



PRESS RELEASE

JapanTravel.com

May 23, 2014
Japan Travel K.K.

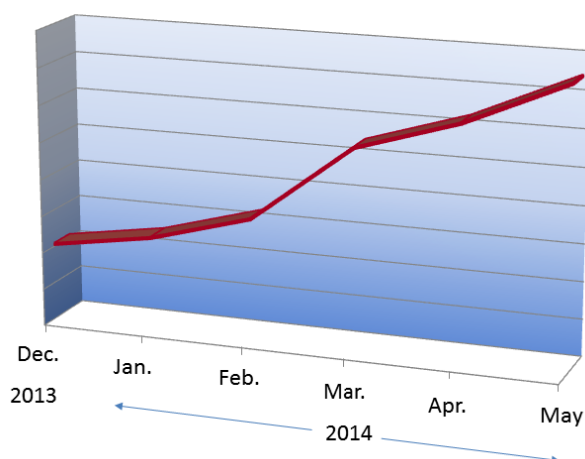
FOR IMMEDIATE RELEASE

JapanTravel.com Surpasses 10,000 Articles Written by Travelers for Travelers *Japan's largest multi-language travel website; Over 800 new articles/month*

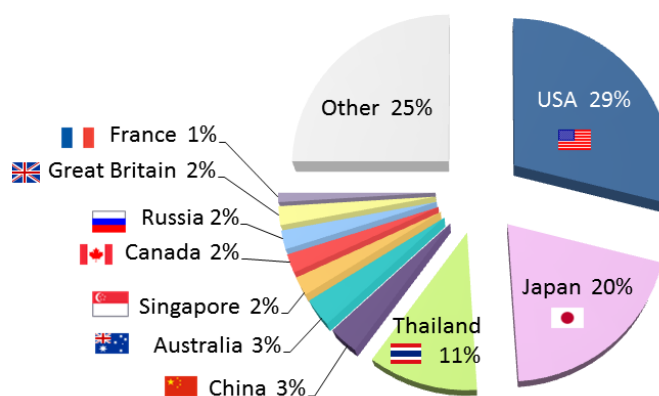
JapanTravel.com has surpassed 10,000 articles and 60,000 photos in May, thanks to a unique crowdsourced content model and thousands of worldwide users sharing their expertise and tips on traveling in Japan.

With over 3,000 local experts, travelers and Japan enthusiasts, and over 30 Regional Partners, JapanTravel.com is now the largest user-generated website about traveling in Japan. The site has reviews and information about everything ranging from exploring the tea houses of Kyoto to getting a tattoo in Tokyo. The site's page views have more than tripled since December 2013 and continue to grow rapidly.

The number of page views for the website



The top 10 countries for traffic



The CEO of JapanTravel.com, Terrie Lloyd, believes the website's exponential growth will continue for at least the next six years, thanks to good timing with the 2020 Tokyo Olympics, a recent massive turn-around in Japan's tourism industry, and the site's focus on publishing in the native languages of emerging travel markets.

"We started JapanTravel.com because we wanted to show people how, despite the March 11 tragedy, Japan is still an incredibly rewarding travel destination," he said. "From the food to the scenery, travelers are starting to wake up to the fact that Japan is a treat for all of the senses."

"What we didn't count on, though, is the huge increase in interest by people from Southeast Asia, as the Japanese authorities have relaxed travel restrictions for that region," Lloyd said. "We are now setting up Japan-fan communities and supporting corporate alliances, such as Thai Airlines, throughout Asia, and these communities are feeding back into our main site."

The multi-language site is available in English, Japanese, Chinese (Traditional and Simplified), Korean, Thai and French. All About, Inc., a partner of JapanTravel.com, supplies management and personnel for the Chinese and Korean versions of the website, and Digivistar, a Thai company, for the Thai version. In addition, there are plans to expand to other languages, starting with Indonesian and Malay later this year. Thanks to its multiple languages, JapanTravel.com is now the second-largest Japan inbound travel site in terms of page views and the largest in terms of total articles and fresh, daily content.

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. According to The Japan Times, a record 11 million travelers visited the country in 2013, and the government hopes to increase that figure to 20 million by the time Tokyo hosts the summer Olympics in 2020.

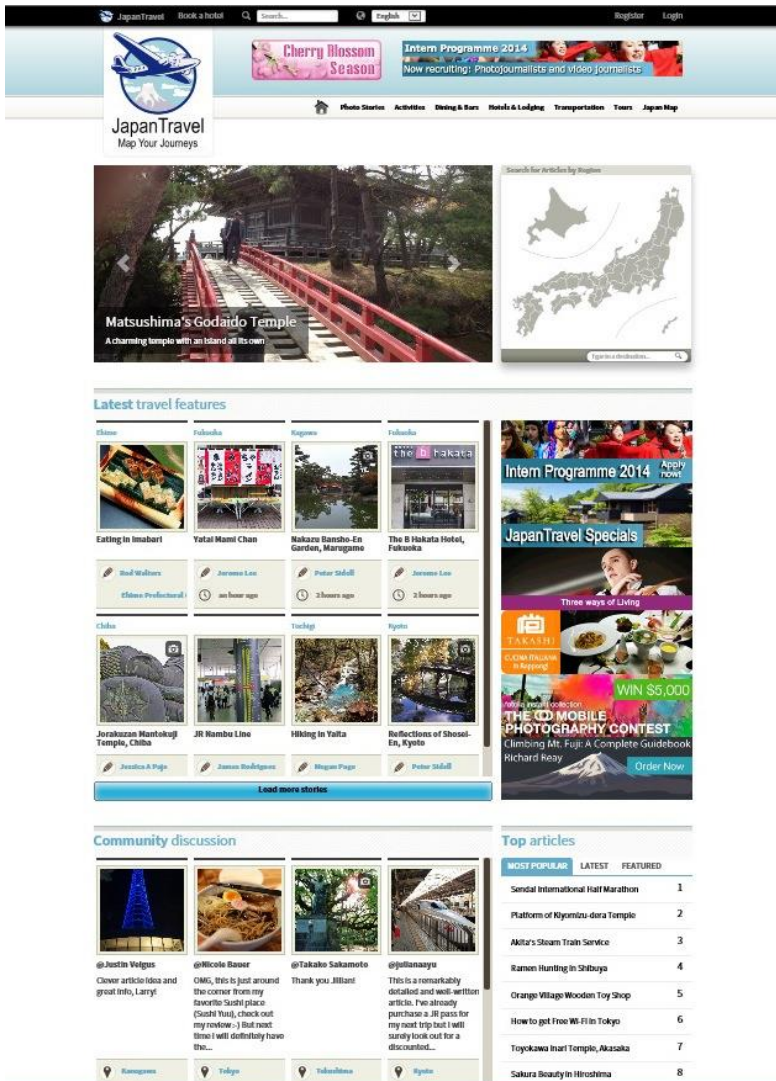
"As Japan tourism continues to grow, we plan on growing right along with it," Lloyd said.

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● **JapanTravel.com** **URL : www.japantravel.com**

Founded as a website by Terrie Lloyd in November 2011 which grew into an independent company in December 2013, JapanTravel.com is the largest user-generated website about traveling in Japan. With more than 10,000 articles and 60,000 photos, visitors can explore the sights and sounds of the country as they plan their trip abroad to Japan. Articles include reviews and recommendations along with essential information such as business hours, admission prices and transportation schedules. In return for their articles and photos, writers receive points which can be redeemed for rewards ranging from kitchen supplies to hotel vouchers. Go to www.japantravel.com for more information.

• Screenshot of the home page of JapanTravel.com



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