualized Dashboard



JNTO WEB Site / App

Achievements



1. Increase in number of inbound and outbound travellers

With precise targeting and ad delivery, JNTO promotion has significantly attracted and increased the number of travellers travelling in and out of the country.



2. Precisely target travellers who are interested in travelling around Japan

JNTO can accurately prevail travellers' profile and preference in relation to their travelling behaviors and pattern leveraging the use of data analytics



3. Triggering travellers' desire of consumption

With a clear understanding of travellers' consumption preference, it helps JNTO to gain insightful analysis about these travellers, which ultimately raises their purchase intent.



4. Sustainable use of data in providing actionable insights

By constantly making good use of data, JNTO can drive data into transactions which result in a more comprehensive data partnership.



For publishers
partnership@vpon.com

For clients
sales.hk@vpon.com

For collaborations
marketing@vpon.com

Facebook



LinkedIn



www.vpon.com