

観光ができること

—東北の復興に向けて—

Follow Me JAPAN

西村 理佐

会社概要

- ❖ シンガポールの訪日旅行専門会社
- ❖ 会長 西村 紘一
社長 西村 理佐
- ❖ 関連会社：
 - ❖ ・プライムトラベル&ツアーズ(シンガポール)
 - ❖ ・プライムクルーズアジア(シンガポール)
 - ❖ ・H.T.T.トラベル(マレーシア)
 - ❖ ・プライムインターナショナルジャパン(日本)
- ❖ 1979年、シンガポール航空を退職後、父・西村 紘一が、35歳でプライムトラベルを設立
- ❖ 主に企業の出張航空券の販売、個人・団体旅行・褒賞旅行の手配
- ❖ 2005年、初めて外国人によるレンタカーでの北海道ドライブ観光を実施
- ❖ 2007年、プライムトラベル&ツアーからの一部署から、日本送客専門会社「Follow Me Japan」を設立
- ❖ 2008年、西村 紘一が「Yokoso Japan大使」拝命
- ❖ 2011年4月、東日本大震災後、世界で初めての日本向けツアーを実施
- ❖ 2015年、観光庁長官賞を受賞

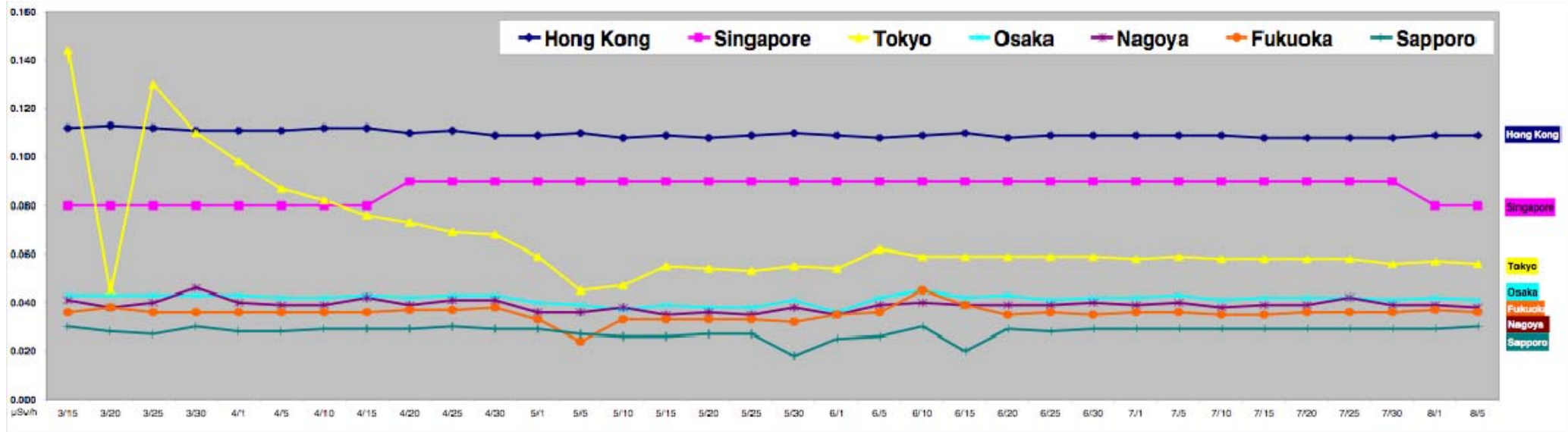
震災後の対応について

2011年4月29日 東京、箱根、石和温泉を巡る3泊4日のツアーを実施

- 放射線量の見える化で震災後初のツアーを集客
- 4人に1人の自社スタッフ随行し、安全・安心を確保

環境放射線量の見える化

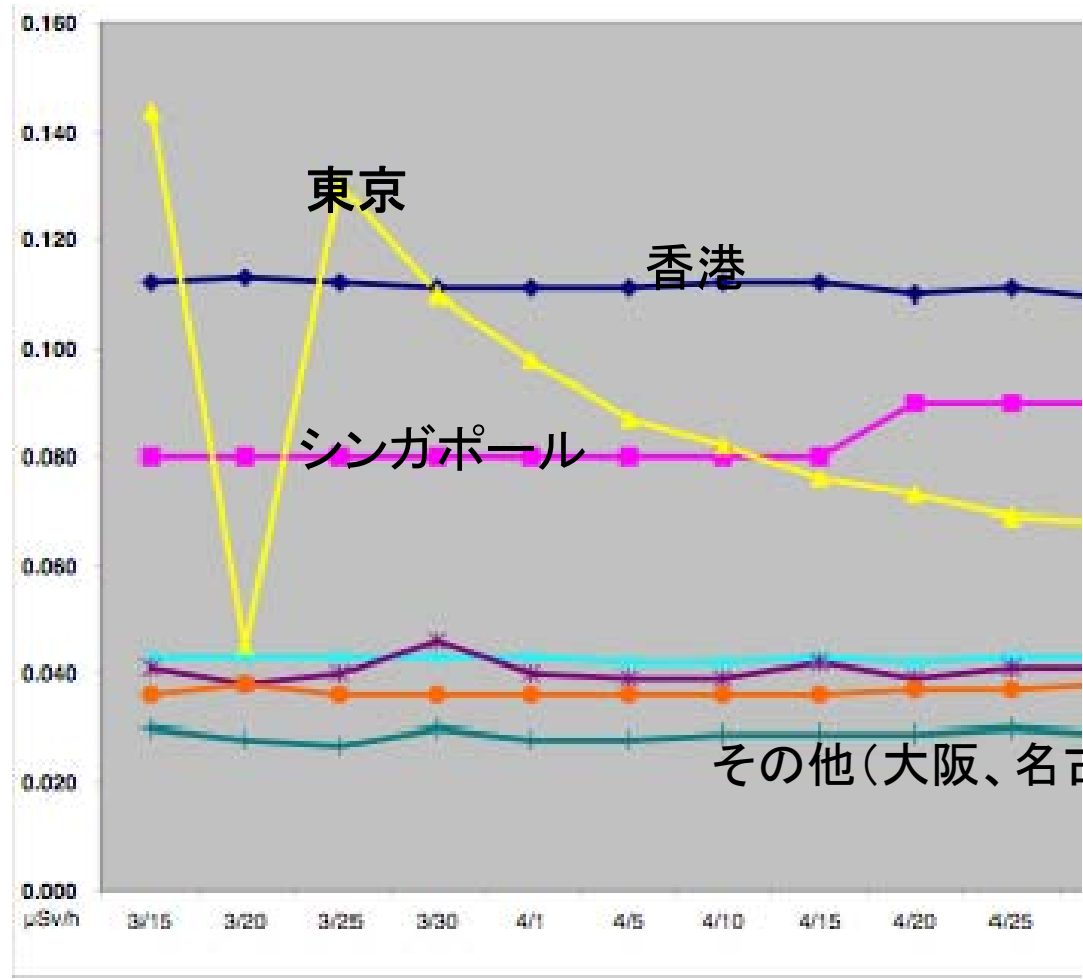
Environmental Radioactivity Level in Major Cities



	3/15	3/20	3/25	3/30	4/1	4/5	4/10	4/15	4/20	4/25	4/30	5/1	5/5	5/10	5/15	5/20	5/25	5/30	6/1	6/5	6/10	6/15	6/20	6/25	6/30	7/1	7/5	7/10	7/15	7/20	7/25	7/30	8/1	8/5	
Hong Kong	0.112	0.113	0.112	0.111	0.111	0.111	0.112	0.112	0.111	0.111	0.110	0.110	0.110	0.110	0.110	0.110	0.110	0.110	0.110	0.110	0.110	0.110	0.110	0.110	0.110	0.110	0.110	0.110	0.110	0.110	0.110	0.110	0.110	0.110	0.110
Singapore	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060	0.060
