

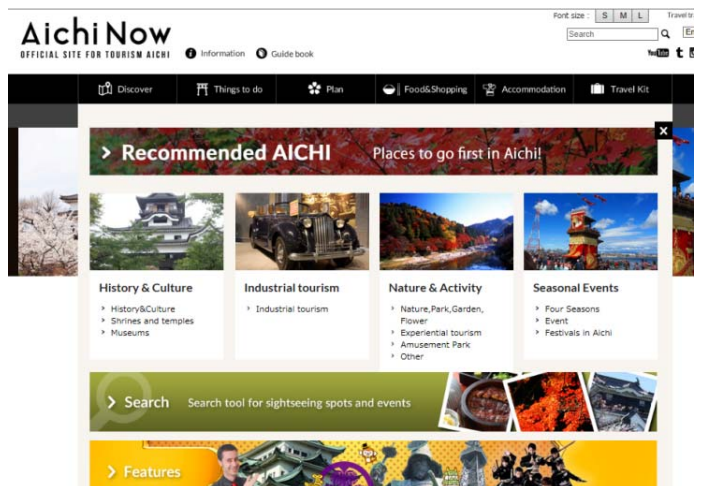


BRAND NEW LAUNCH: AICHI'S OFFICIAL TRAVEL WEBSITE !!

Aichi, 28th December, 2015 - Aichi Prefectural Tourism Association is now announcing the launch of Aichi's New Official Travel Website - "AICHI NOW" informing current and traditional exciting travel spots to visit as well as unique and tasty food to eat in this region including its travel promotion site "HEART OF JAPAN" ~ Technology & Tradition. All of these charms of Aichi is here in this website.

■ Click “Aichi Now” URL: <http://aichi-now.jp>

The website will be overhauled and renewed in multiple languages. Chinese (Traditional / Simplified) and Japanese site will be available in the end of February. Korean site will be available in the end of March.



■ **Aichi Promotion Site “Heart of JAPAN”**

For more information about “Heart of Japan ~ Technology & Tradition” kindly see the URL; <http://www.heart-of-japan.jp>

Please note that Aichi Prefectural Tourism Association is also conducting SNS “Travel tips Aichi” for more information of Aichi amongst Facebook, Twitter, Tumblr, Weibo and WeChat. Check our SNS (<http://aichikanko.jp/sns>)

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