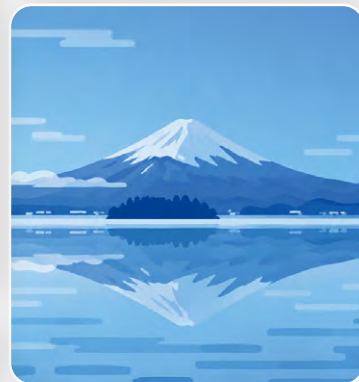
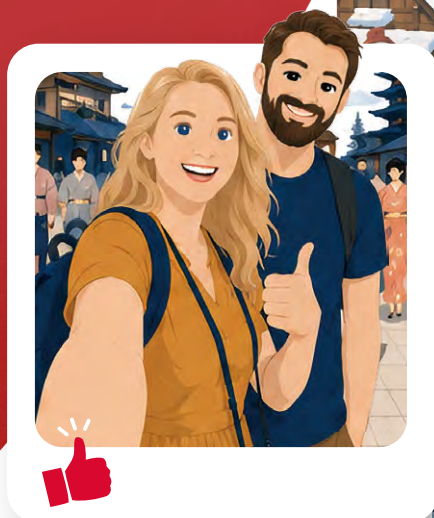


# Michinori Travel Japan

Company profile



We are a trusted land operator  
specialising in inbound travel to Japan,  
delivering the joy of travel and the true charm of Japan  
through travel agency partners worldwide.

### Our Strengths

We plan and coordinate high-quality travel experiences across Japan, tailored to the specific needs of your clients.

1



#### Personalised Planning

Our expert team carefully designs itineraries with consideration to every detail: travel goals, language, lifestyle, and religious requirements.

2



#### Exclusive Local Arrangements

We go beyond standard travel products, offering bespoke arrangements for accommodation, dining, and activities that reveal Japan's true charm.

3

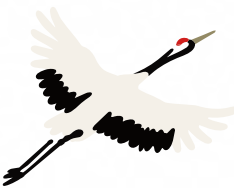


#### Michinori Group Network

Through our extensive network of 18 transport and tourism companies across Eastern Japan, we provide unmatched mobility and seamless travel support.

### Our Services

Leveraging our expert planning and extensive nationwide network, we provide overseas travel agencies with bespoke travel solutions that showcase the very best of Japan.



#### Group Travel

From small private tours to large-scale groups, we ensure every journey is executed with precision. We cater to a wide range of needs, including educational study tours and corporate incentive programs. Our commitment is to provide a seamless, secure, and stress-free experience for every traveller, regardless of group size.

#### Individual Travel (FIT)

We craft personalised itineraries that reflect clients' unique desires, including solo exploration, family holidays, thrilling ski trips, or romantic honeymoons. From comfortable transfers in private vehicles to stays in charming hidden inns and immersive cultural experiences, we curate unforgettable moments that showcase the heart of Japan.

#### Adventure Travel

In addition to traditional travel, we specialise in adventure travel—immersive package tours that take travellers off the beaten path. Our signature routes include:

- Kumano Kodo Walking Tour: a contemplative journey through ancient, sacred pilgrimage routes steeped in spirituality.
- Michinoku Coastal Trail Tour: discovering the breathtaking natural landscapes and resilient spirit of the Tohoku region.
- Nakasendo Walking Tour: travellers step back in time to walk this historic trail which still echoes the atmosphere of the Edo period.

Guided by experts with deep regional knowledge, travellers will connect with the rich natural landscapes and authentic cultures of each region. We continue to expand our route portfolio to reveal even more lesser-known destinations in Japan.



## Message

As an inbound travel agency expanding into the global market, we proudly manage land arrangements across Japan for travel agencies throughout the West and the Asia-Pacific region.

Rather than focusing solely on volume, our mission is to work closely with our partners to discover, develop, and showcase Japan's hidden cultural treasures. Through these unique and authentic experiences, we strive to contribute to the sustainable growth of the inbound tourism industry.

Our core values are responsiveness and genuine hospitality. We strive to reply to every inquiry within 24 hours except weekends and public holidays in Japan, and handle each request with the utmost care and attention.

