

**Fieldstar International** was founded in March 1994 by Mr. Osamu Hoshino, formally the Deputy Director of the Utah Office of Tourism for the State of Utah. Fieldstar's mission is to *"Develop and cultivate the Japanese tourism market for the U.S. Inter-Mountain States and to educate U.S. suppliers regarding the Japanese market."* Currently, Fieldstar International represents tourism activities for the state tourism departments of Wyoming, Colorado and South Dakota.

They use a multi-state regional marketing approach to penetrate the Japanese market. Through this approach, Fieldstar creates a synergism that capitalizes on various attractions of the region to further the marketing activities. In general, the Japanese travelers do not travel to one single state, but travel to multiple states in one particular region. This multi-state regional approach has brought great success to these states.

Wyoming and Fieldstar International have had a strong strategic partnership since July 1997. Mr. Hoshino and his team represent Wyoming by conducting FAMs with the top Japanese tour and receptive operators, conduct several Sales Missions within the U.S. and Japan each year, participate in international trade shows such as JATA, IPW and Tabi Festa, actively work with media to provide images and story content, as well as operate an office in Tokyo.

They are very well known and respected in the Japan tourism industry; known not as Fieldstar International, but as the Wyoming Office of Tourism – Japan Representative. Through many years in the travel industry, they have established strong relationships with key Japanese travel industry partners and influential tour wholesalers, operators, airlines and media representatives.

Fieldstar International is headquartered in Salt Lake City, UT and Tokyo, Japan.

View Fieldstar International's in-market website – [www.visitwyoming.jp](http://www.visitwyoming.jp)