

# Efforts made by Saga Prefecture to attract tourists from Thailand

Saga Prefecture



Visitors from Thailand (Yutoku Inari Shrine)



Tourism pamphlet tailored to Thai Visitors

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<b>Situation (background, aims, etc.)</b>	In 2005, the Saga Prefecture Film Commission was established to attract tourists from South Korea and China, but since there were many local governments doing the same, it redirected its target group to Thailand where visas to Japan were gradually getting more easily attainable. The goal was to raise awareness and attract tourists.
<b>Details (project outline, etc.)</b>	After deciding on the target group, the Commission collected information on Thai movies and dramas. In 2013, they visited Thailand and worked consistently, repeatedly negotiating appointments with production companies. Based on the information obtained through advance research, they gained an appointment with a famous director and focused on proposing locations tailored to the director's needs, including locations that would reduce costs during filming. At the time of filming, Saga provided comprehensive support for filming permits and visa acquisition, and also carried out promotional initiatives from the beginning of filming.
<b>Results (features and innovations, future developments, etc.)</b>	The number of tourists staying overnight that came from Thailand to Saga increased 25 times from 2013 to 2019. People are learning to say hello in Thai and Thai has been added to shopping streets signs. There is even an increasing momentum to welcome Thai people, and this bond is deepened through events introducing Thai culture etc. within Saga Prefecture.

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