

FOR IMMEDIATE RELEASE

Contact: Suzuki Tomoe

Maruan El Mahgiub

Tel:03-5796-5682

[info@japanican.jp](mailto:info@japanican.jp)

[www.japanican.com](http://www.japanican.com)



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**The JTB Group travel website for overseas visitors to Japan "JAPANiCAN.com"  
Real-time local dispatches, through movies and blogs, from Japan to the world!**

— These blogs were started with a view to increasing the number of overseas visitors to the rural areas of Japan and, through this, contributing to the vitalization of those areas. -

1. On August 2008: Blog - JAPANQUEST Travel Video Diary

Two friends from overseas travel to the areas of Shikoku and Kinki to experience the rowdy Awa Odori Festival in Tokushima, the tranquil Zen meditation of Mt. Koya, and everything else in between!

Blog - JAPANQUEST Travel Video Diary

Our third blog comes in the form of a travel diary from two friends—one American, one British—who will give their own outsider's perspective on Japan. (<http://www.japanquest.jp/>)

This time round, the trip will start from Hida Takayama and take them to the UNESCO World Heritage site of **Shirakawago**, **Nara**, **Mt. Koya**, and to the island of **Shikoku**. Here are just some of the uniquely Japanese experiences our intrepid travelers are going to take part in: the **Awa Odori Festival** in Tokushima Prefecture—one of the most famous summer festivals in Japan; becoming a **Koga ninja** in Shiga Prefecture; and **Zen meditation** at a temple lodging on Mt. Koya. Photos and stories about the people, scenery and foods they encounter, as well as info on sightseeing spots that are little-known abroad, will all be noted down in their online diaries. Videos will even be posted on You Tube while they are on the road.

[Dates]

Wednesday, 6 August 2008 to Monday, 13 August 2008. Eight days in total. (Plan)

[Areas to be visited (Plan)]

Takayama, Shirakawago, Koga, Ise / Toba, Nara, Mt. Koya, Awa Odori Festival

[Featured on]

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

**Japan in Motion** <http://www.japan-in-motion.com/>

## 2. April 2008: Blog - Japanese Food In-depth

Rice farming diary from Tome City, Miyagi Prefecture launched.

### Blog – Rice Farming Diary – Japanese Food In-depth; A Showcase for Local Specialties

Tome City in Miyagi Prefecture is known throughout Japan as a leading rice-producing area and, as Miyagi already boasts the most overseas visitors of any prefecture in the Tohoku region, proactive efforts are being made towards attracting these tourists.

## 3. July 2008: Blog - Japanese Food In-depth

Yellowtail farming diary from Higashi Kagawa City, Kagawa Prefecture launched.

### Blog – Yellowtail Farming Diary from Kagawa Prefecture – Japanese Food In-depth

The second in-depth Japanese food blog looks at the raising of that most indispensable feature of the Japanese dinner table: delicious fish. (Started on 23 July 2008.) In collaboration with the Takamatsu branch of the JTB Chugoku Shikoku Corp., we will give you a look into the raising of yellowtail in Higashi Kagawa City, Kagawa Prefecture in Shikoku, which overlooks the warm, calm waters of the Seto Inland Sea.

#### \* About Higashi Kagawa City

Our dispatches will be coming from Higashi Kagawa City (population: 36,000), which is located in the eastern part of Kagawa Prefecture on the island of Shikoku. Higashi Kagawa City first became a base for land and sea transport for salt, sugar and cotton, which were known as the Sanuki sanpaku or the “three white products of the Sanuki area”. Thanks to this, as well as a thriving soy sauce brewing industry, the city became a focus for trade and industry. Through tourism, which will give visitors the chance to sample the area’s delicacies and walk the old townscape with a local guide, efforts are being made towards the vitalization of the region.

#### \* Special Thanks:

Hiketa Federation of Fisheries Cooperative Associations [www.jf-net.ne.jp/kahiketagyokyo/](http://www.jf-net.ne.jp/kahiketagyokyo/)

Higashi-Kagawa city new tourism Associations <http://www.hnt.or.jp/>