

2018 Show Daily Ratecard

TTGassociations • TTG Asia
TRADE MEDIA
OF THE YEAR
2017 (Travel) • 2015
MPAS Awards

TTG Asia
FEATURE
OF THE YEAR 2017
(Bronze)
MPAS Awards

TTG Asia Luxury • TTGmice
TRAVEL JOURNALISM
BUSINESS ARTICLE
2016 • 2014, 2013, 2011 & 2009
PATA Gold Awards

TTGassociations
JOURNALISM EXCELLENCE
PRINT & ONLINE
2016
Anak Sarawak Award

TTG Asia
MOBILE APP
OF THE YEAR 2015
(Merit)
MPAS Awards

The Effective Way To

**Reach All
Delegates
At Major
International
Trade Events**

And Beyond

TTG Show Daily

Japan's regions turn to Europe to boost fortunes

By Kathryn Wootley

Travel agents and tourism officials in several Japanese regions have stepped up sales and marketing efforts in Europe, believing that travellers from the longhaul market will increase the destination's tourism receipts and average stay.

With the availability of direct flights from South Korea, Taiwan, Hong Kong and China, Kagoshima prefecture has benefited from the surge in Asian tourists in recent years.

But its proximity to southern Korea also means it is largely overlooked as a short-break destination, and short-haul two or three days and nights to the main sightseeing spots.

Visitors tend to take longer holidays, spend more money on vacations and stay at higher-priced hotels," Cameron Staden, representative of Global Sales Ex-

A pilot is planned for April and CGS will first promote the tours to European market.

Staden is banking on these customers' social media posts to stimulate interest among Europeans outside of Japan.

Similarly, Ito and Nagano prefectures are planning to win over European visitors by first courting Tokyo's European residents.

Ito is marketing itself through banners of scenery and local food, while Nagano officials are working with agents to develop short-circuit itineraries.

Market research is still underway but these programmes may flourish as wellness, drawing on the area's hot springs, lush forests and waterfalls.

Others, meanwhile, are focusing on direct marketing in Europe.

Alex Bradshaw, spokesperson for Senjoh, a travel agency that started pursuing the European market since last April, said the agency's aim is to promote not only the attractions but also Kagoshima as a destination, finally to the FT market and then to national agents.

"There is little knowledge of Kagoshima (in Europe)," he said. "By promoting higher-spending Europeans who are interested in culture."

In particular, Bradshaw is targeting the itinerary to promote the prefecture's renowned bird glass.

Chinatsu Watanabe, spokesperson of Shikoku hotel will begin promotions in Europe after its positive reception at ITM Cannes 2016.

Kagoshima Visitors Bureau, meanwhile, is starting to use the prefecture's historical connections to the UK, which dates back to the 19th century, as a marketing tool to attract British travellers, revealed spokesperson Tomoko Takagi.

Lapin is particularly popular with UK of media coverage, documentaries and highly as a value destination in the Far East's Holiday Money Report 2016 and 2017.

A spokesperson for Magical Tours UK said TTG Show Daily that it is seeing year-on-year growth in sales for Japan.

Travel UK agrees, pointing to a particular increase in couples taking honeymoons in Japan.

"We think that the perceived safety of Japan is a big factor in driving demand, along with a sense of Japan not being so alien to travel around, it's very visitor friendly," Green explained.

Room glut casts shadow over Maldives hotel

Maldives hotel industry is facing a room glut, casting a shadow over the sector's growth prospects.

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Full Page/
Outside
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Half Page
(Horizontal)

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Front Page
Horizontal
Strip

Booking Deadline: 4 weeks prior to issue date

Tips To Create
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RATES & SPECIFICATIONS

THE OFFICIAL * TTG SHOW DAILY SERIES



PATA Travel Mart* | Mahsuri International Exhibition Centre, Langkawi, Malaysia
Issue Date: 12, 13 & 14 September 2018 [3 Issues]
Circulation: 9,000 Print Copies + 70,000 e-Copies

Full Page / 260mm x 380mm	US\$16,900	Double Page Spread / 520mm x 380mm	US\$30,500
Junior Page / 173mm x 280mm	US\$13,800	Front Page Horizontal Strip / 236mm x 90mm	US\$12,200
Half Page (Horizontal) / 236mm x 180mm	US\$12,500	Outside Back Cover / 260mm x 380mm	US\$19,200

eBook Only Ad Insertion

Full Page / 260mm x 380mm	US\$11,850	Double Page Spread / 520mm x 380mm	US\$21,350
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Other special sizes & creatives are available on request. Rates are applicable on a case-by-case basis.

