

## OFF-ROADS

### Best Luxury Travel Events Agency – Tokyo

With its impeccable professionalism and world-class infrastructure, Japan should top the list of anyone looking for a holiday experience in a unique destination. The country is renowned for its safety, its reliable transportation, and its devotion to the spirit of ‘omotenashi’ (or hospitality).

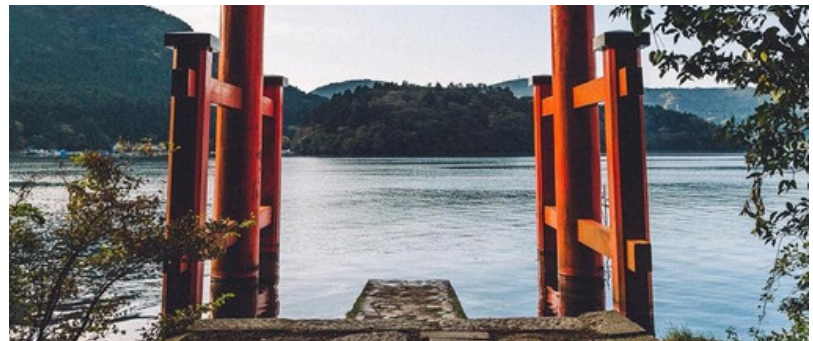
Off-Roads is a travel agency with a difference – it boasts an eclectic team of Japanese and long-term expats who are focused towards delivering exceptional incentive travel experiences in Japan.

Off-Road's key strengths includes extensive knowledge of Japan and its specificities, decades-long experience in organising MICE (Meeting and Incentive Conference Events) throughout the region for organisations of all sizes, and an exclusive network of hand-picked local partners aligned with the firm's high standards.

“Our combined expertise allows us to assist at every steps of our client's project, from the establishment of exclusive, highly motivational travel itineraries tailored to company's specific needs and culture, to the insurance of a smooth conduct of all travel operations and a worry-free, memorable experience of Japan,” explains Ines Zand, Director of Off-Road.

And memorable experiences are very much the name of the game with Off-Road. While most travellers to Japan are content to travel some of the more popular routes, the company's bespoke experiences can take its clients to corners of the archipelago still relatively untouched by foreign tourism. On a winter trip, you may find yourself bathing in hidden hot springs on the island of Kyushu or scaring off evil spirits with the namahage (demons) of Akita's Oga Peninsula. Travel with Off-Roads in spring and you'll be ushered to the best cherry blossoms spots. Or you can cool off in the summer heat on the secluded beaches of Okinawa, where you can snorkel over pristine coral reefs or scuba dive some of the more challenging formations off the island's western cliffs. Basically, Off-Roads is geared to cater to your every whim.

The firm's customer service is perfectly aligned to the expectations of the demanding international clientele. The dedicated team



can work with tight time constraints and budget to help its customers craft the perfect Japanese adventure. Navigating language barriers is second nature and everything is designed to remove the stress of planning off the client's shoulders.

With access to original and exclusive activities, plus a network of more than 200 local partners, there is scope to create the perfect bespoke holiday itinerary for even the most fussy of clients! There's also an English speaking hotline available around the clock should any issues arise which need urgent attention.

“Our staff are capable of opening doors to the Western world in such a challenging country as Japan could be,” explains Ines. “Keeping our creativity and thinking outside of the box to create the most unforgettable trip for our client is what really drives us.”

Outside of Japan, Off-Roads is represented by several independent commercial teams covering all Europe, with offices in France, Germany and Switzerland. In 2021, Russia will be added into the network too, enabling the company to offer more of its bespoke trips and excursions to more travellers the world over.

Of course, the Covid-19 pandemic has presented an extremely difficult and challenging time for the industry and, with the support of its agents abroad, Off-Roads is waiting for the border to be open once again.

“However, there was an unexpected benefit to this unprecedented situation,” says Ines. “This was the reduction of the mass market that Japan wasn't able to handle and which had started to damage the sites. Japan is not made to be a mass market destination but a gem that should stay a niche destination.”

Regarding the future, Ines and the team have plans to continue growing the company's service portfolios in response to new clients and to further its expansion out of Europe.

“We will continue promoting Japan for its unique culture, blending modernity and age-old tradition, with its exceptional art of hospitality.”

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