

JapanTicket and Myrealtrip Launch API Partnership

Instant booking of Japanese restaurants and activities now available through Korea's leading travel app

Japan Ticket Holdings Inc. (Headquarters: Shibuya-ku, Tokyo; CEO: Hiroaki Tanaka) is pleased to announce the launch of an API partnership with the South Korean travel platform "Myrealtrip" through its group company, Japanticket Inc. (hereinafter referred to as "JapanTicket").

Starting April 2026, Korean travelers will be able to book and instantly confirm reservations for Japanese restaurants and cultural experiences directly through the Myrealtrip app in real-time. This shift from the traditional "request-based booking" to "instant booking" allows inbound tourists to complete their reservations on the spot as soon as they find a restaurant or activity that interests them.

API cooperation started

Instantly book restaurants and activities in Japan through a Korean travel app.

The logo for Myrealtrip, featuring the word "Myrealtrip" in a black, sans-serif font. The "M" is stylized with a large, decorative flourish.The logo for JapanTicket, featuring the word "JapanTicket" in a bold, pink, sans-serif font.**■ Background**

According to the Japan National Tourism Organization (JNTO), the number of South Korean visitors to Japan reached a record high of approximately 9.46 million in 2025, with travel spending also hitting an all-time high. Our internal data confirms a steady increase in bookings from Korea, with growing

interest not only in dining but also in cultural experiences. However, barriers such as language and the inconvenience of waiting for booking confirmations have previously led to missed opportunities for travelers.

In March 2026, the number of inbound visitors to Japan exceeded 3.61 million, a record for the month of March. South Korea remained the largest market with approximately 790,000 visitors (up 15.0% year-on-year), driving growth alongside Taiwan. Unlike long-haul markets which are susceptible to geopolitical risks and rising flight costs, short-haul Asian markets like Korea provide stable demand for Japan's inbound tourism.

Against this backdrop, JapanTicket is leveraging its inbound attraction platform along with the network of over 15,000 restaurants provided by its group company Ebisol's reservation management system, "ebica," to further strengthen its ability to capture demand from Korea, starting with the high-demand dining sector.

■ Partnership Overview

① Discover and Book on the Spot

Myrealtrip holds a top-tier market share for tour and activity bookings in South Korea. This partnership enables real-time booking and instant confirmation for restaurant course menus, cultural experiences, and admission tickets. Korean users can complete reservations within their native language app without concerns regarding language or payment.

② Streamlined Operations and Reduced Management Effort

The API integration automates reservation acceptance, inventory management, and the synchronization of product information. This reduces the operational burden on suppliers and improves efficiency. Furthermore, pre-payment helps prevent no-shows and improves predictability for visitor arrivals. This allows staff to focus on their core mission of providing exceptional hospitality and experiences.

③ From Request-Based to Instant Booking

Previously, Myrealtrip only offered "request-based booking," where availability had to be confirmed after a request was made. This API integration allows for "instant booking," where inventory is reflected in real-time, and the entire process from reservation to payment is completed instantly.

■ The Significance for Japan Ticket Holdings

Japan Ticket Holdings operates "ebica," a reservation management system for restaurants, and "Japanticket Plus," an inbound customer attraction service. By combining the reservation management expertise cultivated in the restaurant industry with a sales network connected to global OTAs (Online Travel Agencies), we have created an environment where tourism merchants and restaurants can seamlessly accept overseas visitors within their existing workflows.

The partnership with Myrealtrip further accelerates these efforts. JapanTicket offers not only restaurant reservations but also cultural experiences such as Sumo, Ninja experiences, Daruma painting, and chopstick making. As interest in experience-based content grows among Korean travelers alongside high demand for dining, new opportunities for customer attraction are expanding in both sectors.

Under our mission to "Through people and technology, we empower merchants to deliver OMOTENASHI and bring refined experiences to the world" we will continue to strengthen the foundation for delivering Japan's wonderful food and cultural experiences to even more inbound travelers.

- Details on "ebica" <https://www.ebica.jp/>
- Details on "Japanticket Plus": <https://www.japanticket.com/inbound-tickets/>

■ Comment from Myrealtrip

Mr. Choi Seungmo, Japan Team Leader at Myrealtrip:

"At 27%, the ratio of dining expenditure by Korean tourists in Japan is the highest among major visiting countries. We felt this demand firsthand while co-operating a special dining feature page with JapanTicket previously. We want to create an environment where more Korean travelers can enjoy the food and experiences across Japan without the hassle of booking. I am very pleased to have taken this first step through this partnership with JapanTicket."

About Myrealtrip

Founded in 2012, Myrealtrip is a South Korean travel platform that began with local guided tours and has expanded to include flights, hotels, admission tickets, and activities. It holds a top-tier share in the tour and activity booking sector in Korea, with 10 million cumulative members and approximately 5 million monthly active users. In 2025, its annual transaction volume reached approximately 2.3 trillion KRW (approx. 245 billion JPY), and it is currently pursuing the first IPO in the Korean OTA industry.

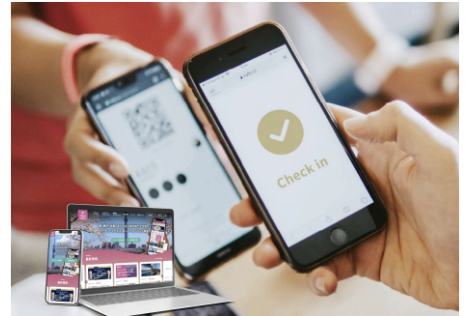
Company Name	Myrealtrip
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Business	Development and operation of a South Korea-based travel platform (Top-tier market share in Korea for tours and activities booking)
Cumulative Members	10 million
URL	https://www.myrealtrip.com/

■ Company Overviews

【Japanticket Inc.】

Japanticket Inc. is a travel-tech company under the Japan Ticket Holdings Group. We support inbound customer attraction and operational efficiency by digitizing tourism experiences and services into e-tickets that can be sold and managed online. We partner with major OTAs worldwide to promote the charms of various regions in Japan globally and develop high-value experience content. Through our Singapore-based "Japanticket Asia Pacific Pte. Ltd." and the "JapanTicket PRESTIGE" brand for affluent travelers, we collaborate with local governments like Sapporo, hotels, airlines, and tourism facilities to create special experiences under the concept of "UNCOVER JAPAN".



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

【Japan Ticket Holdings Inc.】

Japan Ticket Holdings Inc. supports merchants in the dining, tourism, and experience sectors through technology. Centered on "ebica" and "Japanticket Plus," we provide integrated support from sales and operations to data utilization. We also work on creating high-value experiences that leverage regional resources and culture.



Location: 8F Mitomi Bldg. Shinkan, 1-20-18 Ebisu, Shibuya-ku, Tokyo
 Representative: CEO Hiroaki Tanaka

Business Activities:

Operation of "ebica," a reservation management system for restaurants.
 Operation of "Japanticket Plus," an inbound marketing and customer attraction service.
 Support for planning experiences and tours for affluent inbound travelers (JapanTicket PRESTIGE business).
 DX (Digital Transformation) support for restaurant, tourism, and experience service providers.
 Official HP: <https://japanticket-holdings.co.jp/>

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