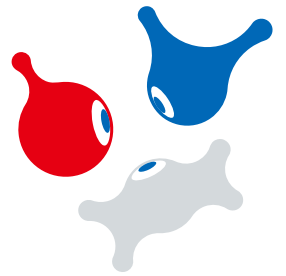






**Spark**   
**Excitement**  
with 



**M**  **Y** **A**  **K** **U** -  
**M**  **Y** **A**  **K** **U** .

**Embracing Life, Exploring the Expo,  
and Experiencing Japan.**



# All of Japan

# is the Venue

The World Expo 2025 Osaka, Kansai is starting.

The theme is “Designing Future Society for Our Lives.”

Various living things existing in nature. And all kinds of people live all over the world.

With awareness for the commonalities and differences among all life, respect diverse cultures and mindsets while cultivating compassion, and live together in this world.

World Expo 2025 is a place for the world to come together as one and promote the creation of a sustainable global society.

People from all over Japan and the world as a whole will gather in the host city, Osaka, and the concept of new lives and their possibilities is sure to bring excitement.

However, the venue itself is not the only place where visitors can get a sense of life.

Japan has unique natural scenery that supports life, a food culture of healthy cuisine that emphasizes the intrinsic flavor of ingredients, and traditions which are constantly linked to modernity.

For all of these reasons, we believe that all of Japan can be a venue for the World Expo.

Take a trip to get a sense of the theme of the Expo, as well as its three sub themes: Saving Lives, Empowering Lives, and Connecting Lives. Experience the new society starting all over Japan. How about taking a step out from the Expo and exploring a bit?



## Theme

Designing **Future Society for Our Lives**

## Subtheme

### Saving Lives

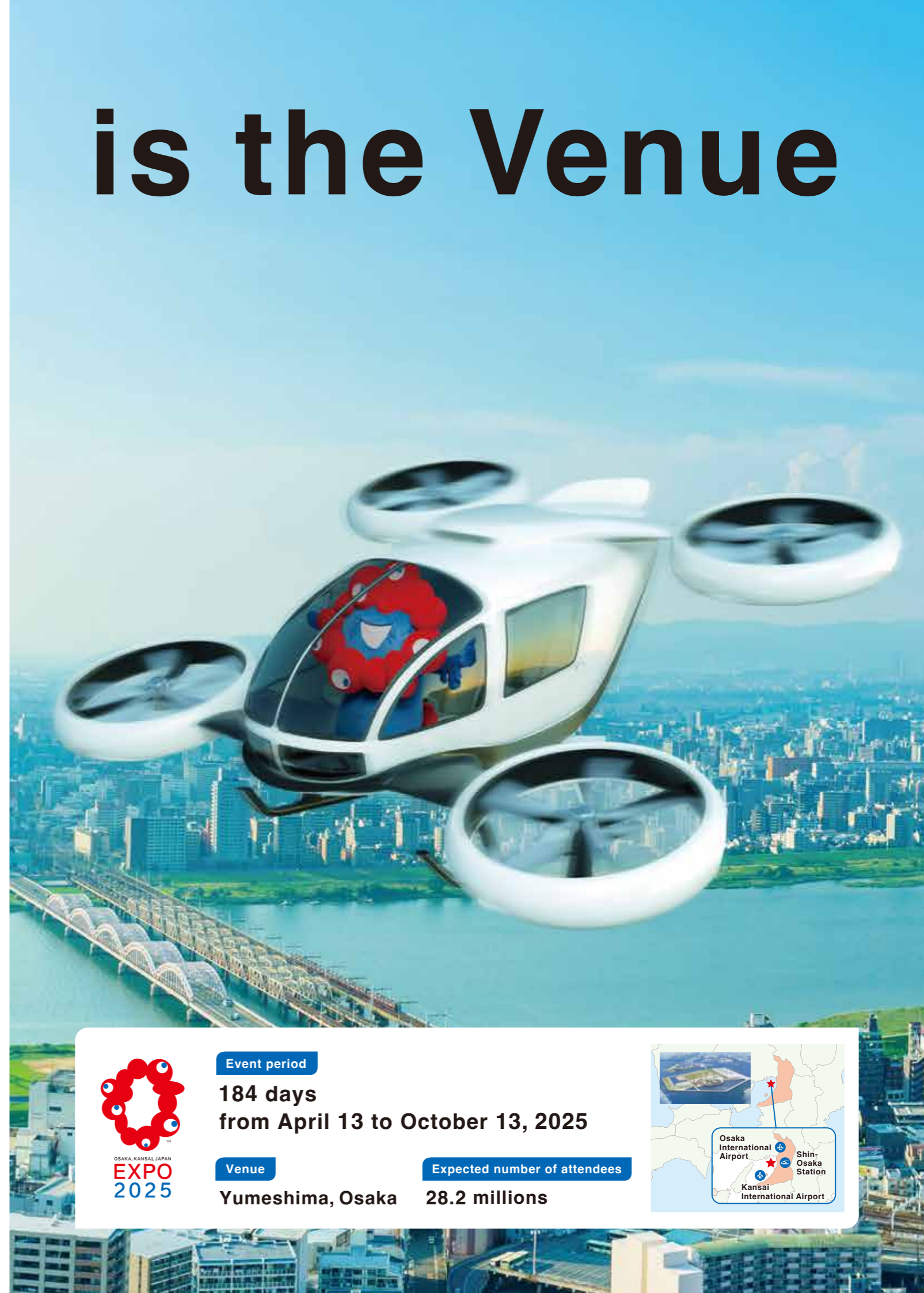
Japan, together with nature.  
A trip to get a sense of coexisting lives.

### Empowering Lives

Food, the basis for all life.  
A trip to enrich yourself, body and mind.

### Connecting Lives

Soul resides in traditions.  
A trip to imagine the past and design future society.



#### Event period

184 days  
from April 13 to October 13, 2025

#### Venue

Yumeshima, Osaka

#### Expected number of attendees

28.2 millions





## Discovering Charm All Over Japan

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## Let's go out. Expo + Sightseeing Trip.

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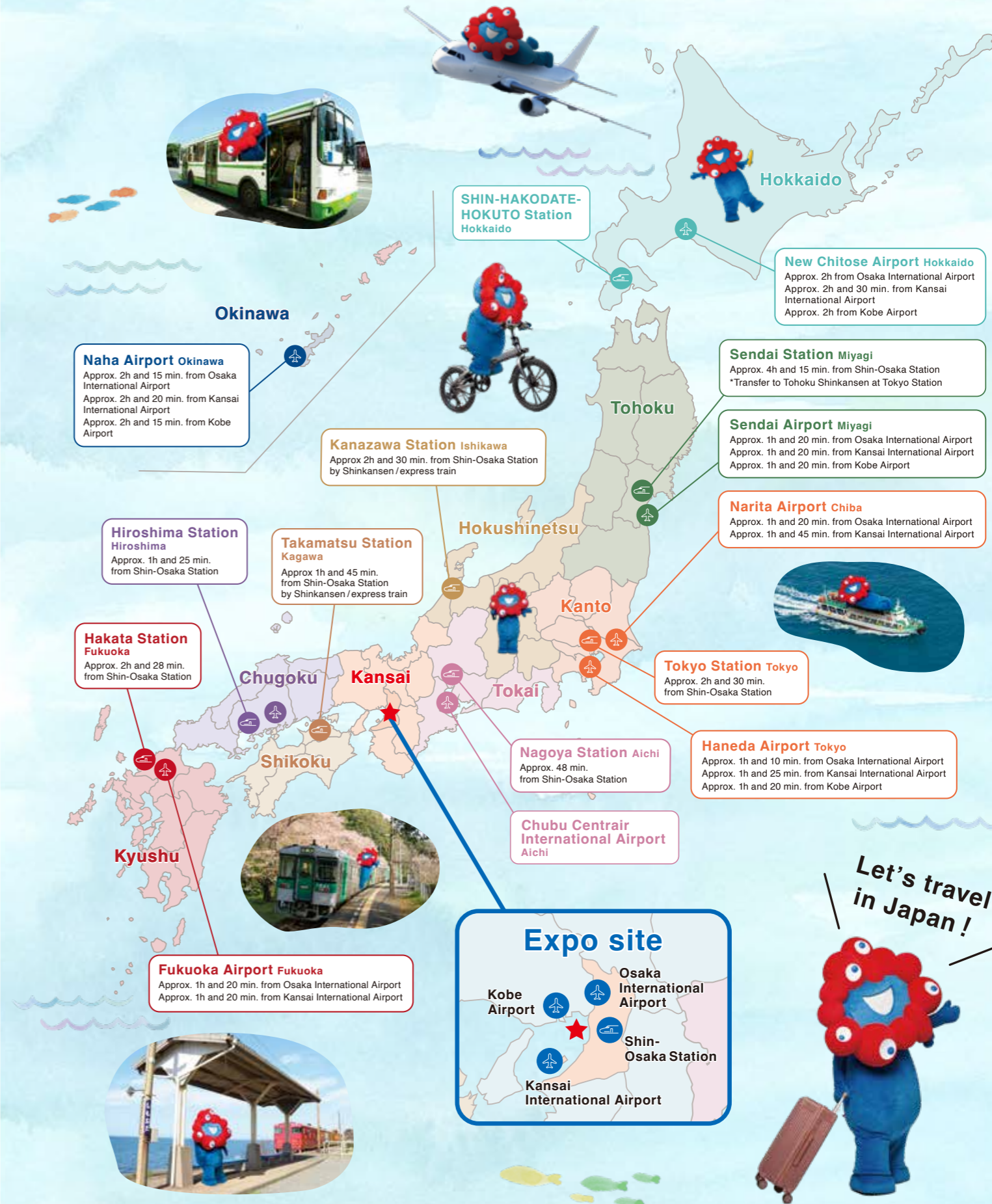
## Introduction of DMOs

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## Let's go on an EXPO Trip

Accessing All of Japan from Expo 2025 Osaka, Kansai



\*The above is a partial list of access to each area.



# Hokkaido Area

Lavender Garden  
Hinode Park, Kamifurano Town!

# 北海道エリア



## Story and History



## The wisdom of people who have coexisted in boundless lands amid brutal nature

Hokkaido is located in the northernmost part of the Japanese archipelago, and its main city, Sapporo, is at approximately the same latitude as Marseille, France. At some 83,456km<sup>2</sup>, it is about the same size as Austria at 83,871 km<sup>2</sup>. Its straight roads stretch out forever — perfect for drives through its vast scenery. It boasts many scenic spots, including the World Natural Heritage Site Shiretoko and the Kushiro Marshlands national park, as well as beautiful fields of flowers, such as lavender and sunflowers, and magnificent virgin forests. It is popular in winter for activities like skiing and snowboarding, thanks to its light powder, and for its cooler spring and summer, perfect for trekking and canoeing. Surrounded by three oceans, the area is rich in seafood such as crabs, scallops, and salmon. Dairy farming is so widespread it is referred to as a “dairy kingdom,” where you can sample fresh milk, cream, and cheese. The spiritual culture of the indigenous Ainu people holds that “a soul resides in all elements of the natural world,” and they live a cyclical lifestyle in which they use all of the “life” they receive for food, clothing, and shelter. Attractions of Hokkaido include its history of pioneering, starting from around 1860, and the wisdom of its people who coexist with nature.



Goryokaku, Hakodate City

Asahiyama Zoo, Asahikawa City

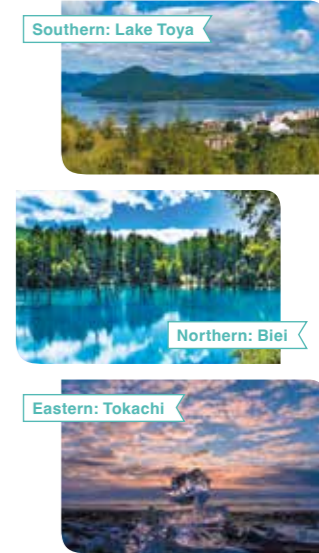
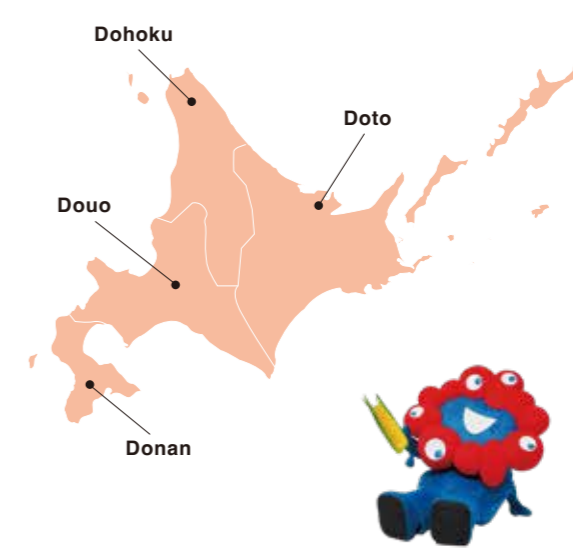
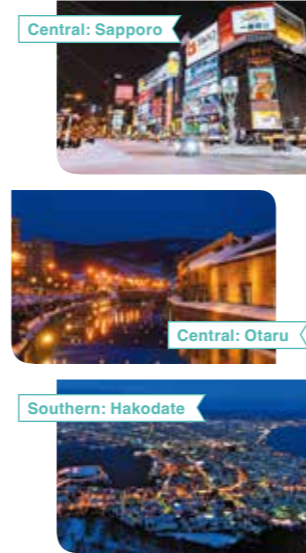
Ranch in Kamishihoro Town



# Hokkaido Area



## Locations throughout Japan



**Central:** Sapporo is known for its Clock Tower and Susukino, which is lined with nationally known bars and restaurants. Another attraction is the ease of access to Hokkaido's wonderful nature, such as Jozankei, famous for its hot springs, and Shikotsu-Toya National Park. Nearby Otaru is lined with warehouses and historic buildings along its canals, and at dusk, the entire area becomes an indescribably fantastic landscape. The beautiful scenery is a must-see.

**Southern:** At 334 meters high, Mt. Hakodate offers a panoramic birds-eye view of Hakodate and its port. Its some 600 species of plants attract migratory birds to rest up here. In addition to nature, Hakodate is dotted with historical spots rooted in Kitamaebune, such as Japan's northernmost castle, Matsumae Castle. Taste the vibe of the pre-settlement history.

**Northern:** The Blue Pond near Shirogane Onsen in Biei. The mystical clarity of its blue pulls you in. Ever a hot topic on TV and other media, it draws in many, many visitors. Nearby areas also let you experience the vast land and nature first-hand, such as Cape Soya, the northernmost point in Japan, and the lavender fields of Furano.

**Eastern:** At certain times of the year, Shiretoko offers visitors a good chance of enjoying whale watching. Tokachi is known for its dairy farming, and during the winter, you can also enjoy jewelry ice, sparkling like diamonds. Plus, in Kushiro you can see red-crowned cranes, which are designated as special natural monuments, at Kushiro Crane Reserve and other places.



## Food culture



**1. Genghis Khan, Soup Curry:** A specialty of Sapporo. This is a local dish in which mutton and vegetables are grilled together on a dome-shaped grill. Soup curry can be enjoyed with special spices, broth, and ingredients at each restaurant.

**2. Sushi:** Fresh seafood arrives in Otaru via its beautiful canals and ports and makes it famous as a sushi town. You can enjoy fresh fish at over 100 restaurants, including formal counter-style, stand-and-eat, and conveyor belt sushi restaurants.

**3. Seafood:** Hakodate sports an excellent environment for catching seafood, and freshly-caught fish is readily available every morning at its markets. As such, Hakodate Morning Market is lined with restaurants where you can enjoy fresh seafood bowls.

**4. Beer, Whiskey, & Wine:** Hokkaido in the great North is famous for its alcoholic beverages made from nature's abundance and pure waters. Beer factories, whiskey distilleries, and in recent years, many wineries, such as in Yoichi, have sprung up here. You can sample drinks after touring a brewery or enjoy taking a drinking tour.

**5. Asahikawa Ramen:** Basically a rich soy-flavored soup that combines extract from both seafood and pork bones. It is well-crafted to stay warm, thanks to plenty of lard, even in cold Asahikawa.

**6. Dairy products:** Hokkaido, the dairy kingdom. Dairy cows prefer it cool, so Hokkaido's climate and vast expanses are a paradise. They produce an exceptional taste as they are raised on high-quality grass and roam freely. It is a required ingredient for many chefs.



### Saving Lives Theme Hokkaido Area Trip

- P.30 ● P.31 ● P.34
- P.36 ● P.48



### Empowering Lives Theme Hokkaido Area Trip

- P.53



### Connecting Lives Theme Hokkaido Area Trip

- P.66 ● P.70



Tohoku Area

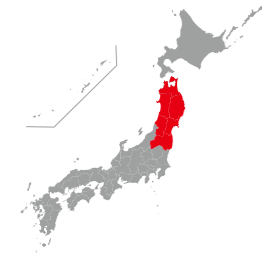
Aomori Nebuta Festival!



東北エリア



Story and History



The vivid colors of the four seasons and festivals to honor nature color everyone's lives.

The six prefectures, Aomori, Akita, Iwate, Yamagata, Miyagi, and Fukushima, make up Tohoku, located in the northernmost part of Honshu. Their beauty changes through the four seasons — with cherry blossoms in spring, beautiful greenery and fresh breezes in summer, autumn leaves in fall, and beautiful snowy landscapes in winter — when sports such as skiing are popular. Tohoku is renowned for its festivals, especially the big three summer festivals, Aomori's Nebuta Festival, Akita's Kanto Festival, and Sendai's Tanabata Festival. They draw droves of tourists from Japan and abroad every year. The Tohoku area hosts two World Heritage sites, Shirakami-Sanchi and Hiraizumi, as well as many other natural and cultural attractions — beautiful natural scenery, hot springs, shrines, temples, and historic sites, for a rich sense of history and tradition. Tohoku boasts many excellent fishing grounds, including Sanriku/Kinkasan Island, known as one of the three best fishing grounds in the world. Here, you can enjoy a variety of seafood, such as tuna, grouper, flatfish, and oysters. You can also taste local delicacies such as cow tongue, Zunda rice cakes, Kiritanpo, and Imoni (taro and meat hotpot).

Shiroishi Castle, Miyagi Prefecture



Mt. Haguro, Yamagata Prefecture



Akabeko, Fukushima Prefecture



Locations throughout Japan



Akita



Yamagata



Fukushima



Aomori



Iwate



Miyagi

**Aomori:** A treasure trove of nature, history and scenery, such as the Oirase Stream, Hirosaki Castle, and Lake Towada, which straddles Akita Prefecture. When the leaves turn in Fall, visitors can enjoy a nature walk around Tsuta Seven Lakes as light reflects off all the bright red leaves onto the surface of the lake.

**Akita:** The ever popular Nyuto Onsen boasts a 400-year history since opening. Akita also hosts the largest number of Important Intangible Folk Cultural Assets in Japan. Its unique culture is rooted in festivals, such as Namahage and the Kanto Festival.

**Iwate:** The Miracle Pine is the only tree surviving the violent waves of the earthquake-caused tsunami--symbolizing the desire for recovery. Visitors can enjoy the APPI Snow Mountain Resort, hot springs, such as Hachimantai Hot Spring Village, plus historical spots like Chusonji Konjikido Temple.

**Yamagata:** Dewa Sanzan Mountains near Tsuruoka City have long been known for the faith of its mountain priests as well as where they train. Featured in National Geographic magazine, the mountains have attracted attention from abroad both for their natural beauty and for the spiritual culture.

**Miyagi:** 40 minutes from Sendai. As one of the three most scenic spots in Japan, the natural beauty of Matsushima stretches out into the ocean and can be enjoyed by boat or balloon. The seafood caught here in Matsushima Bay and Kesennuma is very popular for its outstanding taste and freshness.

**Fukushima:** Uchi-juku in Minamiaizu prospered as a post town since the Edo period. In winter, snow covers thatched roofs, creating a beautiful scene. Places to enjoy nature abound, such as the geopark near Mt. Bandai.



Food culture



1. Aomori



3. Iwate



5. Miyagi

Photo by Minami Sanriku HOTEL KANYO



2. Akita



4. Yamagata



6. Fukushima

- Nokke-don:** Freshly caught seafood from the fishing grounds of the prefecture. You can enjoy nokke-don, a bowl of hot rice topped with whichever freshly caught seafood you like. This dish lets you taste fresh seafood just as it is.
- Kiritanpo nabe:** Chicken hot pot with lots of meats, vegetables and grilled kiritanpo. Originally eaten by people holed up in the mountains — it warms you body and soul from the inside out.
- Morioka cold noodles:** Said to have been created by Morioka noodle craftsmen, many people get addicted to its slick texture. So beloved by locals that they are even sold in supermarkets.
- Yonezawa Beef:** Yonezawa beef is a well-known Japanese beef brand, characterized by its fine marbling, aromatic fat, and sweet red meat. Whatever the recipe — as steak or thinly grilled slices — you will enjoy its delicious flavor.
- Bounties of the sea and mountains:** Fresh seafood from Kesennuma and other areas. All kinds of dishes from the mountains are extremely popular — from cow tongue to Sendai beef — visitors can enjoy tasting the bounty of port and peak.
- Negi Soba:** A specialty of Uchi-juku, this soba is an unusual buckwheat noodle served with a whole leek as chopsticks. The leek can also be nibbled or used as a condiment.



