

CARPE DEAN

Inbound Tourism Services



MEET YOUR INBOUND TOURISM EXPERTS



Samuel Dean

C.E.O. & Social
Media Expert
(10 years in Japan)



Charles Odlin

Operations & Business
Development
(24 years in Japan)



Casey Grant

Marketing &
Creative Director
(8 years in Japan)

"We optimise the operations and marketing for prefectures and towns around Japan to attract foreign visitors and benefit local communities."

Samuel Dean – C.E.O.



Consulting Services - Optimise



Media Production - Attract



Monitoring and Insights - Maintain



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Carpe Dean Japan

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Carpe Dean Consulting

CONSULTING SERVICES

Optimise

With our years of experience in Japan's tourism and outdoor industries, we evaluate the quality and relevance of local tourism products in order to deliver actionable recommendations on how to optimise infrastructure, tours and experiences.

Carpe Dean Initial Consultation

- Visiting the area and conducting an initial assessment of experiences and attractions to identify opportunities and challenges, as well as local area needs and expectations.

Tour Design and Itineraries

- Provide recommendations on logistics, the attractions that foreign visitors will enjoy the most, and pricing guidance, to develop itineraries that match inbound tourism expectations.

Operations and Infrastructure Guidelines

- Operational guidelines outlining how the area can improve the tourism assets and activities, including an evaluation of existing English language materials.

Processes and templates

- Creation of materials, including English language training manuals, technical documents and waivers that support day to day operations.

Monitor Tours for product development, asset assessment and content creation

- Monitor tours for tourism product development and assessment, as well as marketing content creation through photos and videos. Carpe Dean can organise groups of foreigners to come to and evaluate the area. Carpe Dean selects from an extensive network of foreigners in Japan from a wide range of countries and customise participants to meet client needs.

Survey Design and Implementation

- The creation of market research surveys, interviews and tourism asset assessment tools to understand the challenges for the local area and the best actions to take to improve the area's appeal to inbound tourists. This includes social media analysis through industry leading software and on the ground surveys and interviews on tourism assets through monitor tours.

Location Report

- Customised report for the area, detailing observations, issues, opportunities and implications for the area and each experience.

"Carpe Dean came to our small village and brought people with them from all countries - the community was really happy after hosting them for a night!"



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MEDIA PRODUCTION

Attract

Based on the evaluation of local tourism products, we create effective marketing strategies and tools to attract inbound tourists.

Promotional video and stock footage

- Professionally produced video for future promotions. Includes post production, editing and final versions and stock footage.

Website production and marketing

- Marketing platform and website creation including content, strategy, design and coding.

Posters, brochures and online articles

- Design and production of posters and brochures for specific attractions or areas. Creation of online articles in English.

Social Media Analysis and Marketing

- Using online social media software, a detailed report on who is talking about the area, how often the area is mentioned, and what people are saying. Based on this data, Carpe Dean can design a social media marketing strategy to raise awareness and build inbound tourism.

"Carpe Dean created an amazing video showing all the activities that we had, and then a website showing our tours and letting people contact us"



Carpe Dean Consulting

MANAGEMENT

Maintain

We are dedicated to ensuring that projects have a real and lasting impact on the community and providing ongoing marketing and operational support for continuous improvement.

Social Media Management and Updates

- Using industry leading software to monitor local area assets, perceptions and conversations online. Regular social media page updates and posts and online marketing campaigns for event promotion.

Monthly Optimise and Attract Reports

- A report on the online marketing impact from website and social media campaigns and a summary of online reviews and feedback. Updates on relevant inbound tourism trends and needs.

Follow-up Evaluations

- Visiting the local area at scheduled intervals to provide continuous feedback for improvement and to meet new emerging tourism trends.

Website Hosting and Updates

- Updates to the local area or event website with the latest content, security, and information.

"We receive easy to understand monthly reports with interesting and useful information that help us to continually improve - Carpe Dean are so easy to work with."



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