

Chow Tai Fook Taps into Tokyo Tourism

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Source: Rapaport

Chow Tai Fook will open its first branded store in Japan, as the weakening yen has increased Tokyo's appeal to Chinese tourists. The Hong Kong-based jeweler will launch an outlet inside Laox WATCH, a specialty timepiece shop in Central Tokyo's Shinjuku neighborhood. Chow Tai Fook said it was seeking to tap into growing leisure spending by Chinese tourists in Japan. The number of Chinese visitors to the country jumped 28% to 6.4 million in 2016, according to the Japan National Tourism Organization.