

QUID

DENTSU SOKEN HIROSHIMA TOURISM PRESS RELEASE

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WASEDA University



DENTSU SOKEN CONDUCTS TOURISM DATA-BASED PROJECT TO ATTRACT VISITORS AND PROMOTE SPENDING IN HIROSHIMA

Building on insights from inbound tourist analysis to develop strategies for domestic travelers

Dentsu Soken Inc. (Headquarters: Minato-ku, Tokyo; President: Hirohisa Iwamoto), Hiroshima Tourism Association (HIT), Waseda University, NTT Communications (NTT Com), and INTAGE Inc. have been collaborating on a research project since March 2025 in Hiroshima Prefecture to utilize data for tourism marketing.

After analyzing the behavior of inbound tourists and confirming the effectiveness of data in developing strategies to attract visitors and promote spending, the initiative will now expand in June 2025 to target domestic tourists.



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BACKGROUND

HIT has previously implemented strategies to attract visitors and promote consumption using open data. However, due to limitations in data quantity and quality, it has been challenging to understand tourist attributes, travel routes, and visit patterns—leading to difficulties in both effective strategy development and impact evaluation.

This project aims to overcome these challenges by tracking and analyzing tourist movements while simultaneously implementing and evaluating actual promotional strategies.



PROJECT OVERVIEW

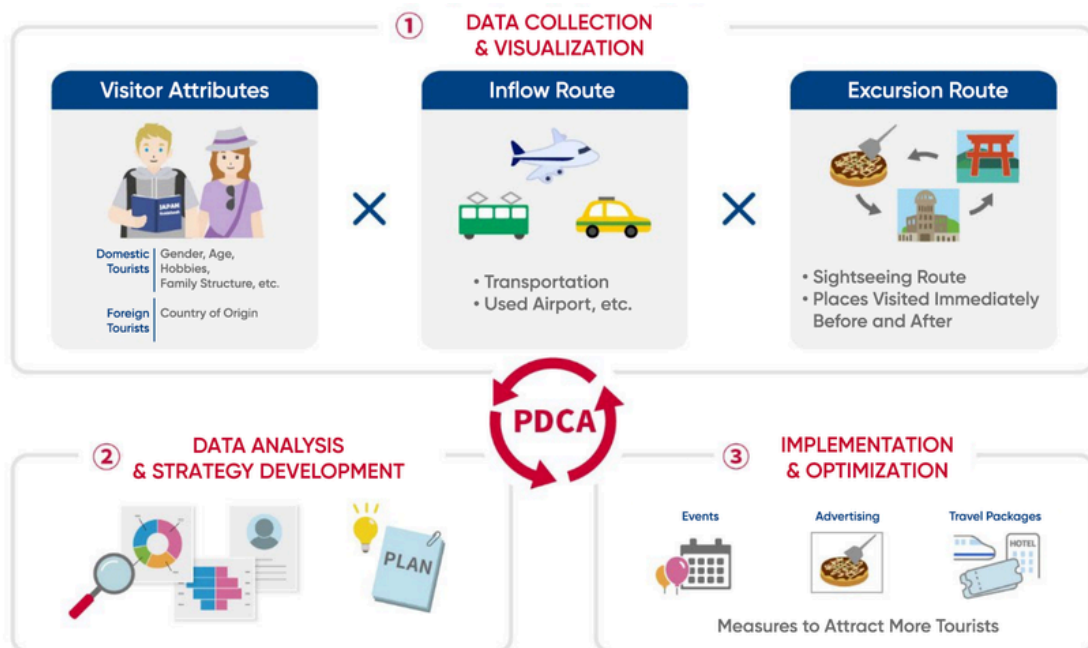
The initiative combines:

- NTT Com's mobile spatial statistics data
- Docomo's large-scale membership base data
- Dentsu Soken's consumer and market intelligence partner "QUID" for Social Networking Service (SNS) analysis...along with existing open data to visualize tourist behavior and online sentiment.

Based on this data, strategies are implemented and evaluated to improve future planning.

Project Phases:

