

WELCOME JAPAN

PARTNER

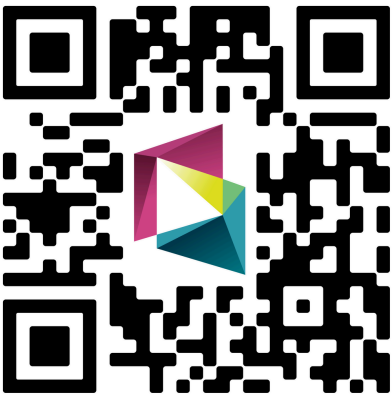
T O O L K I T





WELCOME!

It's important that Bellevue businesses, partners and employees are ready to welcome and serve visitors from Japan. In 2024, Visit Bellevue has partnered with PacRim Marketing, the leading integrated marketing agency for the Asia-Pacific region. Our team is committed to reaching new audiences across Japan and ensure they have a worthwhile and welcoming experience while enjoying our city.



To enhance the Bellevue experience for our Japanese visitors, we've launched a comprehensive, Japanese-language microsite. From initial planning to exploring local activities and dining, this resource offers videos and essential information to familiarize you with Bellevue, just as our English site does. Scan the QR code to discover Bellevue and share this resource with your Japanese guests for a seamless visit.

www.visitbellevuewa.com/japan/



PEAK TRAVEL

Learn about the prime travel seasons for Japanese tourists. From traditional holidays to school breaks, understanding these key periods—New Year's festivities, the vibrant Golden Week in May, reflective Silver Week in September, the ancestral homage of Obon in August, and the much-anticipated Summer Vacation—can help you plan your visit or cater to Japanese guests with insight.



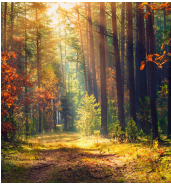
> **NEW YEARS**

The last week of December through the first week of January.



> **GOLDEN WEEK**

A string of national holidays during the first week of May.



> **SILVER WEEK**

Another string of holidays in mid-September.



> **OBON**

Like Dia de Los Muertos, travelers go home to pay respects to their ancestors in mid-August.



> **SUMMER VACATION**

The school year starts in April and ends in March, but students get about a month off during this time.



PARTNER TIPS

- In Japan, tipping is not expected and is considered impolite. If your staff is not being tipped, please be gracious and know it's not a reflection on them.
- In Japan, it's customary to bring small gifts to hosts. If you want to treat travelers to a VIP experience, consider leaving a small welcome gift in their room.
- Wearing masks in public is very normal in Japan, especially during cold and flu season.
- Green Tea or sencha is the most consumed beverage in Japan. Consider having green tea available on your menus and in your hotel rooms.
- In Japanese culture, having good manners is highly valued and bowing is a sign of respect. Just as a "Mr. Smith" might be offended if you refer to him as "Smith" a Japanese person would be offended if you do not add the suffix "san", or "sama" to their last name. Typically, children are addressed by their names, but you can add "chan" for girls, and "kun" for boys if you prefer.
- Dining etiquette differs significantly from that of western cultures. It is customary to say "itadakimasu" before you begin eating. This means "let us eat". When you complete your meal, you say "gochisousamadesu", which means "thank you for the meal."
- Contrary to western culture, it is not rude to slurp when eating noodles and soup. Enjoy!
- Bowing is one of the most noticed Japanese customs, and it's used in a wide variety of situations, including greeting people, thanking someone, and apologizing.
- Japan is more lenient when it comes to smoking cigarettes, feel free to direct folks to a better smoking area at your venue.
- Consider creating hotel packages that appeal to Asian travelers based on their values and events happening in their country.



> GET TO KNOW JAPAN

- Japan's three largest cities are Tokyo, Yokosama, and Osaka. Tokyo is the largest city in the world with a population of 37.4 million people.
- Japan is an island nation in East Asia consisting of 14, 125 islands.
- The largest industries in Japan are agriculture, manufacturing, fishing and tourism.



HELPFUL WORDS

- Please (onagai shimasu)
- Thank you (arigato gozaimasu)
- Excuse me (sumimasen)
- Take Out (mochikaeri)
- Restroom (toire)
- “The Coast” (Kaigan)
- Pre-funk (Fanku izen)
- Happy Hour (Happiawa)
- “Spenny” (Reohi-tekina)
- Puget Sound (Pyujetto saundo)



> TRANSLATION ADVISE

Most travelers have anxiety about not understanding the local language. We highly suggest using the below apps on your smartphone.

- Create collateral in different languages and your organization will see growth (websites, reservation systems, menus, signage, etc.).
- [SayHi Translate](#) This is a conversational app. It’s great for making friends.
- [Google Translate](#) This is an excellent app to translate words, phrases or menu items.



VISITOR INFO



> TRANSPORTATION

- [BellHop](#) (Free, on-demand, electric ride for visitors in downtown Bellevue)
- [Uber](#) or [Lyft](#) (Request a ride, hop in, and go. You can see how much the ride will cost before you decide to take it. For safety reasons, make sure you verify you are getting into the correct car.)
- [Transit Go Ticket](#) (Buy Metro Bus Tickets, Light Rail, Train, or Ferry Tickets on the app)
- [Link Light Rail Stations](#) – The East Link (Line 2) Rail will be opening in Bellevue soon. For now, you can use the Link from the Seattle International Airport (SEATAC) to get around popular tourist areas in Seattle.
- [Google Maps](#) (This app is invaluable for navigating your way through Bellevue to attractions and restaurants.)



> AREA TOURS AND ATTRACTIONS

- We suggest working with [Puget Sound Coach Lines](#) to find tour guides that speak the Japanese language.
- [Bellevue Botanical Gardens](#)
- [Wing Luke Museum](#)
- [Seattle Japanese Garden](#)



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ASIAN SUPERMARKETS

- H Mart (downtown Bellevue)
- Uwajimaya (Wilburton)
- T&T (coming soon to Factoria Mall!)



ADDITIONAL RESOURCES



➤ HELPFUL MEDIA RESOURCES FOR GUESTS

- Consider having [The North American Post](#) or [Soy Source](#) newspapers available at your venue.
- [JungleCity.com](#) is worth suggesting for travelers.
- If you're looking for a good guide, check out [Etiquette Guide to Japan: Know the Rules that Make the Difference!](#) or [Japan – Culture Smart!: The Essential Guide to Customs & Culture](#)



➤ ADDITIONAL INFORMATION

- Contact our Partnership Manager, Megan Adams, for CTA training and more information about our program.
madams@visitbellevuewa.com
- Visit the [Japan-America Society website](#) for additional resources on culture and community.



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