

Round-table Talks / Team Europe

Expansion of Trips to Europe by Creating Demand through Strengthening Added Value

—Deployment and Expectations of Team Europe, Which Is in High Gear

Realization of sustainable growth of Europe as a destination has surfaced as a crucial issue for the expansion of the overseas travel market. To promote invigoration of the European market through collaboration with land operators, railways, and hotels including government tourism agencies and airlines, Japan Association of Travel Agents (JATA) is launching a variety of activities through Team Europe (JATA Europe Tourism Promotion Council). There are four sub-committees within Team Europe, and we talked with the chairpersons who lead the sub-committees concerning their aspirations and expectations.

—Digging Deep for Attractions in Various Themes and Dimensions

-----Please explain the goals and the content of your sub-committee.



Tetsuro Aoki

Destination development sub-committee Chairperson
Executive Officer
Division Director & General Manager
Europe, Africa, Middle East & Americas Division
East Japan Regional Headquarters
JTB World Vacations, Inc.

Aoki : In the Destination Development Sub-Committee, we aim to dig deeply for urban attractions in each country and to offer long-stay trips. From the perspective of responding to mature markets and offering trips to the baby boomer generation, we want to pursue destination development that digs deeper than before.

Tezuka : The Off-season Sub-Committee is working on discovering what sorts of themes can be used to send travelers to various cities during the off-season in Europe. Specifically, the themes we have already unveiled on our website for travel between November and

mid-March include festivals, winter scenery seen from trains, superb views that everyone wants to see once in a lifetime, islands, and art museums. For each of these five themes, we present from three to five itineraries.

—Deepening Understanding of European Countries through Seminars



**Edouard Tripkovic
Katayama**

Media Day Sub-committee Chairperson
Head of Representative Officer
Croatian National Tourist Board

Katayama : The Media Day Sub-Committee presents awards to programs and articles with outstanding content from among those that are broadcast in the media, including TV, radio, newspapers, magazines, and the Internet. The goal is to boost mutual motivation.

Dome : “Seminar” is synonymous with “education”, and the Seminars Sub-Committee aims to deepen the understanding of everyone in the travel industry. Already we have held our traveling seminar in seven cities, starting on March 25

in Naha and continuing on to Sapporo, Sendai, Nagoya, Osaka, Okayama, and Fukuoka. From the end of May, we also plan to hold seminars mainly in Tokyo, with each one covering a different theme. We hope to deepen the understanding that trips can be designed around a variety of fun themes to destinations in Europe, which features a wide diversity of charms.

—Collaboration among Sub-committees is Indispensable for Boosting Results

-----Will you also be planning collaboration among the sub-committees?



Damien Dome

Seminars sub-committee Chairperson
Director
Belgian Tourist Office
Wallonia-Brussels

Dome : To boost the results of Team Europe, I think that collaboration among the sub-committees is probably indispensable.

Katayama : Currently, some of the same members already sit on different sub-committees, but I think we might see some interesting developments if we established a venue to promote communication and collaboration among the sub-committees.

Tezuka : If the Off-season Sub-Committee got together with the

Destination Development Sub-Committee and bounced ideas off each other concerning our new discoveries for winter in Europe and urban areas in the summer, I think we may be able to promote collaborative initiatives.

—Development of Products the Market Wants through Cooperative Work

-----Please tell us about your aspirations as a sub-committee chairperson and your expectations for Team Europe.

Aoki : We would like to offer various travel ideas in keeping with the maturity of the customers. At the same time, we would like for customers to have deep interaction with the countries they visit. From now on, we need to propose travel ideas while thinking about both parties involved instead of thinking of it as one-way traffic.



Shuichi Tezuka

Off-season sub-committee Chairperson
General Manager
Overseas Travel Division
Club Tourism International Inc.

Tezuka : We really must offer more and more trips that further boost added value. Ideally, I think the industry as a whole should be responsive to customers’ new needs.

Katayama : I have great expectations of Team Europe because a wide range of members are working together as a team and are attempting to find diverse potential in various themes and dimensions.

Dome : The government tourism agencies are willing to provide unstinting cooperation to Team Europe, and so I would like for us to create together the products that the market wants.