



LAKE DISTRICT JAPAN FORUM

Want to get your message out to potential Japanese visitors?

Advertising on the Lake District Japan Forum website is simply the best way to reach them.

The Japanese language website Kosuichihou.com has been developed by the Japan Forum to attract and inform visitors to the Lake District. The website is well known and highly regarded in Japan for its content, covering what to see and do; places to eat and drink; places to stay; walking routes; Lake District conservation; latest news; key events - and a photo gallery. The Forum has increased site content significantly over the past four years – (see [More reasons to advertise with us](#) below) – to include details of media coverage and special events both here and in Japan.

Who are we?

The Japan Forum is made up of a group of private businesses and public sector organisations who, for over 20 years, have succeeded in attracting considerable numbers of Japanese visitors to Cumbria, the Lake District. Forum members include visitor attractions, transport providers, accredited accommodation operators and representatives from South Lakeland District Council and Cumbria Tourism. Members are supported by VisitBritain in the UK and Japan. The Japan Forum also employs an expert marketing consultancy company based in Japan to maximise public relations initiatives, marketing opportunities and trade relationships with the Japanese market. Several Japan Forum members organise delegations to Japan to promote their businesses and the Japan Forum face-to-face with the top operators and travel media to further enhance exposure for Kosuichihou.com. This work helps to maintain and enhance Cumbria's position as a top destination of choice for the Japanese consumer with key operators and agencies and also keeps Japan Forum members up-to-date with emerging trends and opportunities. **There will be a Mission to Japan in October 2016 for Steering Group members.** Associate Members are involved whenever the Forum organises special events such as tour operator receptions and familiarisation trips to the area for both media and travel trade. If you want the opportunity to participate, see the Benefits under **Option 2**, Premium Advertisement below.

Why Advertise on Kosuichihou?

Currently averaging 25,000 unique visitors per year, 75% of these being new visitors and 25% returning, the website is gathering momentum as an important advertising medium in the Japanese market with high quality traffic. Site content is continually reviewed and enhanced by limited advertising space, which means that more informed prospects are driven to your own site via the Kosuichihou.com website.

It couldn't be easier to place your business message in front of an audience that loves what the Lake District has to offer as a visitor destination. The Japan Forum offers effective, low-cost website advertising that enables advertisers to promote their businesses in various categories. Currently, these are: Places to Stay; Attractions & Activities; Food & Drink; Walking Routes.

(Please note there is an English mirror version of the website available at www.kosuichihou.co.uk which allows advertisers to view all content that is being displayed on the Japanese site).

More reasons to advertise with us:

The best content:

- Kosuichihou.com is the most comprehensive guide to the Lake District and surrounding area for the Japanese market.
- It has the best directory for tourism and leisure in Japanese, with proposals for individuals, groups and business travellers, including attractions, activities, accommodation, food & drink and things to do.
- Regularly updated news items and PR stories to appeal to both independent travellers and group tour operators.
- Seasonal calendar of key events with links to the comprehensive listing on golakes.co.uk.
- Food & Drink content with link to the Food and Drink section of golakes.co.uk.
- The Kosuichihou.com website address is promoted via an insert in copies of the Japanese version of Cumbria Tourism's Attractions Guide 2016 distributed in Japan. This guide is being used by the Japan Forum's marketing consultancy at major exhibitions and when making visits to the sales offices of tour operators and travel trade companies throughout Japan. Japanese companies are always looking for extra attractions and activities to generate bookings for their UK tours and the wide range included in Cumbria Tourism's Attractions Guide will present attractive options for inclusion. You can enhance your entry in the Attractions Guide by booking an ad on the Japan Forum website which will then offer a direct link to your own site.
- Peter Rabbit page to capitalise on the celebrations for the 150th anniversary of Beatrix Potter's birth and the continued popularity of Beatrix Potter in Japan.
- Walking Routes section to appeal to Japanese visitors.

The best investment:

- Effective: Kosuichihou.com is the quickest and most effective way to reach your target customers - 24 hours a day, 365 days a year.
- Value for money: an economical channel for your marketing message with no design costs.
- Direct: the message goes straight to the potential customer.
- Immediate: millions of people can access news, events and promotions in a matter of seconds, linking your business or event with the appeal of the Lake District to Japanese travellers.

What you get for your investment:

Option 1:

Basic Advertisement

Price: £145.00 plus VAT

Benefits:

- 30 word description, translated into Japanese and placed in the appropriate category for your business within the site.
- A photo of your business and a direct link to your own website.

Option 2:

Premium Advertisement

Price: £295 plus VAT

Benefits:

- Associate Membership of the Japan Forum .
Japan Forum Steering Group membership positions may become available from time to time and should a vacancy occur, Associate members will be asked to consider joining the Steering Group should they wish.
- 50 word description, translated into Japanese and placed in the appropriate category for your business within the site.
- A photo of your business and a direct link to your own website.
- Monthly reports from our Japanese-based consultant summarising sales activity and current market intelligence.
- The opportunity to send a fact sheet on your business to Japan for use in sales kits and inclusion in feature opportunities involving visiting Japanese media.
- Invitations to participate in special events and opportunities to participate in marketing initiatives for which there may be an additional cost. *(These may include media and travel trade fam trips to the Lake District and exhibiting at special presentations to inbound travel operators based in London. Over the last year, Associate Members have been involved in two very special events: In October 2015, the Japan Forum organised a highly successful Reception for London-based inbound tour operators at One Moorgate Place and in April 2016, Forum members hosted an action-packed fam trip to the Lake District for senior travel trade personnel, resulting in firm tour bookings.)*

PLEASE NOTE:

All advertisements are valid for one year.

Current advertisers on Kosuichihou.com need not resubmit their entry as they will receive a personalised renewal invitation each year, including the opportunity to review and amend their details.

For new advertisers, it's easy to book an entry on Kosuichihou.com:

- Complete the advert submission form online, choosing the most appropriate category for your business, at <http://www.kosuichihou.co.uk/thingstodo/submit/>
- Upload your image and reserve the ad position of your choice. You will find full details with the form.
- Download and print the booking form - the download button will appear when you have completed your advert submission - and complete this to send in with your payment.
- All advertisements will be translated into Japanese.
- Once your booking form and payment are received, your advert will go live on the Japanese site.
- Your advert will remain on the Japan Forum website for one year. An invitation to renew your advert will be sent to you in September 2017.

N.B. The Japan Forum reserves the right to decline advertisements.

To find out more log onto www.kosuichihou.co.uk or e-mail dawn@dheassociates.co.uk