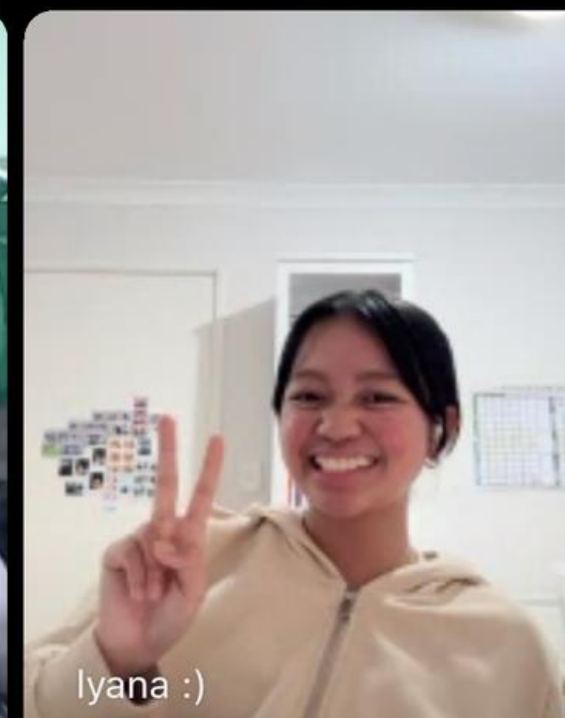


魅知国

Presented to you by: Futaba-Tai



WE ARE FUTABA-TAI!



PRESENTATION OUTLINE

- INTRODUCTION
- TRANSPORTATION
- ITINERARY
- BUDGET AND
MARKETING
- CONCLISION
- Q+A

INTRODUCTION

Our plan:

- Tour Fukushima prefecture in winter
- 4 days + 3 nights
- Nature-themed activities
- Driving as main mode of transport



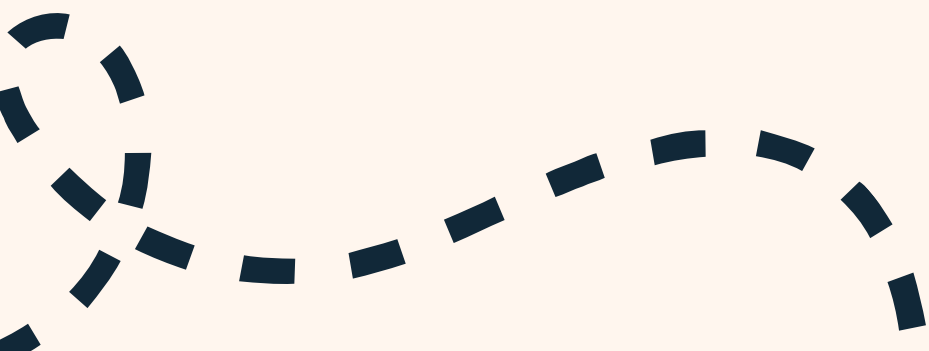
THE VISIT RATE OF EACH AREA

RANK		VISIT RATE (%)
1	TOKYO	47.2373
2	OSAKA	38.6039
3	CHIBA PREFECTURE	35.1178
	.	
	.	
42	AKITA PREFECTURE	0.3459
43	FUKUSHIMA PREFECTURE	0.3276
44	TOKUSHIMA PREFECTURE	0.2967
45	SHIMANE PREFECTURE	0.2344
46	FUKUI PREFECTURE	0.2145
47	KOCHI PREFECTURE	0.1926

SOURCE:JNTO (2022)

WHY FUKUSHIMA:

- Located in the Tohoku region
- the 5th lowest visited among 47 prefectures
- **Change negative image into positive image**



