



Announces
Strengthened Marketing Promotion
Geared to Individual Travelers from China
And
New Pamphlet Series In Simplified Chinese

JTB Global Marketing & Travel, handling travel for foreign visitors and residents in Japan, is strengthening its operations for visitors from China, in anticipation of increased demand after July 1, when the ban on individual travel from China to Japan will be lifted.

For the first time, pamphlets will be available in simplified Chinese, as well as in traditional script for travelers from Hong Kong and Taiwan. Distribution will begin at the Beijing International Tourism Expo, being held in Beijing from June 18 to June 20, to Chinese travel agents handling individual travel to Japan. Pamphlets will also be distributed to sales channels overseas and in Japan, strengthening sales efforts of Sunrise Tours major products, including the popular Tokyo city and Mt. Fuji and Hakone tours.

There has been a dramatic decrease in the number of travelers to Japan in recent months due to the current economic crisis and the rise in the value of the yen. However, the number of travelers from China reached 381,000 during the period from January to April this year, a 5% increase over the same period in 2008. China was the only major country targeted in the Visit Japan Campaign to record an increase, and the start of individual travel to Japan is expected to reinforce this trend.

▼ Sales Target : 1000 customers

▼ For booking,

Please call JTB Sunrise Center TEL: 03-5796-5454 (9:30-20:00 (Mon. through Fri.))
or book online through "JAPANiCAN", the travel Website for foreign visitors to Japan.

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

Also the details of each tours are available on "Sunrise Tours" Website.

Sunrise Tours URL: <http://www.jtb-sunrisetours.jp/>

* Bookings are available at many domestic and overseas travel agents.

* The brochure will be delivered at the middle of June.

<For inquiry of tour details and booking>

JTB Global Marketing & Travel Inc.,
Marketing & Development Team, Sunrise Division
(TEL: 03-5796-5454)
E-mail: sunrise01@jtb.jp

<For inquiry from press>

JTB Corporate Communications Division
(TEL: 03-5796-5833)