



Japan National Tourist Organization



VISIT JAPAN CAMPAIGN IN CANADA

The official launch of the Visit Japan Campaign (VJC) will take place in Canada on September 29, 2005. On this day, a VJC Committee Meeting, chaired by the Ambassador of Japan, and a 'Yokoso!Japan' kick-off event will be held in the Metro Toronto Convention Centre for the press, tour operators, travel agents and travel industry-related personnel. In addition, the launch will be announced in the Toronto Star and the Vancouver Sun on Oct 1, and in the Vancouver Province on Oct 2.

'YOKOSO!JAPAN' – WELCOME TO JAPAN

Under Prime Minister Koizumi's initiative, the Government of Japan has set the goal of promoting inbound tourism and attracting 10 million overseas tourists to Japan by the year 2010. The purpose of this is to lessen the gap between the 16 million Japanese travelling overseas and the only 6 million visitors inbound to Japan annually. On March 26, 2003, the 'Strategic Meeting of the Inbound Tourism Initiative of Japan' was held under the auspices of the Minister of Land, Infrastructure and Transport with the objective of uniting the forces of the public and private sectors, and initiating the Visit Japan Campaign. Branding the campaign 'Yokoso!Japan', it has been orchestrated in Korea, China, Taiwan, United States, Hong Kong, the United Kingdom and France up until present, and will be expanded to Thailand, Singapore, Australia and Canada from this fiscal year onwards. For more information, please refer to the official site at www.visitjapan.jp or refer to the VJC Headquarters Secretariat at www.vjc.jp/e/vjc.html

Tokyo Tourist Information Center (TIC) is now open 365 days a year, including National Holidays.

The Tokyo TIC operates 7 days a week from 9 am to 5 pm and is conveniently located in front of JR Yurakucho Station on the 10th floor of the Tokyo Kotsu Kaikan Building. Plenty of interesting and up-to-date information is available for visitors. For example, we have a list of places that offer Tea Ceremony for English-speaking visitors in Tokyo. Address: Tokyo Kotsu Kaikan Bldg, 10th floor, 2-10-1 Yurakucho, Chiyoda-ku, Tokyo 100-006, Japan Tel: +81-3-3201-3331, Fax: +81-3-3201-3347



CALENDAR OF EVENTS & FESTIVALS

Festivals are going on somewhere in Japan almost every day. Here are a few examples from the Event Calendar www.jnto.go.jp/eng/RTG/PTG/pdf/pg-805.pdf

- October 8-10th** **Naha Festival and Giant Tug-of-War**, Naha City Okinawa www.ocvb.or.jp
- 9th & 10th** **Takayama Matsuri of Hachiman Shrine**, Takayama www.hida.jp
- 17th** **Autumn Festival of Toshogu Shrine**, Nikko, Tochigi Prefecture www.nikko-jp-org/english
- 22nd** **Jidai Matsuri or Festival of Eras**, Heian Shrine, Kyoto
- Fire Festival of Yuki Shrine**, Kurama, Kyoto www.kyotojoho.co.jp/english/e2005_10/index.html
- November 3rd** **Daimyo Gyoretsu or Samurai Procession in Hakone**, Kanagawa Prefecture www.kankou.hakone.kanagawa.jp
- 2nd-4th** **Okunchi Festival of Karatsu Shrine**, Karatsu, Saga Prefecture www.pref.saga.lg.jp/at-contents/gaikoku/english/eibun/ekankou/info100/i009/index.htm
- 15th** **Shichi-go-san or Children's Shrine Visiting Day in Japan**
'Shichi-go-san' means '7-5-3'. On this day, children are dressed in their best clothes and go to shrines with their parents to pray for blessings of good health and happiness. www.jnto.go.jp/eng/illustrated/culture/ab.html#Shichi-go-san

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A Culinary Quest: Susur Lee in Japan an Hour-long CTV Travel Program Special

Join world-famous chef Susur Lee as he visits Japan to immerse himself in its fascinating culture. The Japan National Tourist Organization, the Canada Pavilion at Aichi Expo, and Japan Airlines teamed up with the CTV Travel Channel to follow Susur's journey as he explores Japanese culture and cuisine, and to witness his inspired culinary creations in the Canada Pavilion.

A trip to the Rinzai Zen Buddhist Monastery in Gifu Prefecture begins Susur's cultural journey. The strict discipline and practical approach of Zen philosophies appeal to Susur, as he notes that these are qualities that are invaluable to him as a chef. Later, in the evening, Susur witnesses *ukai* cormorant fishing, an ancient ritual performed on the Nagara River.



The next day, Susur travels to Shirakawago village where he visits the traditional thatch-roofed (gassho-style) farmhouses. A sampling of local cuisine, including trout sashimi and wild vegetables

delights Susur before he makes a trip to Takayama, a historical samurai town untouched by the passage of time. A visit to a brewery allows Susur to taste local sake, and he is treated to delicious hida beef. Susur finds himself filled with admiration for the care and attention given to all aspects of Japanese culinary arts, from ingredients and knives to the presentation of the finished dish. After a day of exploring traditional Japanese culture, Susur ventures into Nagoya's bustling nightlife to experience another side of Japan.



Cover image of Susur's new book/Photo by Edward Gojidal

With all of these experiences under his belt, Susur is off to the Aichi World Expo near Nagoya. Here, he unveils his signature dish at the Canada Pavilion on live television. Watch the pressure mount as Susur creates his signature dish on a tight deadline, made even more stressful due to the chef's militaristic perfectionism.

This new one-hour special, 'A Culinary Quest: Susur Lee in Japan', can be seen during the upcoming 12 months and will run a total of 20 times on the CTV Travel Channel, the CTV main network and on Discovery Civilization.

GREAT VALUE TOURS FOR TRANSIT PASSENGERS IN NARITA, KANSAI OR CENTRAL JAPAN (NAGOYA-CHUBU CENTRAIR) INTERNATIONAL AIRPORTS

Instead of waiting in the transit lounge or staying in the airport hotel when you are in transit or on a stopover in Japan, why not try the great value tours that you can join from the airport? These tours are developed for the purpose of offering visitors a memorable experience of Japanese culture. For details please visit the website of each airport or www.jnto.go.jp/transit/index.html

Tours from Narita International Airport
www.narita-airport.jp

- 3-hour tours: sake brewery, history & archaeology, Sakura city tours, and others.
- One-day tours: historical trip around Narita, and others
- One-day Special Autumn Festival Tours

Tours from Kansai International Airport
www.kansai-airport.or.jp

- 3-hour tours: Discover Japan tours for enjoying hot springs and traditional Japanese lifestyle.
- One-day tours: trips to Kyoto, Himeji, Mt. Koya or other World Heritage sites.

Tours from Central Japan (Nagoya-Chubu Centrair) International Airport
www.centrair.jp/en/index.html

- 4-hour tours: trips to Nagoya Castle, Toyota Car Manufacturing Plant, Museum of Vinegar, traditional Japanese restaurant or sacred sites on the Chita-Shikoku 88 pilgrimage.