Saving Lives Theme Tohoku Area Trip

- P.31 ● P.32 ● P.38 ● P.40 ● P.41



Connecting Lives Theme Tohoku Area Trip

- P.75 ● P.78



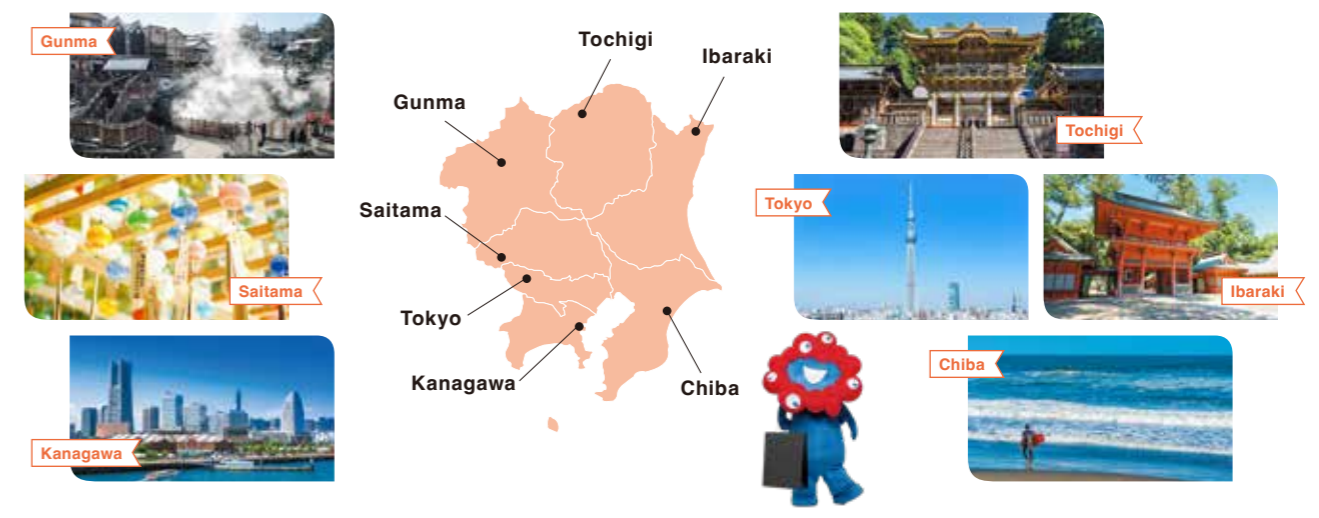
# Kanto Area

# 関東エリア

The Tokyo Metropolitan Area's Tokyo Station!



## Locations throughout Japan



**Tokyo:** Many tourists from both Japan and abroad visit Tokyo. There are historic temples and shrines such as Sensoji in Asakusa and Tomioka Hachimangu in Fukagawa. In Roppongi and Shibuya, there are cultural spots fusing technology and art which also draw large crowds.

**Kanagawa:** The harbor town of Yokohama. Packed with exotic elements like Chinatown and the Red Brick Warehouse. Kamakura is famous for sites such as Hasedera Temple, and the Enoden Railway Crossing which appeared in a well-known sports anime is also located here. To the west, there's Hakone, where you can relax and enjoy the hot springs.

**Saitama:** In the Chichibu area's scenic Nagatoro Valley, you can enjoy activities like canoeing and rafting. There are also shrines and temples like Hikawa-jinja and scenic walking spots like Kawagoe.

**Chiba:** Narita Airport, a gateway to the world, is located in Chiba. There is also a globally-famous theme park. In addition, there are spots full of historical

atmosphere like Naritasan Shinshoji Temple. Areas like Kujukuri Beach and Kamogawa are known as marine sports meccas.

**Ibaraki:** In Ibaraki, there are lots of spots to enjoy the beauty of nature such as Fukuroda Falls, which was chosen as one of Japan's 100 best waterfalls. Kashima Jingu, which is as big as 15 Tokyo Domes, is a truly impressive shrine. You can also enjoy buildings with historical value such as those at the Kairakuen Garden.

**Tochigi:** Prominent Tochigi shrines and temples such as Nikko Toshogu and Nikkozan Rinno-ji are registered UNESCO World Heritage sites. In 2024, a large campground is opening in Kanuma. This is an area where you can enjoy history and nature to the fullest.

**Gunma:** With its numerous hot spring areas such as Kusatsu, one of Japan's three most famous hot springs, and Ikaho, which are rich in iron, more and more people come to bathe. There are also famous events like Maebashi Festival and Takasaki Festival.



## Food culture



**1. Edomae sushi:** The three major dishes of the Edo period are said to be sushi, soba noodles, and tempura. In modern Tokyo, you can taste this cuisine created to utilize seafood caught in the shallow water which stretched out during that time.

**2. Shirasu don:** In the Enoshima area, since fresh whitebait (sirasu) are caught at a nearby fishing port, you can enjoy them raw. The fresh, raw whitebait has a sweet taste and slippery texture. Please try them and compare to the boiled ones.

**3. Namero:** This dish is fresh-caught horse mackerel minced and mixed with miso paste. Because the ocean is close by, you can taste it with fresh ingredients.

**4. Musashino udon:** Recently, Musashino udon is becoming well-known nationwide. The strong elasticity provides a satisfying texture when you chow down. Many people become fans of this style, which has a different appeal than the popular Sanuki udon.

**5. Monkfish hotpot:** A popular winter dish in Ibaraki. It's low in fat and calories with lots of collagen. A piping hot monkfish hotpot is the best.

**6. Himokawa udon:** Imokawa udon, said to be the roots of the flat kishimen type, supposedly became Himokawa due to the local accent. These noodles make an impression, with some shops using a width of over 10 cm.

**7. Strawberries:** Tochigi is the top producer by volume and is known as a strawberry kingdom. The Tochtome variety has a distinctive beautiful color and large size. These strawberries are sweet and juicy. You can also enjoy strawberries year-round in Tochigi.

## Story and History

### Intertwined tradition and modernity. Kanto is packed with all the charm of Japan.

The Kanto region is made up of Tokyo and the six surrounding prefectures. Approximately 1/3 of Japan's total population lives here, and it is also the location of many of the country's core functions such as political and economic systems. The appeal of Kanto is "diversity." Tokyo, one of the world's largest cities with skyscrapers lining the streets; Yokohama, an international trading port full of exoticism; Kamakura, the ancient samurai capital; and Nikko Toshogu Shrine, a registered UNESCO World Heritage site, are all in Kanto. There is a combination of modern cityscapes with traces of ancient culture, and there are various sightseeing areas such as highlands, valleys, lakes, and hot springs, all easily accessible from Tokyo with just a short train ride. There are abundant transportation networks such as two of Japan's major international airports, Narita and Haneda, train lines, and bus routes, and you can enjoy various charms of Japan on short day-trips or overnight two-day stays from Tokyo. You can also experience distinctive gourmet dishes in each area of the Kanto region, such as Edomae Sushi made from seafood caught in and around Tokyo Bay, tempura, sukiyaki, Utsunomiya gyoza, and monkfish hotpot.



Shibuya Scramble Crossing, Tokyo



Hakone Shrine, Kanagawa Prefecture



Three Wise Monkeys of Nikko Toshogu Shrine (The Shinkyūsha), Tochigi Prefecture



**Saving Lives Theme Kanto Area Trip**

- P.39 ● P.41 ● P.42 ● P.46

**Empowering Lives Theme Kanto Area Trip**

- P.52 ● P.60

**Connecting Lives Theme Kanto Area Trip**

- P.77 ● P.79





Kanazawa Goldleaf & Wajima Lacquerware, Ishikawa Prefecture



Tojinbo, Fukui Prefecture



Story and History

The scenery created by divine mountains will soothe your soul



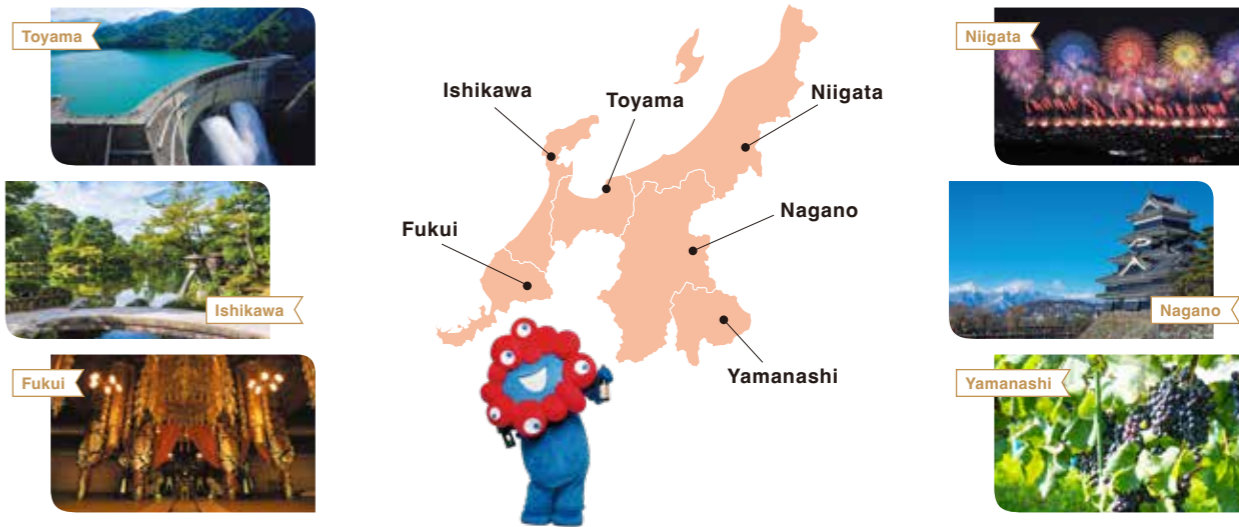
The Hokushinetsu region is located in central Japan and consists of the three Hokuriku prefectures (Toyama, Ishikawa, and Fukui) and the Koshinetsu region (Nagano, Niigata, and Yamanashi). It is known for its heavy snowfall, many ski resorts, and its cool climate in the summer, making Karuizawa and other areas famous as summer resorts.

Hokuriku is home to the beautiful snow-capped mountains of the Tateyama Kurobe Alpine Route, the World Heritage Site of Senganuma Gassho Style Village in Gokayama, Kenrokuen, one of Japan's three great gardens, the Higashi-Chaya District, which retains the atmosphere of the Edo period, and other scenic spots. These include the famous Tojinbo cliffs and historical temples and shrines. Hokushinetsu offers many and various scenic spots, including 2,000m-class mountains such as Mt. Myoko and Mt. Naeba, the 360-degree panoramic Utsukushigahara Highlands, and Achi Village, which is renowned as having the best starry night skies in Japan. The Hokushinetsu region has a rich food culture, and Niigata, with its delicious rice, is also popular for sake production. You can enjoy seafood such as zuwaigani (snow crab) and kanburi (winter yellowtail), whose extra fat during the winter makes it particularly delicious. Nagano offers mountain delicacies, such as soba noodles and Nozawana pickled vegetables, and fruits such as apples and grapes, as its daylight hours are long and temperatures vary widely. Yamanashi Prefecture is also known for its natural beauty, including Mt. Fuji, which is a World Heritage Site, and for being the birthplace of Japanese wine. Koshu wine is becoming more and more popular.

Tateyama Mountain Range, Toyama Prefecture



Locations throughout Japan



**Toyama:** The Tateyama Mountain Range is a series of mountains over 3,000 meters high. Toyama is full of natural attractions, including the Tateyama Kurobe Alpine Route that runs through it. The popular snow walls reach a height of 20 meters at its peak from April to June. You can also enjoy historical spots, such as Toyama Castle.

**Ishikawa:** Kenrokuen, located in Kanazawa City, is one of Japan's three great gardens. Nearby Nagamachi Samurai District gives you a taste of samurai culture. Noto has a rich natural environment and a unique culture. Noto's Satoyama and Satoumi were the first places in Japan to be certified as Globally Important Agricultural Heritage Systems.

**Fukui:** Fukui Prefecture exudes tradition and rich nature. World-renowned Echizen cutlery is created by master craftsmen. Tojinbo is known for its steep cliffs and offers spectacular views of the Sea of Japan. You can also experience the training of unsui (monk trainees) at Eiheiji, the main temple of the Soto sect.

**Niigata:** Niigata Prefecture is one of Japan's leading rice producers and has many sake breweries; some have facilities where you can enjoy a sake brewing experience. At Sado City's Toki Forest Park, you can observe the ibis ecosystem, which is a special natural monument. The Nagaoka Fireworks Festival, one of Japan's three major fireworks festivals, is a summer tradition in Niigata.

**Nagano:** Matsumoto Castle is Japan's oldest existing five-tiered castle with a six-story keep that is also a national treasure. The scenery with the Alps in the background is beautiful. Visitors enjoyed spectacular projection mapping on it in 2023.

**Yamanashi:** Yamanashi Prefecture is surrounded by rich nature, including Mt. Fuji, Lake Yamanaka, and Lake Kawaguchi. As the birthplace of Japanese wine, and as indigenous Japanese varieties such as Koshu grapes are used, it is known as Japan's "wine prefecture". Historical events such as the Shingen-ko Festival are also popular.



Food culture



**1. Himi Kanburi:** A branded fish designated by the Himi Fish Brand Measures Council. Yellowtail is caught in fixed nets in Toyama Bay and auctioned at Himi Fishing Port. Its season runs from November and is exquisite both as sashimi and as yellowtail hot pot.

**2. Seafood:** Female snow crabs caught in Ishikawa are a winter standard. Its meat has a full-bodied sweetness and its abdomen is filled with bubble-like eggs called sotoko and pre-egg stage uchiko. It's delicious as is or cooked with rice.

**3. Sauce katsu-don:** Fukui prefecture's famous sauce cutlet bowl. A simple dish consisting of a cutlet coated with Worcestershire sauce and placed on a bowl of rice. The sauce soaks into the light and crispy cutlet, giving it an addicting taste. The city is lined with long-established sauce katsu-don restaurants.

**4. Sake:** Niigata Prefecture in the Hokuriku region is known nationwide both for its rice and for its sake production. You can enjoy a variety of local sakes, from nationally-known brands like Koshi no Kanbai and Shimeharitsuru to breweries that brew "craft sake."

**5. Togakushi Soba:** This soba is made in Togakushi, Nagano Prefecture, which is known for producing high-quality soba. It is unique in using the hikigurumi method of grinding the buckwheat without removing the hulls. The soba noodles are darker and unique both in how they are made and served.

**6. Koshu Wine:** There are approximately 80 wineries scattered throughout the prefecture. Known as the wine prefecture, Yamanashi is the birthplace of Japanese wine and produces Japanese wines both from indigenous Japanese varieties such as Koshu grapes, as well as from European grapes like Chardonnay and Pinot Noir. Many events and festivals are held during the grape harvest season.



Saving Lives Theme Hokushinetsu Area Trip

● P.32 ● P.48



Empowering Lives Theme Hokushinetsu Area Trip

● P.52 ● P.54 ● P.58



Connecting Lives Theme Hokushinetsu Area Trip

● P.68 ● P.69 ● P.72



## 東海エリア

Mt. Fuji seen from Lake Tanuki in Shizuoka Prefecture!

## Tokai Area



## Story and History

## Blending of East and West, nurturing diverse cultures.

The Tokai region sits smack in the middle of Japan and consists of four prefectures: Aichi, Gifu, Mie, and Shizuoka. Since ancient times, the area has prospered around the Tokaido road, which connects Edo (Tokyo) to Kyoto. As the region connects Tokyo to Kansai, even today, its transportation facilities, such as airports, Shinkansen, and expressways, are well-developed, so getting around is a breeze.

Scenic tourist spots abound, such as Shirakawa-go, a World Heritage Site with its gassho-style village; Ise Jingu, where Japanese sun goddess Amaterasu Omikami is enshrined; Inuyama Castle, a national treasure with Japan's oldest castle tower. You can also enjoy mountain climbing and hiking at Mt. Fuji, the symbol of Japan, and the Akame 48 Falls, the village known for ninja training. The climate is generally warm, but the inland areas can be cold. The Tokai region ranges from ocean to mountains — the Pacific to the heights of Hida Takayama, so it developed unique food cultures, notably “Nagoya Meshi,” which boasts a wide variety of foods, including Nagoya’s Hitsumabushi, Miso Katsu made with a unique red miso, Kishimen, Matsusaka beef, Hida beef, and Shizuoka’s gyoza.



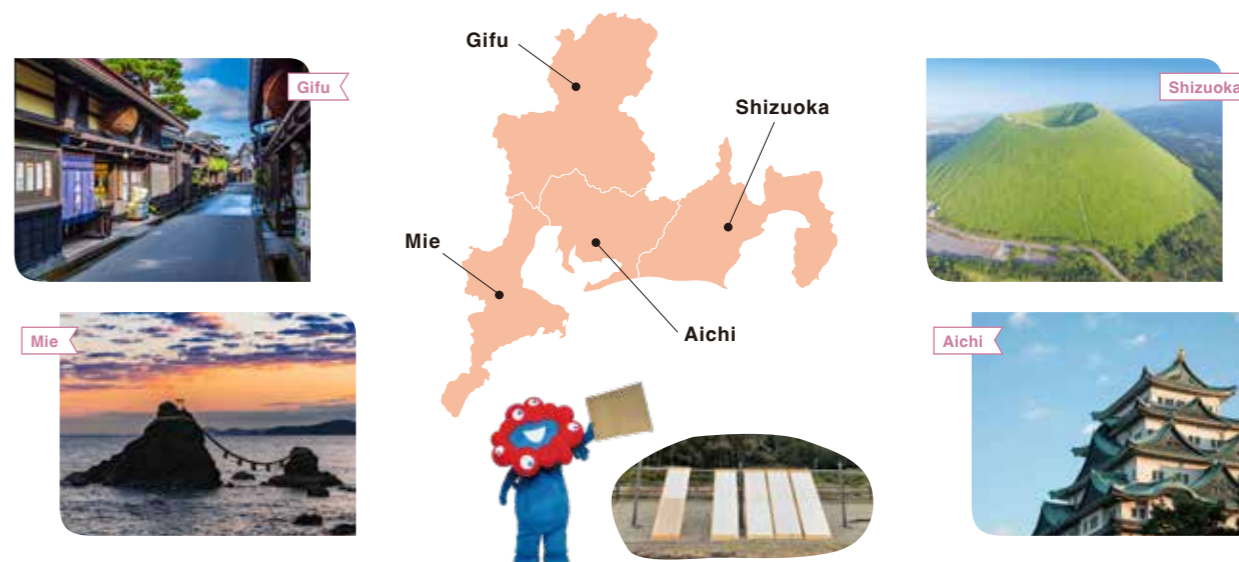
Yume no Tsuribashi Suspension Bridge, Shizuoka Prefecture

Nagoya Castle, Aichi Prefecture

Shirakawa-go, Gifu Prefecture



## Locations throughout Japan



**Aichi:** Oda Nobunaga, Toyotomi Hideyoshi, Tokugawa Ieyasu. These great historical figures who are always taught in class arose one after the other from Aichi Prefecture. Historic castles, such as Okazaki Castle and Nagoya Castle, are sure to attract history buffs. Nagoya’s Osu is also known as a holy land for pop culture like anime and figurines.

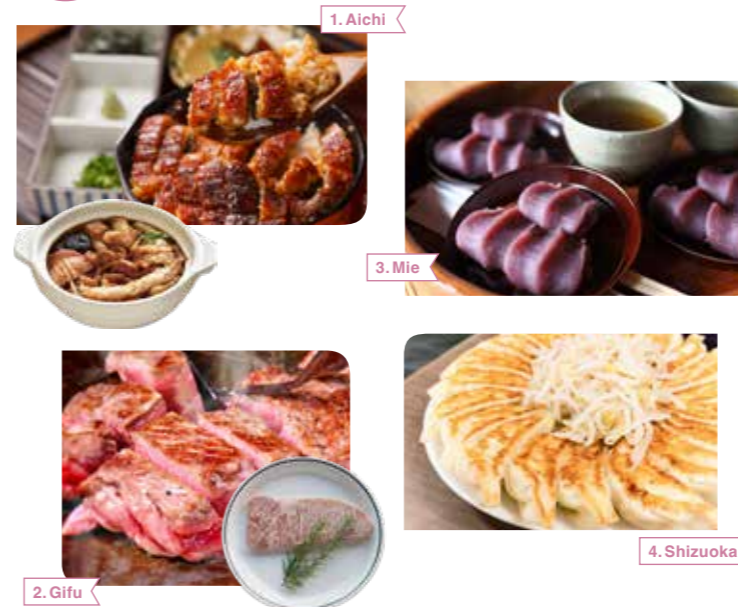
**Gifu:** Gifu Prefecture is home to Gifu Castle, the residence of Oda Nobunaga, and, along with Aichi, is an area where you can feel the history of the Sengoku period. The Hida area also includes Okuhida Onsen Hot Springs and Gero Onsen, where you can enjoy the historic townscape. Shirakawa-go, blessed with old gassho-zukuri houses and nature, is registered as a UNESCO World Heritage Site.

**Shizuoka:** When people think of Shizuoka, many probably think of the World Heritage Site, Mt. Fuji. Many of the temples and shrines in the area are closely related to Mt. Fuji, and you can feel the history and culture of Fuji worship. Atami and Izu are some of the best hot spring areas in Japan, so they are crowded with many people. Shizuoka is known for tea on the mountainsides and fresh seafood on the seaside.

