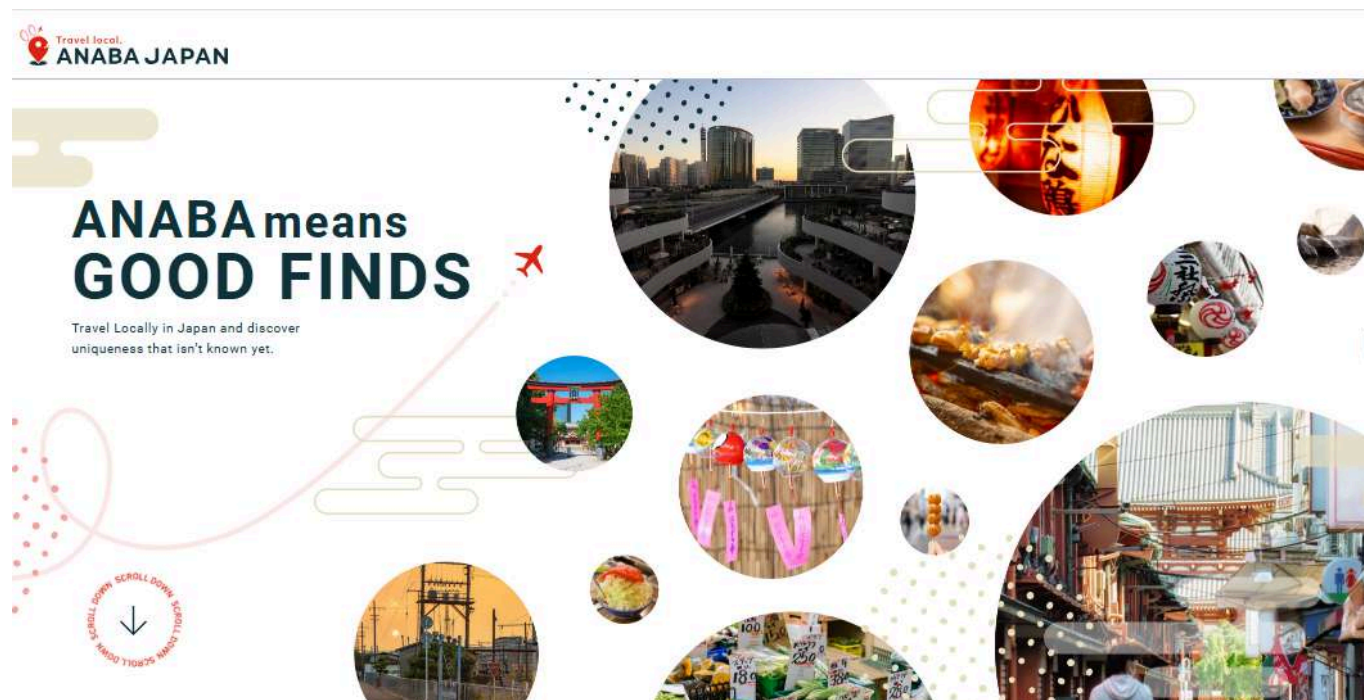


Promoting Inbound Tourism, Regional Revitalization, and Etiquette Awareness Launching “ANABA JAPAN”: A New Tourism Website for International Visitors to Japan!

SUN Co., Ltd(Head office: Minato-ku, Tokyo, President and CEO: Shumpei Nakasone, hereafter SUN) has launched a local sightseeing and etiquette information website for inbound travelers, starting from December 23 (Mon.).



With the recent increase in inbound tourists to Japan, driven by the weak yen, we are launching a new regional tourism and etiquette information website, “ANABA JAPAN,” to revitalize local tourist destinations and promote tourism etiquette in Japan.

This website will feature various information in four languages (English, Chinese, Korean, and Japanese), covering undiscovered tourist spots, culture, food, experiences, and tourism etiquette in Japan.

Particularly, we will focus on showcasing the hidden charms and unique experiences of regional areas. By promoting visits to a broader range of tourist destinations, we aim to alleviate overtourism and contribute to the revitalization of local economies. As a platform supporting sustainable tourism, we are committed to contributing to the future development of the tourism industry.



Discover Japan's "ANABA": Beloved Local Spots Worth Exploring

Japan is said to have strong potential competitiveness in inbound tourism compared to other countries. Revitalizing regional economies through tourism businesses presents a significant opportunity. In fact, on social media communities dedicated to sharing information about visiting Japan, it's common to see foreign visitors planning their trips reaching out to foreign residents in Japan for advice. They often ask for information about regional attractions to avoid overcrowded tourist hotspots affected by overtourism.

