

MITSUI OCEAN CRUISES Joins The 39th International Travel Expo Hong Kong

- New Cruise Experience Introduced to Hong Kong Travel Enthusiasts:
“FUNATABI – Beautiful Encounters with Japan” Now Sailing Roundtrip from Japan -



[Tokyo, Japan – June 17, 2025] – MOL Cruises, Ltd. [Tsunemichi Mukai – President]: MITSUI OCEAN CRUISES, representing the MOL Group, participated in the 39th International Travel Expo Hong Kong (ITE 2025), held from June 12 to 15. During the event, President Tsunemichi Mukai and other company representatives took part in a seminar to share insights and engage with attendees.

ITE 2025 is an annual international travel expo in the Asian region, offering a marketing and sales platform where international and local industry players gather, and to reach potential customers in Hong Kong and the surrounding regions. In 2024, more than 80% of exhibitors were from outside Hong Kong to promote regional travels and destinations internationally, including Japan, participate in KOL (influencers) networking sessions, industry forums, presentations and seminars.

The seminar was entitled "Mitsui O.S.K. Lines - Discover the Charm of Japanese Cruise and Ferry" under the category of "Other Asia, Africa & Indian Ocean" and President and Executive Officer Tsunemichi Mukai and employees took the rostrum along with "MOL Sunflower" and presented “FUNATABI -Beautiful Encounters with Japan” that MITSUI OCEAN CRUISES offers. Attendees learned about this cruise line’s cruises from/to Japan as an attractive travel option for cruisers from Hong Kong, enabling guests to embark / disembark not only in Tokyo but also Kobe, Nagoya, Hakata, and Naha, highlighting various ports in Japan which could be rare to visit by independent tour.

Exhibitor booths were visited by many guests, and guests who joined the questionnaire were given original goods by lucky draw. Many inquiries from guests were received at the event with high interest to plan a regional visit to Japan.

Going forward, MITSUI OCEAN CRUISES will continue to work to expand its base of overseas guests, mainly inbound, in addition to domestic guests by utilizing promotional opportunities in Japan and overseas as a stable and profitable business that complements the shipping industry, where market conditions are highly volatile.

Related Links:

ITSUI OCEAN CRUISES

<https://www.mitsuioceancruises.com/>

ITSUI OCEAN FUJI

<https://mitsuioceancruises.com/fuji/>

Nippon Maru

<https://www.nipponmaru.jp/>

About MITSUI OCEAN CRUISES:

Rooted in Japanese heritage, nature and traditions, from the blue sea, MITSUI OCEAN CRUISES connects people with the wonders of nature and Japanese culture to enrich people's lives and secure a happier and more sustainable future. MITSUI OCEAN CRUISES is the brand of the MOL Cruises, Ltd, the most experienced cruise line in Japan and is part of the Mitsui O.S.K. Lines. Ltd. (MOL) group of companies. It operates cruise ships NIPPON MARU and MITSUI OCEAN FUJI and in 2026, will welcome a new ship to the fleet.

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