

November 5, 2024  
Cool Japan Fund Inc.

## **Cool Japan Fund invests in Inside Travel Group, a specialist ‘cultural adventure’ tour operator offering tailor-made trips and small group tours to Japan for high-end travellers from the UK, US and Australia**

Cool Japan Fund, Inc. (CJF) has invested in Inside Travel Group (Inside Travel), a ‘cultural adventure’ tour operator that provides tailor-made trips and small group tours to Japan for high-end travellers from the UK, US and Australia. CJF is investing alongside Piper Private Equity LLP (Piper), a UK-based private equity (PE) fund.

Drawing on a deep experience of Japanese culture that sets it apart from other tour operators, Inside Travel offers Japan itineraries which cover the length and breadth of the country, helping attract tourists to off-the-beaten-track, lesser visited areas. Through this investment, CJF will be helping to promote high-quality, high-value and culturally rich inbound tourism from the three largest English-speaking markets. This in turn will contribute to the overall sustainable growth of inbound tourism to Japan whilst helping to promote Japan and Japanese culture across the world.

Inside Travel was founded as InsideJapan Tours in 2000. Co-founders Alastair Donnelly and Simon King spent three years in Japan after graduating from Oxford University in the UK. This experience left a deep impression on the pair, prompting them to establish InsideJapan Tours with the goal of sharing Japan and Japanese culture with the world.

Inside Travel opened its Japan office in Nagoya in 2005 and over the past 24 years has established relationships with thousands of suppliers across Japan. With first-class customer service and unrivalled expertise in planning tours and hands-on experiences in regions away from the "Golden Route," Inside Travel provides travellers from overseas with a travel experience that sets it apart from its competitors in the Japanese travel industry. This is reflected in Inside Travel’s exceptionally high levels of customer satisfaction. The company is headquartered in Bristol, in the UK with sales branches in Colorado, USA and Brisbane, Australia.

The company exclusively employs travel consultants who have a deep, first-hand knowledge of its destinations, with many having spent time living and working in Japan. This helps ensure trips

closely match the needs of its customers.

Already the leading travel specialist for Japan in the UK, Inside Travel has considerable room for growth across its core markets, each of which is forecast to grow significantly in the coming years. With CJF's support, Inside Travel's business can be expected to continue to drive growth in high-end travellers to Japan from the UK, US and Australia.

**About Inside Travel Group**

Founded : 2000

Head office : United Kingdom

Co-CEO : Alastair Donnely, Simon King

Details of business: Planning and sales of tours to Japan (and other parts of Asia)

Website : <https://insidetravelgroup.com/>

**About Piper Private Equity LLP**

Founded : 1985

Head Office : United Kingdom

Representative : Chris Curry (Chairman & Managing Partner)

Details of business: Private equity firm specialising in consumer brands

Website : <https://www.piper.co.uk/>

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