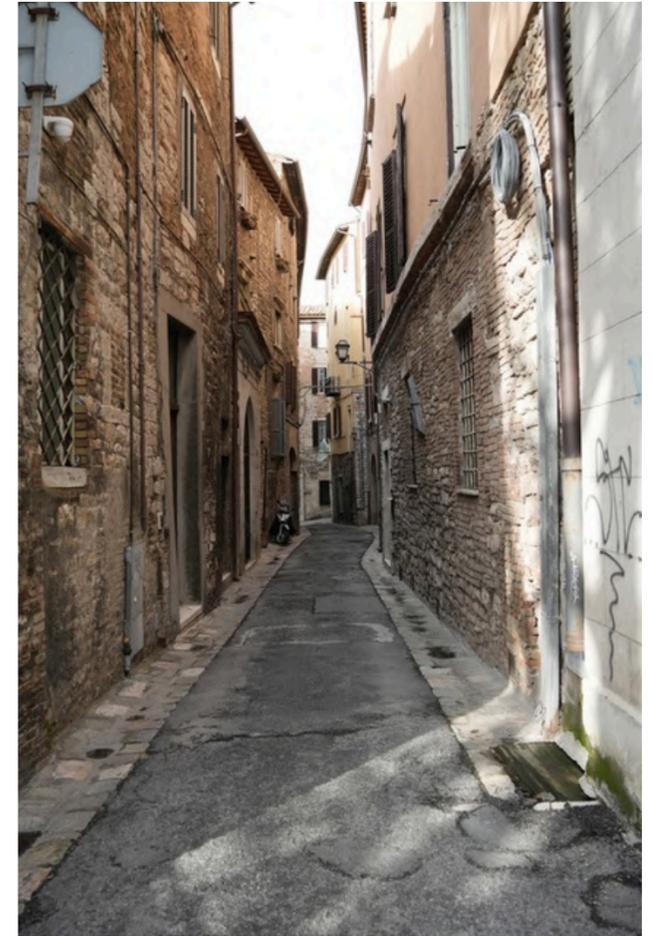


Mapping your Story For Japanese Travellers

Journalistic Editorial Work & Liaison



ペンで、心を動かす
PEN&CO.

Pen moves your hearts.

ペンで、心を動かす
PEN&CO.

A Tokyo-based communication boutique founded by two former journalists from The Asahi Shimbun, Japan's leading quality newspaper.

With **20+ years** of experience and reporting in **30+ countries**, we deliver journalism-based covering and editing with integrity and clarity.

Drawing on hands-on experience at **Expo 2025 Osaka-Kansai** and the **Tokyo 2020** Olympics, we coordinate your projects with practical expertise. We are agile and flexible. Our pen inspires Japanese visitors.

PEN&VOYAGE

Our travel media featuring first-hand, deeply reported stories for Japanese travellers in their **30s-70s**.

Pen & Voyage functions not only as a media platform, but also as a channel to shape, refine, and test Japan-ready narratives based on real on-site reporting.



Akio Harada, COO, Pen&Co.



Chikako Tada(Left), CEO, Pen&Co.

What Japanese Travellers Are Really Like

- Only around 10% feel comfortable using English.
- Strong gift-giving culture — they look for small, individually wrapped souvenirs.
- Most trips last around one week, so efficiency matters more than slow exploration.

Why Messages Don't Land in Japan

Many of you assume that translating HQ-created English content is enough. But whether it's machine translation or a non-specialist translator, it rarely delivers what Japanese travellers actually need or expect.

Where It Falls Short

- Key Japan-origin questions stay unanswered. e.g., access, flight time, clothing, Wi-Fi
- Content feels generic or culturally off-target.

Your value is real — it's simply not reaching Japanese travellers in a form they can trust or act on.

How We Can Help You

We offer Japan-ready communication support that turns your destination or airline into a trustworthy, attractive choice for Japanese travellers.

1 | Editorial Re-design for Japan

We rebuild your existing materials —websites, brochures, route maps, tour pages, airport signage — so they are clear, contextual, and natural in Japanese.

2 | Field Reporting & Accurate Content

We visit your destination, verify information, and create reliable stories for Japanese audiences —feature articles, press releases, website copy, or travel guides.

3 | Engagement Projects

Seasonal features, themed stories, small experience events, or journalist-led tours that help Japanese travellers connect with your destination.

Ready for your Japan journey? Let's talk.

From retainers to one-off projects,
we're easy to reach in any way that suits you.

Pen&Co., Ltd.

 <https://pen-and.co.jp/lp/en/>

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