



## Mediabound K.K

### Company Description

Mediabound Inc., established in March 2024, is an innovative startup company rapidly emerging at the forefront of Japan's inbound tourism and entertainment industry. With a steadfast mission to create "unforgettable experiences in Japan," the company focuses on delivering immersive tours and world-class entertainment specifically designed for international visitors. Rather than offering conventional sightseeing or mere consumption, Mediabound is dedicated to transforming Japan's rich culinary traditions, vibrant culture, traditional crafts, and unique atmosphere into deeply engaging experiences that leave a lasting impact on global travelers.

From its inception, Mediabound was built with a global perspective, deliberately moving beyond purely domestic business models. The founders passionately believe that tourism and cultural experiences have the potential to become Japan's greatest export industry. The company initially launched its operations with walking and food tours. Leveraging the insights and authentic feedback gathered from these early ventures, Mediabound has significantly expanded its portfolio. Today, it develops and operates highly immersive cultural content, such as "Zen Arts and Crafts Studios" and "Shinjuku Sumo Club." These initiatives creatively reimagine Japanese traditions, presenting them through an uncompromisingly international lens. Their rapid growth is fueled by an exceptional speed of execution—handling everything from planning and development to operation and continuous improvement entirely in-house.

Furthermore, Mediabound's vision extends far beyond a "once-in-a-lifetime trip." The company is strategically focused on building a beloved brand that inspires visitors to return. To reduce dependence on third-party Online Travel Agencies (OTAs), Mediabound is actively developing its own proprietary reservation platform, strengthening its Customer Relationship Management (CRM) systems, and building robust membership programs. This direct-to-consumer approach fosters long-term relationships and strong customer loyalty.

Ultimately, Mediabound aims to elevate every facet of Japanese culture—whether it be sumo wrestling, artisanal craftsmanship, culinary arts, theatrical shows, or spatial design—into a globally recognized "Entertainment IP." Driven by a dynamic executive team in their twenties and supported by a growing workforce of around 300 members, the company is bridging the gap between cultural heritage and the modern economy. Mediabound strives to be the world's leading Japanese cultural entertainment company, continually expanding the possibilities of Japan's soft power in the rapidly growing global market.

### Company Details

#### Head Office

Japan

#### Main Business

訪日外国人（インバウンド）向け体験型ツアーおよびエンターテインメント事業の企画・運営、没入型コンテンツ（「Zen Arts and Crafts Studios」や「Shinjuku Sumo Club」等）の開発、自社予約システムの開発

#### President

瀧瀬 陽太

#### Established

2024年3月5日

#### Capital

5,000万円

#### Number of Employees

101 - 500

#### URL

<https://www.mediabound.jp/>

### Offices

#### Main Office

SEKISAKU BLDG. 2F  
2-5-22 Kokubo, Shinjuku-ku  
Tokyo, Japan, 1690072