



# NEWS RELEASE

July 3, 2023

Okinawa Yamato Transport Co., Ltd.

## New One-stop Smartphone Hotel Luggage Shipping App Boosts Tourist Convenience and Hotel Staff Productivity in Okinawa Launched at all Hilton Group hotels in Okinawa from July 3

Okinawa Yamato Transport Co., Ltd. (Headquarters: Itoman City, Okinawa; President: Shinichi Akamine; hereinafter "Okinawa Yamato") announces that it is launching, as of July 3, 2023, a one-stop service for customers visiting Okinawa Prefecture to ship packages from their hotels via smartphone. This service is designed to create more convenient and comfortable tourism experiences for visitors, as well as to reduce hotel staff workloads.

At launch, this service is available at all Hilton Group hotels in Okinawa Prefecture, and will be gradually expanded to other hotels in the region.

### 1. Background

The number of tourists visiting Okinawa Prefecture in 2022 recovered to 67.7%\* of the previous record high of approximately 10 million visitors in 2018, before the COVID-19 pandemic. However, finding labor for COVID-affected tourism businesses has met with little progress, and most of the hotels in Okinawa Prefecture are facing serious labor shortages. As a result, not only securing labor but also improving the productivity of operations have become urgent issues.

Utilizing the Yamato Group network, Okinawa Yamato has a track record of helping to create less burdened and more comfortable sightseeing through its same-day airport to hotel delivery services, among others. Now, Okinawa Yamato's new service will allow customers to complete procedures for shipping luggage, including baggage as well as souvenirs, from their hotel via their smartphones. This allows guests to send packages simply by entering the necessary information on the service's dedicated website, eliminating the need to write out shipping slips. Guests can also pay the fee in advance online and simply bring their packages to the front desk of their hotel for no-hassle shipping. Since this service removes the need for hotel staff to measure luggage sizes, calculate fares, or collect fees, it also reduces workloads, freeing up time for customer service and other important tasks.

\*Per overview data of incoming tourists to Okinawa Prefecture for 2022, announced April 2023 by the Tourism Policy Division, Department of Culture, Tourism and Sports, Okinawa Prefectural Government

## 2. Service Overview

### 1) Usage flow

#### ① Visit reservation site

#### ② Apply via reservation form

##### ■ About baggage

- Quantity/type
- Size
- Item (contents)
- Handling precautions

##### ■ Shipping address and customer information

- Name
- Address/contact
- Requester information
- E-mail address
- Desired pickup/delivery date

##### ■ Payment

- Price confirmation
- Credit card information

\*Only credit card payment is accepted.

\*Cash on delivery, discounts, and other special services are not available.

#### ③ Issuance of 2D barcode

Application will be confirmed by e-mail. Use the processing number provided in the email and the requester's phone number to issue a 2D barcode.

#### ④ Scan the 2D barcode over the scanner to complete the procedure.

When scanning the 2D barcode at the hotel front desk, two shipping slips will be printed. The customer's baggage will be checked in and the procedure will be completed.

### 2) Eligible services

TA-Q-BIN (payment on shipment)

\*Cool TA-Q-BIN (refrigerated/frozen) and packages smaller than 60 cm in total dimensions are not eligible.

### 3) Service start date

July 3, 2023 from 12:00 a.m.

### 4) Supported hotels

#### Hilton Group hotels in Okinawa

- DoubleTree by Hilton Naha Shuri Castle (Naha City)
- DoubleTree by Hilton Naha (Naha City)
- DoubleTree by Hilton Okinawa Chatan Resort (Chatan-cho)
- Hilton Okinawa Chatan Resort (Chatan-cho)
- Hilton Okinawa Sesoko Resort (Motobu-cho)
- Hilton Okinawa Miyako Island Resort (Miyakojima City)

\*This service is to be gradually expanded to cover other hotels and locations in Okinawa Prefecture.

#### 3. Advantages for Supported Hotels

- 1) Staff can simply scan the 2D barcode presented by the user to print a shipping slip. Since the information about the package is registered by the user, size measurements and fare calculations are not required.
- 2) Furthermore, online pre-payment ensures no-hassle package check-in without the need to pay in cash or other forms of payment at the reception desk.

#### 4. Advantages for Guests

- 1) The service reduces the time and effort required to create shipping slips by hand, as packages can be easily shipped by simply entering the necessary information, including the delivery address, on the service's dedicated website and presenting the 2D barcode at the hotel front desk.
- 2) Since guests can pay online by credit card, there is no need to pay at the front desk.

#### 5. Future Developments

Going forward, with the aim of helping to advance DX within the tourism industry from a logistics perspective, Okinawa Yamato will provide customers with a more convenient shipping experience by adding cashless payment methods other than credit cards and introducing a function that automatically measures the size of luggage based on images captured by the customer, while at the same time improving the efficiency of luggage shipping intake operations at hotels. In addition to hotels, this initiative will be expanded to other tourism-related facilities, contributing to the overall productivity improvement of the tourism industry in Okinawa Prefecture.

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