

SAMURAI TOUCH

"Bringing Japanese Chic to the World."

TOURISM EXPO JAPAN 2026

about

SAMURAI TOUCH

A **7**-minute Japanese wellness experience,
perfect between sightseeing.

Two therapists in samue welcome guests on
traditional tatami with authentic Japanese hospitality.



Three Key Priorities of the Japan Tourism Agency

1. Enhancing 「High-Value Experiences」 for International Visitors

The Japan Tourism Agency aims to increase visitor spending by promoting unique, authentic, and exclusive experiences that travelers cannot find anywhere else.

2. Promoting 「Wellness Tourism」

Wellness tourism focuses on improving both physical and mental well-being by transforming travel fatigue into relaxation and renewal.

It is recognized as one of Japan's key growth sectors.

3. Leveraging 「Traditional Japanese Culture for Tourism」

The agency promotes the sustainable use of traditional cultural assets—such as tatami mats—not only as exhibits, but as immersive experiences that create new tourism value.

What Travelers Say

- After a full day of sightseeing, my feet are exhausted.
- Don't need a one-hour massage—
I just want a quick way to recharge between activities.
- I'd like to take a break, but I don't want to waste my valuable travel time.

Travel fatigue can reduce both visitor satisfaction and the desire to continue exploring.

Service Overview

- ① 7-Minute Foot Wellness & Authentic Japanese Cultural Experience
- ② Receive an Exclusive Goshuin

Key Features

➤ A Recovery Experience, Born in Japan

→ A one-of-a-kind wellness experience inspired by Japanese culture.

➤ Designed to Relieve Walking Fatigue

→ A premium wellness experience combining foot care with authentic Japanese culture.

➤ Delivered by Licensed Therapists

→ Evidence-based foot care provided by licensed physical and occupational therapists.



Treatment Time

Only

7

Minutes Per Guest

Introductory rate

※
4,000 yen

Equipped with International Cashless Payment Terminals

※Pricing may vary by country and market.



Space Requirements

Minimal Setup Required

2 Tatami Mats

※ (One tatami mat: Approx. 200 × 90 cm)

- Authentic Japanese ambiance with tatami, lanterns, and samue.
- Turn any available hotel space into a revenue-generating wellness experience.

Track Record

- JAPAN Fes, New York (April 2026)
- 100+ guests from 16 countries in one day
- 10+ guests waiting during peak

Validated market demand through a successful pilot



How SAMURAI TOUCH Differs from Traditional Spas

➤ **Fast, High-Turnover Service**

→ Ideal for busy travelers

➤ **Authentic & Shareable Experience**

→ Instagram mable Japanese Experience



Target Guests

**Suitable for guests of
all ages and nationalities.**



SAMURAI TOUCH

**Recharge between sightseeing.
Explore longer. The ultimate wellness
experience for busy travelers.**



Experience Certificate | Exclusive Goshuin



- A Memorable Keepsake
- Exclusive to SAMURAI TOUCH Guests
- Unique Designs That Encourage Repeat Visits

Custom-Designed Tatami Mats

久保木畳店

KUBOKI TATAMI

SAMURAI TOUCH

Custom-Designed Paper Lanterns

Crafted by the artisans of the iconic Kaminarimon lantern.



Custom-Designed Samue



Y. & SONS

BESPOKE TAILORING
KANDA / TOKYO



やまと

KIMONO DREAM MAKERS



SAMURAI TOUCH

7-Day

Pop-up



Overview

Validate the potential of your assets with no upfront investment.



No Upfront Cost

Pilot the service at no upfront cost and evaluate its value with minimal financial risk.



Compact 2-Tatami Footprint

No Construction. Just Set Up.
Transform Underutilized Space into a Revenue-Generating Wellness Destination.



Performance Analysis Report

Weekly tracking data provided as solid evidence for internal discussions.

A strategic first step to validate demand for deployment.



Special Trial Offer

0円

※Travel and accommodation expenses to be discussed separately.

We handle all payments and revenue management,
so no additional accounting work is required on your side.

Daily Operation Capacity

7 operating hours per day

AM 8:00–10:00 / PM 5:00–10:00

※Flexible scheduling available upon request

**A 7-hour operation enables service for
approximately 80 customers per day.**



Performance Report & Business Analysis

1. Quantitative Performance Analysis

- ✓ Analysis of customer participation by weekday/weekend
- ✓ Identification of peak operating hours and customer trends

2. Revenue Simulation for Full-Scale Implementation

- ✓ Projected revenue analysis for a period-based POP-UP deployment, based on trial results
- ✓ Customized operational strategy optimized for your facility and assets

A comprehensive marketing analysis report will be provided upon completion of the 7-day trial.

Limited-Time

POP-UP

Activation



Overview

Transform your space into an exclusive Japanese wellness experience for a defined period



Flexible Scheduling

Available for as little as one week or for year-round operation, with scheduling tailored to your peak seasons, special events, or strategic objectives



Premium Quality Through a Select Team

Every experience is delivered exclusively by highly qualified practitioners who meet our rigorous standards. To maintain the highest level of service quality, our operational capacity is intentionally limited



Priority Advance Booking

Demand is particularly high during peak travel seasons and major events. To secure your preferred schedule, we recommend reserving your dates well in advance



Exclusive Custom Goshuin for Your Property



Custom Design : A bespoke Goshuin featuring your property's logo and iconic architectural elements, thoughtfully crafted into a unique design.

Exclusive Collectible : A limited-edition Goshuin available only at your property and only during the designated period, creating a truly exclusive keepsake.

Enhanced Brand Value : Transform the guest experience into a memorable souvenir that inspires social media sharing, strengthens brand recognition, and encourages repeat visits.

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Pricing Plan

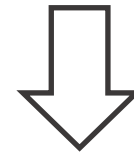
Participation Fee (1 Week)

JPY 300,000

< Revenue Share Model >

Example:

Average Spend: JPY 4,000 × 50 guests/day = JPY 200,000/day



Revenue Share (30%) JPY60,000円

Estimated Payback Period

The participation fee can be recovered in approximately 5 operating days.

Engagement Period

◆ 365-Day Booking Calendar

Secure your preferred operating period in advance, strategically aligned with your property's peak seasons, special events, and business objectives.

◆ How It Works

Simply select your preferred one-week operating period from our 365-day booking calendar.
Reservations are confirmed on a first-come, first-served basis.

◆ Priority Reservation Recommended

Following a successful 7-Day Trial, we recommend securing your preferred dates as early as possible. Prime tourism seasons and major event periods are in high demand and are allocated on a first-come, first-served basis.



A Win-Win-Win Partnership

For Guests

- Just 7 minutes—no interruption to their travel itinerary
- Immediate, noticeable results
- An effortless way to experience authentic Japanese culture

For Your Property

- Minimal upfront cost and operational risk
- Maximizes the productivity of underutilized space
- Adds a unique premium experience to your guest offering

For Society

- Fair monetization of Japanese intellectual property and craftsmanship
- Preserving and evolving Japanese culture
- Sharing the authentic spirit of Japan with the world

Go beyond tourism.

Create unforgettable moments at your property

