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Hoteres and TARO Announced as ILTM Official Media for Japan, 2021

Hoteres and TARO are excited to announce their newest partnership with the leading global luxury travel conference [International Luxury Travel Market \(ILTM\)](#) as the official media partner in Japan.

Since 1954, Ohta Publications has been a leading trade media in Japan's hospitality industry, offering news, insights, and references pertaining to the nation's decision-makers, business owners, related industries, and managers of hotels, restaurants, and event companies (weddings) through publications Hoteres Weekly magazine and [Hoteres Online](#).

"As our new international division, [TARO](#) is the first step towards creating a B2B bridge between Japan and the global travel industry for both inbound and outbound," explains Sam Ohta, the head of Ohta Publications.

TARO was born from a range of industry experts and influential players within the luxury travel industry who saw a gap in the market and communication channels between high-end travelers and the luxury hospitality industry in Japan. The platform takes on a unique B2B2C approach, as a way to connect the industry players and their client-travelers with the (English language) up-to-date information and news they seek, and offer discerning travelers greater access to the often elusive delights of Japanese hospitality and experiences. As partners with ILTM, TARO will assist with promotion and marketing, equipped with bilingual journalists and interviewers.

ILTM Asia Pacific will be a virtual event this year, scheduled for 20 – 22 July in the Singapore timezone, and ILTM will take place in Cannes, France 6 – 9 December 2021. The world's leading luxury travel event, ILTM introduces an unrivalled selection of luxury travel brands to ILTM's extensive network of hand-picked luxury travel advisors, through bespoke appointment programmes and networking sessions. For further information, please see www.iltm.com.

Alison Gilmore, Director, ILTM Portfolio comments: "With the financial resources and ability to pivot during disruption, we know that Japanese High Net Worth travellers are key within APAC travel as pioneers of the new luxury travel landscape, providing the much needed economic injection the industry has been waiting for. Equally, we know from our luxury agents based across the world that once borders reopen, many of their clients have Japan on their bucket list and are keen to visit. We are delighted to work with our new media partner TARO to set the scene for the return of both high end inbound luxury travel to Japan."

While the launch of TARO has coincided with one of the most devastating 18 months the travel industry has experienced, it's a symbol of the team's optimism and passion behind the platform, as Sam explains. "The hotels and travel sector has been hit the hardest in the past year and a half. While this industry is the key to the economic health of Japan and beyond, it hasn't been supported as well as it should have been by governments and the like, Ohta has been and will continue to proudly support the tourism industry."

TARO also boasts a B2C luxury travel DMC and OTA, Club TARO. The company's aim is to play a pivotal role in Japan, to increase awareness and demand for the luxury tourism market looking to the future.

Links:

ILTM

www.iltm.com

OHTA PUBLICATIONS:

HOTERES Online

<http://www.hoteresonline.com>

TARO / Club TARO

W: <https://clubtaro.com/>

Instagram: <https://www.instagram.com/clubtarojapan/>

Facebook: <https://www.facebook.com/ClubTAROJapan>

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