**Mie:** Abounds with history-imbued areas, such as Ise Jingu and Iga, which is said to be the birthplace of ninjas. Ise Jingu, known for its pilgrimage to Ise, attracts many Japanese and foreign visitors, and you can also see people enjoying gourmet food at the nearby Okageyokocho Street. In addition to leisure, the Ise-Shima area also has spots where you can experience Ama (female diver) culture.



## Food culture



**1. Nagoya gourmet:** Nagoya Gourmet is loved by locals. Hitsumabushi is a way of eating eel that is different from either Tokyo or Osaka. Eel is spread on the first bowl of rice. From the second bowl on, you can add dashi or seasoning to enjoy different tastes. Miso nikomi udon is simmered in a miso-flavored pot. In addition to miso, you'll find curry stew udon, and in winter, miso stew udon with oysters.

**2. Hida beef:** It is said to be characterized by its beautiful marbling and rich fat flavor. The flesh is fine-grained and tender. If you try shabu-shabu, you can enjoy the flavor all the more by lightly cooking the meat.

**3. Akafuku:** A famous confectionery from Mie Prefecture made of soft rice cake wrapped in bean paste. Akafuku is a popular souvenir from Ise pilgrimages. This is a “super” long-selling product that continues to be loved generation after generation.

**4. Hamamatsu gyoza:** Hamamatsu gyoza is Shizuoka Prefecture’s B-class gourmet hero. In a keen rivalry with Utsunomiya gyoza in Tochigi Prefecture, Shizuoka is also known for the large amount of gyoza consumed per household. Its specialty is boiled bean sprouts placed on gyoza, arranged in a circular shape. They are simple dumplings made with cabbage and pork.

Empowering Lives Theme  
Tokai Area Trip

● P.52 ● P.57 ● P.61

Connecting Lives Theme  
Tokai Area Trip

● P.67



Osaka Castle, Osaka!

関西エリア



Five-storied Pagoda, Kyoto Prefecture



Nada-Gogo(Sake Brewery), Hyogo Prefecture



Kumano Kodo, Wakayama Prefecture



Story and History



**Kansai: The original capital region, creating and evolving Japanese history and culture since the dawn of Japan.**

Consisting of two urban and four proper prefectures of Kyoto, Osaka, Hyogo, Wakayama, Shiga, and Nara prefectures, Kansai was the capital of Japan for more than 1,000 years. It has been blessed with World Heritage sites such as "Buddhist Monuments in the Horyuji," "Cultural sites of Ancient Kyoto," "Himeji-jo Castle," and national treasures, with abundance of significant cultural properties and Buddhist art. Kansai is also a home to core culture of Japan as we know through Noh the masked drama, tea ceremony, and flower arrangements. Talking about geographical richness, it's a pleasantly warm region surrounded by three oceans, and vast natural scenery spreading across Tamba Highlands with gentle slopes and Lake Biwa, which is the largest freshwater lake in Japan in the north, and the Kii Mountains and Nachi Falls in the south. Kansai secured its place for it's vital part in food culture of Japan, when it gave scrumptious Japanese tea and sake to the country. Uniquely distinctive variety of foods and beverages can be found in every prefecture in Kansai, such as special cuisines and matcha from Kyoto, okonomiyaki, and Takoyaki from Osaka, popularly known as flour dough food, not to forget the famous Kushi katsu, Kobe beef, and Wakayama tuna.



Locations throughout Japan



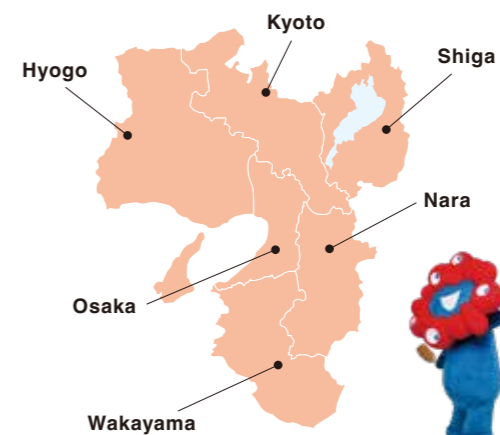
Osaka



Hyogo



Kyoto



Shiga



Nara



Wakayama

**Osaka:** Osaka is home to some of Japan's leading tourist attractions, including large theme parks. Surrounded by greenery, Osaka Castle is also a great place for bird watching. In downtown areas such as Shinsekai, you can enjoy Kushikatsu (deep-fried skewered meat and vegetables) and other delicacies while experiencing the warmth of the local people.

**Kyoto:** The city offers a variety of attractions, from famous spots such as Ginkaku-ji, Kinkaku-ji and Kiyomizu-dera temples to buildings of historical value such as Hongan-ji Temple and Byodo-in Temple. The ancient capital of Kyoto is home to numerous temples, shrines, and Buddhist temples. Just walking around Gion and Ponto-cho is a great way to enjoy the atmosphere of Kyoto.

**Hyogo:** The Kobe area features many sightseeing spots such as Harborland and Port Island, which are unique to the port city. Himeji Castle, also known as "Shirasagi-jo" (White Heron Castle), is a World Heritage site, and its beauty draws people in. It is also famous for its hot spring spots such as Arima and Kinosaki.

**Shiga:** Shiga Prefecture boasts an abundance of nature, including Lake Biwa. The Koka region is known for its temples and shrines, such as Enryaku-ji Temple and Mikami Shrine, and for being the birthplace of the Koka Ninja. Moreover, the Kohoku area has "Kurokabe Square," which features historical buildings and offers visitors the opportunity to enjoy a trip through history.

**Nara:** Famous for the statue of the Great Buddha, Nara Prefecture houses some of Japan's finest World Heritage and National Treasure structures. Famous temples and shrines such as Horyu-ji, Akishino-dera, and Kasuga Taisha are located all over and you will never be short of options when it comes to exploring temples and shrines. The famous deer of Nara Park are very friendly, and their wistfully cute expressions are soothing to the eye.

**Wakayama:** Depending on the location, Wakayama exhibits different appearances and charms. The Kinan region offers a number of hot springs, while Kushimoto is a great place to enjoy scuba diving and other activities. Shirasaki Ocean Park is known as the Aegean Sea of Japan. A World Heritage site, Kumano Kodo(P.16) has also been attracting attention as a "power spot" in recent years.



Food culture



1. Osaka



2. Hyogo



3. Shiga



6. Nara



5. Kyoto



4. Wakayama

**1. The culture of flour based food:** Takoyaki, Okonomiyaki, Negiyaki. Osaka is home to a culture that loves "konamon" (flour based food). Both the sauce and the dough are well-kept secrets of each restaurant. Explore a number of restaurants and find your favorites.

**2. Kobe Beef:** Kobe Beef is among the three major beef breeds in Japan. Sweet red meat and exquisitely aromatic sashi (sliced raw meat). A famous legend has it that it tasted so good that it became the inspiration for the name of a famous athlete.

**3. Omi beef:** One of the three Japanese beef breeds with a history of more than 400 years. It was presented to the shogunate in Edo by the li family, the lords of the Hikone domain. It is said that, "the fat is so sweet and delicious that it melts in your mouth."

**4. Wakayama Ramen:** Wakayama Ramen is known as the local ramen of Wakayama. In addition to the soy sauce broth known as shako-mae-kei and the pork bone soy sauce broth known as ide-kei, new trends have come into play in recent years.

**5. Yudofu (boiled tofu):** low in calories and full of nutrients. The soft and soothing yudofu is a famous specialty in the vicinity of Nanzen-ji Temple. Along with tofu, yuba (tofu skin) is also popular.

**6. Kakinohazushi:** Salted mackerel, a valuable source of protein. It is a local dish born from "preservation methods" such as wrapping in persimmon leaves to prevent drying. Besides mackerel, other variations such as salmon and sea bream are also available.



Empowering Lives Theme Kansai Area Trip

● P.56 ● P.58 ● P.59



Connecting Lives Theme Kansai Area Trip

● P.65 ● P.68 ● P.71 ● P.76



# Chugoku Area

The Tottori Sand Dunes!



## Story and History



### Located on either side of the Chugoku Mountains, San'in and San'yo each have a different appeal.

The Chugoku region is located in the western part of Japan's Honshu main island, forming the border of Honshu and Kyushu, and is made up of 5 prefectures: Hiroshima, Okayama, Tottori, Shimane, and Yamaguchi. The Chugoku Mountains are in the middle of the region, and while the San'in area on the Japan Sea side has harsh winters with heavy snowfall, the San'yo area on the Seto Inland Sea side is warm year-round with low rainfall. You can take part in winter sports in San'in and marine sports in San'yo. There are spots where you can get a sense of Japan's history like the Izumo region, said to be the home of the gods in mythology, the Itsukushima Shrine, Hiroshima Peace Memorial, and Iwami Ginzan Silver Mine UNESCO World Heritage sites, and the Kurashiki Bikan Historical Quarter, as well as lots of things to see like Mt. Daisen, which is known among the locals as Hoki Fuji for its resemblance to Mt. Fuji (Hoki is a former province which was located in modern-day Tottori), the Tottori Sand Dunes, which are the largest in Japan, Shimanami Kaido, and Tsunoshima Ohashi Bridge. There are abundant maritime and mountain ingredients cultivated by the diverse topography and climates, such as seafood, oysters, lemons, and olives, as well as varied specialties in each area, such as Sanuki udon noodles, Hiroshima style okonomiyaki, and sea bream rice that can add a lot of enjoyment to your trip.



Hiroshima Peace Memorial

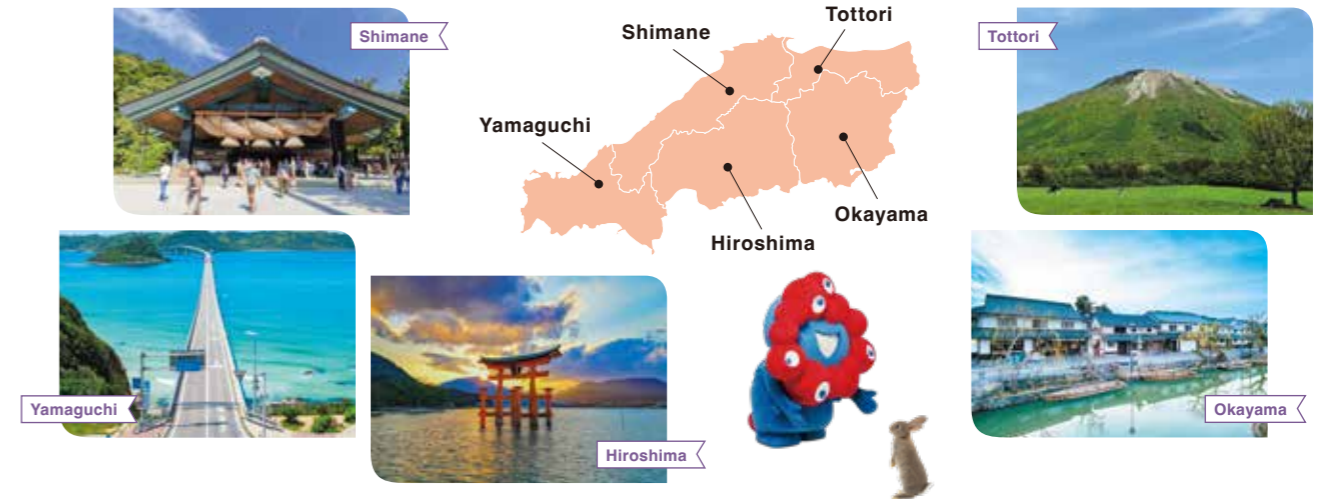


Setoda Lemons, Hiroshima Prefecture

Kurashiki Bikan Historical Quarter, Okayama Prefecture



## Locations throughout Japan



**Hiroshima:** There's lots to see here, including UNESCO World Heritage Sites like Hiroshima Peace Memorial and Itsukushima Shinto Shrine, as well as the Onomichi City Museum of Art and the islands of the Seto Inland Sea. There's even an island home to rabbits (Okunoshima). Cultivation utilizing the mild climate of the Setouchi region such as lemons and other citrus fruit and oyster aquaculture are thriving, and there are diverse gourmet foods to enjoy.

**Okayama:** Learn about Kurashiki Bikan Historic Quarter, where Okayama Castle (also known as Crow Castle) and an Edo period cityscape remains, Okayama Korakuen, one of Japan's top three gardens, and historic sites such as the Kibitsujinja Shrine, which is a designated national treasure. Walking the streets here is so comfortable it's known as the "land of sunshine."

**Tottori:** Try out various activities utilizing the lush nature, such as sand boarding and para-gliding at the Tottori Sand Dunes, the largest sand dunes in Japan, mountain climbing on Mt. Daisen, and field obstacle courses. The San'in Kaigan

UNESCO Global Geopark is a place to learn about precious flora and fauna.

**Shimane:** In Shimane, there are many spots linked to mythology, such as Izumo Taisha the shrine where the god of marriage is said to be enshrined. It's also a diverse sightseeing area where you can experience the beauty of history and nature to the fullest at sites like the Iwami Ginzan Silver Mine UNESCO World Heritage Site, the designated National Treasure Matsue Castle, and the Tachikue Gorge, which is known for its beautiful autumn leaves.

**Yamaguchi:** Yamaguchi is located at the far western end of Japan's main island, Honshu. With water on three sides, you can enjoy a variety of seafood such as puffer fish here as well as scenic spots like Tsunoshima Ohashi Bridge and Kintai Bridge. In ancient times, it flourished as an interchange point with the continental Asian culture, and it was known as "Kyoto of the West" for its cityscape imitating Japan's former capital.



## Food culture



**1. Okayama Fruit:** Okayama, the land of sunshine, is famous as a fruit production area, especially for peaches and grapes. The white peaches have flesh so pale it's almost transparent. You can enjoy high-quality fruit here such as the queen of fruits, Muscat of Alexandria grapes.

**2. Hiroshima-style okonomiyaki:** The dense and filling okonomiyaki with layers of egg, cabbage, and fried noodles is known as "Hiroshima style." Some restaurants also include oysters, and you can enjoy different flavors at each one.

**3. Izumo soba:** Izumo soba is one of the three major varieties. Since the buckwheat is ground without removing the hull, these noodles have a distinctive dark color and strong aroma. Originally, they were made with locally-produced buckwheat flour from areas such as the town of Okuzumo.

**4. Matsuba crab:** Matsuba crab is an essential part of the winter experience in Tottori. The crabs caught in the Japan Sea are packed with meat. Delicious eaten as sashimi, roasted, or in a hotpot. Please enjoy this plump crab meat.

**5. Puffer fish:** Shimonoseki, Yamaguchi is close to tiger puffer fish (torafugu) fishing ground, and puffer fish cuisine first developed here in ancient times. The flesh is eaten as sashimi, in hotpot, or deep-fried, and the milt is also a specialty. Although written as "river pig" in kanji, people in Shimonoseki love puffer fish, which is called fuku (also means luck) in this area.



### Saving Lives Theme Chugoku Area Trip

- P.33 ● P.36 ● P.39



### Empowering Lives Theme Chugoku Area Trip

- P.53 ● P.54 ● P.59



### Connecting Lives Theme Chugoku Area Trip

- P.64 ● P.70 ● P.72 ● P.74 ● P.78





SETOUCHI connects western part of Honshu, as well as Shikoku and Kyushu

# SETOUCHI

No matter when you see it, it's always beautiful. The landscape seems like a painting of interwoven islands.

The calm and beautiful Seto Inland Sea sparkles in the sunlight. More than 700 islands of various sizes seem to float in the sea, creating a "archipelago beauty" that feels like a painting. Bridges that connect the mainland to the islands and those that connect the islands to each other take a variety of shapes and characteristics, adding color to the beautiful scenery of the Seto Inland Sea. The Setouchi islands are home to many distinctive art and museums, and it is recommended that you take a ferry to explore them. It is refreshing to ride a bicycle catching the sea breeze. Take the time to enjoy the ever-changing scenery of the Seto Inland Sea.

Route 01

Four days of exploring Setouchi Castle and learning about Samurai culture

This four-day itinerary is recommended for tourists who like Samurai. Visit "Himeji Castle," a UNESCO World Heritage Site, as well as "Bitchu Matsuyama Castle" and "Marugame Castle," which are among the 12 existing castle towers and stroll through magnificent gardens created for the enjoyment of feudal lords. Observe the techniques of the sword, a samurai symbol, and walk along the paths they took with it.

Day 1 Himeji, Bizen Osafune, Kurashiki

From Osaka to Himeji. Take in the beauty of the World Heritage Site "Himeji Castle," also known as Shirasagi-jo (White Heron Castle), stroll through nine different gardens at Koko-en, and then head to Okayama. You can learn about the sword-making process at the "Bizen Osafune Sword Museum" and spend the night in Kurashiki, which has prospered since the Edo period.

Day 2 Kurashiki, Bitchu Takahashi, Fukiya

After taking a leisurely stroll through the "Kurashiki Bikan Historical Quarter" that features white-walled warehouses, namako walls, and rows of willow trees, head to "Bitchu Matsuyama Castle," perched atop a 430-meter-high mountain. Visit samurai houses and the Japanese dry garden at the Zen temple Raikyu-ji.

Day 3 Okayama, Takamatsu

Experience the tea ceremony at "Okayama Castle," also known as Karasu Castle for its beautiful black exterior, and "Korakuen Garden," one of the three most beautiful gardens in Japan. Study samurai culture at the Hayashibara Museum of Art, which has a collection of 10,000 items including swords and armor, and then take a train across the Seto Inland Sea to Takamatsu, Shikoku.

Day 4 Takamatsu, Marugame

Stroll through the 400-year-old "Ritsurin Garden" and take a bonsai workshop at "TAKUMIKUMO." Proceed to Marugame, climb up the hill of Marugame Castle, which is famous for its stone walls, enjoy the view of the Seto Inland Sea from inside the castle, and try your hand at making uchiwa (Japanese fans), a specialty of the area.

Route 02

4 days to enjoy the history and cuisine of Hiroshima and Yamaguchi

Day 1 Onomichi, Hiroshima

From Osaka to Onomichi via Fukuyama. Enjoy strolling around Onomichi (visiting temples, Cat Alley, etc.), try Onomichi ramen and local beer, and then head to Hiroshima. Visit Hiroshima Peace Memorial Park to see the Atomic Bomb Dome and Hiroshima Peace Memorial Museum, then enjoy a pleasant evening eating okonomiyaki, the soul food of Hiroshima, and drinking sake.

Day 2 Iwakuni, Yamaguchi

From Hiroshima, proceed to Iwakuni. After crossing the "Kintaikyo Bridge," a beautiful wooden bridge with five arches, take a rest at the neighboring Kikko Garden. For lunch, enjoy "Iwakuni-zushi" and head to Shinyama-guchi. Visit "Ruriko-ji" Temple, famous for its magnificent five-story pagoda, then head to Yuda Hot Springs.

Day 3 Hagi and Nagato Yumoto Hot Springs

Travel to Hagi by bus or car. Stroll through the castle town of Hagi, admiring the samurai residences and earthen walls, and make a brief stop at a "Hagi pottery" store. Visit "Toko-ji Temple," burial place of the Mori Clan lords, and then head to "Nagato Yumoto Hot Springs." Enjoy hot springs and seasonal kaiseki meals.

Day 4 Nagato, Shimonosaki

From Nagato to Shimonosaki, take a train or car and travel at a leisurely pace while enjoying the scenery. After taking pictures at the scenic "Omi Island," head to Shimonosaki, located at the western edge of Honshu. You can taste fugu (blowfish) at "Karato Fish Market," where freshly caught local fish are available.

Route 04

Three days to study and reflect on the "Revitalization" of society and nature.

Day 1 Naruto

From Osaka to Naruto via Awaji Island. Drive along the "Naruto Skyline" and enjoy the magnificent panorama of mountains and the sea. Take a ferry to Shimada Island, where you can enjoy a 360-degree view from Naruto Skyline Yobomi Observation Deck. Experience the grandeur of "Naruto's whirlpools" and the serenity of the "Uchino Sea" from up close by taking the "Uchino-Sea Sokai Cruise."

Day 2 Teshima

Take a ferry from Takamatsu to Teshima. Teshima's major challenge was the huge amount of illegally dumped waste. The government and residents worked together to revitalize the environment, and rebuilt the island as an island of art. Taste "Karato Shimizu (Karato's Fresh Water)," a blessing of nature, and visit the "Teshima Art Museum."

Day 3 Shodoshima

From Teshima, head to Shodoshima. After visiting the "Nakayama Terraced Rice Fields" that are preserved amid the aging of farmers and lack of successors, the "Shodoshima Shuzo" that has revived the island's local sake, and the "Yama-Roku Shoyu" that produces soy sauce with conventional methods using wooden barrels, experience beach cleaning at "Shirasaki Beach."



# Shikoku Area

Shodoshima Olive Park in Kagawa Prefecture!

