

## **Tohoku Region Selected Among the Best by World-Famous Magazine and Travel Guidebook**

-Tohoku awarded *National Geographic's* Best Adventure Trip 2020 and Lonely Planet's Best in Travel 2020-

Two top travel publications have selected Tohoku for showcase in 2020!

The Tohoku region was named one of the 25 "Best Trips of 2020" by *National Geographic*. The publication praised about the three hours north of Tokyo for its abundant nature filled with old-growth forests, deep valleys, and crater lakes, as well as its 1000-year-old temples, shrines, and traditional festivals. (Source: Here are the best trips to take in 2020 Website:

<https://www.nationalgeographic.com/travel/features/best-trips-2020/>)

Tohoku was also ranked third by travel guide-book Lonely Planet in its "Best in Travel 2020" selections, highlighting its rich nature, cultural heritage, delicious foods, and fantastic hospitality. The area was chosen as a prime adventure location for those visiting Japan for the 2020 Olympic and Paralympic Games. The selection committee also praised Tohoku's remarkable efforts in reconstructing sightseeing areas and tourist infrastructure after the Great East Japan Earthquake. Being named in the "Best in Travel" series for three consecutive years is a testimony to the strength of the region.

The public and private sectors played a part in the region's selections by the publications and the accolades awarded by these two publications have had a significant impact on the recovery of tourism in the region.

Since 2016, The Japan National Tourism Organization (JNTO) has developed intensive campaigns to promote Tohoku in cooperation with the Japan Tourism Agency, the Reconstruction Agency, the Tohoku Tourism Promotion Organization, local governments in the Tohoku region, and other tourism stakeholders.

JNTO has worked hard to spread information about sightseeing locations in the region such as the Michinoku Sea Breeze Trail, Koganezaki Furo Fushi Onsen, and ski resorts including Appi Kogen, which National Geographic also introduced in their article. JNTO actively promotes Tohoku through advertising on global media, such as CNN and BBC, and by inviting media representatives to the area. The company also collaborates with online travel agencies, and promotes the area at major tourism fairs to further attract visitors to the Tohoku region. (Click here for other details of Tohoku ; <https://www.japan.travel/en/destinations/tohoku/>)

According to the Agency's Overnight Travel Statistics Survey, the total number of foreign tourists in the Tohoku region in 2018 reached a record high of 1,287,490 (a 33% increase from last year), showing a significant increase from January to July 2019, at 839,930 (a 20% increase from last year).

### **About *National Geographic*?**

Published since 1888 by the National Geographic Society in Washington, D.C., it is a leading magazine with 8.5 million readers in 180 countries around the world. "Best Trips" has been published annually since 2011.

National Geographic Website: <https://www.nationalgeographic.com/>

**About Lonely Planet?**

A travel media publication known for the world-famous guidebook series of the same name. They share the love of travel through guidebooks, travel magazines, videos, websites and other media. In addition to English, they publish in various languages including German, French, Italian, Spanish, etc.

Lonely Planet Website: <https://www.lonelyplanet.com/>