

KADOKAWA, JAL, HONG KONG KADOKAWA and JAL Satellite Travel to Launch Collaborative Project involving Anime Tourism Sales and Promotional Programs for Visitors from Hong Kong



JAPAN AIRLINES

香港角川



KADOKAWA CORPORATION, Japan Airlines Co., Ltd., KADOKAWA HONG KONG LIMITED and JAL Satellite Travel Co., Ltd. have agreed to jointly sell travel products related to Japanese cartoons or animation for visitors to Japan from Hong Kong, as a means to promote Anime Tourism. Taking this as an impetus, the four companies have also agreed that HONG KONG KADOKAWA and Satellite Travel will work with Japanese local municipalities to offer joint promotions/tour programs to promote travel to Japan.

The number of visitors from Hong Kong to Japan reached a record high of 2.2 million in 2018, which is almost 30% of the population for the region. The percentage of those who have visited Japan more than ten times is more than 20%, clearly displaying a high level of popularity and repeat rate. Under these circumstances, HONG KONG KADOKAWA and Satellite Travel will provide travel products that specialize in anime tourism to offer an extensive experience during their stay in Japan. Through this project, HONG KONG KADOKAWA and Satellite Travel will provide an on-going promotional cycle that comprehensively organizes trips for visitor, while aiming to revitalize the regional economy and increase the number of foreigners visiting local areas in Japan.

Outline of Collaboration

(1) Sales of Travel Products Specializing in Anime Tourism

Satellite Travel will promote the following programs at HONG KONG KADOKAWA booth C3 AFA Hong Kong 2019 - an exhibition due to take place in Hong Kong from February 22-

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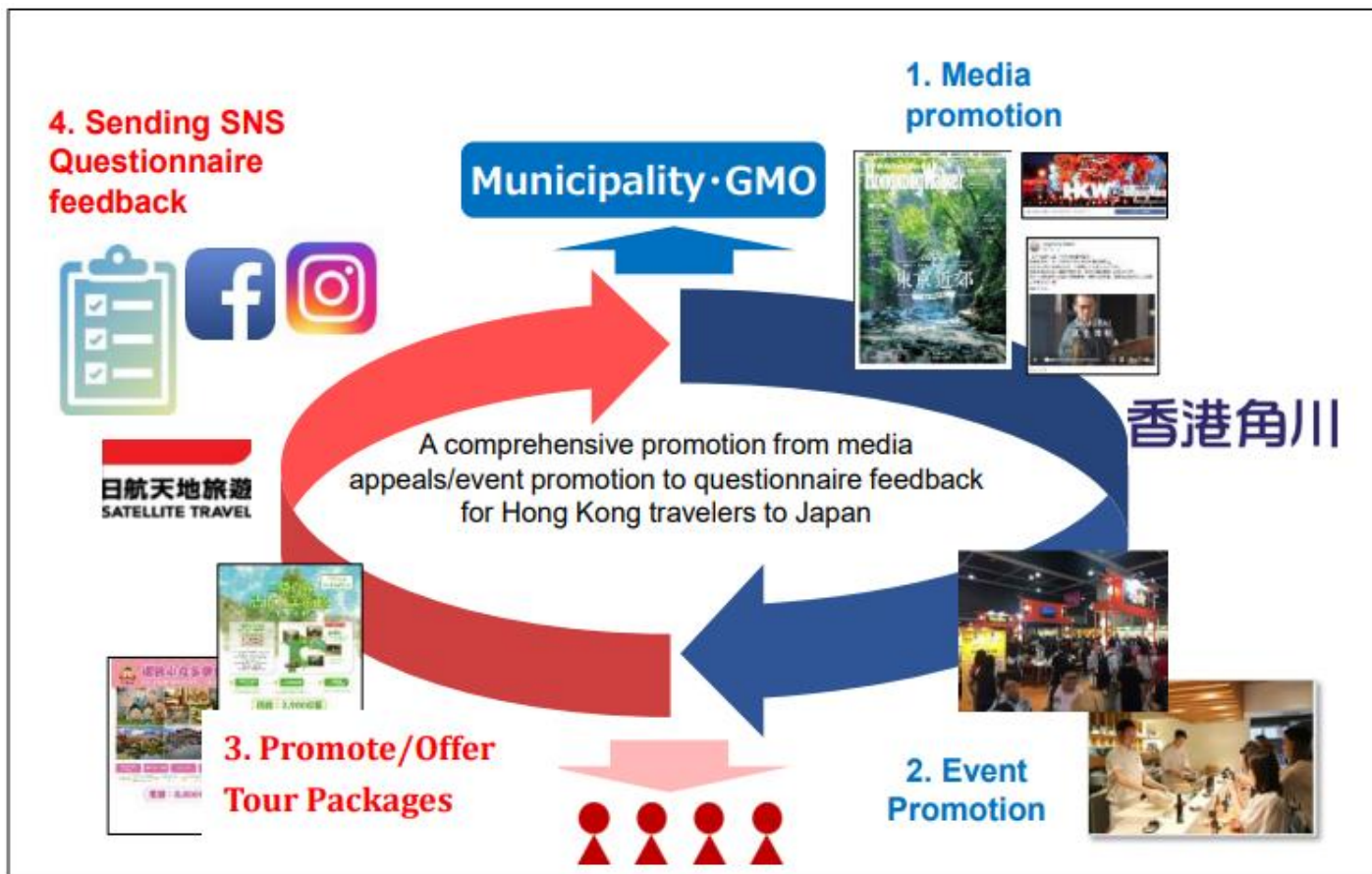
- Hot spring bus tour featuring the popular voice actor, Toru Furuya
- Studio Ghibli Museum Tour & Inogashira Park - walking tour
- Fujiko F. Fujio Museum Tour (Reservation Required)
- Transportation to Fujiko F. Fujio Museum (museum ticket included) & Tokyo sightseeing (free time)
- Tokyo sightseeing 8 Hour Plan (free time & Fujiko F. Fujio Museum ticket)
- Transportation to Sanrio Puroland (pass is included) & Tokyo sightseeing (free time)
- Fujiko F. Fujio Museum & Sanrio Puroland 4 Hour Plan

