

CAITO project

Meta Cluster for Attracting the Japanese Tourism Market

**Lea Sudakova and Roger Evans
Estonian University of Life Sciences**

**Interreg Central Baltic Annual Event 2018
Finding synergies in cross-border cooperation projects
Radisson Blu Marina Palace, Turku, Finland., 14/15.11.2018.**



EUROPEAN UNION
European Regional Development Fund



This project is part-financed by the European Union (ERDF Interreg Central Baltic)

This publication reflects the views of the author(s). The Commission cannot be held responsible for any use which may be made of the information contained therein.

CAITO project: Meta Cluster for Attracting the Japanese Tourism Market

Lead Partner: Estonian University of Life Sciences (EMÜ)

Partners

- NGO Estonian Rural Tourism
- Latvia University of Agriculture
- Latvian Country Tourism Association “Lauku celotajs”
- Laurea University of Applied Sciences
- University of Helsinki Ruralia Institute
- Lohja City, Visitlohja

Associated partners

- Association of Latvian travel agents and tour operators;
- Estonian Travel and Tourism Association Society Zemgale tourism association



EUROPEAN UNION
European Regional Development Fund



This project is part-financed by the European Union (ERDF Interreg Central Baltic)

This publication reflects the views of the author(s). The Commission cannot be held responsible for any use which may be made of the information contained therein.



CAITO

META CLUSTER FOR ATTRACTING THE JAPANESE TOURISM MARKET

<http://balticsea.countryholidays.info>

CB340



<http://caitoproject.eu/>



Project CAITO

- **Project overall objectives:** to promote and support rural tourism companies to enter the Japanese tourism market by strengthening their capacity and cooperation in the three Baltic Sea countries: Latvia, Estonia and Finland.

- July, 2016 – March, 2020
- Total budget: 1 412 734.71 EUR, of which 1 141 858.10 EUR is co-financed by the ERDF



How to attract the Japanese to the rural Baltics?



What Japanese Tourists expect from Overseas Destinations

Historical & Cultural sites



Warm Hospitality

Local Cuisine

Beautiful Nature and Wild Life



Shopping

Experience

Art and Local Craft



Safety & Security

Easy Access

Good Sanitation

Reasonable and clean accommodation



Personal experience



Personal experience



Personal experience



Japanese tour operator and media trips



Nature – the Kemeru bog trail



Skills and life-style – bread baking



Skills and life-style – wood crafting



Link with nature – medicinal herbs



Health – green smoothies



**Nature – mushroom
picking in a forest**



Food – mushroom dinner

Sales calls – TO questions

- **Why visit**
 - **How to reach**
 - **Precise description**
- = **Traditional tourism destinations – safe but boring**



Product description – details!!!



GENERAL INFO
Package Type: Stopover Riga-Tallinn
Season: May - September
For whom: for groups (min 8 - max. 45)
Package includes: Excursion and tasting in Herb garden + lunch
Duration of the package (excl. transportation from Riga): 4 hours (2h excursion + 2h lunch)
Type of transport: organized tourist bus
Distance from Riga: 76km

Herb garden and country style lunch

The distance from Riga to Tallinn is more than 300 km and it takes ~5h by bus. Therefore we suggest to make a stop on the way for a brief excursion in a herb farm and lunch in a country pub.

This stopover place is in ca 1.5 hours' drive from Riga, just on time to stretch one's legs and diversify the trip. It will give an insight in the country lifestyle and it may surprise the visitors with how Latvians live closely with nature, knowing and using herbs for food, health and beauty. After excursion, the group will have lunch in a country pub serving meals from natural and locally grown ingredients.

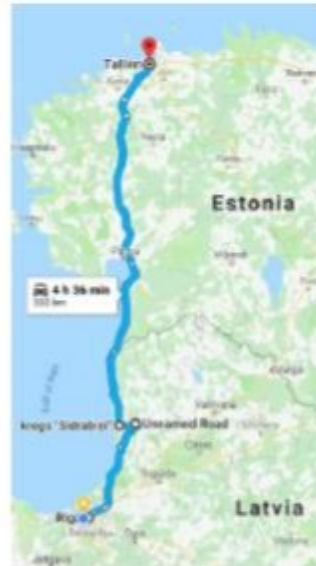
The whole stopover package with an excursion in the herb farm and with lunch (incl. drive) in the pub will take 4 hours.