## 四国エリア



### Story and History



## An island of hospitality with a culture of welcoming travelers dating back 1,200 years.

The Shikoku region is located to the southwest of Japan's Honshu main island and is made up of 4 prefectures: Kagawa, Tokushima, Ehime, and Kochi. You can travel between Shikoku and Honshu by bridge or ferry. When traveling in Shikoku, you may encounter people dressed in white clothes. This is the Shikoku Pilgrimage, a tradition dating back about 1,200 years. This pilgrimage consists of traveling to 88 different temples connected to Kobo Daishi, an influential Buddhist monk of the early Heian period (794 - 1135). There is a custom among the local people of welcoming such travelers warmly and giving them drinks and fruit. Shikoku has a warm and comfortable climate, and the cultivation of olives and citrus fruits such as lemons is thriving. There is untouched natural scenery here such as the Shimanto River, said to be the last clear-flowing river in Japan, and Kankakei Gorge, counted as one of the country's three most beautiful valleys. In addition, the sense of unity between dancers and spectators during festivals such as Awa Odori and Yosakoi, which feature dancing in the streets, is a highlight. Shikoku is compact and easy to get around, and you can savor the delicious local specialties of each area, such as Sanuki udon, Tokushima ramen, sea bream rice, and seared skipjack tuna, as you travel by car or train.



Shimanto River, Kochi Prefecture



Mandarin oranges, Ehime Prefecture



Naruto Strait whirlpools, Tokushima Prefecture



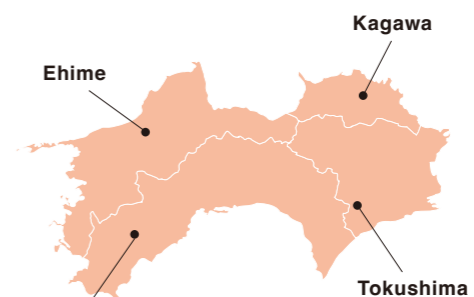
## Locations throughout Japan



Ehime



Kochi



Kagawa

Benesse House Museum  
Photo by Mitsumasa Fujitsuoka



Tokushima

Photo by Watanabe's

**Tokushima:** The Naruto whirlpools are a natural phenomenon caused by the severed differential between ebb and flow of the tidal currents of the Seto Inland Sea and the Kii Channel. During spring tide in the spring and fall, whirlpools form ranging from 20 to 30 meters in diameter. You can also see them up close in a cruise ship.

**Kagawa:** Kagawa prefecture is filled with diverse artwork. Pieces can be found not only in art museums but also scattered around the towns and islands in the Seto Inland Sea, and they range from modern art to more traditional and ancient works. Experience the works of famous architects and public art everyone knows. The prefecture is also famous for its udon noodles. Traveling around to sample different Sanuki udon shops is an appealing trip.

**Ehime:** Dogo Hot Spring is a famous Ehime spot known nationwide as the setting for Natsume Soseki's novel *Bocchan*. The area has a long history, and Ehime (formerly Iyo) is also famous for mandarin oranges. The Iyo no Yu and Nigitatsu no Yu hot springs appear in works such as the *Nihon Shoki* (The Chronicles of Japan) and the *Manyoshu* (the oldest collection of Japanese poetry). Ehime's symbol, the Dogo Onsen Honkan, has been designated an Important Cultural Property.

**Kochi:** There are lots of places to take in gorgeous views looking out on the Pacific Ocean such as clear-running rivers like the Shimanto River and the Niyodo River. Kochi is blessed with lush natural scenery is also famous for Tosa (the name of a former province) pole and line bonito fishing. The first catch of the year has a superb aroma. You can also experience history at sites related to Sakamoto Ryoma.



## Food culture



1. Tokushima



3. Ehime



2. Kagawa



4. Kochi

**1. Tokushima ramen:** There are three traditions in Tokushima ramen, brown, yellow, and white. All of them use a soy sauce base, but the variety ranges from tamari to light soy sauce, and each shop is also different. Shared characteristics include a strong sweetness to the soup, topping with raw egg, and using braised pork.

**2. Sanuki udon:** Kagawa is famous as an udon prefecture, and there are fans of Sanuki udon all over Japan. The noodles made from Kagawa's specially-produced flour have a distinctive strong chew. Traveling around to different shops to find your favorite is a fun way to enjoy this udon holy land. Kagawa is also famous for green olive oil and traditionally-produced soy sauce made in wooden barrels. Try pairing with a variety of different-tasting green olive oil and soy sauces.

**3. Taimeshi:** Ehime's taimeshi (sea bream rice) is made by boiling rice and a whole fish in a clay pot. The savory flavor permeates throughout. In Uwajima City, there is also a fisherman's style version of the dish with combines raw sea bream marinated in sauce with seasonings and raw egg. Mandarin orange production is also top-class nationwide, so you can enjoy comparing different juices or visiting a fruit-picking farm.

**4. Straw-roasted bonito:** You can try the famous pole and line bonito roasted over a straw-fueled fire. At the market with food stalls offering different flavors of Tosa to enjoy, there are also impressive fire show performances where you can watch the fish being roasted right in front of you. Enjoy it with Kochi sun-dried salt.



### Saving Lives Theme Shikoku Area Trip

- P.37
- P.44
- P.49



### Empowering Lives Theme Shikoku Area Trip

- P.55
- P.57



### Connecting Lives Theme Shikoku Area Trip

- P.69
- P.71
- P.73
- P.76



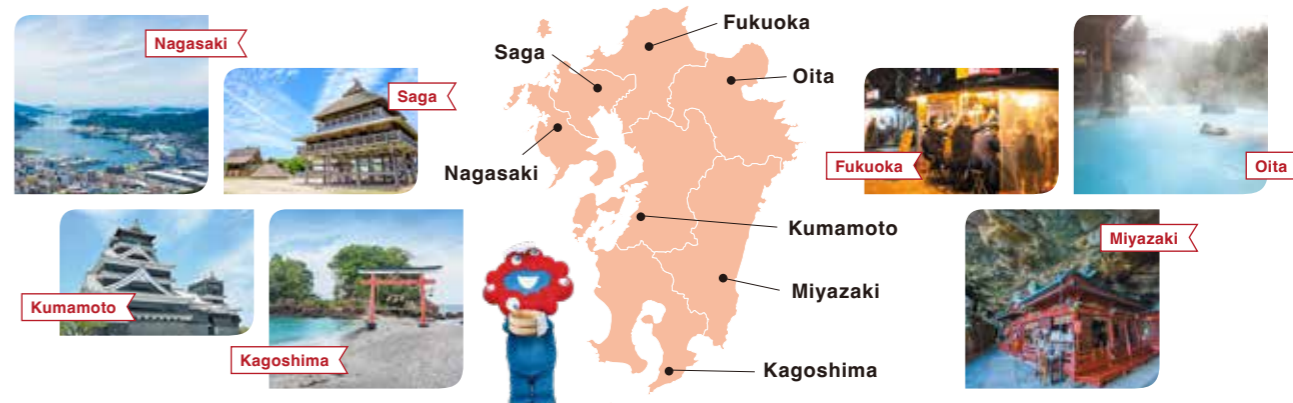
Sakurajima in Kagoshima Prefecture!

# Kyushu Area

# 九州エリア



## Locations throughout Japan



**Fukuoka:** The city of Fukuoka has an airport, Bullet Train station, and port, and it developed as an entryway to Japan for Asian countries. The Nakasu district, which has more than 100 food stalls lined up with abundant street food options, is popular with tourists. You can also enjoy natural scenery such as the appealing and beautiful coastline in Itoshima and historical sites such as Dazaifu Tenmangu Shrine.

**Saga:** With coastlines on the north and south, there is lots of picturesque scenery in spots like Niji-no-Matsubara and Cape Hado. Yobuko Asaichi is one of Japan's three major morning markets, with abundant fresh ingredients lined up for sale. It is also famous as the site of flourishing traditional craft ceramics like Arita ware and Imari ware, which have a history of over 400 years.

**Nagasaki:** Nagasaki is the westernmost prefecture in Kyushu. Surrounded by the ocean on three sides, it also includes approximately 600 islands. Nagasaki has prospered since ancient times as an overseas trading port, and it began bringing in overseas culture and sharing it within Japan in the Edo period. In the city streets, you can find lots of exotic scenery.

**Kumamoto:** Known as the country of fire, Kumamoto is home to one of the world's largest calderas, Mt. Aso. The majestic mountain and grassland scenery of Mt. Aso and the mythology of ancient shrines like the Aso Shrine has enchanted numerous

visitors. Kumamoto Castle, which is one of Japan's three greatest castles, and the unique hot springs such as Kurokawa are also popular.

**Oita:** Number one in Japan for hot spring water sources and water volume. Known as the hot spring prefecture for the numerous hot springs within it such as the famous Beppu and Yufuin, Oita is a place where you can easily visit various types and refresh yourself. There are also lots of ancient buildings remaining within the cityscapes, and you can take a walk in the Nioza area and feel like you've gone back in time to the Edo period.

**Kagoshima:** The southernmost prefecture in Kyushu, Kagoshima's magnificent natural scenery is its charm, including active volcanoes such as Sakurajima. You can also savor local specialties such as tonkatsu cutlets and kakuni braised pork made with the famous local kurobuta pork and kuroushi beef, as well as satsuma-age fried fish cakes. The area has had abundant interactions with overseas locations such as the Ryukyu Kingdom (now Okinawa), as well as both Asian and European countries.

**Miyazaki:** With comfortable weather most of the year, tropical plants such as canary palm and hibiscus grow here, giving the area a resort feel. Cultivation of fruit such as mangoes is also flourishing. There are lots of natural energy spots such as the famous Takachiho Gorge, which serves as a setting in Japanese mythology.



## Food culture



**1. Food stalls:** The Hakata Nakasu food stalls are a place to enjoy a wide range of foods from the standard ramen and offal hotpot to mizutaki (a type of chicken hotpot), chicken skewers, potstickers, and tempura. There are over 100 shops set up, and the area has become a scenic feature of Fukuoka/Hakata.

**2. Yobuko squid:** There are lots of types of squid, but many people say that "Yobuko squid is special." The clear flesh has a crunchy texture, and sweetness spreads throughout your mouth when you take a bite. It's so delicious, it's no exaggeration to say trying it will change your perspective on squid.

**3. Nagasaki champon:** Although its roots are as a dish cooked to serve to Chinese study-abroad students, it has now spread all over Nagasaki and even Japan as a whole. Champon is made with chicken stock and lots of vegetables and seafood. It's a local taste that's been loved for many years.

**4. Horse sashimi:** Kumamoto accounts for roughly half of the total horse meat consumption nationwide. Kumamoto's horse sashimi is especially good. You can also try rare cuts of horse like the meat under the mane, tongue, and liver.

**5. Toriten:** Toriten is a type of chicken tempura that is a local specialty in Oita. Since the meat is seasoned with garlic and soy sauce, it's perfect either as a side dish with rice or to pair with a drink. Served with cabbage, which also complements the flavor wonderfully.

**6. Miyazaki mango:** These ripe mangoes are grown under the Miyazaki sun. Famous as branded fruit as well. Taiyo-no-Tamago (egg of the sun) is especially good, and the distinctive sweetness and creamy flesh are simply delicious.

**7. Shochu culture:** In Kagoshima, shochu distilled liquor is made from sweet potatoes as a matter of course. Enjoy its deep flavor in served in a clay vessel called a kurojoka. It's perfect match with satsuma-age fried fish cakes, another local specialty.



## Story and History

### The entryway to Japan, where overseas culture was incorporated and fused into Japanese traditions.

The Kyushu region is located in the southwestern part of Japan and is made up of 7 prefectures: Fukuoka, Saga, Nagasaki, Kumamoto, Oita, Miyazaki, and Kagoshima. Surrounded by the ocean on all four sides, the climate is relatively warm due to the effects of the Kuroshio and Tsushima ocean currents. Through trade with China, the Korean peninsula, Asian countries, and Europe since ancient times, Kyushu has functioned as a cultural entryway. Overseas culture has influenced Kyushu's food culture as well as traditional crafts such as ceramics. Kyushu has many volcanoes such as Mt. Aso with its beautiful caldera and Sakurajima, which is one of Japan's most prominent active volcanoes, as well as a multitude of hot springs such as Beppu and Kurokawa, which all have distinct character together account for 1/3 of Japan's hot spring water. Natural scenery, such as the dynamic sight of active volcanoes and the coastline with its abundant changes, are also part of Kyushu's appeal. Looking out the window on a train ride and taking your time traveling around by rental car or bicycle are both great ways to see it. The food is also unique, and there are lots of local gourmet specialties such as tonkotsu ramen, which is made with thick and rich pork stock, champon noodles, horse sashimi, chicken nanban, and satsuma-age fried fish cakes.



Yufuin, Oita Prefecture



Glover Garden, Nagasaki Prefecture



Imari ware, Saga Prefecture



### Saving Lives Theme Kyushu Area Trip

- P.33
- P.34
- P.35
- P.37
- P.42
- P.43





Irabu Ohashi Bridge in Miyako Island, Okinawa Prefecture!

Okinawa Area



Shisa, Okinawa Prefecture



Ryukyu architecture, Okinawa Prefecture



Shureimon Gate of Shuri Castle, Southern Okinawa Prefecture.



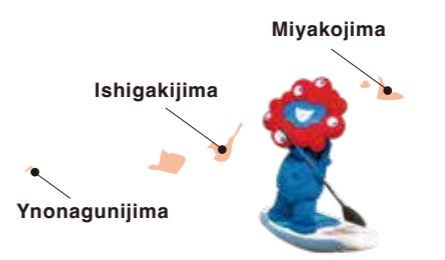
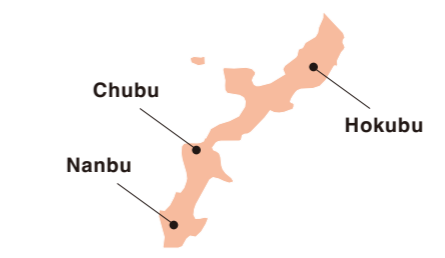
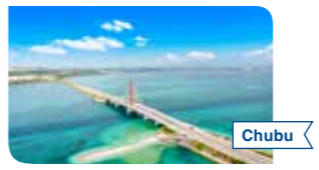
Story and History

A tropical paradise where the luxuriant and unique Ryukyu Kingdom culture flourishes.

Okinawa, situated at the southernmost tip of Japan, enjoys a predominantly subtropical climate. Its stunning sea sparkles in emerald green, gradually transforming into deep cobalt blue as you venture further offshore, creating a breathtaking contrast against the pristine white sandy beaches. Embark on popular activities such as scuba diving and snorkeling to discover a world of tropical fish, vibrant corals, and graceful manta rays. Alternatively, delve into the lush subtropical flora and mangrove forests through kayaking adventures. Don't miss the chance to participate in stargazing tours, offering mesmerizing views of the starry skies. Exploring Okinawa by car is highly recommended, Ferries are available for trips to the attractive outlying islands. Okinawa, once the Ryukyu Kingdom, developed its own unique culture distinct from Japan. With traditional crafts and performing arts such as sanshin (a three-stringed instrument), bingata (a dyeing technique), and Ryukyu glass, it has a distinctive culture. The "Gusuku Sites and Related Properties of the Kingdom of Ryukyu" are registered as UNESCO World Heritage Sites. Additionally, Okinawa has a unique culinary culture. Enjoy fresh fruits like bitter melon stir-fry (Goya Champuru), Okinawa soba (noodle soup), island tofu, sea grapes, pineapple, and mango, all within the free-spirited ambiance of the island.



Locations throughout Japan



**Northern Okinawa:** Among Okinawa's regions, the north stands out for its abundant nature. Home to the "Yanbaru" area, known as the "Miracle Forest" and designated a UNESCO World Natural Heritage Site, it features deep subtropical forests teeming with endemic species. Additionally, there are many facilities and activities that harness nature's beauty, such as the Okinawa Churaumi Aquarium, as well as opportunities for trekking and canoeing. It is a region where you can truly be healed by nature.

**Central Okinawa:** Explore the rich cultural tapestry of Okinawa in this region. Uncover the history of the Ryukyu Kingdom at sites like "Nakagusuku Castle Ruins" and "Katsuren Castle Ruins," discover traditional craftsmanship in Yomitan Village, renowned for its "Yachimun" pottery, and experience the blend of American and Okinawan cultures at "Mihama American Village." Additionally, we recommend taking a scenic drive along the 4.75 km-long "Underwater Road,"

connecting four islands.

\*Yachimun: A term in the Okinawan language referring to pottery.

**Southern Okinawa:** The southern part of Okinawa is home to Naha Airport, your gateway to the skies. Explore International Street, the public market, and duty-free shops in Naha City. Just a short distance from the city center, indulge in beach activities and swimming. Furthermore, at Shuri Castle Park in Shuri, the capital of the Ryukyu Kingdom, admire unique architectural structures and invaluable historical materials.

**Islands:** Okinawa boasts charming remote islands such as Ishigaki Island, Miyako Island, Kume Island, and Yonaguni Island, Japan's westernmost island. Each island features unique ocean colors and untouched natural beauty that captivates many. Experience diving, stand-up paddleboarding (SUP), and more on these islands. Ferry travel is convenient, allowing you to explore several remote islands in a single day.



Food culture

Okinawa Food



- Taco Rice:** A soulful Okinawan dish featuring the filling of Mexican tacos served on a bed of rice. Enjoy spicy taco meat, lettuce, tomato, and cheese atop the rice. It pairs perfectly with salsa sauce.
- Shikuwasa:** A citrus fruit cherished in the northern part of Okinawa Prefecture, "Yanbaru," where it benefits from the blessings of the sun and mountains. It is said to be one of the original species of mandarin oranges, with only two known to exist in Japan.
- Okinawan Tempura:** A soulful dish considered a staple among the people of Okinawa Prefecture. It is more commonly enjoyed as a snack, with a slightly thicker and chewier batter. Popular varieties include tempura made with mozuku seaweed, purple sweet potatoes, and fish.
- Jimami Tofu:** "Jimami" refers to peanuts. It is a dish similar to sesame tofu, made by kneading squeezed peanut juice. It has a distinctive firm texture.
- Okinawa Soba / Miyako Soba:** Thick noodles topped with pork belly slices, fish cake, island onions, and other simple ingredients. In Miyako Island, some shops sprinkle curry powder on top, offering a different flavor profile for Miyako Soba.
- Purple Sweet Potatoes:** Okinawan purple sweet potatoes are only delicious. They also boast vibrant colors and are rich in anthocyanins and dietary fiber, believed to be good for the eyes. Whether eaten as is or provided as a dessert, they are exquisite.



**Saving Lives Theme Okinawa Area Trip**

- P.35 ● P.40 ● P.45
- P.46 ● P.47 ● P.49

**Empowering Lives Theme Okinawa Area Trip**

- P.60

**Connecting Lives Theme Okinawa Area Trip**

- P.75





## Saving Lives



## Japan, together with nature. A trip to get a sense of coexisting lives.

Japan is surrounded by ocean on four sides, and its abundant mountains, rivers, and other nature have played an important role in the country's history, which is also a history of coexistence with diverse varieties of life. This extends to the people's way of life, as well as religious beliefs. It's no exaggeration to say that nature is a part of Japanese people's daily lives. The changing scenery in the four seasons puts our bodies and minds at ease. Tourism in Japan is also a business in combination with the life of the country's nature. People live within the cycles of the natural world. You can enjoy a trip that gives a sense of these coexisting lives.

