

PNGTPA JAPAN OFFICE

Takashi Yamada

1. TEAM SOLO FOR PNGTPA

ABOUT SOLO INC

Solo Inc. is a team of passionate professionals specialising in the tourism/destination marketing and hotel sales and marketing with hands-on experience and insight to the market dynamics. Aiming to increase the awareness and sales in the Japanese market, we act as a representation of our client to develop a sales and marketing strategy and take a detailed approach to the execution process.



PREMIER
REPRESENT
ATION
SERVICE
COMPANY
OF JAPAN



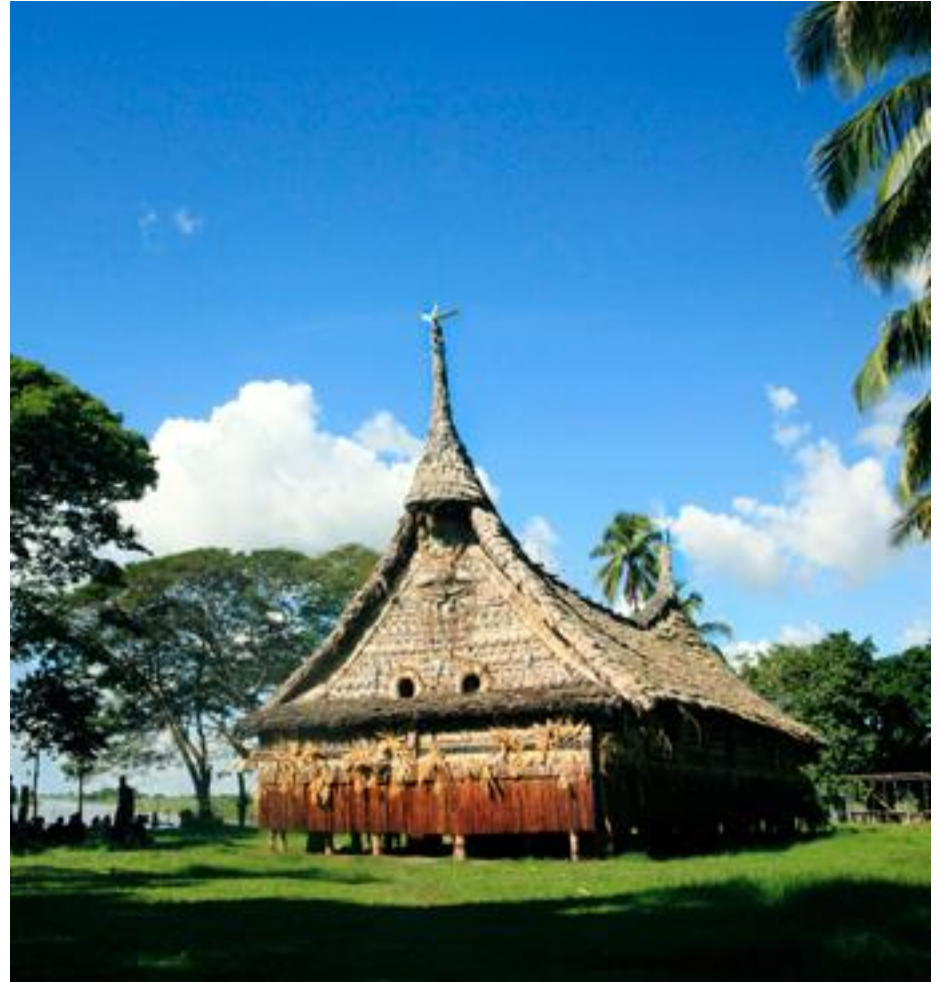
ENGAGED WITH 6
COUNTRIES
THROUGHOUT
THE WORLD



WELL
ADVANCED
SKILL IN
INTERNET
MARKETING



15+ YEARS OF
COMBINED WORK
EXPERIENCE IN
TOURISM



LEADERSHIP AT SOLO INC



TAKASHI YAMADA **CEO & PRESIDENT – SOLO INC**

Takashi also previously worked for Kuoni, Switzerland's largest travel wholesalers, in Tokyo office that was responsible for developing and expanding the Japanese outbound market to Swiss, French and Italian destinations by having a partnership with major Japanese wholesalers such as H.I.S. and JTB.

