

Japan Travel News

Japan National Tourist Organization

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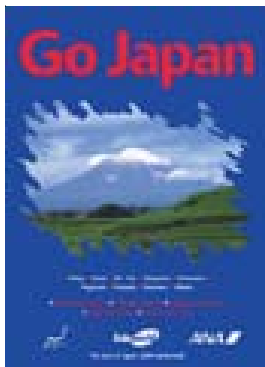
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ASIAWORLD LAUNCHES 'GO JAPAN!' – FIRST STAND-ALONE BROCHURE

AsiaWorld has launched its first stand-alone brochure to Japan, a 16-page programme featuring city stays in Tokyo plus a wide choice of tours and 'Japan & Beyond' multi-centre itineraries.

Packages in the brochure are based on ANA flights from Heathrow with connecting flights from across the UK. All AsiaWorld travellers booking by 31 October 2003 travelling Monday-Thursday in both directions receive a £25 reduction per person for travel between 1 January and 31 February 2004.

"AsiaWorld have found interest in travelling to Japan has never been greater. Improved value for money with cheaper prices and good rates of exchange, positive perceptions of the Japanese after the widely televised warm welcome shown to visiting fans during the World Cup, and the growing demand amongst experienced for new areas of cultural and scenic interest have all encouraged more first time and repeat visitors than ever before."
said Paul Tilling, Director & General Manager for AsiaWorld.

IMPORTANT

From 1st October, JNTO's counter and public telephone line will be closed. Travel trade can contact us on tel +44 (0)20-7734-6870 or via email info@jnto.co.uk

The brochure features three hotels in Tokyo – the Shiba Park, Keio Plaza Inter-Continental and the New Otani. Pre-bookable sightseeing in the city includes two half-day 'Cityrama' tours and a full-day 'Panoramic Tokyo'.

The lead-in for a city break is £885 per person (twin share) in January/February 2004 for five nights at the three-diamond plus Shiba Park hotel with return ANA flights from Heathrow and return hotel transfers.

All tours are ex-Tokyo and range from four to seven days. For example, the five-day 'Kyoto, Nara and Okinawa' starts at £695 per person with bed and breakfast hotel accommodation, internal flights and guided tours.

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Multi-centre opportunities include Japan combined with Thailand – city and beach – or with Hong Kong, Saigon, Shanghai, Beijing or Singapore. The lead-in is for a 16-night combination of Tokyo, Bangkok and Pattaya which starts at £1329 in January/February.

Tilling said "Japan is surely a 'must see' destination for anyone looking to travel to the Orient. The destination has fascinating culture, dramatic scenery, distinctive cuisine and welcoming people. With our modular approach to touring within Japan and some stunning prices for multi-centre holidays combining Japan and the rest of Asia the destination is a truly accessible and a realistic option. The Go Japan brochure gives us the opportunity to showcase the destination properly for the first time."

Call AsiaWorld on 0870 990 1492

Pan Pacific Hotels & Resorts & Tokyu Hotels Sign Strategic Marketing Alliance



Pan Pacific Hotels and Resorts has sealed a strategic alliance with Tokyu Hotels that will see the incorporation of five leading hotels in Japan into its network of fine properties in the Asia Pacific Rim. The properties enjoy prime locations within Japan's major cities.

Cerulean Tower Tokyu Hotel (5 star deluxe) - In the bustling and fashionable district of Shibuya, with the best department stores and attractions. Magnificent views of Tokyo as rooms are located between 19th and 37th Floors.

Capitol Tokyu Hotel (5 star deluxe) - Adjacent to the historic Hie Shrine, and within walking distance of the Imperial Palace and Diet building. 10-minute walk to Ginza shopping area and Marunouchi commercial district by subway or taxi.

Nagoya Tokyu Hotel (5 star deluxe) - In the centre of Nagoya City in the heart of Sakae's nightlife and eating area. Traditional ryokan hospitality with an international style of service.

Kyoto Tokyu Hotel (4 star superior) - Picturesque setting in the centre of Kyoto close to the Nishi-Honganji Shrine. Lobby offering large windows to an inner garden with waterfall and garden.

Osaka Tokyu Hotel (4 star) - A great city with hundreds of restaurants, bars and shops with a wide range of products and services. Walking distance to Umeda Chika Centre arcade, a shopping paradise.

Pan Pacific Hotels and Resorts currently encompasses 23 hotels including 15 managed properties and 8 marketing affiliates which are located in 11 countries in Asia, the Pacific and North America. Access online at www.panpacific.com or via GDS access code PF.

