WIT JAPAN & NORTH ASIA

May 26 & 27, 2025 | Galaxy Ballroom, The Westin Tokyo

Programme - Day 1 | **Programme - Day 2**

8:00 AM - 9:00 AM
Coffee & Networking

9:00 AM - 9:10 AM
Kick-Off

9:10 AM - 9:30 AM
Coffee Chat: Taking Travelska Into The Next Generation

Travelska has a 200 million people - half under 35 - is among the world's fastest growing regions and a key investment opportunity. Cancer Ichiki has always been a pioneer in the travel industry, from her first company, Travel Vision, to Travel Vision Ventures. Travelska has all its sights on expanding further in the Mexican Area. Its playbook, shared local while going global, is one to watch, but will it work across all markets? Lessons to be learned from Travelska's journey, from the perspective of a female founder, on how to reach and drive growth while leveraging technology and AI to drive a better travel experience for the consumer.

Interviewer:

Cancer Ichiki
Travel Vision Ventures
Founder

Speaker:

Kazuya Fukui
Travelska
Founder

9:30 AM - 9:45 AM
Tourism Policy in Japan: Vision and Direction

Speaker:

Akiko Kuroda
Director, Tourism Strategy Div.
Japan Tourism Agency

9:45 AM - 9:55 AM
Inbound Tourism in Japan: Insights Into New Initiatives

Speaker:

Hiroshi Tsuji
Director, Promotion of Global Empire Department
Japan Overseas Tourism Organization (JPTO)

9:55 AM - 10:20 AM
Where Is Enough Enough? Tackling Overtourism in Japan

Inbound tourism to Japan is at an all-time high. According to the Japan Tourism Agency, spending by tourists in Japan in 2024 increased by more than 40% from 2023, exceeding ¥5 trillion JPY (US$33.3 billion) for the first time. The Japan National Tourism Organization (JNTO) reported that tourism spending in Q1 2025 was 20% higher than the highest annual figure ever. It has already surpassed distinctive pains and seek responding to become the nation's second-largest "export industry" after motor vehicles. Has the overtourism been a blessing or a curse? Is it time to slow down the growth? How can Japan manage the growth? How will it address overtourism complaints by residents and visitors? What's the vision and longterm plan?

Speakers:

Maria Ito (Moderator)
Senior Consultant
Deloitte Consulting

Yoshiko Fukahori
Director, Tourism Promotion
Nippon Travel agency

Jo Shoda
Director & General Manager
Tourism Promotion Consulting

10:20 AM - 10:35 AM
Aviation: Next 10 Years

A world-class view of the aviation market in North Asia and how it will shape up in the Next Generation.

Speaker:

Hayao Fujui
Head of Sales
Airbus Japan

10:35 AM - 11:00 AM
Japanese OTAs: Building For The Next Age

Japanese homegrown OTAs are also enjoying the bonanza of Japan's inbound tourism. Rakuten Travel and Jalan are two of the biggest players in the market. How are they leveraging their strategies between the domestic market and foreign travellers? What are they doing to spread out their travellers to ensure the Japan experience is not compromised? Are they ready for the next wave of tourists? Are they ready for overtourism? These key questions and more to be revealed in this session.

Moderator:

Ai Tokura
Managing Partner, Venture Reader, TRIVIA, and Tai Ch'i
Entrepreneur, WIT Japan & Book Author

Speakers:

Naohiko Hiraguro
Director of Strategy and Business Development, Travel & Mobility Business
Rakuten Group, Inc.

Mariko Ando
Director of Inbound Sales Business Division
Jalan Co., Ltd.

Nicolas Ozeri
Vice President, Travel Information Division, Sand Business Management
Marriott International Global Network, LLC.

Kiran Kai Sawada
Founder & CEO
Tabiyoshi

11:00 AM - 11:20 AM
Coffee Break

11:20 AM - 11:35 AM
Coffee Chat: AI & The Golden Age Of Travel

Ohi Kitchen, we are entering the golden age of travel, with AI giving us the qualitative leap from providing information to solely what matters most. Ohi can know territories, cultures, and people better than humans, and can provide "the right information at the right time." Learn from this tech and product leader on how we can infuse AI into winning dream trips, beyond commoditizing.

Interviewer:

Yuki Sato-Yoon
Ohi Kitchen
CEO

Speaker:

Ohi Kitchen
Product Manager
Ohi Kitchen

11:35 AM - 12:15 PM
Online Travel: Ramping It Up In The Next Generation

The big OTAs are riding high on the travel wave in North Asia, whether it's outbound from Korea or inbound to Japan. What are the trends they are seeing, and how are they scaling up to tackle future growth opportunities? Is there a battle, where they do face strong local competitors? Is there room for a new player? What are the key factors for success? Is it the destination of finest and loyalty - to what light or one-transfer behaviour

Moderator:

Yuki Sato-Yoon
Ohi Kitchen
CEO

Speakers:

Lee Rodriguez
Director of Strategy - Japan & South Korea
Trip.com Group

Mario Ono
Head of Business Development, North Asia
Klook

Jun Lee
Head of Co-Founder
Yanolja Cloud

12:15 PM - 12:35 PM
Building A Next Gen OTA, Powered by AI

Disruption brings innovation. This new model Japanese OTA emerged out of the Japanese tourism industry, with a mission to make travel easier for everyone. The team comes the AI disruption and another opportunity to make things up by aligning itself with a strategic investor, an AI startup. We first out Nova Hotel and PRIMA Technology see the future of travel marketplaces and how they intend to shape it.