### Learning the coexistence of life from nature. Why don't you find a life-saving trip?

- World Natural Heritage Sites, National Parks
- Hot Springs
- Mountains
- Rivers
- Oceans
- Decarbonization, Environmental Conservation
- Health, Medical Treatment
- Peace
- Animals, Ecosystems

# Let's go on an EXPO Trip

## Saving Lives



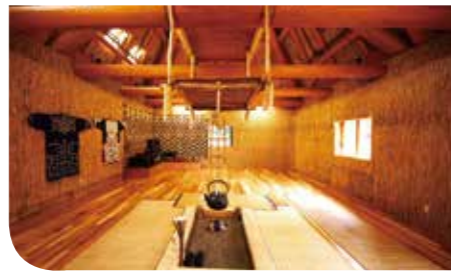
Let's Go on Trips to Saving Lives

## Saving Lives Trips Here

- 01 Hokkaido Noboribetsu Toya Wide-Area Package Tour
- 02 Hokkaido Discover the Volcanoes of East Hokkaido
- 03 Hokkaido Guided Hiking and Mountain Climbing Tour to Achieve Sustainable Tourism
- 04 Akita Shirakami River Trekking
- 05 Aomori / Iwate / Miyagi / Fukushima Michinoku Coastal Trail
- 06 Nagano Northern Japan Alps Panorama Ginza Trekking Tour
- 07 Tottori Heart-Cleansing Daisen Beech Forest Walk: Experience Lush Natural Scenery
- 08 Oita Kunisakihantou Minemichi Long Trail
- 09 Nagasaki Trekking Across the Three Peaks of Mt. Unzen-Fugen to See a New Volcano Up-Close
- 10 Hokkaido A salmon-perspective cycling tour along the Toyohira River in Sapporo plus canoeing upstream in Jozankei!
- 11 Kumamoto Grassy e-Bike Ride Climbing Mt. Aso to Reach the Caldera
- 12 Okinawa [Kerama Islands] Enjoy the Sea and Mountains! A 4-night, 5-day journey exploring by e-Bike and on foot."
- 13 Tottori Tottori Sand Dunes Activity Program
- 14 Hokkaido Jozankei Snow-Viewing Rafting
- 15 Kagawa [Tonosho, Kagawa] Walking on the Sea?! SUP (Stand-Up Paddleboard) Sea Stroll with a View of Shodoshima Island"
- 16 Kagoshima Sakurajima Active Volcano: Three-Hour Sea Kayak Tour Experience
- 17 Aomori Oirase Stream
- 18 Iwate / Akita Hachimantai Dragon Eye
- 19 Tokyo Wonderland of the Distant Sea: Hachijojima Island
- 20 Shimane Entō (Geopark Private Tour Plan)
- 21 Okinawa [Kunigami Village] Discover Yanbaru Forest: A Haven of Biodiversity Conservation Efforts.
- 22 Fukushima Extreme Hot Springs
- 23 Gunma Stay at Three Charming Hot Spring Inns in Gunma Prefecture: Hot Spring Heaven
- 24 Miyagi Mt. Zao (Okama Caldera & Snow Monsters)
- 25 Tochigi Sustainable Extraordinary Experience in the Beautiful Bamboo Forest of "Wakatake-no-Mori Wakayama Farm"
- 26 Miyazaki Takachiho Packrafting
- 27 Fukuoka [Walking with a Local Guide] Kyushu Olle (Trekking) "Munakata Oshima Course"
- 28 Saga [Walking with a Local Guide] Kyushu Olle (Trekking) "Karatsu Course"
- 29 Kagawa [Shodoshima, Kagawa] Nakayama Senmaida Terraced Rice Field Conservation Activities
- 30 Ehime [Imabari, Ehime] Imabari Nature Cram School: Environmental Education Program
- 31 Okinawa [Northern Area of Okinawa Main Island] Cycling Tour
- 32 Okinawa Ethical Travel Okinawa Model Course
- 33 Okinawa [Kumejima Town] Embark on a Journey to Learn about the "Kumejima Model" of Ocean Deepwater Utilization while Enjoying Stunning Views, Delicious Cuisine, and Rich Historical Culture.
- 34 Kanagawa Me-Byo Valley BIOTOPIA
- 35 Okinawa [Kitanakagusuku Village] Experience Kitanaka Wellness with a 3-day, 2-night Journey of Complete Relaxation.
- 36 Okinawa [Battle Site of Southern Part of Okinawa Main Island] Former Navy Headquarters Bunker
- 37 Hokkaido "Orca, Whale, Dolphin, and Bird Watching Boat Cruise in Shiretoko Rausu"
- 38 Niigata Crested Ibis on Sado Island
- 39 Kochi [Shimanto, Kochi] Coexistence of Nature and Humanity Based on Shimanto River and Dragonflies
- 40 Okinawa [Kin Town] Nature Experience Activities, Bird Watching, and City Tours



# #01 Hokkaido 北海道



World Natural Heritage Sites,  
National Parks

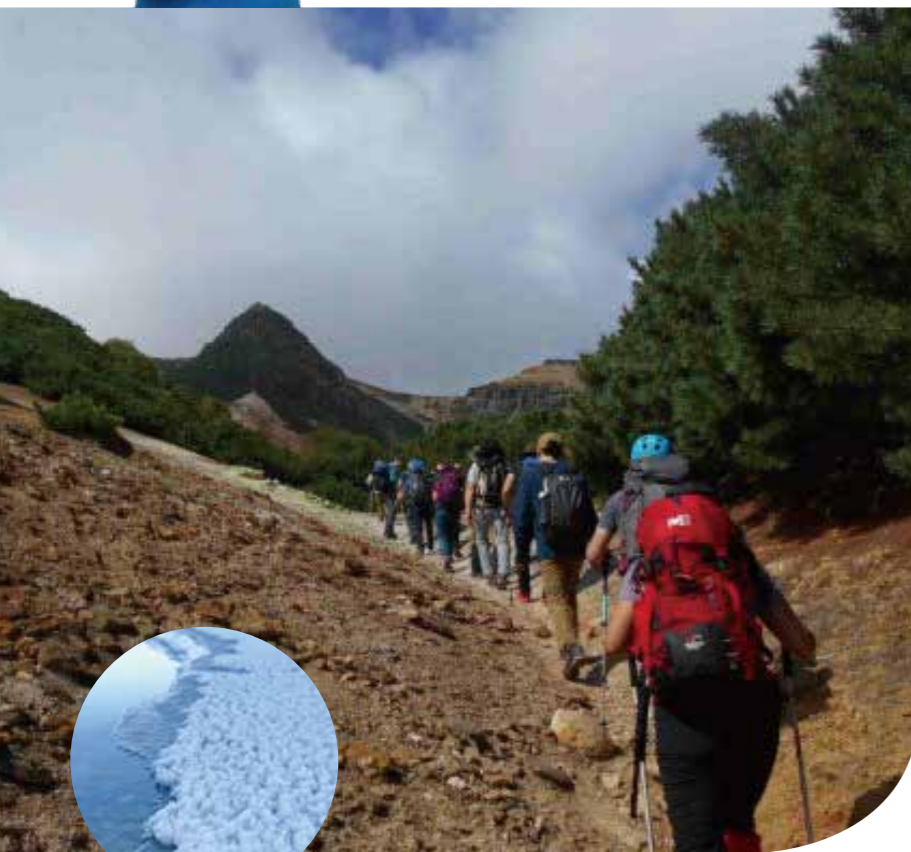
## Noboribetsu Toya Wide-Area Package Tour

Learn about Hokkaido Culture with All Five Senses. Noboribetsu Toya 2-Day/1-Night Tour

This 2-day/1-night tour explores the vast natural scenery of the Noboribetsu Toya Wide-Area and Upopoy National Ainu Museum and Park. It takes in areas relatively close to Niseko, so overseas travelers staying in Niseko during the winter can also enjoy it. After taking a snowshoe tour to see the spectacular scenery of Lake Toya in winter, enjoy Ishikari Nabe, a Hokkaido hot pot made with salmon. Since you will be staying at a hotel in Toyako Hot Spring, you will be free to enjoy snack bars around the hot spring town at night. The next day, you will visit the Toya-Usu UNESCO Global Geopark and the Yokozuna Kitanoumi Memorial Hall. After experiencing Ainu culture at Upopoy, the tour concludes with a Japanese-style meal.

### Spot Information

北海道虻田郡洞爺湖町  
<https://x.gd/mQbHU>  
 \*This information is current as of March 2024.



### Spot Information

釧路市阿寒湖温泉、弟子屈町  
<https://x.gd/ZfXpr> (2023年度参考)  
 \*This information is current as of March 2024.

# #02 Hokkaido 北海道



World Natural Heritage Sites,  
National Parks

## Discover the Volcanoes of East Hokkaido

An Enthralling Trip Experiencing Spectacular Nature

The setting is three caldera lakes created by volcanic activity in a national park of beautiful nature interwoven with forests and lakes. Enjoy cycling through the volcanic landscape of the park while getting a taste of Japan's hot spring culture at Kawayu Onsen — a popular medicinal hot spring since ancient times. Take a one-day trek of Mt. Meakan, for the spectacular views of the volcano and the vitality of the earth, then cycling and walking in the secluded forest on the shore of Lake Akan. You will enjoy the enthralling trip through nature's grandeur, a tapestry ala "East Hokkaido."



# #03 Hokkaido 北海道



World Natural Heritage Sites,  
National Parks

## Guided Hiking and Mountain Climbing Tour to Achieve Sustainable Tourism

Tours that Convey the Aims of Sustainable Tourism

The main areas for tourism in northern Hokkaido, namely Rishiri and Rebun Islands, Wakkanai City, Toyotomi Town, and Horonobe Town, were designated as "Rishiri-Rebun-Sarobetsu National Park" by the Japanese government. Similarly, Lake Kutcharo is Japan's largest Bewick's swan stopover site and as such is a wetland registered under the Ramsar Convention. By guiding visitors on guided tours of these precious natural resources, we aim to convey the importance of local life and the natural environment that must be passed on to future generations.



### Spot Information

北海道利尻郡利尻町沓形  
<https://www.club-t.com/>  
 \*This information is current as of March 2024.



Saving Lives



World Natural Heritage Sites,  
National Parks

## Shirakami River Trekking

A One-day Whole-Body Experience of Pristine Nature

Shirakami-Sanchi is a general term for the mountainous area that straddles Aomori and Akita prefectures. It is registered as a UNESCO World Natural Heritage site for the precious ecosystem cradled in the world's largest virgin beech forest. Shirakami River Trekking guides you along one of the walking routes to experience nature, traipsing along a beautiful clear stream that flows from the beech forest. Even first-timers will be at ease as they walk along the stream with a guide, feeling the preciousness of life and the grandeur of nature, while being healed as you spy many birds and fish. You can spend the day experiencing untouched nature with your entire body.



### Spot Information

秋田県山本郡藤里町藤琴里栗38-2  
<https://activityjapan.com/publish/plan/39167>  
 \*This information is current as of March 2024.

# #04 Akita 秋田



# #05 Aomori / Iwate / Miyagi / Fukushima 青森/岩手/宮城/福島



World Natural Heritage Sites, National Parks

## Michinoku Coastal Trail

Feel the Stories Woven by Nature, Taste Tohoku Life

The Michinoku Coastal Trail winds along the Pacific coast from Hachinohe City in Aomori Prefecture all the way to Soma City in Fukushima Prefecture. The main attraction of the trail is the abundance of spots where you can experience dynamic views of the ocean--Japan's most beautiful cliffs, the scenery of the ria coast, and one of the world's three richest fishing grounds. Nature has packed the area with gorgeous views--forests, villages, rivers, and the sea. Amidst the overwhelming beauty nature has woven, your impressions passing through while being kissed by the sea breeze will be unforgettable.



### Spot Information

青森県、岩手県、宮城県、福島県  
<https://tohoku.env.go.jp/mct/>  
 \*This information is current as of March 2024.

# #07 Tottori 鳥取

World Natural Heritage Sites, National Parks

## Heart-Cleansing Daisen Beech Forest Walk: Experience Lush Natural Scenery

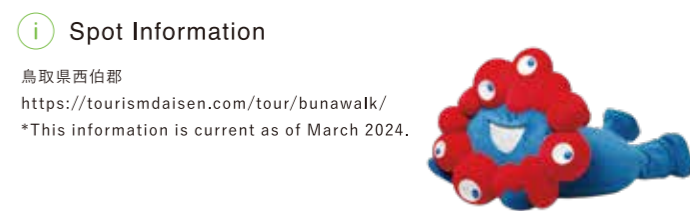
Natural detox. Fully enjoy nature in the beech forest

Do you know that Mt. Daisen, located in a national park, that is a natural heritage site of Tottori Prefecture along with the Tottori Sand Dunes, is home to one of the largest beech forests in western Japan? On a leisurely trekking tour while taking a pouring green shower, there are three courses where you can experience the history of Mt. Daisen as well as the rich nature of each season, such as feeling the touch of spring water while walking through a beech forest, and visiting historic sites that are designated as important cultural properties. In addition to the nature and history sections, you can choose a full course that makes your trip to Mt. Daisen even more memorable through the connection between nature and history, making it a course that can be enjoyed by people of all ages, whether you are traveling with children or hiking for the first time.



### Spot Information

鳥取県西伯郡  
<https://tourismdaisen.com/tour/bunawalk/>  
 \*This information is current as of March 2024.



World Natural Heritage Sites, National Parks

## Kunisakihantou Minemichi Long Trail

See Unspoiled Landscape of Japanese People's "Spiritual Homeland"

The Kunisakihanto Peninsula juts out in a distinctive round shape from northeastern Oita Prefecture, in eastern Kyushu. An amalgam of Shintoism and Buddhism practice was born here and the way of life in which Gods and Buddhism are integrated into daily life has continued for 1,000 years. The Kunisakihantou Minemichi Long Trail combines the unique topography with the blessings of nature and people's faith--walk along fields where traces of people's faith and history remain. You can relive the mine-iri training path that monks followed. It will be a journey of discovery of the origins of the Japanese people as you come into contact with the wisdom of our ancestors who pass on history and spiritual culture through centuries of living.



### Spot Information

大分県国東市武蔵町丸小野  
<https://x.gd/plXe8>  
 \*This information is current as of March 2024.



# #06 Nagano 長野



World Natural Heritage Sites, National Parks

## Northern Japan Alps Panorama Ginza Trekking Tour

Panorama Ginza — an Easy-to-Walk Guided Route in the Northern Alps

Mountain trekking has become more and more popular worldwide due to the COVID-19 pandemic. Spend about 3 days with a guide on the Panorama Ginza route (Mt. Tsubakurodake -> Mt. Otenshodake -> Mt. Jonendake -> Mt. Chogatake), which boasts outstanding scenery in Japan's foremost mountain area Northern Alps (Chubusangaku National Park). The tour is packed with the charm of Japanese mountain trekking, including staying at popular mountain huts along the way, using routes through the Northern Alps that can be enjoyed by a wide range of people.

### Spot Information

長野県北安曇郡小谷村千国乙12883-1  
<https://www.go-nagano.net/nature-and-outdoors/id20377>  
 \*This information is current as of March 2024.



Saving Lives

#08 Oita 大分





World Natural Heritage Sites,  
National Parks

### Trekking Across the Three Peaks of Mt. Unzen-Fugen to See a New Volcano Up-Close

History of the Land is Superimposed  
over Path to Volcano-formed Mountain

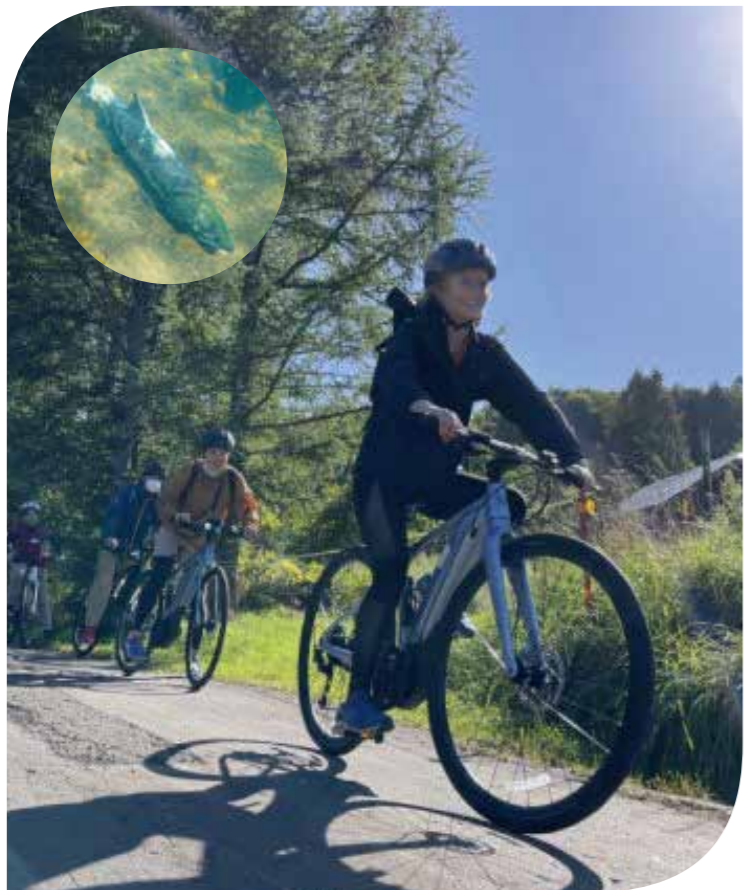
The Shimabara Peninsula is on the west side of Kyushu and surrounded by the sea. The peninsula emerged from the eruption of Mt. Unzen-Fugen, and the lives of its people are intertwined with the active volcano Unzen, which has erupted three times in recorded history. During the 1991 eruption of Mt. Unzen-Fugen, a new Mt. Heisei-Shinzan was born from the mountainside. Although fumaroles are still rising and people cannot enter, you can see it up close from the route that traverses the three surrounding mountains. From this trekking course you can get a sense of the lives of people facing Unzen Volcano, who have repeatedly recovered from disasters, and live thanks to Earth's blessings. The trekking course will also leave you awed with the majesty of nature and the volcanic scenery.



#### i Spot Information

長崎県雲仙市  
[https://find.unzen.org/article/trekking\\_guide](https://find.unzen.org/article/trekking_guide)  
\*This information is current as of March 2024.

## #09 Nagasaki 長崎



World Natural Heritage Sites,  
National Parks

### A salmon-perspective cycling tour along the Toyohira River in Sapporo plus canoeing upstream in Jozankei!

Experience Nature in Hokkaido  
through the Eyes of Salmon, the "Fish of the Gods"

In Ainu, salmon are called "chep sep (fish of the gods)" and have been considered a special fish since ancient times. From then down to today, salmon have returned en masse to the Toyohira River in the fall. Although salmon numbers declined for a time, efforts to improve the environment around the river have been bringing back the salmon for the first time in several decades. The tour is conducted from the perspective of salmon, the "fish of the gods," and begins with a bicycle ride up the Toyohira River and a meal of salmon. Then you will enjoy canoeing in a quiet forest upstream. While appreciating the "god fish," we hope you will experience Hokkaido's wilderness through cycling and canoeing.



#### i Spot Information

北海道札幌市南区定山溪温泉東3  
<https://x.gd/kHxlz>  
\*This information is current as of March 2024.

## #10 Hokkaido 北海道

## #11 Kumamoto 熊本



World Natural Heritage Sites,  
National Parks

### Grassy e-Bike Ride Climbing Mt. Aso to Reach the Caldera

Exhilarating Activity  
Experience--Run while Listening  
to the Heartbeat of the Earth

Mt. Aso in Kumamoto Prefecture, near the center of Kyushu, is an active volcano with one of the world's largest calderas and a majestic outer ring. As fumes still rise from the center, you can feel the very breath of nature. Its abundant spring water, perhaps one of the blessings of the volcano, makes agriculture flourish, supporting the people who live inside the caldera. You start cycling from the foot of Mt. Aso inside this caldera and ride an e-bike towards the crater through fields, which are normally closed. Slalom while dodging cinders, volcanic ash, and droppings from cows and horses for an incredibly exhilarating experience—you can only get here.

#### i Spot Information

熊本県阿蘇市黒川牧野・阿蘇山上  
<https://asobe-tai.com/adventure-cycle/>  
\*This information is current as of  
March 2024.



Saving Lives



World Natural Heritage Sites,  
National Parks

### [Kerama Islands] Enjoy the Sea and Mountains! A 4-night, 5-day journey exploring by e-Bike and on foot.

Oceans to Mountains, Charming Everywhere!  
Tour With Stay with Remote Islands

The Kerama Islands are about 40 km west of Okinawa Island, and consisted of around 30 islands of various sizes and numerous reefs. The islands are famous for the crystalline "Kerama Blue" water, among the clearest in the world, and attract many tourists from Japan and overseas alike. The 5-day island tour includes exploring the island on an e-bike and on foot, experiencing the spectacular nature outlined by the Kerama Blue sea and the shorelines, and interacting with local people through a variety of activities. This tour is a unique opportunity to experience the expansive sea, the life and culture of the remote islands, and their distinctive characteristics as you go island-hopping on a traditional boat (sabani).

#### i Spot Information

沖縄県島尻郡座間味村座間味109  
<https://www.okinawastory.jp/news/local/4241>  
\*This information is current as of March 2024.



## #12 Okinawa 沖縄



# #13 Tottori 鳥取



World Natural Heritage Sites, National Parks

## Tottori Sand Dunes Activity Program

Enjoy a leisurely walk!  
Enjoy taking pictures at Tottori Sand Dunes!

Tottori Sand Dunes are Japan's most famous sand dunes. The appearance of the dunes changes depending on the wind direction and strength, and the art created by nature, such as wind ripples on the sand, sandy grounds, and sand columns, is a must-see. You can enjoy this tour while seeing and photographing such art. A guide and photographer who has thorough knowledge about Tottori Sand Dunes will guide you to the best spots in Tottori Sand Dunes and teach you professional photography techniques. You can also enjoy a variety of other activities such as camel riding, cycling, sandboarding, and paragliding.



### Spot Information

鳥取県鳥取市福部町湯山2164-971  
<https://tottori-tours.com/tottori-activity-select/>  
\*This information is current as of March 2024.



World Natural Heritage Sites, National Parks

## Jozankei Snow-Viewing Rafting

Enjoy the Unique Serenity of Winter with Snow-Viewing Rafting

Famous for its hot springs and rich nature, the Jozankei area is located in Sapporo's Shikotsu-Toya National Park. In the fall, visitors can enjoy the autumn colors of the valley. In winter, you can enjoy "snow-viewing rafting," surrounded by snowy scenery. If rafting in summer is "action," rafting in winter is "stillness." As you pass through the valley where little wind blows, winter rafting becomes a quiet activity, so you can enjoy the unique serenity of the snow-filled canyon. With a canoe guide along, you may also encounter wildlife and ice falls, making it a new winter activity!

### Spot Information

北海道札幌市南区定山溪温泉  
<https://x.gd/FKUmg>  
\*This information is current as of March 2024.

# #14 Hokkaido 北海道

# #15 Kagawa 香川

World Natural Heritage Sites, National Parks

## [Tonosho, Kagawa] Walking on the Sea?! SUP (Stand-Up Paddleboard) Sea Stroll with a View of Shodoshima Island

Adventure walk along the Seto Inland Sea!

Shodoshima is a small island floating in the Seto Inland Sea. In addition to the rich food culture inclusive of olives, sweetened soy sauce (tsukudani), and somen noodles, there are many soul-stirring scenic spots, such as the beautiful coastline and the mysterious "Angel Road" that appears and disappears depending on the tide. If you come to "SHIMA ASOBI," which is based on the north side of the island, we will take you on the SUP cruise. A local instructor will tell you about the history and charm of Shodoshima while sailing around the uninhabited islands and passing under the suspension bridge.



