

LUXURY TOUR OPERATOR EXPANDS ASIA PORTFOLIO FOLLOWING SURGE IN DEMAND

Carrier add Japan to their product offering promising high-quality and high-end experiences



Luxury tour operator Carrier has officially added Japan to its product portfolio, responding to a notable increase in enquiries from high-net-worth clients since 2023. After two years of in-depth research and market exploration, Carrier is set to offer a curated selection of high-value, high-quality experiences in the destination.

Rebecca Turner, Carrier’s Head of Product, commented:

“We’re thrilled to be officially launching Japan. Despite not promoting the destination or featuring it on our website, we saw a significant rise in demand towards the end of 2023, with strong organic revenue growth since. We’ve taken the time to understand the market and define what Carrier can uniquely offer – our focus is firmly on high-end, high-quality experiences rather than broad market coverage.

In 2024, our average booking value for Japan was £75,000, and the destination featured in our highest-ever booking, totalling £2 million. We’ve had key personalities choose Carrier

for their Japan travels, and we're excited to officially roll out this destination as demand continues to grow."

Deepavali Gaind, Product Manager for Individual Touring Experiences, added:

"This has been a long time in the making. We've carefully curated our Japan offering to ensure it meets the expectations of our clients and agents. Our product centres around high-quality, personalised, and private experiences – designed to help clients connect deeply with Japan's people, nature, and culture.

We want travellers to experience the country's refined traditions and forward-thinking spirit. Every itinerary is crafted with the pursuit of perfection in mind, aiming to create those rare, unforgettable 'ichi-go ichi-e' moments – meaning 'once in a lifetime'."

Carrier has also acknowledged the challenges of high demand and limited availability in Japan, particularly regarding expert guides and premium accommodations.

Gaind continued:

"Relationships and respect are everything in Japan, and we've built a trusted network of partners on the ground. We're confident in the small selection of hotels we feature, and our ground handlers are fully aligned with Carrier's strategy – something that's incredibly important to us."

Carrier's Japan portfolio includes luxury hotel brands such as Aman, Ritz-Carlton, Capella and Six Senses, alongside a handpicked collection of boutique and traditional high-quality ryokans. All itineraries are fully customisable to suit individual client preferences. Sample itineraries include a 10–12-night trip visiting Tokyo, Kyoto and Hakone packed with exclusive experiences. Travellers can learn the art of calligraphy with a master calligrapher, take a scenic helicopter over the Hakone area, have sushi lessons with a private chef, take an exclusive VIP night tour of Kiyomizudera or indulge in a private tea ceremony.

To view more of Carrier's Japan product visit:

<https://www.carrier.co.uk/design/destinations/asia/japan/>

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