



# WALK JAPAN

The pioneer of off-the-beaten track walking tours in Japan

## CELEBRATING 25 SUCCESSFUL YEARS

---

Please excuse us as we take this opportunity to beat our own drum. In 2017 we are delighted to have reached a significant milestone in Walk Japan's history, its 25th anniversary. In 1992, Tom Stanley and Richard Irving, two academics at Hong Kong University specialising in Japan, established Walk Japan to reveal the little-known delights and qualities of Japan and its people.

In doing so, our two founders pioneered walking tours for travellers to Japan and their original [Nakasendo Way](#), is now long established as the classic walking tour of this intriguing country. Since then we have created many other enjoyable and informative tours that explore other, little-visited regions of Japan. In the process we have also developed a successful and strong business that continues its pioneering work setting and leading quality standards for tourism in Japan.

All our staff, which include Australians, Americans, British, Canadians, Italians as well as Japanese, have a long association with Japan and we all enjoy a great affinity and commitment to the country and its people. All of us have been determined to provide top-class tours with a top-class service; essentially, great tours that we would want to enjoy as customers. To this end everyone at Walk Japan consistently works to improve every aspect of our business including customer and support services, administration, PR, tour leading and the tours themselves.

Certainly, the level of satisfaction among our customers is high and the Walk Japan name is firmly associated with enjoyable tours of top quality and service. Many of our customers join us again to repeat their experience, sometimes many times over, with us on other tours.

Our skill and experience are recognised by some of the world's largest travel companies, including a Japanese one, for which we have created and run successful tours in Japan sold under their brands names. Additionally, some of Japan's biggest companies operating in fields besides tourism are asking us to co-operate with them.

We have also developed a strong [schools' programme](#), a reflection of our roots in academia. Students join us from around the world particularly on tours in Kunisaki,

where our [Community Project](#) is centred. The Project continues to grow in scale and scope - amongst other things we are in the process of taking over more farmland and developing a school - and is a great source of inspiration and practical help for our local community in Kunisaki.

The symbiosis between our business and the Community Project is proving increasingly valuable not least because of the positive attention it now receives in Japan by government, at national and local level, and the media. We were given two wonderful honours recognising our work in 2016: NHK, Japan's national TV station, broadcast a 30-minute documentary about our business and CEO, Paul Christie; and Paul was also made a [Cool Japan Ambassador](#) by the Cabinet Office of the Japanese Government.

The last 25 years has been a wonderful and exciting journey for Walk Japan for which we offer many thanks to all our customers and staff who joined us over the years. There will be no let up by us over the next 25 years so please look out for some exciting developments in the future.



## AFTER THE CHERRY BLOSSOM

---

The fleeting beauty of the *sakura* cherry blossom, is one of the great motifs of Japan. It is a famous, if short-lived spectacle much loved by the Japanese. It is also the precursor to a glorious eruption in the flora of Japan. Around mid-April, as soon as the cherry blossom's petals are scattered to the four winds, flowers, both wild and cultivated, begin to burst into life. Simultaneously, the new leaf unfurls across Japan's trees creating a rich, green kaleidoscope.

Flowers familiar and exotic include: *ayame* and *shaga* irises, the snake-like *mamushigusa*, *ebine* orchid, *katakuri* trout lily, *fuji* wisteria, *kusaboke* Japanese quince, clover-like *renge*, *amana* tulip, *suzuran* lily of the valley, *sumire* violet, *mizubasho* swamp lantern, *wasure-nagusa* water forget-me-not and many varieties of *tsutsuji* rhododendron. Set against the backdrop of the fresh, variegated and sumptuous greens of the forests the spring efflorescence makes the late April and May scenery we venture through on Walk Japan tours particularly beautiful. After the cherry blossom is a lovely time to experience Japan.

Please [contact us](#) for more information on Walk Japan's tours during spring.

---

:: [See images here](#)

Besides being our 25th anniversary, 2017 also marks the seventh year in our continuing partnership with [Road Scholar](#), a US-based, non-profit organisation that has developed a large and loyal following for its educational tours throughout the world. For Road Scholar's customers we have created tours with a strong focus on learning, which delve deep into Japan's history, culture and society.

One notable difference with our regular, Walk Japan tours is a lesser emphasis on walking; instead for Road Scholar tours we make much greater use of other forms of public and motorised transport. Another distinction is that in addition to the Walk Japan Tour Leader we also include a Study Leader, an educator with long experience of Japan. Otherwise, the same qualities that Walk Japan tours have become known for are equally replete in Road Scholar's tours to Japan.

If you prefer a less physical experience of Japan please contact [Road Scholar](#) to find out more.

---



### Walk Japan visits

---

**30 Jan:** Presentation by Paul Christie at the Tokyo American Club.  
**30 Jan ~ 2 Feb:** Perth, Australia.  
**1 ~ 3 Feb:** London & Canterbury, Kent.  
**16 ~ 19 Feb:** Los Angeles.  
**11 Mar:** Lecture on the Nakasendo Way by John McBride lecture at WEA Sydney.  
**13 ~ 17 Mar:** Singapore.



**Japan. Cool Japan.**

### Cool Japan Ambassador

---

We are pleased to announce that our CEO, Paul Christie, has been appointed [Cool Japan Ambassador](#) by the Japanese Government's Cabinet Office.

Paul said: "It is an honour to become a Cool Japan Ambassador, which is

If you are interested in attending any of these events, please [contact us](#).

in recognition of Walk Japan's 25 years providing pioneering tours in Japan and also its [Community Project](#). I will use the role to highlight Japan's elegance, unique culture and charming people; salient qualities that have appealed to me since I first arrived in Tokyo in 1987."



**Walk Japan is the pioneer of off-the-beaten-track walking tours in Japan.**

Authentic and enjoyable tours to discover Japan, its people, society and culture. Beginning in 1992 with our innovative and best-selling Nakasendo Way tour, we were the first to successfully introduce the real Japan, geographically and culturally, that often remains inaccessible for most visitors to the country. Since then, Walk Japan has created more original tours throughout Japan and been widely recognised for its work, including selection by National Geographic as one of the 200 Best Adventure Travel Companies on Earth.

**Copyright © 2017 Walk Japan Ltd., All rights reserved.**

In the past you provided Walk Japan Ltd. with your email address, either as a participant, or through expressing an interest in joining us on one of our tours or school programmes in Japan. If you no longer wish to receive these mailings, please click on the unsubscribe link below. We sincerely apologise for any inconvenience.

**Walk Japan Ltd. Registered Office:**

2107 Progress Commercial Bldg. | 9 Irving Street | Causeway Bay | Hong Kong

**Local Operations Office:**

529-1 Matamizu | Ota | Kitsuki | Oita | Kyushu 879-0901 | Japan

Travel Agents License No. 354159

---

[View this newsletter online](#)

Want to change how you receive these emails?  
[update your preferences](#) | [unsubscribe from this list](#)



**Japan.**  
Endless  
Discovery.

