

2022 Show Daily Ratecard

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TTG Show Daily

Japan's regions turn to Europe to boost fortunes
European travellers are favoured for their longer stays and bigger spend, with cities using culture and scenery as draws

By Katelyn Worley

Travel agents and tourism officials in several Japanese regions have stepped up plans and marketing efforts in Europe, believing that travellers from the high-end market will increase the destination's tourism recovery 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 seen by those visitors as a short-break destination, and that travellers tend to stay for only one or two days and stick to the main sightseeing spots.

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

plorer (GSE) told TTG Show Daily in an interview.

The inbound tour agency will launch an FT market in 2017. "The Europe-FT market is growing and our (tourists) but many places in Kyushu are difficult to access by public transport on the bus tour is a convenient option," he said.

Similarly, Iwori and Nagano over European visitors by first days.

Totori is marketing itself through banners of scenery and local sake at international events with agents to develop short, high-end tours. Market research is still underway but these programmes may focus on wellness, drawing on the area's hot springs, lush forests and waterfalls.

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

Alex Brakley, spokesperson for Senjagiri in Kagoshima city, shared that the historic garden had started pursuing the European market since last April.

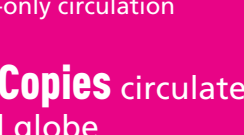
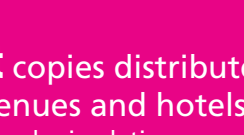
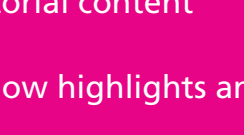
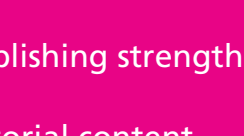
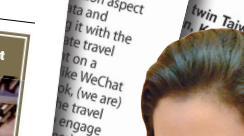
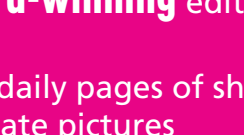
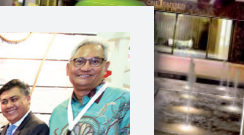
Senjagiri's aim is to promote not only the attraction but also Kagoshima as a destination, firstly to the FT market and then to outbound guests.

"There is little knowledge of Kagoshima (in Europe)," he said. "By promoting Kagoshima's heritage, we want to attract 'educated' in culture."

In particular, Brakley is targeting the UK and France, where he visited in late February to promote the prefecture's renowned *kyozukue*.

Chinoro Watanabe, spokesperson of Shirohime in Kagoshima, shared that the luxury hotel will begin promotions in Europe after the positive reception at IJTM Cannes 2016.

Kagoshima Visitors Bureau, meanwhile, is starting to use the prefecture's dates back to the 19th century, as a marketing tool to attract British travellers, reported spokesperson Tomoko Takai.



Room glut casts shadow over Maldives hotel

By Katelyn Worley

Maldives hoteliers are facing a room glut as the island nation's tourism industry recovers from the impact of the COVID-19 pandemic.

The glut is caused by a combination of factors, including a surge in new hotel openings and a decline in occupancy rates.

Hoteliers are now looking for ways to attract more guests, such as offering special packages and improving their marketing efforts.

Some hoteliers are also looking to diversify their offerings, such as adding wellness and spa treatments.

Despite the challenges, the Maldives hotel industry remains optimistic about the future and expects a strong recovery in the coming years.

The industry is also looking to improve its sustainability practices and attract more eco-conscious travellers.

Overall, the Maldives hotel industry is facing a room glut, but it is taking steps to overcome the challenges and attract more guests.

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Front Page
Horizontal
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Booking Deadline: 4 weeks prior to issue date
Material Deadline: 3 weeks prior to issue date

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Issue Date: 18, 19 & 20 January 2022+ [3 Issues]
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|---|------------|---|------------|
| Full Page / 260mm x 380mm | US\$18,400 | Double Page Spread / 520mm x 380mm | US\$37,500 |
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Booking Deadline: 29 November 2021

Material Deadline: 10 December 2021



ITB Berlin I Messe Berlin, Germany
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Booking Deadline: 15 February 2022

Material Deadline: 1 March 2022



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PATA Travel Mart* I TBA
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Material Deadline: TBA

+All listed dates are subject to change

*Publication format of TTG Show Dailies (print/digital) is dependent on how the event will be organised, e.g. virtual, physical or hybrid. Depending on how events are organised along with the pandemic situation, issues may be converted to digital only.

RATES & SPECIFICATIONS

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Booking Deadline: 1 August 2022

Material Deadline: 15 August 2022



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Booking Deadline: 31 October 2022

Material Deadline: 14 November 2022

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