

ZIPPI ジッピー・ジャパン JAPAN

Get Japan's **hidden gems**
Zippi-Japan.com

January 2026
YOMITIME INC.



Track Record

An Editorial Foundation Built in New York

YOMITIME INC. has published the Japanese-language newspaper “YOMITIME” in New York for over 20 years, delivering timely information beyond what guidebooks offer.



December 19, 2025 | Year-End & New Year Special Issue

Established: July 2005

- Weekly publication through July 2006
- Biweekly publication through December 2025
- From January 2026: Monthly print edition and weekly email newsletter distribution

Website: <https://yomitime.com>

20 YEARS

LOCAL

TRUST

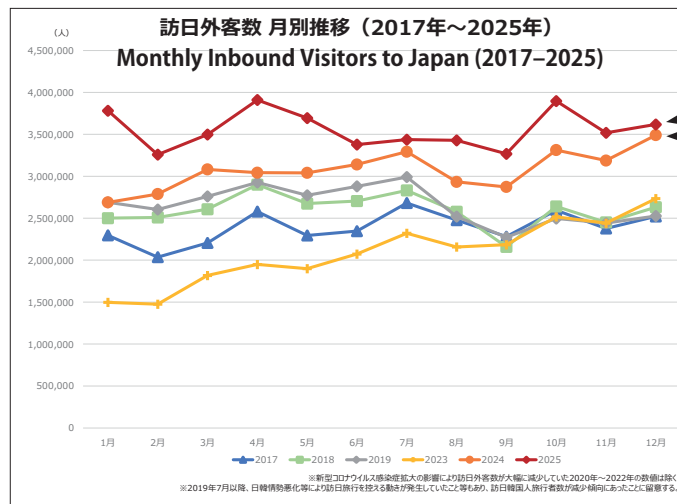


Market Size Data

Japan's Inbound Tourism Market Enters a Growth Phase

Japan's inbound tourism market has moved beyond recovery and entered a new phase of growth.

- **Total inbound visitors to Japan (2025):**
Approximately 42.68 million (Record-high level)



Number of Visitors to Japan (FY2025) Top 7 Source Markets

① South Korea	9,459,600
② China	9,096,300
③ Taiwan	6,763,400
④ United States	3,306,800
⑤ Hong Kong	2,517,300
⑥ Thailand	1,233,100
⑦ Australia	1,058,300

- **Visitors from the United States (2025):**
Approximately 3.3 million

	December 2024	December 2025	Growth Rate	Jan-Dec 2024	Jan-Dec 2025	Growth Rate
USA	238,523	270,700	13.5%	2,724,594	3,306,800	21.4%

Source: Japan National Tourism Organization (JNTO) : https://www.jnto.go.jp/news/press/20260121_monthly.html?utm_source=chatgpt.com

GROWTH

SHIFT

OPPORTUNITY

GLOBAL



Market Shifts & Challenges

Evolving Traveler Needs

Traveler needs are evolving.

First-time visitors choose iconic destinations, while repeat travelers seek more local experiences.

Critical gaps remain:

- **Limited English-language local information**
- **Limited access to timely regional updates**
- **Information concentrated in major cities**

This information gap is a strategic opportunity.

LOCAL

AUTHENTIC

DEEPER

DIFFERENT





The Zippi-Japan Proposal

Sharing Japan's Rare Finds in English



Unlike conventional tourism media, Zippi-Japan curates local discoveries and emerging highlights through a strong editorial lens — and delivers them in English.

“Hidden gems” are valuable experiences not yet widely known.

We introduce the Japan beyond the guidebooks — and bring it to the world.



★ What “Zippi” Means

“Zippi” is a coined name inspired by the word “zippy,” meaning lively and energetic.

It represents the excitement and sense of discovery found in Japan.

CURATED

EDITORIAL

HIDDEN

DISCOVERY



Content

What We Cover

Zippi-Japan is more than a travel guide.

Through a distinct editorial perspective, we curate Japan's "now" and its local character.



- **Food**

Exceptional flavors from across Japan

- **Shopping**

Meaningful finds to remember your journey

- **Stay**

Immersive experiences rooted in Japanese hospitality

- **Place**

From iconic landmarks to undiscovered locations

- **Event**

Where culture and contemporary Japan meet



EVENTS

CULTURE

LOCAL

NOW



Target Audience

Travelers Seeking Something Beyond the Ordinary

Travelers who value local experiences and meaningful storytelling.

- Repeat visitors to Japan
- Travelers looking beyond iconic tourist routes
- English-speaking audiences interested in Japanese culture
- Global learners of the Japanese language
- Millennials and Gen Z travelers
- U.S.-based travelers considering a trip to Japan



CURIOUS

GLOBAL

INDEPENDENT

EXPLORERS



Outlook

Our Vision

To establish the leading English-language platform for discovering local Japan.

Future Development

Building on our editorial foundation, Zippi-Japan will expand partnerships across the tourism and regional sectors.

- **Branded collaborations with companies**
- **Partnerships with local governments and regional features**
- **Expanded outreach through social media and video**
- **Ongoing engagement through a dedicated email newsletter**

Zippi-Japan will progressively expand its content and partnerships to establish itself as the leading English-language platform for local Japan.

CONNECT

SHARE

DISCOVER

EXPAND





Let's bring Japan's **hidden gems** to the world.

Zippi-Japan.com

Zippi-Japan | A Division of YOMITIME INC.
contact@zippi-japan.com

Representative: Casey Taniguchi
casey@yomitime.com

New York, USA