

UNICORN TRAVEL SERVICE, INC.



AN ITINERARY FOR
HON. GOVERNOR VICTOR ATIYEH

OREGON TRADE MISSION
September , 1984

Please be at the Portland International Airport no later than 1 hour prior to flight departure. Look for the check-in counter that has been set up for members of the Trade Mission, and have your Passport and tickets ready for the United agent. You have seat assignments for all United flights and the agent will verify them and check your luggage through to Tokyo. After check-in group members may congregate in the trade conference room off the restaurant.

Fri 07 Sep 11:00AM Leave Portland via United Flight 1260, First class 727 Jet.
ENROUTE Seat
11:37AM Arrive Seattle, nonstop.

Waiting area in Seattle to be announced.

1:20PM Leave Seattle via United Flight 143, First class 747 Jet with Luncheon and Snack served aloft. Seat

CROSS INTERNATIONAL DATE LINE

Sat 08 Sep 3:10PM Arrive Tokyo, Narita, nonstop.
TOKYO

Immigration clearance, baggage claim and customs. Once in the Arrivals Hall meeting service, baggage portorage and transfer by private motorcoach to Tokyo.

IMPERIAL HOTEL
1-1, Uchisaiwai-cho 1-chome
Chiyoda-ku, Tokyo

Tel: (03) 504-1111

Sat 15 Sep Morning transfer by private motorcoach to Tokyo Station. First Class
KYOTO "Green Car" tickets on Bullet Train with reserved seats.

9:00AM Depart Tokyo Station via Hikari Train No. 23.
11:53AM Arrive Kyoto Station.

Meeting and transfer service to the hotel. After check-in and luncheon an afternoon of sightseeing to sites selected by the Ministry of Foreign Affairs is planned.

MIYAKO HOTEL

Tel: (075) 661-7111

Sanjo Keage
Higashiyama-ku, Kyoto

1815 NW THURMAN · PORTLAND, OREGON 97209 · 503-223-3503



STATE OF OREGON
GOVERNOR'S TRADE MISSION TO EAST ASIA
JAPAN

September 7 - 18, 1984

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STATE OF OREGON
GOVERNOR'S TRADE MISSION TO EAST ASIA
JAPAN

September 7 - 18, 1984

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STATE OF OREGON
GOVERNOR'S TRADE MISSION TO EAST ASIA
JAPAN

September 7 - 18, 1984

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STATE OF OREGON
GOVERNOR'S TRADE MISSION TO EAST ASIA
JAPAN

September 7 - 18, 1984

TOURISM DELEGATION

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STATE OF OREGON GOVERNOR'S FRIENDSHIP MISSION AND
TRADE MISSION DELEGATION TO THE
PEOPLE'S REPUBLIC OF CHINA

September 18 - 27, 1984

GOVERNOR'S FRIENDSHIP MISSION

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PRESS DELEGATION

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Barbara Rand, Photographer
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Telephone: 364-4431

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Dean Barron, Photographer
KOIN Television
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Bob Zagorin, Senior Reporter
Theodore Shorack III, Photographer
KEZI Television
P.O. Box 7009
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HOW TO GET THERE

Tokyo subways are well-marked in English. Ticket machines accept ¥10, ¥50, and ¥100 coins and give change as necessary. Pink machines will change a ¥1,000 bill - insert man's face side up, face end in first. Keep your ticket and give it to the attendant when you leave the train. Many stations have maps in English showing stops and fares from the station you are in (shown in red), but we have provided the following for your information. Map references in our directions coordinate with the Tourist Map of Tokyo. Subway fares to the following places from the Embassy area will be ¥100 - ¥120.

The Japanese will also try to assist you whenever possible if you are lost or confused. Many speak English and most can read it. Please don't hesitate to ask someone for help.

