

Happy Winter Monkeys!

'Snowy Nagano Adventure Tour'

By Lucas Mullings, Zachary Pang,
Takashima Hiyo, Noumi Nanae, You
Yu Lu and Yi-Hsin Lin



Theme and Mission

- We want to show everyone Nagano prefecture and give them the greatest winter experience they can possibly have!
- Themed around enjoying winter and what makes Nagano famous!



NAGANO
1 9 9 8



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Target Audience



Late teens
- late 30s
(~18-30)

Enjoys
physical
activity

A group of
friends!
(~3 or more)

Lower budget for students, although according to Condor Ferries data, younger people spend the most on overseas trips (~\$3500 average)

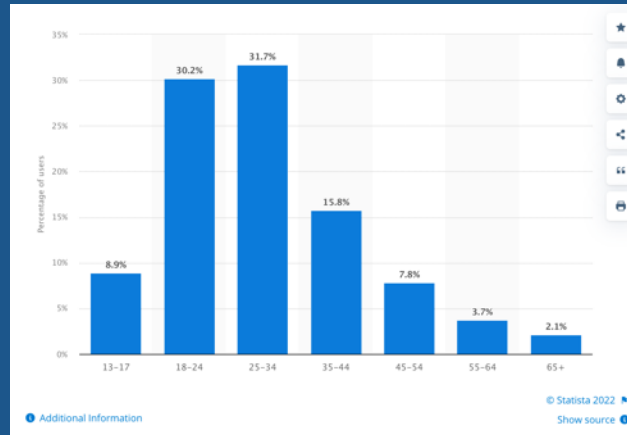


Marketing

© Instagram



- We used Instagram because of its young target audience (~61.9% between 18-34)
- Aesthetic posts of environment for younger generations!
- Created a short, energetic PV to show parts of Nagano
- We linked our website in the description of each post.



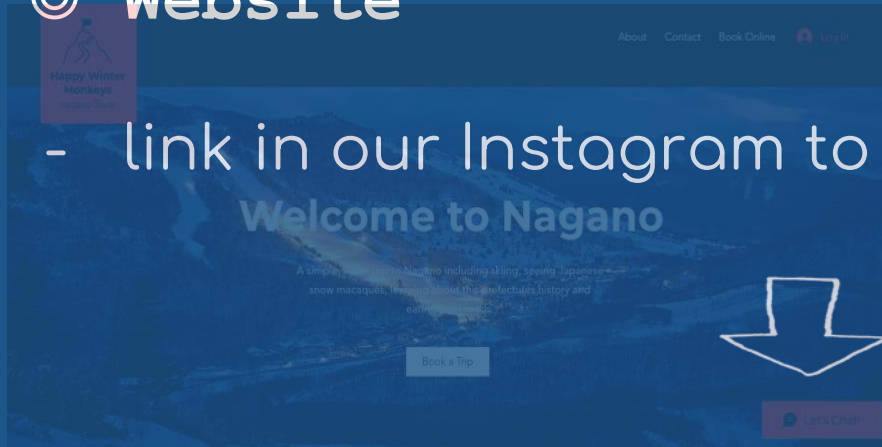
Instagram demographics



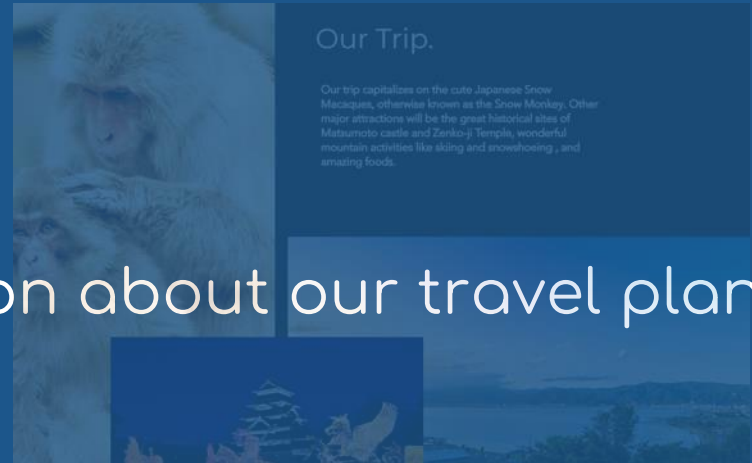
Marketing Continued



© Website



- link in our Instagram to visit our website



- Can get more information about our travel plans
- Can book for our plan

Surveys



- **Method:**
 - Google form
 - Instagram
 - Link
- **Goal:**
 - popular activities
- **Result:**
 - Onsen
 - Famous anime locations
 - Skiing