### Spot Information

香川県小豆郡  
\*This information is current as of March 2024.



# #16 Kagoshima 鹿児島

World Natural Heritage Sites, National Parks

## Sakurajima Active Volcano: Three-Hour Sea Kayak Tour Experience

Impressive Full 360° Views of Sakurajima Via Sea Kayak Tour

Sakurajima in Kagoshima Prefecture was transformed into a peninsula when it was connected to the mainland of Kyushu by an eruption about 110 years ago. Its active volcano still spews smoke. Why not try sea kayaking here where you can feel the earth move? When you look up, you will see impressive mountains, lava fields, and vegetation unique to volcanic areas. Looking seawards, you can see the majestic scenery unique to active volcanoes, such as lava flows dipping into the sea, coral that coexists with the volcano, and hot springs gushing out from the ocean floor. The 3-hour sea trek is a unique experience of Sakurajima, where you can enjoy both land and sea— a great adventure tour.

### Spot Information

鹿児島県鹿児島市桜島赤水町  
<https://k-kayaks.com/portfolio/sakurajima-from-sea/>  
\*This information is current as of March 2024.



Saving Lives





 World Natural Heritage Sites, National Parks

### Oirase Stream

Experience Becoming One with Nature's Greenery and Clear Streams

Oirase Gorge in Aomori Prefecture is chock full of Nature's charms, with expressive clear streams, the surface of the water glistening in the sunlight filtering through the trees, and the cuteness of leaves and moss. Promenades and roads stretch along the mountain stream for some 14 km, so you can enjoy the spectacular views by bus, car, or rental bicycle. But we really recommend walking along the river. You will enjoy the beauty of Nature all the more immersed in it while bathing in the clean forest air. The best season for fresh greenery is from mid-May to mid-June, but the fall foliage and winter are also attractive, when you can enjoy an impressive icfall and icicles. The icfall is lit up at night, its bluish beauty creating a fantastic world.

## #17 Aomori 青森



 Spot Information

岩手県八幡平市/秋田県仙北市  
<https://www.pref.akita.lg.jp/pages/archive/40618>  
\*This information is current as of March 2024.

## #18 Iwate / Akita 岩手/秋田



 Spot Information

青森県十和田市奥瀬60  
[https://aomori-tourism.com/spot/detail\\_339.html](https://aomori-tourism.com/spot/detail_339.html)  
\*This information is current as of March 2024.

 World Natural Heritage Sites, National Parks

### Hachimantai Dragon Eye

Journey to Catch Nature's "Miraculous Eye" Opening

The Hachimantai Dragon's Eye appears from late May to early June. This is a spectacular natural phenomenon that occurs on Kagami-numa, located near the summit of Mt. Hachimantai. The winter snowfall becomes donut-shaped in the Spring as surrounding areas and the center melt. When various conditions such as sunlight and the color of the sky come together, a fantastic illusion occurs — the "eye opens." Other popular sites in addition to the Dragon's Eye that are near Kagami-numa include Megane-numa, which shines an emerald green color and is called Dragon's Tears. There are many other craters near Kagami-numa, which were created by explosions of steam. Water collects in them, so you can see a lot of different ponds, such as Hachiman-numa' and Gama-numa. So many encounters with scenery created by the mystery of "life" called nature.



## #19 Tokyo 東京



 World Natural Heritage Sites, National Parks

### Wonderland of the Distant Sea: Hachijojima Island

Gorgeous Nature in Tokyo — Just One Hour from Haneda


Hachijojima Island is easy to visit both from Japan and abroad, with regular flights from Haneda, well-organized transportation on the island, and a tourist information center with English support. The island has received a lot of attention as the setting for a movie version of anime and you can enjoy activities such as interacting with marine life and trekking in the lush, untouched natural scenery. Relax and enjoy yourself in the warm climate of the island, refreshing your body and mind, while experiencing traditional lifestyle and customs. Currently, sustainable on-demand and sharing mobility services can be used as a means of transportation through "smart mobility services" demonstration experiments.



 Spot Information

東京都八丈町土庄  
<https://en.activityjapan.com/search/kanto/tokyo/102/>  
\*This information is current as of March 2024.



 Spot Information

島根県隠岐郡海士町福井1375-1  
<https://ento-oki.jp/>  
\*This information is current as of March 2024.

 World Natural Heritage Sites, National Parks

### Entô (Geopark Private Tour Plan)

Private tour to wholly experience Oki Islands UNESCO Global Geopark

Oki Islands UNESCO Global Geopark is composed of four inhabited islands and several uninhabited islands scattered in the Sea of Japan, 40-80 km north of the Shimane Peninsula. It is a private tour by [Entô], a base facility where you can stay overnight, and you can fully enjoy the charm of Oki with the help of a knowledgeable guide, that you would otherwise miss on your own. You can ride through the town on an e-bike, catch a sneak peek into the life of the island, and discover the original Oki story through the natural beauty, ecosystems, and interactions with people that are unique to Oki, with the help of your guide.



## #20 Shimane 島根

 Saving Lives





# #21 Okinawa 沖縄



World Natural Heritage Sites,  
National Parks

**[Kunigami Village]  
Discover Yanbaru Forest:  
A Haven of Biodiversity  
Conservation Efforts.**

Explore Deep Connection between Nature  
and People in Yanbaru Discovery Forest

The northern part of Okinawa Island (commonly known as Yanbaru) was registered as a World Natural Heritage site in the summer of 2021. Here, people have lived in quiet harmony with nature, and the indigenous natural environment, life, and deep forests are still thriving. In "Yanbaru," you can stay in a traditional Okinawan house, immerse yourself in the natural abundance of the World Natural Heritage Area, and experience the symbiosis between nature and people. Sherpas living in Okinawa will guide you through traditional agriculture, fishing, cultural experiences, and walks. This journey gives you a sense of nature, which is connected to our daily lives, along with its deep connection to human beings.

## i Spot Information

沖縄県国頭郡

<https://yambaru.co.jp/>

\*This information is current as of March 2024.



# #22 Fukushima 福島



Hot Springs

**Extreme Hot Springs**

Goal — Wild Open-Air Bath!  
Spectacular Trekking Tour

Numajiri Motoyu is the source of Nakanosawa-Numajiri Onsen, which boasts the most water gushing out of a single source in Japan. Located halfway up Mt. Adatarata in Fukushima Prefecture, the source water flows into the river, creating a wild open-air bath, rare even in Japan. Enroute to the hot springs, trek with your guide while admiring the views of Shiraito Falls and the spurs of Mt. Adatarata. Nature has woven a magnificent landscape with a vast hot spring field in the valley. An overwhelming and extraordinary experience awaits, if you take an open air bath while appreciating the blessings of nature.



## i Spot Information

福島県耶麻郡猪苗代町

<https://www.att.add.travel/#/experience/1>

\*This information is current as of March 2024.

# #23 Gunma 群馬



Hot Springs



**Stay at Three Charming Hot Spring  
Inns in Gunma Prefecture: Hot Spring Heaven**

Hot Spring Trip that Warms Your Body and Soul,  
Amidst Traditional Culture and Nature

Gunma Prefecture has been known for its therapeutic hot spring resorts since ancient times. Get a taste of Japanese traditional culture and the blessings of nature at three elegant flowing hot spring inns:

- ①Takaragawa Onsen Osenkaku, Minakami Town — A super spacious open-air bath perfect for relaxing in pristine nature. The inn provides bathing wear so you can enjoy mixed bathing.
- ②Kayabuki no Sato Yakushi Onsen Hatago, Higashiagatsuma Town — Surrounded by thatched roofs, old folk tools, and antiques, you can immerse yourself both in the hot spring water and in history and culture.
- ③Kawaba Onsen Kayabuki no Gensenyu Yado Yutorian, Kawaba Village — Amidst nature and an authentic Japanese landscape with thatched roofs, you can enjoy simple alkaline hot spring baths that beautify the skin.

## i Spot Information

<https://www.takaragawa.com/index.html>

<https://www.yakushi-hatago.co.jp/>

<https://kawaba-yutorian.jp/spa/>

\*This information is current as of March 2024.



# #24 Miyagi 宮城



Mountains

**Mt. Zao (Okama Caldera & Snow Monsters)**

Enjoy the Symbols of Zao, Products of Ice & Snow

The Zao Okama Caldera was created when spring water, rainwater, and snowmelt collected in the volcanic crater. This caldera lake is one of the symbols of Mt. Zao. The "Goshikinuma," or five colored ponds, are called this as the emerald green water on their surfaces changes color with the sunlight. Frost-covered trees appearing in winter are another symbol of Zao. It is no exaggeration to say they are a rare piece of snow art in the world. And you can admire the frost-covered trees from the comfort of the heated snowcat Wild Monster.



## i Spot Information

宮城県刈田郡蔵王町

<http://www.zao-sumikawa.jp/spot/>

\*This information is current as of March 2024.

1 Saving Lives



# #25 Tochigi 栃木



Mountains

## Sustainable Extraordinary Experience in the Beautiful Bamboo Forest of “Wakatake-no-Mori Wakayama Farm”

Sustainable, Extraordinary Experience in a Beautiful Bamboo Forest

Wakayama Farm in Utsunomiya City, Tochigi Prefecture has been producing bamboo shoots and chestnuts for over 100 years, spanning three generations of parents and children. The farm also continues to pursue ways to be kind to the global environment, such as by using natural, circular farming methods and reducing CO2 emissions. Bamboo forests thinned for coexistence and utilization of natural resources is like another world. Not only can you relax in the beautiful bamboo grove, so-called “Wakatake-no-Mori,” but you can also learn and experience things like making bamboo crafts and trying out matcha tea using bamboo utensils.

### Spot Information

栃木県宇都宮市宝木本町2018  
<https://www.wakayamafarm.com/>  
 \*This information is current as of March 2024.

# #27 Fukuoka 福岡



Oceans

## [Walking with a Local Guide] Kyushu Olle (Trekking) “Munakata Oshima Course”

Enjoy a Slow, Leisurely Trek—Your Pace

Kyushu Olle lets you enjoy the nature of Kyushu at your own pace, similar to the popular Jeju Olle trail, which originated on Jeju Island, South Korea. The appeal of Olle is walking at your own pace to get a feel for different landscapes, whether the nature of coastlines or mountains, or alleys between homes. The Munakata-Oshima Course takes you on a 25-minute boat ride and then a walk around Oshima, Fukuoka Prefecture. Munakata-Okinoshima is a world heritage site, as are related heritage sites Munakata-Taisha Nakatsu-miya and Okitsu-miya Yohaisho, as well as the “Sacred Island” where only Shinto priests are allowed to land on clear, sunny days. This is an attractive ways to see Okinoshima.



### Spot Information

福岡県宗像市  
<https://x.gd/LEYer>  
 \*This information is current as of March 2024.



# #26 Miyazaki 宮崎



Rivers



## Takachiho Packrafting

Packraft Takachiho's God's Blessings River

Takachiho was formed by the Gokase River cutting deep into the land formed by the eruption of Mt. Aso. The basalt columns of the gorge offer a spectacular view. Since ancient times, people have regarded Takachiho's nature as God's blessings, and a unique traditional culture has been cultivated, such as Kagura dances to pray for an abundant harvest. In Takachiho, there is still a way of life where people use this water for agriculture while protecting nature. When packrafting around this sacred river, aim for the veiled waterfall under the guidance of a local activity guide. This program allows you to feel the greatness of nature and its close relationship with human activities.



### Spot Information

宮崎県西臼杵郡高千穂町向山  
<https://takachihoat.com/packraftschedule>  
 \*This information is current as of March 2024.



Oceans



Saving Lives

## [Walking with a Local Guide] Kyushu Olle (Trekking) “Karatsu Course”

Enjoy a Korean-style Leisurely Trek on the Karatsu Course

Olle is a way of trekking that originated on Jeju Island, Korea. The Kyushu Olle Karatsu Course is a walking course that takes you through its sister city, Karatsu City, Saga Prefecture. On the Kyushu Olle Karatsu course, you can enjoy its history, culture, scenery, and food culture, visiting the ruins of Nagoya Castle and remains of the camp, seeing the Genkai Sea from Cape Hado, and enjoy gourmet foods, such as grilled turban shells and bite-sized abalone. The course delivers new discoveries and impressions of Karatsu by taking the coastal Olle trail overlooking the sea, which is similar to Jeju Island.



### Spot Information

佐賀県唐津市  
<https://x.gd/R0MDQ>  
 \*This information is current as of March 2024.

# #28 Saga 佐賀



# #29 Kagawa 香川



**CO<sub>2</sub>** Decarbonization, Environmental Conservation

## [Shodoshima, Kagawa] Nakayama Senmaida Terraced Rice Field Conservation Activities

A story of an island that aims for a sustainable local community while protecting its beautiful terraced rice fields

Shodoshima in Kagawa Prefecture is home to Nakayama Senmaida, which has been selected as one of "Japan's top 100 terraced rice fields." Due to lack of farmers, these beautiful terraced rice fields were becoming increasingly deserted, and faced a crisis in preserving the landscape and passing on traditional culture. Local residents were anxious about the future of their terraced rice fields and established the "Nakayama Tanada Council" in collaboration with the government. We have carried out conservation activities aimed at creating a sustainable local community while increasing the number of people involved, such as surveying terraced rice fields and accepting university students from Japan and abroad. Here we will tell you a series of stories.



**i** Spot Information

香川県小豆郡小豆島町中山  
<https://x.gd/SF4us>  
 \*This information is current as of March 2024.

# #30 Ehime 愛媛



**CO<sub>2</sub>** Decarbonization, Environmental Conservation

## [Imabari, Ehime] Imabari Nature Cram School: Environmental Education Program

Experience nature with all five senses and think about the future of the earth

Imabari Nature Cram School provides environmental education programs aimed at deepening understanding of increasingly serious environmental issues, and at the same time, encouraging students to reconsider their own lives and tackle environmental issues. Together with the instructors, you will learn about the structure and history of the earth, the evolution of the creatures that live on the earth, and think about the global environment. We value the "awareness" that participants experience through their own five senses, which makes them begin to see environmental issues as their own problems rather than someone else's.



**i** Spot Information

愛媛県今治市高地町2-429-1  
 \*This information is current as of March 2024.

**CO<sub>2</sub>** Decarbonization, Environmental Conservation

## [Northern Area of Okinawa Main Island] Cycling Tour

Take Environment-friendly and Invigorating Cycling Trip in Northern Okinawa

Cycle your way through the 22-km course from Nakijin Village in the northern part of Okinawa Island to Ogimi Village, with an elevation gain of 144 meters. Enjoy the exhilarating ride bicycle over the "Kouri Bridge" that will make you feel like you are riding over the ocean, and witness one of the largest mangrove forests on Okinawa Island. Experience the bountiful nature and culture unique to the northern region, such as "Kinyoka Village" featuring old-fashioned houses and "Bashofu Crafts" made with locally-woven fabrics. This physical activity also gives you an opportunity to enjoy the flavors of Okinawa through a hands-on experience of harvesting Japanese citrus fruit, a specialty of northern Okinawa, and taste a lunch menu made with Okinawan ingredients.



**i** Spot Information

沖縄県国頭郡今帰仁村  
<https://www.ojj.okinawa/>  
 \*This information is current as of March 2024.

# #32 Okinawa 沖縄



**i** Spot Information

沖縄県  
[https://www.okinawastory.jp/feature/ethical\\_travel/](https://www.okinawastory.jp/feature/ethical_travel/)  
 \*This information is current as of March 2024.

# #31 Okinawa 沖縄



**CO<sub>2</sub>** Decarbonization, Environmental Conservation

## Ethical Travel Okinawa Model Course

A Life-friendly Way of Travel Linking You to Future



The "Ethical Travel Okinawa" program takes you on a journey while paying attention to Okinawa's natural environment, traditions, and industries. The journey woven with compassion by visitors and hosts alike will lead to the future of the island, where we can share similar experiences with travelers visiting in the future. This is a new form of travel in Okinawa that enhances the pleasure of the journey by allowing you to learn more about the region while having fun at the same time. [Model course] Day 1: Coral farm on land "Sango Field" (Onna Village) -> Guided tour of Kijoka (Ogimi Village) -> Uchina home cooking experience (dinner) -> Night tour with hands-on conservation experience AKISAMIYO Day 2: Nature tour by EV bus (Kunigami Village) -> Project Manatii (trash pickup, Tomigusuku City) -> End of the course.



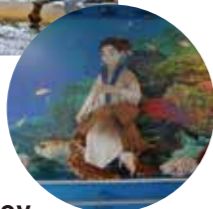
1 Saving Lives



# #33 Okinawa 沖縄



Decarbonization, Environmental Conservation



**[Kumejima Town] Embark on a Journey to Learn about the "Kumejima Model" of Ocean Deepwater Utilization while Enjoying Stunning Views, Delicious Cuisine, and Rich Historical Culture.**

**Sustainable Island Blessed by Ocean**

Kumejima is a remote island located approximately 100 km west of Okinawa Island. Along with the rich natural environment and historical culture of the island, the "Kumejima Model", an initiative that uses deep seawater, a natural resource of the region, to sustainably nurture life on a remote island, is garnering attention. Utilizing renewable deep seawater, the community is self-sufficient in energy and water needs. With its clean and pure nature, the deep seawater is used in the cultivation of Japanese tiger prawns and other aquaculture. This model aims to create a model of a self-sustaining community that generates industrial growth and creates jobs. This unprecedented initiative has attracted delegations of researchers from many countries around the world. This interesting journey will help you learn about the "Kumejima Model" while enjoying the charms of Kumejima and the breathtakingly beautiful ocean.



Spot Information

沖縄県島尻郡久米島町  
<https://x.gd/Q1GEw>  
 \*This information is current as of March 2024.



Health, Medical Treatment



**Me-Byo Valley BIOTOPIA**

**What Is "Me-Byo"? Experience It While Learning about Your Mind and Body**

Me-Byo Valley BIOTOPIA is a facility where you can experience improving your own Me-Byo (asymptomatic disease), designed with three concepts in mind: food that collects the blessings of nature, exercise that puts your body in order, and relaxation that frees your five senses. Based on the Eastern medicine concepts of Me-Byo, this is a chance to reflect on your own health in terms of Me-Byo and see life through various experiences. Further, prefectures, municipalities, companies, and other parties are working together to promote various preventative measures based on the three pillars of diet, exercise, and social participation. At this core facility, we are working on visualizing and disseminating information about Me-Byo.

Spot Information

神奈川県足柄上郡大井町山田300  
<https://www.biotopia.jp/>  
 \*This information is current as of March 2024.

# #34 Kanagawa 神奈川



Health, Medical Treatment



**[Kitanakagusuku Village] Experience Kitanaka Wellness with a 3-day, 2-night Journey of Complete Relaxation.**

**A Village Full of Secrets to "Live Better"**

Okinawa is one of the five "Blue Zones" of longevity in the world. Located on the east coast near the center of Okinawa Island, Kitanakagusuku Village is known for high longevity in women residents, having once ranked first in Japan in terms of longevity. On this journey, you will learn about Okinawa's resources for health and longevity, the wisdom of long-lived people, and the secrets of longevity through Okinawan nature, food, and interaction with local people in this village, which still retains many of Okinawa's original landscapes, historical ruins, and cultural heritage. You can fully appreciate "Kitanaka Wellness" during these three days, where you can learn about the customs and things that people have valued since ancient times and their way of life, and experience a variety of things that will help lead you to "live better."

Spot Information

沖縄県中頭郡北中城村  
<https://www.okinawastory.jp/news/local/4135>  
 \*This information is current as of March 2024.



Peace



**[Battle Site of Southern Part of Okinawa Main Island] Former Navy Headquarters Bunker**

**Immerse in War History of War, Realize True Peace**

The former naval headquarters bunker was dug in 1944 as a "base for naval headquarters" for controlling the Imperial Japanese Navy's units in the Okinawa area. This visit allows you to learn about the history of the Battle of Okinawa that took place at the end of the Pacific War in 1945, from the perspectives of both Japan and the Allied Powers. Inside the bunker, the tools and equipment used in those days are still intact, giving you a vivid impression of the actual conditions. The photos and documents convey the facts of war; however, you can learn about historical facts in depth and reaffirm your awareness of the value of life and the meaning of peace when you visit here. A deeper understanding of the war history will also help you better understand the present living conditions in Okinawa with the U.S. military bases.

Spot Information

沖縄県豊見城市宇豊見城236番地  
<https://kaigunougov.ocvb.or.jp/>  
 \*This information is current as of March 2024.



# #35 Okinawa 沖縄

Saving Lives



# #36 Okinawa 沖縄







Animals, Ecosystems

**Orca, Whale, Dolphin, and Bird Watching Boat Cruise in Shiretoko Rausu**

**Shiretoko Rausu Offers an Overwhelming Wild Life Experience!**

Shiretoko Rausu allows you to experience orca, whale, dolphin, and bird watching boat cruises. Registered as a World Natural Heritage site and national park, Shiretoko Rausu offers one of the most overwhelming wildlife experiences in adventure travel in Hokkaido. Home to Steller's and white-tailed sea eagles, plus Blakiston's fish owls, which are designated as natural treasures, this stunning wilderness and its wildlife are world-renowned. The views of the majestic Shiretoko mountain range rising in the background and the Northern Territories' Kunashiri Island on the opposite shore are breathtaking — an absolutely unique experience. Cruise staff let you know via onboard speakers when animals are spotted, along with info on their ecology, characteristics, and habits!