Interviewer:

Yuki Sato-Yoon
Ohi Kitchen
CEO

Speakers:

Tatsuo Shiraishi
Founder & CEO
Nova Hotel

Takashi Maeda
Director, Business Development, & Catalyst Division
PRIMA Technology

12:35 PM - 1:30 PM
Spotlight: South Korea: Of Squid Game and Soju, Part 2

At WIT Second Half-Day Roundtable, Maple wrote the key messages:
• Outbound is extremely healthy - Koreans love to travel
• Inbound is growing, but not fast enough
• Competition from global OTAs is on the rise
• The Euro and activities segment is flourishing
• Overtourism in Seoul is a little alignment highlighting one of North Koreas most exciting, dynamic markets.

Moderator:

Timothy Hughes
Vice President, Corporate Development
Klook

Speakers:

Hyoung Lee
Head Personal Business Core Division
Airbnb Inc

Jungsun Park
Director
Yanolja Cloud

Jonas Chung
Director, Online Business Development
Lotte Duty Free
Lotte Corporation

1:30 PM - 2:00 PM
Lunch

2:00 PM - 2:20 PM
Open Space

2:20 PM - 2:35 PM
WIT Innovation Showcase

Showcasing the latest tech and product innovations from North Asia. Each will present for 5 minutes.

Facilitator:

Kyoko Tsuzuy
Lecture Lizard
WIT

Presenters:

Akira Ito
Founder & CEO
Tabiyoshi

Kiran Kai Sawada
Founder & CEO
Nova Hotel

Marcus JUNG
Head of Global Business
Klook

Kimiko Ishizaka
Global Representative, Japan
Klook

2:35 PM - 2:45 PM
Coffee Chat: Airlines In Transition

Airlines are the lifeblood of travel and their networks are critical to keeping tourism flows moving. Airlines in North Asia are in a transition phase, with a lot of changes happening to assist improving the total travel value chain. What kind of value do they see intermediaries providing for them at a time of increasingly direct connections? What commercial strategies are they pursuing to stay ahead of dynamic market changes?

Interviewer:

Yuki Sato-Yoon
Ohi Kitchen
CEO

Speaker:

Akira Sasaki
Managing Director & President - Japan
Wizzair Japan

2:45 PM - 3:25 PM
WIT Startup Showcase

Showcasing selected travel startups from North Asia. Each will present for 5 minutes, followed by a 5-minute round with our dragons.

Presenters:

Mika Lee
Founder & CEO
Tripbee

Akira Chen
Founder & CEO
Tabiyoshi

Takashi Kawano
Founder & Managing Director
Spacelab

Kiki Sun
Co-Founder
Kaiyuan

Jim Ji
Founder & CEO
Tripbee Group

Meet all 2025 Startup Showcase →

Facilitator:

Kyoko Tsuzuy
Lecture Lizard
WIT

Dragons:

Nicolas Grange*
Managing Partner, Investment
Sunrise Capital

Jun Takeshi Sekido
Partner
Global Upgraders

Timothy Hughes
Vice President, Corporate Development
Klook

Kaori Morimoto
Managing Partner
Sunrise Capital

3:25 PM - 3:35 PM
Coffee Break

3:35 PM - 4:00 PM
Open Space

4:00 PM - 4:30 PM
Hospitality: Changing It Up For The New Age

Japan's hospitality market is undergoing a major transformation with global brands expanding their presence and local players adapting to international standards. Are hoteliers transitioning to meet the challenges and seize the opportunities of a changing market? And what the inbound tourism surge, how are global brands positioning themselves to capture different segments, and what different expectations and expectations.

Interviewer:

Ai Tokura
Managing Partner, Venture Reader, TRIVIA, and Tai Ch'i
Entrepreneur, WIT Japan & Book Author

Speakers:

Mariano Gandini
Managing Director, Commercial Development
Hyatt Place Kyoto Shichijo

Kazu Ito Ryo
Director, Revenue Management & Marketing
Hotel Gracery Shinjuku

Akio Kawabata
Director, Sales
Hotel Gracery Shinjuku
Hotel Gracery Kyoto, HOTEL GRACERY SAKURAZAKA

Tatsuo Wang
Vice President, Business Development, Japan & Korea
Agoda

4:30 PM - 5:00 PM
Hospitality Rethink: Meet The Players Changing It Up

What is the face of Next Generation hospitality? Who are the new players seeking to disrupt the status quo? What are the business models they are implementing to meet inbound expansion? When do they see the opportunities in the different segments, be it luxury or budget, and how do they overcome the challenges of distribution and leverage technology in this new era? Big questions for a big industry at an important moment in time!

Speakers:

Maria Ito (Moderator)
Senior Consultant
Deloitte Consulting

Michael Ho
Managing Partner
Bonsoro

Hiromasa Okamatsu
Managing Partner and Executive Director
Japan Investment Partners Group (JIPG)

5:00 PM - 5:20 PM
Tours & Activities On A Rising Tide

With travellers prepared to pay more for tours and activities when destinations, this sector is ripe for investment and growth. Is it a crowded marketplace? Is there room for new entrants to discover and book things to do. What trends are the key players seeing in this sector, from global brands to local established ventures? What new tech will accelerate the growth and development in this next leg of travel?

Moderator:

Ai Tokura
Managing Partner, Venture Reader, TRIVIA, and Tai Ch'i
Entrepreneur, WIT Japan & Book Author

Speaker:

Chris Lee
Vice President, Partnership (APAC)
Klook Limited

Yu Takiguchi
Director
Tripbee

Yuki Hayashi
Director
Ohi Kitchen Corporation

5:20 PM
It's A Wrap

5:20 PM - 7:00 PM
Closing Cocktails

Wrap up with a relaxed, drinks-only gathering — no food, but great company is guaranteed.

Programme correct at time of publishing.
All times shown are in Japan Standard Time (UTC +9)

WIT is a wholly owned subsidiary of Northstar Travel Group, LLC.
Northstar Travel Group

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GET CONNECTED

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