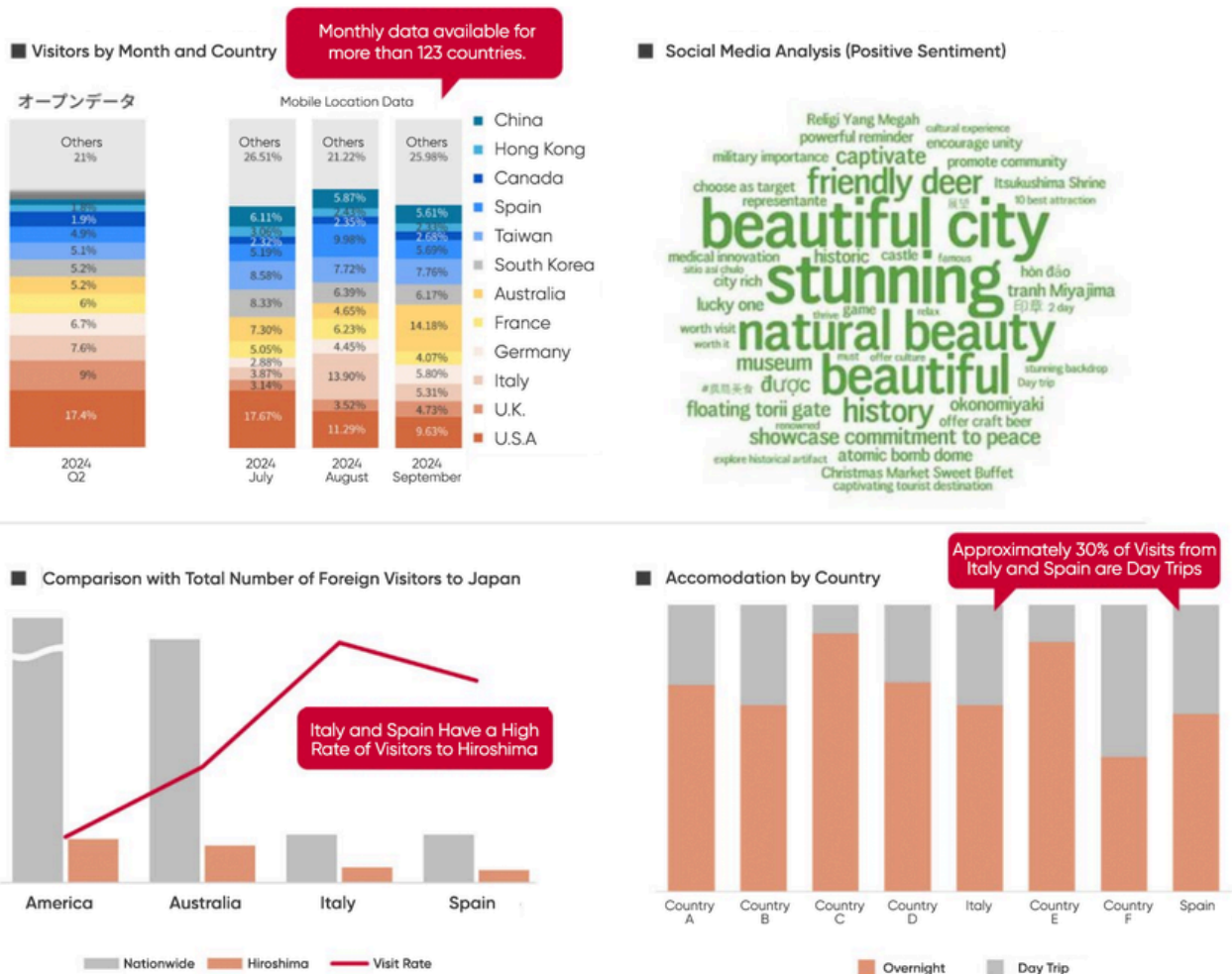
1. **Data Collection and Visualization:** Collect and visualize demographic, behavioral, and SNS data from mobile spatial statistics, Docomo data, surveys, and qualitative inputs.
2. **Data Analysis and Strategy Development:** Waseda University and INTAGE analyze causal relationships and issues using the data, and propose tourism marketing strategies.
3. **Implementation and Optimization of Strategies:** Tailored tourist recommendations (spots, routes, food, souvenirs) are delivered through digital signage, apps, and websites. Post-implementation data is analyzed to assess impact and improve strategies.



PROJECT OVERVIEW

Results from the Inbound Tourist Project:

The analysis started in March revealed detailed behavior such as the number of overnight vs. day visitors and sentiment about tourist destinations from online conversations. This clarified tourist patterns by country and month—validating data-driven planning effectiveness.



Plans for Domestic Tourist Project:

With confirmed success in inbound analysis, the initiative will expand in June to domestic travelers. It will similarly track tourist movements and implement targeted strategies, with ongoing impact analysis to continually refine and enhance effectiveness.



ROLE OF EACH ORGANIZATION

- **Dentsu Soken:** SNS analysis via QUID
- **HIT:** Identifying tourism challenges and implementing attraction strategies
- **Waseda University:** Strategy planning and effect verification
- **NTT · Dentsu Soken:** SNS analysis via QUID
- **INTAGE:** Analyzing mobility and survey data



FUTURE PLANS

The project aims to increase tourist numbers, encourage circulation and spending, and boost satisfaction in Hiroshima—ultimately revitalizing the region.

The model will also be applied beyond Hiroshima, in retail, finance, and sports fan marketing, to help solve broader societal challenges and promote regional revitalization.



ABOUT DENTSU SOKEN

Dentsu Soken Website

With the vision of "HUMANOLOGY for the future – Creating beyond with people and technology," Dentsu Soken integrates system integration, consulting, and think tank capabilities to address social issues and implement technological solutions.

Dentsu Soken promotes cross-innovation across industries and continues to create new value through the power of technology and humanity.

(Note: Formerly Dentsu ISID)

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