Hokkaido, the Northern island of Japan, has been regarded as the most attractive region in Japan since 2006. Hokkaido succeeded in branding its name and increasing domestic and in-bound visitors to Hokkaido drastically. This program will equip participants with adaption capacity for regional revitalization thorough tourism promotion in discussion with various stake holders in Hokkaido.

### Objective/Outcome

<table>
<thead>
<tr>
<th>Objective</th>
<th>Target Organization / Group</th>
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<tbody>
<tr>
<td>1. Participants will learn the Hokkaido’s effort regional branding and tourism marketing in Japan and Asia countries.</td>
<td>National, Local government and related organizations in charge of regional tourism development or promotion.</td>
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<tr>
<td>2. Participants will be able to suggest best optimization measures on regional branding and tourism marketing.</td>
<td>Program director or officer of the target organization</td>
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</table>

### Outcome

1. Principle of branding and marketing strategy
2. The maturing process of Hokkaido’s regional branding, key factors of success and challenges;
3. The successes and failures experiences of regional branding in Hokkaido;
4. Optimization methodology of tourism marketing to make good use of strengths of Hokkaido’s regional brand;
5. To propose recommendations for regional economic and social vitalization through tourism development.

### Contents

1. Lectures on principle of strategy on branding and marketing;
2. Programs and implementation mechanism for success of branding in Hokkaido;
3. Case study on successes and failures experiences of regional branding in Hokkaido;
4. Programs and implementation mechanism for tourism marketing strategy;
5. Case study on successes and failures experiences of tourism marketing in Hokkaido;
6. Preparation and presentation on recommendation report for best mixture of regional branding strategy and tourism marketing.