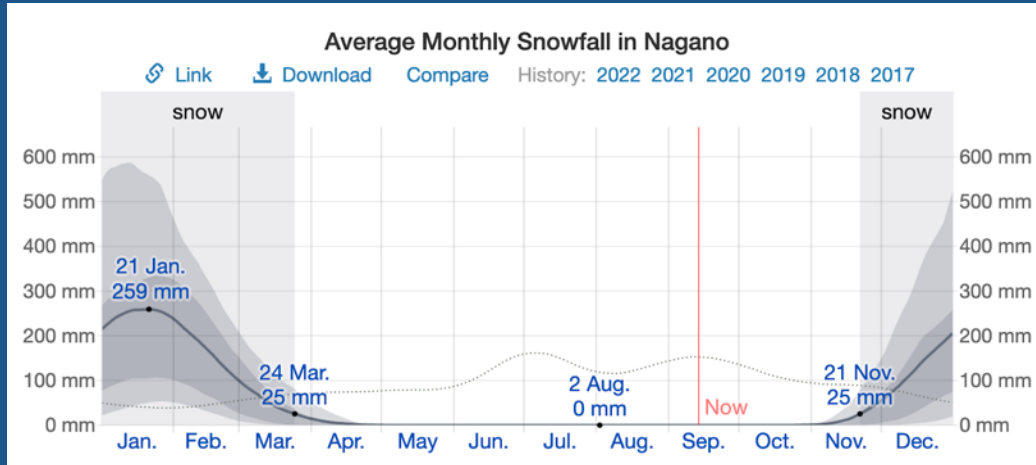
	High vote	Low vote		
Possible Attractions	Australia	Japan	Taiwan	All
Matsumoto Castle	47.7%	11.1%	34.2%	31.8%
Ice Sculpture Matsumoto Festival	50%	63.5%	41.6%	46.4%
Snow Monkeys	61.4%	28.6%	34.2%	36.5%
Onsen	68.2%	63.5%	69.3%	68.1%
snowshoe hike	52.3%	27%	48.6%	45.3%
Karaoke	47.7%	17.5%	16.7%	20.6%
Visit Temple	52.3%	15.9%	38.5%	36.2%
Treasure Museum	38.6%	11.1%	22.6%	22.5%
Skiing	63.6%	x	58.4%	59.1%
Visit a village	27.3%	4.8%	36.6%	29.9%
Visit an art museum	40.9%	22.2%	24.5%	56.1%
Go to visit locations from famous anime	59.1%	50.8%	64.6%	61.5%
responses	44	63	257	364

Other Considerations

- Public transport is inefficient in Nagano, so **car** is the better option
- Snowfall peaked 21st Jan last year.

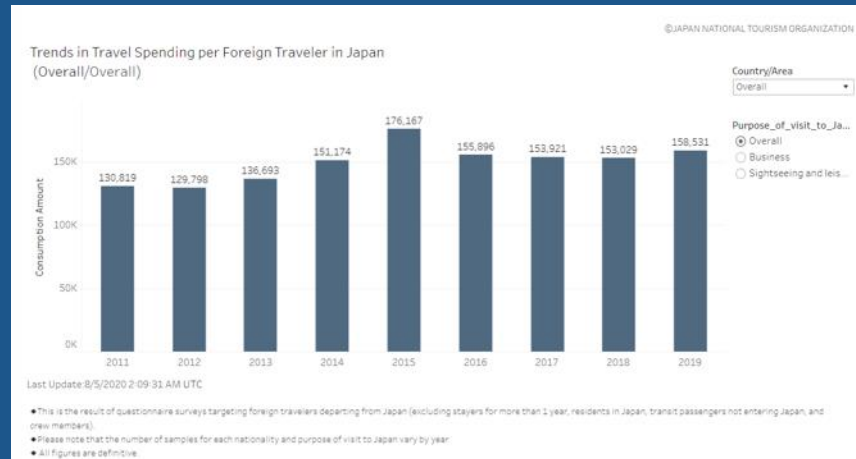
This will be prime weather for good snow sports!

