

TIME

A Land Rich in Delightful Surprises



OFFICIAL GOVERNMENT BULLETIN
GOVERNMENT OF JAPAN

Reprinted from the advertisement which appeared in the May 27,
2002 issue of TIME Magazine Asia and Latin America editions.

If your idea of Japan is limited to images of bustling streets filled with tall office buildings, high-class restaurants and electrical stores displaying the latest hi-tech gadgets, then think again. Outside the business hubs of Tokyo and Osaka, Japan is home to plenty of smaller regional cities and towns, each of which has its own discrete charm. And with many of the matches in this year's World Cup soccer tournament being staged in these relatively unknown places, 2002 is an ideal time to take a journey into "undiscovered" Japan a land rich in scenic, slow-moving countryside, spectacular, local festivals and warm, friendly people.



A Land Rich in Delightful Surprises

---Some of Japan's Most Stunning Attractions are Little Known Internationally



An old-established ryokan in Kyoto

Japan's true hospitality lies not in its goods, but in its people

"A modern industrialized country" and "a manufacturing country" are among the top images people from overseas who have never visited the country have of Japan, but the impressions of those who have actually visited Japan even once are quite different. Among such people, images displaying favorable impressions towards the Japanese, such as "people are kind and likable" tend to dominate their feelings.

Japan has a long history, experiences four markedly different seasons and extends geographically through approx. 25 degrees of latitude. These factors have combined to foster the development of unique cultures and traditions throughout the various regions of the country.

Each of Japan's cities has its own distinct charms, which include unique festivals, townscapes, foods and traditional crafts. Surrounding the bustling business districts of the big cities are the quieter and less brightly-lit shitamachi, as Japan's distinctive downtown areas are known. And in the countryside beyond lies a wealth of stunning natural scenery. What's more, the cities themselves are far from uniform congregations of people, as a visit to Tokyo's Shibuya or Harajuku districts to



A snow covered hot spring resort



Tokyo's Shibuya area, where fashionable young people throng the streets

sample the local subcultures will attest. Indeed, Japan has a whole kaleidoscope of worlds waiting for you to explore, including many that the average business traveler never gets to see. We hope that visitors will come away from their experiences with the understanding that Japan's true hospitality lies not in its goods, but in its people.

Moreover, because Japan is an advanced country that has achieved remarkable growth in the past, many people are under the impression that prices are high. But in fact, there are many places where visitors can enjoy accommodation, meals and amusements at reasonable prices. In particular, during the World Cup hosting period, a wide variety of welcome services are being offered for a limited time to give visitors to the World Cup the opportunity to extend their trip to include, for example, a visit to a spa resort where they can combine hot-spring bathing with a stay at an old-fashioned Japanese ryokan-style inn.



A kaiten (revolving) sushi restaurant

A Wide Variety of Special Benefits for Visitors from Abroad

In an age when international exchanges are being steadily strengthened through tourism and more than 4.7 million people visit Japan each year, the World Cup soccer tournament is being held in this country for the first time.

To mark the occasion, the Japanese Government is preparing a package of exclusive discounts and services especially for visitors from abroad during the World Cup period that encompasses land, sea and air travel as well as accommodation. For example, with the opening of the second runway at Narita Airport beginning on April 18, there will be a substantial expansion of flights between Japan and the Asian region. During the World Cup period, people entering the country from abroad will be

able to take a single domestic airline flight for ¥6,300 (normal fare: ¥12,600). Apart from this, a variety of special discounts will be available covering all Japan Railway lines, as well as steep discounts on the jetfoil service between Hakata in western Japan and Pusan in South Korea, and discounts for continuous stays at hotels and inns, all exclusively for visitors from abroad.

Likewise, foreign visitors can enjoy smooth driving through the ETC (Electronic Toll Collection) tollgates while taking advantage of reduced tolls on selected car rental services in the vicinities of Narita and Kansai International Airports and the tournament venues.

Naturally, help for visitors from abroad will not be limited to special discounts. Among the other support measures being planned are a series of <i>

Tourist Information Centers designed to make things easy for people who don't speak Japanese, as well as the provision of volunteer guides and welcome cards.

The latest detailed information on all of these services is available at the JNTO Website together with a huge database of general tourist information. Besides great soccer, there are a host of other reasons to visit Japan during the World Cup period. So why not take the unique opportunity presented by this epic sporting extravaganza to embark on a personal voyage of exploration into "undiscovered" Japan?

Comparison of Foreigners' Images of Japan Before and After Their First Visit

Before Visiting Japan	(Residents %)	After Visiting Japan	(Residents %)
No.1 A modern industrialized country	85	No.1 People are kind and likable	86
No.2 Unique traditions and culture	81	No.1 A safe and clean country	86
No.3 Efficient and organized	78	No.3 A modern industrialized country	83
No.4 A safe and clean country	77	No.4 Unique traditions and culture	78
No.5 Diligent, energetic people	76	No.5 Beautiful natural scenery	74
No.6 Beautiful natural scenery	68	No.6 Efficient and organized	72
No.7 High living/education standards	67	No.6 Diligent, energetic people	72
No.8 People are kind and likable	63	No.8 High living/education standards	61
No.9 Crowded and noisy	60	No.9 Crowded and noisy	52
No.10 Mysterious	26	No.10 Closed to outsiders	25
No.10 Closed to outsiders	26	No.11 Mysterious	19

Source: JNTO (Japan National Tourist Organization)

JNTO Website: <http://www.jnto.go.jp>

World Cup Venue Tourist Information Website: <http://soccerjapan.jnto.go.jp>