

Mississippi River Country (MRC)

2025-26 COOPERATIVE MARKETING EFFORTS

JAPAN

MEDIA & TRAVEL TRADE SALES MISSION

Tokyo & Osaka, Japan

October 3-10, 2025

ABOUT

- Tokyo events include sales calls with Japan's largest travel agencies, travel industry seminar/workshop & a brunch meeting with travel media
 - Media event in U.S. Pavilion at 2025 World Expo in Osaka
- *See more details on opposite side

COST

\$5,000 per participant*

\$3,000 per additional participant/state*

CALIFORNIA SALES MISSION

Los Angeles

Date TBD

ABOUT

- Meet with Japanese travel trade representatives in California
- Each dues-paying state will have their own table for one-on-one meetings
- State destination partners also able to attend (will join you at your state's table)

COST

\$1,000**

INDIA

MEDIA FAM Coming Soon

Date(s) TBD

ABOUT

Welcome travel media from India to MRC states

COST

All dues-paying MRC states will be included

States & destination partners may need to cover costs for lodging, food, etc.

ALL MARKETS

Mississippi River Country Partnership Package

ABOUT

- Dedicated e-newsletters to MRC mailing list (Japan & other markets)
- 6 social media posts/year
- Destination featured on award-winning mississippirivercountry.com website
- Distributed profile sheets
- Inclusion in story ideas, media pitches, and press releases

COST

\$3,000/first year,
\$1,500/year additionally

*Does not include travel expenses; travel packages including hotel and airfare are available by request

**Does not include hotel and airfare

Online Form: If you're interested in participating in any of these programs, please complete the online form at mississippiriver.com/co-op by **July 15, 2025**, to let us know which options you're interested in, and we will contact you with further details.

MISSISSIPPIRIVERCOUNTRY.COM/CO-OP

All prices subject to change.



Questions? Contact Lyn Pilch at lyn@mrc-usa.info or call (608) 469-4764.



MEDIA & TRAVEL TRADE SALES MISSION

Tokyo & Osaka, Japan



OCTOBER 3-10, 2025



We are excited to invite you to participate in Mississippi River Country's Media and Travel Trade Sales Mission, marking our highly anticipated return to Japan for the first time since 2019. This exclusive opportunity takes place October 3-10, 2025, and will immerse participants in key travel industry meetings and cultural engagements in both Tokyo and Osaka.

This is your chance to tap into one of the world's most dynamic tourism markets, with targeted presentations that highlight Mississippi River Country. Secure your place today and be part of an impactful mission that will elevate your brand and expand your reach in this exciting international market!

SCHEDULE OF EVENTS (TO BE FINALIZED)

THURSDAY, OCTOBER 2:

Travel to Tokyo

FRIDAY, OCTOBER 3:

Arrive in Tokyo

SATURDAY, OCTOBER 4:

MRC programming

SUNDAY, OCTOBER 5:

MRC programming, market briefing

MONDAY, OCTOBER 6:

- Airline meeting (Delta or United)
- Sales calls with mini presentations (e.g., JTB, HIS)
- Evening: Optional attendance at a SKAL International meeting, a professional organization of tourism leaders with a chapter in Tokyo

TUESDAY, OCTOBER 7:

- Morning: Sales Calls
- Afternoon: Travel Industry Seminar and Workshop (50-70 attendees)

WEDNESDAY, OCTOBER 8:

- Media Brunch for (30+ attendees)
- Afternoon: Travel to Osaka

THURSDAY, OCTOBER 9:

- Tour 2025 World Expo in Osaka
- MRC Media event

FRIDAY, OCTOBER 10:

Depart for U.S. or continue touring Osaka/Kyoto or Osaka Expo 2025



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