

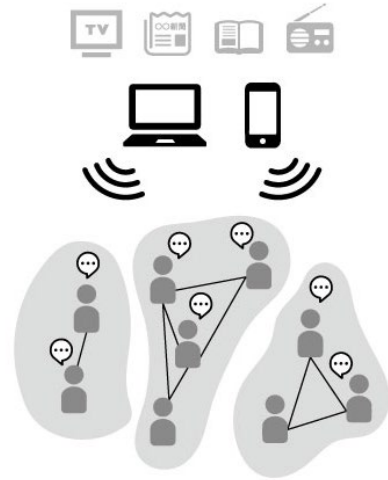
■ Fan Community

Mass Community



Due to mass media broadcasting homogeneous information, many people shared "common social norms" and "similar values."

Small Mass Community (Fan Community)

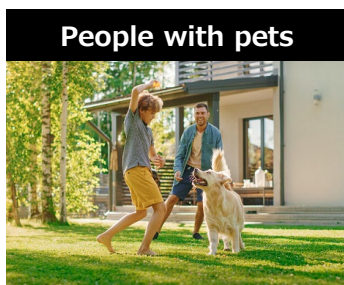


With the spread of social media, we've entered an era where small-scale communities with similar values exist in a dispersed manner.

[Lifestyle examples]



A journey to experience nature



A pet-friendly trip



A journey to experience art

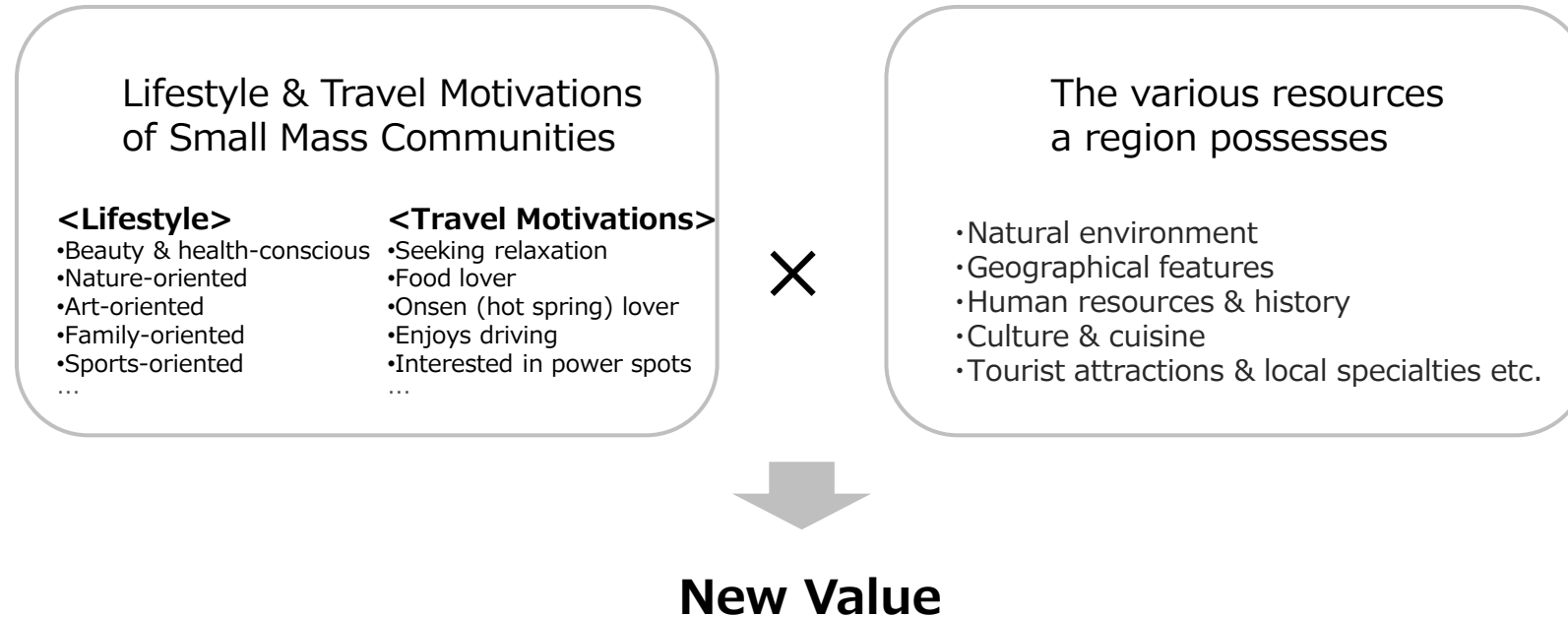


A journey free from the constraints of time



A trip enjoyable for children

## Development of Tourism Experience Programs Focused on Creating New Value



Achieving income-generating tourism  
through experience programs that offer new value.

Rather than just showcasing sightseeing courses,  
these tourism products act as key marketing indicators