

March 2<sup>nd</sup>, 2009

**Announcing “Yokoso! Japan Sakura Project” Campaign!  
Special Tours from Nine Inbound Tour Travel Operators  
Featuring Japan’s World-Renowned Cherry Blossoms**

Nine travel agencies offering tours for inbound visitors to Japan have come together to offer a special series of tours from the end of March through April focusing on Sakura, Japan’s beloved and world-renowned cherry blossoms.

Tours are offered in a number of areas, not only famous spots in Tokyo and Kyoto. Visitors will also have the chance to see some of the most famous cherry-blossom sites in northern Japan, in Fukushima and Sendai, as well as in Odawara, Kawagoe, Chiba and the western Tokyo suburbs and mountains. Most of these tours are specially planned for this campaign, offering attractive new opportunities for not only first-time visitors but also repeaters or business visitors.

This is an unusual collaborative effort for the industry, planned to reinforce Japan’s position as a must-see country. The economic crisis and sharp rise in the yen has put a sharp brake on the growth of inbound visitors in recent months, but by refocusing on Japan’s key attractions, the project hopes that the Sakura campaign will bring a breath of spring and new growth to the industry as well as new opportunities for visitors.

Tadatoshi Mamiya, President of the Japan National Tourism Organization (Japan Tourism Agency), chaired the project, while H.I.S. Experience Japan Ltd. (HEJ), JTB Global Marketing & Travel (JTBGMT) and Nokyō Tourist Corporation (Ntour) planned the special Sakura tours. The tour operators listed below, along with branches of the JTB group will handle marketing promotion and sales. The pamphlet detailing the Sakura tours will also be available in PDF form. Please refer to the attached tour lineup for further details.

## Yokoso! Japan Sakura Project

- 1 . Yokoso! Japan Sakura Project Committee Chairman  
Tadatoshi Mamiya President, Japan National Tourism Organization (Japan Tourism Agency)
- 2 . Participating Agencies and logos ( alphabetic order、 as of Feb. 26, 2009 )
  - 1) ANA Sales Co. Ltd.
  - 2) Gullivers Travel Agency Company Ltd.
  - 3) H.I.S. Experience Japan Ltd.
  - 4) Hato Bus Co., Ltd.
  - 5) IACE Travel Co., Ltd.
  - 6) Odakyu Travel Co., Ltd.
  - 7) JTB Global Marketing & Travel Inc.
  - 8) Nokyo Tourist Corporation
  - 9) Sogo World Travel Co., Ltd.

ANAセールス株式会社



Worldwide Partnership

Global Marketing & Travel



- 3 . Supporting Organization  
Japan Concierge Association

