

October 7, 2025
Toda Corporation
JTB Corp.
Fujitsu Limited



Toda, JTB and Fujitsu kick off NFT-powered digital transformation project to boost international tourism to Japan

— Experience the ECHIZEN Quest in Echizen's Smart City! —

Kawasaki and Tokyo, Japan, October 7, 2025 - Toda Corporation, JTB Corp. and Fujitsu Limited today announced that they will carry out a field trial for “ECHIZEN Quest,” a tourism digital transformation (DX) project utilizing NFTs, in Echizen City, Fukui Prefecture, Japan. The field trial will run from November 2025 to the end of January and the project aims to increase the number of international tourists visiting Japan.

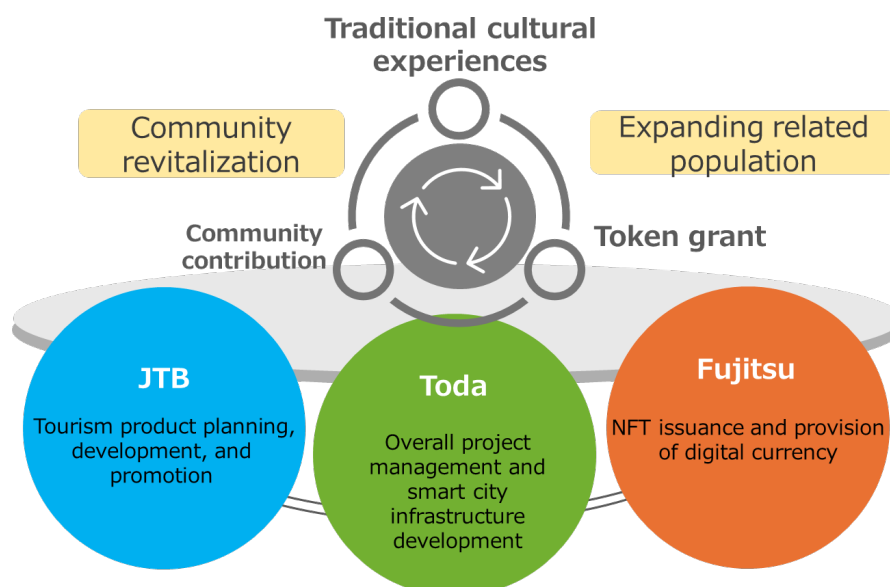


Figure 1: Project scope

Project background and objectives

Echizen City in Fukui Prefecture anticipates a significant increase in tourism, including international visitors, due to improved accessibility such as the extension of the Hokuriku Shinkansen. This initiative aims to revitalize the region by enhancing the quality of tourism experiences and expanding the visitor base and the number of supporters who actively engage with the region.

Toda Corporation signed a public-private partnership agreement with Echizen City in 2021, promoting the smart city

concept around the Hokuriku Shinkansen Echizen-Takefu Station. The company has focused on urban development and enhanced marketing driven by tourism, and has been engaged in demonstration experiments, such as investigating tourist behavior and transportation issues during local events ⁽¹⁾.

JTB launched its “GLOCAL Sustainability Project (GSP)”⁽²⁾ in 2021 with the aim of solving regional challenges and creating new businesses. In 2024, JTB implemented a program set in Echizen City where Fujitsu employees proposed new tourism experiences leveraging NFTs after learning about local resources and challenges.

Since 2023, Fujitsu and JTB have been jointly researching tourism DX services for affluent international visitors. As part of this collaboration, they have explored applying a digital currency leveraging NFT technology⁽³⁾ for regional revitalization.

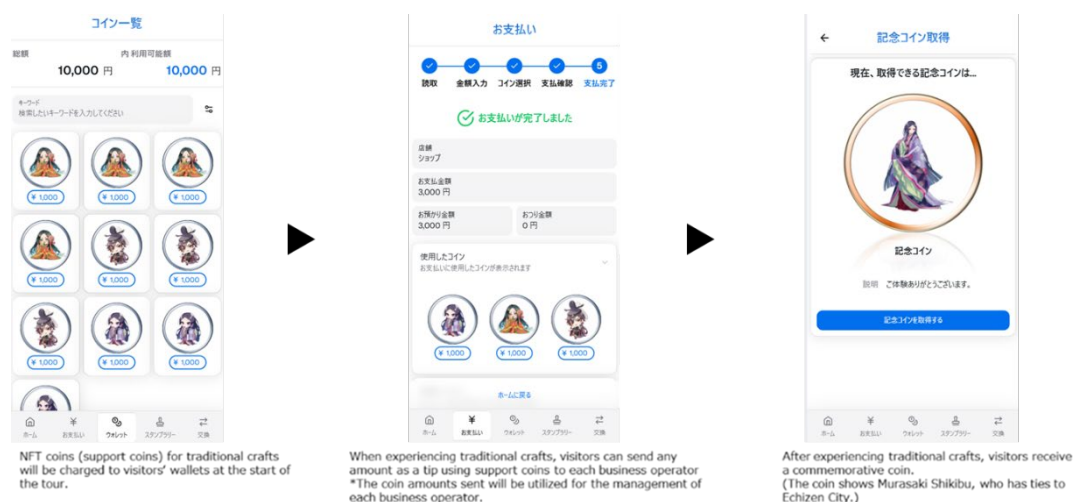
With these activities converging around the same period, the three companies decided to collaborate and launch ECHIZEN Quest as a joint project to promote the region's appeal to the world.

