



Tourism Creation Lab.LLC. Press Release

Innovative Indoor Camp Style Hostel in the heart of TOKYO

Tokyo, Japan (27, October, 2015) – Tourism Creation Lab.LLC. starts “Tokyo Base-camp Project” on October 21, 2015 through its shop Japanica Lodge located in Asakusa, Tokyo. The purpose of this project is **creating “an indoor camp ground” in Japanica Lodge as a new style hostel for international travellers** who visit Tokyo. The project is effective on crowdfunding campaign (Kickstarter) to get a part of necessary funding.

“This is an innovative hostel ever.” says Yuma Akaho, the owner of Japanica Lodge. “Our camp site is designed not only for outdoor travellers but also for any type of tourists by the five features”, he continues. The features are as follows;

- **Innovative camp ground** – It is “indoor” camp site, so anytime guests can stay regardless of climate conditions.
- **Reasonable price and convenient service** – Our guest can stay empty-handed as the rental fee for tents, sleeping bags and mats is included in the accommodation rate (US\$20~25).
- **Showroom of Japan-brands outdoor gears** – All the rental equipment is Japan-brands only available in Japan, so the guests enjoy the trial use.
- **Perfect base-camp location** – This camp site is amazingly located in the heart of Asakusa, the most famous tourist city in Tokyo. It is just 1 minute walk from the train station and totally in a central location, so it is an excellent place to stay as a base-camp literally.
- **One stop experience centre for traveller** – Tokyo Base-camp is a kind of “travel complex of Japan” with a green tea café (the culture), a traditional crafts shop (the tradition) and an outdoor shop specializing in Japan-brands (the technology) as well as an outdoor information service (the nature). It provides authentic Japanese experiences to traveller from every side on site.



Japonica Lodge is designed to promote authentic Japanese experiences for traveller through a variety of service given above. This unique hostels' function is the final piece to be a one stop service centre for foreign visitors. The hostel service will start within November, 2015 while raising a part of the funds needed to renovate the interior through this project.

For more information, please visit the Kickstarter page [here](#) or see the contact information.

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Notes to editors: This release can be downloaded from Japonica Lodge Home Page at <http://www.japonica-lodge.com/>.

Media Contacts: Yuma Akaho, CEO: +81 3 6802 7495, support@japonica-lodge.com

Tourism Creation Lab. LLC.

Tourism Creation Lab.LLC. is an experimental laboratory to challenge the creation of new tourism market in Japan. It has operated a real shop Japonica Lodge in Asakusa, Tokyo since this May. The shop's function is promoting authentic Japanese experiences especially for traveller through a variety of service; from green tea, to traditional crafts, to "made in Japan" hiking/camping goods and travel services, we provide the doorway for them to rediscover the beauty and excitement of Japan.