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Global Marketing & Travel

Virtual SUNRISE TOURS 

JTB GLOBAL MARKETING & TRAVEL INC.

JTB GMT SUNRISE TOURS released new virtual tours, “Mt. Takao Tengu Legend & Tama” and “Kyoto Arashiyama & Sagano”, as the second and the third products of "Virtual SUNRISE TOURS".

JTB Global Marketing & Travel (JTB GMT) launched a new series of our SUNRISE TOURS brand "Virtual SUNRISE TOURS" in November 2020 with "Mt. Fuji & Hakone Highlights Tour", the first-ever virtual product. JTB GMT on December 15 released "Mt. Takao Tengu Legend & Tama" and "Kyoto Arashiyama and Sagano" as the new products of the "Virtual SUNRISE TOURS".

SUNRISE TOURS has welcomed more than six million visitors from across the world as Japan's most renowned tour brand since 1964. “Virtual SUNRISE TOURS" was created as a brand-new series where an English-speaking local expert with national guiding license provides online guiding over pre-recorded videos of various parts of Japan.

JTB GMT has released two products this time. On "Mt. Takao Tengu Legend & Tama Highlights Tour", you will visit Mt. Takao and the Tama district where traditions live in the modern world backed by the folklore of Tengu, supernatural beings known to have avian characteristics and a red face with a long nose. Enjoy the sight of traditional Japanese culture, such as temples and shrines, textiles, Maiko (apprentice Geisha), and more, as they exist in combination with the modern age.

"Kyoto Arashiyama & Sagano Tour" is a product modeled after a real walking tour. On this tour, you will visit the Bamboo Grove Path at Tenryu-ji Temple, which is one of the sites that symbolize Sagano area, and Arashiyama Monkey Park, where you can see wild Japanese monkeys up close. The itinerary is exclusively made for this virtual product and includes some places which the original walking tour doesn't visit.

On these virtual tours, our national-licensed expert guides you through some pre-recorded videos of sightseeing spots so you can virtually visit Japan. The guide also provides you an interactive experience during the tour by telling you topics and episodes related to each spots. You may feel as if you were in Japan.

Since traveling is not possible under the status quo, we would like these virtual tours will drive the demand for travelling Japan in the future.

- Sales website

https://www.sunrise-tours.jp/en/plan/keyword/virtual_tour

- Series brand logo



- Image



[Virtual Tour] Kyoto Arashiyama & Sagano



[Virtual Tour] Mt. Takao Tengu Legend & Tama Highlights

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