- Travellers should try hire a 4WD car in case of dangerous snowfall.

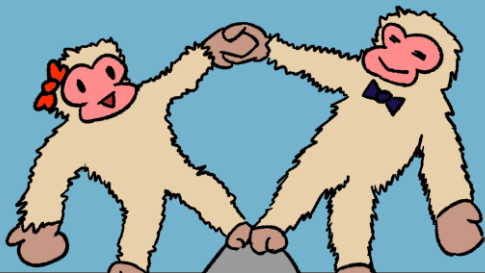


Budgeting

- Our trip costs ~\$880 USD min, ~\$1150 USD max
- Accomodation = \$106 pp (3 people)
- Entertainment = \$192 pp
- Compared to average travel prices this is good!
- Average spending from 2015-2019 is ~\$1070 USD



THE PLAN

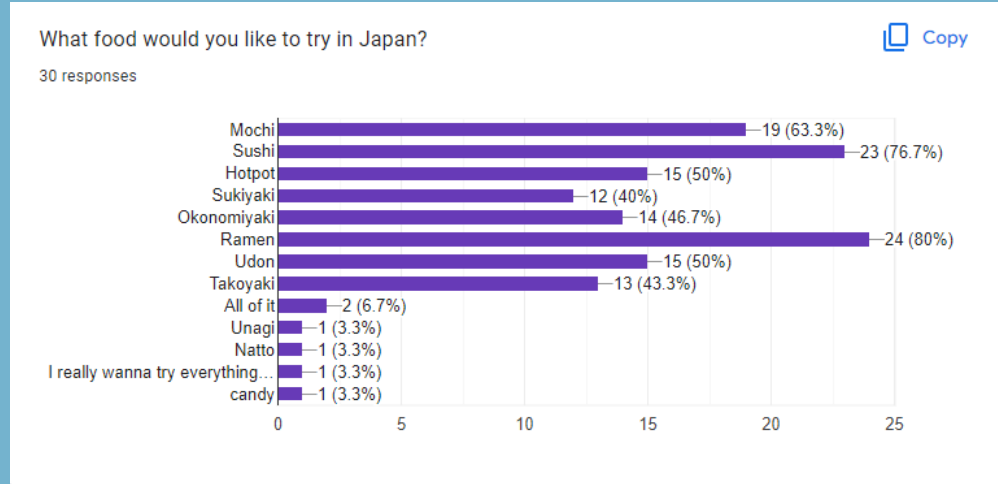


The rare Lucas monkey!



Food!

- We found that people want to try Mochi, Sushi and Ramen
- We included traditional Nagano foods as well! (oyaki, buckwheat soba)
- There is also a buffet the travellers visit to try whatever they would like!



Day 1 (Jan 26th)



Seoul Airport

1:15 PM

2 hrs 15 m

3:30 PM



Narita Airport,
Tokyo

4:25 PM



1hr 5m

5:30 PM

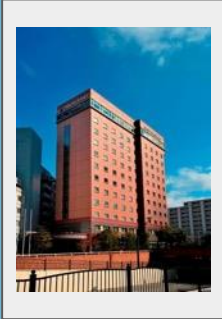
Tokyo
Station



2 hrs

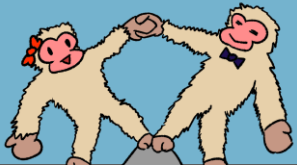
5:40 PM

Nagano 7:40 PM



Suggested Activity!

- In your free time, you could watch 'Kimi No Na Wa' with your group to prepare for Day 3!



