



## Establishment and promotion of an expanded tourism route in the Tohoku area Tohoku Japanese Restaurant Week Held in Hong Kong and Thailand

Introducing the food culture of the Tohoku region and promoting foods, beverages, and tourism, in the "Exploration to the Deep North of Japan"

Gurunavi, Inc. (head office: Chiyoda-ku, Tokyo; president and CEO: Seiichiro Kubo; hereinafter "Gurunavi") has been cooperating with the Tohoku District Transport Bureau and the Tohoku Tourism Promotion Organization, to hold "Japanese Restaurant Week" (hereinafter JRW). This campaign will utilize JRW as information media and also a campaign called the "Exploration to the Deep North of Japan" to promote travel reservations to the expanded tourism areas promoted in the Tohoku region(\*1).

(\*1) Six Tohoku prefectures of Aomori, Iwate, Miyagi, Akita, Yamagata, and Fukushima, and also Niigata.

### Stimulating interest in Japan through Japanese food

#### Getting the most out of JRW to promote Tohoku

Introduced in 2013, JRW is a participatory event by local restaurants to attract and raise interest in Japan through experiencing Japanese food. Japanese restaurants in Gurunavi's networks in Hong Kong and Thailand will join the events.

There will also be lucky draw raffles at the events with prizes such as sets of Tohoku products and travel vouchers to Tohoku. We will utilize the high ability that overseas Japanese restaurants have to attract customers as a way to increase interest in the Tohoku area. This will be done by having visitors experience Japanese food culture and providing them with information on the Expanded Tohoku Tourism Promotion Area. Additionally, 14 restaurants in Hong Kong and 11 in Thailand will offer traditional local Tohoku dishes for a limited time.

Area	Dates	Number of restaurants participating in JRW	Number of restaurants serving traditional local menus
Hong Kong	8 <sup>th</sup> November – 21 <sup>st</sup> November	41 Restaurants	13 Restaurants
Thailand	9 <sup>th</sup> November- 22 <sup>nd</sup> November	30 Restaurants	11 Restaurants



▲JRW Publication Poster

**[Lucky Raffle Prizes: Hong Kong]**

- Prize A : Travel Vouchers for Tohoku Area 2,500 HKD x 3
- Prize B : JR East PASS TOHOKU x 2 pairs
- Prize C : Premium Tomato Juice from Miyagi “AKAIMINORI NO ZEITAKUSHIBORI” x 10
- Prize D : Event Gift Bag x 50

**[Lucky Raffle Prizes: Thailand]**

- Prize A : Travel Vouchers for Tohoku Area 10,000 THB x 3
- Prize B : JR East PASS TOHOKU x 2 pairs
- Prize C : Premium Wild Grape Juice from Miyagi x 10
- Prize D : Hand towel x 100

**Introducing the charms of Tohoku’s sightseeing areas**

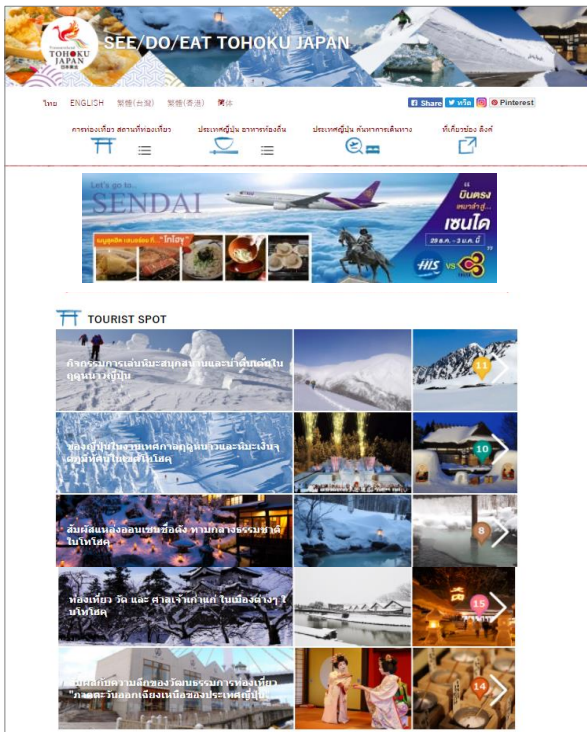
**A website set up specifically for the “Exploration to the Deep North of Japan”**

Search for information on the Expanded Tohoku Tourism Area, sightseeing attractions, local restaurants, travel packages (dynamic tour packages for groups and individual travelers in Japan), and other Tohoku tourism information. The website is available in English, Traditional Chinese, Simplified Chinese and Thai.

- Hong Kong : <https://hk.sushiandsake.net/pr/tohoku-japantravel/>
- Thai : <https://th.sushiandsake.net/pr/tohoku-japantravel/>

**Encouraging travel reservations to the Expanded Tohoku Tourism Area**

**The tourist attraction pages** introduce activities to enjoy the Japanese winter based on six themes: snow activities, winter festivals, hot springs, cultural experiences, and historical sites. **Restaurant information pages** make good use of Gurunavi’s multilingual version to provide information on restaurants that wish to proactively cater to overseas visitors in Tohoku, restaurants that serve traditional local dishes, and restaurants where you can experience the Tohoku food culture. This special promotion website is linked to a **travel reservation site** of travel products so that customers interested in the Tohoku area can make reservations on the spot.



▲ Tourist attraction page



▲ Restaurant information page