



Japan Custom Journeys

The success of a trip is determined in its planning stages, and we know that small details make all the difference. Here are the steps we take when working closely with our partner agents to ensure that we meet their clients' expectations.

JAPAN
CUSTOM
JOURNEYS

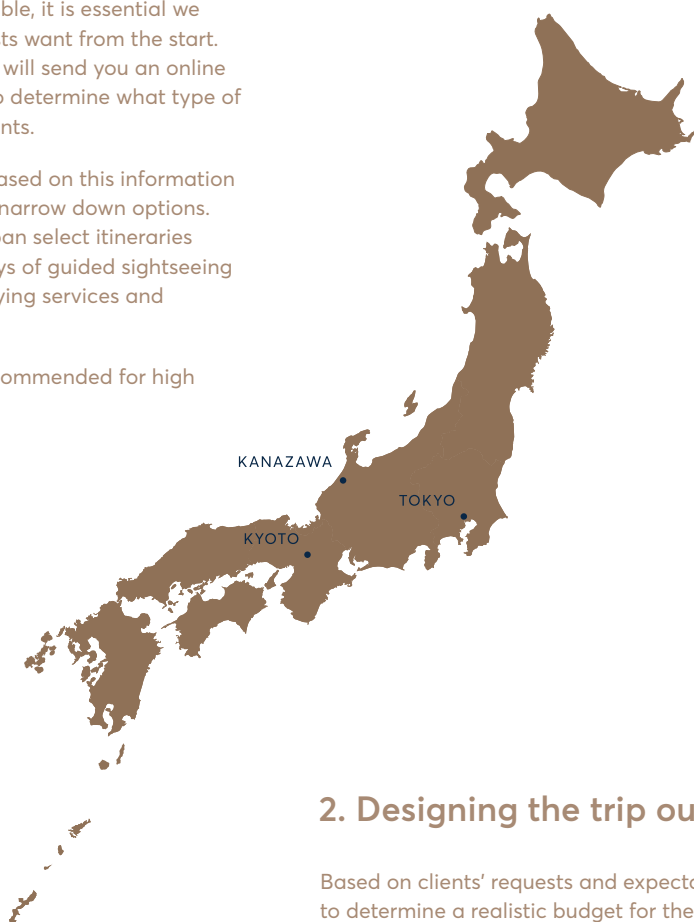
Decide if you wish for us to work directly with you and your clients, or if you wish for us to remain completely behind the scenes.

1. Getting to know your client

As our trips are fully customizable, it is essential we get a good sense of what guests want from the start. Once we receive a request, we will send you an online form with the criteria we use to determine what type of experience is right for your clients.

We make recommendations based on this information and our own expertise to help narrow down options. Most first-time travelers to Japan select itineraries that start from at least five days of guided sightseeing and activities, with accompanying services and accommodations.

Advance planning is highly recommended for high seasons (spring and autumn).



2. Designing the trip outline

Based on clients' requests and expectations, we help to determine a realistic budget for their trip.

We offer levels of services and accommodation that range from simple elegance (around US\$1,000 per night/1 pax) to elaborate luxury with all the frills (around US\$1,500 per night/1 pax).

During this stage, we also help establish a trip outline of destinations, accommodation options and key experiences.

Once this outline is approved, we ask clients for a customization deposit.

CUSTOMIZATION DEPOSIT

Once the trip outline is finalized, we ask clients to pay a deposit of ¥50,000 (approximately US\$500). This is to ensure they are committed before we invest our time in further customization. This amount is deducted from clients' overall trip costs and is refundable if itinerary expectations are not met.



3. Creating the itinerary and price quote

Once we have a good idea of what guests want, we create a formalized itinerary and accompanying price quote.

We provide the option to place agent branding on all itineraries and price quotes.



4. Adding exclusive offerings

Cuisine.

Culture.

History.

Art.

Architecture.

Performing Arts.

Nature & Gardens.

Sport.

Incorporating guest interests and passions into the itinerary is a key way The Art of Travel ensures they have an unforgettable trip. With our unique network of VIP experts and a wide range of exclusive experiences available for our Japan Custom Journeys clients, we ensure we can design exactly the right type of Japan adventure.



5. Confirming the trip

Once clients are fully satisfied with their itinerary, it's time to book the trip!

We'll collect a 20% deposit to confirm the trip and begin to make bookings.

The itinerary can still be modified after this point, we just want to make sure we have plenty of time to reserve the best expert guides, luxury accommodation, VIP transit and exclusive offerings.

Rest assured, your clients will be well taken care of by The Art of Travel throughout the entirety of their stay in Japan. Consider us your team in Japan!

HEADQUARTERS & OPERATIONS

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KANAZAWA • TOKYO

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Exclusive Custom Journeys Menu

Guests love our seamless travel planning and high levels of service, but it is our in-depth knowledge of Japan and our extensive network of experts that truly make us stand out.

