



Tokyo City Promotions in Sydney and Melbourne



Media Release - Japan National Tourist Organization - March 9, 2007

As part of the Visit Japan Campaign - a Japanese government initiative aiming to attract 10 million visitors per year to Japan by 2010 – and the Tokyo Metropolitan Government's overseas tourism activities, Tokyo City will hold promotional events in Sydney and Melbourne this month.

Tokyo Fiesta

Date: Monday March 12, 2007
Venue: Martin Place, Sydney
Time: 11:00am – 7:00pm
Admission: Free

The Tokyo Fiesta is a great opportunity for Sydneysiders to learn more about Japan's capital city and all that it has to offer visitors. The Fiesta will feature traditional arts and crafts displays by master craftsmen, Japanese harp and taiko drum performances, an Ukiyoe (woodblock print) exhibition, video screenings and a tourist information desk providing literature on Tokyo's festivals, events and tourist attractions.

For further information including the stage program, please visit www.tokyofiesta.com/

Tokyo City Promotion Evening

Tokyo City Promotion Evenings for travel industry professionals and media will be held in Sydney and Melbourne.

Sydney

Date: Tuesday March 13, 2007
Venue: The Westin Sydney
Time: 6:00pm – 9:00pm

For further information please visit www.tourism.metro.tokyo.jp/english/citypromotion/syd_inv.html

Melbourne

Date: Thursday March 15, 2007
Venue: Grand Hyatt Melbourne
Time: 5:00pm – 9:00pm

For further information please visit www.tourism.metro.tokyo.jp/english/citypromotion/mel_inv.html

Tokyo City Promotion

www.tourism.metro.tokyo.jp/english/citypromotion/city_promotion/

Tokyo Metropolitan Government

www.tourism.metro.tokyo.jp/english/

Japan National Tourist Organization – Sydney
www.jnto.go.jp/syd

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