In response to this trend, ANABA JAPAN focuses on sharing regional tourism information and showcasing Japan's new and unique charms to the world in multiple languages. Through our platform, inbound travelers can avoid the crowds at well-known tourist spots and create more diverse itineraries. By highlighting places that are famous in Japan but still relatively unknown internationally as "ANABA = Good Find," we aim to contribute to the revitalization of regional tourism and offer fresh perspectives on traveling in Japan.

ANABA JAPAN: Target Audience and Background

The primary target audience of ANABA JAPAN is inbound tourists from Asia and the United States. According to data from the Japan National Tourism Organization (JNTO), from January to August 2024, the majority of foreign visitors to Japan came from Asia, with 5.8 million from South Korea, 4.5 million from China, and 4.1 million from Taiwan. Additionally, the number of visitors from the United States has steadily increased. Of particular note is that more than half of inbound tourists are in their 20s and 30s, a demographic that actively uses the Internet to gather travel information. For these young travelers, websites and social media are key sources of information.

To cater to this audience, ANABA JAPAN offers not only insights into the appeal of various destinations but also travel etiquette, presented in multiple languages—English, Chinese, Korean, and Japanese. By providing useful information, the website supports a more enjoyable and comfortable travel experience in Japan for international visitors.

Raising Awareness of Japan's Tourism Etiquette in Advance: Towards Sustainable Regional Tourism

One of the challenges brought about by the rapid growth in inbound tourism is visitor-related etiquette issues. Reports have highlighted problems such as restaurant disputes, trespassing on private property, tourists stepping onto roads for photo opportunities, and traffic disruptions. While inbound tourism has brought economic benefits to regional areas, these etiquette violations have caused friction between visitors and locals, leaving local governments and businesses struggling to respond.

At ANABA JAPAN, we don't just share tourism information - we also provide etiquette information tailored to each business. These etiquette tips, accompanied by illustrations, are published in four languages and highlight the manners visitors should follow at each tourist spot. By promoting awareness of these manners before visitors arrive in Japan, we aim to prevent potential issues and create a smoother experience for everyone. Through this initiative, we strive to contribute to a "sustainable regional tourism business" where inbound businesses, local governments, and residents can warmly welcome visitors from around the world.

The Vision for ANABA JAPAN

1. Addressing overtourism
2. Regional revitalization through tourism
3. Promoting tourism etiquette before arrival

Tackling Inbound Tourism Challenges as an IT Company

We specialize in system integration as our core business, while also leveraging IT to drive innovation across various industries. As part of our commitment, we operate initiatives to support foreign residents in Japan. These include developing proprietary services like app-based learning materials and online education platforms to promote the digitalization of Japanese language education. We also continue to support the utilization of foreign talent and provide assistance to children with foreign roots who need help learning Japanese.

In recent years, as Japan experiences a prolonged trend of yen depreciation, issues like overtourism and conflicts involving foreign tourists have frequently made headlines. As an IT company, we have been considering how we can contribute to resolving these challenges. To that end, we have launched the multilingual information platform "ANABA JAPAN", a website designed to address these issues and promote smoother interactions between tourists and local communities.

■Partners (In alphabetical order)

BON COFFRET, Fratello di Mikuni, GLITCH COFFEE NAGOYA, Hakuba Iwatake Mountain Resort, Hakuba Tsugaike Mountain Resort, Happy Deers, Hijikawa Arashi Observation Park, Historic Site Sado Gold Mine, Hotel Sakura Ureshino, KAMIKAWA KITCHEN, Kamikawa Taisetsu Brewery (Ryokkyugura/Hekiungura), Kokura Castle, Komoro Kaikoen Castle Ruins Park, Kumamoto Castle Inari Shrine, Lamp Light Books Hotel Nagoya, Miyoshi city Tourism Association, Nogata Ganda Bikkuriichi, Old Mitsui Family Shimogamo Villa, Onitco, Regional Cuisine Ayanosato, Rinzai Sect Mount Macho Kokutaiji Temple, Ryofuso, Sanlaiva Ski Resort, Senbutsu Limestone Cave, Shodoshima Tourism Association, Tateyama Kurobe Alpine Route, Tokamachi city Tourism Association, Traditional Handicrafts Village Yunokuni no Mori, Tsuruma Park, UAN Kanazawa, Udo Shrine, Water Station View Fukushima, Yunokuni Tensyo

PRESS RELEASE

報道関係者各位



■About SUN Co., Ltd

<https://www.sun21.co.jp/>

We are an IT company that operates a system integration business and a foreign resident support business under the corporate philosophy “To become a globally-renowned company based on our mission ‘connect people with people.’” We actively hire globally, and by connecting people, we create new value and deliver innovation to the world.