



ENLIVENING THE TRAVEL INDUSTRY



Prime Concept: Elevating Excellence in Hotel Industry Consulting

At Prime Concept, we're a team of seasoned professionals in the hotel and inn consulting sector, using the web and cutting-edge technology to provide comprehensive support for Japan's inn, hotel, and tourism industry.



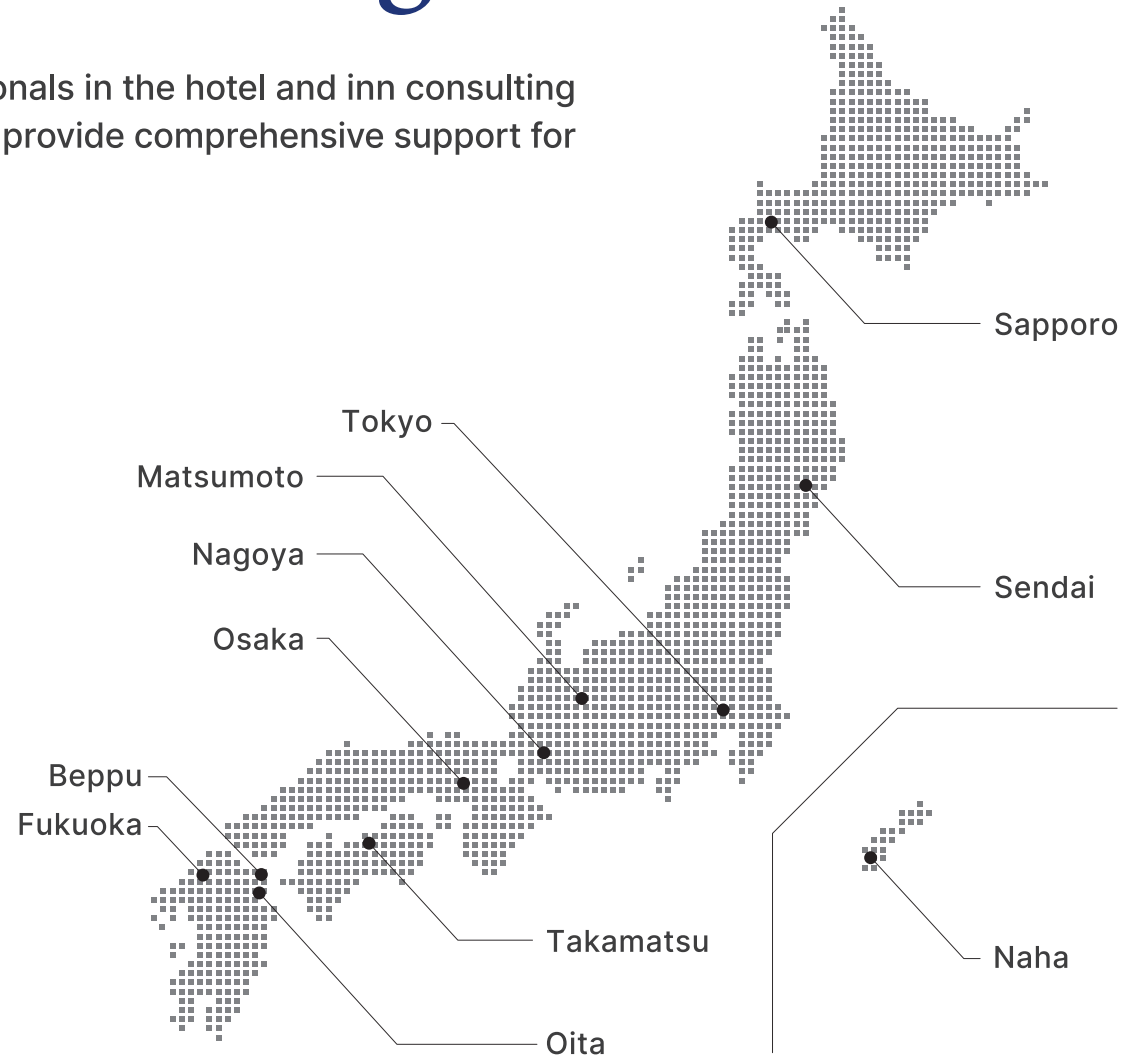
1,000+
Clients Nationwide



3,000+
Design Projects



Established
12 years
ago



Our Marketing Consultancy Services



Consulting

On-site improvement and customer engagement professionals offer tailored support, providing the best tactics for your facility while maximizing its appeal and achieving great results.



OTA Operation Support

We offer plan proposals and data entry services for your company's website and OTAs such as Jalan.net, Rakuten Travel, and Booking.com.



Social Media Marketing

We offer full social media marketing support for tourism, including management, ads, and influencer partnerships.



Hiring Platform “Kyujin.com”

A recruitment platform created to address the acute shortage of staff in the hospitality industry.



Hotel DX Service “Prime Concierge”

We digitize and translate in-house guidance, enhancing convenience, customer satisfaction, and easing staffing issues.



