

**Japanese OTA (Online Travel Agency) VELTRA, establishes a new global business base in Luxembourg**

By Atsumi ARAKI

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[VELTRA.com](http://VELTRA.com), a global online tour and activity booking service based in Tokyo, has announced new business base in Luxembourg. Focusing on promoting TOURS and EXPERIENCE all over the world, VELTRA is not only a global leading company in this field, but also is going to start brand new IT services of photo SNS, which would accelerate further growth of the company. This Luxembourg based company (tentative name: VELTRA Lux) will not only consolidate administrative functions of VELTRA's existing offices in the world, but also will coordinate strategic business planning and marketing execution for global customers.

VELTRA Lux is the 3rd office after VELTRA set up offices in Paris and London in Europe, ensuring that all the marketing activities being done locally. VELTRA Lux will play rather strategic role for all the VELTRA group, while providing many benefit to current travel business as well.

This is also good news for the growing number of FIT travelers searching for activities after their arrival in each destination. With new coming photo SNS services, it will be much easier and even enjoyable and convenient when travelers want to share their real local experience with friends via photos.

Currently VELTRA boasts over 12,000 tours in 300 destinations, on their Japanese and English site. VELTRA also plans to launch a Chinese language site within the year.

Deputy Prime Minister, Minister of the Economy Étienne Schneider stated: "I am particularly delighted to see that the management team of VELTRA Corporation has chosen Luxembourg as its location to implement the strategic functions for the European market. The consistent and dynamic economic development policy of the Government to put in place a state of the art ICT ecosystem for startup companies has significantly contributed to Luxembourg's key role as a gateway for Japanese companies. I am proud that we can now add VELTRA as a new member to the Japanese business community in Luxembourg that includes not only financial institutions, but also players like Rakuten, Fanuc or Nomura Research Institute."

Prime Minister and Minister for Communications and Media Xavier Bettel also welcomed the establishment of VELTRA as an example of the close ties that have strengthened between Japan and Luxembourg over the years and that continue to be fostered by regular contact, such as the four-day working visit of Xavier Bettel to Tokyo that starts today.

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### The reason why VELTRA has chose Luxembourg

1. Ideal geographic location: excellent access from/to our existing offices in London, Paris.
2. Plenty of Multi-lingual people: All Luxembourgers speak 4 language including English, German, and French.
3. Excellent IT environment: Strong commitment for further improvement both by public and corporate sector.
4. Quick and cooperative support from Government: Luxembourg government is small but therefore very quick in response, which is essential to executing IT business.

### About VELTRA Corporation

VELTRA is an online tour and activity booking service based in Tokyo that connects travelers to memorable and unique local experiences. Founded in 1991, it has grown from a service primarily aimed at the Japanese market to a global tour provider with branches in Honolulu, London, Paris and Malaysia. Now as a champion of Japanese market, VELTRA challenges targeting global customers, not only for travel market, but also for bigger market such as SNS.

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