TARGET AUDIENCE



陳小美

Background

- Female
- 32 years old
- Middle class
- Taiwanese

Ability

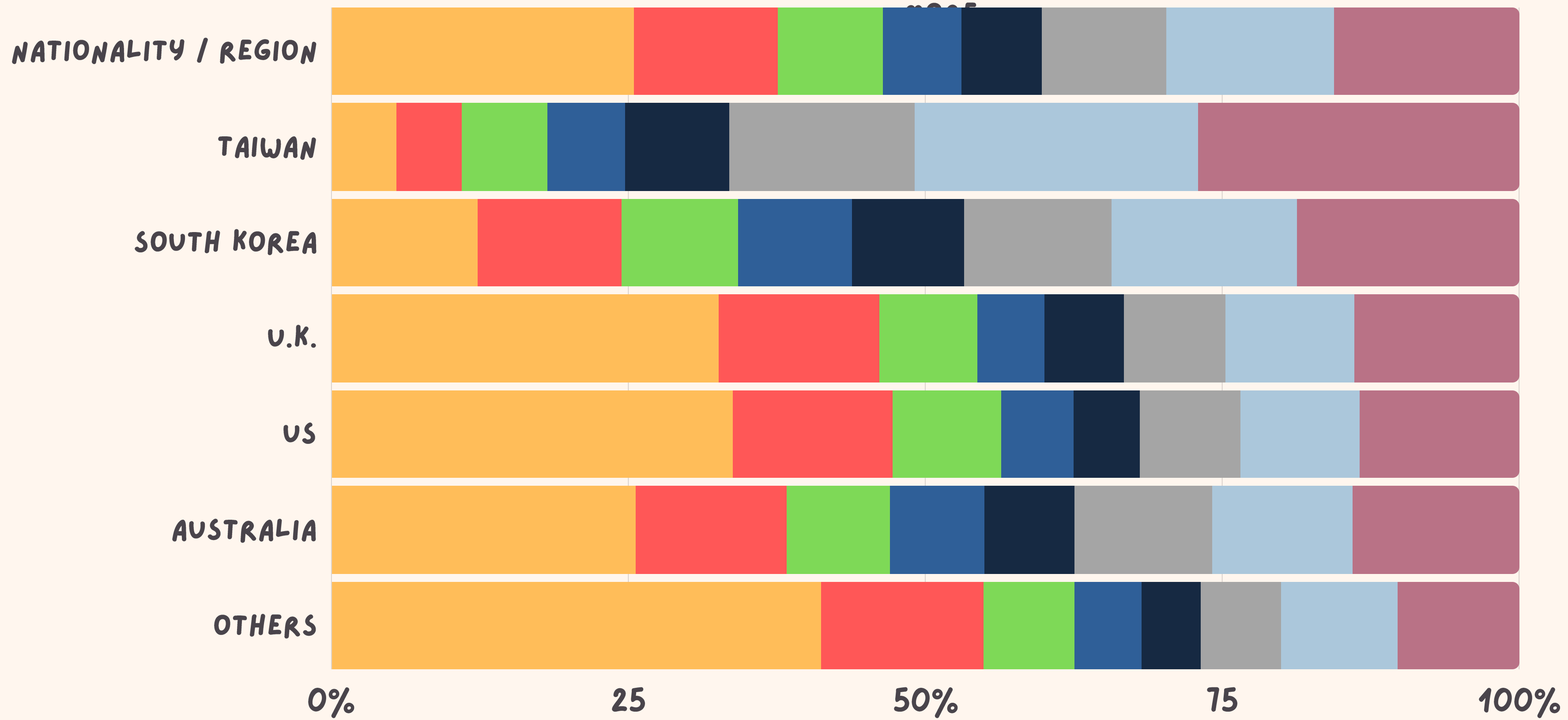
- Average-high physical capability
- Competent drivers

