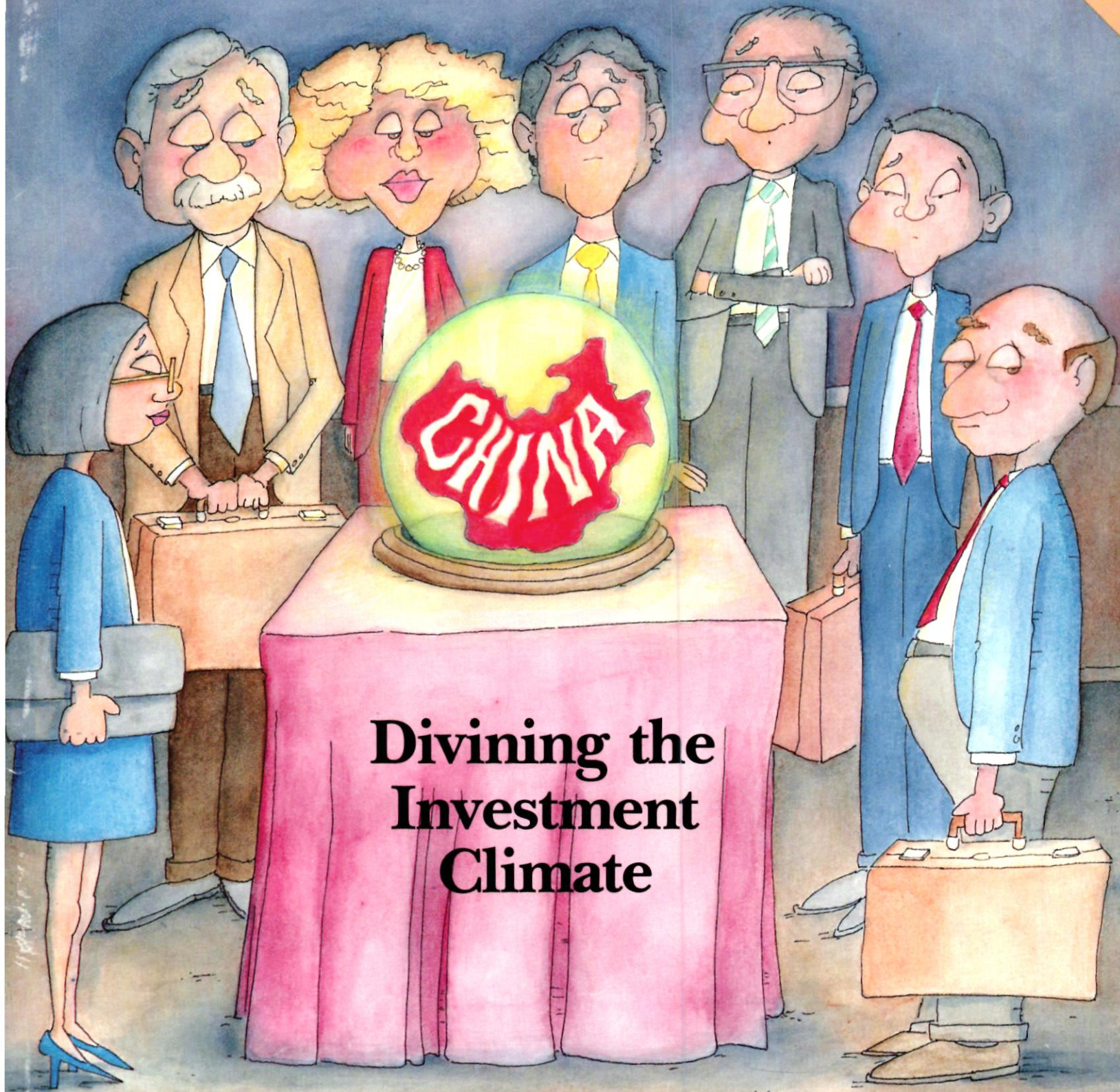


# The China Business Review

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SPECIAL REPORT:  
Rebuilding Tourism



**Divining the  
Investment  
Climate**

## You can do business in Japan without shelling out a fortune.

For many companies, the biggest barrier to new markets has been the cost of business trips. Restaurants can be expensive, and even the smallest accommodations may carry oversized bills. Yet those willing to be a little adventurous will find that traveling comfortably in Japan doesn't require packing a suitcase full of yen.

### *Hop on the bus.*

A \$20 bus ride from Narita Airport may not strike you as a bargain, but compared to a \$150 taxi, it is. The buses marked "Airport Limousine" stop at all the major hotels in Tokyo.

### *Sleep cheap.*

Business hotels are a fairly new phenomenon. Catering primarily to

Japanese businessmen, they're clean, functional, and conveniently located. Although vending machines replace amenities like room service, at \$40 to \$50 a night these hotels are a sound investment. Two major chains are the Tokyu Inn (tel. 03/406-0109) and the Washington (tel. 03/434-5211).

### *Food for naught.*

It should come as no surprise that you'll save money eating where the locals eat. Good and reasonably priced restaurants can be found in department stores and the basements of office buildings. At lunch, ask for *teishoku*. It means special of the day, and includes rice, miso soup, salad, meat or fish, and dessert—all for around five dollars. *Ramenya* and

*sobaya* (noodle shops) are perfect places for a quick and tasty meal.

### *Northwest notes.*

Since your time is money too, we make it as quick and easy as possible for you to get to Japan, by offering daily nonstops from the most U.S. cities. So you can count on arriving when you want, rested and ready to do business. And we give you something else no other U.S. airline can: the knowledge, understanding and insight that comes from over 40 years of helping people do business in Asia. For international reservations, call your travel agent or Northwest at 1-800-447-4747. To find out more about doing business in Asia, call 1-800-553-2215, ext. 183.



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