**i Spot Information**

北海道目梨郡羅臼町富士見町  
北海道目梨郡羅臼町本町  
<https://rausu-shiretoko.com/experience/rausu-experience/>  
\*This information is current as of March 2024.



Animals, Ecosystems

**[Shimanto, Kochi] Coexistence of Nature and Humanity Based on Shimanto River and Dragonflies**

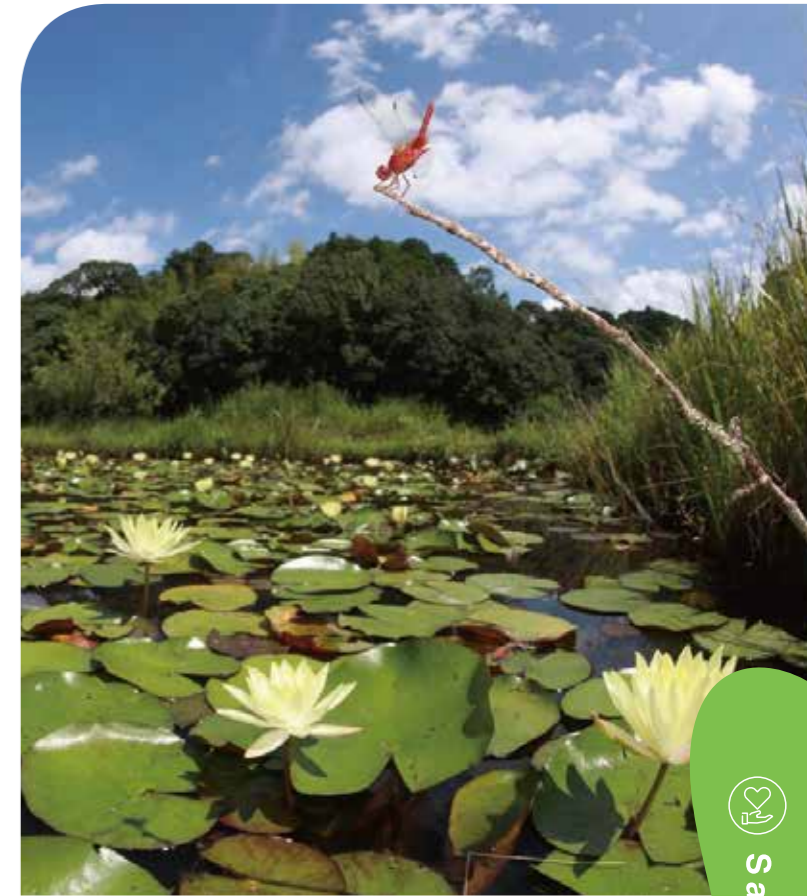
**Learning about the environment and ecosystem of Satoyama from dragonflies**

Shimanto City in Kochi Prefecture is home to the world's first dragonfly sanctuary. Its name is Dragonfly Sanctuary Park. There is a promenade in the park surrounded by green trees and seasonal flowers, and you can see 60 types of dragonflies throughout the year out of the 81 species that have been recorded so far. People think that if we leave things alone, the excellent natural environment will remain in good condition for a long time, but in reality, Japan's Satoyama environment (areas between mountain foothills and arable flat land), which is rich in biodiversity, requires human intervention. Learn about the Satoyama ecosystem using dragonflies as a theme.



**i Spot Information**

高知県四万十市  
<https://shikoku-tourism.com/sustainable-tourism/23835>  
\*This information is current as of March 2024.



Saving Lives



Animals, Ecosystems

**Crested Ibis on Sado Island**

**Entranced by the Crested Ibis, a Japanese Special Natural Monument**

Overhunting and environmental destruction nearly wiped out the crested ibis around the world in the 20th century, and the Japanese crested ibis became extinct in Japan in 2003. Since then, people have carefully tended to parent birds provided by China and their offspring have been released into the wild, increasing the estimated number of ibises living in the wild to 480 birds. Thanks to some 20 years of steady effort, the species was upgraded from "extinct in the wild" to "endangered 1A." Still, catching sight of wild ibises is difficult. Why not observe these precious birds under the guidance of a certified crested ibis guide who knows the area, early in the morning for the best chance to see them? You can also learn about biodiversity-related initiatives, such as crested ibis conservation activities in Sado.



**i Spot Information**

新潟県佐渡市新穂長畝383-2  
<https://www.enjoysado.net/activity/2342/>  
\*This information is current as of March 2024.



Animals, Ecosystems



**[Kin Town] Nature Experience Activities, Bird Watching, and City Tours**

**Soak in Unique Charm of A Nature and History-enriched Town**

Located in the center of Okinawa Island, Kin Town is famous for its abundant groundwater. The overflowing spring water, also known as the "Spring of Longevity," supports agriculture, and the abundant paddy fields and farms provide excellent resting and habitat spots for migratory and wild birds. The local specialty, taro, is a premium agricultural product that is an essential part of Okinawan festivities. Some areas have a unique atmosphere due to the presence of U.S. military bases. You can not only enjoy nature exploration activities and bird watching, but also touring around the city. Experience the unique story of this land, that embraces nature, culture, daily life, and the coexistence with the U.S. military base.

**i Spot Information**

沖縄県国頭郡金武町  
<https://okinawa-nature.com/>  
\*This information is current as of March 2024.





## Empowering Lives



**Food, the basis for all life.**

**A trip to enrich yourself, body and mind.**

There are many dishes in Japanese cuisine which give a sense of Japan's unique four seasons and seasonal elements. "Washoku," Japan's traditional cuisine and a UNESCO Intangible Cultural Heritage, has always been a culinary tradition treasured in the local area, taking the blessings of the ocean and the land and combining them with the flavors of the area and individual families. In addition, through fusion with the food cultures of various other countries, Japan's culinary tradition has achieved its own change and evolution. As shown in the phrase Ishoku Dougen (food and medicine have the same source), food is the foundation of humanity which gives strength to life. Enjoy a trip that strengthens your understanding of this concept, enriching your body and mind from the inside.

Discover flavors that make a deep impression on your body and mind. Why don't you find a life-strengthening trip?



Washoku



Local Cuisine, Gastronomy



Sake, Sake Brewery



Cooking Class



Farm Tour

# Let's go on an EXPO Trip

Empowering Lives



Let's Go on Trips to Empowering Lives!



## Empowering Lives Trips Here

- 01 Saitama / Yamanashi / Nagano** Ancient Pilgrimage Route Walking and Shukubo Temple Stay Experience
- 02 Mie** Ama Culture and Miketsukuni Food Culture Program
- 03 Hokkaido** SOUTH HOKKAIDO-CYCLING, HOT SPRINGS & MATSUMAE CASTLE, 4-DAYS TOUR
- 04 Tottori** "Mitakien: Experiencing Ancient Japanese Culture With Hand-Made Warmth and the Blessings of Nature"
- 05 Ishikawa** Auberge eaufeu
- 06 Hiroshima** Setouchi Terroir
- 07 Kagawa** [Shodoshima, Kagawa] Local Area Revitalization with Olives at the Core
- 08 Tokushima** "Enjoy the tour to Zero Waste Center Craft beer for local consumption RISE&WIN Brewery Tour and BBQ Lunch Tour"
- 09 Hyogo** Soak in, drink up, and dine at Yumura Hot Spring and enjoy the "yugaki culture" to the fullest

- 10 Osaka** Dive into the normalcy of the travel destination. Enjoy the downtown of Osaka to the fullest
- 11 Kagawa** Passing on Traditional Wooden Barrel Soy Sauce Production Methods to Future Generations
- 12 Aichi** Shibata Brewery
- 13 Nagano** Kurabito Stay
- 14 Hyogo** Sake tasting experience at a sake brewery in Kobe
- 15 Shiga** Private 1-day food culture tour: Buddhist Temple Cooking and Immersive Brewery Town Walk Near Lake Biwa
- 16 Shimane** Japanese Confectionery Lesson with a Craftsman from the Well-Established "Saiundo Shop"
- 17 Okinawa** "[Naha City] Delve into the Art of Ryukyu Cuisine Discover the Secrets of Longevity with Healthy, Local Ingredients & Yachimun Pottery."
- 18 Saitama** Tocha Tea-Tasting Competition in the Tatami Rooms of a Tea Plantation with Long History
- 19 Shizuoka** Experiences Farmhouse Inn Tabinoya



# #01 Saitama / Yamanashi / Nagano 埼玉/山梨/長野



## Ancient Pilgrimage Route Walking and Shukubo Temple Stay Experience

Spend Calm Self-Reflection Time at a Power Spot

The venues are three power spots representing the greater Kanto area. In each case, your guide will walk you along the "Pilgrimage Route" and teach you about the history of the land and traditional lifestyle, and the people who followed the path in search of salvation. You can also prepare your mind and body through experiences such as vegetarian cuisine and zazen at ancient temples — spend a special time in a special place — a trip of self-reflection.

- 1) Saitama Prefecture, Chichibu (some of the 34 temples and the ancient pilgrimage route of Mitsumine Jinja Shrine)
- 2) Yamanashi Prefecture, Mt. Minobu
- 3) Nagano Prefecture, Togakushi (walking along the ancient Togakushi path and visiting five shrines)



### Spot Information

<http://www.chichibuji.gr.jp/spot/spot-syousai04/>  
<http://www.chichibuji.gr.jp/experience/hiking-syousai01/>  
<https://kakurinbo.jp/experience/>  
<https://shinanodiscovery.com/tour/togakushi-pilgrimage-hiking/>  
<https://togakushi-21.jp/en/>

\*This information is current as of March 2024.



## Ama Culture and Miketsukuni Food Culture Program

Experience Sacred Meal at Ama Hut

In Toba City of Mie Prefecture, a group of women carry on a traditional fishing method called Ama (women of the ocean) fishing. These women, called ama divers, dive in the ocean for long periods of time to catch seafood. This program offers you an opportunity to enjoy a meal while listening to the stories of ama divers. Come and experience the spirit of "don't over-catch" and "don't exhaust the resources" that ama divers cherish. Guests can enjoy a special menu inspired by a meal offered to the gods called "Shinsen".



### Spot Information

三重県鳥羽市相差町819  
<https://www.the-kansai-guide.com/ja/directory/item/21355/>  
 \*This information is current as of March 2024.



# #02 Mie 三重

# #03 Hokkaido 北海道



## SOUTH HOKKAIDO-CYCLING, HOT SPRINGS & MATSUMAE CASTLE, 4-DAYS TOUR

Ride and Reflect on the History and Culture of Kitamaebune. Cycling Tour of Southern Hokkaido

Kitamaebune were merchant ships that sailed between Hokkaido and Osaka in the mid-Edo period as they plied their goods. This 4-day cycling tour explores the history of Kitamaebune, which bore not just goods but also various cultures, and the roots of Japanese culture; it starts atop Mt. Hakodate, which overlooks the Hakodate Port, one of its ports of call. While touring with local cyclists around historical sites, like Matsumae Castle, Japan's northernmost castle, and port towns, such as Esashi, which prospered through the maritime trade, you can also experience cross-cultural exchange with your local guide and enjoy seafood dishes only available here, as well as local and traditional cuisine from over 150 years ago. While riding, feel the wind of the Sea of Japan that sped the Kitamaebune and hearken back some 300 years!



### Spot Information

北海道函館市函館山  
<https://x.gd/krcqg>  
 \*This information is current as of March 2024.



Empowering Lives

# #04 Tottori 鳥取



## Mitakien: Experiencing Ancient Japanese Culture With Hand-Made Warmth and the Blessings of Nature

The kindness of nature and the warmth of people. A "feast" to enjoy with all five senses

An old folk house with a thatched roof, a sunken hearth and a riverbed. "Mitakien," located in the deep greenery on the way to Ashizu Valley, is a restaurant where you can enjoy the blessings of nature in a quaint space that looks like something out of a fairy tale. The park is large enough to enjoy a leisurely 15-minute walk while listening to the murmuring of the river and the chirping of birds. You can enjoy nature's "feast" that goes beyond just your sense of taste, such as the clean air and the seasonal scenery. It is an hour's drive from Tottori Station, and this is a warm place where you can have a nice time enjoying the blessings from the local mountain village of Ashizu, Chizu Town.



### Spot Information

鳥取県八頭郡智頭町芦津707  
<https://ashidumitakien.jp/>  
 \*This information is current as of March 2024.





## #05 Ishikawa 石川



### Auberge eaufeu

Enjoy Pristine Nature and Food at Auberge, a Renovated School in Kanagaso, Ishikawa

The closed Nishio Elementary school in Kanagaso, Komatsu City, Ishikawa Prefecture was renovated and opened as Auberge Eaufeu in 2022. Here, you can enjoy dishes that express the local area and climate. The "asset of open fields" where children played and provided resources for the community for about half a century has been given a new lease of life by the auberge. From its roof, you can see the Kanagaso stone quarry in Komatsu City, Ishikawa Prefecture, which is registered as a Japanese Heritage Site as a Component Cultural Property of "Komatsu: A Walking Tour of Gems - A Stone Culture Polished Over Time." Chef Shota Itoi won the Grand Prix at REDU-352018, the youngest chef in history, and the Most Promising Young Chef Award at Gault & Millau 2023. He emphasizes expressing the local climate through the cuisine. He takes advantage of being close to mountain and farms to get seasonal vegetables and wild plants, as well as many kinds of fish caught at the port. Experience the taste, culture, and climate of the budding natural life—unique to Kanagaso.

#### i Spot Information

石川県小松市観音下町48  
<https://eaufeu.jp/stay/>  
\*This information is current as of March 2024.



## #06 Hiroshima 広島



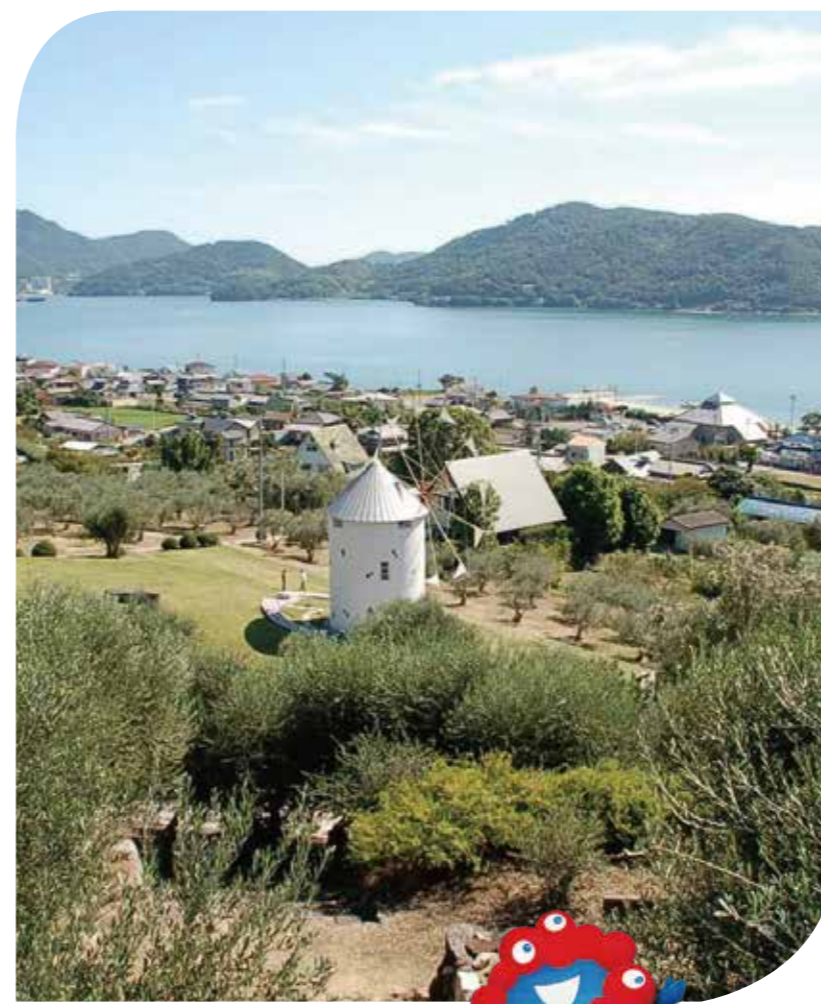
### Setouchi Terroir

A place encircled by the inland sea and surrounded by the Setouchi climate that soothes the mind and body

The residence of the Horinouchi family, a wealthy merchant family that once prospered in the salt and shipping industries in former Setoda, was built in 1876 in the early Meiji period. "Azumi Setoda" is an inn that inherits a building with 140 years of history. The meals served are mainly made from local ingredients procured from within a 50 km radius. You can enjoy dishes that are full of life-giving energy, such as seafood from the Seto Inland Sea and citrus fruits. In addition to lodging, we also offer special cruises with meals around Onomichi's coastal waters by chartering a boat, a 10-km round-trip lemon harvesting cycling tour. You can also visit the vineyards of "SETOUCHI JOZOJO," a winery that brews terroir in the Setouchi region, which is also famous for its grapes, and stay at the restaurant mio. You can experience the natural energy of Setouchi with all five senses.

#### i Spot Information

Azumi Setoda : 広島県尾道市瀬戸田町瀬戸田269 <https://azumi.co/>  
瀬戸内醸造所 : 広島県三原市須波西1丁目5-26 <https://setouchijozojo.jp/>  
\*This information is current as of March 2024.



## #08 Tokushima 徳島



Enjoy the tour to Zero Waste Center  
Craft beer for local consumption  
RISE&WIN Brewery Tour  
and BBQ Lunch Tour

Experience Life in Japan's First Town with "Zero Waste Manifesto"

Kamikatsu is a small town located in the central part of Tokushima Prefecture with a population of less than 1,500 people. It is known as the first municipality in Japan to make a zero waste manifesto. The tour offers a visit to the Zero Waste Center, as well as BBQ dishes prepared with local produce and craft beer made in Kamikatsu Town. Experience the lifestyle that Kamikatsu town aims to achieve - a lifestyle where everyone can fulfill their dreams with a sense of happiness accompanied by the abundant nature. Our cheerful staff residing in Kamikatsu town are looking forward to your visit!

#### i Spot Information

徳島県勝浦郡上勝町大字福原字下日浦7-2  
<https://why-kamikatsu.jp/>  
\*This information is current as of March 2024.

## #07 Kagawa 香川



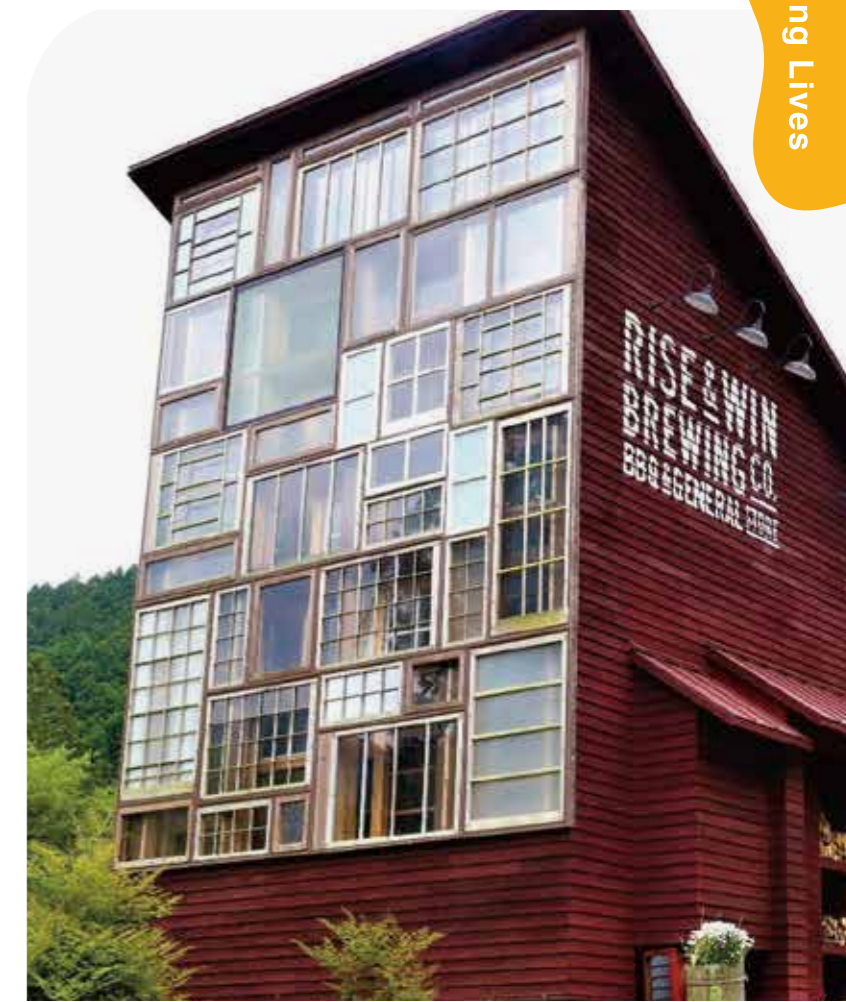
[Shodoshima, Kagawa]  
Local Area Revitalization  
with Olives at the Core

Unraveling the history and industry of Shodoshima and learning about the current state of urban development

Shodoshima in Kagawa Prefecture is the number one olive producing area in Japan. Olives are now the basis of the island's food industry and are also a symbol of the island. Although it was selected as one of the 2022 "Top 100 Global Sustainable Destinations," things were not always favorable. During the period of high economic growth, when cheap foreign imported olives appeared, the cultivated area and yield of Shodoshima-produced olives suddenly decreased. We will tell you how Shodoshima faced each challenge.

