

Press release 2024-12-12

It's a once-in-a-lifetime opportunity to experience Japan's National Sport : Morning Sumo Practice and January Grand Tournament Tour

Japanticket, a Japanese travel-tech company, has partnered with Pia Corporation, a leading company in the entertainment industry, to launch a special tour offering a deep dive into the culture of Japan's national sport, sumo wrestling. This unique experience allows participants to watch morning training at the prestigious Sado-ga-Take Sumo Stable in person, interact with wrestlers over a traditional meal, and enjoy the exhilarating matches at the January Grand Tournament.



Background

The number of international tourists visiting Japan has skyrocketed in recent years, driving demand for programs that offer direct, immersive experiences of Japanese culture. Travelers from Europe, Australia, and Asia, in particular, show a strong interest in experiential content that showcases Japan's traditions and sports.

Sumo wrestling, as Japan's national sport, has long captured global fascination. However, opportunities to watch the wrestlers' intense morning training or experience their daily routines up close are rare.

To address this growing demand, Pia Corporation has designed a unique tour that provides unparalleled access to the world of sumo. Leveraging its expertise in inbound tourism and extensive global network, Japanticket supports the promotion and sales of this exclusive tour.

Tour Highlights

Exclusive Access :

Get an up-close look at the rigorous morning practice at Sado-ga-Take Stable, home to wrestlers including the champion of the previous Kyushu Tournament. Feel the intensity and discipline during this rare behind-the-scenes experience.

Cultural Exchange :

The traditional dish "chanko," eaten by sumo wrestlers, reflects the unique flavors and traditions of each sumo stable. This tour offers a special opportunity to share a pot of specially prepared chanko hot pot with the wrestlers, allowing participants to feel the stablemasters and wrestlers up close.

Premium Match Viewing :

Watch the excitement of the January Grand Tournament at Ryogoku Kokugikan, with tickets included as part of the tour. Experience the thrill of sumo at one of Japan's most iconic arenas.

Multilingual Support :

English- and Chinese-speaking guides accompany participants during the morning practice session, ensuring a deeper understanding of sumo culture and traditions.



Itinerary

- Meet at Asakusa Station and travel by train to Sado-ga-Take Stable.
- Watch the wrestlers' morning training session up close.
- Enjoy an authentic chanko hot pot surrounded by sumo wrestlers.
- Return to Asakusa Station to receive your tournament tickets and proceed to Ryogoku Kokugikan to watch the matches.

Booking Information

Tour Dates : January 12–26, 2025

Price : Weekdays ¥40,000 (JPY tax inc.) / Weekends & Holidays ¥44,000 (JPY tax inc.)

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Booking Opens : December 12, 2024

Booking Channels : <https://e.japanticket.com/shops/5742?lang=en>

This tour goes beyond mere sports spectating. By stepping into the wrestlers' daily lives and experiencing the world behind the sumo ring, participants gain a profound appreciation for the sport and its traditions.

Japanticket will continue to collaborate with various Japanese tourism businesses to develop unique experiential content, ensuring that international visitors can enjoy highly satisfying, authentic cultural experiences during their trips to Japan.

About Pia Corporation

Pia Corporation is a leading Japanese entertainment company involved in ticket sales, event production, and international event ticketing operations. With extensive expertise in managing cultural and sports events, Pia provides innovative solutions for clients worldwide.

Website: <https://corporate.pia.jp/en/corp/business/index.html>

About Japanticket inc.

Japanticket is a Japan-based travel-tech company providing e-ticket management systems for tourism businesses. Through its "Japan ticket" platform, Japanticket connects local operators, including activity providers, tour operators, and restaurants, with global distribution partners such as OTAs and travel agencies. As a Destination Management Company (DMC), Japanticket also organizes original tours and offers comprehensive travel arrangements from accommodation to activities.

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Website : <https://japanticket.com>

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