Day 2 (Jan 27th)



Shiga Kogen



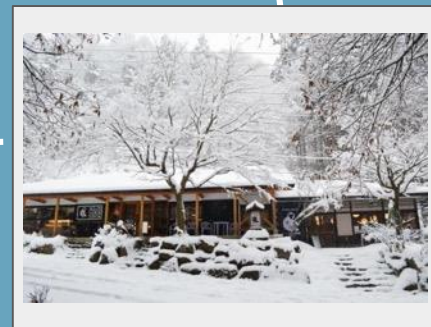
Shiga Kogen



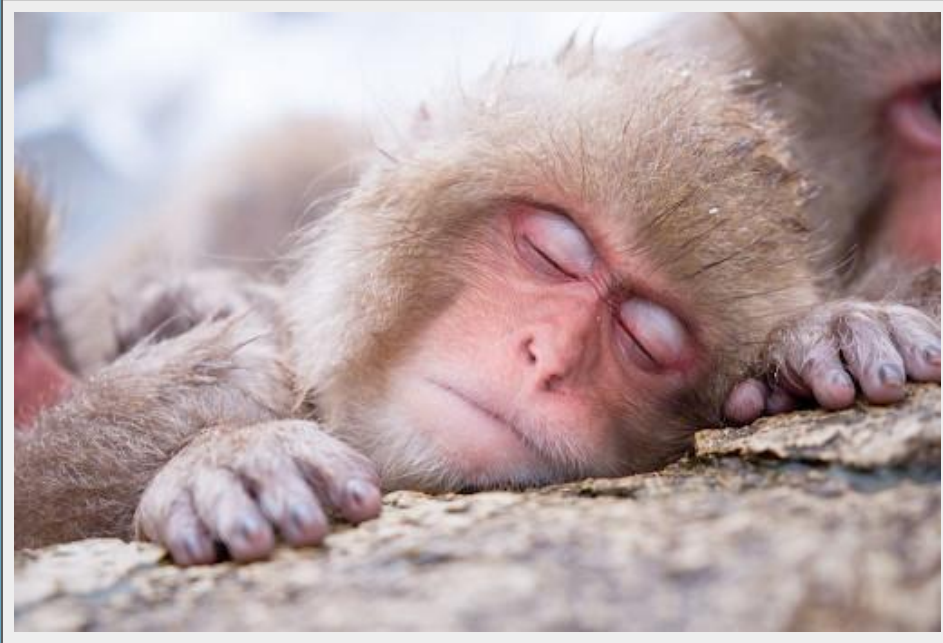
Day 2 (Jan 27th)



Shiga Kogen



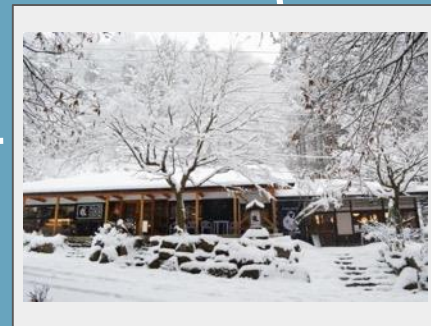
Jigokudani Snow Monkey



Day 2 (Jan 27th)



Shiga Kogen



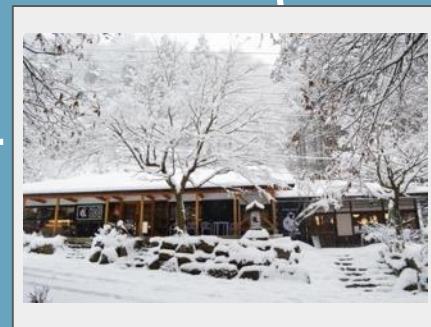
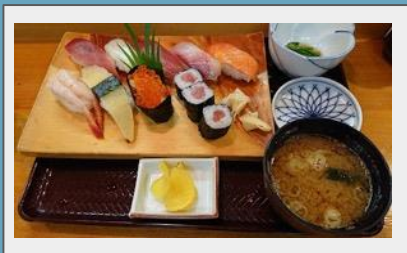
Yudanaka Onsen



Day 2 (Jan 27th)



Shiga Kogen



Day 3 (Jan 28th)



Matsumoto



Matsumoto



Day 3 (Jan 28th)



Matsumoto



'Little Peaks'