Tokyo	0.145	0.045	0.130	0.110	0.095	0.085	0.080	0.075	0.070	0.070	0.068	0.068	0.065	0.065	0.065	0.065	0.065	0.065	0.065	0.065	0.065	0.065	0.065	0.065	0.065	0.065	0.065	0.065	0.065	0.065	0.065	0.065	0.065	0.065	0.065
Osaka	0.042	0.042	0.045	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042	0.042
Nagoya	0.038	0.038	0.045	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038
Fukuoka	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038	0.038
Sapporo	0.030	0.028	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030	0.030

各国の行政機関から情報を収集
2011年3月15日から開始

◆ Hong Kong
 ◆ Singapore
 ◆ Tokyo
 ◆ Osaka
 ◆ Nagoya
 ◆ Fukuoka
 ◆ Sapporo



	3/15	3/20	3/25	3/30	4/1	4/5	4/10	4/15	4/20	4/25
Hong Kong	0.112	0.114	0.113	0.111	0.111	0.111	0.112	0.112	0.110	0
Singapore	0.080	0.080	0.080	0.080	0.080	0.080	0.080	0.080	0.090	0
Tokyo	0.145	0.045	0.130	0.110	0.098	0.087	0.082	0.075	0.073	0
Osaka	0.043	0.043	0.043	0.043	0.043	0.043	0.043	0.043	0.043	0
Nagoya	0.040	0.038	0.040	0.045	0.040	0.039	0.039	0.042	0.043	0
Fukuoka	0.036	0.038	0.036	0.036	0.036	0.036	0.036	0.036	0.037	0
Sapporo	0.030	0.028	0.030	0.030	0.028	0.028	0.028	0.028	0.028	0

震災後、初めてのツアー

写真1

2011年4月(チャンギ空港)

