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President

JNTO introduces a travel brochure
featuring 100 hands-on experiences across Japan!

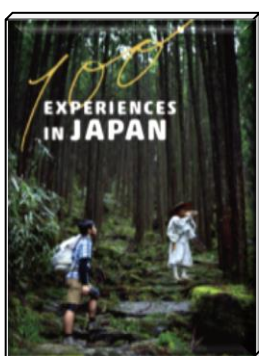
Japan National Tourism Organization (JNTO) has completed a travel brochure, **100 Experiences in Japan -Find the Japan of your Dreams!** – introducing a rich variety of hands-on activities that welcome travelers from abroad.

In response to the shift in interest of travelers visiting Japan toward experience-based tourism, JNTO has curated hands-on experiences for international travelers throughout Japan. From October to November 2018, JNTO collected information from local governments and DMOs nationwide for the first time. A committee of overseas experts on Japanese inbound travel then carefully selected hands-on activities which include powerful stories about the region's history and culture, interactions with local residents or outdoor activities to enjoy the nation's four seasons. JNTO's new travel brochure, **100 Experiences in Japan -Find the Japan of your Dreams!** - introduces activities within seven categories: Tradition, Outdoors, Cuisine, Cities, Nature, Art, and Relaxation.

This brochure will be distributed at business meetings inside and outside Japan, starting with the Japan Luxury Showcase, a business meeting held by JNTO in Tokyo on June 28th aimed at affluent travel markets. In addition, JNTO will widely utilize the information in future inbound promotions, including websites and social media.

[Digital Brochure [URL](#)]

100 Experiences in Japan



100 Experiences in Japan -Find the Japan of your Dreams!- Travel Brochure

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