

Unlocking Japan's Incentive Travel Potential

- Strategies for Success in 2025 and Beyond -

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Introduction : Messe Galaxy

Messe Galaxy



Shogo Kaneda
CEO
Messe Galaxy

■ Profile

Shogo started his career at MICE consulting / media company in Tokyo and has over 10 years of experience in Business Events industry.

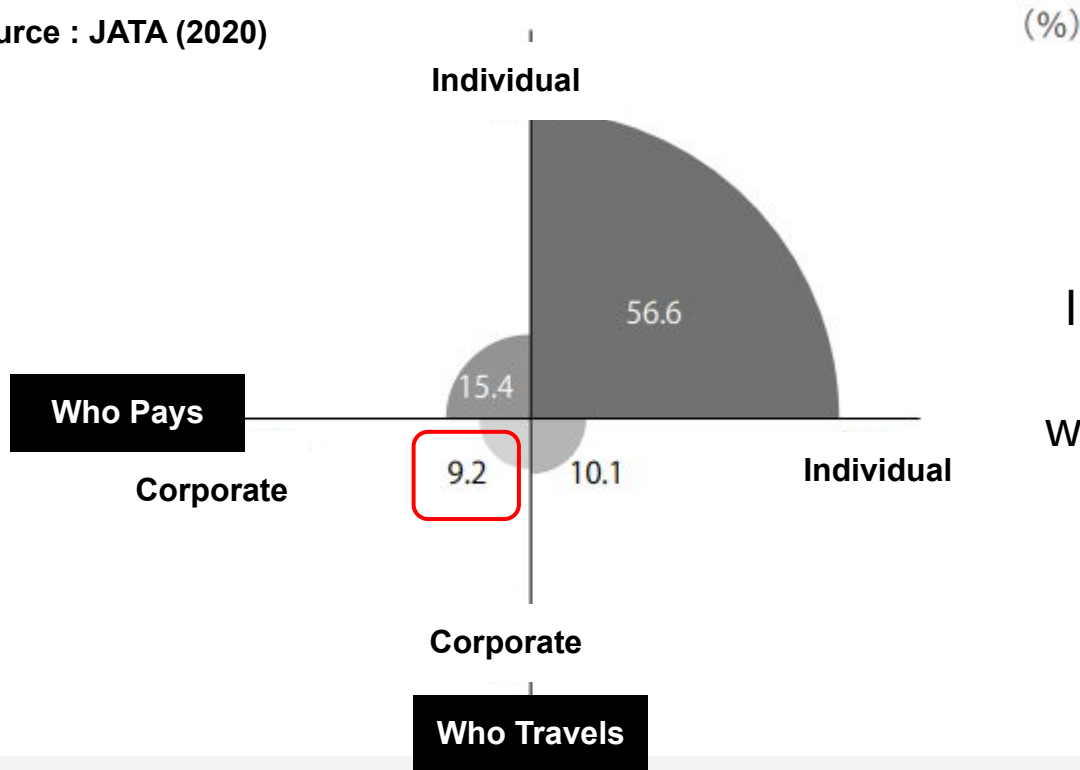
Under his owned business brand “Messe Galaxy”, he provides Asian corporates and trade associations with “Events Venturing” while providing destination marketing advisory for convention bureaus.

Also, he is now working for a Japan based startup which runs Japan’s biggest social economic media and is in charge of business development there. With this background, he is familiar with business events in the field of startup and corporate innovation.

Overview of the market

Overview of the market : Scale of Incentive Business

Source : JATA (2020)



Incentive Travel shared roughly **10%** of the whole outbound market.

Overview of the market : Challenge of Big Boy

The situation of Multi-Level Marketing Company

- Challenge ①
Corporate Planners left the organization and the alternatives were promoted to be in charge of event design, but they are less network and experience.
- Challenge ②
Most of MLM need to acquire next generation of the distributors as the current of them are well experienced but will be retired soon.

No More Big party, No More Shopping.

Need to develop something else to attract next generation who would be a high performer.

Actions to develop the market

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① Identify New Client

Academic Research In Action: Case Study: A Unique Travel Reward – GroTech's Global Office Exchange Program



- Organizer : Global Tech Company
- CPO oversees the program
- The purpose is culture and talent development for global employees

Actions to develop the market

② Promote Incentive Travel 2.0

Strategic importance of incentive travel

(Share of respondents)



S15. How will the following factors likely impact the strategic importance of incentive travel?

Response base: n = 1,602 respondents

Senior management approach to incentive travel

(Share of end-users)



S2. How is senior leadership approaching incentive travel planning?

Response base (buyers): n = 125 respondents (multiple responses allowed)



【Opportunity with you】

Destination Night by Messe Galaxy

Destination Night by Messe Galaxy



Periodical Gathering with Top Tier Corporate Event Planners in Japan
(Expected Twice a Year, Every 6month)

Destination Night by Messe Galaxy

- Date
Mid Feb. (TBD)
- Venue
Restaurant in Tokyo
- Expected Participants
5 to 10 corporate event planners with 2 Representatives / Destination



etc.

- Program
17:30~18:00 Welcome & Opening Chat
18:00~20:00 Networking Dinner
- Participation Fee
JPY 50,000 / person (Means, worth JPY 10,000 per corporate event planner to engage)
※Free for Corporate Event Planners

Destination Night by Messe Galaxy

1 min. Quick Survey



Let us know if you have an interest in attracting incentive travels from Japan.



Q&A / Open Discusson