



For Release on 11 November 2008

## KYOTO'S HIDDEN TREASURES REVEALED

### Twelve Closely Guarded Cultural Sites to Open to Public Only During Winter Event

TOKYO, JAPAN – Travelers to Kyoto this winter will be able to gain exclusive access to 12 national treasure and cultural heritage sites usually off-limits to visitors. As part of the city's "Kyoto Winter Special 2009" event, tours of the normally secretive locations like the Sacred Texts Room of Ninna-ji Temple's Golden Hall will be available through JTB Group company JAPANiCAN.com from 13 November, in addition to other Winter Special events.

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

Thanks to its variety of tour destinations and traditional inns (as well as modern hotels), JAPANiCAN's English website has seen Kyoto, the historical and cultural center of Japan, far outsell all other areas in the country, including Tokyo. Due to Kyoto's popularity among both foreign and Japanese tourists, the city's many temples, shrines, and castles are packed with visitors during most of the year. In winter, on the other hand, visitors to this beautiful city benefit from smaller crowds and cheaper prices.

To coincide with the special events being run by Kyoto City this winter, JAPANiCAN.com will continue offering special discount packages only to non-Japanese visitors. For example, packages including travel from Tokyo by bullet train and accommodation in Kyoto start at just JPY 14,500 (about \$145 USD).

Those looking for an interactive Japanese cultural experience can try one of the more hands-on tours in Kyoto, which include food tasting, cooking, or even trying on a kimono. More information is available at JAPANiCAN's Kyoto Winter Special campaign page at [http://www.japanican.com/special/kyoto\\_winter/index.aspx](http://www.japanican.com/special/kyoto_winter/index.aspx). The page includes JAPANiCAN's online Kyoto Panoramic View: a spectacular 360-degree look at three of Kyoto's most beautiful areas.

#### About JAPANiCAN

**JAPANiCAN.com** is an online hotel and tour reservation site providing visitors to Japan access to Japan's No. 1 travel company, the JTB Group. JAPANiCAN aims to support all visitors to Japan and all those who love Japan's culture. –END–

## Reference

Rankings by percentage of hotel and ryokan (Japanese inn) sales for the first half of FY2008 (April-September) for JAPANiCAN.com's English site are shown below. Kyoto continues to outsell all other areas of Japan at both the city and prefectural level.

### **JAPANiCAN.com's top selling prefectures for accommodation**

1	Kyoto Prefecture	17.7%
2	Tokyo Metropolitan	12.7%
3	Osaka Prefecture	9.1%
4	Hokkaido	8.3%
5	Hiroshima Prefecture	7.4%
6	Chiba Prefecture	4.4%
7	Kanagawa Prefecture	4.0%
8	Tochigi Prefecture	2.5%
9	Yamanashi Prefecture	2.4%
10	Nara Prefecture	2.3%

### **JAPANiCAN.com's top selling cities for accommodation**

1	Kyoto City (Kyoto)	14.6%
2	Shinjuku + Shibuya (Tokyo)	4.0%
3	Hiroshima City (Hiroshima)	3.8%
4	Narita Airport (Chiba)	3.2%
5	North Osaka (Osaka)	3.2%
6	Miyajima Island (Hiroshima)	2.3%
7	Nara City (Nara)	2.1%
8	Sapporo (Hokkaido)	2.1%
9	Takayama (Gifu)	2.0%
10	Nagoya (Aichi)	2.0%

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