



July 14th, 2017

Laox Co., Ltd.

Announcement regarding the opening of Laox LaRa TOWN Dazaifu Store

Laox Co., Ltd. (headquartered in Minato Ward, Tokyo/Representative Director and President LuoYiwen/security code 8202, hereinafter referred to as “we”) will open Laox LaRa TOWN Dazaifu Store on July 14th (Wednesday) 2017.

We currently operate 9 stores in Kyushu and the new store will be the tenth. The number of cruise ships visiting Kyushu has been increasing for three years, and the year 2016 saw 814 visits, the most ever, accounting for around 40% of all cruise ship visits to Japan. According to Kyushu Cruise Report published by Kyushu Regional Development Bureau of Ministry of Land, Infrastructure, Transport and Tourism, foreign cruise ships visiting Kyushu have been increasing in size, with the current average tonnage per ship standing at around 90,000 tons and the current average number of passengers per ship at around 2,300, both an increase of approximately 70% from 6 years ago. Consequently the number of foreigners visiting Kyushu with landing permissions for cruise ship tourists is rapidly increasing, reaching 1.42 million in 2016, the largest ever. It is expected to rise further in the future together with the number of cruise ship visits.

Against this backdrop, we have decided to open another large-scale store in Kyushu. Laox LaRa TOWN Dazaifu Store has a sales area of around 3,000 m², the second largest of Laox’s stores in Kyushu after Fukuoka Canal City Hakata Store. It has a wide range of products including hair care and beauty appliances, cosmetics, medicines, baby goods, household goods, and foods. Furthermore, a café is attached to the store so that foreign customers can enjoy their time “on land” to the fullest.

In the future, we will open more new stores in various styles to meet the needs of diverse customers from those on FIT (Foreign Independent Tour), to cruise ship customers, to what is called “consumers of experience” and others.

Facility Summary of Laox LaRa TOWN Dazaifu Store

Location : 5-11-5 Tonoharuhigashi Chikushino-shi, Fukuoka

Telephone Number: 092-408-2882

Fax Number:092-408-2886

Contract Area: 3,075m²

Store Hours: 10:00~20:00

Will open on: Wednesday, July 19th , 2017

Products sold: hair care and beauty appliances, cosmetics, baby goods, medicines, household goods,
daily necessities, electric home appliances, foods and others:

Attached to the store: a café (name: LaRa’s Café)

« Contact for information regarding this announcement »

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