

[Press Release]

For immediate release

October 23, 2025

JTB Corp.

ASOBISYSTEM Co., Ltd.

JTB and ASOBISYSTEM to Host the First-Ever “ASOBIEXPO” in Hawaii Bringing Japanese Pop Culture to the World in March 2026

HONOLULU, Hawaii, October 2025 - The ASOBIEXPO HAWAII Executive Committee, comprised of JTB Hawaii Travel, LLC (a JTB Group company) and ASOBISYSTEM Co., Ltd., is pleased to announce that the music and culture event “ASOBIEXPO HAWAII 2026” will be held for the first time on Monday, March 16, 2026, at the Tom Moffatt Waikiki Shell in Honolulu, Hawaii, USA. (<https://asobiexpo.com/hawaii2026>)



About ASOBIEXPO

ASOBIEXPO is a music and culture event produced by ASOBISYSTEM, a creative company dedicated to sharing Japanese pop culture with the world. For its first-ever overseas edition, the event will be held in Hawaii, one of the world’s most popular travel destinations, and is expected to become a new platform that further deepens cultural exchange between Japan and Hawaii.

In addition, ASOBIEXPO HAWAII 2026 will be held as a sister event to the Honolulu Festival ^{*1}, one of Hawaii’s largest international cultural events (hosted by the Honolulu Festival Foundation, with Foundation Director Tetsuya Kubo). Through “Made in Japan” pop culture, the event aims to create new opportunities for international exchange and interactions, showcase the appeal of Hawaii as a destination and connect the Honolulu Festival with the next generation of audiences.

Under Hawaii’s open skies, guests can look forward to a once-in-a-lifetime experience unique to this special night.

◇Event Overview

- Event Title : ASOBIEXPO HAWAII 2026 -*Japanese Pop Culture Experience*-
- Location : Honolulu, Hawaii, USA
- Venue : Tom Moffatt Waikiki Shell
- Organizer : ASOBIEXPO HAWAII Committee
(ASOBISYSTEM Co., Ltd. / JTB Hawaii Travel, LLC)
- Supported by : Honolulu Festival Foundation / JTB Corp.
- Date : Monday, March 16, 2026 (Time to be announced)
- Official Website : <https://asobiexpo.com/hawaii2026>
- Tour Information : Official fan club tour with exclusive bonuses & priority seating tickets
<https://jtb-entertainment.net/tour/2026/asobiexpo26/>
- Ticket Information : Event admission tickets are scheduled to go on sale around December 2025. Details will be announced on the official event website once preparations are complete.
Please note that only Upper Terrace seats (rear section) and Lawn area tickets will be available for purchase.
For more information, contact the ASOBIEXPO HAWAII Event Office (within JTB Hawaii Travel, LLC) at **event@jtb-hawaii.com**

◇Performing Artists



Kyary Pamyu Pamyu, renowned for her distinctive artistic world and status as a Japanese pop icon, captivated global audiences with her performance at Coachella 2022, one of the world's largest music festivals.

Joining the lineup as well is FRUITS ZIPPER, whose infectious songs and "NEW KAWAII" performances have quickly won over fans both in Japan and abroad.

These artists will come together in Hawaii to create a special night where Japan and the world unite through music.

◇Background and Roles of the Organizers

In February 2025, JTB and ASOBISYSTEM entered into a strategic partnership agreement aimed at creating and promoting Japanese culture and generating new value for global audiences. Working with local governments, DMOs, and corporate partners, the two companies collaborate to discover and share new dimensions of Japanese culture both domestically and internationally. One of the key initiatives born from this partnership is ASOBIEXPO HAWAII.

ASOBISYSTEM is dedicated to promoting Japanese pop culture, centered around music, through a wide range of creative projects that reach audiences across the globe. Leveraging its expertise in artist management, content development, and creative production, ASOBISYSTEM is responsible for artist booking, creative direction, and event content planning.

JTB Hawaii Travel, LLC, a JTB Group company, will utilize its extensive local network and operational expertise in Hawaii to handle venue operations, travel product development, and promotional activities.

◇Future Outlook

“ASOBIEXPO HAWAII” aims to promote international cultural exchange through Japan-originated culture and to contribute sustainably to tourism development in Hawaii.

ASOBISYSTEM will continue to advance uniquely Japanese culture and create new experiences for the younger generation. JTB will leverage its network with local communities and tourism stakeholders to enhance the value of tourism resources while delivering special experiences to visitors.

Through their collaborative co-creation, both companies will consistently share new value in Japanese culture with the world.

<About ASOBISYSTEM Co., Ltd.>

- Company Name : ASOBISYSTEM CO., LTD
- Headquarter : 2-26-8 Jingumae, Shibuya-ku, Tokyo 150-0001, Japan
- President : Yusuke Nakagawa

ASOBISYSTEM is a culture production company representing some of Japan's leading pop culture artists. Based in Harajuku, it manages artists, models, actors, and creators while producing music festivals, fashion events, media, retail, regional revitalization projects, and inbound tourism initiatives, both in Japan and internationally.

Website : <https://asobisystem.com/>

<About JTB Hawaii Travel, LLC>

- Company Name : JTB Hawaii Travel, LLC
- Headquarter : 2155 Kalakaua Ave., 9th Floor, Honolulu, HI 96815
- President : Tomoyuki Kajihara

JTB Hawaii, a local subsidiary of the JTB Group, provides travel planning and arrangements, transportation, commercial, and event services to customers from around the world visiting Hawaii. Through the creation of new flows of people, goods, and culture, JTB Hawaii works to expand cultural exchange and provide solutions to challenges faced by local communities and tourism partners.

Website : <https://www.jtb-hawaii.com/en/>

*1<About Honolulu Festival>

- Event : 30th Honolulu Festival
- Dates : March 13-15, 2026
- Venue : Hawaii Convention Center, Honolulu, Hawaii
- Organizer : Honolulu Festival Foundation

The Honolulu Festival is one of Hawaii's largest annual cultural exchange events, celebrating the theme of "Pacific Harmony, Living Together in Love and Trust." The festival aims to promote mutual understanding among peoples and generations through cultural exchange, deepening ties between Japan, Hawaii, and the Asia-Pacific region, and contributing to global peace.



■ For Media Inquiries (English)

ASOBIEXPLO HAWAII Office (JTB Hawaii Travel, LLC) EMAIL: event@jtb-hawaii.com

■ Contact for press inquiries:

JTB Corp. Public Relations team Phone: +81 3 5796 5833 EMAIL: jtb0074_all@jtb.com

ASOBISYSTEM Inc. Public Relations Department

(Office hours: 10:00 AM – 7:00 PM, closed on weekends and public holidays)

03-3470-0140 EMAIL: press@asobisystem.com