

No.23-327
January 16, 2024
ANA NEO, Inc.

"ANA GranWhale" Launch Celebration Campaign! Onboard for a virtual trip to Kyoto and win luxury prizes!

~ A digital stamp collection event to get special rewards in real sightseeing
is also ongoing! ~



Tokyo, January 16, 2024 – ANA NEO, Inc. (hereinafter “ANA NEO”) providing a virtual travel platform application for smartphones, will hold a campaign to win luxury prizes for virtual trips to "Pontocho" and "Gion Shimbashi" in Kyoto.

At the same time, a digital stamp collection event will be held, where visitors can get special rewards while enjoying real sightseeing. We hope you enjoy both virtual and real travel to "Pontocho" and "Gion Shimbashi" in Kyoto, presented by "ANA GranWhale".





◆ Join the campaign for a chance to win gorgeous prizes by taking a virtual trip to "Pontocho" and "Gion Shimbashi" in Kyoto!
Explore "Pontocho" and "Gion Shimbashi" in Kyoto, the V-Trip destination of "ANA GranWhale" with your avatar!
Enjoy Kyoto in 3D virtual space, complete the entry requirements and thirteen lucky winners will receive luxury prizes through a draw!
Please check the campaign site for details

▼ Campaign website for "ANA GranWhale" Pontocho & Gion Shimbashi in Kyoto
<https://www.ana-granwhale.com/en/campaign/plateau/>

Campaign in the App

 ANA GranWhale™

ANA GranWhale Launch Celebration Campaign

Strolling in **Kyoto** with your avatar!

 Go on a Virtual Trip to Pontocho & Gion Shimbashi and Win Luxury Prizes!

2024.01.16 **TUE** → 31 **WED**

Win Luxury Prizes!

 **First prize** Number of winners: 1 set for 2 persons
ANA pair air tickets to anywhere within Japan

Second prize Number of winners: 2 sets for 4 persons
Stay in a traditional Kyoto townhouse!
MACHIYA INNS&HOTELS JAPAN
(entire house for 2 persons voucher) 

 **Third prize** Number of winners: 10 persons
10,000 yen gift card for use on AMAZON JAPAN

【How to apply】

◆STEP1 : Enjoy "ANA GranWhale"!

Take photos of your avatar exploring one of the following V-TRIP destinations in Kyoto

- "Fun&Future Welcome to Pontocho."
- "Gion Shimbashi walking tour guided by historian Michifumi Isoda."

◆STEP2 : Share your photos on Facebook!

- ① Follow the ANA GranWhale Facebook account.
- ② Post a photo with #LuxuryPrizesInVirtualKyoto"

◆STEP3 : Answer the online survey!

- Answer the survey at the URL below. (takes about 3minutes)

[https://q.surveypal.com/form?sid=2595228827&sh=_fuajJOb1Cf-P5US5vd-ISexWWLMzk-zZjtQ4LmMjPmuvDr_dUUdGekzzVz54ksQ&channel=website&language=English%20\(US\)](https://q.surveypal.com/form?sid=2595228827&sh=_fuajJOb1Cf-P5US5vd-ISexWWLMzk-zZjtQ4LmMjPmuvDr_dUUdGekzzVz54ksQ&channel=website&language=English%20(US))

【Luxury Prizes*】

- First prize : ANA pair air tickets to anywhere within Japan / Number of winners: 1 set for 2 persons
- Second prize : Stay in a traditional Kyoto townhouse! MACHIYA INNS & HOTELS (entire house for 2 persons voucher) / Number of winners: 2 sets for 4 persons
- Third prize : 10,000 yen gift card for use on AMAZON JAPAN / Number of winners: 10 persons

*For more information, please refer to the application terms and conditions on the campaign website (<https://www.ana-granwhale.com/en/campaign/plateau/>).

◆ Plus! Explore five spots and get special rewards! Participate in the Pontocho & Gion Shimbashi Digital Stamp Collection Event! Join our Digital Stamp Collection Event from January 16th to 31st, 2024, and experience the charm of touring "Pontocho" and "Gion Shimbashi" in real while earning exclusive rewards.