(2) Implementation of Collaborative Promotion - Visit Japan Programs

Promote visits to Japan with Japanese local municipalities in Hong Kong

<Examples of Media Sources Involving Joint Promotions>

- Magazine "Hong Kong Walker"
- Facebook "Hong Kong Walker" (articles and videos posted)
- Promotional events in Hong Kong
- Campaigns in restaurants
- Fam Trip tours for influencers, such as bloggers
- Discounted tours for Hong Kong residents
- Questionnaires on monitoring tours and sharing on SNS
- Proposals of customized promotion plans



Monitor Tours

① Notification of monitor tours in Hong Kong Walker's feature articles and Facebook page



Through offering a discounted monitor tour, request participants for their cooperation in sending SNS and filling our questionnaires.



SNS・Questionnaire
Utilizing Photographs and movies

② Looking for participants in venue limited monitor tours at promotion event venues in Hong Kong.



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| Company Name | KADOKAWA CORPORATION |
| URL | https://www.kadokawa.co.jp |
| Head Office | 2-13-3 Fujimi, Chiyoda-ku, Tokyo 102-8177 JAPAN |
| Representative | Representative Director and President, Masaki Matsubara |
| Date of Establishment | 2-Apr-54 |
| Capital and Paid-in capital | 29,210 million yen |

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| Company Name | Japan Airlines Co., Ltd. |
| URL | http://www.jal.co.jp |
| Head Office | Nomura Real Estate Bldg., 2-4-11 Higashi-Shinagawa, Shinagawa-ku, Tokyo |
| Representative | Representative Director, Executive President, Yuji Akasaka |
| Date of Establishment | 1-Aug-51 |
| Capital and Paid-in capital | 355,845 million yen |

Company Name **KADOKAWA HONGKONG LIMITED**

URL <http://www.kadokawa.com.hk>

Address Unit 1701-02A, 17/F, Tower 2, Metroplaza, 223 Hing Fong Road, Kwai Chung, N.T., Hong Kong.

Representative President, Taketo Iwasaki

Date of Establishment 22-Apr-07

Capital HKD40,500,000

Company Name **JAL Satellite Travel Co., Ltd.**

URL <http://www.jalselect.com.hk/main/>

Address Unit 1306, 13/F., Wing On Kowloon Centre, 345 Nathan Road, Kowloon, Hong Kong

Representative President, Representative Director, Nobuhiro Fujita

Date of Establishment Aug-79

Capital HKD750,000
