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Contact:
ecbo Inc. PR
TEL：+81-3-4405-8929
MAIL：pr@ecbo.io

Launch of Demonstration Trial to Build a “Luggage-Free Travel Network” in the Haneda Airport Area

Selected for the Japan Tourism Agency's FY2026 "Project to Promote Area-Wide Improvement of Visitor Reception Environments at Tourist Destinations, Including the Prevention and Mitigation of Overtourism"



TOKYO, JAPAN, September 30, 2026 - ecbo Inc. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Shinichi Kudo; "ecbo") and Keikyu Corporation (Headquarters: Nishi-ku, Yokohama; President and Representative Director: Yukihiro Kawamata; "Keikyu"), in collaboration with Ota City, Odakyu Electric Railway Co., Ltd. (Headquarters: Shinjuku-ku, Tokyo; President and CEO: Shigeru Suzuki; "Odakyu"), Tobu Hotel Management Co., Ltd. (Headquarters: Sumida-ku, Tokyo; President and Representative Director: Nobuhiro Horikawa; "Tobu Hotel Management"), and Yokohama City Air Terminal Co., Ltd. (Headquarters: Nishi-ku, Yokohama; President and CEO: Yukari Naoi; "YCAT"), will launch a demonstration trial to build a wide-area "Luggage-Free Travel Network" in the Haneda Airport area (hereinafter the "Trial") from September 30, 2026 to February 21, 2027.

The Trial is being conducted following ecbo's selection for the Japan Tourism Agency's FY2026 "Project to Promote Area-Wide Improvement of Visitor Reception Environments at Tourist Destinations, Including Preventing and Mitigating Overtourism."

Background of the Trial

The number of international passengers at Haneda Airport reached a record high of 25.04 million in 2025 (up 41% from 2019). As Japan's gateway, the airport sees inbound visitors concentrated in particular seasons and times of day.

With this rapid increase in inbound visitors, large suitcases and other luggage are taking up space in station concourses, ticket gates, passageways, and on public transportation, causing growing congestion along the commuting and school routes of local residents in Ota City and surrounding areas. In addition, a shortage of coin lockers at major stations, along with the growing number of travelers carrying luggage through the streets, is beginning to affect the streetscape and pedestrian flow.

Conventional physical measures such as installing additional coin lockers are not enough on their own to fundamentally free up space in stations or ease congestion along passenger routes. This is why services such as "ecbo cloak," a luggage storage service that makes use of unused space in shops and facilities, and same-day luggage delivery services that allow inbound visitors to travel without carrying their luggage, are becoming essential.

ecbo and Keikyu have been working together to enhance the environment for welcoming international visitors to Japan. In August 2024, the two companies launched a demonstration trial of same-day luggage delivery from Haneda Airport to accommodations, which moved to full-scale operation in March 2025. In March 2026, the service was expanded to also offer same-day luggage delivery from locations in Tokyo to Haneda Airport. Through this Trial, ecbo will strengthen its collaboration with Keikyu, Ota City, and other partners to build a luggage delivery network, with the aim of creating "a tourism area where visitors can explore comfortably and coexist in harmony with local communities."

Overview of the Trial

①**Trial period:** September 30, 2026 – February 21, 2027 (service will launch at each location in stages)

②**Partner locations:** Service counter inside Haneda Airport Terminal 3 Station; Shinjuku (Odakyu Department Store); Shibuya (Shibuya Fukuras); Asakusa (Tobu Asakusa Station); Yokohama (Yokohama Station, Keikyu EX Hotel Minatomirai-Yokohama); Odawara (Odakyu Odawara Station); Miura/Misaki (Misakiguchi Station); Nikko/Kinugawa (Kinugawa-Onsen Station); Tobu Group hotels in Tokyo (Kinshicho, Ginza, Shibuya, Shinagawa, and more)

③**Key initiatives:**

1. Building a luggage delivery and storage network
   Establishing operations for two-way and one-way same-day luggage delivery and storage between Haneda Airport and major tourist destinations and accommodations across the Tokyo metropolitan area
2. Raising awareness and promotion
   Developing a dedicated landing page for international visitors, producing and distributing a "Luggage-Free Travel Guidebook," and running advertising campaigns

④**Expected outcomes:**

By reducing the amount of large luggage carried through stations and on public transportation, the Trial aims to ease congestion in stations and improve the living environment for local residents, while also making it easier for visitors to explore the region.

