

November 7, 2022

Global Marketing & Travel

JTB Global Marketing & Travel Inc.

SUNRISE TOURS for international visitors to Japan Grand Sumo Tournament Tours On Sale

Tokyo, Japan, November 7, 2022 – JTB Global Marketing & Travel, Inc. (Headquarters: Shinagawa-ku, Tokyo; President and CEO: Shinya Kurosawa; hereinafter “JTBGMT”), a JTB Group company specializing in inbound travel, start selling the January Grand Sumo Tournament tours on “SUNRISE TOURS” from Nov. 7 for the first time in three years. The tournament will be held at Ryogoku Kokugikan, the first grand sumo tournament location, in January 2023. Sunrise Tours' sumo tours were highly popular even before the pandemic.

SUNRISE TOURS JTB



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Tour Highlights

On these sumo tours guests will be guided by a National Government Licensed Guide Interpreter who is also a sumo fan, and will receive "The Sumo," a booklet about sumo (in English); and Banzuke-hyo, a table of rankings, as a gift! Gain a deeper understanding about sumo, Japan's national sport with around 1,500 years of history, and have a more enjoyable time. Watch the sumo wrestlers' fierce battles from a comfortable reserved seat (2nd floor B chair seating). And as a special perk for Sunrise Tours customers, there will be a group photo with a sumo stable master. (*The cost of purchasing photos is not included in the tour booking charge.)

Tour Lineup

1. Sumo Tour (From Ryogoku)

【Departure Dates】 Jan. 8 (Sun.) - 22 (Sun.), 2023

【Booking Website for Customers】 <https://www.sunrise-tours.jp/en/plan/detail/GDT1J30801MMS/>

【Tour Info for Travel Agents】 https://www.jtbgmt.com/cms/jtbgmt/genesis2/g-web/manual/tour/2023/JG308S_en.pdf

2. Sumo Tour & Chanko Hot Pot Dinner (From Ryogoku)

【Departure Dates】	Jan. 10 (Tue.), 11 (Wed.), 16(Mon.), 17(Tue.), 2023
【Booking Website for Customers】	https://www.sunrise-tours.jp/en/plan/detail/GDT1J30901MMS/
【Tour Info for Travel Agents】	https://www.jtbgmt.com/cms/jtbgmt/genesis2/g-web/manual/tour/2023/JG309S_en.pdf

3. Sumo Tour & Tokyo Half-day Sightseeing Tour (From Shinjuku)

【Departure Dates】	Jan. 10 (Tue.), 12 (Thu.), 14(Sat.), 16(Mon.), 17(Tue.), 19(Thu.), 21(Sat.), 2023
【Booking Website for Customers】	https://www.sunrise-tours.jp/en/plan/detail/GDT1J31001MMS/
【Tour Info for Travel Agents】	https://www.jtbgmt.com/cms/jtbgmt/genesis2/g-web/manual/tour/2023/JG310S_en.pdf

Travel agents are requested to book through the dedicated reservation website.

Future Outlook

After the January Tournament in Tokyo, sumo tours for the March Tournament in Osaka and the May Tournament in Tokyo are planned to be launched from December onwards. In addition, the Early Morning Sumo Practice Watching Tour will also be added to the lineup hereafter.

JTBGMT offers these sumo tours as some of its featured tours for international visitors during post-pandemic and as tours related to the sustainable tourism that Sunrise Tour is promoting, providing a chance for visitors to get an up-close experience of Japan's sumo culture known all over the world, as well as creating space for further interaction.

» SDGs introduction page (<http://jtbgmt.com/en/g-web/sdgs>)

What is SUNRISE TOURS?

As Japan's first package tour for international visitors to Japan, SUNRISE TOURS has welcomed a total of more than 8 million guests since its launch in 1964. * "SUNRISE TOURS" is a registered trademark of JTBGMT.



■SUNRISE TOURS Information

- » Promotion Video <https://youtu.be/hlDmComlGdA>
- » Facebook <https://www.facebook.com/sunrisetoursjtb/>
- » Instagram https://www.instagram.com/sunrisetours_with_gymmty/

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