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**Conference**  
**JAPAN – THE GATE TO ASIAN TOURISM MARKET**

**26-27th of November**

**VENUE**

**Pre-conference seminar:** Luhtre Tourism Farm (Rapla County, [www.luhtre.ee](http://www.luhtre.ee))

**Conference:** PROTO Invention Factory (Tallinn, <http://prototehas.ee>)

**REGISTRATION**

You are welcome to **register until 18th of November** to the conference and pre-conference seminar at

<https://forms.gle/wZMxHVppVTEsV4mH7>

There is no participation fee.

**Language:** English

**AGENDA**

**PRE-CONFERENCE SEMINAR**

26th of November at Luhtre Tourism Farm,  
Rapla County, [www.luhtre.ee](http://www.luhtre.ee)

- 18:00 –18:30 **Welcome words by CAITO project**  
**Presentation of GO RURAL tourism products brochure and Sauna product brochure**  
*Lea Sudakova, Estonian University of Life Sciences*  
*Asnate Ziemele, Latvian Countrytourism Association „Lauku Celotajs“*  
*Raili Mengel, Estonina Rural Tourism Organisation*
- 18:30 – 19:00 **How we hosted the Japanese Tour Operators and Media group**  
*Marje Schmidt, Luhtre Tourism Farm*
- 19:00 – 19:45 **Sauna product - sharing experiences.**  
*Discussion.*  
*Smoke sauna product via VR glasses.*
- 20:00..... **Joint dinner**  
**Folk-dance group**

## CONFERENCE

27th of November at PROTO Invention Factory

Peetri 10, Tallinn

<http://prototehas.ee>

10:00 – 10:30 *Welcome coffee and registration*

10:30 – 10:45 **Opening words** by moderator Kristo Elias

### TOURISM TRANSPORT AND TRAVEL INFORMATION

10:30 – 10:50 **Gap analysis results in Customer Journey provided by CAITO project**  
*Roger Evans, Estonian University of Life Sciences*

10:50 – 11:10 **Latvian tourism routes example**  
*Latvian Road Transport Administration*

11:10 – 11:30 **Integrating and improving rural travel experiences through digital solutions,**  
*Tony Lusikka, VTT Research Scientist*

11:30 – 12:00 **Panel discussion for tourism-transport related institutions**

12:00 – 12:10 **PROTO Invention Factory intro**  
*Ott Sarapuu, Managing Director of the PROTO Invention Factory*

12:10 – 13:00 *Buffet lunch*

### TOURISM MARKETING AND COORDINATION FOR JAPANESE TOURISM MARKET

13:00-13:45 **Japanese tourism market, common marketing for Asian markets, cooperation with CAITO project**  
13:00 – 13:15 *Hanna Muoniovaara, Manager, Regional Partnership – Helsinki, Business Finland, Visit Finland*  
13:15 – 13:30 *Visit Latvia representative*  
13:30 – 13:45 *Annely Vürmer, Sectoral Manager of Business Marketing, Estonian Tourism Board Enterprise Estonia*

13:45 – 14:05 **How Japan introduces the new products and how CAITO built bridge between Estonian, Latvian and South Coast of Finland rural areas and Japan.**  
*Shigeyoshi Noto, CAITO project Japanese market expert, Foresight Marketing Ltd.*

14:05 – 14:30 **Panel discussion for tourism coordination and marketing institutions**

14:30 – 15:00 *Coffee break*

### ENTREPRENEURS AND INTERMEDIARIES– PRODUCT DEVELOPMENT

15:00 – 15:20 **Why TO´s paying penalties when trying to include rural tourism product and services**  
*Marianne Liefländer, Destination Manager, Tumlare*

15:20– 15:40 **Intermediary between customers and Japanese**  
*Japanese language guide Uģis Nastevičs, Latvia*

15:40 – 15:50 **How to welcome Japanese guests, Christmas time home visit**  
*Riitta Laine, guide at Tytyri mine and tourism entrepreneur, Finland*

15:50 – 16:00 **Smoke sauna story**  
*Eda Veeroja, tourism entrepreneur, Estonia*

16:00 – 16:10 **Farm visit with Japanese guests and mid-summer festival**  
*Anna Paleione, Latvian Countrytourism Association „Lauku Celotajs“*

- 16:10 – 16:30 **Tour operator´s and media familiarisation trips feedback**  
*Minna Ermala, Lohja City Tourism Development*  
*Raili Mengel, Estonian Rural Tourism Organisation*  
*Asnate Ziemele / Anna Paleione, Latvian Countrytourism Association „Lauku Celotajs“*
- 16:30 – 16:50 **Discussion and questions**
- 16:50 – 17:00 **Closing of conference**, by moderator Kristo Elias