Little Peaks



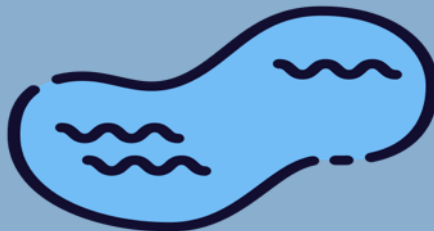
Day 3 (Jan 28th)



Matsumoto



'Little Peaks'

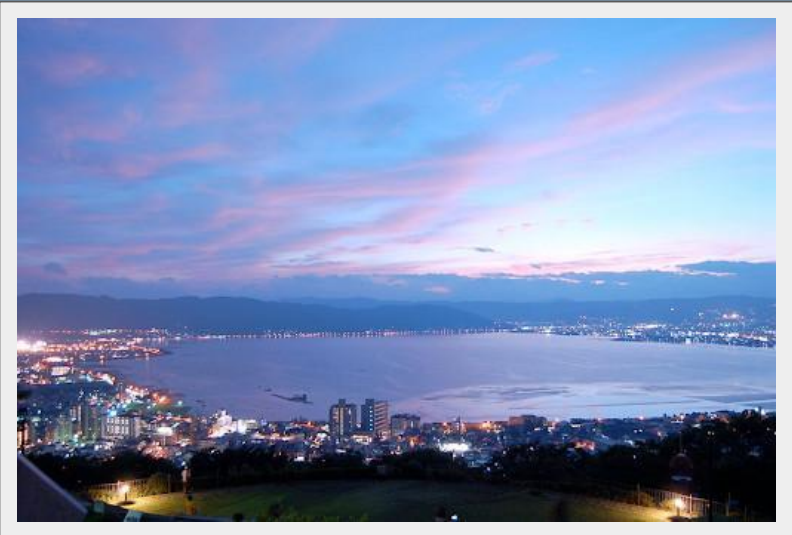


Lake Suwa





Lake Suwa



Day 3 (Jan 28th)



Matsumoto

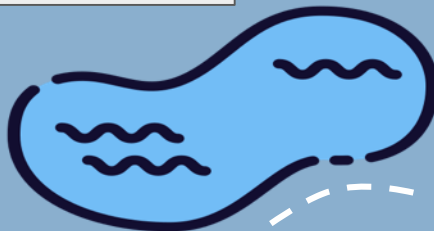


'Little Peaks'



Matsumoto Ice
Sculpture Festival 2023

Lake Suwa



Day 4- Jan 29th



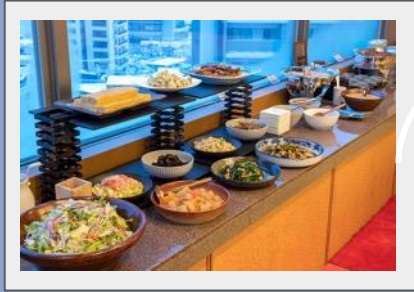
Zenko-Ji Temple



Zenko-Ji Temple



Day 4- Jan 29th



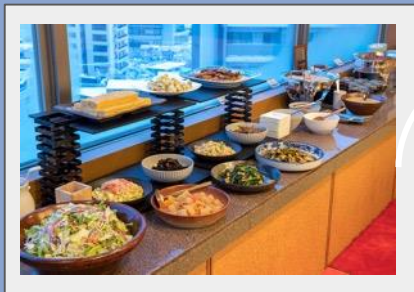
Zenko-Ji Temple

Zenkoji Nakamise Street

Nakamise Street



Day 4- Jan 29th



Zenko-Ji Temple

Zenkoji Nakamise Street



Narita Airport



7:22 PM



Tokyo Station 6:12 PM

2hr 3mins

4:09 PM



Chisun Grand Nagano

The Future

- Make a profit
- More marketing!
(Tiktok, Facebook, more PV and posts!)
- Show people how interesting Nagano is
- Spread word and increase tourism
industry in Nagano



The Future for our Plan

- Communicate with Japanese businesses about offers.
- Extend the trip and bring it to more places around Japan!
(Toyama, Gunma, Niigata)
- Offer a Premium service in an Onsen village! (staying in a ryokan)



Thank you for listening!



We hope you enjoy your Nagano adventure 

HAPPY WINTER MONKEYS 2022