震災後の東北への送客について

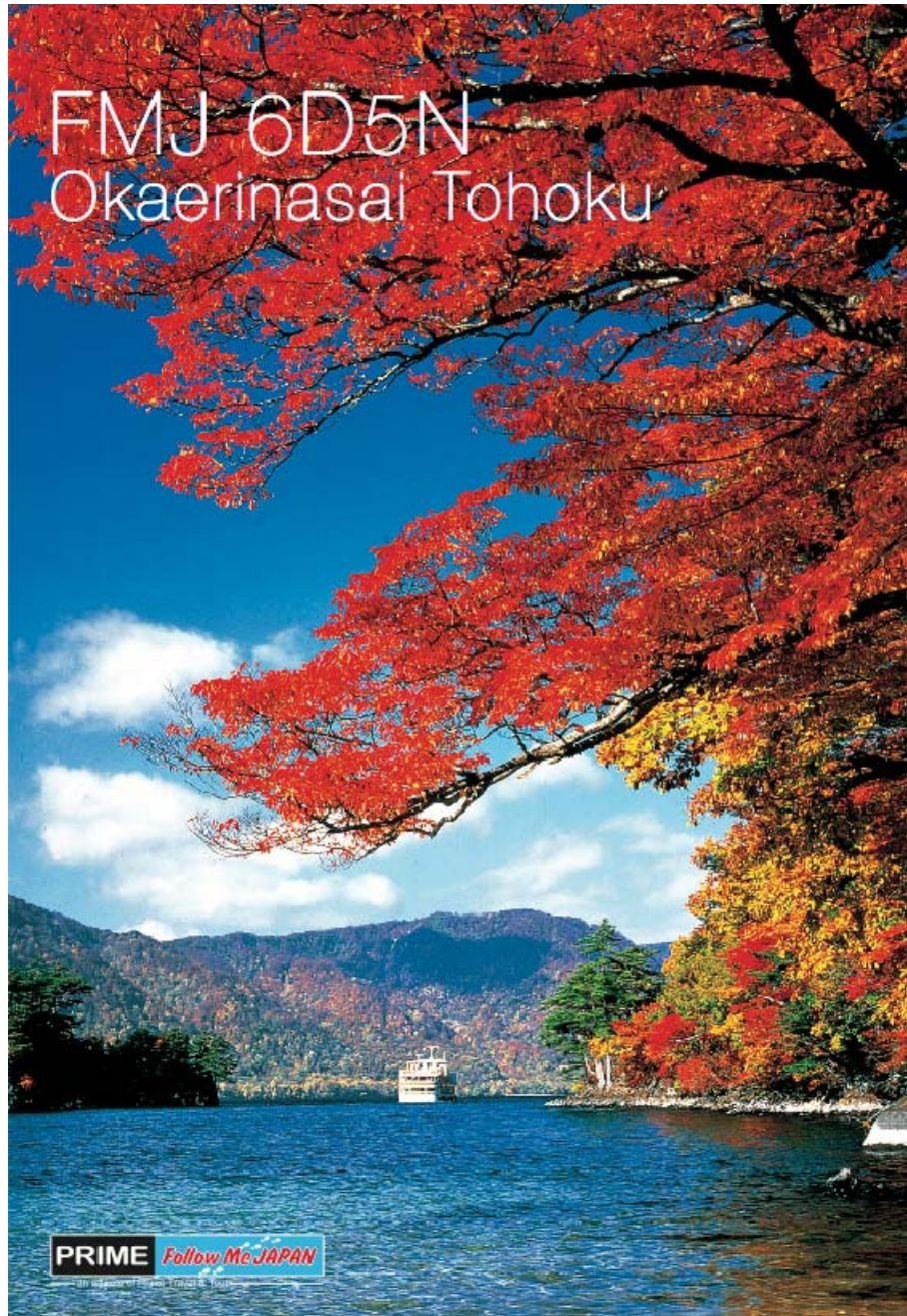
2011年の東京ツアー以降、2013年より、春・秋には東北方面のツアーを作るが、お客様が集まらない状況

2014年秋 仙台、岩手、秋田、青森を紅葉を巡るツアーで、19名参加し徐々に増え始めていると実感

震災後、初めての東北ツアー

写真2

2014年10月(仙台空港)




FMJ 6D5N
Okaerinasai Tohoku


FMJF10
D: SO7616

FMJ 6D5N
Okaerinasai Tohoku

MONTH: OCTOBER







Day 00
Assemble at Singapore Changi Airport for your flight to Nagoya.

Day 01
Singapore – Nagoya – Sendai
(D: -/-/D)
Hotel: Hotel Metropolitan Sendai or similar
Car pick-up at Hakodate Airport Toyota Branch

- In a region where stunning views of scenery make its palpable sense of tradition, Tohoku is probably best visited in Autumn when the mountains don their autumn mantle, and **Matsushima** has to be one of the best places to begin your tour. Presenting its own panoramic views across the Matsushima Bay, this is where you can find over 260 pine-crowned islands scattered in the deep blue waters, which is ranked as one of Japan's top three most beautiful sights along with Arashiyama in Kyoto and Hiroshima's Miyajima.

