

Keys to Attracting Visitors to Countryside Areas



What is the attraction of countryside areas?

**Value
unique to the area**

**Cultural resources
unique to the area**

Historical culture

Traditional culture

Natural culture

Food culture



How to increase attractiveness?

High value-added strategy

- Have locals take pride in their cultural resources
- Connect local attractions and provide sightseeing routes
- Five points for high value-added strategy (as discussed later)



What is the key to attracting visitors to countryside areas?

**Clarification of the target and
value proposition**

- Use social media
(Photos → Landing Page (Contact for empathy) → Call To Action)
- Use mass media and travel agencies
- Provide guidance for visitors upon arrival
(Concierge desk services)

Five Points for High Value-added Strategy

- **Narrow down the target, and add value through insight**
- **Continue with and high-speed turnover of PDCA cycle to make improvements through verification**
- **Incorporate advice from relevant parties from target countries**
- **Employ professional guides to convey the appeal of the area**
- **Create a sustainable scenario**