



DENTSU LIVE INC.  
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<https://www.dentsulive.co.jp>

## NEWS RELEASE

April 24, 2024  
Dentsu Live Inc.

### **Dentsu Live Inc. and Luxurique Inc. Launch a Joint Project Team to Address the Needs of the Inbound Market "INBOUND CREATIVE SOLUTION"**

Dentsu Live Inc. (Head office: Chuo-ku, Tokyo; President: Masahiko Takagi; hereinafter "Dentsu Live") and Luxurique Inc. (Head office: Minato-ku, Tokyo; President: Naomi Mano; hereinafter "Luxurique") have launched the project team. "INBOUND CREATIVE SOLUTION" to address the needs of the growing inbound market.

Since April 2023, when border measures for COVID-19 were lifted, the number of inbound travellers to Japan rapidly recovered, with 25.07 million inbound travellers and 5,292.3 billion yen\*<sup>1</sup> in inbound travel expenditures in 2023.

The new National Tourism Promotion Basic Plan, approved by the government on March 31, 2023, set a goal of 60 million inbound travellers and 15 trillion yen\*<sup>2</sup> in inbound tourism spending for 2030. To achieve these high targets, there is a pressing need to secure specialised personnel for inbound travel and MICE\*<sup>3</sup> for global companies and to develop and expand on experience content.

Luxurique and Dentsu Live's INBOUND CREATIVE SOLUTION was established to proactively respond to these needs and challenges, and to provide services and solutions.

Combining the planning and proposal capabilities of the luxury industry with the advanced, high-quality planning, staging, and execution capabilities of Dentsu Live, one of Japan's largest companies specialising in event space development, makes it possible to provide a one-stop solution for the diverse needs of the luxury inbound market.

#### **“INBOUND CREATIVE SOLUTIONS” Planned Activities:**

- (1) Propose luxury content planning, as well as implementation and operation services.
  - High-quality consulting services by dedicated staff with rich experience in the luxury travel business
  - Propose and implement high-quality conferences and events in the MICE domain
- (2) Develop experience content in metropolitan areas
  - Develop complex services that package entertainment, food and beverage, and merchandise sales, etc., to revitalise the nighttime economy.
- (3) Provide highly customisable experiences
  - Promote tourism DX for inbound travellers to ensure broader access (e.g., invest in the development of multilingual software).
- (4) Consulting for the creation of inbound tourism destinations in rural areas
  - Collaborate with regional development and community-building activities
  - Support the development and revitalisation of tourism resources that lie dormant throughout Japan
  - Support the development of infrastructure (lodging, food & beverage, communications, transportation, and signage) across Japan.

Representative messages from both companies are as follows. [ A1] [A2] [A3]

“Dentsu Live's expertise in producing content and events throughout Japan will enable us to respond to the ever-expanding demands of our international clients without fail” Naomi Mano, CEO & President of Luxurique

“We will expand our business by maximising our event production capabilities to meet the demands of our newest international clients who flock to Luxurique. We are confident that this will contribute to the realisation of Japan's Tourism Nation Plan.”

Masahiko Takagi, President and CEO, Dentsu Live Inc.

Through this project, we will strive to create and provide high-quality "Japan" experiences for foreign visitors during their stay, contribute to the development of closer cultural and economic exchange between Japan and other countries, and move closer to the government's vision of the future of tourism.

**Luxurique Inc.**

A leading company providing inbound travel for high value-added travellers, MICE for global companies, hospitality consulting, and special experience planning and operation.

Company name: Luxurique Inc.

Representative: Naomi Mano, President & CEO

Location: 5-9-19-301 Minami-Azabu, Minato-ku, Tokyo

Founded: June 16, 2014

URL <https://www.luxurique.com>

**Dentsu Live Inc.**

Dentsu Live Inc. creates real experience value centred on events and spaces that serve as a base for enhancing the value of brands and deepening engagement with consumers in corporate communication activities. By consolidating specialised human resources and know-how, the company provides sophisticated one-stop production services ranging from planning to design, staging, production, operation, and integration with digital marketing.

Company name: Dentsu Live Inc.

Representative: Masahiko Takagi, President and Representative Director

Head office location: Dentsu Ginza Building, 7-4-17 Ginza, Chuo-ku, Tokyo

Date of establishment: August 14, 1950 (began operations as Dentsu Live Inc. on January 4, 2017)

URL <https://www.dentsulive.co.jp/>

1 From the Japan Tourism Agency, the Ministry of Land, Infrastructure, Transport and Tourism

[https://www.mlit.go.jp/kankocho/tokei\\_hakusyo/shutsunyukokushasu.html](https://www.mlit.go.jp/kankocho/tokei_hakusyo/shutsunyukokushasu.html)

[https://www.mlit.go.jp/kankocho/news02\\_000534.html](https://www.mlit.go.jp/kankocho/news02_000534.html)

2 From "Tourism Vision to Support the Future of Japan" by the Ministry of Land, Infrastructure, Transport and Tourism

[https://www.mlit.go.jp/kankocho/seisaku\\_seido/suishintaisei/vision\\_koso.html](https://www.mlit.go.jp/kankocho/seisaku_seido/suishintaisei/vision_koso.html)

3 MICE is an acronym for Meeting, Incentive Travel, Convention, Exhibition, and Event, which are terms used to refer to conferences, trade fairs, and events held by international organisations, groups, and academic societies.

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