



TABIHAKU NIGHT 2013 Media Coverage Guide

The Japan Tourism Agency and the Japan Association of Travel Agents (JATA) jointly will host the first-ever pre-opening event of the JATA TABIHAKU Travel Showcase with TABIHAKU Night 2013 at the historical Zojo-ji Temple in Tokyo's Minato-ku on Sept. 12, 2013.

The evening event, part of a national strategy toward realizing Japan as a "Tourism Nation," will be limited to some 800 invitees including the Minister of the Japan Tourism Agency, ambassadors and embassy officials from various countries as well as national, regional tourism representatives and exhibitors at JATA TABIHAKU. It will further showcase Japan's hospitality, culture and uniqueness as a tourist destination as well as an ideal choice for the MICE (meetings, incentive, convention and exhibition) business sector.

Tokyo -- Contrast Between Urbanism, Tradition

Recognized as having a long cultural and historical past in Japan, Zojo-ji Temple serves as a peaceful backdrop to Tokyo's duality as a global modern city and the tradition within. The venue serves as a example of Japanese cuisine -- from the dishes, Japanese tea to sake, amid the ambience of the temple and grounds -- for which the government hopes to propose to UNESCO to consider as a World Culture Heritage.

With Japan known for its gracious service and warm hospitality, TABIHAKU NIGHT provides a chance for guests to experience first hand such hospitality in a peaceful setting, such as the Edo Period or Classic Tokyo culture as witnessed by the temple in full contrast to the surrounding urban life of Tokyo.

TABIHAKU NIGHT 2013

- Date: **Sept. 12 (Thurs.), 19:10~21:00**
Registration: 18:30~ ※Prior to opening ceremony, prayer will be held from 18:30. Media wanting to cover this segment should register at 18:00.
- Venue: **Zojo-ji Temple** (Nearest station is Shiba Park Station on Toei Mita Subway Line, 3-minute walk. Address: Tokyo, Minato-ku, 4-7-35 Shiba Koen)
- Invitees: About 800 people (Tourism ministers, embassies, tourism industry leaders, exhibitors); invitation only
- Sponsors: Japan Tourism Agency, Japan Association of Travel Agencies
- Media Form: Deadline to register: Sept. 6. (Fri.) via fax to PR Office 03-5575-3222

※ Submit attached form via fax or email. Admission ticket will be sent by postal mail or email.

※Event may be cancelled in case of inclement weather

Contact:

JATA TABIHAKU 2013 PR Office (Within AZ.WORLDCOM Japan) Contact Persons: Ogawa, Mizutani
TEL: 03-5575-3221 FAX: 03-5575-3222 E-mail: tabihaku@w-az.co.jp

Official Website: <http://www.tabihaku.jp>

Official Facebook Page: <http://www.facebook.com/tabihaku> Official Twitter: @tabihaku

Event Day Contact

090-6317-6446 (Takeuchi)

※Register by Sept. 6 (Fri.)

Send by FAX: 03-5575-3222 or E-mail : tabihaku@w-az.co.jp

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Prayer Coverage(18:30~)

Yes

No

Company name/Media name	
Division Name	
Title・Name	
No. of Participants	Total Name(s)
Camera Type	Still (Total:) ▪ Video(Total:) ▪ None
	<input type="checkbox"/> Yes (Vehicle type・ Total:) <input type="checkbox"/> No
	※Arrangements made based on first-come, first-served system. Parking stubs will be required.
Contact	TEL: FAX:
	E-mail:
Address	T

※Admission ticket will be sent by postal mail or email.

Admission ticket required to enter the event.