By delivering high-quality, personalised service, we aim to be the most reliable partner for both travel agencies and local tourism stakeholders.



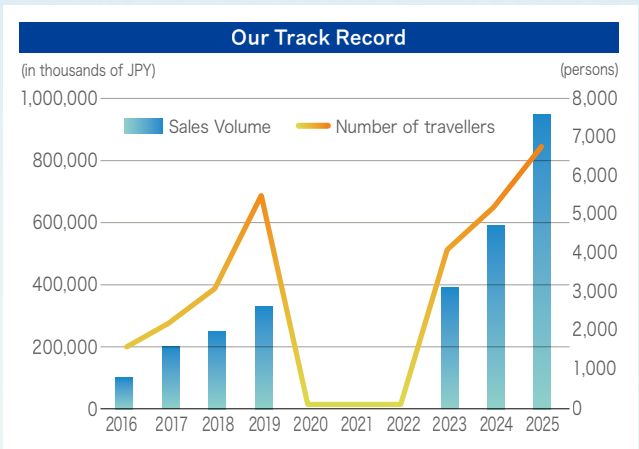
Shinji Uegaki  
Managing Director, Michinori Travel Japan Co., Ltd.

#### Biography

1982 JTB Corporation  
1997 Manager (Inbound Group), JTB Thailand Ltd.  
2005 Hotel Purchasing Manager, JTB Global Marketing & Travel Inc.  
2007 President Director, PT. JTB Indonesia  
2011 Managing Director, JTB Australia Pty Ltd.  
2015 Director, Michinori Holdings Inc.  
2016 Managing Director, Michinori Travel Japan Co., Ltd. (to present)

#### Our Track Record

Our traveller numbers continue to grow year after year, with the majority arriving from Europe, the US, Australia and Southeast Asia.



#### Key Clients

JTB Corporation  
Hankyu Travel International Europe UK Ltd.

#### Strategic Partners

SP Juthatip Co., Ltd. (Thailand)  
Japan Holidays Pty Ltd. (Australia)  
D.O.A. Australia Pty Ltd. (Australia)

Operated by D.O.A., Japan Panoramic Tours is a premier travel agency specialising in one-day bus tours for international visitors. They offer guided excursions to Japan's most iconic destinations, including Tokyo, Mt. Fuji and Hakone, Kyoto, Kanazawa, and Hiroshima. An English-speaking guide leads each tour, and multi-language audio guides are available in seven languages.



## Company Profile

|                            |                                                                                                                                                                |
|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Company Name</b>        | Michinori Travel Japan Co., Ltd.                                                                                                                               |
| <b>Office Location</b>     | Yurakucho Denki Bldg. North-13F,<br>1-7-1 Yuraku-cho, Chiyoda-ku, Tokyo 100-0006<br>TEL +81 3 6250 8031 FAX +81 3 6250 6880                                    |
| <b>Managing Director</b>   | Shinji Uegaki                                                                                                                                                  |
| <b>Operations Started</b>  | June 30, 2016                                                                                                                                                  |
| <b>Capital</b>             | 67,750,000 JPY (as of March 2026)                                                                                                                              |
| <b>Shareholders</b>        | Michinori Holdings Inc. (100%)                                                                                                                                 |
| <b>Business Activities</b> | Inbound Tour Operator                                                                                                                                          |
| <b>Registration</b>        | Licensed Travel Agency No. 2-7182 by the Governor of Tokyo                                                                                                     |
| <b>Affiliations</b>        | Japan Association of Travel Agents (JATA)                                                                                                                      |
| <b>Website</b>             | <a href="http://www.michinori.co.jp/mtj/en/">www.michinori.co.jp/mtj/en/</a>  |

## Michinori Group

8 groups in the transportation  
and tourism businesses

|                    |               |
|--------------------|---------------|
| Employees          | Approx. 5,700 |
| Number of vehicles | Approx. 2,500 |
| (as of Jun 2026)   |               |

Michinori Holdings

Michinori Travel Japan

Northern Iwate Transportation Group

Fukushima Transportation Group

Kanto Transportation Group

Ibaraki Transportation Group

Shonan Monorail

Sado Kisen Group

Saigon Public Transport