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SITA VP Optimistic After USTOA/NTA “Rediscover Japan” Tour

(Encino, CA, August 3): With positive updates from the U.S. Department of State and the President of the Japan National Tourism Organization, SITA World Tours has seen a renewed interest in their travel packages to Japan. SITA Vice President, Laudie Hanou, announced that the company has now fully reinstated their various signature tours to Japan and is again welcoming customized travel requests to this ever popular destination.

Ms. Hanou recently served as the USTOA delegation leader on a seven-day “Re-Discover Japan” tour for both USTOA and NTA which was hosted by the Japan National Tourist Organization (JNTO) and Japan Travel Agency (JTA), June 20 - 27. Reflecting on the experience, she stressed that, “It enabled us to see the destination first hand after the tsunami, earthquake and nuclear events. It strategically provided Tour Operators a forum to speak with JNTO and JTA, as well as to multiple key Japan suppliers, about how best to support the rebuilding efforts for the US market back to Japan.”

The delegation from North America was impressed by the expedited recovery of the key tourism infrastructure including the airports and train system. Ms. Hanou remarked that her overall impression was, “Fantastic. It is a dynamic country filled with interesting and welcoming people that are steeped in culture. It is important that the awareness of all that Japan has to offer, is made to the traveling consumer especially now after the devastation of 3/11. My impression of Japan, out of all the Asian countries, is that it has a unique offering—from its industrious people, its contrast in cities and nature, its mix of traditional and modern—all lend to an experience that any educated traveler would thoroughly enjoy.”

SITA is seeing renewed interest in their Japanese itineraries. The company has evaluated every aspect of their programs in terms of customer comfort, safety and the company's overall ability to deliver an outstanding experience. Ms. Hanou noted that attention to every detail is a SITA hallmark. She emphasized that the company is satisfied they can show their clients the vibrant and dynamic side of Japan with no compromise to safety, however, she acknowledged that it will take time to change the perception of American travelers, following these historical events.

On May 16, the U.S. Department of State Bureau of Consular Affairs issued a Travel Alert which confirmed the safety of travel to Japan. In key cities such as Tokyo, Kyoto and Hakeone, daily life has resumed and without interruption with most major attractions, transport and tourism services.

SITA is currently offering various packages to Japan, including:

- **Affordable Japan**—8 days/7 nights that begin in Tokyo and include Mt. Fuji & Hakone, Nagoya, Magome, Tsumago and Kyoto.
- **Japan's Scenic Vistas**—6 days/5 nights that include Tokyo, Mt. Fuji & Hakone and a Nara Excursion.
- **Tokyo: Window to Japan**—4 days/3 nights which focuses on Tokyo, Mt. Fuji and Hakone.

SITA World Tours has a reputation spanning more than 78 years of excellence in luxury travel. With popular itineraries to **Africa, India, Asia and South & Central America**, SITA has thrived in the highly competitive travel industry by offering customized opportunities and by partnering with travel agents to deliver the comprehensive services and value luxury travelers appreciate. www.sitatours.com

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