

The time to discover Japan is now

With Tokyo announced as the only destination you can fly to while taking advantage of British Airways' heavily discounted prices for courier flights (at least 50 per cent off), there has never been a better time to explore the Land of the Rising Sun – especially as World Expeditions www.worldexpeditions.co.uk now offer 10 per cent off all their trips to Japan for bookings before 31 August 2009.

Hiking trips to Japan are hard to find and World Expeditions was the first operator to offer them in the UK. The following tours are designed to give adventurers the chance to explore some relatively unknown and untrekked locations, as well as totally immerse themselves in the local culture, history and lifestyle:

1. Backroads of Japan

DISCOUNTED; was £2,350; now £2,115; save £235

Backroads of Japan takes you through the contrasts of traditional and modern Japan. Staying in small family run inns, days are spent ascending mountain trails, exploring the rural towns of the Southern Alps and trekking through valleys continuing the centuries-long history of hermitages and pilgrimage. The 'backroad' theme continues as you explore the hearts of the busy cities of Tokyo, Kyoto and Osaka, while the tour also gives you a rare insight into rural Japan: along Japan's oldest forest trail, winding through rice paddy fields and bamboo groves, past ancient tombs and following an early pilgrim route through cherry and cedar forests.

DEPARTS: 14th October, 14th November

2. In The Footsteps of the Samurai

DISCOUNTED; was £3,290; now £2,961; save £329

Retrace the steps of the ancient Samurai on a journey that begins in Tokyo and ranges from the thickly forested mountains of Nagano to the exquisite gardens of Kyoto and Japan's most imposing castle at Himeji. Using Samurai history as a lens to experience this fascinating society, the tour takes you to the very centre of Japanese culture from battlegrounds to silent shrines and places that flared under

the touch of the Samurai, as well as the symbolic landmarks of Japan across the eras.

DEPARTS: 3rd October

3. Japan by Bike

DISCOUNTED; was £2,190; now £1,971; save £219

If you prefer to see the country by bike, this two-week breathtaking cycling odyssey uncovers stunning coastlines, rolling mountain scenery and world heritage National Parks. From your bike you will discover Tokyo's hidden riverside paths, circumnavigate Mount Fuji and pass through the Japanese Alps with its snow-capped peaks. The tour traverses rice farmlands, rivers, beaches and unusual rock formations of the Noto peninsular coastline, then crosses Sado Island and onto Nikko to discover temple gardens and traditional Shinto and Buddhist art and architecture, before returning to the vibrant city of Tokyo.

DEPARTS: 25th July, 17th October

World Expeditions also offers a range of fascinating add ons, such as a two-day **climb of Mount Fuji** using the oldest pilgrim route up the mountain for breathtaking views at sunrise, and the four-day **Kyoto Extension**, which takes in the cultural heart of Japan with its 2,000 ancient shrines and temples, raked pebble gardens and romantic Geisha district.

Trip prices include all accommodation, most meals, equipment, site and National Park entrance fees. Flights are not included but can be arranged on request.

For bookings please call World Expeditions on 0800 0744 135 or visit www.worldexpeditions.co.uk

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Notes for editors:

- Since its inception in 1975, World Expeditions has earned itself an outstanding reputation as a world leader in small group trekking and adventure holidays.
- Two factors distinguish World Expeditions from its competitors: the **all-inclusive value** of its trips, with most meals, internal transport, accommodation, equipment and site entrance fees covered; and its **expert leaders**, often world-renowned figures whose experience and passion for destinations and local communities ensure superbly-designed, fulfilling travel itineraries every time.
- World Expeditions trips are for those travellers who want to discover destinations from the inside - taking the 'paths less travelled' to interact with and learn about local cultures, rather than simply ticking off tourism spots. More than 500 stand-alone itineraries are offered, from small group active adventures and expeditions to cycling and walking tours to cultural journeys.