Taxi fares in Tokyo begin at ¥470 (approx. \$2.00). Taxi fare between 2 points is impossible to predict because of delays due to traffic conditions. If you do wish to use taxis, we have included the Japanese names for many locations. Merely point out the name to the driver. Japanese taxi drivers follow the fastest routes, depending on traffic conditions and time of day. No tipping.

To return to the American Embassy:

By Subway:

Take Ginza Line and get off at Toranomom Station and come above ground at Exit #3. Walk toward the Kasumigaseki Building (36 story bldg) then turn to the left when you reach the street where NCR Bldg is located. The Embassy building is straight ahead.

For Taxi: アメリカ大使館 (赤坂・ホテルオークラ隣)

American Embassy

(Akasaka - next to the Hotel Okura)

GINZA: For shopping and wandering. There are many major department stores and small shops. Restaurants and coffee shops abound. Special restaurants include Ten-ichi and Benihana.

Directions: Subway - get off at Ginza stop on Hibiya, Ginza or Marunouchi Lines. At Ginza station, Exit #A-8 will put you above ground in front of McDonald's, Wako and Mikimoto Pearl (across the street). See insert map of Ginza, Nihonbashi, etc. for more details.

For Taxi: 銀座四丁目(和光前) Ginza Yon-chome (Wako-mae)

NIHONBASHI: For Takashimaya and Tokyu Department Stores; also Bridgestone Museum of Art.

Directions: Subway - get off at Nihonbashi stop on Ginza or Tozai Lines.

For Taxi: 日本橋 高島屋 Nihonbashi Takashimaya

UENO: For National Museum, Tokyo Metropolitan Fine Art Museum and others; zoo; interesting side street shopping; small restaurants and coffee shops near station; McDonald's across from Matsuzakaya. There is interesting shopping area along Ameyoko and Ueno-nakadori including branch streets under railroad tracks.

Directions: Subway - get off at Ueno stop on Ginza or Hibiya Lines. Upon exiting, follow signs for JNR station to a wide underground "street" (same level as ticket machines). Take that to the left, up an incline to get above ground (railroad tracks overhead). Many small shopping streets are located near the station. Park (zoo and museums) is straight ahead across the street then right up the hill (parallel to trains). See map for details.

For Taxi: 東京文化会館 Tokyo Bunka Kaikan

ASAKUSA: Very interesting "old" Tokyo area which includes Asakasa Kannon Temple, Pagoda and Shrine. Again, many small shops, including one street of Korean products, and Matsuya Department Store. A good area for things Japanese.

Directions: Subway - get off at Asakusa stop on Ginza Line (last stop) or Toei Asakusa Line. If you take Ginza Line from downtown area, leave train platform from central exit (not the one at front of train), and from Toei Asakusa Line, leave train platform at front and take escalator to come above ground and follow signs to Asakusa Temple or Kaminarimon Gate.

ASAKUSA (Cont'd):

For Taxi:

浅草雷門

Asakusa Kaminarimon

MEIJI SHRINE: The main Shinto shrine in Tokyo, dedicated to the Emperor Meiji. Grounds include gardens and Treasure House (featuring articles used by, and during the time of the Emperor Meiji).

Directions: Subway - get off at Meiji-Jingumae stop on Chiyoda Line (one stop from Omote-Sando on Ginza or Hanzomon Lines). Exit towards front of train and follow signs. Shrine entrance is a U-turn to your right as you come above ground.

For Taxi:

明治神宮

Meiji Jingu

Alternate Directions: get off subway at Omote-Sando stop on Ginza, Chiyoda or Hanzomon Lines and come above ground at Exit #A-1. This will put you on a main street with a downhill slope headed in the direction of Meiji Shrine (about 3/4 mile away). There are many boutiques and shops along this street including an Antique Mart and the Oriental Bazaar, which is a good place for souvenirs. The Shrine entrance is at the top of the far incline near the 2nd main intersection. Cross intersection on overhead crosswalks.

For those who would like to venture farther from Tokyo -

KAMAKURA: An old town with many shrines and temples including the Daibutsu, the second largest statue of Buddha in Japan. An easy, but full, day's trip out of the hustle and bustle of Tokyo.

