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AllAbout
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Press Release

May 10, 2013

All About Inc.

Japan Partnership Inc.

All About Inc. and Japan Partnership Inc. Collaborate on JapanTourist.jp -- A Major Information Site for Visitors to Japan

~Non-Japanese Experts Share Japan Travel Information in Four Languages~

All About Inc. (Location: Shibuya-ku, Tokyo; President and Representative Director: Tetsuya Ebata), operator of information website *AllAbout.co.jp*, and Japan Partnership Inc. (Location: Minato-ku, Tokyo; Representative: Frank Kasala), publisher of the free English magazine *Metropolis*, have teamed up to provide a major community website on tourism information about Japan. The site, *JapanTourist.jp*, is available in multiple languages, and the partners will collaborate across a number of areas to help increase tourism to Japan.

■ URL: <http://www.JapanTourist.jp>

Since November 2011, All About Inc. has operated the Chinese tourism information site 阿邦 (abang) .com, collaborating with Chinese tourism sites such as *Ctrip* 携程旅行网 and *Lymama* 驴妈妈旅游网, ranked number 1 and number 5 respectively. As a result, All About has developed an extensive network of expert Chinese writers in Japan able to produce articles promoting Japanese tourism to Chinese consumers. Japan Partnership Inc., publisher of Tokyo-based free magazine *Metropolis*, has been running the *JapanTourist.jp* web portal promoting Japanese tourism in English to non-Japanese since November 2011, following the Great East Japan Earthquake of that year. The site features 3,732 articles and 24,167 photos created by native English speakers who are also experts in Japanese culture. As Japan's largest community-based inbound travel site for non-Japanese, *JapanTourist.jp* now has more than 1,000 contributors and 33 editors/business developers, known as "Regional Partners". *JapanTourist.jp*'s unique business model allows it to give a deep non-Japanese perspective into lesser-known tourist spots all over Japan.

*From chinaz.com (<http://top.chinaz.com/list.aspx?t=279>)

As the the number of tourists from China, Hong Kong, Taiwan, and South East Asia is expected to increase substantially in coming years, the two companies have mutually agreed to partner and work with local governments to create marketing strategies to target foreign consumers – in their own languages and in their own countries. Currently, *Japantourist.jp* carries stories in English, Japanese, simplified Chinese, and traditional Chinese, and by June 2013, the number of articles is expected to increase to more than 5,000 with the addition of Korean. The two partners will participate in joint planning, marketing, sales, project management, and the creation and management of campaigns on social networking sites (Facebook, Twitter, etc). The main target for these services will be municipal governments and corporations.

With this partnership, All About Inc. aims to extend its customer reach beyond its current Japanese audience, starting with visitors to Japan. The partnership will also strengthen its network of experts. For Japan Partnership Inc, the partnership offers a stronger platform for its non-Japanese perspective on Japan, and the chance to have the site become the nation's Number One in all measures for information on Japanese tourism.

■ **About All About:** <http://allabout.co.jp/>

With major shareholders such as Dai Nippon Printing Co. Ltd. and Recruit Holdings Co. Ltd., All About Inc. is best known for its *AllAbout.co.jp* website, which features expert knowledge and experience on approximately 1,200 topics. Since its inception on February 15th, 2001, the site has increased its user base to an estimated 29 million monthly visitors (January 2013, includes mobile devices). *All About* understands communities, as site-wide advice and editing comes not only from in-house experts but also knowledgeable visitors, adding to its user-friendliness and user satisfaction.

■ **About JapanTourist.jp :** <http://JapanTourist.jp.jp/>

The *JapanTourist.jp* website was created by Japan Partnership Inc. (publisher of *Metropolis*, the number one English magazine in Japan), and is now run in association with AllAbout Inc. With multiple languages in addition to English, the site aims to be the largest domestic tourist database for foreign visitors, featuring appealing content and the leading-edge software developed by Metroworks Inc. By providing tourist information on Japan to people from around the world, the mission of *JapanTourist.jp* is to contribute to the recovery of the Japanese economy. Terrie Lloyd, founder of *JapanTourist.jp* and previously a member of The Japan Tourism Agency's Advisory Committee on the Universal Appeal of Japan Project (Chair: Yukio Nishimura, Vice-Chancellor Tokyo University), developed this portal site's new business model as a means of creating a radical departure from the usual marketing used to promote Japan to the rest of the world

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Reference : Sample Image from JapanTourist.jp

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Join the discussion

<p> 5 stars</p> <p>Island Camping in Zamami, Okinawa</p> <p>@Michael Flemming</p> <p>About a dozen co-workers from my office went dining on Zamami Island yesterday. Sadly I couldn't make it due to work commitments. Thank you for showing some of what I missed.</p> <p> Okinawa 5 hours ago</p>	<p> 5 stars</p> <p>Ashikaga Flower Park in May - Part 1</p> <p>@trnk</p> <p>Thank you, Tristan. It's a truly magical piece.</p> <p> Tochigi 12 hours ago</p>	<p> 5 stars</p> <p>Wisteria at Kawachi Fujien</p> <p>@Mandy</p> <p>Beautiful shots, Amber! I kept meaning to make the trip up there from Kumamoto but the season has passed me by. Next year!</p> <p> Fukuoka 16 hours ago</p>	<p> 5 stars</p> <p>Ashikaga Flower Park in May - Part 2</p> <p>@Tristan Scholze</p> <p>Beautiful!</p> <p> Tochigi yesterday</p>
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JapanTourist

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About Us

JapanTourist is run by *Japan Partnership, Inc.* in association with *AllAbout Japan*.

JapanTourist is the largest web database of English-language travel articles about Japan, and currently is Japan's only travel site to use a fully enabled English-language user reviews engine.




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