Roles and responsibilities

- Toda Corporation: Overall project management and smart city infrastructure development
- JTB Corp.: Tourism product planning, development, and promotion
- Fujitsu Limited: NFT issuance and provision of digital currency technology

Project details

ECHIZEN Quest engages visitors in a series of hands-on experiences across Echizen City's vibrant craft studios. Participants will delve into the creation of traditional items such as washi (traditional Japanese paper), uchihamono (hand-forged metal goods, particularly knives and tools), tansu (portable storage chests), lacquerware, and pottery, as well as modern industries like eyewear and textiles. Upon completing each experience, visitors will receive a unique NFT, depicting Murasaki Shikibu (historical Japanese novelist) serving as digital proof of their engagement. This NFT can be redeemed for local support or souvenirs. Designed for future expansion, the project aims to integrate these NFTs with a dedicated regional currency or point system, offering holders exclusive benefits like discounts and unique event access. This encourages participants to explore Echizen City with a sense of adventure, fostering a deeper understanding and affection for its local culture.



Future plans

Looking ahead, Fujitsu plans to expand this model to other regions in Japan as a case study for protecting traditional culture and revitalizing local communities through digital technology.

About Toda Corporation

Toda Corporation is a comprehensive construction company with over 140 years of history and tradition since its founding in 1881.

We are extensively involved in construction projects for medical and welfare facilities, production facilities, office buildings, commercial complexes, as well as numerous civil engineering endeavors, including roads, railways, tunnels, and related infrastructure.

In the area of new business development, we are actively engaging in innovative initiatives aimed at addressing societal issues, such as the commercialization of floating offshore wind power generation and the advancement of the sixth industrial revolution in agriculture, without being constrained by conventional boundaries in construction and civil engineering.

About JTB

JTB is one of Japan's leading travel solutions providers, offering a diverse range of services and products tailored to meet the evolving needs of its clients. With a rich history dating back to 1912, JTB has consistently adapted and innovated to maintain its position at the forefront of the industry. From individual travel and the promotion of regional tourism to business meetings and sporting events, JTB offers support for a wide spectrum of travel-related activities. Guided by its vision "Perfect moments, always," JTB is committed to delivering personalized experiences to individuals, businesses and institutions worldwide. With a global presence spanning 152 locations across 36 countries, JTB seamlessly connects people, places and possibilities, all while fostering a sustainable future.

<https://www.jtbcorp.jp/en/>

About Fujitsu

Fujitsu's purpose is to make the world more sustainable by building trust in society through innovation. As the digital transformation partner of choice for customers around the globe, our 113,000 employees work to resolve some of the greatest challenges facing humanity. Our range of services and solutions draw on five key technologies: AI, Computing, Networks, Data & Security, and Converging Technologies, which we bring together to deliver sustainability transformation. Fujitsu Limited (TSE:6702) reported consolidated revenues of 3.6 trillion yen (US\$23 billion) for the fiscal year ended March 31, 2025 and remains the top digital services company in Japan by market share. Find out more:

[global.fujitsu](https://global.fujitsu.com)

[1] Toda Corporation conducted a tourism demand and behavior survey for regional revitalization around Echizen-Takefu Station. [Link to related press release](#)

[2] GLOCAL Sustainability Project (GSP) is a hands-on project where next-generation leaders from companies go to local communities and engage in solving social issues. Participants build ONE TEAM, deepen their experience and learning through interactions with local experts, and practice creating a sustainable society by leveraging their company's strengths to connect businesses and communities.

[3] Digital currency leveraging NFT technology

Embeds images, audio, and video of various content into coins, offering them as a cashless payment "electronic currency." This technology utilizes blockchain, is collectible, and can host advertisements (Fujitsu patented).

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