Day 02
Sendai – Hanamaki Onsen
(D: B/-/D)
Hotel: Hanamaki Onsen Hotel Senshukaku (Hot Spring) or similar

- Today you will be visiting Tohoku's first UNESCO World Heritage Site – **Hiraizumi**. Established in 850, Chusonji is Hiraizumi's most famous attraction and a visit here will bring you back to the days of Tohoku's Golden Age. Food is one key element of Follow Me Japan's tours and while in Tohoku, you definitely must try **Maazawa Beef**. Known by the locals as "Tuna from the land", this local delicacy will redefine the term "melt in the mouth" with its marbled cuts and rich flavours.

Day 03
Hanamaki Onsen – Appi Kogen
(D: B/-/D)
Hotel: Hotel Appi Grand (Hot Spring) or similar

- First up for today is Japan's deepest lake – **Lake Tazawa**. The sapphire-blue water of this almost-circular lake forms a stunning contrast to the fiery reds of the autumn foliage lining the lake's shores. Take the time to find out about Lake Tazawa's own legend of Princess Tatsuko - the golden statue on the lake's western shore. The volcanic plateau of **Hachimantai** stands at 1,613

metres above sea level and there are many scenic roads running through the area. Take one of the routes on the way to your hotel tonight and get your cameras ready for beautiful scenery at every turn of the winding mountainous road.

Day 04
Kazuno – Orase Onsen
(D: B/-/D)
Hotel: Towada Prince Hotel (Hot Spring) or similar

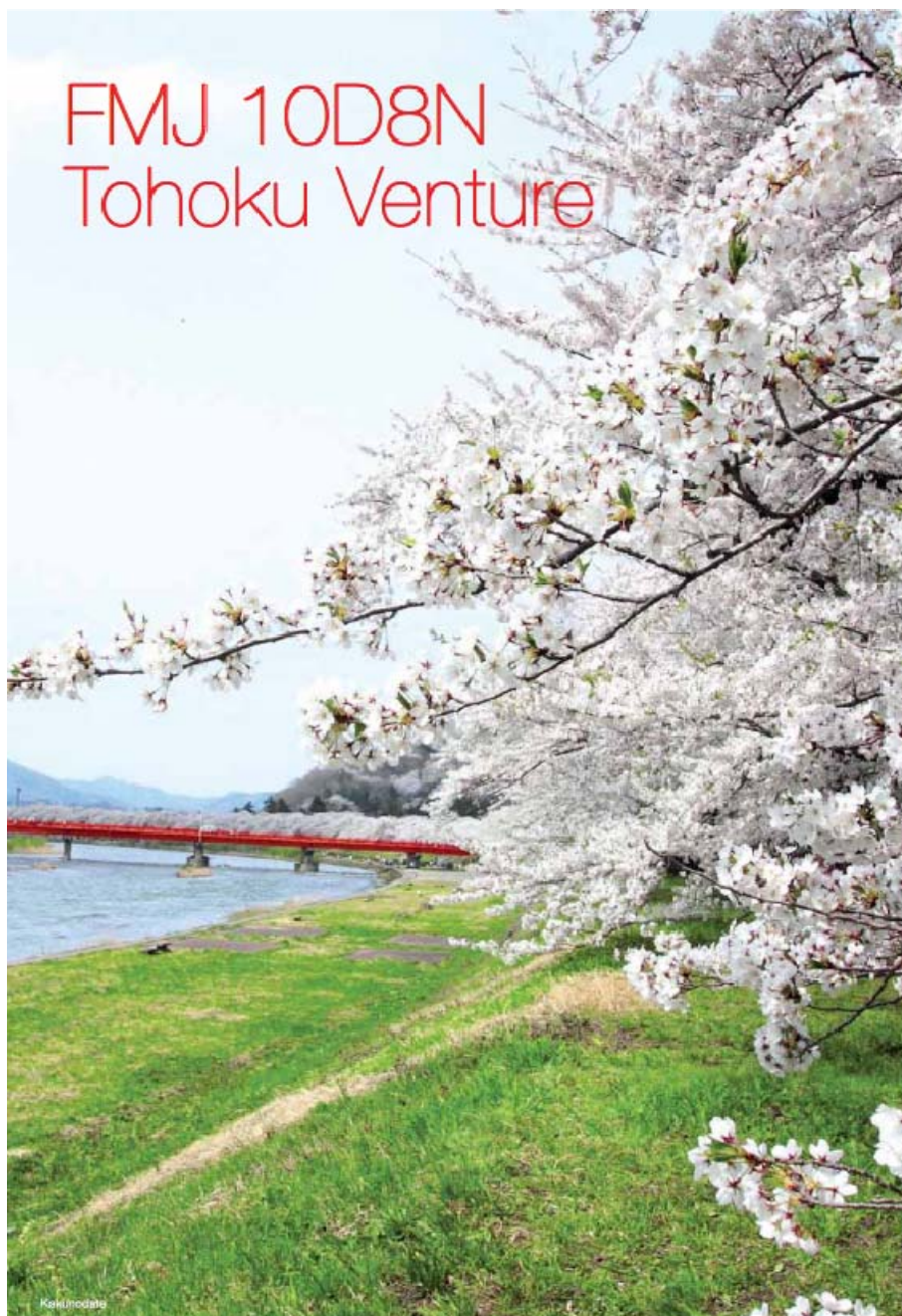
- Be caught up in the rhythm of the changing seasons today as you explore two of Tohoku's most beautiful places for autumn colour viewing. Flowing along the floor of the Chirase Gorge, the Chirase River winds through a pristine forest made up of towering white cedar, Japanese beech and maple trees. As you follow the river round its bends, you can feast your eyes on the symphony of autumn colours of brilliant red, golden yellow and fiery orange. The Chirase River is the only source of Lake Towada, which is next up for your visit. Surrounded by the steep, forested cliffs of the caldera rim that comes alive when set ablaze with autumn's crimson shades, Lake Towada is also one of Japan's most famous autumn colour destinations.