Personality

- Love nature + outdoors
- Patient
- Curious + adventurous
- Confident

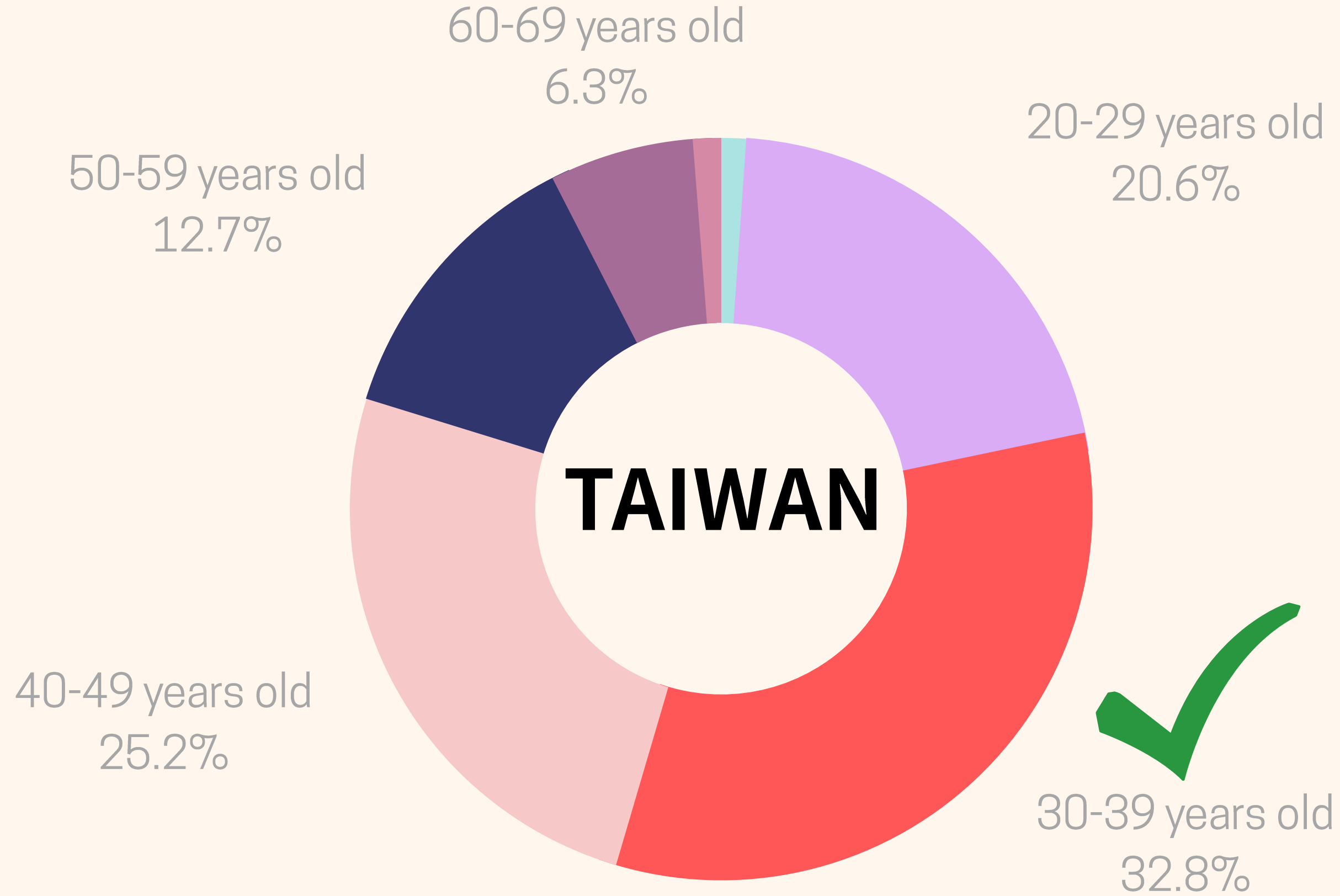
THE RATE OF VISITORS

FIRST TIME SECOND THIRD TIME 4TH 5TH TIME 6TH TO 9TH TIME
TIME 10-19 TIMES 20 TIMES OR MORE



SOURCE: JAPAN TOURISM AGENCY (2022)