Inbound Marketing Support

Japan is acclaimed as the world's top tourist destination, and we're here to help you maximize your inbound customer base.



Regional Revitalization

We assist in promoting Japan's regional appeal globally through digital marketing and technology.



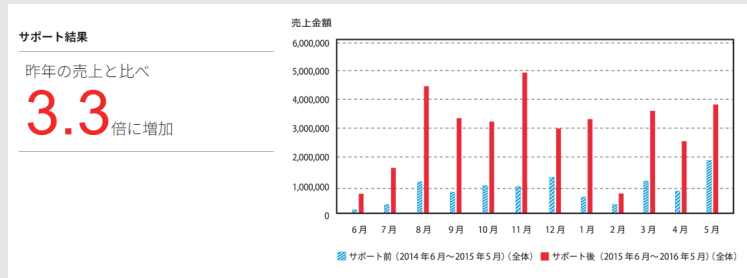
Hotel Branding

As experts in hotel branding, we help maximize the value of your property.

Case Study

Luxury Ryokan Case

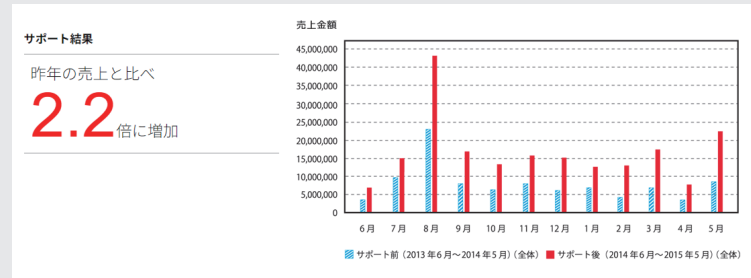
With Prime Concept's online customer support, revenue **increased 3.3 times** compared to the previous year.



Services : OTA Operation Support, Consulting

Hot Spring Resort Hotel Case

With Prime Concept's online customer support, revenue **increased 2.2 times** compared to the previous year.

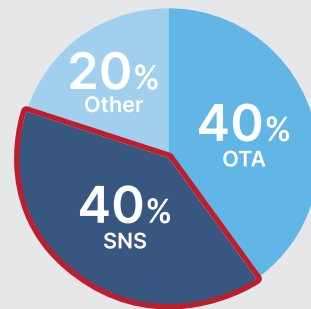


Services : OTA Operation Support, Consulting

City Hotel Case

At the hotel supported by the SNS Marketing team, **40% of customer** awareness comes from SNS, mainly Instagram and Facebook.

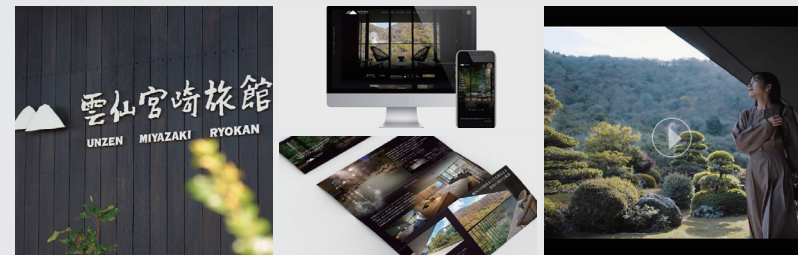
40% customer acquisition through SNS



Services : Social media marketing

Luxury Ryokan Case

The facility produced by our branding team was the **sole recipient of the "Good Design Award"**, Japan's comprehensive and most prestigious design accolade.



Services : Branding design

Company Overview



Company Name Prime Concept Co., Ltd.

President & CEO Hiroaki Matoba

Established July 2, 2012

Revenue

Total Group Revenue

¥ 10 billion (Target for June 2026)

¥ 8 billion (Target for June 2025)

¥ 6.5 billion (Projected for June 2024)

¥ 5.212 billion (Actual for June 2023)

URL <https://prime-concept.co.jp/>

Timeline

- July 2012** Establishment of Prime Concept Co., Ltd.
The consulting division of Abilive Co., Ltd., which had a track record of creating over 5,000 websites, specializing in hotels and ryokans, became an independent consulting company, Prime Concept, with offices in Tokyo, Fukuoka, Chubu, and Hokkaido.
- January 2013** The Koshinetsu branch is opened
- April** Registered as a Class 3 Travel Agency
(Tokyo Governor Registered Travel Agency No. 3-6639)
- June** Obtained the Privacy Mark (No. 19000811)
- The Kyushu branch is opened
- May 2015** Launch of Ryokankyujin.com, a specialized job search site for ryokans
- October 2016** The Tohoku branch is opened
- June 2017** Launch of Hotelkyujin.com, a specialized job search site for hotels
- July** The Okinawa branch is opened
- August** Release of 'Prime Training,'
a specialized customer service training program for hotel and ryokan staff
- October** Launch of Okinawakyujin.com and Matsumotokyujin.com,
job search sites for tourism-related positions
- January 2018** The Kansai branch is opened
- April 2019** Release of 'Prime Branding,'
a specialized branding service for hotels and ryokans