

# HIS Signs Official Regional Partnership Agreement with Tottenham Hotspur Football Club

H.I.S. Co., Ltd. (hereinafter "HIS") has signed an Official Regional Partnership agreement with Tottenham Hotspur Football Club (hereinafter "Spurs"), a club based in London competing in England's top-flight professional football league, the Premier League. Moving forward, HIS will serve as the exclusive official travel partner for Spurs in Japan, delivering the excitement and passion of European football to fans across Japan through match tours and special experience programs.



OFFICIAL REGIONAL PARTNER

## Background of the Agreement

European football, one of the world's largest sports markets, has a strong affinity with tourism centered around spectating and supporting teams, making it a new growth area attracting attention in the tourism industry. The Premier League, in particular, boasts overwhelming brand power, broadcast in 189 countries and regions with approximately 2.8 billion viewers worldwide. Spurs, a Premier League club, champions the motto "To Dare Is To Do." This deeply resonates with HIS's company purpose of "KOKORO ODORU - Unleash your feeling," leading to the conclusion of this partnership agreement.

## Future Initiatives

### **(1) Provision of Tickets, Hospitality, and Experiential Value**

We will offer club tickets, including hard-to-get VIP seats, and host matchday events featuring meet-and-greets with club legends or ambassadors, as well as VIP private stadium tours.

### **(2) Hosting of the "JAPAN DAY" Activation Event**

We will host "JAPAN DAY" at Tottenham Hotspur Stadium on April 18, 2026. This event will showcase the best of Japan to stadium visitors by offering traditional cultural experiences and highlighting premier Japanese brands.

### **(3) Joint Hosting of Sustainability-Themed Conferences and Tours**

Spurs is recognized as one of the world's leading clubs in sustainability and fan engagement. In collaboration with the club's environmental and social initiatives, we will jointly host corporate conferences and tours centered on the theme "Sustainability x Sports."

## Promotion Schedule

January 14, 2026 Special Talk Session with Ryohei Hayashi and Tsuneyuki Shimoda (Tokyo)

February 22, 2026 Spurs vs Arsenal Viewing Event (Tokyo)

April 18, 2026 JAPAN DAY (London)

[https://www.sports-his.com/soccer/premier-league/sp\\_spurs/index.html](https://www.sports-his.com/soccer/premier-league/sp_spurs/index.html)

HIS aspires to bring the world's excitement closer to Japanese fans and corporate clients by consistently providing authentic, soul-stirring sporting experiences. Through this partnership agreement, we will embark on a new challenge: integrating the fleeting excitement of sports with travel experiences through our "Co-Creation Model for Delivering Inspiration."