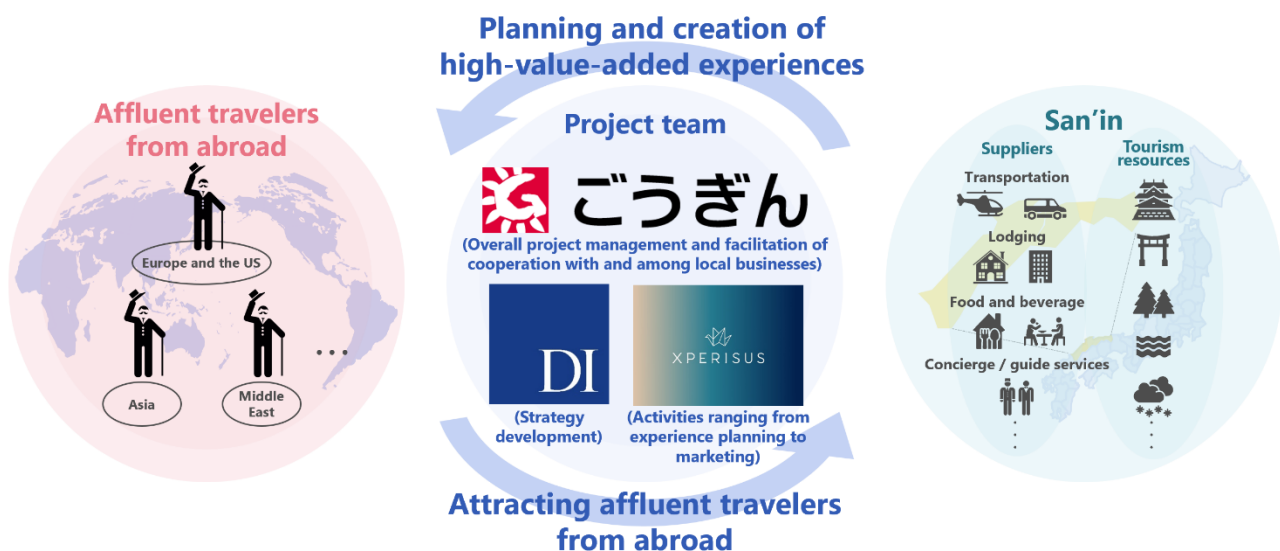


Launch of a Project Aimed at Attracting Affluent Inbound Tourists and Boosting Tourism in Japan's San'in Region

Dream Incubator Inc. (headquartered in Chiyoda-ku, Tokyo; Representative Director and President Takayuki Miyake; "DI") hereby announces the launch of a joint project with The San-in Godo Bank, Ltd. (President and Representative Director Toru Yamasaki) and XPERISUS Inc. (headquartered in Shibuya-ku, Tokyo; Founder & CEO Tomoyoshi Maruyama). Through this project, DI, San-in Godo Bank, and XPERISUS will collaborate to plan high-value-added tourism content aimed at attracting affluent inbound tourists, with the goal of boosting regional tourism.

This project aims to elevate the already-intriguing tourism resources of Japan's San'in region to world-class standards, transform them into experiential content, and promote them to affluent inbound tourists, thereby enhancing the brand power and recognition of the region and facilitating genuine enticement of visitors. Through these efforts, we will contribute to the expansion of regional tourism revenue and the establishment of sustainable tourism areas.



■ Context and challenges

The Japanese government has established 2030 targets of 60 million inbound tourists and inbound tourist spending of 15 trillion yen. Accordingly, interest in the travel market for affluent inbound tourists is growing in both regional and major urban areas.

Meanwhile, despite the abundance of tourism resources scattered throughout the San'in region, the area currently lacks content for affluent travelers and has inadequate infrastructure for outreach and reception. Further, interregional competition targeting affluent inbound tourists is expected to intensify moving forward.

■ Significance of DI's involvement

To fulfill our mission of "creating businesses and changing societies," DI has been extensively involved in business production that addresses social issues, collaborating with major corporations, government agencies, and startups both in Japan and abroad.

Accordingly, DI views this project as a new challenge and will utilize this opportunity to strike an ideal balance between Japan's dual goals of becoming a tourism-oriented nation and realizing regional development. We believe that this project will contribute to growing the regional population, earning foreign currency through tourism, and revitalizing regional economies.

Leveraging this project, DI will accelerate expanding our business production efforts to other parts of Japan, including areas beyond San'in, and maximizing our social impact by facilitating collaboration between major corporations and startups to produce new businesses in the field of inbound tourism.

-About The San-in Godo Bank, Ltd. (<https://www.gogin.co.jp/en/>)

Since its establishment in 1878, San'in Godo Bank has become the leading bank in Japan's San'in region through adherence to its management philosophy of striving to become "a creative bank that fulfills the dreams of the region and customers it serves." Through its extensive branch network, which extends from the San'in region to Hiroshima, Okayama, Hyogo, Osaka, and Tokyo, San'in Godo Bank leverages its status as a wide-area regional bank, engaging in relationship banking, contributing to local communities, and addressing challenges facing both regions and customers.

San'in Godo Bank is spearheading this project, where we plan high-value-added tourism content aimed at attracting affluent inbound tourists, to revitalize the San'in region's economy by boosting regional tourism.

-About XPERISUS Inc. (<https://about.xperisus.com/en>)

Guided by its vision of "crafting Japan's enchanting spirit for global travelers," XPERISUS has established a position as a pioneer in the production and sale of high-value-added experiences. It handles a wide variety of related operations, covering the planning, creation, and sale of high-value-added experiences. Drawing on the experience it has accumulated while developing and selling experiences within the San'in region in connection with government projects, XPERISUS will oversee the development, design, and marketing of high-value-added experiences for this project as well.

-About Dream Incubator Inc. (<https://www.dreamincubator.co.jp/en/>)

DI works not only to develop services for client companies, but also to produce businesses that transform society and infuse energy into the Japanese economy. DI achieves this by combining strategic consulting skills—the most universal, valuable, and fundamental skills in the business sphere—with managerial abilities honed by a pragmatic and ownership-spirited mindset fostered through our incubation initiatives.

[Press release inquiries]

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