



# EXCLUSIVITY UNLOCKED: JAPAN'S PREMIER MICE EVENTS OPEN THEIR DOORS

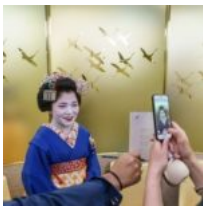
Posted by Chisa Boonmee | Apr 24, 2023 | Mice | 0 🗨️ | ★★★★★



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Luxurique, Japan's leading curator of bespoke itineraries and events for international FIT and MICE travellers, has seen an influx of MICE bookings in 2023 that prioritises meaningful networking opportunities.

The global rise of hybrid and remote events has raised the stakes for in-person events which must now function as effective team-building tools, utilising cultural experiences as opportunities to bond and connect. Luxurique has seen a significant increase in corporate clients downscaling the numbers of MICE delegates but increasing their budgets for smaller, intimate events built around exceptionally high-quality content.

Commenting on the trend, Naomi Mano, President and CEO of Luxurique and President of the Japan MICE Association said "Real connections aren't made in the boardroom, they are made over shared experiences and memorable moments. Our MICE clients are looking for something special that makes travelling and getting together worthwhile. The most memorable component of events has never been the conferences. It's invariably the team-

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building elements, activities and networking opportunities that prompt decision makers to choose a supplier, not conference facilities.”

In response, Luxurique offers a diverse range of once-in-a-lifetime activities designed to build camaraderie. “We do a version of the TV show, The Amazing Race,” says Mano. “We organise competing teams to race to clear checkpoints across the host city by following clues and completing tasks. The event is tailored according to themes as well as the corporate profile, business objective, brand or corporate look & feel. It’s a team-building experience that exposes attendees to the local area and its culture, so it really ticks all the boxes.”

Other elements that these boutique MICE events can feature are equally interactive. Luxurique crafts experiences that participants couldn’t have elsewhere, whether it’s meeting a geisha, learning to make sushi with one of Japan’s top chefs, training and eating with sumo wrestlers or taking part in a traditional tea ceremony.

In 2023, clients are more strategic about when they opt for an in-person MICE event and have high expectations for the value they must bring. Luxurique’s unrivalled access to Japan’s most extraordinary venues, performers, artisans, academics, chefs and sports people, as well as its ability to plan and execute exclusive cultural experiences, has seen it become a top pick for luxury brands and corporations planning MICE events in Japan in 2023.

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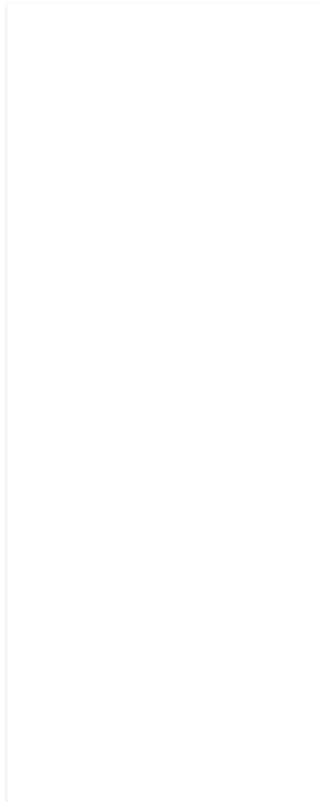
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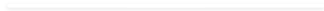
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