

Proposals to Increase Australian Visitors to Kagoshima –based on a questionnaire

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1. Current situation & Issues

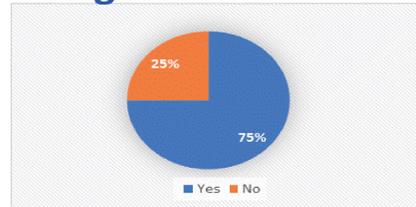
- Kagoshima City and City of Perth are **sister city** for 47 years (since 1974)
- The percentage of foreign visitors coming to Kagoshima Prefecture
 Hongkong : 29.9% Korea :23.9%
 Taiwan : 16.85%
 Australia : 1.56%

How can I get more Australians to come to Kagoshima??

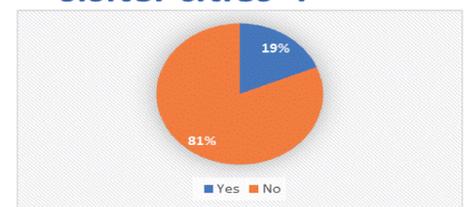
Too small !!

3-2. Results About Kagoshima

Q: Do you know "Kagoshima"?



Q: Do you know the "sister cities"?



[Kagoshima's things they know]

- Mt. Sakurajima
- Yakushima-island
- rich nature



2. Survey

- **Purpose: to increase tourists from Australia to Kagoshima?**
- **Method:** Google Forms
- **Response period :** 2 weeks
- **Target persons :** People in the City of Perth
- **Question: 40 questions**
 - Whether you like traveling abroad?
 - Do you know Kagoshima?
 - What are you interested in Kagoshima?
 - Do you know the sister city relationship between the City of Perth & Kagoshima City?

3-2. Results About Kagoshima

【Things that respondents have interested in】

1. Nature 	2. Food 
3. Hot spring 	4. Mt. Sakurajima 

3-1. Results

Respondent

- 32 people
- Men: 34.4%
- Women : 65.6%
- Age: 18~29 : 81.3%
30~39 : 12.5%
- Profession
 - University students :50%
 - Company workers :34.4%

Answers

- All of them like to travel to other countries!!
- 81.3% people want to make a plan themselves and travel alone
- More than 90% people want to travel with their best friends or family

4. Proposal ideas

- ① Create a connection between Perth City and Kagoshima City in English
- ② Create an English short version of an introductory movie of 4 topics in Kagoshima
- ③ Providing information on each part that even individuals can freely visit
 →Group by topic so that it can be assembled according to the interests of tourists.
 Ex) food, accommodation, transportation



3-2. Results About Japan

Image of Japan

【Good】

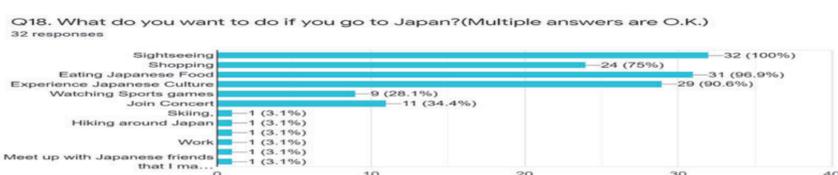
- Beautiful
- Cultures are interesting

【Bad】

- Want to live, but it is hard to work

【Things they want to do in Japan】

1. Sightseeing
2. Eating Japanese foods
3. Experience Japanese cultures
4. Shopping



5. Conclusion

- ◆ Kagoshima City  Perth City
- ◆ We should increase the visitors from Australia
 - to know them Kagoshima's charm points
 - Revitalize Kagoshima more
- ◆ Propose a plan tailored to the interests of Australians
 - Nature
 - Food
 - Hot spring
 - Mt.Sakurajima