

Oriental Land Co Ltd in Travel and Tourism (Japan)

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Abstracts

Oriental Land Co Ltd further strengthened its business in theme parks, hotel resorts and other entertainment facilities, aiming to sustain long-term growth in the tourism industry. The company aims to improve cost efficiency for entertainment shows and advertising, as well as develop new attractions and engage in continued marketing. In terms of development, the company opened a new attraction called Toy Story Mania! at Tokyo Disney Sea and Goofy's Paint 'n' Playhouse in Tokyo Disney Land. In...

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