

**Sunrise Tours launches brandnew tour brand
"SUNRISE TOURS Premier"
"Helicopter Cruise! Mt. Fuji & Tokyo Private Tour" is now available**

JTB Group company specializing in Japan-bound travel, JTB Global Marketing & Travel (hereafter referred to as JTBGMT; Headquarters: Shinagawa, Tokyo; President & CEO: Tsuneo Ishida) launches a sister brand to the Sunrise Tours^{*1} package tour brand geared for international visitors, SUNRISE TOURS Premier, a new tour brand aimed at the affluent demographic^{*2}. To commemorate the launch of the brand, we will begin selling a helicopter tour over Mt. Fuji and Tokyo from Tuesday, November 19th.

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

*2 Affluent demographic refers to the class of people who have net financial assets second only to the wealthy class.

"SUNRISE TOURS Premier"



■New Tour Brand Launch Background

Having celebrated its 60th anniversary this year, 2024, Sunrise Tours has so far developed products for a wide range of international visitors to Japan. However, the inbound market is recently at a turning point, and what customers are looking for in a tour is shifting from quantity to quality. At Sunrise Tours, after studying the behavioral characteristics and priorities of our target demographic in a cross-departmental product development project with the aim of launching new products during this period of transition, we decided to launch SUNRISE TOURS Premier, a new tour brand aimed at affluent travelers, with a product lineup focused on high-value-added experiences for the next decade.

With SUNRISE TOURS Premier, by uncovering and refining the region's attractive, high-value-added content, we aim to attract visitors to the region while also contributing to expanding the market for visitors to Japan and revitalizing the local economy.

■Concept

" MOMENTS-LIKE NO OTHER-"

SUNRISE TOURS Premier offers affluent customers high-value-added premium experiences that pursue authenticity. We offer customers unique experiences found nowhere else, and create moments that will remain in their hearts for a lifetime.

■Hope Behind the Logo

Representing a solar eclipse, a rare phenomenon, the brand logo embodies the aspirations of the SUNRISE TOURS Premier brand which offers special, rare experiences that can be gained through interacting with Japanese culture, history, nature, customs, and people living in Japan. Drawn with a brush stroke that evokes a Japanese feel, the shape of the solar eclipse represents a circle of interaction, expressing the hope for the birth of global harmony.

■Product Celebrating the Brand Launch

To commemorate the launch of the SUNRISE TOURS Premier tour brand, we are introducing a private helicopter tour plan.

1. 80 Minutes by Air to Mt. Fuji

Sunrise Tours' iconic tour product, the 1-Day Mt. Fuji & Hakone Tour departing from Tokyo, has been a bestseller for many years, but it takes about 12 hours (including travel by bus or Shinkansen). On the other hand, on this tour, customers can go on a sightseeing cruise over Mt. Fuji from downtown Tokyo in about 80 minutes. The tour is unique in that it allows customers whose main purpose in visiting Japan is to see the country's iconic peak to enjoy the best views of Mt. Fuji even in a limited amount of time. This private helicopter tour is a first in Sunrise Tours' history.



2. The Perfect Plan Blending Special Occasion with Travel

Helicopter use in Japan by international visitors has mainly been for business purposes, allowing for quick travel from base to base. In order to create new opportunities for use, this time we have designed a plan for private tourism. An ideal choice for special occasions such as birthdays, proposals, and wedding anniversaries, this premier experience allows customers to create lifelong memories.



Tour Content

Name	Helicopter Cruise! Mt. Fuji & Tokyo Half-day Private Morning Tour (Round Trip from Tokyo)
Course	9:00 Pick-up at hotel in Tokyo = hired car transfer = Tokyo Heliport = Tokyo & Mt. Fuji sightseeing (80 min) = Tokyo Heliport = hired car transfer = 12:30 Arrival at hotel in Tokyo
Tour Dates	Bookings for January to December 2025 accepted by request

■Reservation Method

General Customers	SUNRISE TOURS Premier page: https://www.sunrise-tours.jp/en/sunrisetourspremier *Leads to booking website for general customers
Travel Agents inside and outside Japan	Exclusive Booking Website (Product Information Page https://www.jtbgmt.com/en/g-web/tourIndex_2025/)

■Future Outlook

As a leading company in Japan-bound tourism now and in the future, JTBGMT will continue to promote new initiatives to provide solutions to market challenges. With SUNRISE TOURS Premier, starting with the launch of the private helicopter tour, we will continue to expand our range of high-value-added private experience products that explore the attractions of each region, and we will continue to work on creating ideal settings for more interaction and excitement by providing special experience opportunities for customers from all over the world.

◆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.



Contact for tour inquiries:

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