

## Japan Ticket Announces Strategic API Integration with Traveloka, Southeast Asia's Leading Travel Tech Platform

Extending reach to 40 million users across Southeast Asia via "JapanTicket Plus" with a focused expansion into Halal-friendly tourism.

TOKYO, March 2026 — Japan Ticket Holdings Co., Ltd. (Headquarters: Shibuya-ku, Tokyo) is pleased to announce that its group company, Japanticket Inc. (hereinafter "JapanTicket"), will launch a strategic API integration with Traveloka, Southeast Asia's premier travel tech platform, starting in April 2026.

JapanTicket has consistently expanded its global footprint, already connecting with 272 international sales channels. This new partnership goes beyond basic connectivity; it establishes a robust system that automatically synchronizes not only inventory and pricing but also rich product content, including titles, descriptions, and high-resolution imagery.

As a result, by registering their products on 'JapanTicket Plus,' Tourism and F&B operators can simultaneously deliver information to over 40 million monthly active users across six major markets: Indonesia, Thailand, Vietnam, Malaysia, Singapore, and the Philippines.

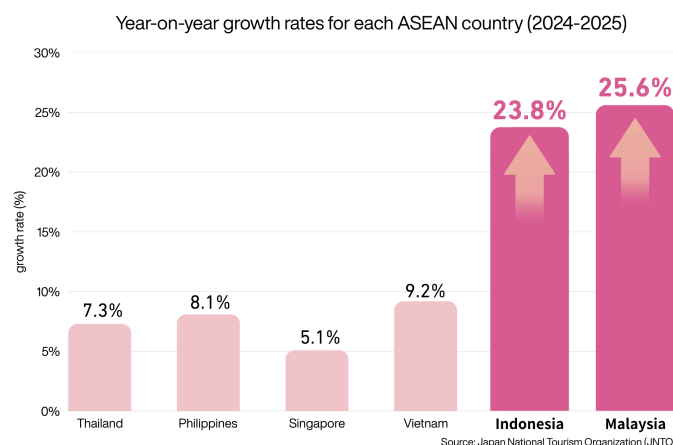


### ■Background of the Partnership

According to the Japan National Tourism Organization (JNTO), the number of international visitors to Japan surpassed 40 million for the first time in 2025.

Within this growth, Southeast Asia has emerged as a powerhouse for Japan's inbound tourism. Malaysia and Indonesia, in particular, have recorded significant double-digit growth rates. Furthermore, several key markets—including Thailand, Singapore, Malaysia, Indonesia, and the Philippines—have recently hit record-breaking monthly highs for visitor arrivals.

As the presence and influence of the Southeast Asian market continue to soar, JapanTicket is strategically enhancing its infrastructure to meet this surging demand and provide seamless access for regional travelers.



Previously, tourism and F&B operators faced significant operational burdens when listing their products on international OTAs. The process required manual registration, translation, and individual updates for each channel.

Through this integration, we have established a seamless system that allows for one-stop registration. This drastically reduces the workload for merchants while enabling them to expand their sales reach to customers throughout Southeast Asia.

Furthermore, with the rising number of Muslim travelers visiting Japan, there has been a growing challenge in finding Halal-friendly dining options. Leveraging Traveloka's extensive Muslim user base in Southeast Asia, JapanTicket will enhance the visibility of Halal-certified establishments and streamline the booking process. This initiative aims to significantly improve the dining experience and accessibility for Muslim travelers in Japan.