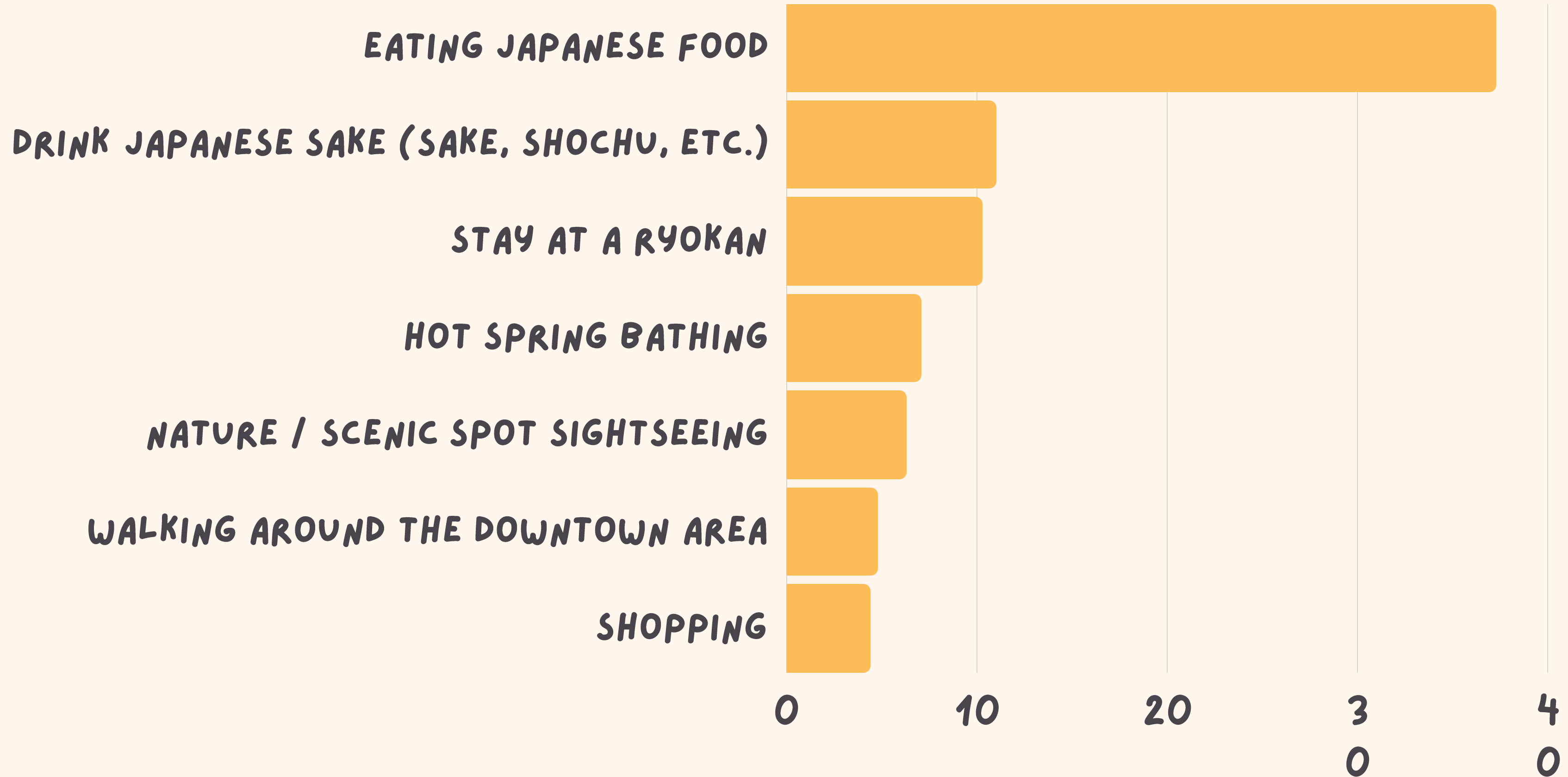
MOST VISITED AGE GROUPS



SOURCE: JAPAN TOURISM AGENCY (2022)

WHAT I EXPECTED MOST BEFORE VISITING JAPAN

SELECTIVITY



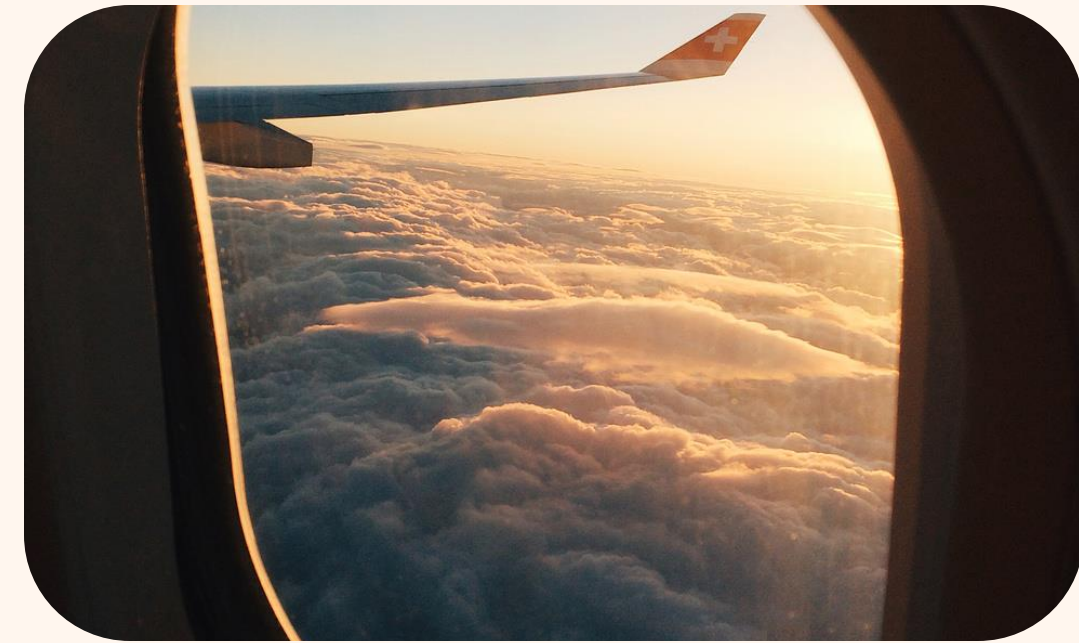
SOURCE: JAPANESE TOURISM AGENCY (2022)