⑤**Roles of each partner:**

ecbo	oversees and operates the Trial; provides the luggage delivery system
Keikyu	collaborates as the hub of the delivery network, centered on Haneda Airport Terminal 3 Station
Ota City	supports the Trial from a municipal perspective, as the local government of the area surrounding Haneda Airport, toward addressing challenges related to residents' living environment and pedestrian flow
Odakyu, Tobu Hotel Management, YCAT	collaborate as luggage storage and delivery points through stations and hotels along their railway lines in key areas such as Shinjuku, Shibuya, Asakusa, and Nikko/Kinugawa

Service Overview Page:
https://ecbo-delivery.ecbo.io/

We will continue working to reduce the impact of overtourism on the daily lives of local communities on a lasting basis, and to establish a tourism foundation where residents and visitors can comfortably coexist.

About the Japan Tourism Agency's FY2026 "Project to Promote Area-Wide Improvement of Visitor Reception Environments at Tourist Destinations, Including Preventing and Mitigating Overtourism"
This program provides comprehensive support for a wide range of community-wide initiatives that address tourism challenges such as the concentration of visitors in certain areas and etiquette-related issues. Its aim is to promote effective, area-wide measures from a medium- to long-term perspective, with the understanding of local residents.
https://ot-kankoseibi.go.jp/

About ecbo Inc.
Company Name: ecbo Inc.
Representative: Shinichi Kudo, President and CEO
Headquarters: Shibuya Gloria Building 2F, 1-7-1 Dogenzaka, Shibuya-ku, Tokyo
Established: June 2, 2015
URL: https://ecbo.io
Main business: Operation of luggage storage service "ecbo cloak," parcel pickup service "ecbo pickup"

About Keikyu Corporation
Company Name: Keikyu Corporation
Representative: Yukihiro Kawamata, President & Representative Director

Headquarters: 1-2-8 Takashima, Nishi-ku, Yokohama, Kanagawa
Established: June 1, 1948
URL: https://www.keikyu.co.jp/
Main business: Urban Transportation, Real Estate, Leisure & Service, Retail distribution, and others

About Odakyu Electric Railway Co., Ltd.
Company Name: Odakyu Electric Railway Co., Ltd.
Representative: Shigeru Suzuki, President and CEO
Headquarters: Shinjuku Dai-ichi Seimei Building, 2-7-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo
Established: June 1, 1948
URL: https://www.odakyu.jp/
Main business: Transportation, Real Estate, Life Services

About Tobu Hotel Management Co., Ltd.
Company Name: Tobu Hotel Management Co., Ltd.
Representative: Nobuhiro Horikawa, President and Representative Director
Headquarters: Arca Central Building 4F, 1-2-1 Kinshi, Sumida-ku, Tokyo
Established: November 15, 1990
URL: https://www.tobuhotel.co.jp/
Main business: Hotel business

About Yokohama City Air Terminal Co., Ltd.
Company Name: Yokohama City Air Terminal Co., Ltd.
Representative: Yukari Naoi, President and CEO
Headquarters: Sky Building 15F, 2-19-12 Takashima, Nishi-ku, Yokohama, Kanagawa
Established: January 18, 1979
URL: https://www.ycat.co.jp/
Main business: Ownership and operation of transportation facilities, including City Air Terminal and the Automobile Terminal; provision of services to air carriers, air passengers, air cargo shippers, and motor carriers; all businesses incidental to the foregoing items