## ■ Partnership Overview

### ① API Integration: Register Once to Reach Traveloka

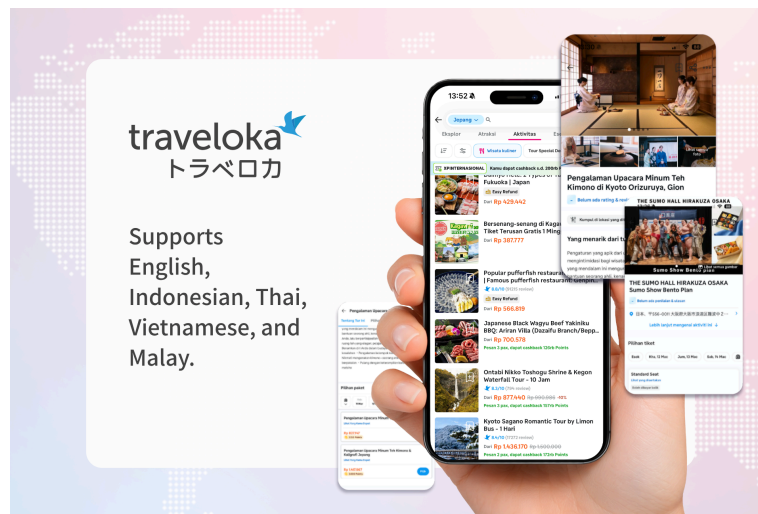
Product details registered on "JapanTicket Plus" are automatically synced with Traveloka, eliminating the need for manual entries or individual translations. This streamlines the inbound expansion process significantly.

Note: Final product listings are subject to Traveloka's screening and approval process.

### ② Local Currency, Local Language, and Instant Booking Support

Through Traveloka, your products will reach over 40 million monthly active users across six key markets:

Indonesia, Thailand, Vietnam, Malaysia, Singapore, and the Philippines. By appearing in an app users already know and trust, you can significantly expand your reach into the Southeast Asian market.



### ③ Local Language/Currency & Instant Booking: Maximizing Revenue Opportunities

On Traveloka, Japanese dining courses, attraction tickets, and cultural experiences are displayed in local languages and currencies, allowing users to complete everything from booking to payment online.

With prepayments and instant confirmations, merchants can effectively reduce no-shows and streamline front-desk operations. Furthermore, because bookings are finalized before the customer's arrival, businesses can more easily secure and forecast stable revenue.

## ■ The Unique Strengths of Japan Ticket Holdings

In addition to our inbound customer attraction system "JapanTicket Plus," Japan Ticket Holdings operates "ebica," a reservation system for restaurants, providing us with a solid foundation in F&B reservations. We have

supported the revenue growth of F&B operators through site-oriented assistance, including walk-in management and the strategic utilization of reservation data.

Because of this, we are capable of designing sales models that go beyond simple ticket distribution by combining F&B reservation management with tourism experiences. Furthermore, regarding Halal support—for which demand is expected to grow in the Southeast Asian market—we have the infrastructure in place for strategic expansion, including the streamlining of booking processes and proactive information dissemination. Furthermore, JapanTicket offers a wide range of content, from iconic attractions popular with international visitors such as Sumo and Ninja experiences, to unique cultural activities across Japan like Daruma doll painting and chopstick crafting. With rising interest among Southeast Asian travelers in Japan's unique traditional culture and local experiences, we anticipate the creation of significant new demand.

About "JapanTicket Plus": <https://www.japanticket.com/inbound-tickets/>

#### 【Testimonial from a "JapanTicket Plus" Merchant】

##### Nikutei Futago (Halal-Certified Restaurant)

As a Halal-certified yakiniku restaurant, we have been dedicated to creating an environment where Muslim travelers, particularly from Indonesia and other Southeast Asian countries, can enjoy authentic Japanese Wagyu with peace of mind.

With this new integration between 'JapanTicket Plus' and Traveloka, we expect our restaurant's information to reach local customers more effectively. We are excited about the potential to create new opportunities for even more guests to discover and visit our shop.

Please note that Halal certification is available only at the Hongo-sanchoume location.

WEB: <https://en.nikutei25.com/hongousanchoume-halal>



## ■JapanTicket Plus: Multi-Market Strategy and Future Vision

The inbound market is constantly shifting due to global affairs and currency fluctuations. Expanding sales channels across multiple markets is essential for businesses to diversify risk and ensure stable customer attraction. As part of this strategy, our partnership with Traveloka strengthens our foundation for delivering Japan's diverse F&B and tourism experiences to the world. Japan Ticket Holdings remains committed to enhancing this global infrastructure for the future.