TRANSPORTATION



Flight 1: TPE ----> SDJ

- Starlux Airlines (Economy)
- 1 x 23kg luggage included
- 10:15 - 14:25 (JST)
 - 3 hour, 10 minute flight



Flight 2: SDJ ----> TPE

- Tigerair Taiwan (Economy)
- 2 x 23kg luggage included
- 19:40 - 23:00 (JST)
 - 3 hour, 20 minute flight

Total cost: \$1 270.85 (USD)

OUTDOOR CAR:TOYOTA RAIZE

Features:

- Four seats
- 1 Large bag
- 1 Small bag
- Automatic
- GPS (English and Japanese)
- 5.2L / 100km (inner-city, stop-start driving)
- 4 WD
- studless tire



Rented from:

15:30 (JST)
1st January 2024

17:00 (JST)
4th January 2024

Car model Nissan Dayz GPS
Customer rating 9.5 / 10
JNCAP safety rating 4 / 5

Total cost: \$343.12(USD)

5:00 p.m. 19 Oct 2023

Price includes: 4WD , Studless tire

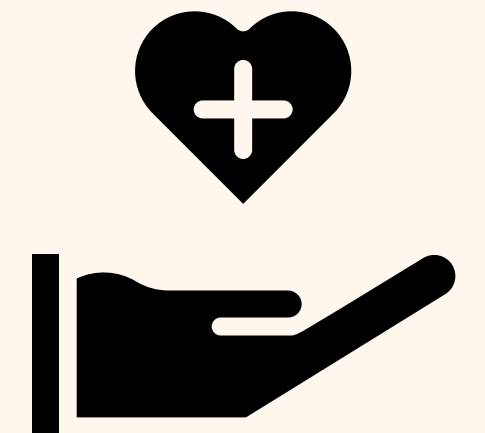
EMERGENCY HELP OF JAF

Advantage

- 1 English available
- 2 Even foreigners can easily call for help
- 3 It's okay even if it's not your car



JAF



HOTEL AND RYOKAN:

1st night

2nd night

3rd night



Onyado Toho

Total price:
\$394.80
(USD)



Listel Inawashiro

Total price:
\$461.03
(USD)



Honke-Ogiya

Total price:
\$101.06
(USD)

THE ITINERARY



Day 1:
Bandai-Atami



Day 2:
Urabandai



Day 3:
Ouchi-Juku



Day 4:
Aizu-Wakamatsu

DAY 1: SENDAI TO FUKUSHIMA

- Depart from Taipei --10:15 a.m.   
- Land in Sendai airport --02:25p.m. 
- Collect car rental within the airport --03:30p.m. 
- Drop in service area --05:00p.m. 
- **Arrive at the hotel Onyado Toho --06:45p.m.**   

HOTEL ONYADO TOHO

ENJOY HOT SPRINGS!

DAY 2: URABANDAI

- Breakfast at the hotel -- 07:45 - 8:30 AM
- Explore Abukuma-do cave -- 09:47-11:00AM
- Explore Lake Inawashiro --12:10p.m.
- Lunch: Okubo meat shop - BBQ --2:00 p.m.
- Explore Bandai Mountain -- 02:26p.m
- Arrive at Hotel Listel Inawashiro -- 05:35p.m.





