

\* \*

# PRESS RELEASE

\* \*

17 July 2008

## JTB Global Marketing & Travel Inc.

### **“SUNRISE TOURS HANDS-ON JAPAN!” launched**

— **A series of experience tours for overseas visitors**  
**A great variety of experiences including traditional Japanese culture, modern subculture, and even Tokyo horseracing!** —

JTB Global Marketing & Travel Inc., a JTB group company, announces the launch of “SUNRISE TOURS HANDS-ON JAPAN!”. This is a brand new product line under SUNRISE TOURS: the domestic tour package line for overseas visitors to Japan.

Taking the idea of being able to “Experience and feel Japan from many different aspects” as its base concept, the “SUNRISE TOURS HANDS-ON JAPAN!” line has been developed as a series from tours that include elements for guests to experience themselves. With tours that give visitors a chance to experience Japan’s traditional culture as well as its modern subculture, or even sample things like shojin ryori (vegetarian Buddhist cuisine), we are aiming for 600 customers during FY2008 through both domestic and international sales channels, which include international agents and the JTB group’s the inbound website, “JAPANiCAN.com” (<http://www.japanican.com>).

In addition, new products for areas other than Tokyo will be launched from the following year with the cooperation of the JTB group.

※ Hands-On = doing something rather than just talking about it (Oxford English Dictionary)

#### ▼ **“SUNRISE TOURS HANDS-ON JAPAN!” tours include the chance to:**

- take part in elements of traditional Japanese culture such as trying on a kimono, flower arranging, tea ceremony, calligraphy, and even dressing in Japanese-style wedding attire at Kamigamo Shrine in Kyoto.
- experience “Cool Japan” through facets of modern Japanese subculture like anime, maid cafés, character figures, and cosplay.
- enjoy entertainment that is exclusive to Japan, like Cirque du Soleil’s new show “ZEDTM” (only available in Japan, starts October 2008) and the Tokyo Horseracing Tour.
- savor delicious Japanese cuisine, including sushi you make yourself at a sushi chef training

school; shojin ryori at Mt. Takao; and tempura in a traditional, roofed pleasure boat.

- practice Japanese martial arts and become a samurai or ninja for a day!
- take part in a range of outdoor activities like rafting and walking at Mt. Takao—awarded the maximum of three stars by Michelin’s Voyager Pratique Japon.

If you are looking to give your overseas guests  
an unforgettable Japan experience...

“SUNRISE TOURS HANDS-ON JAPAN!” is the answer!

#### ▼ Opening of “Le SALON des SUNRISE TOURS”

SUNRISE TOURS is recruiting members for “Le SALON des SUNRISE TOURS”, which is being opened in order to use our overseas guests’ point of view in developing and promoting tour products. We would like members to join monitor tours and meetings in order to provide comments and exchange opinions under the headings of “The Tours We Want”, “Tours I Would Like to Recommend to my Friends”, and “Japan’s Appealing Points”, so that we may be able to develop experience tours together. Member privileges will be offered.

#### ▼ Examples of “SUNRISE TOURS HANDS-ON JAPAN!” Products

- Japanese Culture Experience at Sogetsu Kaikan  
(草月会館で着物、茶道、生け花の日本文化体験)
- Experience Japanese Calligraphy (書道体験)
- Tea Ceremony and Harajuku Walking in Kimono  
(本格茶道体験と着物での原宿散策)
- Asakusa in a Kimono (浅草で着物着付け体験)
- Kyoto Wedding Photo Plan (京都の上賀茂神社にて着物撮影プラン)
- Photographing at Studio Plan (スタジオでの着物撮影プラン)
  
- Akihabara Walking Tour  
(アキバでメイド喫茶、フィギュアショップなどのサブカル見学)
- World Cosplay Summit Championship Tour  
(Cool Japan の最前線を体感できるツアー)
- Ghibli Museum Afternoon (ジブリ美術館アフタヌーン)
- 
- Cirque du Soleil ZEDTM and Hilton Tokyo Bay Stay 2 Days  
(ヒルトンホテルに泊まるシルク・ドゥ・ソレイユ鑑賞・日本オリジナル演目)
  
- Tokyo Horse Racing Tour (東京競馬観戦)
- Sushi Making Experience and Tsukiji Fish Market Tour (寿司造りと築地市場見学)
- Mt. Takao 1-Day Walking Tour  
(ミシュラン三ツ星の高尾山のウォーキングと精進料理体験)

- Bonsai Museum, Oiran Show and Dinner on a Yakatabune  
(盆栽公園、花魁ショー、屋形船での天ぷらの夕食)
- Mukoujima Geisha Tour (向島芸者と日本料理)
- Ninja and Samurai Tour (忍者や侍への変身や武術体験)
- Exciting Ninja (忍者ショー見学)
- Challenge! Climb Mt. Fuji 2 Days (富士登山)
- Canyoning/Rafting Tour 1 Day/2Days  
(渓谷をゴムボートで滑り降りるスリルな体感！)

▼ **Launch date: Friday, 18 July 2008**

▼ **Registration :**

**Internet:** (Some tours are not available for online booking)

Registration is available on JTB's multilingual website, JAPANiCAN.com

**URL:** <http://www.japanican.com>

**E-mail:** support@japanican.jp

**Telephone:** Sunrise Center 03-5796-5454 09:30 - 20:00 (Mon - Sat)

**<Tour Contents Enquiries>**

JTB Global Marketing & Travel

SUNRISE TOURS Sales Team

Tel: 03-5796-5452

E-mail: [sunrisetours@jtb.jp](mailto:sunrisetours@jtb.jp)