



JALPAK: Discover Japan off the Beaten Track

Roughly 70 percent of Japan's inbound visitors never leave Tokyo, Osaka and Kyoto. JALPAK President and CEO Yoshiya Omura is determined to change that, one hidden experience at a time.

BY QUENTIN LANGE AND KYANN EDOUARD

Picture a dawn sumo training session, the thud of wrestlers echoing through a Tokyo stable before the city wakes or the deep blue of the Pacific off Shimoda, where hammerhead sharks circle a reef near Mikomoto Island. These experiences exist, are world-class and are almost entirely invisible to the international traveler. That invisibility is precisely the problem that Yoshiya Omura, president and CEO of JALPAK Co., Ltd., has made his company's mission to solve. The geography of the tourism boom is skewed for inbound travelers. "Roughly 70 percent of inbound demand is concentrated in Tokyo, Osaka, and Kyoto," Omura said. JALPAK, a member of the JAL Group, sits at the intersection of two objectives: drawing more visitors and guiding them deeper into Japan's regions to explore its hidden gems. Algorithmic travel planning has a structural blind spot. Recommendation engines surface only what is already richly documented online, which means they reliably reproduce the same Golden Route itineraries. "AI cannot recommend what is not sufficiently represented in its data," Omura said. The experiences curated through Activities JALPAK, from rural artisan workshops to world-class diving experiences, often lack that digital footprint entirely. JALPAK's edge is its ability to leverage the JAL Group's domestic network and unique expertise to seamlessly combine transportation, accommodation and experiences, thereby guiding international visitors to regional Japan and providing them with richer nature and valuable cultural experiences. The company's strategic pivot centers on a concept called *Tabinaka*, a Japanese term for everything that occurs after a traveler lands. "Tabinaka is about suggesting how travelers can spend their time at their destination and designing their entire travel narrative rather than simply selling an individual activity," Omura explained. Through a dedicated platform, JALPAK does not merely offer individual sightseeing experiences but rather produces the entire journey and constructs it as a holistic destination experience that brings deep emotion to travelers while driving sustainable economic value to local regions. When those connections align, he argues that sustainable tourism value is generated by delivering this new travel paradigm.

JALPAK



"The challenge is not creating new attractions. The challenge is making existing attractions accessible, discoverable, and meaningful for international travelers."

Yoshiya Omura
President and CEO, JALPAK Co., Ltd.



<https://www.activities.jalpak.co.jp>