ABUKUMA-DO CAVE

LET'S EXPLORE
NATURE!!!!

DAY 3: OUCHI-JUKU

- Breakfast at the hotel --08:15a.m.
- Explore Goshikinuma Lake -09:25a.m.
- Arrive at Ouchi-juku --01:50p.m.
- Lunch: Daikokuya restaurant - ramen
- Arrive at Hotel Honke-ogiya --03:02p.m.
- Go to the Snow Festival --05:20p.m.



OUCHIJUKU

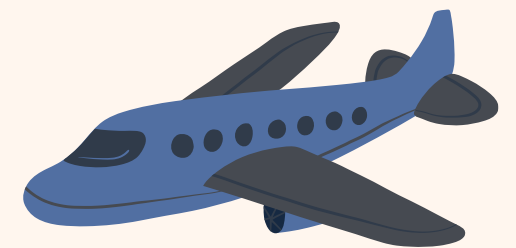


**LET'S
EXPERIENCE
JAPANESE LIFE**



DAY 4: AIZU-WAKAMATSU

- Morning walk + visiting the shrine --06:30a.m.
- Morning walk + visiting the shrine --06:30a.m.
- Arrive at Aizu Wakamatsu Castle --09:40a.m.
- Tea ceremony 10:40--12:40p.m.
- Making Akabeko 12:46--1:00p.m
- Marugame Seimen Aizuwakamats --01:16p.m.
- Arrive at Sendai Airport + return rental car--04:15p.m.
- Flight departs --07:40p.m. Arrive in Taipei --11:00p.m



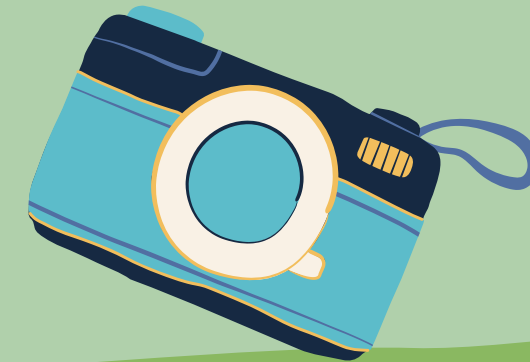
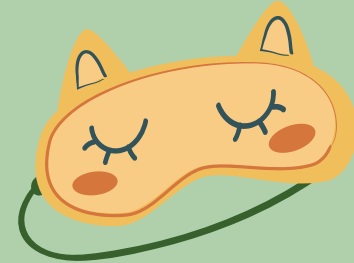
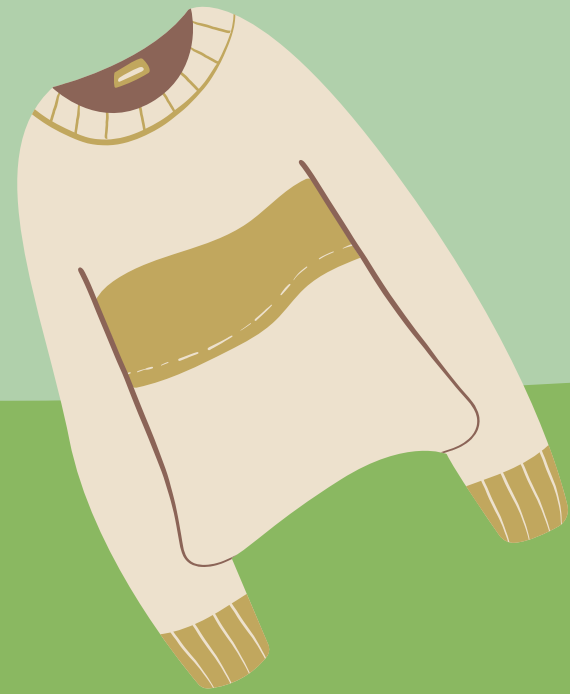
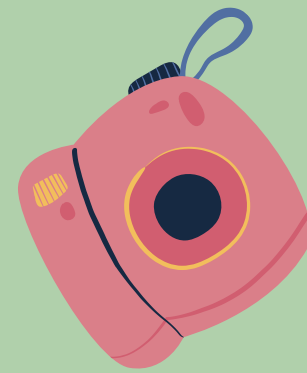