Day 05
Orase Onsen – Aomori – Hakodate
(D: B/-/-)
Hotel: La Vista Hakodate Bay (Hot Spring) or similar
Car drop-off at Aomori Station Toyota Branch

- Today is the time where you will bid farewell to the sheer beauty of Tohoku's scenery and take the train to **Hakodate**. Opened in 1859 as one of Japan's first international trading ports along with Yokohama and Nagasaki, Hakodate boasts of a tapestry of architecture and history that is beautiful and unique. Here you can enjoy some **free time** exploring the wonders of this charming town in the southern tip of Hokkaido.

Day 06
Hakodate – Haneda – Tokyo – Singapore
(C: B/-/-) (D: B/-/-)
Flight back to Singapore

D: Meal inclusion for drive tours.
* Flower viewing and full parking are subject to weather conditions.

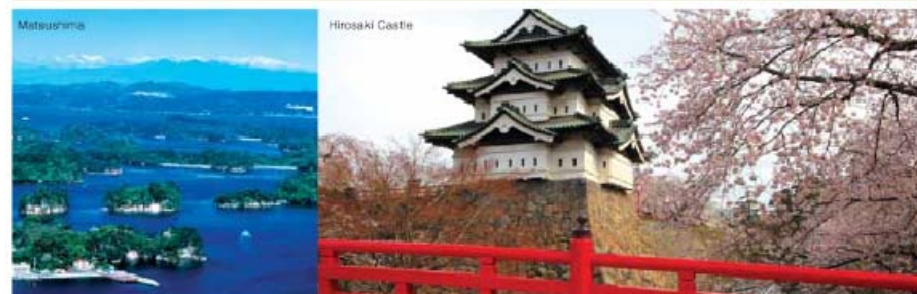


FMJ 10D8N
Tohoku Venture

Kakuomodate

FMJ 10D8N Tohoku Venture (Drive only)

MONTH: APRIL



Day 00

Assemble to Singapore Changi Airport for flight to Nagoya.

Day 01

Singapore – Nagoya – Sendai

(D: -/-/)

Hotel: The Westin Sendai or similar (Car pick-up at Sendai Airport Toyota branch.)

- In a region where stunning views of scenery rivals its palpable sense of tradition, **Matsushima** has to be one of the best places to begin your tour. Presenting its own panoramic views across the Matsushima Bay, this is where you can find over 260 pine-crowned islands scattered in the deep blue waters, which is ranked as one of Japan's top three most beautiful sights along with Amanohashidate in Kyoto and Hiroshima's Miyajima. The "City of Trees" is where you will be staying tonight. Your hotel is located in the heart of the city and within easy reach of Sendai's compact downtown shopping area – **Ichibancho Arcade** – Tohoku's largest shopping arcade.

Day 02

Sendai – Tendo Onsen

(D: B-/D)

Hotel: Onyado Ichiraku (Hot Spring) or similar

- This morning, you will visit **Mt Zao**, one of Tohoku's most prominent mountains. Straddling the Miyagi and Yamagata prefectures, this active volcano is famous for its crater lake that changes its jewelled-tones based on the sun rays. Continuing on to **Rishakuji** in the afternoon, you will be able to catch stunning views of the mountain valley below and soak in the refreshing Spring mountain air...that is, if you are able to survive the 1,016 steps climb up the mountain slope. After all, the temple's more common name of **"Yamadera"**, literally meaning Temple of the

Mountain, is definitely not just for show.

