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***For immediate release***

## **Avanti Adds New FIT Destinations and Itineraries in Japan, Offers Tips on Selling Japan to Independent Travelers**

Portland, Oregon, October 16, 2023 – Wholesale custom tour operator Avanti Destinations has just added two regions to their lineup of destinations for independent travel clients heading to Japan: Shizuoka and Tohoku. The two regions and a customizable vacation in each region are featured in the company’s revamped and expanded 46-page e-brochure for travel advisors, *Japan: A World Apart*, available on Avanti’s advisor portal at <https://www.flipsnack.com/779977E569B/japan-a-world-apart/full-view.html>.

The independent travel specialist also has tips for advisors on how to sell custom FIT itineraries in Japan. Avanti sells **exclusively through travel advisors**, not directly to consumers, and specializes in helping advisors create one-of-a-kind itineraries.

Designed to be passed along to clients, the new e-brochure introduces advisors to many less-touristed destinations, the advantages of visiting Japan in each of the four seasons, as well as the range of experiences Japan offers to clients interested in local food specialties, beer, sake, cooking, nature, adventure travel, gardens, history, culture, and wellness.

The e-brochure also includes videos and resources from the Japan National Tourism Organization, such as a Tokyo city map and guide to attractions, as well as an explanation of Japan’s highly efficient train system and recommendations on using the subway.

### **Best-selling destination in Asia with wide range of authentic experiences**

“Japan is our number one selling country in Asia,” said Paul Barry, Avanti’s CEO. “Most of our bookings are focused on Tokyo and Kyoto, so the objective of this e-brochure is to show travel advisors how many **other** fascinating places and experiences the country offers.

“Even in the high seasons of *sakura* in the spring when the cherry trees are in full bloom and the fall when trees change to vivid colors, it is possible to find many places with far fewer tourists, where your FIT clients can have a wide choice of authentic encounters with the many facets of Japan’s culture. These bookable experiences include having a private dinner with a geisha, hot spring (*onsen*)-

hopping in Kinoshiki, visiting the snow monkeys in Yudanaka, hiking along the shrine-dotted Kumano Kodo pilgrimage route, or trying your hand at traditional crafts in Kanazawa. Even in Toyko we suggest places and experiences that most travelers miss,” added Barry.

Barry noted that early booking is strongly encouraged for clients wishing to travel at peak tourist times.

### Highlighted destinations

Destinations highlighted in the new e-brochure, besides Tokyo and Kyoto, include:

- **Fukuoka** – known for its world-class street food and a shrine dedicated to an ancient Japanese poet-politician (deified as the god of literature and learning);
- **Hakone** – famous for its open-air museum of art (over 300 works by Picasso) and sculpture;
- **Hida-Takayama** - gateway to outdoor mountain activities, as well as home to fine Hida beef and buckwheat noodles;
- **Hiroshima** - with its Atomic Bomb Dome – now a memorial to peace - and restored 16<sup>th</sup> century Hiroshima Castle;
- **Kamakura** – site of the nation’s second tallest Buddha statue and many Shinto shrines and Buddhist temples;
- **Kanazawa**, a well-preserved Edo-era town with historic castle, stunning gardens, art museums and handicrafts;
- **Kinosaki** – small riverside town famous for its many traditional inns (*ryokans*) and bathhouses (*onsen*) offering soothing hot spring soaks;
- **Koyasan** – small town sacred to Shingon Buddhism with a shrine reachable by walking on an ancient forest path, surrounded by over 200,000 gravestones;
- **Miyajima Island**, one of Japan’s most sacred sites, with many shrines, including the picturesque “floating” red Torii gate;
- **Nagasaki**, usually remembered as the site where the second atomic bomb was dropped during WWII, the rebuilt city is picturesquely located on a large harbor and has many Japanese Christian sites;
- **Naoshima Island** - completely dedicated to contemporary art;
- **Nikko** – noted for its shrine to Japan’s most famous shogun;
- **Obuse** – small, charming town where famed woodblock artist Hokusai lived, near the snow monkey park and hot springs (*onsen*).
- **Osaka** - where clients can choose from crab restaurants, Osaka-style sushi, okonomiya (local grilled dish of cabbage, pork or seafood in a batter) and takoyaki (grilled octopus dipped in a batter);
- **Okinawa** - renowned for fresh seafood, scuba diving and snorkeling;
- **Sapporo** - home to a beer museum and annual snow festival, as well as an ideal place to ski;
- **Yokohama** – filled with parks, a traditional Japanese garden, and museums, including a ramen museum featuring replicas of old ramen restaurants.

### New experiences

Among the **new** experiences which may be added to any custom itinerary: a **snorkeling tour** (with guide) in Okinawa; private tea ceremony; **traditional crafts tour** in Kanazawa where clients will learn how to apply gold leaf to chopsticks or a small plate and how to dye cloth in the same manner used to make kimonos; **evening food safari** in Okinawa with private guide; a private tour of Osaka's **street food culture**; **sushi-making** in a local restaurant after a **tour of Tsukiji** in Tokyo, where clients can sample fish and seafood in a multitude of restaurants and shops delivered directly from Toyosu, the world's largest wholesale fish market.

For additional information on booking unique experiences and custom-built, multi-destination FIT or group travel 365 days a year to Asia, Europe, the South Pacific, North Africa and the Middle East, and Central and South America, log onto Avanti's travel agent portal

<https://book.avantidestinations.com> or call 1-800-422-5053 to speak with an expert travel specialist.

**Since 1981**, Avanti Destinations has been selling custom-crafted **independent** vacations in Europe, Asia, North Africa/the Middle East, the South Pacific, and Central and South America. The Portland, Oregon-based wholesale tour operator offers a wide range of FIT components **to travel advisors only**, including air, rail, rental cars, hotels, sightseeing/attractions, transfers and hard-to-find experiential travel options. Avanti specializes in hand-picked, locally-owned hotels in both large and small cities and in **connecting all the pieces of complex or multi-destination itineraries**. The company also creates complete packages for **custom groups of 15 or more passengers**. For more information: <https://book.avantidestinations.com>.

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**Five electronic photos at** <https://1drv.ms/f/s!AjdZmJ2b7j-YhK5U9HJdXlqI0kqaEA?e=JXuea7> : *Avanti Destinations and the Japan National Tourism Organization and Avanti Destinations have teamed up to launch a revamped 36-page educational e-brochure for travel advisors, "Japan: A World Apart", with information about the new destinations introduced by Avanti, as well as other famous and off-the-beaten path places and authentic experiences.*

**Shown:** *Among the sights and experiences featured in the Avanti/JNTO new e-brochure on Japan are: Avanti's new region of Shizuoku is home to Mt. Fuji; Kenrokuen Gardens (in the city of Kanazawa) considered one of Japan's three most beautiful gardens; Sensoji Temple in Tokyo; snow monkeys at the Jigokudani Monkey Park half an hour from the town of Obuse private dinner with a traditional geisha in Kyoto; a guided tour of street food in Osaka (here, takoyaki – grilled octopus dipped in a batter).*