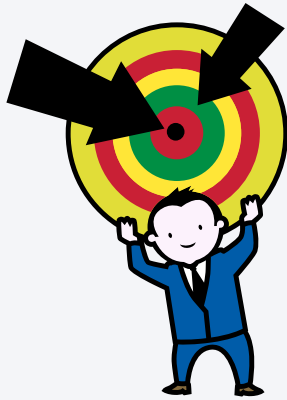


# NishikaiganNews

Issue 2, Fall 2002



*Marketing strategy must target closer to the individual.*

## Dejavu of 1997 returns to haunt Japanese tourism.

Akg Designs public document

Here we are back again to 1997. I wonder how many of you remember my report on changing Japanese tourism report. The only difference is United States is feeling the pinch today but have

been relatively unscathed during the late 90's, when many Asian countries were mired in the collapse of once, the largest financial institutes in the world.

Today, compared to the pre bubble era, economic downturn is more pronounced due to the down turn in the United States economy. Combined with the incident in New York a year ago and the financial greed by many corporate CEOs in Japan and the U.S..

The Japanese tourism has declined so badly that many that were in the business has closed and moved away or, for the ones that stayed are seeing the deterioration of their customer base slowly fade.

### **FIT market is here to stay.**

Just an after thought few years ago, FIT is here to stay. Several magazines and the internet is fueling the Japanese travelers to go out alone in pleasure or business when traveling. Started in the early 80's, the FIT market is quietly turning into a norm for many Japanese travelers.

Popularized by the book called, "Chikyu no Arukikata." Many Japanese travelers are finding comfort in traveling and planning on their own. The traditional means of the past is slowly fading away. Clearly detailed information with lots of tips, the book made the young Japanese that popularized the book to find ways to travel outside the normal tours that the Japanese tour operators were offering. At first

Though the number of travelers have fallen in North America and Europe, Japanese are travelers at heart. People are lined up for the world tour packages that was introduced early this year and Seattle Mariners is attracting many to watch the Major League games where ever the team plays and the Japanese fans are adding to the teams and to the city of Seattle's bottom line. The trend is pretty obvious today then in 97, more and more the Japanese are traveling in small groups rather than the large package tours.

Traveling with a group of friends or with family members it seems to be the trend that continues to baffle tour operators in Japan. With overwhelming wealth of information on the net and the media on each destinations, Japanese travelers are slowly becoming to be more like the average American travelers.

Businesses that rely on large packages tours will have to change accordingly to meet the demand with creative strategies to market effectively. Change is never easy but a must to survive in this world.

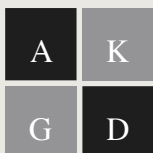
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*"Change is never easy but a must to survive."*

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the book was popular with the young college students and grew to be the dominate travel book in Japan. Today, you'll find that many Japanese travelers carry the book to their destinations and finding their way as far away places and as foreign as Turkey.

With the taste for adventure and curiosity, the Japanese travelers have found the independent spirit to find their own way to travel, a much rewarding experience than the past. Some may argue that this may be just a passing fad. It is clear that the Japanese travelers will not be returning to the past means of travel but to increasingly reassert their independence when traveling anytime soon.



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