

## Japan Adventures by Hoshino Resorts and JR EAST

Use an unlimited train pass and stay in Japanese-style inns! New travel site for overseas tourists  
Visit resorts in Japan by train —From Tokyo to the charming countryside—



Starting June 26, 2014, Hoshino Resorts Inc. (Hoshino Resorts) and the East Japan Railway Company (JR East) are joining together to offer a series of attractive East Japan resort trips for overseas tourists visiting Japan using the JR East Pass and Kanto Area Pass to travel to Hoshino Resorts facilities and surrounding tourism and sightseeing spots.

First offer is the summer trip to Nikko and Kinugawa, available from June to September 30, 2014)

### Dedicated Site (English version) Link:

[http://global.hoshinoresort.com/nikko\\_trip2014/](http://global.hoshinoresort.com/nikko_trip2014/)

In 2014, the total number of inbound tourists to Japan is set to exceed 5 million (announced by JNTO on June 18<sup>th</sup>), a record-breaking change of pace. However, visitors are heavily concentrated in Tokyo, the main point of entry, with a disparity in the number of visitors to other areas. As an effort to attract visitors to the countryside, JR East and Hoshino Resorts are enabling travelers to Tokyo from overseas to tour the East Japan area smoothly and at a reasonable price by using the JR East Pass and JR Kanto Area Pass. Staying at Hoshino Resorts scattered throughout East Japan, which provide accommodations with a unique local charm, offers a resort trip experience you could never find in Tokyo.

The website of detail information will be available in four languages (English, Korean, Traditional and Simplified Chinese). They have further bolstered their pitch to Asia by bringing in a prominent Taiwanese author as a travel guide for their first offer. A second (Aomori area) and third offer (Shinshu area) are also planned.

See details on the JR East Pass and JR Kanto Area Pass at the links below

<http://www.jreast.co.jp/e/eastpass/index.html>

<http://www.jreast.co.jp/e/kantoareapass/index.html>



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[First Offer: Summer Adventures, Nikko and Kinugawa Trip ] Website launching on June 26<sup>th</sup>/Top Page



\* Website available in English, Korean, and Traditional and Simplified Chinese. Images are for Traditional Chinese site pages.

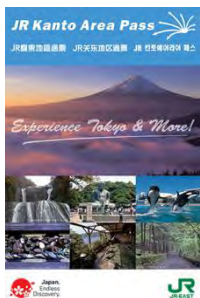


The first tour is to Nikko, Tochigi Prefecture. 15 reasons to visit Nikko will be introduced from the perspective of an overseas traveler.



Photos for all schedules released in chronological order. Click to enlarge images.

## JR Kanto Area Pass



The JR Kanto Area Pass is an unlimited JR train for overseas travelers and indispensable for this trip. Allows unlimited use of Kanto area JR trains for ¥8,300 for adults (¥4,200 for ages 6-11).

## Limited Time Hot Deals for this Summer Adventures

### Details of Hot Deal

- Limited Time Offer can book from June 26-September 30, 2014
- Eligible Dates: June 2014-March 2015
- Participating Properties: Hoshino Resort KAI Nikko
- What's Include: One night stay with two meals /Guarantees a room with a view of Lake Chuzenji.
- Specially-made JR handkerchief as a souvenir
- With this plan, you save ¥2,000 for two guest sharing one room. This plan can save you up to ¥10,000 on specific dates.

### About Hoshino Resorts KAI Nikko

A relaxing hot springs inn with a view of Lake Chuzenji. The guest rooms off the tatami-floored corridor are spacious and comfortable. The large windows look out on Nikko's breathtaking natural scenery, including Lake Chuzenji and Mt. Nantai. It also has excellent access to nearby sightseeing spots like Nikko Toshogu Shrine and Kegon Falls.