AKABEKO

AIZUWAKAMATSU



BUDGET AND MARKETING



BUDGET

Activity	JPY	USD
Final accommodation cost	¥141 468.07	\$956.89
Final flight cost (round trip)	¥187 903.28	\$1 959.98
Final driving cost: (Car rental, Estimated fuel price, Tolls)	¥44 133.65	\$298.52



BUDGET

Activity	JPY	USD
Final entertainment cost (excluding food)	¥60 511.41	\$420.34
Final food cost (not including hotel-provided food)	¥33 289.96	\$225.14
Total cost	¥463 839.35	\$3 171.74



MARKETING

Travel to Japan!
FUKUSHIMA PREFECTURE: 4 DAYS, 3 NIGHTS

HOTEL BOOKING
FLIGHT BOOKING
TRIP ORGANISER
FOOD + ACTIVITIES

BOOK YOUR TRIP NOW
www.futabatai.com

9:41 Instagram

@Futaba-tai

9 Posts 834 Followers 2 Following

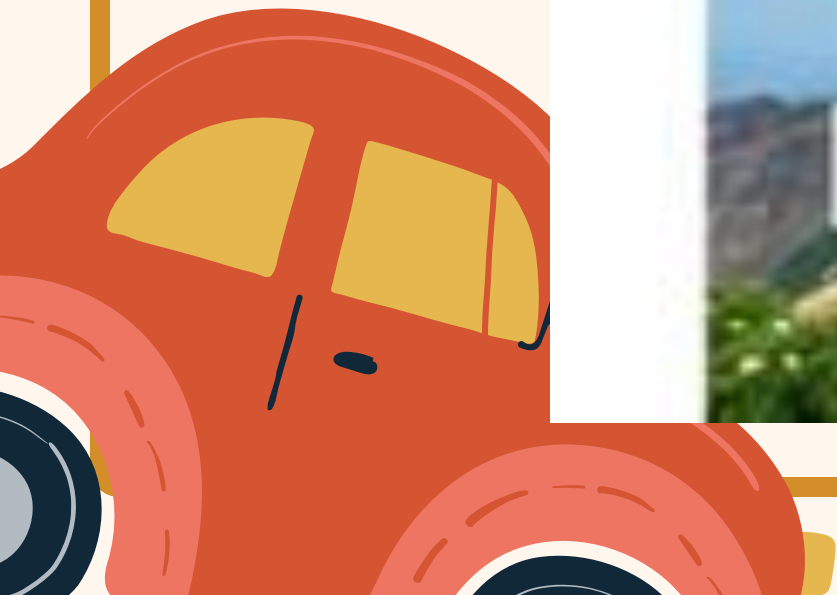
Travel company
We will make your trip worth it!
Sign up now at our website.

Edit Profile

New

An unforgettable experience!

