



FOR IMMEDIATE RELEASE

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## Enjoy a unique Japanese experience with OnJapan TRAVEL

### OnJapan Inc. launches a new community project – OnJapan TRAVEL

Tokyo (Japan) December 19, 2014 – Following on the opening of the OnJapan CAFÉ in Harajuku in November, OnJapan Inc. will expand its community projects with the launch of OnJapan TRAVEL in early 2015. Giving fresh expression to the OnJapan vision of exploring and celebrating the diversity of Japanese culture, OnJapan TRAVEL aims to give visitors and locals alike a richer experience of Japan with a selection of half-day, one-day and overnight activities in Tokyo and throughout Japan. Information and booking for OnJapan TRAVEL activities will be available online in English at <http://travel.onjapan.tokyo/>



OnJapan Inc., a new Japanese start-up company which aims to create and share a wide range of resources – physical and digital – and provide connections with individuals and organizations in Japan opened its first project, the OnJapan CAFÉ in Harajuku in November 2014, as a

hub for its various projects. The CAFÉ offers an introduction to the traditional Hakko (fermented) food culture of Japan, especially the lunch menu that uses authentic ingredients such as sake lees, a sake sampling menu, in an inviting and relaxing Japanese style café.

The CAFÉ also provides the venue for the second OnJapan project, OnJapan EVENTS, which will host regular events ranging from cooking lessons using some of the ingredients from the CAFÉ's dishes, to seminars and workshops hosted by local experts in Japanese culture. OnJapan Inc. will sponsor these events, or run them in collaboration with local organizations, businesses and individuals.

OnJapan TRAVEL, the third OnJapan project, aims to take full advantage of OnJapan's extensive network throughout Japan to offer international visitors the opportunity to enjoy authentic Japanese experiences not available on the popular tourist trail. These activities will be a natural offshoot of the eating and cultural experiences hosted by the CAFÉ.

The OnJapan TRAVEL website, available initially in English only, will launch in early 2015 with seven varied activities from a taiko drum lesson and dressing in a kimono, to a bonsai lesson in a private garden. Available several times a week, it is easy to reserve a place in any of these activities online, or sign up in person at the OnJapan CAFÉ. Over time the variety and number of activities will increase, with 40-50 exciting options available at any one time.

### Sample tour package

OnJapan TRAVEL Special Launch Trip!

**SAKE-IN-THE-SNOW** - Snow Country Sake Brewery Tour (2 days - 1 night)

**Date:** February 21-22, 2015 (Tokyo Station departure)

**Itinerary: Day 1:** 11:00: Meet at JR Ōmagari Station (Akita Shinkansen). Transfer to JR Jumonji Station in Masuda (Yokote City, Akita Prefecture). Lunch at a restaurant in town. Tour the Hinomaru Sake Brewery (home to Mansaku-no-hana sake “witchhazel flowers”). Explore the old town. Dinner and stay at hotel in town. Sake sommelier Yoko Yamamoto will give a talk over dinner.



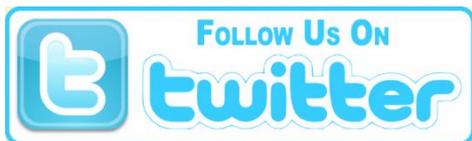
**Day 2:** Breakfast at the hotel. Tour of the Asamai Brewery (Home to Amanoto sake “Heaven’s Door”). Lunch. Return to JR Ōmagari Station.

**Cost:** 36,800 JPY (Per person, 1 room shared with 4 guests. Round-trip train fares to and from JR Ōmagari Station not included in the tour price.)

In addition to the OnJapan CAFÉ, OnJapan EVENTS, and OnJapan TRAVEL, OnJapan Inc. will soon launch OnJapan PUBLISHING. Building on the library of English-language books available for browsing in the CAFÉ, OnJapan PUBLISHING will soon start to generate its own collection of titles about Japan.



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If you would like more information about OnJapan TRAVEL or OnJapan Inc., please visit the OnJapan website [www.onjapan.tokyo](http://www.onjapan.tokyo), OnJapan TRAVEL website <http://travel.onjapan.tokyo/>, or contact Estelle (estelle.d@onjapan.tokyo) or Miki (pr@onjapan.tokyo).

### About OnJapan Inc.

Launched in August 2014, OnJapan Inc. is a Tokyo-based company that creates a range of physical and digital resources for connecting international travellers and the global community interested in a deeper and more rewarding experience of Japan to individuals and organizations in Japan. For more information about OnJapan, please visit [www.onjapan.tokyo](http://www.onjapan.tokyo), [www.facebook.com/onjapantokyo](http://www.facebook.com/onjapantokyo), [www.twitter.com/onjapantokyo](http://www.twitter.com/onjapantokyo).