

Map your Stories for Japanese Travellers

Journalistic Editorial Work & Liaison



ペンで、心を動かす
PEN&Co.

Tokyo, Japan
#StoriesJP



A Tokyo-based communication boutique founded by two former journalists from The Asahi Shimbun. With **20+ years** of reporting in **30+ countries**, we deliver journalism-based coverage with integrity. Experience from **Expo 2025** Osaka–Kansai and the **Tokyo 2020** Olympics, we coordinate your projects with practical, agile support.



Our travel media features first-hand stories for Japanese travellers in their **30s–70s**.

Pen & Voyage functions as both a media platform and a practical hub for Japan-ready travel insight, across three categories—

At the Airport, In the Sky, and Destination.

Cabin reviews, airport lounge experiences, and souvenir picks are among our most-read features.



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

A trusted, attractive option for
Japanese travellers.

1 | Editorial Re-design for Japan

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

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.




Chikako Tada, CEO

Pen&Co., Ltd.

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