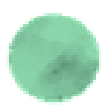


Keys to Attracting Visitors to Countryside Areas



What is the attraction of countryside areas?

Value unique to the area

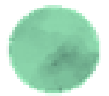
Cultural resources unique to the area

Historical culture

Traditional culture

Natural culture

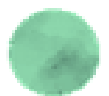
Food culture



How to increase attractiveness?

High value-added strategy

- Have locals take pride in their cultural resources
- Connect local attractions and provide sightseeing routes
- Five points for high value-added strategy (as discussed later)



What is the key to attracting visitors to countryside areas?

Clarification of the target and value proposition

- Use social media
(Photos → Landing Page (Contact for empathy) → Call To Action)
- Use mass media and travel agencies
- Provide guidance for visitors upon arrival
(Concierge desk services)

Five Points for High Value-added Strategy

- **Narrow down the target, and add value through insight**
- **Continue with and high-speed turnover of PDCA cycle to make improvements through verification**
- **Incorporate advice from relevant parties from target countries**
- **Employ professional guides to convey the appeal of the area**
- **Create a sustainable scenario**