

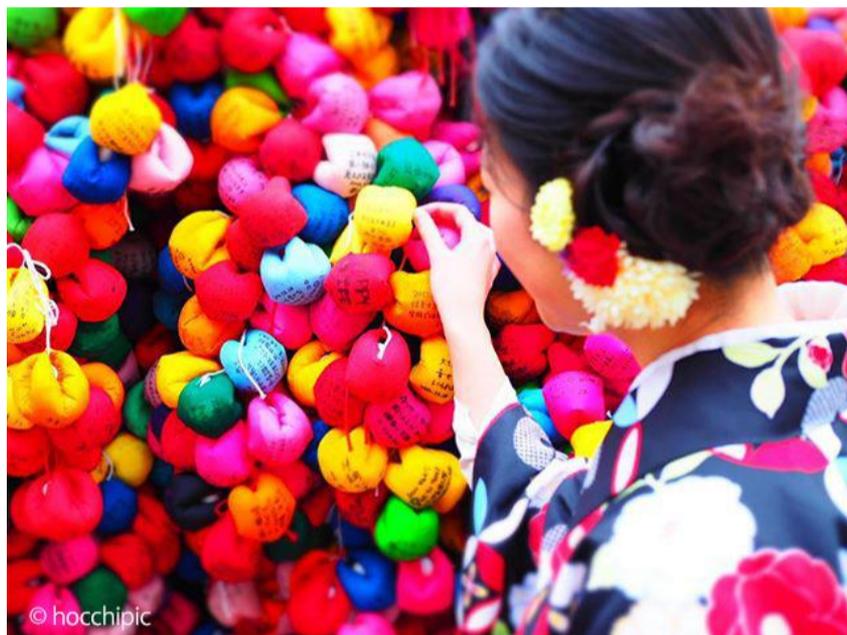
# Japan – Kawaii Traveller Campaign

The Japanese Kawaii Travellers are mainly first-time visitors to the Netherlands. They are interested in the highlights but also adventurous enough to explore the lesser-known areas of the Netherlands. They are mainly young females who are open to new ideas and looking for local experience.

## Who are “Kawaii” travellers?

“Kawaii” means “mooi” in Japanese. These travellers look for “Kawaii” elements when choosing the destination.

We focus on the Japanese females in the metropolitan areas of Tokyo, Osaka and Nagoya. The market size is approximately 4 million.



## Which target group?

These Kawaii travellers often travel in pairs or alone but mostly as individual travellers and use online booking tools.

Average length of holiday in Europe is one week, which is usually the maximum they can get off from work.

By using their favorable channel, we will give inspiration and ideas to enhance them to go beyond Amsterdam outside the peak season.

We focus females as they play an important role in choosing the travel destination.



## The consumer is leading

Before the traveller chooses their Holiday destination, various steps in the customer journey have taken place. By analysis of these steps of the potential traveller, we have created a clear picture of the relevant touchpoints in each phase. Based on this knowledge the optimal marketingmix is created. Through close cooperation with (local) media- and distributionpartners we're able to create very focused and effective impact.



## What are we going to do?

- Generation changes are affecting the Japanese travel market. In 2017, women in their 20s and 30s played a major role in the departure ratio. Growth leaders among younger segments were the millennials, the generation who reached adulthood in 2000, while the seniors are gradually decreasing its share as the baby-boomer generations are slowly becoming old to travel especially to long haul destinations.
- Increasing use of online booking especially for FIT travelers either with OTA's (Expedia, DeNA Travel, Rakuten Travel, Veltra, etc.) and major touroperator's online site (JTB, HIS, etc.)
- In cooperation with various local partners, we will be running online / social media campaigns throughout the year with influencers to introduce "secret tips" in the Netherlands to expand our fan base.

## Deliverables campaign:



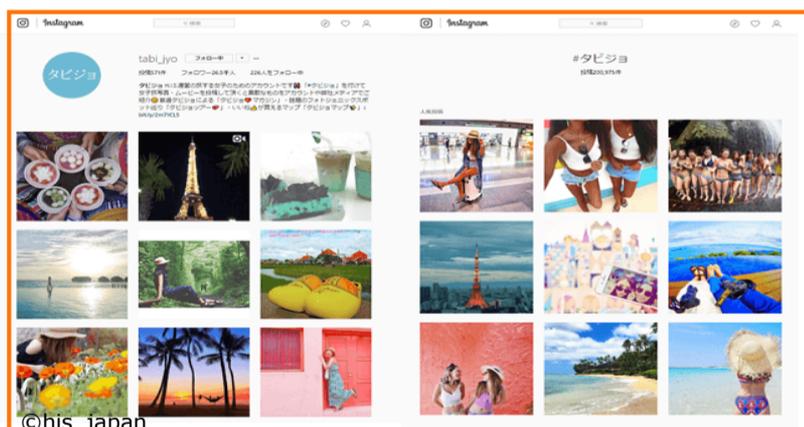
The total Japanese population is 127 million, in which 30,7 million are aged 25-44 years old. The average departure ratio is about 40% which means that we will try to reach 12.3 million Japanese with this campaign.



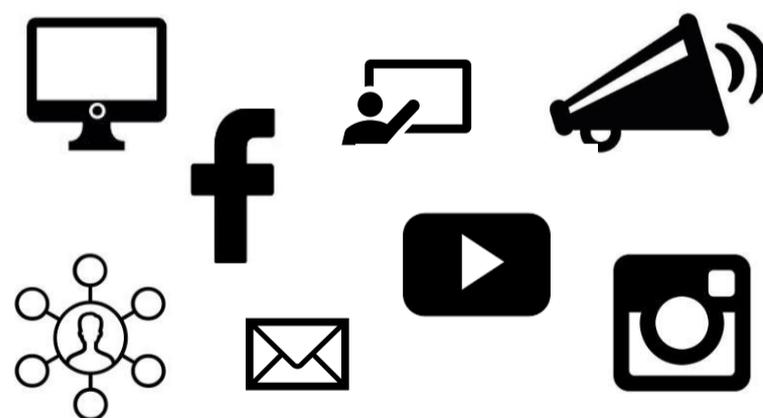
For online campaigns, the average engagement rate is 7.2% in which 30% takes follow-up actions.



Kawaii campaign is an inspirational campaign which comes with a high PR value both online and offline.



## Mediatools



## Stronger together!

Alone we're fast, together we're stronger. That's why we believe in smart cooperations to generate added value.

We bring relevant Dutch- and market partners together around distinguished common propositions with appeal to our target audiences.

## Want to join or more information?

Based on your objectives and wishes we will create a tailor made proposal for you.

Harue Nakagawa  
hnakagawa@holland.com  
+81 3 3222 1115

