



### YOKOSO! JAPAN WEEKS

Jan 20 – Feb 28, 2007

The 'Yokoso!Japan Weeks' is a nationwide program for extending a warm welcome to overseas visitors. The visitors can be assured that their trips are going to be more memorable by having an opportunity to enjoy:

1. A variety of unique events
2. Discount prices on shopping
3. Special prices on onsen (hot spring) facilities.
4. The linguistic support program to facilitate communication with local residents.

For more information, please visit: <http://www.jnto.go.jp/yjw/eng/>



### Features

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### CALENDAR OF EVENTS & FESTIVALS

<http://www.jnto.go.jp/eng/RTG/PTG/pdf/pg-805.pdf>  
<http://www.jnto.go.jp/eng/TTP/SG/09-TouristAttractions/MediumIndex/01-Festivals.html>

#### January

**1st New Year's Day** (National Holiday) – the major festival of the year is celebrated throughout the country. People pay homage at shrines, and visit friends and relatives to exchange greetings. Most of all, the colourful traditional kimono worn for this special occasion offer an excellent opportunity for tourists to take beautiful photographs.

**6th Dezome-shiki or the New Year Parade of Firemen, Tokyo** – The parade takes place at Tokyo Big Sight with a dazzling spectacle of agile fireman in traditional uniform performing acrobatic stunts at the top of tall bamboo ladders.

**8th Coming of Age Day** (National Holiday) – At the age of 20, young Japanese are granted adult status, with all the rights of citizenship. Municipal governments host coming of age ceremonies where the participants wear their finest clothes, and in particular young women wear beautiful long-sleeved kimono for this special day.

#### February

**3rd Setsubun or Bean-Throwing Festival** – is observed at major temples across Japan to chase away imaginary evil and welcome good luck.

**Mantoro or Lantern Festival of Kasuga Shrine, Nara** – a breath taking sight created by 3,000 lit lanterns lining the beautiful pathways.

**6 -12th Snow Festival in Sapporo, Hokkaido** – Huge and elaborate sculptures of snow and ice erected on the Odori-Koen Promenade create the most spectacular winter festival in Japan.

**15-16th Kamakura in Yokote, Akita Prefecture** – a unique snow country event for a popular children's activity. Kamakura (similar to igloo), in which the God of Water is enshrined, are made for children to have parties inside.

*Wishing you a Wonderful Festive Season!*



*from*

*Japan National Tourist Organization  
Toronto Office*

### Japan National Tourist Organization

165 University Avenue, Toronto, ON M5H 3B8

Tel: 416-366-7140, Fax: 416-366-4530

Email: [info@jntoxyz.com](mailto:info@jntoxyz.com)

Website: [www.jnto.go.jp](http://www.jnto.go.jp)

For comments & suggestions, please submit to the Editor, Athena Ho at [athena@jntoxyz.com](mailto:athena@jntoxyz.com)

## Let's celebrate the Canada-Japan Tourism Exchange Year in 2007!

To strengthen the tourism traffic between Canada and Japan, 2007 has been designated to be the year of 'Canada-Japan Tourism Exchange Year' by the Canadian Tourism Commission and the Ministry of Land, Infrastructure and Transport of Japan. Special promotional activities will be conducted in both countries.



2007  
日加観光交流年  
CANADA-JAPAN  
TOURISM EXCHANGE YEAR

### Press Release

## New School Matching System for Education Trips to Japan

The Japan National Tourist Organization (JNTO), by establishing a direct link to the National Council for Promoting Education Trips to Japan, has introduced a new system to help Canadian schools (or companies/organizations working on their behalf) find a matching school in Japan for educational visits or exchange programs. Statistically speaking, 6,385 students made educational trips to Japan in fiscal 2004. It is hoped that this new system will alleviate the difficulties in finding counterpart Japanese schools and greatly increase the amount of educational trips to Japan.



For more details or to apply, please contact the JNTO office in Toronto with the following information:

- Name of the applying school, company or organization (and contact information)
- Number of participants (including students (and their grade level), teachers, translators/guides, and parents/chaperones)
- School information (The Canadian school's profile and contact information)
- Destinations the group would like to visit in Japan
- Land operator or travel agent in Japan if known (and contact information)
- Requests regarding the school visit, including: Trip dates (more than one option), location (more than one option), type of school, desired activities, and other requests (home stay, home visit, etc)

Applying as far in advance as possible will greatly increase the chances of finding a counterpart Japanese school.

For more information, please contact the JNTO Toronto office at [info@jntoxyz.com](mailto:info@jntoxyz.com) or 416-366-7140

## Japan Carnival under the 'Japan Plus' Campaign

The second phase of the 'Japan Plus' campaign with Korea Tourism Organization (KTO) has been successfully completed with a Press Reception on November 30, 2006. The major Chinese and Korean press were present to witness the Grand Prize Draw for a 1-week tour to Korea and Japan. Significant media coverage was received from both printed publications and television for the draw from over 110,000 tickets.

partners (T&T, KTO and JNTO). October was designated as the month for the Korea Carnival while November was the month for the Japan Carnival.