Directions: Take the Ginza or Toei Asakusa subway line to Shimbashi Station, or go by taxi. Find ticket window #5; current one way fare is ¥600 (5/81). Although most Japanese travelers purchase tickets from vending machine, we suggest you go to the ticket window to avoid possible misunderstanding. Exiting from ticket area, you will see a blue sign "Yokosuka/Sobu Line" with a red arrow pointing downstairs. At foot of stairs, ticket taker is on your right; pass through and turn right, following blue signs for Yokosuka line, down 2 levels via escalator and stairs to track #1. Wait for blue/cream color train.

NOTE: Shimbashi Station is in a constant state of reconstruction. We suggest that once you get your ticket, you start asking uniformed men for "Yokosuka Sen" with a rising inflection and they will point you in proper direction; repeat this process up to the moment you step on the train to be sure you don't go astray. Once on the train, wait until you see the sign (in English) identifying Kamakura station; don't exit at Kita Kamakura and don't be misled by other travelers leaping on and off your train.

Suggested sightseeing in Kamakura: Bus #3 goes from the station to the Daibutsu - stop will be announced, but ask driver if you aren't sure. Entrance to grounds is back and across the street. There is a small entrance fee. You can go up inside the Buddha. After the Daibutsu, walk back the way the bus come to where the main road makes a left turn - take the smaller street to the right (there is a sign for the Hase Kannon, if you look). Purchase entrance ticket from machine. Grounds include a cave with statues carved in the wall, small shrine with many dressed stone statues dedicated to children (halfway up stairs), and on top of hill, a temple with the 11 headed statue of Kannon (the goddess of mercy). There is a magnificent view of Sagami Bay from there.

Walk back down to main street and catch bus back to station (bus stop is to left, across street beyond traffic light). At station, backtrack one block to main street, turning left once there. Interesting shops, some restaurants (including McDonald's) and coffee shops line 3/4 mile walk to Hachimangu Shrine grounds which include not only the temple but also the Kamakura Museum, Museum of Modern Arts, and park area. There are many more shrines and temples in the area - check the large pictographic maps for their locations.

Upon return to Shimbashi, you may want to take a taxi back to the hotel.

DO'S AND DON'TS

Greetings:

Japanese customarily bow to each other rather than shaking hands upon meeting. However, most Japanese accustomed to dealing with foreigners expect to shake hands with them and are rarely embarrassed when a foreigner offers his hand. A frequently used compromise is a handshake accompanied by a slight bow.

Language:

Though most Japanese have studied English in school, very few speak it with any fluency. The exceptions to this rule are employees of large hotels and restaurants which cater to foreigners, and the large department stores where an English-speaking clerk can be summoned. Taxi drivers, policemen, proprietors and clerks in small shops, etc. usually do not speak English, but the Japanese are a courteous and helpful people particularly when dealing with foreigners, and if you are obviously "in a jam" someone might well step forward to help you out.

Courtesy and Manners:

You will find the Japanese to be very courteous and well-mannered. Their behavior in public is quiet and usually dignified. "Good manners" in Japan are very much like good manners in America. By practicing simple good manners you are not likely to offend them.

Tipping:

There is virtually no occasion in Japan when tipping is expected. You should not tip in taxis, restaurants or hotels; in fact, Japanese frequently refuse to accept tips even when offered. Hotel and restaurant bills generally include a ten to fifteen percent service charge.

Dress:

The proper dress for all official occasions is noted elsewhere. One would normally wear a suit or sports coat with necktie for dining out in Tokyo. Sports shirts and sweater are acceptable for shopping.

Food:

Sanitary conditions in Japan are the best in all of Asia. Water and milk are considered safe to drink any place in Japan and fruits and vegetables may be eaten safely even if uncooked. Raw meat and fish are frequently served and may be safely eaten in all first class restaurants.

