

## [First in Japan] ANA Digital Gate Partners with EVA Air: Launching a Turnkey Mileage Solution to Drive Inbound Tourism and Regional Revitalization

TOKYO, JAPAN - ANA Digital Gate, Inc. (Headquarters: Chuo-ku, Tokyo) announces the signing of a "Mileage Transfer Agreement" with EVA Airways Corporation (Headquarters: Taoyuan City, Taiwan).

With this agreement, ANA Digital Gate becomes the first official partner (\*1) for the EVA Air mileage program in Japan. Starting this April, the company will fully launch a new, comprehensive customer acquisition and promotional support service, empowering businesses in Japan to capture the rapidly growing inbound demand. Coinciding with this launch, ANA Digital Gate is now recruiting new merchant partners for EVA Air's "Infinity MileageLands" program.

\*1: As of April 22, 2026, based on our company's research.



### ■ Background of the Domestic Mileage Program Partnership with EVA Air

Background of the Domestic Mileage Program Partnership with EVA Air

With international travel to Japan experiencing continuous, record-breaking growth, capturing this inbound demand has become an urgent priority for businesses in Japan. Visitors from Taiwan have consistently ranked third by country/region in both 2024 and 2025 (\*2). In 2025, the number of visitors from Taiwan reached a historic high of 6.76 million. This accounts for approximately 29% of the total population of the Taiwan region(\*3)—meaning one in every three to four people visited Japan—demonstrating an exceptionally high repeat visitor rate (\*4) and a profound interest in Japan.

Backed by the ANA Group's extensive customer base of approximately 44 million members (\*5) and our proven marketing expertise, ANA Digital Gate provides a reliable turnkey solution. This partnership serves as a powerful showcase for how international airlines can effortlessly expand their mileage ecosystem into the Japanese market. By maximizing this expertise alongside EVA Air's robust network covering 11 domestic airports, we aim to serve as a seamless bridge connecting global mileage members with local businesses across Japan.

\*2: Source: Japan National Tourism Organization (JNTO), "Number of International Visitors to Japan" \*3: Source: Ministry of the Interior, Taiwan, "Demographic Statistics Express (2025)" \*4: Source: Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism, "Consumption Trends of International Visitors to Japan (2024 Annual Report)" \*5: Source: ANA Group Integrated Report 2025

## ■ Customer Acquisition and Promotional Support Service Leveraging the "EVA Air Mileage Program"

Through this partnership, we are launching an inbound-focused promotional service that provides a one-stop solution for brand awareness and sales promotion targeted at EVA Air mileage members traveling to Japan.

### ① **Driving Foot Traffic and Sales: Motivation through "Infinity MileageLands" Miles**

It is now possible to offer EVA Air's "Infinity MileageLands" miles as a reward for product purchases or service usage at partner stores. The added value of "earning miles" strongly motivates international visitors to visit and spend.

### ② **Maximizing Brand Visibility: Promotions via EVA Air's Official Media**

Businesses can effectively promote their offerings to mileage members planning or currently enjoying their trip to Japan through EVA Air's official website and other robust media channels.

### ③ **Cultivating Long-Term Loyalty: Converting Visitors from the Taiwan market into Loyal Customers**

Travelers from Taiwan are known for their exceptionally high repeat visit rate. By implementing the steps above, businesses establish themselves as rewarding shopping destinations. This helps convert one-time consumption into continuous purchases during subsequent trips, reliably turning inbound travelers into loyal customers.

## ■ Why Taiwan? - A Massive Market Exceeding 1 Trillion JPY and a Catalyst for Regional Revitalization

For businesses aiming to securely capture inbound demand, Taiwan represents a highly crucial target with exceptional potential.

### 1) **6.76 Million Annual Visitors and a Rapidly Expanding Loyalty Program Market**

In 2025, Taiwan area accounted for 6.76 million visitors to Japan, demonstrating a profound affinity for the country (\*6). Furthermore, Taiwan's loyalty program market is projected to surge to approximately 2.59 billion USD by 2028 (\*7), indicating that the mileage and points culture is deeply rooted in daily life.

### 2) **Record-High Inbound Consumption of 1.21 Trillion JPY**

In 2025, total spending by visitors from the Taiwan market reached a record high of 1.21 trillion JPY, an 11.1% increase from the previous year. This accounts for a 12.8% share of total inbound consumption by nationality/region, ranking second overall (\*8).

### 3) **EVA Air's 11 Domestic Destinations Driving Regional Revitalization**

EVA Air currently operates flights to 11 airports across Japan (\*9). This extensive network enables direct promotional outreach and passenger traffic not only to major hubs like Tokyo and Osaka but also to local municipalities nationwide, effectively driving regional economic revitalization.

\*6: Source: JNTO, "Number of International Visitors to Japan" (1st: South Korea, 2nd: China) \*7: Source: ResearchAndMarkets.com, "Taiwan Loyalty Programs Market Intelligence Databook" (2024) \*8: Source: Japan Tourism Agency, "Inbound Consumption Trend Survey" \*9: Main destinations as of April 2026: Haneda, Narita, Kansai, Fukuoka, New Chitose, Aomori, Sendai, Komatsu, Kobe, Matsuyama, Naha

## ■ New Mileage Program Partners: Services Commencing May 2026!

Following the program's launch, mileage reward services will sequentially roll out starting May 2026, with the following forward-thinking partner companies:

- Keio Department Store Co., Ltd. / Keio Department Store Shinjuku
- SmartRyde, Inc. / Airport transfer service "SmartRyde"
- trifa Inc. / Overseas eSIM app "trifa"
- NearMe Inc. / Shared shuttle service "NearMe"
- BicCamera Inc. / 18 major stores nationwide

### ▶ For Businesses Interested in Joining the "Infinity MileageLands" Network in Japan

For inquiries regarding new merchant partnerships, please contact us below:

- ANA Digital Gate, Inc., EVA Air Mileage Program Team - Inquiry Form  
[https://www.ana-dg.com/service/mileage-program/eva\\_mileage\\_inquiryform/](https://www.ana-dg.com/service/mileage-program/eva_mileage_inquiryform/)

## ■ Future Outlook

ANA Digital Gate will continue to serve as a strong, strategic gateway for foreign airlines. We are committed to supporting the inbound strategies of businesses in Japan seeking to capitalize on inbound tourism, playing a vital role in driving their business expansion.

## ■ About ANA Digital Gate Inc.

Since its launch in October 2016 as a joint venture between ALL NIPPON AIRWAYS TRADING CO., LTD. (ANA Group) and DG Financial Technology, Inc. (Digital Garage Group), ANA Digital Gate has provided solutions that facilitate secure payments, effective customer acquisition, and enhanced customer experiences, all built upon its core Payment and Marketing Platform.

Company Name: ANA Digital Gate, Inc.

Representative: Shimpei Kubota, President

Established: October 3, 2016

Location: 7-17-15 Ginza, Chuo-ku, Tokyo, Japan

URL: <https://www.ana-dg.com/>

<Inquiries about this news release>

ALL NIPPON AIRWAYS TRADING CO., LTD.

Marketing & Communications (Morikawa, Komiyama) TEL : +81-3-6735-5090