

**Sunrise Tours' Package Tour for International Visitors:
 Introducing the Hokkaido AdveNature Route & Northern Japan Discovery Route**

JTB Group company specializing in Japan-bound travel, JTB Global Marketing & Travel (hereafter referred to as JTBGMT; Headquarters: Shinagawa, Tokyo; President & CEO: Tsuneo Ishida) has developed two new inbound tourism routes, the Hokkaido AdveNature Route and Northern Japan Discovery Route, under the Sunrise Tours package tour brand geared for international visitors. Tours start selling on March 5. Including the Hokkaido and Northern Japan routes introduced here, Sunrise Tours has developed 5 inbound tourism routes to date, for the purpose of creating an influx of visitors to regions throughout Japan.



Shikisai-no-Oka (Biei, Hokkaido)
 *Photo for illustrative purposes only

◆ Hokkaido AdveNature Route Highlights

1. Creating a New Influx of Visitors to Japan across Hokkaido's Vast Lands

For international travelers visiting Hokkaido, this route is offered in 3 tours showcasing Hokkaido's beauty not just in the central area frequented by visitors, but also in the northern and eastern areas including Asahikawa, Biei, Shiretoko, Akanko (Lake Akan), and Kushiro, trips to which can be difficult to arrange on one's own from overseas. Customers can explore a variety of experiences in the regions of Hokkaido by combining their preferred tours that offer activities they would like to do and that fit their duration of stay.



Shiretoko
 *Photo for illustrative purposes only

2. Adventure + Nature = "AdveNature"

Based on the concept of "going on an adventure amidst Hokkaido's grand nature," this route is called the "AdveNature Route." The route integrates nature, cultural experience, and activity, elements of adventure tourism, featuring itinerary such as hiking in World Natural Heritage Shiretoko, walking around Lake Akan, visiting the Blue Pond in Biei, and exploring Kushiro Shitsugen, Japan's largest marshland. Look forward to fully enjoying the beautiful, pristine nature of the northern and central areas of Hokkaido.

◆ Northern Japan Discovery Route Highlights

1. Introducing Travelers to Tohoku (Northern Japan), a Region High in Latent Demand

Starting in Sendai, the largest city in Japan's Tohoku region, this route goes northward visiting Hiraizumi, Morioka, Kakunodate, Aomori, and Hirosaki. While there are many attractions throughout northern Japan, secondary transportation issues make it difficult for international travelers to explore the region. This route incorporates each area's charm into the itinerary, solving transportation issues and creating an influx of visitors to less frequented areas.



Takayama Inari Shrine

*Photo for illustrative purposes only

2. Valuable Tours Offering Authentic Experiences

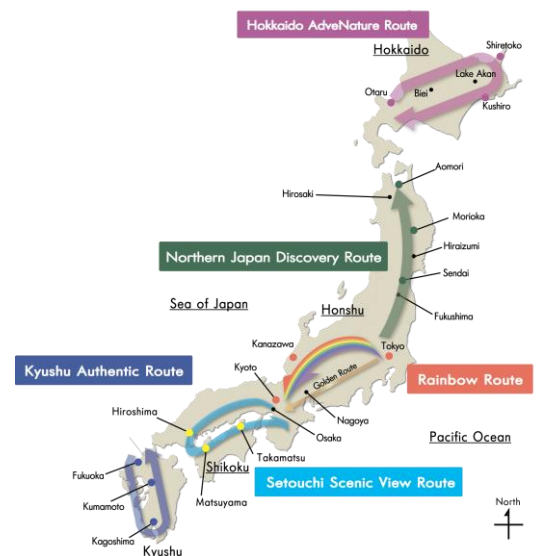
Based on the concept of "tracing Tohoku's culture and craftsmanship," this route focuses on intangible cultural properties that have been passed down through generations in northern Japan. Enjoy authentic experiences and feel the charm of traditional craftwork carefully created with dedication by artisans through visiting a factory creating Japan's first designated traditional craft, Nambu Tekki (南部鉄器**) ironware; or making a coaster using kabazaiku, Kakunodate's iconic traditional craft of making products out of the bark of mountain cherry trees.

◆ Presenting the 4th and 5th Routes Creating a New Influx of Visitors

At Sunrise Tours, we have developed new inbound tourism routes since the year before last as part of our initiatives for sustainable tourism with the goal of creating an influx of visitors to regions throughout Japan and reducing overtourism.

The two new routes we have just introduced are the 4th and 5th routes following these routes launched in succession beginning 2022: the Rainbow Route which visits Tokyo, Kanazawa, and Kyoto; the Setouchi Scenic View Route which tours around the Setouchi area; and the Kyushu Authentic Route. From here on, we aim to contribute to the revitalization of the local economy and achieve new sustainable tourism by strengthening tour planning in regions following these routes and creating an influx of visitors to more areas.

Five new routes for exploration



◆ What is SUNRISE TOURS?

Japan's first package tour brand for international visitors, Sunrise Tours has welcomed more than 8 million visitors from around the world since 1964.

* "SUNRISE TOURS" is a registered trademark of JTB.

** "南部鉄器" is a registered trademark of "岩手県南部鉄器協同組合連合会 (Iwate Prefecture Southern Iron Cooperative Cooperative Association)".



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