Fan Community



Due to mass media broadcasting homogeneous information, many people shared "common social norms" and "similar values."



With the spread of social media, we've entered an era where smallscale communities with similar values exist in a dispersed manner. Enjoying art appreciation



lifestyle

Book-centered

[Lifestyle examples]

Pet-centered lifestyle



Nature-centered

lifestyle



Art creationcentered lifestyle

Work-centered lifestyle

time

Family-centered lifestyle

Ocean-centered lifestyle





People with children **Nature lovers Book lovers** People with pets Art Enthusiasts A journey free from A pet-friendly A trip enjoyable for A journey to A journey to the constraints of children experience nature trip experience art

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Development of Tourism Experience Programs Focused on Creating New Value

Lifestyle & Travel Motivations of Small Mass Communities

<Lifestyle>

•Beauty & health-conscious •Seeking relaxation Nature-oriented •Art-oriented •Family-oriented Sports-oriented

<Travel Motivations>

 Food lover •Onsen (hot spring) lover •Enjoys driving •Interested in power spots

The various resources a region possesses Natural environment

Geographical features

- Human resources & history
- •Culture & cuisine
- •Tourist attractions & local specialties etc.

New Value

X

Achieving income-generating tourism through experience programs that offer new value.

> Rather than just showcasing sightseeing courses, these tourism products act as key marketing indicators