

## JTB Launches Area Development Project in Fuji-Hakone

### – Proposing a New Stay-based Tourism Model for International Travelers in Collaboration with Local Regions –

**Tokyo, Japan, August 22, 2025** - JTB Corp. and JTB Global Marketing & Travel Inc. (hereinafter referred to as JTBGMT), a JTB Group company specializing in Japan-bound travel, are set to launch a pilot program (hereinafter referred to as "this tour") for a new Stay-based tourism model that connects the popular hot spring areas of Hakone and Lake Kawaguchi in October 2025. This tour will be on sale starting August 22, under the Sunrise Tours\* brand of domestic package tours for international travelers operated by JTBGMT.

- Product Page (Round Trip from Hakone): <https://www.sunrise-tours.jp/en/plan/keyword/mtfujiconnections>
- Product Page (From Lake Kawaguchi): <https://www.sunrise-tours.jp/en/plan/detail/190SUETA010JG086S>

## *Mt. Fuji Connections*

*Scenic Bus Tour Bridging Hakone & Mt. Fuji*



### **1. Background**

This tour is part of JTB's area development project aimed at enhancing wide-area travel and promoting Stay-based tourism. Currently, visiting both the Hakone and Lake Kawaguchi areas in a single trip requires either a rental car or multiple transfers via train or bus. This transportation inconvenience has resulted in tourism being centered around day trips from the metropolitan area or short stays in just one of the areas, which has hindered the expansion of overall tourism spending across the region.

Many accommodation facilities in Hakone have reported that "Travelers want to get closer to Mt. Fuji but don't have suitable transportation options" (from accommodations in Hakone area), and "I'm worried about the complicated transportation to Hakone" (from accommodations in Lake Kawaguchi area). While there is potential demand for travel between the two areas, it is not being fully utilized due to the inability to secure efficient routes within a limited number of travel days.

This tour directly connects the Hakone hot spring district and Kawaguchiko Station with no transfers required. The journey itself is a sightseeing experience through scenic views from the vehicle window and guided commentary. This will efficiently connect two globally popular sightseeing destinations, achieving a new wide-area travel route and Stay-based style of tourism. In addition, to disperse the concentrated tourism demand in the Lake Kawaguchi area, we will promote the development of sustainable tourism in collaboration with FUJIKYUKO.CO.,LTD.

## **2. Tour Overview**

- Tour Name:

Sunrise Tours Mt. Fuji Area & Lake Kawaguchi Bus Tour with English-speaking Guide

- Tour Dates: Oct. 2, 2025 (Thu.) – Dec. 25, 2025 (Thu.) (total of 39 times)

- Tour Days: Mondays to Thursdays in October and November; Mondays, Tuesdays, and Thursdays in December \*Excludes holidays and non-operating days

- Pick-up Locations: Hakone Area (Hakone Yumoto, Kowakudani, Gora, Sengokuhara), Lake Kawaguchi Area (Kawaguchiko Station)

- Price (tax incl.): JPY 17,000 round trip / JPY 9,000 one way

- Meals: None (free time allotted at Oishi Park for customers to purchase their own lunch)

- Min. No. of Participants: 2

- Tour Guide Language: English



### **<Highlights>**

**(1) Convenient Pick-Up Locations** Boarding is easy with pick-up at hot spring areas such as Hakone Yumoto and Gora.

**(2) Direct Transfer**

Without transfers or waiting times, customers can maximize their stay.

**(3) Round-trip & One-way Options for Flexible Scheduling**

Customers can choose the plan that aligns with their itineraries for local sightseeing and experience activities, broadening options to enrich their travel experience.



### **<Course Details>**

**(1) Round Trip (from Hakone)**

<https://www.sunrise-tours.jp/en/plan/keyword/mtfujiconnections>

For those who want to fully enjoy sightseeing at Mt. Fuji during their stay in Hakone. Regardless of weather conditions, participants can look forward to a satisfying tour with a panoramic experience on clear days or an impressive VR experience on days with inclement weather. After exploring the Mt. Fuji area, travelers can return to the hot spring town of Hakone in the evening.

