



Google

Giving Voice to Japan's Local Stays in a Global Market

"My job isn't fixing websites— it is creating memories, and building communities. When technology stops getting in the way, I can focus on my Guests."

Takeshi Kanzaki
Keeper, WEEK Kamiyama

Japan's hospitality market is rich with small, independently run properties—Ryokans, Minshuku, and regional inns that embody the country's living heritage. Often family-owned, these places offer deeply local experiences: seasonal cuisine, traditional architecture, and regional craftsmanship.

But despite their cultural value, many of these properties remain invisible to global travelers. They don't show up in travel searches or partner with OTAs—not because they don't want to, but because they lack the tools or time to keep up.

Take WEEK Kamiyama, a beautifully restored riverside guesthouse in Tokushima Prefecture. With cedar and cypress architecture and thoughtfully prepared local meals, it's the perfect work-cation hideaway. Yet like many similar inns, it struggled to appear in mainstream listings—not due to quality, but because it was technically out of reach.

As an official connectivity partner, TinyFish uses web agents to turn public hotel web pages into structured data—surfacing real-time availability and pricing so these properties appear on Google Search for travelers around the world.

The result is quietly transformative: travelers can now find hidden gems like WEEK Kamiyama that were once off the map, and hotels gain global reach without changing how they operate.

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