

WE INVITE YOU TO PARTICIPATE ON THE CONFERENCE

JAPAN – THE GATE TO ASIAN TOURISM MARKET

WHICH WILL BE HELD ON NOVEMBER 26-27 AT PROTO
INVENTION FACTORY, PEETRI 10, TALLINN
(<http://prototehas.ee/en/home>)



EUROPEAN UNION
European Regional Development Fund



TO WHOM:

tourism entrepreneurs,
intermediaries and
associations, tourism
development and destination
management specialists,
tourism and transport related
decision makers, embassies,
Central Baltic programme
representatives, CAITO project
coordination and steering
group members and partner's
institutions, all interested in the
Japanese tourism market
development.

LANGUAGE: English

TOPICS:

Joint marketing for Japanese tourism market

How CAITO project built bridge between Est-Lat-Fin
rural areas and Japan

Customer journey study findings

Integrated and combined transport strategy

Intermediary between customers and Japanese

How to welcome Japanese guests - presentations by
microentrepreneur from Est-Lat-Fin

Reflection of CAITO familiarisation trips for Japanese
tour operators and media

Panel discussions on customer journey, tourism
transport, product development and marketing
questions.



*Conference is organised by
INTERREG Central Baltic project
CAITO „Meta Cluster for Attracting
the Japanese Market“.*