Day 03

Tendo Onsen – Hanamaki Onsen

(D: B-/D)

Hotel: Hanamaki Onsen Kashoen (Hot Spring) or similar

- Today you will be visiting Tohoku's first UNESCO World Heritage Site – **Hirazumi**. Established in 850, **Chusonji** is Hirazumi's most famous attraction and a visit here will bring you back to the days of Tohoku's Golden Age. The Konjiko is quite literally the crown jewel of Chusonji and the opulence of Tohoku's past can be seen from its hall that has been completely covered in gold leaf. When in Iwate in Spring, one of the most-visit spots has to be **Tenshochi Park**. Over 10,000 cherry trees line the Kitakami River forming a sakura tunnel of over 2 kilometres and earning the park a spot among Japan's top 100 places for sakura-viewing. Many come in search of these fragile pink blossoms that sprawl over an area of 293 hectares, which is equivalent to 62 Tokyo Domes. Make sure to get your cameras and megawatt smiles ready for today!

Day 04

Hanamaki Onsen – Appi Kogen

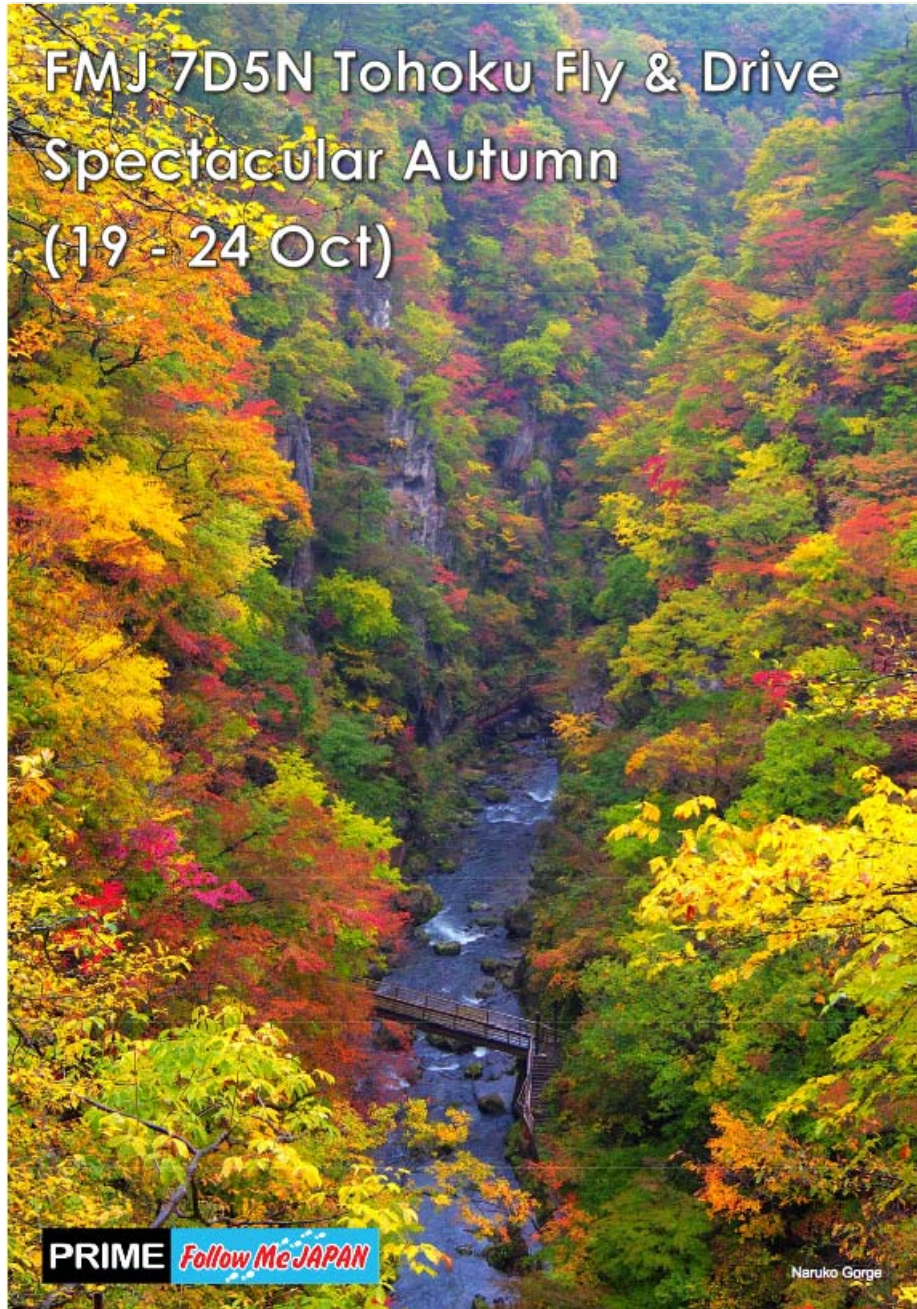
(D: B-/D)

Hotel: Hotel Appi Grand or similar

- First up for today is Japan's deepest lake - **Lake Tazawa**. The sapphire-blue water of this almost-circular lake forms a stunning contrast to the fiery reds of the crisp greens of trees lining the lake's shores. Take the time to find out about Lake Tazawa's own legend of Princess Tatsuko - the golden statue on the lake's western shore before going over to **Kakunodate**. Enclosed by mountains on three sides is one of Tohoku's most famous cherry blossom viewing spots.

