

Shiseido Launches “观美日本/Sightseeing Japanese Beauty” Together with Eight Partner Companies and Japan National Tourism Organization (JNTO) to Introduce Beauty of Japan

~ New platform for Chinese consumers launches in full scale on August 14, 2023 ~



Shiseido Company, Limited (“Shiseido”) launches 观美日本/Sightseeing Japanese Beauty, a new platform to promote the beauty of Japan and Japanese culture, to Chinese consumers in collaboration with partner companies in the airline, tourism, hotel, and retail industries. This platform is operated via the WeChat Mini Program*1.

*1 Application content within the instant messenger application WeChat, which has approximately 1.3 billion monthly active users in China.

Background and Objectives

Due to the COVID-19 pandemic, overseas travel was restricted in China for an extended period of time. This resulted in the Chinese people having fewer opportunities to obtain information about Japan*2 and losing their interest in visiting Japan and exploring Japanese products and services. However, with the new phase of post-COVID and the current easing of restrictions, the Chinese people’s appetite for international travel has increased significantly. In addition, they are increasingly seeking opportunities to experience Japanese culture and services, which is now becoming their main purpose for visiting Japan*3. In response, Shiseido establishes 观美日本/Sightseeing Japanese Beauty, a new platform for communicating the beauty of Japan and Japanese culture, with the purpose of further rekindling their interest in Japan, promoting Japan as their travel destination, and boosting experiential consumption in Japan. While collaborating with various companies and organizations across industries through 观美日本/Sightseeing Japanese Beauty, Shiseido aims to contribute to the revitalization of inbound tourism demand as well as the Japanese economy.

*2 During the COVID-19 pandemic, 68% of Chinese consumers who intended to visit Japan answered that they “did not actively seek information about Japan.” (INTAGE CHINA, January-February 2023 survey of those who intended to visit Japan, N=2,194)

*3 INTAGE CHINA, January-February 2023 Web-based survey of those who intended to visit Japan, N=2,194)

Overview of 观美日本/Sightseeing Japanese Beauty

This platform is a place for users to discover the beauty of Japan. These include hidden places in every corner of Japan, sites and attractions that one may have been to but did not know much about, and examples demonstrating the Japanese idea of sustainability, etc. With the following five categories, the senses, facial aesthetics, food, sceneries, and products, which the Chinese consumers are most interested in, the platform presents things and activities that allow users to experience Japanese culture with the five senses, as well as the trends of things and activities born from unique Japanese perspectives and ideas.



[How to access]

Download the Wechat app and search for the Mini Program “观美日本 /Sightseeing Japanese Beauty,” or scan the code below.



观美日本/Sightseeing Japanese Beauty Partner Companies and Supporting Organization

Hoshino Resorts Inc.
ALL NIPPON AIRWAYS CO., LTD.
Japan Airlines Co., Ltd.
Daimaru Matsuzakaya Department Stores Co. Ltd.
Takashimaya Company, Limited.
Hankyu Hanshin Department Stores, Inc.
Matsuya Co., Ltd.
Isetan Mitsukoshi Ltd.
Shiseido Company, Limited

Supported by: Japan National Tourism Organization (JNTO)