

## The first Japan-based website introducing Japanese festivals, or Matsuri, to foreign visitors in calendar form is now open to the world.

<Contributing to local revitalization by utilizing the Matsuri as a valuable tourism resource.>

KIRINZI inc. (Representative: Tomohiko Suzuki) has released their website "OH!MATSURi" (<https://ohmatsuri.com/>) on May 19, 2016. It is the first Japanese website that allows foreign visitors to search for festivals by date and location in calendar form.



Top page image in Thai

### -The Main Characteristics of OH!MATSURi-

Offers its services in four languages — one of the nation's largest list of festivals — rich in searching features.

Available not only in Japanese and English, OH!MATSURi also caters to visitors from Taiwan, Hong Kong and Thailand (which make up a large portion of tourists and repeaters) by listing information in traditional Chinese and Thai. The site also plans on adding simplified Chinese and French to the list of offered languages. The list currently includes approximately 500 festivals for the site's release and aims to increase that number to over 5,000 in the near future, putting it in the nation's largest class of its kind. The search features offer the choices of Date and Area, making it possible to smoothly navigate the large Matsuri list to accommodate the traveler's schedule.

### **-Content seen from the visitors' point of view-**

Besides the Matsuri Calendar, the site offers original Matsuri reports and movies, as well as tutorials that act as the "how-to" for enjoying the Japanese tradition. They are created collaboratively by both Japanese and foreign staff, in order to provide content that foreign visitors can properly benefit from. The site also plans to add Special Articles that pertain to selected themes, as well as a Comment feature that lets the voices of the real-life festival attendees be heard.

### **-Provides the Matsuri "Experience" and contributes to local revitalization.-**

With the intent of having foreign visitors see what it's like to "experience" the festivals, each article includes a list of "Things to Do", as well as a section on "rules and manners", and the availability of information/help in foreign languages for each festival.

Furthermore, all site information is jointly provided by the local organizers, regional autonomous bodies, and tourism federations that host the events.



OH!MATSURi also supports each region in their efforts of response and welcoming of foreign visitors, as well as event promotion and other projects including festival tours and the such, which all contributes to the enlivening of the local areas by making the best use of their traditional and cultural resource, the Matsuri.

### **-Affiliated with influential online media sources in multiple countries-**

Kirinzi is in the process of negotiating partnerships with influential online media platforms from Taiwan, Hong Kong, Thai, etc., that deliver information on travels to Japan. It has already been decided that OH!MATSURi will be a feature on <gooume-jp>, a website run by Gooute Pte. Ltd. based in Singapore. <gooume-jp> is a socially equipped media platform delivering the latest information on Japan to the world, and is planned to be installed on over 50 million smartphones sold annually outside of Japan, beginning in June 2016.

**-Background information regarding the launch of the website-**

The number of tourists visiting Japan has greatly increased, marking 19,730,000 visitors in 2015—a 147% rise compared to the previous year. The Japanese government has doubled its target forecast for 2020, from the original 20 million to 40 million. The Japan Tourism Agency reported in their 2015 Consumption Trend Survey for Foreigners Visiting Japan, that the "Experience of Japanese history/culture" was what 24.1% of foreign visitors did, and 26.6% would like to do on their next visit. The difficulty of visitors attending a Matsuri—although it is a prominent part of Japan's traditional culture—has been the fact that there was no organized source of information for the tourists to utilize. Our wish to resolve these obstacles for visitors to be able to enjoy the Japanese Matsuri, and for new developments to occur in regional areas led to the decision in launching this website.

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