

September 30, 2025

ANABA JAPAN Adds New Content: Sado Feature and Japanese Culture

SUN Co., Ltd. (Head Office: Minato-ku, Tokyo; President & CEO: Shumpei Nakasone) has released new content on its inbound tourism and etiquette information website *ANABA JAPAN* (<https://anaba-japan.net/en/>). The new sections are “**New Discoveries**,” which debuts with a spotlight on Sado Island, and “**Explore Japanese Culture**,” which introduces traditions such



With these additions, *ANABA JAPAN* further strengthens its information for international visitors and provides new opportunities to discover the depth and diversity of Japan's appeal.

About *ANABA JAPAN*



ANABA JAPAN Homepage

Launched in December 2024, [ANABA JAPAN](#) is a multilingual travel website designed for international visitors to Japan. The website highlights lesser-known regions and attractions across the country, uncovering unique local experiences that are not yet widely recognized abroad.

Currently featuring about 100 articles, *ANABA JAPAN* covers not only sightseeing spots but also travel etiquette and useful tips, helping visitors prepare before their trip. Content is available in English, Simplified Chinese, Traditional Chinese, Korean, and Japanese. The website especially targets repeat visitors and travelers seeking a deeper connection with Japan, offering ideas for journeys that go beyond the typical tourist routes.

About the New Content

New Discoveries:



Tradition and Nature of Sado Island — Okesa Dance, Oni Daiko Drumming, Ōnogame, Cycling

The new *New Discoveries* section launches with a spotlight on **Sado Island**, Japan's largest remote island. It introduces the island's rich appeal through seasonal scenery, the historic gold mine, Noh theater, taiko drumming, and unique local experiences. The aim is to inspire international travelers to add Sado to their itineraries and encourage more overseas visits to the island.

Explore Japanese Culture



Japan's Fascinating Culture — Sake, Washoku Cuisine, Onsen, Castles, Japanese Tea

The *Explore Japanese Culture* section presents Japan's traditional culture in an accessible way for global readers. Topics include sake, castles, hot springs, and matcha, with articles that explain cultural background as well as practical travel tips. For example, the hot spring feature covers Japan's hot spring therapy tradition, how to choose a hot spring by water quality and benefits, and how to enjoy onsen towns. By reading in advance, travelers can better understand the traditions they will encounter and enjoy more meaningful, memorable experiences in Japan.

Current Situation and Potential of Sado Tourism

While Sado is well known within Japan, overseas visitors remain limited. In 2024, around 280,000 tourists visited Sado, but most were domestic travelers. Only about 6,000 came from overseas.

However, inbound arrivals between January and May 2025 reached 2,515—a 132.1% increase compared to the same period the previous year—signaling strong growth potential. *ANABA JAPAN* aims to address this gap by sharing Sado's rich tourism resources worldwide in multiple languages, contributing to sustainable growth in visitor numbers.

New Sado Base Opened in July 2025: *Sado Labo*



In July 2025, we opened a new base, [Sado Labo](#), in Sado City. By establishing roots locally, we can share authentic tourism information directly from the island. We also aim to contribute to the community's future through recruitment and talent development initiatives.

Comment from the CEO

Shumpei Nakasone, President & CEO of SUN Co., Ltd., commented:

“Our mission is to share Japan’s appeal with the world from Sado and enrich the journeys of those who visit. This is not just about promoting tourism—it is an important initiative to nurture the future of the region.

We want to share Sado’s nature, culture, and the warmth of its people with audiences worldwide, while expanding the pride and possibilities of those who live here. Tourism creates encounters, and those encounters create the future. We will continue to challenge ourselves to serve as that bridge.”

Future Outlook

Through sharing tourism information, SUN Co., Ltd. will create more opportunities for overseas travelers to engage deeply with Japanese culture and regional attractions, enhancing the value of their journeys. At the same time, we will contribute to revitalizing local communities across Japan, including Sado, and promote sustainable tourism and regional development.

Related Links

- *ANABA JAPAN*: <https://anaba-japan.net/en/>
- Announcement of *Sado Labo* Opening: https://www.sun21.co.jp/en/news/sado_lab/
- SUN Co., Ltd. Official Website: <https://www.sun21.co.jp/en/>

Company Overview

- **Company Name:** SUN Co., Ltd.
- **Head Office:** 3F Noax Building, 1-16-4 Nishi-Shimbashi, Minato-ku, Tokyo 105-0003
- **Representative:** Shumpei Nakasone, President & CEO
- **Business Overview:**
 - System integration services
 - Website development, operation, and maintenance
 - Support services for foreign residents in Japan
 - Japanese learning app "[Kurashi Study](#)"
 - Japanese language training service "[Hanasu Plus](#)" for non-Japanese employees
 - Inbound tourism website [ANABA JAPAN](#)

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