



JAPANiCAN.com

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JAPAN TOURISM GOES MULTILINGUAL

Demand from Europe and Latin America Spurs New Sunrise Tour Languages

From 1 December 2008, French-, Italian- and Spanish-speaking visitors will, for the first time, be able to enjoy Japan's most famous destinations with guided Sunrise Tours conducted in their native languages. With over 40 years of history, JTB Group company Sunrise Tours has introduced around 300,000 travelers a year to Tokyo, Hakone, Kyoto and Nara, but this is the very first time that the tours will be conducted in a language other than English. The tours will be offered online exclusively through JAPANiCAN, the JTB Group's English-language hotel, *ryokan* (Japanese inn), and Sunrise Tours reservation website.

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

Amidst worries that the rising yen and general economic climate has discouraged some in the Korean, Taiwanese, Australian, and American markets from traveling to Japan, the Romance-language market has seen a steady increase in Japan-bound travelers. Sunrise Tours aims to attract 1,000 customers between January and December 2009 both through agent sales and online at JAPANiCAN.com.

The Moderno Classico seven-day tours start with a three-night stay in Tokyo, which includes free time to explore the metropolis, as well as guided excursions to Tokyo's most popular areas. After a daytrip to Hakone, with its breathtaking views of Mt. Fuji and Lake Ashi, the tour will spend three nights in the Kansai area, with lodging in Kyoto. La Ruta del Samurai ten-day tours include visits to all the areas in the seven-day tour, with additional journeys to the ancient city of Takayama, UNESCO World Heritage Site Shirakawa-go, and the gardens of Kanazawa. Two day extension options for visiting Hiroshima, Miyajima, and Osaka are available for either course. A la carte one-day tours conducted in Spanish are also available for visiting Tokyo or Nikko's Toshogu Shrine. Prices for the seven-day course start at JPY 240,000 including ground transportation, interpreter service, and accommodation. Prices for the ten-day course start at JPY 380,000. For more details, please see the full lineup at:

<http://www.japanican.com/tours/FToursKensakuKeika.aspx?SearchKeyword=Moderno>

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