Booking Deadline: 1 August 2018

Material Deadline: 15 August 2018



IT&CM Asia-Pacific and CTW Asia-Pacific* | Bangkok Convention Centre
At CentralWorld Bangkok, Thailand
Issue Date: 18, 19 & 20 September 2018 [3 Issues]
Circulation: 9,000 Print Copies + 70,000 e-Copies

Full Page / 260mm x 380mm	US\$15,430	Double Page Spread / 520mm x 380mm	US\$28,350
Junior Page / 173mm x 280mm	US\$11,740	Front Page Horizontal Strip / 236mm x 90mm	US\$10,720
Half Page (Horizontal) / 236mm x 180mm	US\$10,070	Outside Back Cover / 260mm x 380mm	US\$18,520

eBook Only Ad Insertion

Full Page / 260mm x 380mm	US\$10,800	Double Page Spread / 520mm x 380mm	US\$19,850
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Other special sizes & creatives are available on request. Rates are applicable on a case-by-case basis.

Booking Deadline: 1 August 2018

Material Deadline: 13 August 2018



ITB Asia | Sands Expo and Convention Centre, Singapore
Issue Date: 17, 18 & 19 October 2018 [3 Issues]
Circulation: 9,000 Print Copies + 70,000 e-Copies

Full Page / 260mm x 380mm	US\$18,900	Double Page Spread / 520mm x 380mm	US\$30,500
Junior Page / 173mm x 280mm	US\$14,800	Front Page Horizontal Strip / 236mm x 90mm	US\$14,800
Half Page (Horizontal) / 236mm x 180mm	US\$14,500	Outside Back Cover / 260mm x 380mm	US\$22,680

eBook Only Ad Insertion

Full Page / 260mm x 380mm	US\$13,250	Double Page Spread / 520mm x 380mm	US\$21,350
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Other special sizes & creatives are available on request. Rates are applicable on a case-by-case basis.

Booking Deadline: 29 August 2018

Material Deadline: 12 September 2018

RATES & SPECIFICATIONS

THE OFFICIAL * TTG SHOW DAILY SERIES



ASEAN Tourism Forum* | Quang Ninh Exhibition of Planning and Expo Centre, Vietnam
Issue Date: 15, 16, 17 & 18 January 2019 [4 Issues]
Circulation: 12,000 Print Copies + 70,000 e-Copies

4 LIVE ISSUES

Full Page / 260mm x 380mm	US\$18,400	Double Page Spread / 520mm x 380mm	US\$37,500
Junior Page / 173mm x 280mm	US\$15,900	Front Page Horizontal Strip / 236mm x 90mm	US\$13,000
Half Page (Horizontal) / 236mm x 180mm	US\$13,400	Outside Back Cover / 260mm x 380mm	US\$22,080

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Full Page / 260mm x 380mm	US\$12,880	Double Page Spread / 520mm x 380mm	US\$26,250
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Booking Deadline: 2 November 2018

Material Deadline: 19 November 2018



ITB Berlin | Messe Berlin, Germany
Issue Date: 6, 7 & 8 March 2019 [3 Issues]
Circulation: 30,000 Print Copies + 70,000 e-Copies

30,000 PRINT RUN

Full Page / 260mm x 380mm	US\$21,000	Double Page Spread / 520mm x 380mm	US\$38,000
Junior Page / 173mm x 280mm	US\$17,500	Front Page Horizontal Strip / 236mm x 90mm	US\$15,000
Half Page (Horizontal) / 236mm x 180mm	US\$15,600	Outside Back Cover / 260mm x 380mm	US\$25,200

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Full Page / 260mm x 380mm	US\$14,700	Double Page Spread / 520mm x 380mm	US\$26,600
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Booking Deadline: 24 January 2019

Material Deadline: 7 February 2019



IT&CM China and CTW China* | Shanghai Convention & Exhibition Center of International Sourcing, China
Issue Date: 19, 20 & 21 March 2019 [3 Issues]
Circulation: 9,000 Print Copies + 70,000 e-Copies

Full Page / 260mm x 380mm	US\$19,300	Double Page Spread / 520mm x 380mm	US\$38,400
Junior Page / 173mm x 280mm	US\$14,700	Front Page Horizontal Strip / 236mm x 90mm	US\$13,400
Half Page (Horizontal) / 236mm x 180mm	US\$14,000	Outside Back Cover / 260mm x 380mm	US\$23,160

eBook Only Ad Insertion

Full Page / 260mm x 380mm	US\$13,550	Double Page Spread / 520mm x 380mm	US\$26,880
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Booking Deadline: 1 February 2019

Material Deadline: 15 February 2019