

FOR IMMEDIATE RELEASE

Joint Press Release

May 29, 2025



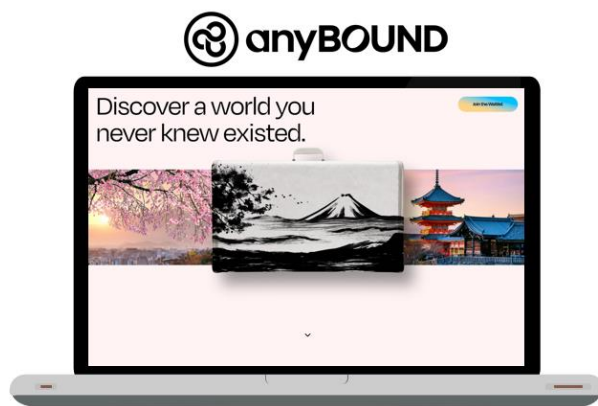
Perfect moments, always



JTB and LEAPS Launch Teaser Site for “anyBOUND” — A Global Platform for Curated, High-End Travel Experiences Partnership with Pacific Meta Unlocks Entry into the Web3 Space

Tokyo, Japan, 29 May 2025- JTB Corp. and LEAPS Inc. today unveiled the teaser website for their upcoming global travel platform, **anyBOUND** — a first-of-its-kind marketplace offering rare and highly curated destination-based experiences to affluent travelers around the world. The full platform is set to launch this fall, but users can now pre-register for early access and exclusive benefits via the newly launched teaser site.

anyBOUND will enable seamless global access to luxury experiences — not just in Japan, but around the world — by combining traditional travel industry expertise with the latest in blockchain technology, including crypto payments and NFT-based ownership models. The project is co-developed with Pacific Meta, a leader in Web3 strategy and marketing.



<https://anybound.jp/>



Background of New Website Development

According to statistics released by Japan National Tourism Organization (JNTO), the number of inbound visitors to Japan surpassed 36 million in 2024, reaching an all-time high. JTB has formulated and implemented strategies from two perspectives: “sending” customers to destinations and facilities (including arranging tours and accommodations), and “attracting” visitors by enhancing the appeal of tourist destinations through content planning and development.

In addition, in light of initiatives such as the “Priority Plan for the Realization of a Digital Society” (Cabinet Decision dated June 7, 2022) by Japan’s Digital Agency, which includes the development of an environment to promote Web3.0 and the use of blockchain-based NFTs (non-fungible tokens), the Japanese government launched the Web3.0 Study Group to drive public-private efforts to stimulate economic growth.

Amid these developments, JTB has recognized the potential of token economies for business applications and has identified growth opportunities within the inbound travel market, particularly in the affluent segment. JTB has proceeded to study customer needs and service provision. Meanwhile, LEAPS, engaged in operations leveraging Web3 technologies, has focused on delivering tangible value from the end-user perspective, advancing service development accordingly.

Through joint market research in collaboration with Pacific Meta, the hypothesis emerged those affluent travelers from around the world—including inbound tourists to Japan—still face challenges in accessing and arranging rare experiential content. In order to resolve issues both in reaching such customers and in providing access to exclusive experiences, JTB, LEAPS, and Pacific Meta determined that a new form of travel proposal and purchase/payment system was necessary. Since blockchain technology was deemed essential for realizing this vision, the three companies decided to co-develop a new website to facilitate the application of token economies in business. Visit: anybound.jp

Key Initiatives Under Consideration and Planning

1. Development of Borderless Sales and Operational Schemes for Travel Originating from and Returning to Any Country

Unlike conventional services tied to specific departure and arrival points such as Japanese domestic or overseas travel and inbound tourism, the new scheme focuses on content that takes place at the destination of choice. It also includes tailor-made arrangements for transportation before and after the experience, as well as local travel and accommodation.

2. Discovery, Planning, and Development of Rare Global Content

Planning and developing rare content from around the world—not limited to travel or experiences—including offerings such as ownership rights to sake barrels.

3. Service Deployment Utilizing Blockchain Technology

In addition to conventional fiat-based payments (e.g., credit cards), the project will introduce cryptocurrency payments (e.g., ETH, USDC). It will also implement new sales methods such as tokenizing travel entitlements and physical goods as NFTs.

*1 Web3.0: Defined by Japan's Ministry of Economy, Trade and Industry as "an economy where value is co-created, owned, and exchanged using tokens on blockchain."

*2 DMO: Destination Marketing/Management Organization.

*3 Web3.0 Study Group: A research body organized by the Digital Agency of Japan.

Roles of Each Company

JTB Corp.

JTB utilizes its extensive network—354 offices across Japan and 154 offices in 79 cities and 35 countries/regions overseas—to discover rare content and develop products. JTB also applies its expertise in tailor-made travel planning for affluent customers and provides hospitality services.

LEAPS Inc.

LEAPS leverages its long-standing blockchain expertise to develop the new website, manage NFT sales and payment systems, and operate the platform. In addition, the company utilizes its connections with other Web3 businesses to plan collaborations and marketing activities. It also plans, develops, and sells NFT content outside the travel domain.

Pacific Meta Inc.

Pacific Meta Conducts research and marketing using its global network of Web3 founders and CEOs. The company provides strategic insights and connections built across the international Web3 ecosystem.

The collaboration aims to create and deliver unprecedented new value by combining each company's networks and strengths from the early stages of planning.

Future Outlook

The initiative will focus on borderless business domains that originate from and arrive at global destinations enabling cross-border transactions. It aims to develop and sell not only travel products, but also rare content such as ownership rights to sake barrels, co-ownership rights to real estate, digital art, and so on.

In the inbound tourism market, the initiative will expand beyond the three companies to collaborate with local governments, tourism associations, Destination Management/Marketing Organization(DMOs), and private enterprises to uncover new value in Japanese culture and revitalize both the cultural and economic landscapes of Japan.

Company Overviews

JTB Corp.

As one of Japan's leading travel solutions providers, JTB offers diverse services for individual, business, and event-related travel. Guided by the vision "Perfect moments, always," JTB connects people, places and possibilities worldwide, fostering a sustainable future.

Corporate Website: <https://www.jtbcorp.jp/en/>

LEAPS Inc.

LEAPS specializes in providing blockchain-based product development and new business support, including blockchain business development for corporations, Multi-Redeemable NFT solutions, and consumer product development. It actively promotes blockchain implementation and adoption across various industries.

Corporate Website: <https://leaps-inc.com/>

Pacific Meta Inc.

As a "Web3 Accelerator," Pacific Meta provides end-to-end support for domestic and international Web3 projects. With a global team and a track record in over 40 countries, it helps Japanese projects expand overseas and supports foreign projects entering Japan and East Asia. Pacific Meta offers a wide range of services including fundraising, consulting, business development, and marketing.

Corporate Site: <https://pacific-meta.co.jp/en/>

Inquiries

For general inquiries:

JTB Corp. – Royal Road Ginza Email: rrg_web3_pjt@jtb.com

LEAPS Inc. – Contact form: <https://leaps-inc.com/contact>

Pacific Meta Inc. – Contact form: <https://pacific-meta.co.jp/contact/>

Press Inquiries

Contact for press inquiries:

JTB Corp. Public Relations team Phone: +81 3 5796 5833

LEAPS Inc. – Contact form: <https://leaps-inc.com/contact>

Pacific Meta Marketing & PR – Contact form: <https://pacific-meta.co.jp/contact/>