Campaign in Real

Digital Stamp Collection Event

Visit 5 Spots and get special rewards!

Pontocho

&

Gion Shimbashi

Not only within the ANA GranWhale app, but there is also an ongoing Digital Stamp Collection Event that allows you to enjoy traveling around "Pontocho" and "Gion Shimbashi" in person! Don't forget to collect the stamps to get special rewards.

STEP
1

Enter with your Smartphone!

Check the campaign page for details.

STEP
2

Visit 5 or more spots!

Please press the stamp upon visiting each spots.
With 5 or more stamps (10 points earned),
the redemption code will be automatically displayed.

STEP
3

Redeem special rewards at the participating shops!

You can exchange your preferred rewards at the "Gift Redemption Stores".

Motsunabe Toraya

Wabiya Rakuchutei

One free drink

Pyon Pyoko Pyon

Original coaster one piece

Idumoya

10% discount on your meal

Florist Westvillage

A single flower

※ Each image is for illustration purpose only, and the actual gift may differ.

◆STEP1 : Enter with your smartphone!

Tap the "ENTRY" button on the "Pontocho & Gion Shimbashi Digital Stamp Collection Event" on the campaign page to participate.

◆STEP2 : Go to 5 or more campaign designated spots!

Please press the stamp upon visiting each spot. With 5 or more stamps (10 points earned), the redemption code will be automatically displayed.

▼Check the campaign website for the designated spots in the "Pontocho & Gion Shimbashi Digital Stamp Collection Event."

<https://www.ana-granwhale.com/en/campaign/plateau/>

◆STEP3 : Redeem special rewards at the participating shops!

Exchange your preferred reward at the "Gift Redemption Stores".

▼Special rewards*

-Motsunabe Toraya, Wabiya Rakuchutei: One free drink

-Usagi no Atorie Pyon Pyoko Pyon: Original coaster one piece

-Pontocho Idumoya: 10% discount on your meal

-Florist Westvillage: A single flower

*For more information, please refer to the application terms and conditions on the campaign website (<https://www.ana-granwhale.com/en/campaign/plateau/>)

◆About [Project PLATEAU]

PLATEAU is a nationwide Urban Digital Twin realization project promoted in collaboration with various stakeholders by the Ministry of Land, Infrastructure, Transport, and Tourism in Japan. It involves developing 3D city models as a platform data for urban activities and creating use cases in various domains. Furthermore, to ensure accessibility for everyone, PLATEAU provides 3D city models as open data, allowing free extraction of urban data. By advancing the creation, utilization, and open data provision of 3D city models, PLATEAU aims to achieve digital transformation in urban development, fostering open innovation. As one of the projects, "ANA GranWhale " utilizes PLATEAU 3D city models of "Pontocho and Kamogawa areas" and "Gion Shimbashi area".

◆What is the virtual travel platform ANA GranWhale?

ANA GranWhale is an application empowering users to enjoy a more flexible and comfortable travel experience by recreating diverse travel destinations in a virtual space. The application consists of two primary services: V-TRIP (virtual travel space) and Sky Mall (shopping space). Users can collect Gran Chips, exchangeable for ANA miles, further enhancing their ability to engage in both virtual and real-world travel.

※To redeem ANA miles, linking your ANA Mileage membership information is required.



[ANA NEO, Inc.]

President and CEO:

Mitsuo Tomita

Founded:

August 7, 2020

Headquarters:

Urbannet Uchisaiwaicho Building 4F, 1-1-13 Shimbashi,
Minato-ku, Tokyo

Capital stock:

87.35 million JPY(as of March 31, 2022)

[ANA GranWhale Outline]

Service area:

Japan, Taiwan, Hong Kong, Thailand, the Philippines, Malaysia

Distribution platform:

App Store / Google Play

Applicable OS:

iOS / Android

Price:

Basic free (with some in-app purchases)

Official website:

<https://ana-granwhale.com/en/>

Official Facebook(Traditional):

<https://www.facebook.com/anagranwhale.ch.traditional/>

Official Facebook(English):

<https://www.facebook.com/anagranwhale.english>

Official X(Japanese):

https://twitter.com/ANA_GranWhale

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