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ANA Strategic Research Institute Co., Ltd.

**“Odyssey Japan” Website Launches with the Goal of Increasing Inbound Western Tourists.**

To boost regional revitalization throughout Japan, ANA Strategic Research Institute Co., Ltd. is launching a marketing support business with the goal of drawing Western tourists to local towns and landmarks to experience their unique cultural, historical and entertainment attractions.

Towards this purpose, we established the website Odyssey Japan. This website is developed with the three main functions of spreading tourism information about these local areas, driving reservations and sales, and providing an attractive photo gallery. Inbound western tourists will be able to complete the process of gathering information, purchasing, and disseminating information about their travel experiences all in one flow. In addition, local governments can attract tourists and promote sales by using the website to transmit information. Along with the website, we have launched Facebook and Instagram pages to further promote these exciting opportunities.

As a second phase of the project, promotional videos will be produced and shared online, and websites in French and Italian will be launched after September.

Through this website, we will share the wonders and attractions of the local areas of Japan, promote inbound tourism, and ultimately increase the number of visitors. Please take time to visit the new website, Odyssey Japan.

HP URL <https://www.odysseyjapan.com/>