Through the aforementioned work experiences, Takashi possesses extensive experience in contracting with Japanese wholesalers & agencies, as well as carrying out large-scale joint marketing programmes, including nationwide co-op promotions and incentive booking campaigns.

Takashi holds the Bachelor of Business in Tourism Management from Victoria University Australia and Master of Marketing from Monash University Australia. Takashi is fluent in both English and Italian apart from Japanese and currently learning Spanish.

LEADERSHIP AT SOLO INC



RINA ISHIZUKA **PUBLIC RELATIONS DIRECTOR – SOLO INC**

Rina lived in Buenos Aires, Argentina for 3 years until recently, studying Spanish as well as introducing the handcraft (artisanship) of the native Argentineans to Japan. As a result, she recently had an opportunity to launch a pop-up store in Tokyo and also to carry out several events to promote artisanship with a long-established store called “GranPie” in both Tokyo and Kyoto.

Rina also previously worked for KYODO PR, one of Japan’s largest PR counselling firms which was responsible for PR of the Japanese Michelin guide book as well as establishing a variety of media networks.

Rina holds a Bachelor of Business Administration from Aoyama University in Tokyo and she is also a yoga instructor. Rina is in fluent in both English and Spanish apart from Japanese and is a mother of one beautiful boy, Angel.

2. TRAVEL TRADE MARKETING

High Impact activity:

PNG Ambassador Journey Programme

- PNG Ambassadors of each product (diving, trekking, bird-watching, surfing) will be sent to PNG to take care of Japanese guests in a certain period. In addition, each ambassador will assist seminars/workshops once being back in Japan.



Designed to achieve the following goals:

- Gain further knowledge of the specific product and drive the travel trade partners further by educating them through the knowledge and experience gained from this journey programme.
- Each Ambassador will collaborate with PNGTPA Japan Office to hold seminars/workshops throughout the year. This will ultimately lead us to reach out the potential targeted audience (consumers).
- During the period when the Ambassador is in PNG, our travel trade partners can aggressively make tours and promote the destinations while the Ambassador is responsible for the Japanese guests visiting its place.

HIGH IMPACT ACTIVITY



Example:

A diving Ambassador holds the Ambassador Journey Programme in Madang Resort for 4 weeks

During this period, the Japanese travel trade partners will aggressively promote Madang while the Diving Ambassador will take care of the future guests on site, showing them the best diving spots of Madang together.

Perhaps, the Japanese consumers who visit Madang will be able to obtain a special photography session to study the underwater photography on the spot.

This will assist the interest amongst the Japanese consumers and will ultimately lead to have more tourists from Japan.

3. CONSUMER MARKETING

High Impact activity: PNG Diving & Surfing Night Event

- Holding the PNG Diving & Surfing Night Event will ensure that Japanese consumers will receive positive images and messages from our PNG Diving & Surfing Ambassadors.



HIGH IMPACT ACTIVITY



Designed to achieve the following goals:

- Through our diving & surfing ambassadors, it will allow the consumers to find the attractiveness of Papua New Guinea as a diving & surfing destination.
- Provide the Japanese consumers with the most updated information on each product.
- Drive the further bookings to the PNG tours.

4. PUBLIC RELATIONS

PUBLIC RELATIONS

High Impact activity: PNG Editorial Journey Programme

Send a very influential publication in every quarter and expose a great story about PNG through TV/Magazines.



HIGH IMPACT ACTIVITY

In order to introduce a different aspect of PNG as a tourist destination, these eight travel/lifestyle publications (magazines) are suitable for PNG.

PNGTPA Japan Office would like to conduct the PNG Editorial Journey Programme that one of the below targeted publication visits PNG in every quarter, so that we do have a constant exposure of PNG.

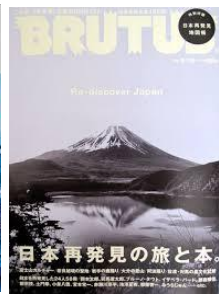
CREA Traveler



Transit



BRUTUS



PEN



PEN



COURRIER



TABI



4 Travel





THANK YOU!