Through the frequent ads in the major Chinese newspapers and on radio, consumers were invited to come and join the carnivals on the weekends during October and November. On November 11 and 18, JNTO presented the Japanese cultural performance of taiko (traditional drum), karate (martial arts) and jazz music (pop culture) at two of the T&T locations at Promenade Mall and Milliken Store, respectively. T & T's food suppliers provided samples of Japanese food while the Visit Japan Campaign (VJC) booths were set up for distribution of tour pamphlets and travel brochures.

The first phase of the campaign was Korea & Japan tour development with cooperation from Canadian tour operators. Joint-advertisement was launched at the third quarter of last fiscal year. To reinforce the sales of such tours, the second phase was developed with the aim of extending the publicity to Asian market. With T & T Supermarkets occupying a 55% share of Chinese shoppers, a 2-month media and consumer promotional plan was developed among 3



The tour operators and T&T both indicated that it was the most successful consumer event this year, based on the overwhelming number of visitors to the stores and the information booths.

## Information for Sumo fans

### 2007 GRAND SUMO TOURNAMENTS

# 大相撲

Six tournaments are held annually, each lasting for 15 days, in January, May and September in Tokyo, in March in Osaka, in July in Nagoya, and in November in Fukuoka. During the tournament, matches are televised daily from 4:00 p.m. to 6:00 p.m. Matches by junior wrestlers begin at about 9:30 a.m., and senior wrestlers' matches begin at 3 p.m.

#### Nihon Sumo Kyokai (Association):

<http://www.sumo.or.jp/> ( English site is available.)



#### Schedule for 2007

|  |  |
|--|--|
| <b>TOKYO</b> [東京]<br>Jan. 7 - 21<br>May 13 - 27<br>Sep. 9 - 23 | [Place & Access]<br>Kokugikan Sumo Hall 国技館<br>1-3-28, Yokoami, Sumida-ku, Tokyo<br>TEL: 03-3623-5111<br>Near Ryogoku Sta. on JR Sobu Line   |
| <b>OSAKA</b> [大阪]<br>Mar. 11 - 25                              | [Place & Access]<br>Osaka Furitsu Taiikukaikan (Osaka Municipal Gymnasium) 大阪府立体育会館<br>3-4-36, Namba-naka, Naniwa-ku, Osaka<br>TEL: 06-6631-0120<br>Near Namba Sta. on JR, Nankai Dentetsu & Subway            |
| <b>NAGOYA</b> [名古屋]<br>July 8 - 22                             | [Place & Access]<br>Aichi-ken Taiikukan (Aichi Prefectural Gymnasium) 愛知県体育館<br>1-1, Ninomaru, Naka-ku, Nagoya<br>TEL: 052-971-2516 or 052-971-0015 (Sumo office)<br>Near Shiyakusho Sta. on Subway Meijo Line |
| <b>FUKUOKA</b> [福岡]<br>Nov. 11 - 25                            | [Place & Access]<br>Fukuoka Kokusai Center 福岡国際センター<br>2-2, Chikko-honmachi, Hakata-ku, Fukuoka<br>TEL: 092-272-1111<br>Take a bus from E Bus Stop at JR Hakata Sta. and get off at Sunpalace-mae Bus Stop.    |

#### Tickets for Tokyo Tournaments (For other tournaments, please enquire at each location.)

|  |   |
|--|---|
| <b>Reserved Seats</b>  | Chair Seats: Chair A (¥8,200), Chair B (¥4,900), Chair C (¥3,600)<br>Box Seats (for 4 persons):<br>Box A ¥45,200 (¥11,300x4)<br>Box B ¥41,200 (¥10,300x4)<br>Box C ¥36,800 (¥9,200x4) |
| <b>Advanced tickets</b> are available about one month before the tournament.   |   |
| <b>Unreserved Seats:</b> ¥2,100. Unreserved Seat tickets are sold only on the day at Kokugikan Sumo Hall at 8:30 a.m. and 400 tickets (rear seats on 2F.) are available on each day. |   |
| Tickets for the Tokyo Sumo Tournament are sold at the office of the Nihon Sumo Kyokai at Kokugikan Sumo Hall in Ryogoku as well as at Ticket Bureaus in downtown Tokyo.              |   |

#### Ticket Bureaus in Tokyo

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|---|--|--|
| Kokugikan   | TEL: 03-5237-9310 (Chair Seat only)<br>TEL: 03-3622-3300 (Box Seat only) | Business hours: 10:00 - 18:00<br>Business hours: 10:00 - 17:00 |
| Ticket Pia office   | TEL: 0570-02-9977  |  |
| CN Play Guide   | TEL: 0570-08-9999 (10:00 - 22:00 daily)                                  |  |
| Convenience Stores: LAWSON, Family Mart, Seven-Eleven, Sunkus   |  |  |
| Some travel agents, for example JTB, are also handling tickets. |  |  |

All information is based on data as of December 2006 and is subject to change without notice.  
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