



# Japan Travel News

WINTER 2007

JULY - SEPTEMBER

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## Snow 'n' ski Japan

On May 28, the JNTO hosted a 'Snow 'n' Ski Japan' seminar at the Hilton Sydney to promote Japan's ski fields.

Aimed at Sydney based ski retailers and wholesalers, travel agents and airlines servicing Japan, the seminar was designed to provide participants with the latest information and offerings from Japan's leading ski resorts.

Delegations from ski areas in Hokkaido, the Tohoku region, and Nagano and Niigata Prefectures gave presentations about their regions and participated in a networking session following the seminar. More than 50 representatives from Japan attended the seminar.

"The ski market is vitally important for Japanese inbound tourism," said JNTO Sydney office Executive Director, Jotaro Horiuchi. "Japan's growing popularity among Australian skiers and snowboarders is reflected in the 2006-07 inbound visitor numbers."

It is estimated that more than 20,000 Australians visited Japan's ski fields during the 2006-07 season - a 30 percent increase on the 2005-06 season.

"Five years ago, Japan's ski fields were unheard of in the international market," said Mr Horiuchi. "With mountains covering 70 percent of the country's land area, and some of the driest, lightest and deepest powder snow in the world, Japan is a worthy contender as an international ski destination."

Japan's advantages over its North



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American and European counterparts include its proximity to and accessibility from Australia. Direct flights operate out of Sydney daily. Thanks to an efficient and reliable transportation system connecting Japan's major international airports and the snowfields, skiers and boarders can be blazing trails through the powder less than 24 hours after leaving Australia.

There is a two hour time difference during the ski season which means no jetlag. Moreover, the depreciating Japanese yen has made Japan an affordable destination for Australians.

"We have a strong feeling that Japan is growing to be a holiday destination through skiing," said Mr Horiuchi. "Australians visiting Japan can experience natural hot springs, Japanese food, snow festivals, snow monkeys, temples and shrines, and meet the local

Japanese people. I believe all these encounters can enrich the experience Australian visitors have at our ski fields."

The JNTO Sydney office has produced a 'Snow 'n' Ski Japan' booklet (pictured below), which gives an overview of Japan's snowfields. For a complimentary copy, send an email to [jnto@tokyonet.com.au](mailto:jnto@tokyonet.com.au).

Rebecca Honda



For Japan ski operator listings, visit [www.jnto.go.jp/syd/syd\\_info/ski/skiop.html](http://www.jnto.go.jp/syd/syd_info/ski/skiop.html)

## Train travel specials

### JR EAST PASS SPECIAL

For a limited time, JR East are offering a flexible 3-day pass for unlimited travel in eastern Japan for any three days within a one month period.

**On sale:** July 1 - October 1, 2007

**Valid for travel:** July 1 - October 31, 2007

Valid for travel on three consecutive or non-consecutive days.

**Cost:** Adult 10,000 yen  
Child 5,000 yen

For more information, including where to purchase the pass and sample travel routes, visit

[www.jreast.co.jp/e/eastpass\\_sp/index.html](http://www.jreast.co.jp/e/eastpass_sp/index.html)

### TOKYO METRO OPEN TICKET

Riding the Tokyo Metro can be even cheaper for visitors when the Tokyo Metro Open Ticket is purchased at Narita Airport. The tickets are priced even lower than those sold at Tokyo Metro subway stations. The Tokyo Metro Open Ticket is valid for unlimited travel within the specified time frame, on eight of Tokyo's subway lines. The tickets can be purchased at the Railway/Bus

ticket counters located in the Arrival Lobby at Narita Airport, Terminal 1 and 2.

#### 1 Day Tourist Open Ticket

Adult: 600 yen, Child 300 yen

#### 2 Day Tourist Open Ticket

Adult: 980 yen, Child 490 yen

For more information, including a downloadable Tokyo Metro map, visit

[www.tokyoMetro.jp/e/index.html](http://www.tokyoMetro.jp/e/index.html)



## Useful websites

### Osaka and Nara - Experience the roots of Japanese culture carried along the Silk Road

An introduction to the World Heritage sites, sightseeing spots and intangible cultural heritages that evolved from ideas, culture and technology transported to Nara and Osaka along the Silk Road.

[www01.pref.nara.jp/kanko/yukari/nara\\_e/](http://www01.pref.nara.jp/kanko/yukari/nara_e/)

### Walker's Guide Map to Wakayama

Wakayama Tourism Federation's guide to walking in the Prefecture. The site provides model walking courses for the cities of Wakayama, Kainan, Tanabe and Shingu, and the towns of Koyasan, Yuasa, Shirahama, Kushimoto, Nachi Katsuura and Taiji. Visitors can choose model walking courses by area, or by theme: history, nature, experience and hot springs. Downloadable maps for the walking courses are available on the site.

