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Luxurique and Dentsu Live to elevate tourism resources for inbound visitors to Japan

By TTGmice (<https://www.ttgmice.com/author/ttgmice/>) / Posted on 1 May, 2024 9:26

Luxurique, a hospitality and event management company, and Dentsu Live, a major player in event space development, have announced a strategic partnership aimed at addressing the burgeoning needs of Japan's inbound tourism market.

This collaboration, named "INBOUND CREATIVE SOLUTION," is poised to contribute to the government's target of attracting 60 million inbound travellers and achieving 15 trillion yen (US\$95.7 billion) in inbound tourism spending by 2030.



A screenshot of the Luxurique website

The key objectives of the INBOUND CREATIVE SOLUTION project include consulting services to curate luxury experiences, including conferences and events in the business events domain; as well as the creation of packages that combine entertainment, dining, merchandise, and more to invigorate the night-time economy in urban areas.

Unique venues and specialised services to craft tailor-made experiences, and the collaboration with local communities to develop and promote tourism resources in rural areas are also objectives.

The initiative comes at a time when Japan is experiencing a significant resurgence in inbound travel. In 2023 alone, Japan welcomed 25 million inbound travellers, with expenditures amounting to 5,292.3 billion yen, as reported by the Japan Tourism Agency under the Ministry of Land, Infrastructure, Transport and Tourism.

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