

Training seminar “How to build up proper tourism products for Japanese market”

26.03.2018, Riga

Place: Office of “Lauku ceļotājs” <http://www.celotajs.lv/en/c/contactus>
3rd floor, 40 Kalnciema str., Riga, Latvia

Tourism stakeholders are invited to participate in the workshop „How to build up proper tourism products for Japanese market“. We will hear feedback summary from Japanese participants of the fam trip and press trip we organized in 2017, seeing if they created the products and are they selling or not. If not, why? If yes, do they sell well or not. What are the challenges, how we could overcome them and improve our products. Presentation of the idea of the “module products”, which could be combined with city stays. This concept of module products enables travel agencies and consumers to combine rural products with their original travel plan.

The seminar key speaker is Mr. Shigeyoshi Noto, the official tourism representative of Latvia in Japan, and an expert with 17 years of experience facilitating contacts and cooperation in travel trade between Japan and Central Baltic countries.

Agenda

10:00-12:00

- Market up-date. Lessons learned last year briefly together with activities we have done to introduce new travel trend in Japan.
- Introduction of feedback and challenges from Japanese travel trade and media after they actually tried to sell the products.

12:00-13:00 Lunch break

13:00-14:00

Workshop – The purpose of the workshop is to create/define the module products connected with closest cities, analysing existing examples, created during the project (presented by A.Damberga). Discussions and face to face consultation possibilities for participants.

14:00 Coffee break

14:30 – 16:00 Presentation of the products. Discussion.

For more info and signing up: anna@celotajs.lv; +371 67617600 until 19.03.2018



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