

Apple World Completes Full Redesign of Its Corporate Website

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— Communicating its value as the technology company powering travel distribution, while making its businesses, services, organization and culture visible and setting out a growth strategy starting from Asia —



Apple World, a provider of hotel and air ticket reservation and arrangement services for travel agencies, has fully redesigned its corporate website.

Our primary aim with this redesign is to communicate more accurately and more clearly what we are — the technology company powering travel distribution — and the value we deliver, something that has been difficult to convey as a B2B business. The new site also makes visible our businesses and services, the aspirations of the people behind them and the culture of our organization, while setting out a forward business strategy centered on Asia.

Visit the new site: <https://appleworld.co.jp/>

Why we redesigned the site

Since our founding in 1991, we have operated as a land operator serving travel agencies (B2B), powering the distribution of travel from a position not directly visible to travelers themselves. We source hotels and air tickets in 200 countries worldwide and deliver them to more than 5,000 travel agencies in Japan — a business that underpins the familiar

experience of travel at its foundation, yet whose substance and value have been difficult for the wider public to see. We redesigned our corporate website to state clearly who we serve, what value we provide, and what kind of organization stands behind that work.

Highlights of the redesign

1. What "powering travel distribution" actually means

Our role, the value we deliver and the services we offer — all previously hard to see from our B2B position — have been reorganized for clarity. The site has been rebuilt around a structure that gives travel agencies and other partners an intuitive grasp of our business and service portfolio as a whole.



2. Making our organization and culture visible

The site now features our philosophy, employee voices, internal programs and initiatives on diversity, bringing into view the people and the working environment behind the business. This content is designed to convey who we are and what makes Apple World a rewarding place to work — for our external partners, for job seekers interested in us, and for the global talent who will drive our next phase of growth.

3. Bringing the feeling of travel to the surface

As a company involved in travel, we have redesigned the site so that the top page itself captures the excitement of setting out and the sense of being connected to the world. The design balances visuals that carry that feeling with navigation that gets visitors to the information they need without friction.

A message from Takeshi Fukada, Director, APPLE WORLD INC.

Travel is one of life's great pleasures, and one close at hand. Behind each individual journey, however, stand the travel agencies that deliver those trips to customers and the many businesses that support them. Since our founding in 1991, we at Apple World have worked behind the scenes of travel. As a land operator sourcing hotels and air tickets in 200 countries and delivering them to approximately 5,000 travel agencies across Japan, we power travel distribution from a place travelers never see directly.

At the same time, our business of supporting the travel industry has faced a challenge: despite how close travel itself is to people's lives, what we actually do has been hard to convey. Who do we serve, and what value do we provide? Communicating what our business actually is — a business made difficult to see by our B2B position — more accurately and more clearly is the purpose of this redesign.

What we want to share through this new site is not only where we stand today, but the growth we see beyond it: growth that will not stop at Japan's borders. Building on the hotel sourcing capabilities and technology we have developed over the years, we will expand our business globally, starting with a rapidly growing Asia. As a B2B company founded in Japan and powering travel distribution, we are heading to Asia and on to the wider world. This redesign is our way of communicating that new stance to audiences in Japan and overseas.

Our role of supporting travel has not changed since our founding. How we deliver that value, and how far we extend it, will keep evolving. By using technology to make travel agencies' work smoother and travelers' experiences richer, we aim for a future in which both those who travel and everyone who supports them can connect with the world more freely.