An outdoor exhibition of health-related plants Avotni



Pub "Sībrājs"



TECHNICAL INFORMATION:

Type: stopover en route Riga-Tallinn

Season: May - September

For whom: groups (min. 8 - max. 45)

Included:

excursion and herb tasting in gardens + lunch

Programme duration:

4 hours (2h excursion + 2h lunch)

Transport: tourist coach

Distance from Riga: 76km

celotajs.lv

Product description – specific information only

~~...like~~ at grandmother's ...

~~...since~~ ancient times ...

~~...everything~~ is possible...

~~...like~~ in a fairy-tale...

~~...at the end of~~ excursion - surprise...

PROMOTION: PRINTED MATERIALS

Go Rural. Image brochure, Product manual, Food brochure, Tourist info.



田園を旅しよう（フィンランド南岸部、エストニア、ラトビア）

Destination What to do ▾ Where to stay ▾ Touring News Digital map Publications Contacts ▾ Language ▾

balticsea.countryholidays.info

Touring



What to do



Promotional events

JATA EXPO Japan



Roadshow events and seminars in Japan



Feedback, understanding, analyses



Is it worth the hassle?

Lessons learned:

Why visit us? – answer honestly to yourself

What makes us different? – recognize our values

What is it the tourists receive? – formulate precisely

How to make the different understandable? - take a look from the side

Know the world – know why you are unique

Rural tourism is trendy

Rural tourism adds colour to a country's image

Rural tourism enables dreams of different holidays

What makes us different? – recognize our values



What makes us different? – recognize our values



What makes us different? – recognize our values



What makes us different? – recognize our values



What makes us different? – recognize our values



What makes us different? – recognize our values



What makes us different? – recognize our values



**«Japan is a good pilot market to win the whole of Asia.
Welcome to Japan, it's worthwhile challenging.»**

Mr. Shigeyoshi Noto, marketing expert, Japan



Customer Journey – accessing rural areas by public transport

It is hard to imagine that an independent traveller from Japan could find their way in our rural areas. It would only be **possible with well-prepared itineraries and information** kit they receive upon arrival.

Integration between transport modes is not good; in rural areas it can be difficult to connect/transfer **between services**. Would be good to have a **single travel ticket** across all areas in a country

Rural bus stop information is mostly only in national language; frequently there is little information in stations and bus stops that are out of towns.

Transport information: intermodal transportation and ticket purchase **options particularly for local public transportation systems are unclear**.

Providing information is online is best, but a major criterion is the availability of internet access at a reasonable cost since **roaming prices for non-EU travellers can be very high**.

Customer Journey – accessing rural areas by public transport and by car

Electronic tickets: bigger providers do accept these, but many need tickets printed on paper.

In most cases it is impossible to purchase tickets for rural bus services via the internet and while tickets can be bought on board if there are vacant seats, this is not sufficiently secure for many users

In many cases however it is not possible to buy tickets or find accurate information on travel services more than 10 days in advance of the journey.

When **planning an itinerary** the visitor is often completely reliant on the help of their final destination

If the driver speaks no English and there is no in-bus info screen it is nearly impossible to find out which stop to get off

There is scope for more signs in English about rural sightseeing spots (such as old churches, beautiful waterfalls) on main roads. There are many such valuable places, but they are hard for foreigners to find.

Customer Journey – accessing rural areas by public transport

Paying for car parking is very problematic for tourists as many parking lots take payments only with mobile phone while in rural areas parking is often free of charge but information is not available in English

Car park info is easily accessible in the web but you need to know the name of the carpark you want to go to.

While many villages welcome foreign visitors (tourists) - as a result of de-population and emigration of younger people, increasingly fewer people are left who speak foreign languages.

In rural shops and even some tourist related service provision e.g. handicrafts and local food/herbal products, the knowledge resides within the older population and there is a need for more translation and guiding services for non-native language speaking visitors.