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**Global Marketing & Travel**  
JTB Global Marketing & Travel Inc.

## **Sunrise Tours' Package Tour for International Visitors: New Must-see Sights Welcoming an Influx of Visitors on the Setouchi Scenic Route**

Tokyo, Japan, March 6, 2023 – JTB Global Marketing & Travel, Inc. (Headquarters: Shinagawa-ku, Tokyo; President and CEO: Shinya Kurosawa; hereinafter “JTBGMT”), a JTB Group company specializing in inbound travel, has created the new “Setouchi Scenic Route”, a package tour under the Sunrise Tours\* brand geared for international visitors. This new route offers superb views in the scenic destinations of Hiroshima, Miyajima, Matsuyama, Shimanami Kaido, Takamatsu, and Naoshima. It aims to introduce more visitors to the Setouchi area, as well as contribute to the reduction of overtourism.\*<sup>1</sup>

※<sup>1</sup> Overtourism: A situation where a significant increase in the number of visitors, etc. in specific sightseeing destinations may have an unacceptable negative impact on the lives of local residents, natural environment, scenery, etc. in the region, or may significantly reduce the satisfaction of visitors.



Setouchi



### **◆Setouchi Scenic Route Highlights**

#### **1. Creating New Must-see Sights**

This new route is a round-trip tour from Kyoto or Osaka. An increase in the influx of visitors from the greater metropolitan area is anticipated, as in addition to customers traveling from Asian countries directly to the Setouchi area by plane, there are also customers coming from the popular Golden Route (connecting Tokyo and Osaka) as well as the Rainbow Route (visiting Tokyo, Kanazawa and Kyoto).

## 2. Adventure Tour to Japan's Beautiful Inland Sea Scenery

The tour includes cycling along the Shimanami Kaido so customers can experience Adventure Tourism, popular among luxury travelers in Europe and America. Experience the rich nature of the scenic Seto Inland Sea, the beauty of its many islands, and the unique history and culture of each island. Gain a deeper understanding of Japanese culture with a stroll along the streets of Dogo Onsen, a hot spring town with an atmosphere reminiscent of the good old days, and a walk on a pilgrimage route visiting temples.



Shimanami Kaido

## 3. Sightseeing Destinations Popular Worldwide

The Setouchi area ranked 7th in the "52 Places to Go in 2019" list published by the New York Times. A trip to this area can be difficult to arrange individually from overseas, but on this tour, customers are accompanied by an interpreter guide, so all that's left is to fully enjoy the charm-filled Setouchi. The tour also visits Miyajima and Hiroshima, destinations popular among international travelers, and are continuing to draw popularity as the venue for the G7 Summit in May 2023.



Atomic Bomb Dome

### ◆Sunrise Tours' Initiatives for Sustainability

As a leading company in the travel industry, Sunrise Tours has been taking various initiatives such as creating sustainable products and promoting carbon offset plans. To take it a step further, Sunrise Tours will from here on actively promote development undiscovered travel route and experiences not just on the level of travel agencies, but also involving local governments and travelers.

#### 1. Creating a Sustainability Promotion Model Tour with Local Government

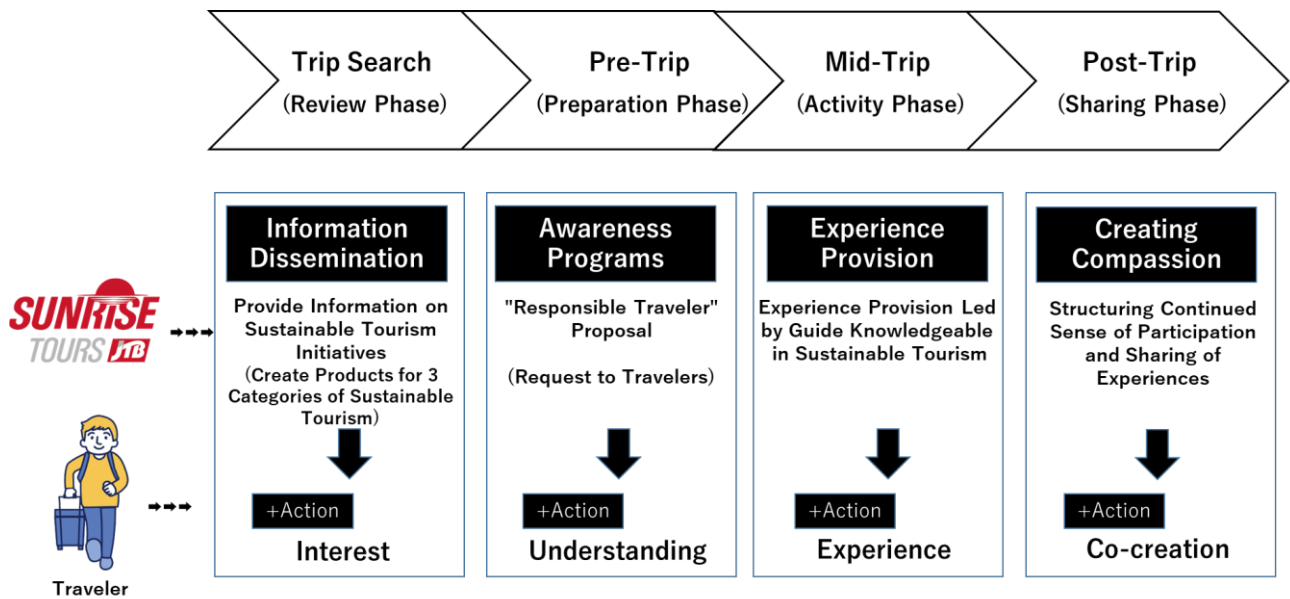
In collaboration with Ishikawa Prefecture, we have developed a Sustainability Promotion Model Tour incorporating elements of SDGs. The guide's explanations on initiatives for SDGs and backgrounds of sightseeing spots in Kanazawa City lead to a deeper understanding of the culture and townscapes that Kanazawa continues to carefully preserve.



Kenrokuen

#### 2. Spreading the Word on Responsible Travel

To make Sustainable Tourism a reality, it is important for travelers themselves to take responsible action. Sunrise Tours proposes concrete actions for each phase of travel. For example, by raising awareness among travelers through videos about "responsible travelers creating a future for sightseeing destinations" during the pre-trip phase and by calling for SNS posts with the #responsibletraveler hashtag post-trip, the word on such initiatives can spread throughout the world. And through co-creation between travelers, the community and region, and travel agencies, we contribute to the realization of a new sustainable tourism and society.



**◆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 JTB.



**◆SUNRISE TOURS Information**

- Booking Website for customers : <https://www.sunrise-tours.jp/en>
- Tour Information for Travel Agents : <https://www.jtbgmt.com/en/g-web/>

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