## ■ About Traveloka

Traveloka is Southeast Asia's leading all-in-one travel platform connecting millions globally with trusted, world-class experiences. Founded in 2012, Traveloka has operations in Australia, Indonesia, Japan, Malaysia, the Philippines, Singapore, Thailand, and Vietnam. With over 140 million app downloads and more than 40 million monthly active users, Traveloka stands as one of the most popular travel apps in the region.

Traveloka's mission is to revolutionise the travel and lifestyle industry by providing seamless, user-friendly solutions for booking flights, hotels, and experiences. We want to empower travellers with a comprehensive platform that simplifies trip planning and enhances the overall travel experience. By leveraging cutting-edge technology and a customer-centric approach, Traveloka aims to redefine the way people explore and connect with the world, making travel more accessible and enjoyable for everyone.

## ■ Traveloka Company Profile

Company Name: Traveloka

Business Description: Development and operation of Southeast Asia's largest travel tech platform

URL : <https://www.traveloka.com/>

## ■ Company Profile

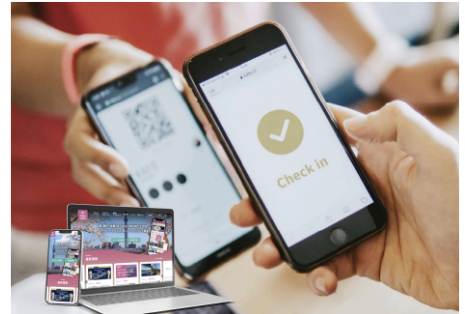
### 【About Japanticket Inc.】

Japanticket Inc. is a TravelTech company under the Japan Ticket Holdings Group. We support inbound tourism and operational efficiency by digitizing tours, activities, and services into digital tickets that can be easily sold and managed online.

Connected with major OTAs worldwide, we promote Japan's diverse attractions globally while planning and developing high-value-added content. Through our Singapore-based subsidiary, "Japanticket Asia Pacific Pte. Ltd.," we operate our luxury brand "JapanTicket PRESTIGE." Collaborating with diverse partners—including local governments like Sapporo City, luxury hotels, airlines, and transportation providers—we create exclusive experiences under the concept "UNCOVER JAPAN."

JapanTicket: <https://japanticket.com/>

JapanTicket PRESTIGE : <https://prestige.japanticket.com/>



### 【About Japan Ticket Holdings Inc.】

Japan Ticket Holdings Inc. is a corporate group dedicated to supporting merchants in the F&B, tourism, and experience sectors through technology. With our core services—the restaurant reservation management system "ebica" and the inbound e-ticket platform "JapanTicket Plus"—we provide integrated support from sales and operations to data utilization.

We also focus on creating high-value-added experiences that leverage local resources and cultural traditions. Under our mission, "Supporting hospitality through people and technology to bring 'Iki' (refined, stylish experiences) to the world," we aim to build a sustainable environment that converts the unique value of Japan's regions into long-term profitability.

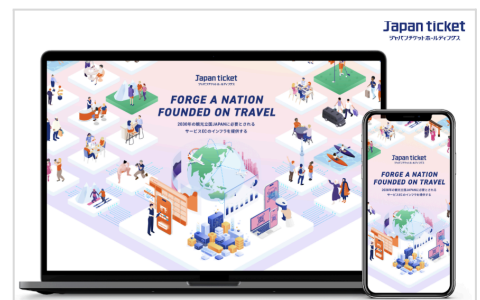
Location: 8F Santomi Bldg. Shinkan, 1-20-18 Ebisu, Shibuya-ku, Tokyo

Representative: Hiroaki Tanaka, CEO

Business Activities:

- Operation of "ebica," a reservation management system for restaurants.
- Operation of "JapanTicket Plus," an inbound customer attraction and e-ticket service.
- Planning and support for luxury inbound tours and experiences (JapanTicket PRESTIGE).
- Digital transformation (DX) support for F&B, tourism, and experience-based businesses.

JapanTicket Holdings: <https://japanticket-holdings.co.jp/>



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