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Bear Leaders Summit 2025:

Bear Luxe Japan partners with Internova Travel Group and Kyoto City Tourism Association to explore the future of luxury travel and sustainable tourism at groundbreaking event

KYOTO, JAPAN (20 February 2025) – Bear Luxe Japan, a leading travel company specializing in connecting Japan’s independent luxury hotels with the global affluent market, is proud to co-host the Bear Leaders Summit 2025 with Internova Travel Group and the Kyoto City Tourism Association. Set for **25 February 2025 at The Ritz-Carlton, Kyoto**, this exclusive event—the first of its kind in Japan—will explore global luxury travel trends and sustainable tourism initiatives in Kyoto.

The Bear Leaders Summit 2025 marks the inaugural collaboration between Internova Travel Group, the Kyoto City Tourism Association, and Bear Luxe Japan, establishing a long-term partnership to position Kyoto and Japan as premier luxury travel destinations for Internova’s network of advisors in the leisure, corporate, entertainment, and luxury sectors. As one of the largest travel services companies in the world, Internova represents over 100,000 travel advisors across more than 6,000 locations in the United States, Canada, Mexico, the United Kingdom, and over 80 other countries.

The initiative also represents the Kyoto City Tourism Association’s first official endorsement of an event focused on sustainable luxury tourism, reinforcing the city’s commitment to the future of travel and tourism.

Japan is currently one of the top travel destinations in the world, experiencing record arrivals across multiple sectors, including the luxury travel market. “It’s an incredibly interesting time that we can learn a lot from,” says Bear Luxe Japan CEO Hiroyuki Miyatake. “The Bear Leaders Summit is, therefore, a space where bear leaders and other travel professionals can connect to gain deeper insights on Japan, on the constantly changing travel landscape, and on ways of delivering more personalized and immersive journeys.”

The forum will feature a keynote address by Haisley Smith, Vice President of Partner Relations at Internova Travel Group, who oversees the company’s In-Country Partners and Tour programs.

Also attending will be a delegation of 10 top luxury travel advisors from Global Travel Collection, who are visiting Japan to gain the latest and firsthand insights into Kyoto’s most exclusive and high-value tourism offerings. Global Travel Collection, Internova’s high-service premium and luxury travel agency, represents the most sophisticated community of travel advisors and agencies worldwide. Renowned for designing and curating bespoke, high-end experiences for affluent travelers, these advisors will deepen their knowledge of Kyoto’s unique offerings and further elevate their efforts to promote the destination to a global market.

Bear Leaders Summit 2025 Exclusive Trade Event

The forum will be followed by an exclusive trade event, offering one-on-one business meetings between Japan's most iconic luxury hotels—including Bear Luxe Japan member properties and those in the SELECT Hotels & Resorts by Internova collection—and Internova's top luxury travel advisors, along with media partners.

This event is designed to increase international visibility and create global sales opportunities for Japan's luxury hospitality sector. By leveraging Internova's extensive network and Bear Luxe Japan's expertise, this initiative plays a key role in positioning Kyoto, and Japan as a whole, more prominently within the global luxury market.

Forum Details

Date: 25 February 2025 (Tuesday) 13:30 - 14:30

Venue: The Ritz-Carlton, Kyoto (Meeting Room: Kocho)

Hosted by: Bear Luxe Japan

Supported by: Internova Travel Group and Kyoto City Tourism Association

Forum Program

Opening Note - Launch of Bear Leaders Summit 2025

Speaker: Hiroyuki Miyatake / Tomoki Uwazumi, Co-Founder, Bear Luxe Japan

- An introduction to **Bear Leaders Summit 2025**, highlighting its role in connecting **Japan's luxury hospitality sector** with the **global high-end travel market** and setting the stage for discussions on **Japan's positioning in luxury tourism**.

The Current State and Challenges of Kyoto's Tourism and Sustainable Tourism Initiatives (10 min)

Speaker: Takuya Horie, Senior Specialist, DMO Planning & Marketing, Kyoto City Tourism Association

- **Kyoto's Tourism Landscape:** Market trends and efforts towards sustainable growth
- **Kyoto's Unique Appeal:** Culture, cuisine, and history shaping an unparalleled travel experience
- **Promoting Sustainable Tourism:** Supporting certified businesses and exclusive local experiences

Latest on Luxury – The Future of High-End Travel (30 min)

Speaker: Haisley Smith, Vice President, Partner Relations, Internova Travel Group

- **Innovations in the Luxury Market:** Internova's strategies for the evolving affluent travel sector
- **Industry Trends & Market Dynamics:** Insights from a network of **6,000 agencies & 100,000 travel advisors**
- **Japan's Position in the Global Market:** Opportunities and challenges from Internova's perspective
- **The Role of Technology:** How AI and digital advancements are reshaping the luxury travel experience

Speaker's Profile

Haisley Smith

Vice President, Partner Relations, Internova Travel Group

Haisley Smith is a key member of Internova's Partner Relations team, where she oversees the In-Country Partners and Tour programs for 6,000 agencies and 100,000 travel advisors globally. With her expertise in strategic partnerships and market innovations, Haisley plays a key role in shaping the future of luxury travel.

About the Organizers & Partners

Bear Luxe Japan

Bear Luxe Japan is a leader in luxury travel within Japan. The company provides bespoke travel experiences with a human touch and operates a curated network of Japan's premier independent luxury hotels, connecting over 70 high-end properties with the global luxury travel market through an advanced booking system and exclusive marketing programs. Bear Luxe Japan bridges the gap between Japan and the world by providing comprehensive services, including tailor-made itineraries, event planning and seamless payment options.

Kyoto City Tourism Association / Kyoto DMO

A public organisation made up of over 1,600 member organisations/companies with the aim of attracting travellers to Kyoto. In cooperation with the city government and related industry groups, DMO KYOTO actively promotes tourism to Kyoto through the development of strategic business alliances and initiatives and the provision of tourism information.

Internova Travel Group

One of the largest travel services companies in the world with a collection of leading brands delivering high-touch, personal travel expertise to leisure and corporate clients. Internova manages leisure, business and franchise firms through a portfolio of distinctive divisions with a network of more than 100,000 travel advisors in over 6,000 company-owned and affiliated locations.

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