Depart from various areas in Hakone → Mt. Fuji view (on clear days) or VR experience (during inclement weather) → Oishi Park (free time for customers to purchase their own lunch) → Arrive at various areas in Hakone

(2) One Way (from Hakone to Lake Kawaguchi)

<https://www.sunrise-tours.jp/en/plan/keyword/mtfujiconnections>

Travelers can enjoy scenic transportation to Lake Kawaguchi. Relish the view from Tourist Base Kawaguchiko\* and freely choose from a variety of local experiences.

Depart from various areas in Hakone → Tourist Base Kawaguchiko view (tour ends here)

(3) One Way (from Lake Kawaguchi to Hakone)

<https://www.sunrise-tours.jp/en/plan/detail/190SUETA010JG086S>

Direct access from Lake Kawaguchi to Hakone makes it easy to reach hot spring towns and accommodations along Lake Ashi, broadening travel options.

Depart from Kawaguchiko Station → Sightseeing in Kojiri → Arrive at various areas in Hakone

### **3. Future Outlook**

This tour connecting Hakone and Lake Kawaguchi will become a new kind of Stay-based tourism model for wide-area travel in the Fuji-Hakone area. In the future, we aim to expand wide-area travel routes to Atami and Izu in eastern Shizuoka, constructing a vertically extending circulation route that connects the foot of Mt. Fuji to the coastline. Through these initiatives, we are considering building a new Stay-based tourism model where travelers accumulate rich experiences while staying at multiple bases, and expanding a similar model to sightseeing destinations nationwide.

### **Message from Mr. Mamoru Sato, Managing Director of Hakone Tourism Association (Hakone DMO)**



Hakone is one of Japan's leading tourist destinations, but things haven't always gone smoothly. As townspeople, businesses, and local government, we are working on tourism town development aimed at a "rich Hakone" united under the ALL Hakone system. In this context, I feel very reassured by JTB's willingness to take risks and seriously engage with Hakone, as well as their attitude towards challenging the business.

This project was collaboratively developed by everyone at the JTB Kanagawa West Branch, engaging in careful dialogue with accommodation facilities. We hope that inbound travelers will discover the "purpose of staying in Hakone," and consider extended stays when planning their trip.

In addition, during the period of this project, there will also be opportunities for international staff working in Hakone to participate in a trial program. Such experiences are a valuable opportunity to rediscover the charm of the region, and I feel that this is a meaningful initiative that leads to the joy of working in customer service and sightseeing destinations. We hope to continue creating new value together with everyone at JTB.

## **Message from Mr. Hideki Yamanaka, Senior Executive Manager of Fujikawaguchiko Town Tourism Federation**



Many inbound travelers visit the Lake Kawaguchi area, and the stunning views of Oishi Park and Arakurayama Sengen Park are known worldwide. On the other hand, one reason it is often perceived as a "day trip destination" is that the options for access in the surrounding area are limited. For example, while Hakone is an hour away by car, it can take nearly three hours by public transport, and the many transfers and waiting times contribute to the impression of it being a place that's difficult to reach.

This trial of a system that connects popular sightseeing destinations like Lake Kawaguchi and Hakone in an easy and comfortable way for travelers to Japan is a significant advancement. We hope this will create a bidirectional flow of travelers and promote greater travel across the area. Mt. Fuji is a wide-area resource that spans the three prefectures of Yamanashi, Shizuoka, and Kanagawa. I have high expectations that companies will continue to collaborate with local regions and work on creating a new model that connects sightseeing destinations from single locations to wider regions.

\*Japan's first package tour brand for international travelers, Sunrise Tours has welcomed more than 8 million travelers from around the world since 1964. \*Sunrise Tours is a registered trademark of JTB.

\*Operated by JTB, Tourist Base Kawaguchiko (<https://touristbase.jp/>) is a tourist hub for international travelers to Japan in the northern foothills of Mt. Fuji.

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