Shoes:

You may wear your street shoes into all western-style restaurants and some Japanese restaurants in Tokyo. However, at any traditional Japanese restaurant and many temples and other tourist sites, you will be expected to remove your shoes before entering. There is usually a wooden elevation above the entrance hall of such places; you should remove your shoes and put on slippers provided by the establishment before stepping on the wooden elevation. Before entering a Japanese-style room covered with straw matting, you should take off the slippers and enter in your stocking-feet. (Note: One can almost always tell where it is appropriate to remove shoes by noting the presence of shoes, slippers and shoe-horns in the entry hall.)

Dining Japanese Style:

The place of honor in a Japanese dinner party is in front of and with your back to the tokonoma, an elevated alcove which usually contains a scroll hanging on the wall and an ornament or flower arrangement on the floor. You should sit on cushions on the floor called zabuton. Usually at the beginning of a Japanese-style dinner, the sake cups or beer glasses are filled and the host raises his cup in a toast ("cheers" or "kampai") to all present. After joining him in the toast, you will be asked to start eating. The meal will be served in many courses and may last for several hours. You will continue drinking beer, sake or whiskey throughout. You should drink the soup, holding the bowl in your left hand. The last three dishes are usually rice with pickles, fruit and, finally, dessert and tea.

Payment of Restaurant Bills:

The bill is generally not brought to the table in restaurants in Japan. At the end of the meal, you should simply walk to the cashier's desk at the entrance of the restaurant; the bill will be ready for you there. You should expect a ten percent tax and a ten to fifteen percent service charge to be added to your bill.

Japanese Night Life:

Japan has its special forms of night life based on the assumption that all patrons are on liberal expense accounts. Bars and cabarets can be extremely expensive, with service and other charges amounting sometimes to as much as five times the cost of the drinks or food. At some night clubs with elaborate floor shows, sitting down with a hostess and having one drink can cost the equivalent of \$25. or more. Hotel bar prices are relatively reasonable, however.

Japanese Bath:

Some of you may wish to test the pleasures of a Japanese bath. They are available in some hotels. There are several things you should know. Before entering the bath, you should always wash with soap at the faucets and showers surrounding the tub. Rinse thoroughly before entering the bath, which may be extremely hot, and soak for as long as you wish. You never bring soap into the bath. Baths in Tokyo are generally not mixed.

Tax-free Purchases:

You can buy most articles at a tax-free price at the hotel arcade or other stores identified with a "Tax Free" sign. You must carry your passport with you, and the purchases will be recorded by the store on a form which is attached to your passport. The form will be removed when you leave Japan. If you are departing on a commercial airline, you should have the articles purchased ready for inspection upon leaving the airport.

Transportation:

Taxis in Tokyo are reasonable and plentiful except during rush hours. However, taxi drivers usually require detailed instructions in Japanese regarding your destination. Therefore, before leaving the hotel for shopping, dining or sight-seeing, ask someone at hotel reception desk for written instructions.

PARTICIPANTS OF THE TRAVEL INDUSTRY
TRADE MISSION TO JAPAN

Bill Chisholm
Director of Tourism
Greater Portland Convention & Visitor Association
26 S.W. Salmon
Portland, OR 97204

Mr. Chisholm has been with the travel industry for 10 years. His introduction to the industry was as a tour bus driver and escort for Portland Gray Line while teaching high school in Gresham, Oregon. Mr. Chisholm was a winner in an international contest among fellow Gray Line Managers in the area of creative marketing techniques. In June of 1984 he assumed his duties of Director of Tourism, where he is actively involved in promoting Portland and Oregon.

Dave Heinl
Executive Director
Greater Portland Convention & Visitor Bureau
26 S.W. Salmon
Portland, OR 97204

Mr. Heinl has been involved with various Convention and Visitor Bureaus. He has been Executive Director for Portland since 1979. Governor Atiyeh appointed him to the Tourism Council in 1983. Professional activities include founder of Festival of Jazz at Mt. Hood, and president of Oregon Association of Convention & Visitor Bureaus.

