

# Capturing Growing Interest in Asia from English-Speaking Markets through Distinctive Travel Experiences in Japan

## Company overview



<b>Company name</b>	Inside Travel Group Limited (Japan Branch; service brand in Japan: InsideJapan Tours)
<b>Parent company</b>	Inside Travel Group Ltd. (United Kingdom)
<b>Timing and location of entry</b>	2006, Nagoya, Aichi Prefecture
<b>Manner of entry</b>	Operations base
<b>Other facilities in Japan</b>	None
<b>Primary business activities</b>	The travel company primarily provides individual travel and group tours to Japan. Its strength lies in offering travel planning and on-the-ground support services, including transportation and accommodations, for customers from English-speaking markets, enabling them to experience unique aspects of Japan beyond the most famous tourist destinations.
<b>Company strengths</b>	



## Background and objectives for market entry

2006

- In 2000, InsideJapan Tours Limited (now Inside Travel Group Ltd.), a travel company specializing in Japan, was established in the United Kingdom.
- Initially, arrangements for travelers visiting Japan were outsourced to external parties, including individuals (such as the current Japan branch manager) and other businesses. However, as interest in travel to Japan grew, the growing need to handle these arrangements in-house led the company to consider establishing a Japan branch.
- Nagoya was selected for the Japan branch due to its convenient access to the two major tourist destinations of Tokyo and Kyoto, favorable office rental conditions, and the founder's previous work experience in the Greater Nagoya region.

## Results after entry

2016

- Over the 20 years since establishing the Japan branch, the number of employees has grown from 3 (2006) to 85 (2026). The company has continued to grow after overcoming the COVID-19 pandemic, expanding its customer base beyond the United Kingdom to other English-speaking markets.
- The number of travelers handled by the company visiting Aichi Prefecture has increased by 65% year-on-year.
- Since 2013, the company has also begun offering travel products to destinations across Asia outside Japan. Its coverage now extends across Southeast Asia, India, South Korea, and other parts of Asia.

## Contributions to Greater Nagoya region

2025

- The company exchanges information with municipalities in the Greater Nagoya region, for example the city of Inuyama in Aichi Prefecture, and helps promote the region's appeal through tourism by planning and proposing travel experiences that allow visitors to experience the area's unique attractions.
- The Japan branch has established a Sustainability Team that actively addresses overtourism. In particular, it actively promotes the appeal of the five prefectures of Aichi, Aomori, Toyama, Yamaguchi, and Nagasaki to encourage tourism to a wider range of destinations beyond Tokyo and Kyoto.

## Future outlook

Future

- Travel packages to other parts of Asia are increasing, and the company is considering having the Japan branch handle related operational work in the future.
- By placing sustainability at the core of its business model, it aims to contribute to local communities through inbound tourism from overseas.