Silk Road
for Japanese Market

presented by
Saiyu Travel Co., Ltd.
Since 1973, we are sending Japanese tourists to a destination of Silk Road, mainly to Xinjiang-China, Central Asia countries, Pakistan, Iran, and Caucasus countries, Turkey, and we operated tours to Afghanistan, Iraq, and Syria when it was peaceful. Also, we have our branch office in Pakistan and own hotel in Bamiyan, Afghanistan.
1 Silk Road for Japanese

2 Feature of Japanese Tourist for Silk Road, Travel period and duration

3 Outline of Travel Plan for Silk Road tour for Japanese Tourist

4 To deal with Japanese Tourist, feature of its demand and important point

5 Current problem and Expectation for improving conditions
Silk Road for Japanese
<table>
<thead>
<tr>
<th>Region</th>
<th>Circulation (copies)</th>
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<tbody>
<tr>
<td>Xinjiang</td>
<td>50,000</td>
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<tr>
<td>Central Asia</td>
<td>40,000</td>
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<td>Iran</td>
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<td>Turkey</td>
<td>90,000</td>
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<td>Russia and Caucasus</td>
<td>100,000</td>
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Circulation of the guide book of the Silk Road in 2013
Feature of Japanese Tourist for Silk Road, Travel period and duration
Japanese overseas travelers rate by age

- 0 to 9: 5.7%
- 10 to 19: 7.6%
- 20 to 29: 23.4%
- 30 to 39: 21.3%
- 40 to 49: 21%
- 50 to 59: 20%
- 60 to 69: 14.6%
- 70+: 5.4%

Include: Visitors for business
### Travel period and duration

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- **End of April to Beginning of May (1 week)**
- **Mid of August (1 week)**
- **Mid to end of September (1 week)**
- **New year holiday (1 - 2 weeks)**
Outline of Travel Plan for Silk Road tour for Japanese Tourist
Culture Tour: City, Ruin of Silkroad, Most popular in Japanese Market
Hiking · Flower watching Tour
Adventure Tour
To deal with Japanese Tourist, feature of its demand and important point
Demand for Japanese tourists

**Hotel**
- Private Bath room with hot water shower
- Single room
- Separated bed as TWN.

**Transportation**
For group tour, comfort in bus driving is highly demanded, and most of case, 2 seats for one person is requested from travel company. For example, 10 pax in 19seater and 20pax in 40seater coach etc.

**Guide**
Japanese speaking guide or English speaking guide
Demand for Japanese tourists

**Meal**

Japanese has no religious restriction on food and most of people can eat anything. They enjoy the taste of Local cuisine.

**Time of booking**

Very Late. Most of clients make booking of the tour about 2 month before departure date, or even less than 1 month sometime. This particular feature makes difficulty for tour operator. Keeping advanced booking till last moment will be needed.

**Compensation systems by Japanese Tourism Act**

Brochure Tours are under regulation of Japanese Tourism Act, which ask restriction and responsibility of contract between Travel Company and customers.
Current problem and Expectation for improving conditions
Current problem and Expectation

**VISA**

Japanese National can enter without visa in most of countries. Some countries require visa but we can get it at the Embassy in Japan except Turkmenistan. Particularly for Turkmenistan, it requires long duration for application and our sales time are limited. At this moment it requires 2 or 3 weeks, sometime one month.

**Guide**

Normal Japanese group require Japanese speaking guide or English speaking guide. Currently Japanese speaking guide are available in China, Uzbekistan, Pakistan, Iran, Turkey, few in Kazakhstan, Kyrgyz, Not available in Turkmenistan, Tajikistan. FIT clients require Japanese speaking guide.
Security Guidelines
From Ministry of Foreign Affairs of Japan

Level 4  Evacuation advice for all residents
All Japanese residents are urged to depart immediately from the relevant country or region.

Level 3  Recommendation to defer all travel
Encouraged to defer all travel. And Japanese residents might be advised on departure from the country.

Level 2  Recommendation to consider whether or not to travel
To evaluate carefully the implication for their security and safety before deciding to travel, and to take appropriate safety measures should they decide to travel.

Level 1  Travel caution
Advised to stay alert to the security situation and take necessary precautions.

Ex) India 03.03.2014
Thank you

Presented by Saiyu Travel Co., Ltd.