<http://kanko.wiwi.co.jp/walkingmap/en/>

## Experiential travel

If you are interested in trying your hand at sushi making, joining a taiko drumming class, or seeing a sumo practice session, then the 'Experience Tokyo' programs offered by H.I.S. Experience Japan (H.E.J.) will be right up your alley. With an experiential travel focus, H.E.J. currently has 15 programs designed to give international visitors a hands-on Japanese cultural experience, as well as the opportunity to learn more about Japan's traditions and arts. Programs are listed below. All are accompanied by an English speaking interpreter guide.

1. A day in the life of a sumo wrestler
2. Make your own sushi
3. Japanese traditional cooking
4. Edo-Yuzen silk dyeing
5. At home with Mrs. Shinobu,
6. Taiko drumming course and Asakusa Walk
7. Japanese home cooking class
8. The world of Japanese calligraphy
9. The charm of wind chimes
10. Karate
11. Who wants to be a samurai?
12. Original paper lanterns & stroll through Asakusa
13. Ninja
14. Kimono workshop
15. Experience half day aikido discipleship

For further information, including program schedule and booking details, visit <http://j-experience.com>



## Showrooms in Tokyo

### ELECTRONICS

#### Ginza Sony Building Showroom

Address: 5-3-1 Ginza, Chuo-ku

Access: B9 Exit of Subway Ginza Station

Hours: 11:00 - 19:00 Web: [www.sonybuilding.jp/e/index.html](http://www.sonybuilding.jp/e/index.html)

#### Panasonic Centre Tokyo

Address: 2-5-18 Ariake, Koto-ku

Access: Three minute walk from Kokusaitenji Station on the Rinkai Line, or Ariake Station on the Yurikamome Line from Shimbashi Station.

Hours: 10:00 - 18:00; Closed Monday Web: [www.panasonic.co.jp/center/concept/](http://www.panasonic.co.jp/center/concept/)

#### Kenwood Square Marunouchi

Address: 1st floor, Shin-Kokusai Building, 3-4-1 Marunouchi, Chiyoda-ku

Access: Three minute walk from JR Yurakucho Station

Hours: 10:00 - 18:00; Closed 2nd, 4th, 5th Saturday of the month, Sundays and public holidays

Web: [www.kenwood.co.jp/j/square/index.html](http://www.kenwood.co.jp/j/square/index.html) (Japanese only)



### CARS and MOTORBIKES

#### Toyota Autosalon Amlux Tokyo

Address: 3-3-5 Higashi-Ikebukuro, Toshima-ku

Access: Seven minute walk from JR Ikebukuro Station

Hours: 11:00 - 19:00 (the 1st basement and 1st floor are open until 21:00); closed Monday and Year end/New Year holiday

Web: [www.amlux.jp/english/floor/fl\\_f.shtml](http://www.amlux.jp/english/floor/fl_f.shtml)

#### Mega Web

Address: Aomi 1-chome, Koto-ku

Access: Take the Yurikamome Line from Shimbashi Station and alight at Aomi Station. Aomi Station is directly connected to Palette Town "Mega Web"

Hours: 11:00 - 21:00 Web: [www.megaweb.gr.jp/English/](http://www.megaweb.gr.jp/English/)

#### Honda Welcome Plaza

Address: 1st floor Honda Aoyama Building, 2-1-1 Minami Aoyama, Minato-ku

Access: Aoyama Itchome Station on the Subway Ginza Line, Hanzomon Line or Toei Oedo Line

Hours: 10:00 - 18:00; 10:00 - 18:30 May 6 - August 31; Closed Year end/New Year holiday

Web: [www.honda.co.jp/welcome-plaza/index.html](http://www.honda.co.jp/welcome-plaza/index.html) (Japanese only)

#### Nissan Headquarters Gallery

Address: 6-17-1 Ginza, Chuo-ku

Access: Three minute walk from Subway Higashi Ginza Station

Hours: 8:30 - 20:00 weekdays; 10:00 - 20:00 Saturday; 10:00 - 17:30 Sunday. Closed Year end/New Year holiday.

Web: [www.nissan.co.jp/cgi-bin/GALLERY/gallery.cgi?g=1](http://www.nissan.co.jp/cgi-bin/GALLERY/gallery.cgi?g=1) (Japanese only)

#### Kawasaki Good Times PLAZA

Address: 1-53-6 Nogata, Nakano-ku

Access: Fifteen minute walk from the north exit of JR Koenji Station

Hours: 10:00 - 17:00; Closed weekends and public holidays

Web: [www.kawasaki-motors.com/for\\_users/feedback/showroom/index.jsp](http://www.kawasaki-motors.com/for_users/feedback/showroom/index.jsp) (Japanese only)

### HOUSEHOLD APPLIANCES

#### National Centre TOKYO

Address: 1-5-1 Higashi Shimbashi, Minato-ku

Access: One minute walk from Shiodome Station on the Subway Toei Oedo Line

Hours: 10:00 - 19:00 Monday - Saturday, 10:00 - 18:00 Sunday. Closed Year end/New Year holiday and Bon holiday.

