
JapanTicket, in Collaboration with KrisFlyer and Pelago, Introduces Premium Japan Experience Packages for Affluent Inbound Travelers

Launching a new distribution channel to deliver high-value, miles-redeemable experiences directly to one of the world's leading membership bases

JapanTicket Co., Ltd. (hereinafter “JapanTicket”), a group company of Japanticket Holdings Inc. (Headquarters: Shibuya, Tokyo; CEO: Hiroaki Tanaka), will commence offering curated Japan experience packages under its premium experience brand “JapanTicket PRESTIGE” from April 2026, in collaboration with the Singapore Airlines Group’s lifestyle rewards program *KrisFlyer* and experience booking platform *Pelago*.

Through this initiative, JapanTicket will establish a new distribution channel to deliver high-value experiences across Japan to one of the world’s leading affluent membership bases—making them accessible for booking with miles.

The initial launch will focus on two destinations: Tokyo and Kyoto.

In Tokyo, guests can enjoy a luxury urban stay centered around FUFU Tokyo Ginza, while in Kyoto, immersive cultural experiences will be offered at the private machiya residence Kiraku Tei Kiyomizu.

A total of three curated packages will be offered, all redeemable using miles.

JapanTicket
PRESTIGE

SINGAPORE AIRLINES
KRISFLYER

pelago

■ Partnership Overview

Under this collaboration:

- *JapanTicket PRESTIGE* is responsible for the planning and operation of curated experiences
- *Pelago* serves as the booking and distribution platform
- *KrisFlyer* provides the customer acquisition channel through miles redemption

Through this integrated framework, high-value packages combining accommodation, dining, and cultural experiences across Japan can be seamlessly booked by affluent international travelers using miles.

Furthermore, this initiative creates a new distribution channel for local partners across Japan, enabling direct access to a global affluent customer base.

■Background of the Partnership

Interest in authentic Japanese experiences has been growing steadily among affluent travelers in Asia, particularly in Singapore. According to the Japan National Tourism Organization (JNTO), the number of international visitors to Japan surpassed 40 million for the first time in 2025.

Among these travelers, top-tier members of KrisFlyer demonstrate a strong propensity to invest in travel and a preference for exclusive, immersive, and highly personalized experiences. Through its premium brand JapanTicket PRESTIGE, JapanTicket has curated and delivered high-value experiential offerings in collaboration with leading partners across Japan, spanning accommodation, gastronomy, and cultural experiences.

Through this collaboration, these curated experiences can now be delivered directly to one of the world's most prestigious affluent membership bases. At the same time, this initiative creates new opportunities for partner properties in Tokyo and Kyoto to engage with a broader segment of high-value international travelers, further strengthening Japan's position as a premier luxury destination.

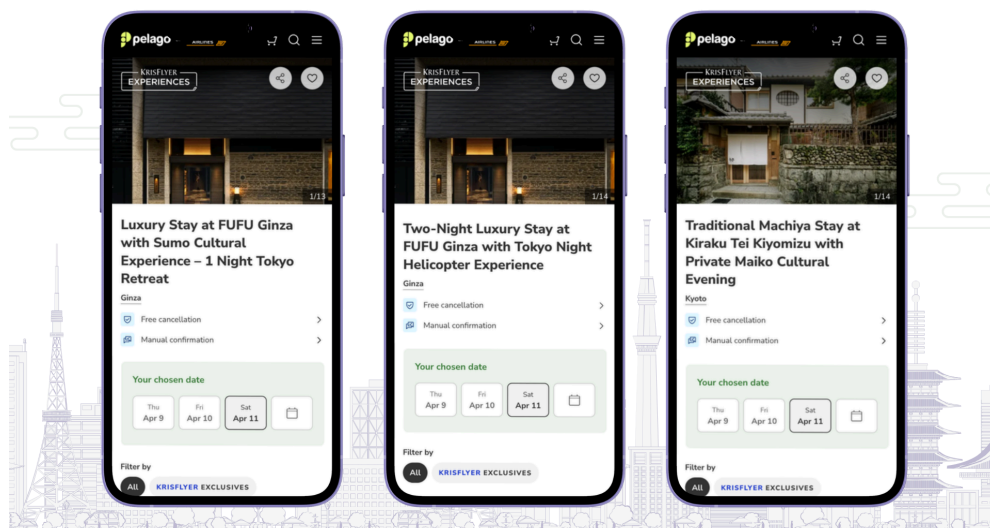
■Roles of Each Partner

JapanTicket PRESTIGE	A premium experience business by JapanTicket, offering curated, high-value travel experiences across Japan under the "UNCOVER JAPAN" concept. In collaboration with partners across Japan, the company plans and delivers high-value experience packages.
KrisFlyer	Singapore Airlines Group's loyalty program, featuring a global membership base that includes affluent travelers and enabling seamless purchases through miles redemption.
Pelago	An experience and activity booking platform operated by the Singapore Airlines Group, seamlessly integrated with KrisFlyer to enable the redemption of miles for curated experiences.

■ Overview of Experience Packages

The initial launch features three curated experience packages across Tokyo and Kyoto.

Each package combines accommodation, dining, and cultural experiences, and will be made available for booking by *KrisFlyer* members using miles. (Reservations will be open for experiences through June 2026.)



1. Tokyo / 2 Days, 1 Night : FUFU Tokyo Ginza × Sumo Culture Experience

This premium Tokyo stay features one night at the small luxury hotel *FUFU Tokyo Ginza*, combined with an exclusive cultural experience centered on Japan's national sport. Guests will have the rare opportunity to observe a morning training session and engage with active sumo wrestlers, offering an authentic and immersive insight into sumo culture.

- Accommodation: FUFU Tokyo Ginza (1 night, breakfast included)
- Experience: Sumo culture experience (morning training observation and interaction with active wrestlers)
- Redeemable from 201,100miles

2. Tokyo / 3 Days, 2 Nights : FUFU Tokyo Ginza × Helicopter Night View Experience

This premium experience features a two-night stay at FUFU Tokyo Ginza, complemented by a private helicopter tour offering panoramic views of Tokyo's dazzling night skyline. Guests will enjoy a truly exclusive perspective of iconic landmarks such as Tokyo Skytree from above—an experience unlike any other.

- Accommodation: FUFU Tokyo Ginza (2 nights, breakfast included)
- Experience: Helicopter night flight over Tokyo
- Redeemable from 447,300 miles
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3. Kyoto / 2 Days, 1 Night : Kiraku Tei Kiyomizu × Maiko Culture Experience

This immersive Kyoto experience features a stay at *Kiraku Tei Kiyomizu*, a luxury private machiya residence near Kodaiji Temple. Guests will enjoy an exclusive cultural encounter through traditional ozashiki entertainment with a maiko, complemented by attentive, personalized service from dedicated staff—offering a refined introduction to the essence of Japanese culture through all five senses.

- Accommodation: KirakuTei Kiyomizu (entire townhouse reserved, with dedicated staff))
- Experience: Maiko cultural experience (traditional ozashiki entertainment)
- Redeemable from 442,500 miles

▶ **Learn more about miles redemption:**
<https://krisflyerexperiences.com/en/events/poweredbypelago-home>

■ Objective of the Collaboration

This partnership aims to create new opportunities for partner businesses across Japan—spanning accommodation, dining, and cultural experiences—to connect with affluent customers worldwide.

Japanticket Holdings Inc. will continue to accelerate efforts to bring the value of Japan’s experiential offerings to a global audience under its mission:

“Empowering hospitality through people and technology, and bringing refined (‘iki’) Japanese experiences to the world.”