* Flower-viewing and full-picking are subject to weather conditions

2015年10月19日発 8名



FMJ 7D5N Tohoku Fly & Drive
Spectacular Autumn
(19 - 24 Oct)

PRIME Follow Me JAPAN

Naruko Gorge



Matsushima



Lake Tazawa

Day 00 (Sun, 18 Oct)

Assemble at Changi Airport for flight to Nagoya.

Day 01 (Mon, 19 Oct)

Singapore – Nagoya – Sendai (-/-/-)

Hotel: Metropolitan Hotel Sendai or similar

(Car pick-up at Sendai Airport branch)

In a region where stunning views of scenery rivals its palpable sense of tradition, **Matsushima** has to be one of the best places to begin your tour. Presenting its own panoramic views across the Matsushima Bay, this is where you can find over 260 pine-crowned islands scattered in the deep blue waters, which is ranked as one of Japan's top three most beautiful sights. Your hotel for the night is located right in the heart of the city. Feel free to explore **Sendai's** compact downtown area.

Day 02 (Tue, 20 Oct)

Sendai – Hanamaki Onsen (B/-/D)

Hotel: Hanamaki Onsen Kashoen (Hot Spring) or similar

Today you will be visiting Tohoku's first UNESCO World Heritage Site - **Hiraizumi**. Established in 850, Chusonji is Hiraizumi's most famous attraction and a visit here will bring you back to the days of Tohoku's Golden Age. The Konjikido is quite literally the crown jewel of Chusonji and the opulence of Tohoku's past can be seen from its hall that has been completely covered in gold leaf. After that, we will bring you to two beautiful gorges in the afternoon. **Naruko Gorge** is one of the Tohoku Region's most scenic gorges, and around late October each year, it transforms into one of the region's most popular autumn colour spots. You can also enjoy autumn leaf viewing at another spectacular gorge called **Genbikeli**. Maple, Rowan, and Ginkgo leaves make the gorge a belt of brocade this time of the year. Admire the colour contrast of its gorgeous river flow and the sharp rocks and cliffs.

Day 03 (Wed, 21 Oct)

Hanamaki Onsen – Appi Highland (B/-/D)

Hotel: Appi Grand Tower (Hot Spring) or similar

First up for today is Japan's deepest lake - **Lake Tazawa**. The sapphire-blue water of this almost-circular lake forms a stunning contrast to the fiery reds of the autumn foliage lining the lake's shores. Take the time to find out about Lake

on the lake's Western shore before going over to **Kakunodate**. Enclosed by mountains on three sides is the castle town where used to be the Samurai district with its historical buildings. Take a stroll and feel the refined and elegant atmosphere of this quiet town in the autumn season. The volcanic plateau of **Hachimantai** stands 1,613 metres above sea level and there are many scenic roads running through the area. Take one of the routes on the way to your hotel tonight and get your cameras ready for beautiful scenery at every turn of the winding mountainous road.

Day 04 (Thu, 22 Oct)

Appi Highland – Komaki Onsen (B/-/D)

Hotel: Komaki Onsen Aomoriya (Hot Spring) or similar

Be caught up in the rhythm of the changing seasons today as you explore two of Tohoku's most beautiful places for autumn colour viewing. Flowing along the floor of the **Oirase Gorge**, the Oirase River winds through a pristine forest made up of towering white cedar, Japanese beech and maple trees. As you follow the river round its bends, you can feast your eyes on the symphony of autumn colours of fiery red, golden yellow and brilliant orange. The Oirase River is the only source of **Lake Towada**, which is up next. Surrounded by the steep, forested cliffs of the caldera rim that comes alive when set ablaze with autumn's crimson shades, Lake Towada is also one of Japan's most famous autumn colour destinations.

Day 05 (Fri, 23 Oct)

Komaki Onsen – Tokyo (B/-/-)

Hotel: Imperial Hotel or similar

(Car drop-off at Hachinohe Higashiguchi branch)

We will be taking a **bullet train to Tokyo** today, which takes approximately three hours' time. Then you can enjoy your own leisure time roaming around Tokyo.

Day 06 (Sat, 24 Oct)

Tokyo (B/-/-)

Free time till departure

Day 07 (Sun, 25 Oct)

Tokyo – Singapore

Arrival in Singapore

シンガポールでの風評被害

2015年11月

東北ツアー応募済の20名がキャンセルにより8名に減少

2015年9月

北海道から九州までのレンタカーによる30泊31日の日本縦断ツアーも、当初25名から7名に減少

U.S. Department of Health & Human Services

FDA U.S. Food and Drug Administration
Protecting and Promoting *Your* Health

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Import Alert 99-33

FDA Home Import Program Import Alerts Imports Alerts by Number Import Alert

(Note: This import alert represents the Agency's current guidance to FDA field personnel regarding the manufacturer(s) and/or product(s) at issue. It does not create or confer any rights for or on any person, and does not operate to bind FDA or the public).

