2025 7.22 (Tue) - 7.28 (Mon)    REBORN    SDGs    Other(Inbound, Tourism Industry and Various Themes Derived from Inbound or Tourism Industry)

Reborn Challenge Implementation Body

MUIC Kansai

Aiming to revitalize the tourism industry based on social issues and various themes derived from them, we will conduct repeated demonstration experiments and aim for social implementation by the 2025 Osaka-Kansai Expo. In addition to introducing the technologies and ideas of startups, we will provide a place for people to experience 'what has changed' through social implementation, and by exposing it to people of various countries and generations, it will serve as a 'Catalyst' for revitalizing the regional economy.

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Special Website

# A Testing Ground for New Tourism Ventures:
## Revitalizing Kansai through the Tourism Industry

## Using Web3 technology to "Touch and Connect" with the local region

EXPO2025 PAVILION EVENTS DIGITAL WALLET

### HashPort Inc.

We are developing and providing the EXPO2025 Digital Wallet, a wallet service that will be used at the Osaka, Kansai Expo. At the venue, we will introduce the revitalization of local communities and the construction of a token economic zone (a new economic zone based on virtual currency and blockchain technology) through the use of Web3 technology, which is also used in the wallet service. We are planning an interactive exhibition where visitors will be able to experience the attractions and culture of the region while they are experiencing non-fungible tokens such as NFT and SBT through various devices. In addition, we will present a model of future tourism where visitors connect with a tourist destination through NFT and SBT, not only during their trip, but also after it. By doing so, they will be able to experience an even more special tourism experience when they visit the destination again.

PASS

## Sending luggage realizes greater freedom in travel
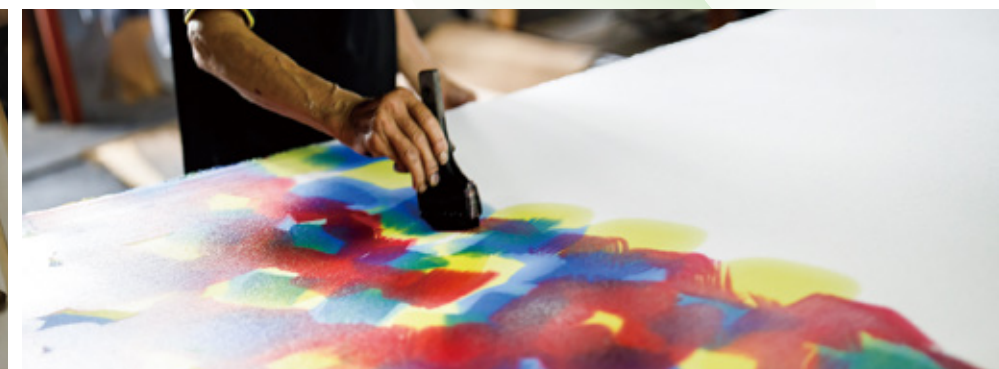
### Airporter, Inc.

We will introduce the new "City check-in/Off-airport check-in" system that is currently in demonstration testing in Japan. This system makes it possible to ship baggage directly from the accommodation on the last day of the itinerary and to have it sent via the domestic departure airport to the international arrival airport. If this is realized, it would free travelers from the constraints on their movement due to their baggage, and from the complexity of airport baggage check-in procedures. In addition, it would reduce the number of people traveling around with large baggage such as suitcases and would eliminate the check-in queues at airports, so it would be able to contribute to the solution of the growing problem of overtourism. Through our exhibition, we will propose a future of tourism that is happier both for the tourists and for the local residents.

## The "REBORN" life spreading from remote tourism

### Tokyo Travel Partners, Inc.

"Tabisuke TV" is a remote tourism service that allows users to participate in live travel programs via chat or quizzes. We will hold an exhibition on its future vision of providing "future concierge services for the elderly." By utilizing generative AI and avatar technology, we propose services that are more attuned to the elderly, such as a listening function that serves as a conversation partner for the elderly, and a function that takes information from the conversation and provides topics and action suggestions suited to the user. At the venue, we plan to show a concept movie depicting a future in which this concierge service has become a comprehensive living tool. We are also planning to display panels introducing what kinds of functions will solve what kinds of problems experienced by the elderly.

Travel × Health    A new form of video distribution service

旅介 TABISUKE TV

## Japanese culture reborn, where special experiences accompany the reincarnation of some carefully selected attractions from various parts of Japan

### J-CAT, Inc.

We are planning and operating a variety of activities so that we can draw out the wonderful attractions to be found around the country and deliver them to visitors as exciting experiences. What is useful for this is the expertise we have accumulated so far regarding how to draw out the maximum potential of region-specific culture. Rather than offering the generally available tourism experiences, we aim to cooperate with parties such as the artisans, creators, cultural facilities, and lodging facilities in each region so that we can offer "touching experiences" that provide a chance to enjoy a moment of richness that is rarely possible in everyday life, and to rediscover the unknown charms of the region. At the venue, we will introduce examples of the various activities we offer through Wabunka, a concept that brings together these efforts to let visitors rediscover the attractiveness of Japanese culture in a new light.

## Go on a trip of exploration with an illustrated digital map that lets you discover the hidden charms of Kansai!

Stroly

### Stroly, Inc.

The "Stroly" illustrated digital map operated by Stroly is a map platform that uses easy-to-understand illustrations with a distinctive world view to thoroughly guide you to "encounter, know, and experience" exciting information in an area. There are 11,000 illustrated digital maps from around the world, including maps for sightseeing, festivals, events and area promotions all around Japan. It is also possible to customize a map, by providing recommended points and event information, and by arranging illustrations as if affixing stickers. Moreover, it is possible to visualize the human flow data and usage information based on the browsing information for a map and there is also support for creation in multiple languages as a measure for inbound tourism.