Web: <http://national.jp/center/tokyo/en/>

#### TOTO Super Space

Address: 26th and 27th floors, Shinjuku L Tower, 1-6-1 Nishi Shinjuku, Shinjuku-ku

Access: Five minute walk from west exit of Shinjuku Station

Hours: 10:00 - 18:00; Closed first and second Wednesday of the month.

Web: [www.e-seikatsutoto.com/sr\\_new/scripts/showroom.asp?sr=028](http://www.e-seikatsutoto.com/sr_new/scripts/showroom.asp?sr=028) (Japanese only)

TOTO Super Space will be closed August 11-15 for its summer holiday.



## JAPAN NATIONAL TOURIST ORGANIZATION

Level 18 Australia Square Tower  
264 George St, Sydney NSW 2000 Australia  
Tel: 02-9251-3024 (2:00-5:00pm Tuesday & Thursday)  
Fax: 02-9251-3031  
E-mail: [jnto@tokyonet.com.au](mailto:jnto@tokyonet.com.au) Web: [www.jnto.go.jp/syd](http://www.jnto.go.jp/syd)  
For general information, maps and brochures for travel to Japan contact the JNTO Sydney office.

## The Visit Japan Campaign

An initiative of the Japanese government, the Visit Japan Campaign (VJC) aims to attract 10 million visitors per year to Japan by the year 2010. At present Japan receives more than 7 million visitors. In 2005, Australia became a target market for the VJC. JNTO supports this campaign and encourages you to visit the VJC's Japan Welcomes You website which has been incorporated into the JapanTravel Info.com website.

[www.japantravelinfo.com](http://www.japantravelinfo.com)



## Introducing Seven Bank

From July 11, 2007 accessing money just got easier and more convenient for visitors to Japan. Selected international cash and credit cards can now be used for withdrawing cash at more than 12,000 ATMs in 7-Eleven stores across Japan.

For more information including accepted cards, service times and ATM locations, visit:

[www.sevenbank.co.jp/intlcard/index2.html](http://www.sevenbank.co.jp/intlcard/index2.html).



## JNTO Sydney website questionnaire

The JNTO Sydney office would like to thank everyone who responded to the website questionnaire posted in the last issue of Japan Travel News. The feedback received was invaluable, with results indicating that overall respondents were satisfied with the new-look website. A large percentage of respondents rated the website as being a useful tool for planning and researching a trip to Japan, and all respondents said they would recommend the website to someone planning to visit Japan. Respondents put forward some suggestions as to how the website could be improved, and one of these was to increase the content. With this and other recommendations in mind, we will continually improve the website and endeavour to provide as much information as possible about visiting Japan.

## - WHAT'S ON IN JAPAN -

### TOKYO

**August 11 Tokyo Bay Grand Fireworks Festival, Harumi Futo Pier, Tokyo**  
Twelve thousand rounds of fireworks light up the Tokyo summer sky.

**Sept 9 - 23 Grand Sumo Tournament, Kokugikan Sumo Hall, Tokyo**  
[www.sumo.or.jp/eng/index.html](http://www.sumo.or.jp/eng/index.html)

**Oct 27 - Nov 11 The 40th Tokyo Motor Show 2007, Makuhari Messe, Chiba City**

The theme of this year's show is "Catch the News, Touch the Future". Vehicles from all over the world which bring diversified happiness and excitement to people's lives, have an environmental focus, as well as providing safety and comfort, will be on display. More than 240 exhibitors are lined up to attend. In addition to the existing Clean Energy and Commercial Vehicles Test Rides, this year's show will include new audience participation events, including a 4x4 Adventure Test Ride, Safety Drive Test, and Soapbox Derby.

From 2007 onwards, the Tokyo Motor Show will be a biennial event, encompassing the whole automotive range of passenger cars, motorcycles, commercial vehicles, commercial vehicle bodies, and vehicle parts.

Please note, dates listed above are the days the show will be open to the general public. [www.tokyo-motorshow.com/eng/](http://www.tokyo-motorshow.com/eng/)



### KANSAI AREA

**August 16 Daimonji Gozan Fire Festival**  
As part of Kyoto's August Obon festivities, fires in the shape of large Chinese characters (kanji) are lit in five locations on the mountains surrounding Kyoto City.

**Until August 19 Miho Museum Summer 2007: The Archaic Smile - From the Mediterranean to East Asia and Japan**  
Commemorating its 10th anniversary, the Miho Museum will present a special exhibition, "Archaic Smile", as part of its summer 2007 season. The exhibition is composed of some 120 objects with smiles, from ancient Near East, Egypt, the Aegean region, Central Asia, South Asia, China, Korea and Japan.  
Autumn 2007: September 1 - December 16, "The Miho Museum Collection: Spanning the Millennia."  
[www.miho.or.jp/english/index.htm](http://www.miho.or.jp/english/index.htm)

### NATIONWIDE

**Sept 17 Respect for the Aged Day (national holiday)**  
**Sept 24 Autumnal Equinox Day (national holiday)**