



LUXURIQUE

PRESS RELEASE

February 26, 2026

Luxurique Inc.

**Luxurique Inc. and Tokyo Broadcasting System Television, Inc.**  
**Announcement of Strategic Partnership and Investment**  
**in the Luxury Travel Sector**

Luxurique Inc. (Head Office: Minato-ku, Tokyo; President & CEO: Naomi Mano, “Luxurique”) received equity investment from TOKYO BROADCASTING SYSTEM TELEVISION, INC. (Head Office: Minato-ku, Tokyo; President & Representative Director: Masamine Ryuho, “TBS Television”) and has entered a strategic business partnership in the luxury travel sector.

This strategic investment reflects strong recognition of Luxurique’s 12-year track record and specialized expertise in designing and executing bespoke experiences for distinguished clients, primarily global UHNWIs (Ultra-High-Net-Worth Individuals) and VVIPs. Operating through a direct-to-client model—without reliance on overseas intermediaries—Luxurique has built its core strength around designing experiences rooted in each client’s true aspirations and underlying needs.

TBS Television will leverage Luxurique’s customer insights and production expertise, integrating its diverse Japanese content assets with Luxurique’s deep client knowledge and creative capabilities to generate elevated experiential and hospitality value within the rapidly expanding inbound luxury travel market.

### **Executive Comments**

**Hiroki Kikuno** – Board Director, TBS Television

“We are delighted to announce our partnership with Luxurique, a company with an exceptional track record in the global luxury business market. TBS Television is committed to going beyond the traditional boundaries of media to create experiences that set inspiring, exciting, and joyful *“Moments in motion”* for audiences around the world. By combining Luxurique’s global network and insights with TBS Television’s expertise in storytelling, we will showcase the unique value of Japanese culture on a global stage. We sincerely look forward to working together on this exciting initiative.”

**Naomi Mano** – President & CEO, Luxurique

“For more than a decade, we have designed and delivered highly curated, one-of-a-kind experiences for affluent international clients. We are honored that our expertise and credibility have been recognized through this partnership with TBS Television. “By combining the research and content capabilities of the media with our expertise in designing and delivering experiences, we will provide domestic and international customers with new luxury experiences full of excitement and inspiration.”

### **Investment Rationale**

Luxurique has built a track record spanning more than 12 years, serving international VVIP clients, global corporations, and leading luxury brands through direct engagement. Backed by a reputation for discretion, precision, and trust, the company delivers meticulously curated, world-class experiences tailored to the highest standards.

Luxurique Inc.

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Leveraging its deep curatorial expertise and extensive network, Luxurique provides bespoke itineraries and exclusive programs for individual FIT travelers, as well as conferences and corporate events. Its ability to respond swiftly and flexibly to evolving client needs distinguishes the company in the premium travel segment.

Through privileged access to regional professionals, master artisans, and exceptional venues, Luxurique creates singular experiences that are difficult to replicate, earning strong recognition from clients across sectors.

In 2025, TBS Television launched its premium travel brand “sui-ka” and expanded into high value-added services across the travel and experiential sectors. The initiative seeks to leverage Luxurique’s proven expertise in designing world-class experiences and its established track record to deliver differentiated luxury offerings to clients in Japan and overseas.

Through this capital and strategic alliance, TBS’s “sui-ka” brand will integrate Luxurique’s experience design capabilities, curatorial strength, and accumulated expertise. The partnership is positioned to generate new value in the travel and experiential market by delivering distinctive, high-impact experiences across Japan and global markets.

### **Overview of the Partnership**

Under the partnership, TBS Television will combine its long-established strengths in content planning, journalistic expertise, and production capabilities with Luxurique’s international affluent network and its expertise in experience design and operations. Together, the two companies aim to deliver distinctive experiences rooted in Japanese culture and regional assets to clients across Japan and global markets.

The partners will progressively evaluate a business model that integrates media and content capabilities with real-world experiential value, while building a sustainable operating framework and exploring new avenues for growth. Through this collaboration, they also seek to enhance brand credibility overseas and establish a business model aligned with Japan’s national strategy to elevate the value of inbound tourism.

### **Market Trends**

Inbound tourism to Japan is steadily recovering, with particular momentum in the high-value segment. According to the Japan National Tourism Organization (JNTO), demand for experiential and culturally immersive travel is rising, reinforcing the shift away from conventional sightseeing toward value-added tourism models.

In 2019, Japan welcomed 31.88 million international visitors, generating ¥4.8 trillion in tourism expenditure. By 2025, visitor numbers are projected to reach 42.68 million, with total spending expected to expand to ¥9.5 trillion. The luxury and high-value inbound segment is emerging as a central growth driver within Japan’s broader tourism economy. Average per-night spending is forecast to increase from ¥41,500 in 2019 to ¥53,600 in 2025, reflecting structural growth in premium travel demand.

### **Sources**

Japan National Tourism Organization (JNTO), *Survey on Consumption Trends of Foreign Visitors to Japan 2019*.

Japan Tourism Agency, official announcement (2025 projections).

Japan National Tourism Organization (JNTO), *Survey on Per-Night Spending by Foreign Visitors to Japan 2019*.

Japan Tourism Agency, official announcement (2025 projections).



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Furthermore, the current market environment is aligned with the Japanese Government's policy to promote higher value-added inbound tourism.

Against this backdrop, TBS Television and Luxurique will continue to steadily advance their initiatives in experiential travel tailored to affluent customers and are well positioned to drive structural growth in Japan's premium experiential travel market.

### **Company Overview – Luxurique Inc.**

Luxurique Inc. is an inbound hospitality and event management company specializing in high-end travel experiences and luxury brand events. Its services span private travel planning, VIP support, corporate incentive programs, international exchange events, and curated private tours. In addition, the company provides consulting and experience design support, collaborating with partners across Japan to develop and deliver distinctive programs rooted in local culture and regional assets.

### **Corporate Information**

**Company Name:** Luxurique Inc.

**Representative:** Naomi Mano, President & CEO

**Head Office:** 7-7-7 Roppongi, Minato-ku, Tokyo, Japan

**Established:** June 16, 2014

**Website:** <https://www.luxurique.com>

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