Contact: Sandra Morris, Regional Director of Sales – UK & Europe

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JNTO Staff News - Two New Arrivals

Akemi Fujimoto recently ended her term in London and will be replaced by Ms Miyuki Iyoda. Ms Iyoda began her career at JNTO in 1994. Whilst at JNTO she has worked at the Japan Convention

Bureau, Tourist Information Offices and was in charge of developing JNTO's website. Her most recent position was Assistant Project Manager of ASEAN-Japan Centre, where she was promoting ASEAN countries as tourist destination to the Japanese market. Before joining JNTO, she spent 18 months in Hull as a postgraduate student.



In August Naoki Makino returned to Japan after six months at the JNTO London Office. Mr Makino, formerly in charge of General Affairs and Auditing, has been replaced by



Tetsuya Monji who has been assigned to JNTO from the Japanese Ministry of Finance. This is his first overseas posting. His former position at the Ministry of Finance was in the Budget Bureau.

Explore the contrasts of Japan on Scope's Mount Fuji Trek

Scope, the UK's leading disability charity is appealing to intrepid adventurers everywhere to take part in an amazing six-day trek to the summit of Japan's mystical Mount Fuji. This stunning event takes place in September 2004 and looks set to raise over £150,000 for Scope's vital work with disabled people.

The adventure begins in Tokyo where you will experience the bright lights and fascinating culture of Japan's capital and then in sharp contrast, you will be taken to the stunning scenery around Mount Fuji and the Fuji Five Lakes ready for the challenge ahead!

Over six days, you will ascend the peaks surrounding Mount Fuji, passing through beautiful forests, valleys and breathtaking ice caves. Stunning scenery is guaranteed as you trek amongst Japanese hemlocks, hinoki cypresses and beech trees. The challenge culminates in the highlight of this event – the ascent of Mount Fuji, Japan's highest peak at 3,776m. Definitely a once-in-a-lifetime opportunity not to be missed!

People from all walks of life take part in Scope events and no experience is necessary. Flights, accommodation, food and professional guides are all provided. With Scope's expert support, you must raise the minimum sponsorship, plus have the drive and determination to succeed.

**For an information pack about this fantastic event,
please call Scope on 0800 0191 200 or visit
www.scope.org.uk/adventures/**



A STAR ALLIANCE MEMBER 



Keio Plaza Joins Summit Group *Special Offer to Celebrate*

To celebrate becoming a member of the Summit Hotels and Resorts group the Keio Plaza Hotel Tokyo is offering a "Summit Inaugural Bonus Option."

Until Dec 31 2003 guests can stay at the Keio Plaza for Y20,000 per night and select two of the following bonus options:

- * Upgrade your room to a deluxe room
- * Free buffet breakfast in the private club lounge
- * Y1,500 mini bar credit every night
- * 50% off a second room for the kids

**Contact: Keio Plaza Hotel Tokyo
T: +81-3-5322-8000 www.keioplaza.com**

Kansai Window Website www.kansai.gr.jp

This new website features a wealth of detailed information on the climate, attractions, restaurants, events, shopping, history and culture in the Kansai region, which contains the popular cities of Osaka, Nara and Kyoto.



November/December Calendar

November



3rd *Daimyo Gyoretsu or Feudal Procession, Hakone, Kanagawa Prefecture*

A long parade of about 170 people in period costumes carrying boxes, spears and palanquins along the old Tokaido Highway.

15th *Shichi-go-san or Children's Shrine Visiting Day, throughout Japan*

Shichi-go-san literally means "seven-five-three". On this day children aged seven, five and three are taken to shrines by their parents to express their thanks to the tutelary deities for their good health and to pray for future blessings. The children are dressed in their finest clothes for these special visits - often in traditional kimonos.

December

2nd & 3rd, *Chichibu Yo-Matsuri or all-night festival, Chichibu City, Saitama Prefecture*

This festival is considered one of the grandest float festivals in Japan. The highlight is on the evening of the 3rd, when a parade of lantern-lit floats weighing more than 10-tons each begins from the Chichibu Shrine and proceeds along the city's main streets.



17th-19th *Hagoita-Ichi or Battledore Fair, Asakusa, Tokyo*

An ornate Japanese battledore racket market held in the compound of Asakusa Kannon Temple from 10am till 9pm every day. The Battledores are used for games and also for display during the New Year holidays.

23rd *The Emperor's Birthday (national holiday)*

The Emperor of Japan does not rule but is a symbol of the nation. On this day prayers are offered for his longevity, and the Imperial Family appear on the balcony of the Imperial Palace to exchange greetings with the crowd of visitors below.

31st *Namahage, Oga Peninsula, Akita Prefecture*

Young men dressed as demons visit local homes and scold young children for being bad or lazy, shouting, "Are there any kids who cry? Any kids who are naughty?" The head of the house greets the demons and entertains them with sake and food.



31st *Okera Mairi, Yasaka Shrine, Kyoto*

At midnight a sacred fire is lit in the shrine precinct. Worshipers light okera straw ropes from the fire and carry them back to their homes to light the first fire for New Year's to cook the first meal for the year.

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