



JAPAN MADE EASY

The Compact Guide
for Travel Agents



An Introduction



Geishas in Gion

From the warm hospitality of its locals to an incredibly efficient transport system, Japan is ready to welcome international guests – including solo travellers and women who will find it especially accommodating. Japan's diversity caters to a wide range of interests: from culture and cuisine to outdoor adventures, luxury getaways, and family vacations. Whether visiting UNESCO World Heritage Sites or diving into the world of manga and anime, this country never ceases to amaze. In fact, many visitors are already planning their return before their first trip even ends!

This sales guide will provide you with the most compelling way to craft explorations in Japan for your guests. Packed with practical tips, key selling points, and surprising facts, it will help you inspire your explorers and ensure their trip is planned to perfection. Now, let's dive into this journey and conquer the 'Land of the Rising Sun' together!

Japan is a land of captivating contrasts, where the ancient and the modern exist in perfect harmony. In this fascinating country, centuries-old traditions are preserved amidst a landscape of advanced technology, offering a unique blend of the past and the future. From snow-capped mountains to tropical coastlines, this country provides an extraordinary array of sights and experiences. Whether your guests desire to explore the buzzing streets of Tokyo, gaze up at the majestic Mount Fuji, or dive deep into Japan's rich history and culture, there's something for every kind of traveller. And the culinary wonders alone are worth the trip!

Although not yet a typical 'mainstream' destination, Japan is an ideal choice for everyone. Known for its safety, comfort, first-rate infrastructure, and exceptional hospitality, it excels on all fronts. Although not yet a typical 'mainstream' destination, Japan is an ideal choice for everyone. Known for its safety, comfort, first-rate infrastructure, and exceptional hospitality, it excels on all fronts.

Important Basics for Travelling in Japan



Socks On, Shoes Off!

In Japan, it's a must to remove your shoes before stepping into temples, certain restaurants, and even some shops. Advise your guests to pack shoes that slip on easily — and don't forget to wear socks!



High-Speed Adventures Await

Travelling by train is a must in Japan, and the Shinkansen high-speed rail is an iconic experience. For those planning extended trips, the 'Japan Rail Pass' is a smart move.

Prefer exploring by car? We've got your guests covered with car hire and licenced translation services.



Never Get Lost in Translation

Since English isn't widely spoken in Japan, a tour guide can be a lifesaver. Even seasoned travellers will appreciate one for a smooth experience during transfers or stopovers.



Pack Smart for Every Season

Japan's four seasons and six climate zones mean packing right is key. In the summer, advise your guests to bring sun protection and a hat, but also bring a light jacket for those chilly, air-conditioned trains.

Heading to the Japanese Alps? Be ready for the cooler mountain breeze!



Book Ahead, Skip the Stress

Popular spots like teamLabs and EXPO 2025 sell out fast! Encourage your travellers to book online in advance, so they don't miss out. We're happy to help secure those tickets as part of their travel plans.



Tiny but Mighty

Japanese hotels are known for their compact rooms, so travelling light is key. Suggest your guests to pack a small overnight bag and take advantage of Japan's efficient luggage-forwarding services. Nowhere else in the world is this service used as often as it is in Japan. Many hotels also offer coin laundries — perfect for light packers!



Sushi, Spice, and Everything Nice

Japan's cuisine is incredibly diverse, catering to a wide range of tastes. Although if your travellers have special dietary needs — such as vegan, vegetarian, gluten-free, or food allergies — it's important to prepare in advance, as many traditional restaurants may not cater to these restrictions.



No Hassle when You Don't Haggle

In Japan, prices are non-negotiable. Haggling isn't part of the culture, so your guests can shop without the stress of having to bargain.



It's a Match! Where to Explore in Japan?



Shirakawa-go — a village in the Japanese Alps



White-sand beach in Okinawa



Super Mario Land in Universal Studios

Japan spans over 3,000 kilometres and six distinct climate zones, offering a stunning array of landscapes, attractions, and experiences. When planning your clients' trip, start by asking what they want to focus on — be it UNESCO World Heritage Sites, cultural immersion, nature exploration, hiking, or culinary adventures. While travellers often seek a balance, having a clear focus simplifies the planning process.