Import Alert # 99-33

Published Date: 01/15/2016

Type: DWPE

Import Alert Name:

Detention Without Physical Examination of Products from Japan Due to Radionuclide Contamination

Reason for Alert:

NOTE: Revision to this Import Alert dated November 23, 2015 removes products from the list of products restricted by the Government of Japan. The format of the product listing has also been amended. Changes are noted and bracketed by three asterisks (***)

Previous revisions to this Import Alert dated March 23, April 12, April 14, April 20, April 21, May 9, June 13, July 6, October 21, 2011, February 1, 2012, July 25, 2012 September 9, 2013, February 24, 2015, March 31, 2015, April 3, 2015, July 16, 2015,*** August 4, 2015 and November 17, 2015*** provided updates to the products and/or prefectures subject to detention without physical examination.

This import alert represents the Agency's current guidance to FDA field personnel regarding the manufacturer(s) and/or product(s) at issue. It does not create or confer any rights for or on any person, and does not operate to bind FDA or the public.

On March 11, 2011, an 8.9 magnitude earthquake triggering a 30 ft tsunami struck the Pacific Coast of Japan. The force of the tsunami destroyed a great deal of the infrastructure along portions of the Japanese coast. The most notable damage from the tsunami affected the Fukushima Daiichi nuclear plant. The following prefectures are in the closest proximity to the Fukushima Daiichi nuclear plant: Fukushima, Gunma Ibaraki, and Tochigi.

The Fukushima Daiichi nuclear plant houses several nuclear reactors that pose of a potential threat of radiological contamination to the surrounding areas. Due to the public health concerns that are associated with radiation and nuclear contamination, FDA has increased surveillance of regulated products from Japan.

On March 19, 2011, the Japanese Ministry of Health, Labour and Welfare confirmed the presence of radioactive iodine contamination in dairy, fresh produce, and infant formula products. Japanese data analyses revealed that the food products measured from March 16-18, 2011, indicated the presence of radioactive iodine was five times the acceptable levels. The elevated levels were identified in products tested in Kawamata Town, Fukushima prefecture and Ibaraki prefecture; areas around the Fukushima Daiichi nuclear power plant.

Though radioactive iodine has a short half-life of about 8 days and decays naturally within a matter of weeks, there is a risk to human health if radioactive iodine in food is absorbed into the human body. If ingested, it can accumulate in and cause damage to the thyroid. Children and young

参考URL

U.S> Food and Drug Administration「Import Alert 99-33」

< http://www.accessdata.fda.gov/cms_ia/importalert_621.html>2016/01/19アクセス

David Bowie, Alan Rickman latest victims of for-profit cancer industry | Panera removes artificial chemicals



'Tokyo should no longer be inhabited,' Japanese doctor warns residents regarding radiation

Monday, July 21, 2014 by: David Gutierrez, staff writer
Tags: radiation, Fukushima, Tokyo



How Your Body Rebuilds Itself in Less Than 365 Days

Free report reveals the 8 Superfoods that can rebuild your body. [Click here!](#)



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Alan Rickman, David Bowie both victims of a for-profit cancer industry that exploits humans for money (while suppressing natural cures)

World's oldest creature living healthy life at 183 years old thanks to nutritious diet

Guess who says homosexual blood is so filthy that it can't even be donated to save lives? Obama's FDA, headed by former Monsanto VP

BREAKING: Certain medications cause people to commit murder

Passion for eating healthy food declared a mental disorder by 'expert' psychiatrists

After denvina the problem for vears. EPA

(NaturalNews) In an essay addressed to his colleagues, Japanese doctor Shigeru Mita has explained why he recently moved away from Tokyo to restart his practice in western Japan: He believes that Tokyo is no longer safe to inhabit due to radioactive contamination caused by the March 11, 2011, meltdowns at the Fukushima Daiichi nuclear plant.

The essay, titled "Why did I leave Tokyo?" was published in the newsletter of the Association of Doctors in Kodaira, metropolitan Tokyo.

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 PRINT  EMAIL  SHARE

参考URL

Natural News「Tokyo should no longer be inhabited,' Japanese doctor warns residents regarding radiation」
<http://www.naturalnews.com/046112_radiation_fukushima_tokyo.html>2016/01/19アクセス

たった1通のメールが送客に大きな影響

日本側の東北の情報の出し方、見せ方は重要

東北の送客について

一度でも東北に来て頂いたお客様に十分満足してもらい、リピートや口コミのきっかけを作っていくことが重要

FMJでは、各地での、地元の方々による心からのおもてなしを表現する「ローカルアクティビティ」の満足度が高い。

Follow Me JAPAN

十勝(農業体験)

函館市(着物着付け体験)

土佐清水市(かつお漁見学など)

武雄市(野菜収穫体験)

南砺市(農家交流等)

高崎市(Follow Me Kitchen)

枕崎市(だし作り体験)



ご清聴ありがとうございました。