

Aug.21,2024

～For Visitors to the Osaka-Kansai Expo in 2025～ Created an English pamphlet introducing - model tour courses around the Chugoku region!

The Osaka-Kansai Expo to be held in 2025 is an excellent opportunity to promote tourism in the Chugoku region, which is adjacent to the Kansai region. In March of this year, The Chugoku Transport & Tourism Bureau announced “Measures to Promote Travelers to the Chugoku Region for the Osaka-Kansai Expo 2025”. We have recently prepared an English translation of the pamphlet titled “Explore West Japan” to promote the 18 model tours of the Chugoku region introduced in the measures to overseas visitors. This pamphlet will be used to widely disseminate information on the model courses, with the aim of continuously attracting more visitors to the Chugoku region and increasing travel spending.

●Guidelines for Developing Model Courses

CONCEPT
<p>“A Journey to Discover a Japan You Don't Know Yet”</p> <p>As a region that puts the Expo's theme into practice, the Chugoku region will propose travel to enjoy sustainable and diverse regional resources that make the most of the region's nature, history, culture, and industry.</p>
MAIN TARGETS
<p>Repeat visitors to Japan!</p> <p>You have visited Japan many times and would like to experience Japan outside of Tokyo, Kyoto, and Osaka.</p>

●Contents of Pamphlet

〈Specification〉 A4 horizontal, 24 pages, full color

〈Model courses (18 courses in total)〉

- (e.g.)
- Japanese Swords and the Chugoku Region
 - Manufacturing and Industry in the Chugoku Region
 - World Heritage and Myths of Japan Tour
 - Sake and Culinary Delights from the G7 Hiroshima Summit etc.

●Use of Pamphlet

- The pamphlet will be distributed to overseas travel agencies and consumers through JNTO overseas offices, also plan to use them at international travel fairs. By disseminating information on the model course, we aim to encourage overseas travel agencies to create travel products that include this course, and to encourage a broad range of travelers to become interested in the Chugoku region.
- The data from this pamphlet will be posted on our website. For more information on this pamphlet, please refer to the following URL.

https://www.tb.mlit.go.jp/chugoku/00001_01884.html

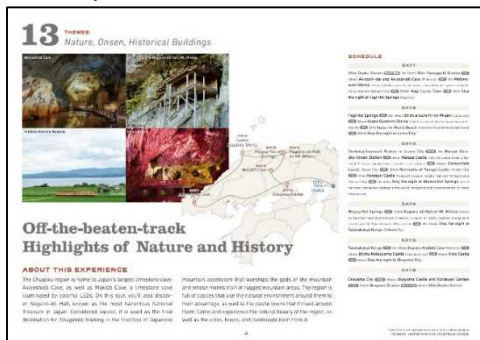
Our website is here →



〈Cover〉



〈Example of a model course〉



Contact:

Otodani, Okano
Tourism Department
Chugoku Transport & Tourism Bureau
Email: cgt-kokusai_kanko_section@gxb.mlit.go.jp