



## LION TRAVEL JAPAN Co., Ltd.

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### Company Description

LION TRAVEL JAPAN Co., Ltd. was founded in 2009 as the Japanese subsidiary of Taiwan's largest travel agency, "Lion Travel." Initially, the company's primary focus was on arranging inbound package tours to Japan for travelers from Taiwan. However, it has since significantly expanded its business operations.

In the inbound travel sector, LION TRAVEL JAPAN now offers a diverse range of travel services that cater to the varied needs of travelers not only from Taiwan but also from countries around the world. These services include group tours, individual travel arrangements, and the organization of optional shore excursions for cruise ship passengers. Notably, the company handles approximately 500,000 visitors from Taiwan to Japan annually, playing a crucial role in the Japanese tourism industry.

In 2018, through a capital partnership with another travel agency, LION TRAVEL JAPAN made a full-scale entry into the outbound tour operator business, organizing trips from Japan to overseas destinations. The company provides comprehensive and specialized travel services for corporate and various other groups, including inspection tours, incentive travel, and arrangements for sports-related events.

With the aim of further business expansion and service enhancement, the company established a new branch in Okinawa in 2023. This move has significantly strengthened its capacity to welcome inbound customers, particularly from Taiwan, to the popular tourist destination of Okinawa, enabling the provision of even more meticulous and attentive services.

LION TRAVEL JAPAN strives to be a bridge between Japan and Taiwan, and indeed the rest of the world, through travel. It also contributes to the promotion of international exchange in diverse fields such as culture and sports. Leveraging its extensive experience and well-established network, the company is dedicated to creating enriching travel experiences that enhance the lives of each and every one of its customers.

### Company Details

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**Head Office**

Japan

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**Main Business**

企業や各種団体向けの総合旅行サービス

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**President**

李春霖

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**Established**

2009年

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**Capital**

1億円

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**Number of Employees**

11 - 50

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**URL**

<https://www.liontravel.co.jp/ja-jp/index>

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### Offices

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**Main Office**

Toranomon Central Building, 7th Floor  
1-7-1 Nishi-Shimbashi, Minato-ku  
Tokyo, Japan, 1050003

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