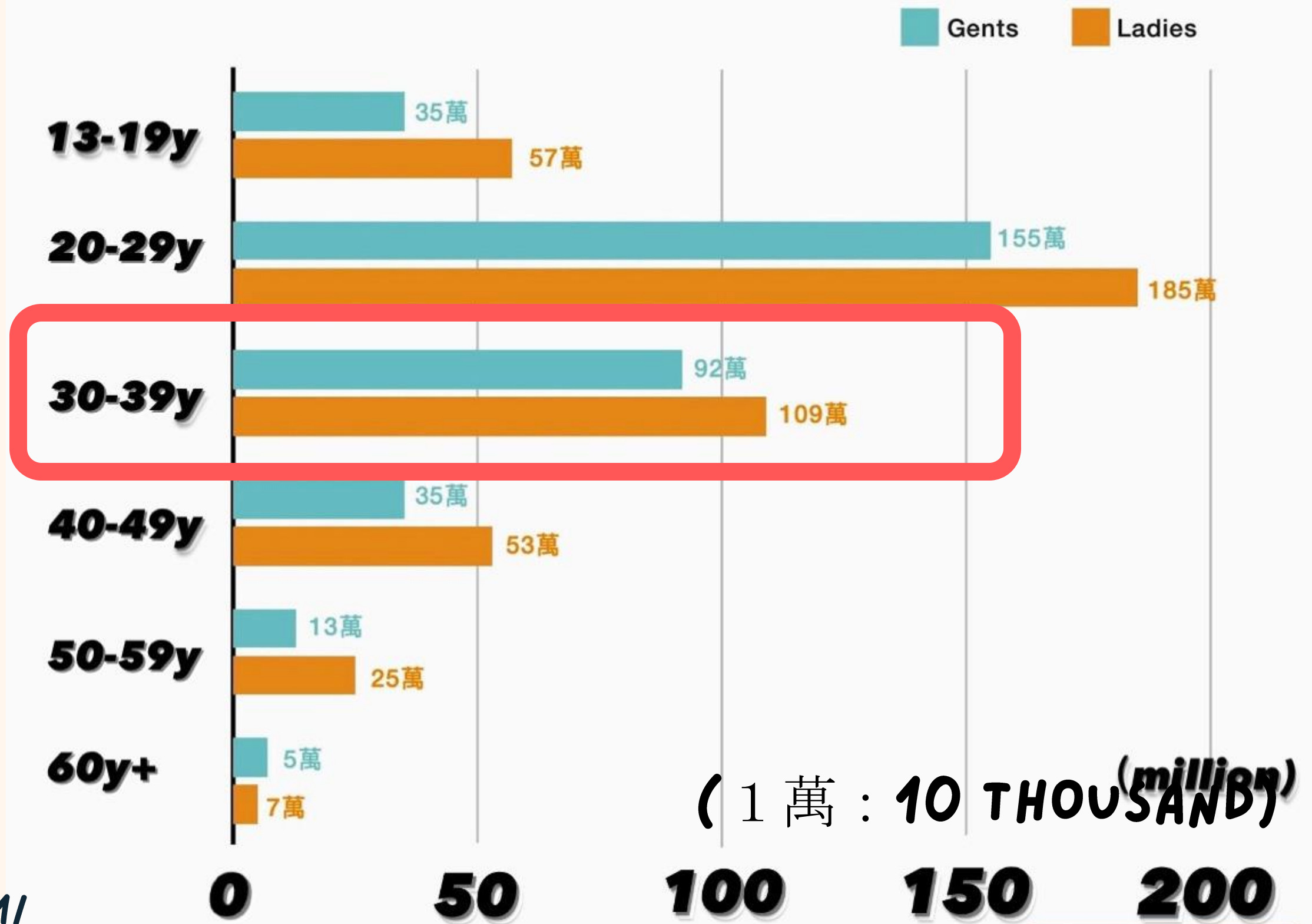
MARKETING



THE DATA OF INSTAGRAM USER IN TW



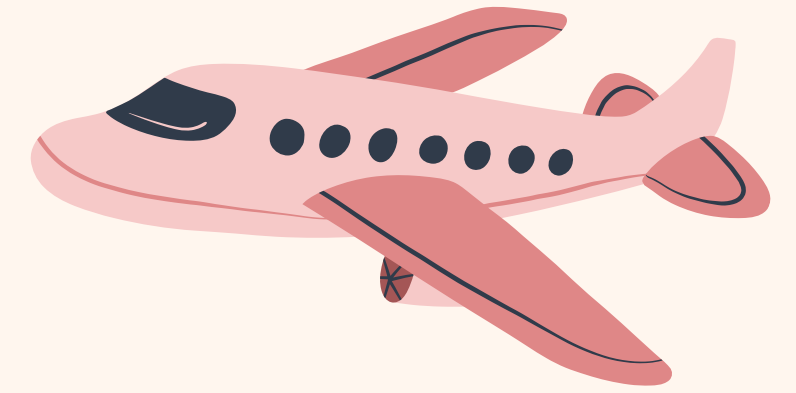
2023 The users of instagram for each grade level



BIBLIOGRAPHY

- JNTO,2022,"The visit rate of each area",19,10,2023
- Japan Tourism Agency,2022,"The rate of visitors",19,10,2023
- Japan Tourism Agency,2022,"Most visited age groups",19,10,2023
- Japanese Tourism Agency ,2022,"What i expected most before visiting Japan"19,10,2023
- Jan's Tech Blog, 2023,"The data of Instagram user in Taiwan"21,10,2023





**THANK YOU FOR
LISTENING!**

**WE HOPE YOU WILL TRAVEL WITH FUTABA-TAI,
AND ENJOY YOUR VISIT TO FUKUSHIMA :D**

