

Preparing for 10 million visitors to Japan

Sunrise Tours JTB Announces 2009 Lineup of Tours Planned Especially for Visitors to Japan

*Designed to Meet Demands in New Markets,
2009 Lineup Now Covers All Areas of Japan
With More Departures from Local Areas*



Key Points & Objectives

1. Tours Throughout Japan

-- From Hokkaido to Okinawa, 213 tours including 35 new courses! --

2. Expansion of “Hands-On Japan” Series

-- For those who wish to actually participate in and experience Japanese traditional and modern culture --

3. Sales Objectives:

277,000 customers (120% increase over 2008 estimate)

(12-month period from January to December 2009)

Sunrise Tours announces that sales of its new 2009 lineup of tours of Japan for visitors from overseas start from October 3, 2008.

As a result of the “Visit Japan Campaign” launched in 2003 by the Ministry of Land, Infrastructure, Transport and Tourism, 8,349,000 people visited Japan in 2007, a 13.8% increase over the previous year, according to data provided by JNTO (Japan National Tourist Organization).

With this momentum expected to continue into 2009, Sunrise Tours is expanding its lineup to include more local departure tours, extending its network to cover all areas of Japan, and focusing on creating demand in new markets, especially in Asia.

2009 Sunrise Tours Key Features

1. Departures from 8 cities/areas:

Hokkaido, Tokyo, Nagoya, Osaka/Kyoto, Hiroshima, Kyushu, and Okinawa

The new lineup extends from Hokkaido to Okinawa. Utilizing the extensive network of the JTB group, Sunrise now offers tours in 8 major regions of Japan.

Highlights:

Departure cities/areas	Outline of New Tours	Target Markets
Hokkaido	*World Heritage Shiretoko & Eastern Hokkaido (4-day guided tour) *Luxury Free-Plan course with stay at the Windsor Hotel Toya (site of the 2008 Summit) and deluxe accommodations in either Sapporo, Noboribetsu or Niseko.	The Americas Europe Oceania Asia
Tokyo	*Tateyama-Kurobe Alpine Route & World Heritage Gokayama Village (3-day guided tour) *Northern Japan(Tohoku)—Nature and History (3-day guided tour)	The Americas Europe
Nagoya	*One-day guided tour to Mt. Fuji & Hakone *Free-plan one-day tour to Takayama	The Americas Europe Oceania Asia
Kyoto	*One-day guided tour to Mt. Fuji & Hakone *Hiroshima & Shimanami (2-day guided tour) *Tokyo & Nikko (3-days, including guided tours)	The Americas Europe Oceania Asia
Kyushu	*Nagasaki & Arita (5-day guided tour) *Mt. Aso & Kagoshima (5-day guided tour)	The Americas Europe Oceania Asia
Okinawa	*4-day Free Plan in Okinawa *Bus tours of Okinawa *Private tours of Northern/Southern Okinawa	Foreign Residents The Americas Europe Oceania Asia

For reference: Top 5 Most Popular Tours in 2008 (based on sales increase over 2007)

Also included in the 2009 lineup!

- #1 Mt. Fuji & Hakone 1-Day – over 3000 customers per month!
- #2 Ghibli Museum Afternoon Tour – for manga and anime fans of all ages!
- #3 Kamakura Walking Tour – popular, reasonably-priced tour. Rickshaw ride option also available.
- #4 Shinkansen Tour – free-plan, with transportation by Japan's famous Shinkansen (Bullet Train). Flexibility and bargain price make these tours popular with visitors from all countries.
- #5 Sumo Tour – always popular. Sumo “chanko” dinner option also available.

2. Expansion of “Hands-On Japan” series:

The Hands-On Japan series was developed for those who want to actively experience all facets of Japanese culture. From traditional culture to modern pop culture, this series offers a wide range of experiences.

Clearly different from other tours, the sale objective for this series is 3,000 customers in 2009.



Experience	Tour Outline	Target Markets
Traditional	*Kimono *Flower Arrangement *Calligraphy among others, and even a chance to have a wedding picture taken in traditional kimono at one of Kyoto's most famous shrines.	The Americas Europe Oceania
Modern Culture	*Cool Japan offers a glimpse into the world of anime, maid cafes and costume play.	The Americas Europe Oceania Asia
Entertainment	*A Night of Discovery: Cirque du Soleil's "ZED™" which we can see only in Japan from 1 October 2008. *Tokyo Horseracing Tour. Enjoy the museum and the variety of facilities that the Tokyo Racecourse has to offer.	The Americas Europe Oceania Asia
Cuisine	*Make your own sushi under the direction of a master sushi chef!	The Americas Europe Oceania Asia
Martial Arts	*Become a ninja or samurai!	The Americas Europe Oceania

3. Registration :

Telephone/ Sunrise Center 03-5796-5454 9:30 ~ 20:00 (Mon ~ Sat)

Internet on-line/ (some tours cannot be reserved e on-line application)

Registration is available on JTB multilingual website JAPANiCAN.com

URL : <http://www.japanican.com/> e-mail : info@japanican.com

For our latest travel packages, see our fantastic all-new 2009 tour page! Online now!

URL : <http://www.japanican.com/2009new/>

< Contact for Tour Contents >

JTB Global Marketing & Travel
SUNRISE TOURS Sales& Marketing Team
Tel : 03-5796-5452
E-mail : sunrisetours@jtb.jp
URL: <http://www.jtb-sunrisetours.jp/>

< Contact by news media >

JTB Corp. Public Relations Department
Contact : 03-5796-5833