

Japan Journeys

Dedicated to Japan

Japan Journeys appoints The Saltmarsh Partnership to promote niche tours

18 June 2009: Specialist tour operator Japan Journeys has chosen to work with The Saltmarsh Partnership to promote its niche tours to the Land of the Rising Sun. The travel and tourism PR specialist will have particular responsibility for launching Japan Journeys' first ever Gourmet Tour, which will depart in May 2010.

Japan Journeys is a dedicated Japan specialist and the number one provider of manga and bonsai tours to Japan. Amongst other things, it also offers gap year programmes for those aged under 29 who are thinking of working abroad.

The Saltmarsh Partnership's sister company, Surf PR, which specialises in online PR for the travel and tourism industry, is also in talks with Japan Journeys to provide possible search engine optimisation, social networking opportunities and viral campaigns, amongst other activity.

Company director Susie Tempest and her team are working on the campaign and are hoping to achieve high-profile coverage in national newspapers and consumer magazines, as well as in the travel trade press and online.

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About Japan Journeys:

Japan Journeys was established in 2004 It is a dedicated Japan specialist and the number one provider of manga and bonsai tours to Japan. It also offers gap year programmes for those aged under 29 who are thinking of working abroad, as well as a Quilters' Tour of Japan and a luxury Hidden Islands of Japan cruise.

For more information, please go to: www.japanjourneys.co.uk or telephone 020 7766 5267.

Media information:

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