

*** * PRESS RELEASE * ***



Tie-up with Sendai City, Miyagi Prefecture and Sendai Tourism & Convention Bureau to begin Wednesday, October 1st

September 29th, 2008 Tokyo JAPAN

JAPANiCAN Inc., which operates the JTB Group's website offering tours and accommodations to visitors to Japan, JAPANiCAN.com, is releasing a special feature page promoting Sendai to the world on October 1st, 2008. The city of Sendai and the Sendai Tourism & Convention Bureau have given their full support for this project, in an effort to increase the number of foreign visitors to their city.

Miyagi Prefecture, of which Sendai is the capital, has enjoyed the largest rate of increase of visitors to Japan out of all prefectures in Japan (76%). According to a questionnaire of foreign tourists to all areas of Japan, among the highest ranked activities while visiting Japan are eating Japanese cuisine, soaking in onsen (hot springs), and staying at traditional ryokan hotels. The host of hot springs within Sendai city limits and the various attached ryokan serving gourmet Japanese food ensure that visitors to Sendai can experience all three of these highly desired pastimes. JAPANiCAN Inc., Sendai City, and the Sendai Tourism & Convention Bureau hope that the number of foreign tourists increases even further as word of Sendai's merit spread.

JAPANiCAN's special feature on Sendai City will include a wealth of information on sightseeing spots and activities within the city, including a model course for first time visitors to Sendai, tips from veteran travel guides, and a special blog written by members of JTB TOHOKU's local branch office. To commemorate the opening of JAPANiCAN's Sendai feature page, JAPANiCAN has also created a giveaway campaign for a pair of passes to an Akiu Onsen ryokan (traditional Japanese hotel) in Sendai.

Campaign Details

- Period: 1 October – 31 October 2008
- Application Terms: All current registered users on JAPANiCAN.com and those who register during the campaign period and have checked the "receive the JAPANiCAN e-newsletter" box in their member settings page

- Prize: One night stay for two at the Hotel New Mitoya at “Sendai’s Parlor,” Akiu Onsen (two sets available)

U R L : www.japanican.com/special/sendai_info/

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SENDAI: VERDANT AVENUE TO THE NORTH

仙台

Why Sendai? What to Do, See and Eat Accommodation






Why Sendai? Six Great Reasons to Visit!

Sendai is the cultural, economic, and industrial heart of Japan's mysterious northeast: an area known as the Tohoku region. With a colorful history shaped by the famous warlord Date Masamune; warm, welcoming people; delicious food; and some of Japan's best-loved festivals, Sendai is not only a great holiday destination, but an excellent base from which to venture further into the Japanese north.

 <p>History</p> <p>Sendai was transformed from a small fishing village into one of Japan's three largest domains by the feared and respected feudal warlord Date Masamune, a man known as the One-Eyed Dragon.</p> <p>A statue of Date Masamune still looks out over the city at the former site of Sendai Castle, and visitors are able to see Masamune's spectacular and colorful mausoleum at Zuihoden.</p>	<p>History</p> 	<p>Onsen</p> 
	<p>Shopping</p> 	<p>Day trips</p> 
	<p>Events</p> 	<p>Food</p> 



* Contact on Press Relations *

JAPANIcAN.com Spokesperson: Tomoe Suzuki, Bryan Reynolds

TEL:03-5796-5682 (Domestic) TEL:81+3-5796-5682 (International)