Choosing to book a Japan Custom Journey grants your guests access to The Art of Travel's Exclusive Menu, featuring people and activities no one else has access to. The following is a sample of what clients can expect from this menu.

Our experts

All the experts we work with are handpicked, carefully vetted, and work exclusively with The Art of Travel. Get to know a few of our top collaborators.

HISTORIAN

Kanazawa



Explore Japan's historical sites with our history expert, an assistant professor of Japanese History and Culture at Kanazawa University. He is one of the leading Western experts on the history of Kanazawa, and is knowledgeable about Japan as a whole. He has a knack for making the past come alive with anecdotes, humor and a pure passion for his subject.

Available for tours throughout Japan.

TEA PRACTITIONER

Kyoto



Raised partly in Europe and the Middle East as the son of a diplomat, this expert began his tea practitioner training over ten years ago. At barely 30, he brings a modern touch to the ancient tea ceremony tradition at his small teahouse in Kyoto. He is dedicated to promoting this art form to a younger audience, and his multilingualism enables him to do this on an international scale. An architect by training, he is well embedded in the Kyoto cultural scene.

MOSS GARDENER

Kyoto



This expert is a neuroscientist, but also a moss gardener. Based in Kyoto for the past 23 years, he brings his understanding of human visual perception into the world of moss gardening.

He welcomes clients to his home to experience the finest in traditional Japanese architecture and landscaping. Guests can even join him on a moss hunt in the nearby mountains and make their own miniature moss garden.

FOOD GURU

Tokyo



Our Japanese cuisine connoisseur is available to satisfy your clients' gourmet desires during their Tokyo stay. With many years of experience as a top chef, her understanding of the history and background behind Japan's approach to food runs deep. With a network of highly knowledgeable food aficionados and professionals at her disposition, she is ready to help guests navigate every dining opportunity from small back street izakayas to three-star Michelin restaurants.



Exclusive experiences

All the experiences we offer are designed to give visitors a unique glimpse into Japan's rich history and culture. Here we offer a small taste of the types of activities guests have access to.

TOKYO

Private Iaido Lesson Guests learn Iaido, the ancient art of sword-fighting in Japan with a highly ranked Iaido and karate master. They learn how to use a traditional katana (long sword) and the moves and gestures practiced fervently by the samurai in their day.

Fashion Tour Guests have the opportunity to tour the streets of Tokyo with a well-known fashion stylist, journalist and blogger who knows the ins and outs of Tokyo's unique fashion scene. Guest will explore fashion trends, stores and designers tailored to their interests.

Other Tokyo activities

- Dinner and tasting with a sake expert
- Tour of Tokyo with a professional architect
- Visit to Meiji Shrine in a traditional kimono
- Fish market and sushi-making VIP tour
- Training and lunch with a sumo wrestler



BEYOND THE CITY

- Scenic hike of Mt. Kintoki with professional mountain guide and Fuji views
- Green tea picking in Uji
- Rice planting in Hanase
- Pottery making with one night stay at an expert potter's traditional home in Shiga
- Kasuga Taisha Shrine private night visit and lantern lighting

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KYOTO

Sake Tasting with Shinto Priestess Guests experience a sake tasting in a traditional *machiya* (merchant house) which has been converted into a contemporary art gallery. The sake expert is a *Shinto* priestess from the 'Sake Shrine' where sake from all over Japan is purified.

Japanese Ink Drawing Workshop This expert works as a stage painter for historic movies. Her paintings regularly appear as large drawings on sliding doors. A lesson with her is a rare opportunity to learn from a professional ink painter.

Other Kyoto activities

- Calligraphy lesson at a traditional *machiya* with Ginkakuji writing expert
- Incense ceremony and 'tasting'
- Wagashi (Japanese Sweets) handmaking workshop
- Tour of Kyoto's best Kōgei handcraft shops and craftsman studios

KANAZAWA

Swordmaker Studio Visit After studying sword making under a master tosho, this swordsmith returned to his hometown to set up his own forge. He produces 10-12 swords a year and has won many awards. A visit to his workshop is a rare chance to discover the exquisite level of detail that goes into each of his katanas.

Lacquerware Artist Studio Visit This artist has followed the steps of his father and grandfather before him and dedicated his life to the delicate art of *maki-e*. He studied under one of Japan's greatest *kin maki-e* craftsmen and now invites guests to his own studio in a beautiful traditional Japanese house.

Other Kanazawa activities

- Central fish market auction
- Studio visit of an award-winning bamboo artist
- Gallery visit of a ceramic artist whose work is found in museums throughout the world
- Silk dyeing experience where guests can create their own hand-dyed scarf