For first-time visitors, the **Golden Route** is a must, featuring Tokyo, Kyoto, and the scenic Fuji region. Depending on their travel duration, **Himeji Castle**, the **Japanese Alps villages**, and **Hiroshima** are also worthy stops. An overnight stay in a traditional **ryokan** or a **Buddhist temple** adds a special touch to any itinerary.

Japan's varied climate makes it a year-round destination — from cherry blossoms in spring to vibrant autumn foliage in the Indian Summer (unseasonably warm, dry weather that sometimes occurs in autumn). Winter sports lovers flock to Hokkaido, while beachgoers find paradise in **Okinawa**.

For off-the-beaten-path explorers, the **Kumano Kodo pilgrimage trails** and **Shikoku Island** offer hidden gems. **Hokkaido's** rugged wilderness and **Kyushu's** volcanoes, beaches, and hot springs also promise unforgettable adventures.

Families will find plenty to enjoy too, from samurai experiences and manga culture to theme parks like **Disneyland** and **Universal Studios**.

No matter the route, every itinerary weaves together tradition and modernity, creating a truly unique and enriching journey.



The Real Japan: Expert Tips from Our Team

A Palette of Paradise

Jörg Albrecht, our Managing Director, highly recommends a visit to Naoshima, known as the Art Island. "It's not just a paradise for contemporary art lovers; the island boasts stunning museums designed by Tadao Ando, lush forests, and vibrant beaches. Everywhere your travellers turn, there's creativity to admire — from **Yayoi Kusama's iconic dotted pumpkins** at the ferry harbour in Miyanoura to masterpieces by **Claude Monet**. Furthermore, the **Chichu Garden** features over 200 species of flowers and trees that inspired Monet himself."

For a break after exploring the art, unwind in the artistically crafted bathhouse where tradition meets modernity or take a swim at one of Naoshima's pristine beaches. This island seamlessly blends nature, culture, and relaxation for a truly unique experience.



Pumpkin by Yayoi Kusama in Naoshima

Kabuki Unmasked



A male Kabuki actor in a female role

Chiaki Kojima, our Contracting Manager, emphasises that a trip to Japan wouldn't be complete without unveiling the wonders of a **Kabuki theatre**. "This UNESCO World Heritage-listed art form immerses audiences in the Edo period, with its extravagant sets, lavish costumes, and dramatic performances. Even without knowing the language, you'll find the expressive gestures and dances easy to follow."

An interesting fact: all Kabuki roles are played exclusively by men! The **Kabukiza Theatre** in Tokyo's Ginza district, Japan's largest and most renowned Kabuki venue since its opening in 1889, is a must-visit for anyone seeking a deep dive into Japan's cultural heritage.

Oh so Oishii (Delicious)!

For a culinary adventure, Misako Itatsu, our Reservations Manager, recommends trying **Okonomiyaki**, a beloved yet lesser-known Japanese dish often called the "Japanese pizza." "Its base ingredients—cabbage, flour, water, egg, and dashi—are paired with your choice of add-ons like meat, fish, veggies, or cheese. And while you can find Okonomiyaki across Japan, Hiroshima serves up the best!

Some restaurants prepare it for you, while others offer a fun, interactive experience where diners cook their own on a teppan (hot iron plate) right at the table. It's the perfect combination of delicious food and a sociable dining experience!"



Traditionally prepared okonomiyaki



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We provide our clients with one of the highest insurance coverage rates in the industry. And our progressive approach ensures that we use the latest technologies to help streamline processes, facilitating faster turnaround times for our clients.

We have offices in 14 countries, including Japan, Thailand, Singapore, Sri Lanka, Hong Kong, Malaysia, the Philippines, Laos, Vietnam, China, Cambodia, Myanmar, Bhutan, and the Maldives. With over 65 years in the industry, DTH Travel is proud to have been repeatedly recognised as Asia's Leading Destination Management Company by the World Travel Awards for multiple years.

Our Team in Japan



JÖRG ALBRECHT

Managing Director

joerg.albrecht@jp.dth.travel



CHIAKI KOJIMA

Contracting Manager

chiaki.kojima@jp.dth.travel



MISAKO ITATSU

Reservations Manager

misako.itatsu@de.dth.travel



SABINE KAISER

Team Lead Sales & Operations

sabine.kaiser@de.dth.travel

Get in touch with us! We have more for you to discover.



www.dth.travel



info@DTH.Travel



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