



PACKAGE TOURS (HONG KONG) LTD.

Journey to Japan

CN YUEN continues more than 36 years of excellent travel service for tourists seeking to visit the enchanting Far-Eastern archipelago.

In countries like Japan, a certain charm and nostalgia goes along with traveling by rail. Nothing allows breathtaking views as intimately within a short amount of time as a cross-country train ride, something that Package Tours Limited has provided its customers for more than three decades.

Package Tours was founded in 1979, first established towards aiding and serving other tourism companies. With a focus on Japan, organizing regular tours, ticketing and hotel bookings were the company's initial development priorities; taking care of clients from travel application to ground services everywhere in Japan, providing all-round services. For the last 36 years, its professional services and management systems have won much trust, support and awards.

In 1997, the company commissioned high-quality tour packages in Japan, Korea, China, Taiwan, Thailand, Singapore, Malaysia, Vietnam, Cambodia and Dubai. "Considerate services, good quality" is our company's principle in providing products and services," says Managing Director CN Yuen. "We hope every customer experiences this. To fulfill their demanding need, we have been releasing creative, featured schedules, and insisting on choosing the best airlines and hotels. We also have our own travel coach."

Dedication to a Cause

"One of our core businesses is offering Japan tour products. We continually introduce new elements into the product to strengthen its uniqueness. Each year, the management team goes to Japan to inspect the quality of the chosen hotels'



rooms and amenities to ensure that they meet our strict standards. We maintain close relations with the Japan Tourism Association and other local governmental departments," says Yuen.

"Japan tourism has experienced a number of market changes and difficulties, but we have come across all challenges by unshakable faith." After the disasters of 2011, the nation was in extreme distress. Package Tours immediately contacted and coordinated with the local tourism companies. It was the first group in Hong Kong to restart travel tours to Japan. The company held a charity sale showcasing souvenir products from Hokkaido and the nearby provinces. It thrice visited Northeast Japan to inspect new tourist spots, hold Hong Kong media inspection tours and assist RTHK in gathering news in the area.

For its gracious help, apart from recognition by the Japan Tourism Association, the company received the sole certificate of thanks from "The Future of Hokkaido and Northwest Prefectures Committee", acknowledging its contributions to tourism and cultural preservation.

Station of Innovation

"Aside from working with the Japan Tourism Association, we devised new

ideas alongside newly developed routes," says Yuen. "We have organized culinary railway tours wherein travelers take alternative train routes to travel different locations and taste the local food. In Hong Kong, we are first to provide a fixed price personal private hot spring room upgrade, as well as 'Michelin' and 'Private Hot Spring' tours. Our customers get to visit less known but extraordinarily beautiful places, including one of

Japan's three Hidden Regions and the Shiretoko Peninsula. We work with the best airline to provide direct flights from Hong Kong to different places in Japan. It is rare for a travel agent to hire chartered planes alone; we have done so for flights to Sendai, Hokkaido and Kyushu."

The company opened a railway-themed shop in Causeway Bay in 2015, displaying 40 different Japanese railway models, to spur greater interest. In seeking to offer a more diverse range of travel packages, Package Tours spent many years in search of great tourist destinations, eventually achieving its renown as a Japan travel expert. Its consistent work with tourism associations and provincial government units to promote Japan tourism culture in Hong Kong has earned increased trust and approval from customers, partners and establishment from its featured locales. With the country's surge in popularity as a tourist spot, Package Tours will remain a shining example of international collaboration in the region. ■

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