

# Mt. Iwafune Explosive Experience

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## To become a place one longs to go beyond time and distance

Life Bridge Inc, of which I am the Managing Director, is engaged in the development of inbound human resources, content creation, and information dissemination in an integrated manner, and I myself am an influencer with 150,000 viewers overseas.

Foreign tourists first head west." This is evident from their movements boarding the Shinkansen at Tokyo Station. There are overwhelmingly more foreigners taking the Tokaido Shinkansen than those boarding the Tohoku Shinkansen.

While it could be argued that Kyoto and Osaka, representative tourist destinations in Japan, are located in western Japan, this simply reflects the relative scarcity of tourist spots in eastern Japan compared to Tokyo. As a step to break this situation, we have created the one-of-a-kind and irresistible content known as the 'Sacred Site: Iwafune Mountain Explosive Experience Tour,' which people from around the world simply can't resist participating in.

## Community-mindedness

For nearly the past 50 years, Mt. Iwafune has served as a prime location for explosive scenes in Japanese Tokusatsu television shows. The detonation occurs at the center of ten participants arranged in a semi-circle. Explosions are limited to just three: the first and third involve towering flames in a "Napalm explosion," while the second produces smoke tendrils resembling sea urchin roe in a "Cement Explosion" Despite the hefty price tag of ¥35,000 per group (up to 3 adults and 2 children, maximum 5 individuals), participants from around the globe flock to this sacred site, dedicating their all to capturing the perfect shot. This is because Japanese Tokusatsu hero programs have been airing overseas for decades. Our focus in crafting this tour has been on high unit price, exceptional added value, and a community-centric approach. Rather than aiming to attract a large number of casually interested individuals with a lower price point, we've tailored our product to appeal to passionate participants willing to pay the premium. This strategy has allowed us to maintain high participant satisfaction levels. Additionally, we've stationed catering vans offering locally sourced delicacies such as pizza and coffee, contributing to the support of regional consumption.

## From cosplay to anniversary explosions

The early explosion experience tours were largely inspired by Tokusatsu shows, but recently, just under half of the participants are couples taking pre-wedding photoshoots. From the groom carrying the bride like a princess to staged rescue scenes or dramatic escapes hand in hand, the footage captured is often showcased at the wedding reception. Beyond pre-wedding shoots, occasions like coming-of-age ceremonies, company entrance ceremonies, and Shichi-Go-San ceremonies are also seeing an increase in participants seeking explosive experiences to mark life milestones. Moreover, there's a growing demand for private bookings, with recent instances including high school field trips, signaling an expansion from the traditional hero cosplay explosions to anniversary ones. This trend is rapidly spreading through participants' social media shares, prompting us to explore new avenues with domestic and international educational institutions and wedding planning companies for further product development. We will continue to promote the "expansion of Japan fans" and "overseas expansion of Japan's attractiveness" under the Cool Japan Strategy.



## Information

For more details

<https://setup-japan.jp/>

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