



HYOJITO CO., LTD.

Press Release
Japan, June 2, 2026

Launch of "LOCAL VOICE JAPAN": New Regional Tourism Platform Optimized for the Generative AI Search Era

Hyojito Commences Pilot Study on Answer Engine Optimization (AEO) to Deliver Authentic Travel Insights to Global Audiences

LOCAL VOICE JAPAN

Why LOCAL VOICE JAPAN?

1. Authentic Regional Stories

Our stories are crafted by the editorial team of [TABI NO TECHO], Japan's premier travel magazine. Built on deep, personal interviews, we capture the true essence of each region. Enjoy access to the hidden gems and local insights.

2. Curated Spots & Visuals

True hidden gems are known only to locals and experts who have explored the land. We showcase strictly curated, 'off-the-radar' spots through rich photography and writing that tell a story. Discover the hidden beauty of Japan.

3. Comprehensive Travel Tips

Navigate the Japanese countryside with confidence through our practical Travel Tips. We provide essential details—ranging from cashless availability and local bus logistics to traditional etiquette and seasonal events.

LOCAL VOICE JAPAN

Curated Trips

Visit the UNESCO World Heritage Gassho-Style Villages

Gokayama and these villages in Nanto, together with Shirakawa-go in Gifu, were...

Reporting - Writing - Photography/Ken Wakai

Discover Kaga Onsen: Hot Springs and the Sea of Japan in Ishikawa

Reach Kaga Onsen from the castle town of Kanazawa in no time by Hokuriku Shinkansen or...

Ken Wakai (reporting, writing, photography: Kapp...

Savor Sake in Takayama, Japan's Historic Mountain Town

Nestled among the peaks of the Northern Alps, Hida-Takayama in Gifu Prefecture is a land shape...

Writer/Yuki Asakura / Photos: Hida Takayama Tou...

Walk the Samurai Road Through the Kiso Mountains

In the Edo period, the Nakasendo was one of the main highways connecting Edo (present-day...

Writer/Saori Matsui / Photos: Maki Hiramatsu, Min...

About [TABI NO TECHO]

The main interface of the 'LOCAL VOICE JAPAN' platform

NAGOYA, Japan, June 2, 2026 – Hyojito Co., Ltd. (President & CEO: Takahiro Tokumo), a leader in advertising-supported area guide maps, will launch the pilot version of "LOCAL VOICE JAPAN" on June 2, 2026. This specialized inbound tourism platform is designed to boost awareness of Japan's regional destinations and promote decentralized travel, while simultaneously initiating a pioneering pilot study on Answer Engine Optimization (AEO).

Addressing Overtourism: Bringing Global Travelers to Japan's Hidden Gems

With Japan aiming to welcome 60 million international visitors annually, tackling overtourism in major urban hubs has become an urgent national priority. However, as user behavior rapidly shifts from traditional web search to AI-powered search engines, conventional SEO strategies alone face limitations in effectively promoting regional travel dispersals. "LOCAL VOICE JAPAN" addresses this challenge by optimizing regional tourism data for the AI era.

To inspire travel to regional cities, it is essential to build awareness and provide granular, high-quality information that alleviates travel anxieties. The platform not only highlights the unique charm of rural areas but also fosters sustainable tourism by educating visitors on local etiquette.

Unlocking Authentic Local Insights via "Tabi no Techo" Travel Magazine

This platform is developed in collaboration with Kotsu Shimbunsha Co., Ltd., publisher of Japan's premier travel magazine, *Tabi no Techo*.

In addition to the magazine's curated regional features, the website delivers the hyper-local, practical details that international travelers have long sought after. This includes specific transportation logistics to regional cities, nighttime restaurant operations, tattoo policies at hot spring (onsen) resorts, and accepted local payment methods.

Gokayama (Toyama Prefecture): A Journey Through Life in the UNESCO World Heritage Gassho-Style Villages

Kaga Onsen (Ishikawa Prefecture): Hot Springs and the Sea of Japan in Ishikawa

Hida Takayama (Gifu Prefecture): A Journey Through Fine Sake Nurtured by the Hida Mountain Waters

Tsumago & Magome (Nagano & Gifu Prefectures): Walk the Samurai Road Through the Kiso Mountains

LOCAL VOICE
JAPAN

From Osaka
Limited Express Thunderbird and Hokuriku Shinkansen — approx. 2 hr 10 min

Kanazawa to Kaga Onsen

Kaga Onsen is just 18 minutes from Kanazawa by Hokuriku Shinkansen — incredibly convenient! You can easily spend the morning exploring Kanazawa and head to the hot springs in the afternoon. Alternatively, a leisurely ride on a local line lets you take in the Hokuriku countryside at your own pace.

