

Ultra-Luxury European Tour for the Japanese Market

On May 8, 2008, JTB Japan's luxury travel branch "Royal Road Ginza" began sales for their 10 day European tour package. The tour includes a private jet, a sail around the Aegean Sea, a visit to Tuscany, and the opportunity to take in the night view of Paris.



On a private jet the tour makes its way around various European locales. Along the way they will make a stop in the Tuscany region of Italy where they will stay in a gorgeous villa for two. The villas are owned by the prominent fashion brand Ferragamo. The cost for the tour is ¥11,200,000 per person.

The package is part of a trend towards tours focusing on couples known as the "Dream Vacation for 2". Flying business

class with Lufthansa and arriving in Frankfurt, the tour continues on from there on a Lufthansa private jet to three countries, Greece, Italy, and France. The stay in Tuscany is on a 800ha site which includes a 10 room villa with living room, dining room, indoor pool, sauna, gym, and a billiards room, among other facilities. And of course a dedicated chef to prepare the finest cuisine the region has to offer. In Greece, guests will stay at a luxury hotel on Santorini Island where they can relax and take in the view of the sun setting into the Aegean Sea. And finally the tour ends with a stay in a suite room in Paris which commands an impressive view of the iconic Eiffel Tower.

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<http://trendy.nikkeibp.co.jp/article/news/20080507/1010339/>