

## PRESS RELEASE



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Japan Travel K.K.

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### JapanTravel.com Surpasses 10,000 Members

*Japan's largest multi-language travel website, publishing over 500 new articles per month*

JapanTravel.com surpassed **10,000 members** in June 2016, thanks to a unique rewards-based content model encouraging thousands of users worldwide to share their expertise and tips on traveling in Japan. The site's reviews and guides range from exploring the tea houses of Kyoto, to getting a tattoo in Tokyo, and puts a special emphasis on showcasing hidden gems off the main tourist routes, thanks to the geographically diversity of members traveling to and reporting on Japan's unique, rural destinations.



With over 50 Regional Partners in Prefectures across Japan, JapanTravel.com is the largest community-driven website in the country. The rewards-based system incentivizes members to frequently visit and interact with the site. JapanTravel.com also hosts the largest photojournalism program in Japan with thousands of applications a year and over 50 qualified journalists selected each year to visit Japan and create content for one to two months.

JapanTravel.com contains over **23,000 articles** and **125,000 photos** and is now available in thirteen languages attracting users from all over the world. Page views regularly exceed five million per month and the website is approaching **one million unique users per month**, over 80% of which are based overseas and interested in traveling to Japan.

The CEO of JapanTravel.com, Terrie Lloyd, believes the website's exponential growth will continue for at least the next four years, thanks to an early headstart and the upcoming 2019 Rugby World Cup and 2020 Tokyo Olympics.

"Timing is everything in the travel sector, and the expectation is that JapanTravel.com will continue to grow alongside the natural rise in tourists coming to Japan. A record 19.73 million travelers visited the country in 2015, far exceeding the government's expectations. As Japan tourism continues to grow, we plan on growing right along with it," Lloyd said.

JapanTravel.com is available in English, Japanese, Chinese (Traditional and Simplified), Korean, Thai, Indonesian, Russian, Vietnamese, Spanish, Portuguese, Arabic and French. Thanks to multiple languages, JapanTravel.com is now a leading Japan inbound travel site in users and traffic and clearly the largest in terms of total articles and fresh, daily content.



## Company Information

The JapanTravel.com website concept started in 2011 as a community platform with the goal of spreading Japan's unique destination information worldwide and rebuilding Japan's tourism efforts, following the impact of the Great East Japan Earthquake in March of 2011.

In December of 2013 the URL JapanTravel.com was purchased, JapanTravel K.K. was established, and the platform was developed into a full-fledged community and booking destination. Today Japan Travel K.K. is a licensed travel agency and a comprehensive media and consulting business with extensive expertise and diversity. The Roppongi Headquarters employs staff from over ten countries and Prefecture based Partners extend influence across Japan. Combined with global shared and home offices worldwide JapanTravel K.K. maintains the highest level of international reach and capability.

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