



For Immediate Release

JTB's 2010 Sunrise Tour Lineup Now on Sale at JAPANiCAN.com

TOKYO, JAPAN – Sales for the new 2010 lineup of JTB Sunrise Tours, featuring more than 3000 variations and tours for visitors to Japan, have started as of October 7, 2009 and are available through the JTB Group's English-language website, JAPANiCAN.com. With the travel industry strongly affected by the economic decline, the rising yen and the new strain of influenza, Sunrise has thoroughly revamped its tours to better meet travelers' needs and wishes. Key new features include a new pricing policy to reduce the effect of the stronger yen and new tours developed in collaboration with local communities.

www.JAPANiCAN.com Japan Hotel, Ryokan, and Tour Bookings Made Easy

The significant rise in the value of the yen has made travel to and in Japan more expensive for many visitors from overseas. To offset this, Sunrise Tours reviewed pricing for its tours along the Golden Route (Mt. Fuji/Hakone area and Kyoto), as well as the popular Takayama tours and one-day trips to Kyoto to bring customers the best prices possible. Furthermore, additional discounts will be offered during the off-season (January, February and December), and a new reduction will be offered to those reserving triple rooms. Sunrise has also been active in developing new packages for visitors, first-time or returning, interested in traveling to areas of Japan besides the major, well-known sightseeing spots. With this goal in mind, Sunrise teamed up with other JTB Group companies and local communities to expand its lineup to include the Shikoku area for the first time. Other updates for 2010 include more listings for the popular free plan packages (no guide service), which include transportation by bullet train and hotel accommodations, additional transportation options on some tours, and a significantly expanded hotel list. For more information, tour details, and booking, see <http://www.japanican.com/tours/>.

About JAPANiCAN

Fully owned and operated by JTB Global Marketing & Travel Inc. since July 2009, **JAPANiCAN.com** is an online hotel and tour reservation site providing visitors to Japan access to Japan's largest travel company, the JTB Group. JAPANiCAN aims to support all visitors to Japan and all those who love Japan's culture. –END–