

Japan Travel Trade Sales Mission

June 8-9, 2009

Program Overview

Following the success of the first Japan Sales Mission in February 2008, CTTC organized and conducted a second Japan Sales Mission from June 8-9. The main purpose of the second Japan Mission was to present the results of CTTC's 2008-2009 promotional campaign to key travel industry partners nationwide, and to introduce the new Japan marketing plans for 2009-2010. CTTC Japan also introduced Japan's first travel trade sales manual in Japanese as a key deliverable of the mission.

Representatives from 17 travel partners in California joined the mission, and CTTC Japan created opportunities for them to deliver in-depth product-introduction presentations, as well as a table-top workshops in each city to identify and develop business opportunities with agents and product planners.

Target Audience

Key Japanese travel trade representatives in Tokyo and Osaka, Japan's two key gateway markets to California.

Objectives & Reach

- Provide the most up-to-date California product information through the introduction of the new CTTC Japanese travel trade sales manual.
- Communicate CTTC's marketing efforts and plans to key travel trade players and obtain their buy-in for 2010.
- Introduce newly produced Japanese sales manual as a key deliverable of the Mission.
- Establish closer business relations with both Japanese and California industry partners

- Provide opportunities for California trade delegation members to have face-to-face meetings with key travel trade in the two major gateway markets of Japan (Tokyo and Osaka).

Results & Accomplishments

The event attracted a total of 153 Japanese travel trade attendees in Tokyo, and 97 representatives in Osaka. California was represented by 17 delegates, and the strong presence of CTTC Japan alongside the California delegation showcased to the Japanese travel trade how important the Japan market is to California. CTTC received very positive feedback from attending California delegation members, as well as from Japanese travel trade representatives.

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