El Shelden
Manager, Aviation Marketing Development
Port of Portland
P. O. Box 3529
Portland, OR 97208

El is responsible for the Port's aviation marketing program and to act as a liaison for other agencies for promoting tourism to the area. Civic organizations El is involved with are UMCA, Planned Parenthood, American Marketing Association and Junior League of Portland.

Andy (Andrejs) Berkis
Manager of Research
Port of Portland
P. O. Box 3529
Portland, OR 97208

Mr. Berkis has been a geography instructor at Western Washington Sate University, Oregon State and Portland State. His job goal is to give economic market business feasibility and support to all port departments.

Garland Brunoe
General Manager
Kah-Nee-Ta Resort
Box K, Kah-Nee-Ta Resort
Warm Springs, OR 97761

Mr. Brunoe was born and raised on the Warm Springs Indian reservation. His education includes a degree in Marketing. Kah-Nee-Ta is owned and operated by the confederated Tribes of Warm Springs Indian Reservation and the overall goal of Kah-Nee-Ta is to employ their tribal members.

Bob Brands
Director of Sales
Sunriver Resort
Sunriver, OR 97702

Mr. Brands came to central Oregon to open up a branch office for the Bank of the Cascades. For 12 years he was employed by the Interstate Bank of Oregon. He has been Director of Sales for Sunriver for 2 1/2 years.

Richard Kohnstamm
Area Operator
Timberline Lodge
Timberline, OR 97028

Timberline was built in 1937 for \$1 million, FDR dedicated it. In 1955 it was a shambles, a bid went out from the Forest Service to redo and operate the lodge. Mr. Kohnstamm then a social worker in Portland, got the bid. Since then, he has added many things, such as chair lifts and a swimming pool. Partly for their own safety as they are their own fire department. Since 1975 he has been helped with restoration by the Friends of Timberline. In 1981, a new lodge was built named Wy'Est Day Lodge (Indian Name) to help Timberline from overcrowding by many people coming to ski.

Rick Hert
Executive Director
Newport Chamber of Commerce
555 SW Coast Hwy.
Newport, OR 97365

Rick has been in the position of Director for one year. The chamber's goal is to promote cultural, commercial, agricultural, tourist and industrial welfare of the City of Newport and surrounding areas.

George Azumano
President of Azumano Travel Co.
400 SW Fourth
Portland, OR 97204

Mr. Azumano graduated from the University of Oregon and served in the Army. He has been in the travel industry since 1950. He was awarded 4th class order of the Rising Sun from the Emperor of Japan for contributing to good relations between Japan and the U.S. in 1982.

UNICORN

TRAVEL SERVICE, INC.



INSTRUCTIONS FOR PARTICIPANTS IN KYOTO WEEKEND TOUR:

Please settle your incidental charges with the hotel today so that tomorrow morning you will only need to turn in your keys.

* We have requested the same rooms on return the 17th, but hotel cannot guarantee.

Pack only what you will need in Kyoto. Any other luggage should be well-marked and taken either to the Governor's suite - for those staying in the Tower - or Room 516 - for those staying in the Main Building.

7:20AM - HAVE YOUR LUGGAGE OUTSIDE YOUR ROOM DOOR.

7:50AM - ASSEMBLE IN BACK LOBBY FOR DEPARTURE TRANSFER TO TOKYO STATION***Repeat - this is the back lobby.

We will depart promptly at 8. Due to the holiday, Tokyo Station will be exceptionally crowded.

Because scheduled sightseeing follows shortly after arrival in Kyoto and check-in at the Miyako Hotel, it is suggested that you purchase lunch aboard the train. Box lunches are sold and there is also a Buffet Car.

Further itinerary to be furnished tomorrow.



SUBWAYS IN TŌKYŌ

TEITO RAPID TRANSIT AUTHORITY