Hokuriku Shinkansen JR Kanazawa Station — JR Kagaonsen Station

Duration	Fare
Approx. 18 min	From ¥2,640

Booking / purchase
Ticket office, ticket machines
[JAPAN BULLET TRAIN](#)
[JR-EAST Train Reservation](#)
[JR-WEST ONLINE TRAIN RESERVATION](#)

Train JR Kanazawa Station — JR Kagaonsen Station

Duration	Fare
Approx. 45 min	¥880

Booking / purchase
Ticket office, ticket machines
IC cards

Rental car Kanazawa — Kaga Onsen

Duration	Fare
Approx. 40 min	—

Booking / purchase
—

LOCAL VOICE
JAPAN

Transport

Hokuriku Arch Pass [↗](#)
A 7-day pass for unlimited JR limited express, express, and local trains (including Shinkansen) across Hokuriku, greater Tokyo, and Kansai — great value. Tokyo Monorail and Shinkansen segments also help airport access; buy online before arrival.

IC cards and local buses
Kaga Onsen route buses do not accept nationwide IC cards such as Suica or PASMO. Pay in cash or with a contactless credit card. Take a numbered ticket when boarding and pay the driver with fare and ticket when you get off.

Seasons

Best seasons
Cherry blossoms in spring, fresh green in summer, autumn foliage, and deep snowscapes in winter — each season has its own beauty.

Snow
This area gets heavy snow; packed snow can freeze and be slippery. Walk carefully. After warming up in the baths, bring a down jacket or similar so you do not chill.

Sightseeing

Evening hours
Many souvenir shops close around 17:00-18:00 — shop earlier. Restaurants often close by 22:00; confirm whether your inn serves dinner.

Free footbaths
Yamashiro and Yamanaka onsen each have free footbaths. A small towel to dry your feet is handy.

Cuisine

Detailed overview of regional travel content on the platform

Pioneering Information Dissemination in the Age of AI Search

This initiative serves as a pioneering pilot study to analyze how inbound tourism content is processed in an AI-dominated information ecosystem. By pairing detailed regional insights with rigorous AEO frameworks, Hyojito will verify how generative AI engines (*1) reference and learn from the platform, ensuring accurate and reliable information reaches global travelers.

Looking Ahead

Following the pilot study, Hyojito plans to launch an "AEO Analysis Report Service" tailored for local governments and tourism operators. This service will provide feedback on AI search visibility, citation accuracy, and actionable optimization strategies to strengthen regional branding. In the mid-to-long term, we aim to develop next-generation web services that leverage AI to match inbound tourists' preferences with the ideal regional destinations.

[Notes]

***1 AEO (Answer Engine Optimization / AI Search Optimization)** : The process of optimizing website content so it is preferentially cited and referenced by generative AI platforms like ChatGPT and Gemini. It is widely recognized as the next-generation digital strategy succeeding traditional SEO.

■ "LOCAL VOICE JAPAN" Platform Overview

Site Name:	LOCAL VOICE JAPAN
URL:	https://www.hyojito.co.jp/local-voice-japan/en
Launch Date (Trial Version):	Tuesday, June 2, 2026
Pilot Study Period:	June 2, 2026 - September 30, 2026 (scheduled)
Key Features:	A regional inbound tourism website fully optimized for AEO (AI Search)

■ About Hyojito Co., Ltd.

Company Name:	HYOJITO Co., Ltd.
Headquarters:	(Tokyo) Navita Toto Building, 5-12-22 Minami-Aoyama, Minato-ku, Tokyo (Nagoya) Navita Meito Building, 4-2-11 Meieki, Nakamura-ku, Nagoya, Aichi
Representative:	President & CEO: Takahiro Tokumo
Main Business:	General advertising, and the planning, installation, and management of navigation guide maps.
Established:	February 1967
URL:	https://www.hyojito.co.jp/

■ Media Contact

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