#### i Spot Information

香川県小豆郡  
<https://shikoku-tourism.com/sustainable-tourism/23854>  
\*This information is current as of March 2024.



Empowering Lives



# #09 Hyogo 兵庫



Local Cuisine,  
Gastronomy

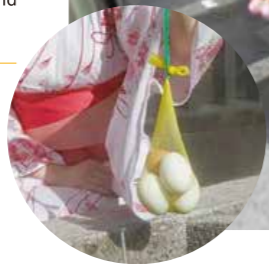
Soak in, drink up, and dine at Yumura Hot Spring and enjoy the "yugaki culture" to the fullest

Experience "Yugaki Culture" that incorporates hot springs into daily life

Yumura Onsen is a quiet hot spring town nestled in a mountain gorge in the northwestern part of Hyogo Prefecture. One of the main attractions of this town is its long history, as the first hot spring is said to have opened in AD848. The "Yugaki Culture" has been passed down from generation to generation, in which eggs and vegetables are boiled in "Arayu," a hot spring that gushes out 4,700 liters of 98-degree hot water per minute. It is said that by boiling vegetables in a high temperature "hot water pool," the "baking soda" element contained in the hot spring water eases the bitterness of the vegetables and enhances their sweetness. Not only will the hot springs heal your body from the outside, but the food prepared from the hot spring water will revitalize your body from within. Come and enjoy the unique food culture of Yumura Onsen!

## i Spot Information

兵庫県美方郡新温泉町湯  
<https://www.hyogo-tourism.jp/review/237>  
 \*This information is current as of March 2024.



# #11 Kagawa 香川



Local Cuisine,  
Gastronomy

Passing on Traditional Wooden Barrel Soy Sauce Production Methods to Future Generations

Connecting the life of Japan's fermentation culture with the invisible "life" of bacteria in wooden barrels

Shodoshima soy sauce boasts a 400-year tradition. There are still about 20 soy sauce breweries on the island, and you can tour a variety of these breweries. A distinctive feature of Shodoshima's soy sauce production is that it is made in wooden barrels. Until the Edo period, all Japanese seasonings were handmade in wooden barrels. Wooden barrel brewing uses fermentation by microorganisms to create delicious flavor. With passing of time, the use of wooden barrels for brewing has decreased dramatically, but in order to preserve the life of wooden barrels, Mr. Yamamoto, the fifth-generation owner of Yamaroku Shoyu, has been working to revive the culture of fermentation in wooden barrels gradually across Japan. At Yamaroku Soy Sauce, you can take a tour of a "natural moromi brewing house," and at "Yamaroku Chaya" you can also try roasted rice cakes and soy sauce sweets. At the Koyomi restaurant nearby, you can also pair food with Shodoshima soy sauce. Experience the fermentation culture created by the yeast and lactic acid bacteria of soy sauce.

## i Spot Information

ヤマロク醤油：香川県小豆郡小豆島町安田甲1607  
 暦こよみ：香川県小豆郡小豆島町西村甲1816-1  
<https://yama-roku.net/>  
 \*This information is current as of March 2024.



Local Cuisine,  
Gastronomy

## Shibata Brewery

Passing the Baton to the Next Generation

The passionate brewers of Shibata Brewery have been carefully making sake in the rich natural environment of the mountainous area of Okazaki City, Aichi Prefecture since 1830. While preserving tradition, the brewery took on a new challenge—opening a cafe in a corner of its premises. You can enjoy sake-based dishes only available here in the quaint interior of an unused storage area. Future plans include creating facilities where visitors can enjoy the charm of the area, to counter loss of population—thus breathing new life while retaining its taste and atmosphere. This includes renovating vacant houses into accommodations and turning vacant lots into private parks that employ rice field terracing.

## i Spot Information

愛知県岡崎市保久町神水39  
<https://www.shibatabrewery.com/>  
 \*This information is current as of March 2024.

# #10 Osaka 大阪



Local Cuisine,  
Gastronomy



Dive into the normalcy of the travel destination. Enjoy the downtown of Osaka to the fullest

Enjoy gourmet food in downtown Osaka's "Fuse" hailed as town of merchants!

The Fuse shopping center has a huge arcade that stretches about 600 meters. Located between 1st Avenue and 4th Avenue, the shopping center has a variety of stores supporting the daily lives of the locals. As you walk through the arcade, you can enjoy downtown gourmet food that only a shopping center can offer, such as takoyaki, kushikatsu, pork buns, reasonably priced croquettes from a butcher shop, and handmade kneaded tempura. You can stay at a hotel renovated from a vacant store in the shopping center and experience Fuse, the cultural heritage of downtown Osaka.

## i Spot Information

大阪府東大阪市足代1-19-1  
<https://www.sekaihotel.jp/>  
 \*This information is current as of March 2024.



Empowering Lives

# #12 Aichi 愛知





Sake, Sake Brewery



### Kurabito Stay

#### Delving Deep into Sake—Time to Become a Brewer

Saku City in Nagano Prefecture is blessed with a natural environment and plenty of water. At Kurabito Stay, you can stay in a sake brewery that has been in business for over 300 years and experience actually brewing sake. Kitsukura Sake Brewing has been in business since the Edo period and lets you experience and learn about sake in depth, while staying in the renovated large hall, where the brewers once slept—all while preserving its 100-year-old charm. You will have a special time in town as the residents welcome you as a brewer, while you take on the challenge of brewing sake seriously. This journey lends itself to healing via the peaceful rural scenery of the Saku area.

#### Spot Information

長野県佐久市白田623-2  
<https://kurabitostay.com/>  
\*This information is current as of March 2024.



## #13 Nagano 長野

## #15 Shiga 滋賀



Cooking Class

### Private 1-day food culture tour: Buddhist Temple Cooking and Immersive Brewery Town Walk Near Lake Biwa

#### Explore Food, Lifestyle, and Culture of "City of Brewing" Nurtured by Lake Biwa

The small town of Kinomoto in Nagahama City of Shiga Prefecture has flourished as an inn town on the Hokkoku Kaido highway connecting Kyoto and Hokuriku. Brewing has thrived in this town since the ancient times, thanks to the natural bounty of Lake Biwa and the surrounding mountains, giving the area an elegant townscape lined with sake and soy sauce warehouses. This tour will take you to a historic Buddhist temple in the city, where you can try your hand at cooking based on fermented foods. Together with a local guide, you will get a taste of the daily life and food culture of the Japanese people. Following this experience, you will embark on a city tour of century-old sake and soy sauce breweries. Enjoy unique encounters and experiences in this small town, away from the hustle and bustle of famous tourist destinations!



#### Spot Information

滋賀県長浜市木之本町  
<https://www.biwakobackroads.com/course/local-cooking-at-temple-in-kinomoto/>  
\*This information is current as of March 2024.



## #16 Shimane 島根

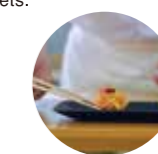


Cooking Class

### Japanese Confectionery Lesson with a Craftsman from the Well-Established Saiundo Shop

#### A relaxing Japanese sweet-making experience while getting the feel of the culture

Matsue City, Shimane Prefecture is said to be one of top most prominent areas for Japanese confectionery, along with Kyoto and Kanazawa. You can experience making Japanese sweets that give you a sense of the season, with a veteran Japanese sweet maker from the long-established sweet shop "Saiundo." There are two types of seasonal Japanese sweets made by using special tools unique to Japanese sweet making. You can spend valuable time enjoying traditional Japanese techniques, the history of Matsue, Japanese sensibilities, and manual skills of makers while being soothed by the beautiful Japanese sweets. In addition to the two Japanese sweets you made yourself, you can also take home one piece of Saiundo's signature confection, "Wakakusa," making a total of three Japanese sweets.



#### Spot Information

島根県松江市殿町63  
[https://jp.matsue-osewasan.com/activity/wagashi\\_taiken\\_plan/](https://jp.matsue-osewasan.com/activity/wagashi_taiken_plan/)  
\*This information is current as of March 2024.

## #14 Hyogo 兵庫



Sake, Sake Brewery

### Sake tasting experience at a sake brewery in Kobe

#### Savor "Nada-no-sake" Featured in Classic Rakugo Stories

Hyogo Prefecture is the largest producer of sake in Japan. There are about 30 sake breweries in the area known as Nada Gogo stretching 24 km from east to west in Hyogo. Nada is blessed with diverse and favorable conditions for sake brewing. The area is home to hard, mineral-rich water called "miyamizu," the renowned "king of sake rice" called "Yamada-Nishiki," and "Rokko Oroshi," the cold wind blowing down from Mount Rokko, which provides the ideal climate for sake brewing. The tour offers you a chance to explore three to four, carefully selected sake breweries and sample more than 15 different types of sake.



#### Spot Information

兵庫県神戸市東灘区  
<https://kobelocaltours.com/tours/sake-tasting-at-local-breweries-kobe/>  
\*This information is current as of March 2024.



Empowering Lives



# #17 Okinawa 沖縄



Cooking Class

**[Naha City]**  
**Delve into the Art of Ryukyu Cuisine**  
**Discover the Secrets of**  
**Longevity with Healthy,**  
**Local Ingredients & Yachimun Pottery.**

**Experience Okinawa's Tradition of Healthy Food for Longevity and Pottery Making**

The secret to a long, healthy life lies in the food we consume. Learn about healthy foods for longevity made with ingredients and cooking methods unique to Okinawa from successors of Ryukyu culinary tradition in Naha City, Okinawa, the prefecture of longevity. The experience of traditional Ryukyu cuisine, which touches on the fascination of food unique to Okinawa and the food culture that supports the health of its people, will not only help you learn more about Okinawa, but also give you an opportunity to review your own lifestyle habits. You can also study, purchase, and practice the traditional pottery "Yachimun" at Yachimun Street near the Daiichi Makishi Public Market.



**i Spot Information**

沖縄県那覇市壺屋1-21-14  
<http://nahas-kitchen.com/2023/12/18/202401-no1/>  
 \*This information is current as of March 2024.



Farm Tour



**Tocha Tea-Tasting Competition**  
**in the Tatami Rooms of a Tea Plantation**  
**with Long History**

**Playing, Eating , and Learning about Tea**

Tocha is a tea-tasting competition that was popular in the Middle Ages. Participants taste the tea and try to guess the brand and where it was produced, based on factors like flavor and aroma. On this plan, you'll experience this profound game which is also known as "tea kabuki," enjoy dishes made with Sayama tea at the Chadokoro Issen restaurant, and tour a tea museum. This can only be enjoyed in the area where Sayama tea, one of Japan's three major brands, is produced. The plan includes a chartered taxi from Iruma Station, which is easily accessible from Tokyo, and lunch. It is also available with an English-speaking guide, so visitors from abroad can participate worry-free.



**i Spot Information**

埼玉県入間市河原町2  
<https://x.gd/Xbg6o>  
 \*This information is current as of March 2024.

# #18 Saitama 埼玉

# #19 Shizuoka 静岡



Farm Tour



**Experiences**  
**Farmhouse Inn Tabinoya**

**Learn About Tea, Enjoy the Foothills**  
**around an Old Japanese-style Inn**

Tabinoya is located in one of the prefecture's leading tea producing areas at the foot of Awagatake in northeastern Kakegawa City. Parts of the old farmhouse were renovated as an inn offering programs for young and old alike through the four seasons — picking tea, touring the factories, hunting wild vegetables and bamboo shoots in the spring, playing in the river in the summer, picking chestnuts and persimmons in the fall, and roasting sweet potatoes and rice cakes in a hibachi in the winter. The good, old traditional Japanese house, offers experiences unique to tea production and foothills and fields around town.



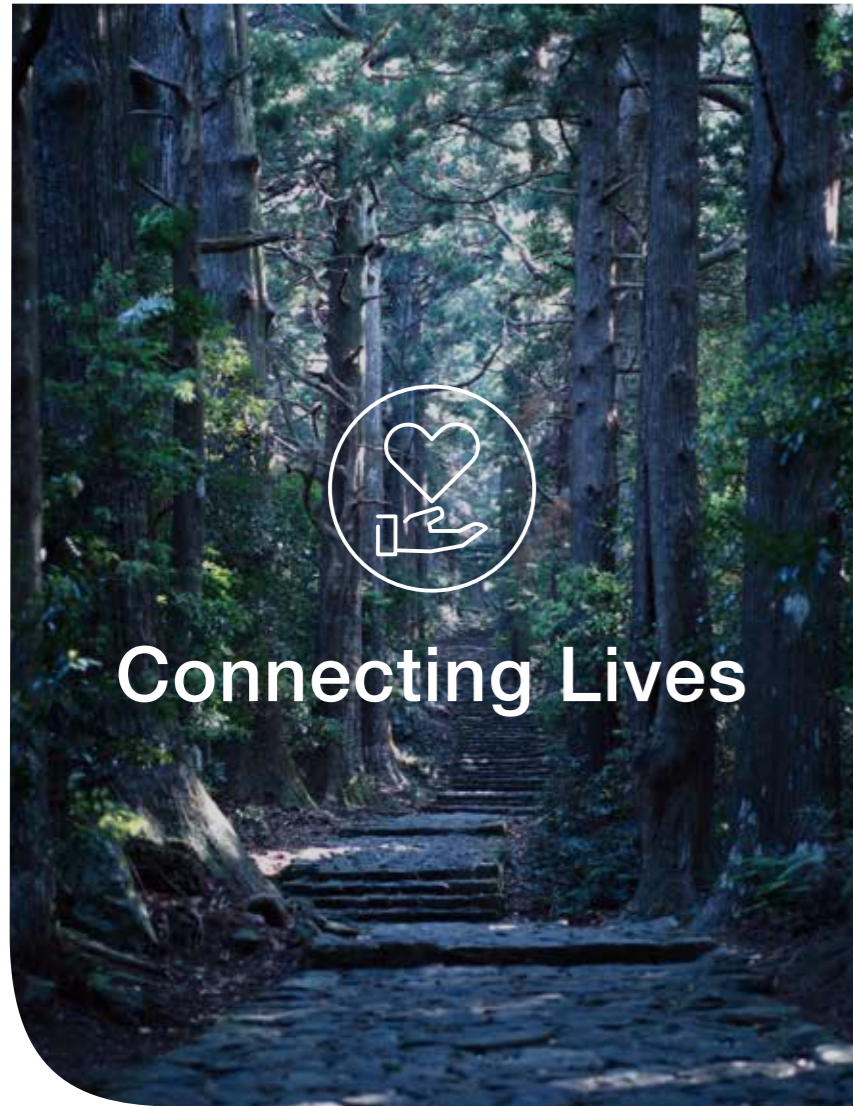
**i Spot Information**

静岡県掛川市大野1708  
<https://www.tabinoya-oldjapanese.com/>  
 \*This information is current as of March 2024.



Empowering Lives





## Connecting Lives



**Soul resides in traditions.  
A trip to imagine the past and design future society.**

The technique and soul of a craftsman and the intention and feeling of an artist are continually passed down from the past to the present, and on to the future. Festivals and rituals rooted in local areas. Traditional crafts elevated to an art form. These techniques and traditions handed down by life have adapted and developed in response to changing times. The culture that Japan takes pride in, including anime, will surely continue to stimulate the minds of people around the world. Experience the places where traditional and advanced culture continue to live on into the future. By remembering the past and giving thanks to tradition, we find hope for the future. How about enjoying yourself on a trip like that?

### Designing future society. Why don't you find a life-connecting trip?

- Traditional Rituals
- Traditional Arts
- Cultural Experiences
- Traditional Crafts
- Historical Buildings
- Spiritual
- Manga, Anime
- Art, Museum
- Earthquake Reconstruction, Disaster Prevention
- Sports

# Let's go on an EXPO Trip

## Connecting Lives



Let's Go on Trips to Connecting Lives

## Connecting Lives Trips Here

- 01 Shimane** Tsuwano Sagimai Performance
- 02 Shimane** Private Iwami Kagura Experience Complete with a Local Yunotsu Sake Pairing
- 03 Kyoto** Exclusive Tea Ceremony Experience by Ozaki Beihaku, fourth generation grandmaster of Oribe Ryu Fuso school.
- 04 Osaka** "Noh Experience Tour" at Yamamoto Noh Theater
- 05 Hokkaido** Night Walk in the Lake Akan Forest: "Kamuy Lumina"
- 06 Hokkaido** Central Hokkaido 2 Days Ainu culture Experience & Hiking
- 07 Gifu** THE OAK GUJO
- 08 Mie** Ninja Training Village The Akame 48 Falls
- 09 Osaka** Experience knife making with experts at Sakai Tohji's My Kitchen knife
- 10 Fukui** Traditional Echizen forged cutlery craft center tour
- 11 Kagawa** [Marugame, Kagawa] Over 400 Years of Sustainable History: 31 New Master Craftsmen of Marugame Uchiwa Fans, Carrying on the Traditions
- 12 Toyama** Bed and Craft
- 13 Hokkaido** Experience history and culture! "World Heritage Jomon Course"
- 14 Tottori** Guided Tour of Mt. Mitoku Grounds: Purify and Order Your Body and Mind
- 15 Tokushima** [Miyoshi, Tokushima] Reconstructing the Iya Kazurabashi Vine Bridge Once Every Three Years
- 16 Kyoto** Guided walking tours in Miyama Town, to explore the original landscape of a Japanese mountain village called Kayabuki-no-Sato
- 17 Okayama** Arbergo diffuso Yakage-ya Inn and Suites
- 18 Fukui** Obama Machiya Stay
- 19 Ehime** [Ozu, Ehime] Preservation and Restoration of a Japanese Castle Town' s Cultural Assets
- 20 Ehime** [Ozu, Ehime] Local Community Participation Preservation Efforts for the Old Houses in Danger of Disappearing
- 21 Yamaguchi** Explore Yamaguchi's history and nature
- 22 Tottori** Picturesque Yonago Castle Ruins
- 23 Okinawa** [Nakijin Village] Unravel the Mysteries of Nakijin Castle Ruins
- 24 Yamagata** Dewa Sanzan Shugendo
- 25 Nara** Experience of training of shugendo priests on the sacred mountain of Omisan
- 26 Tokushima / Kagawa / Ehime / Kochi** [Japanese Heritage: Shikoku Pilgrimage] Take a Spiritual Journey to Face Yourself with a Unique Pilgrimage Culture
- 27 Wakayama** Pilgrimage Journey, Kumano Kodo
- 28 Tokyo** Cool JAPAN! Manga and Anime Spot Tour in Tokyo
- 29 Shimane** Adachi Museum of Art
- 30 Fukushima** Hope Tourism
- 31 Saitama** "An Underground Temple Built for Flooding Prevention: Metropolitan Area Outer Underground Discharge Channel, One of the World' s Largest Floodwater Diversion Facilities"



# #01 Shimane 島根



Traditional Rituals



## Tsuwano Sagimai Performance

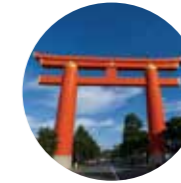
Two graceful white herons dancing in Tsuwano

Sagimai (Sacred Heron Dance) is a classical performing Shinto ritual that has been passed down at Yasaka Shrine in Tsuwano, and is held every year on July 20th and 27th during the Gion Festival at a designated location from ancient times. Sagimai is a performing arts Shinto ritual started by Masayori Yoshimi, who was the lord of Tsuwano Castle in 1542, when he started holding the Gion festival, which had been passed down in Yamaguchi, in Tsuwano as well. The classical performing arts Shinto ritual that originated in Kyoto was passed down from Yamaguchi to Tsuwano, and has continued to be passed down to the present day. "Furyu-odori", which includes "Sagimai", has been registered as an Intangible Cultural Heritage by UNESCO and has been highly evaluated academically.

### Spot Information

島根県鹿足郡津和野町後田59-1  
[https://www.all-iwami.com/feature/detail\\_41.html](https://www.all-iwami.com/feature/detail_41.html)  
 \*This information is current as of March 2024.

# #03 Kyoto 京都



Cultural Experiences

## Exclusive Tea Ceremony Experience by Ozaki Beihaku, fourth generation grandmaster of Oribe Ryu Fuso school.

Experience Traditional Tea Ceremony in Kyoto, Millennia-old Ancient Capital of Japan

The Japanese tea ceremony is known around the world as one of Japan's proudest cultural traditions. It has a long history, and has undergone changes and evolutions since the Heian period. Along the way, our predecessors found beauty in the tea ceremony and transformed it into an art form and culture. Beihaku Ozaki, fourth generation grandmaster of Oribe Ryu Fuso school, will show you the charms of this art form. Ozaki will personally perform the special tea ceremony. Indulge in the traditional spirit of Japan passed down through the generations. The tea ceremony is held at elegant Shobi-kan in the garden of Heian Shrine, which happens to be one of the most iconic shrines in Kyoto.

### Spot Information

京都府京都市左京区岡崎西天王町97  
<https://www.the-kansai-guide.com/ja/article/item/20017/>  
 \*This information is current as of March 2024.



Traditional Arts

## Private Iwami Kagura Experience Complete with a Local Yunotsu Sake Pairing

The luxury of enjoying local sake and traditional performing arts in private

"Iwami Kagura" is performed with lively music, wearing expressive masks and magnificent costumes. You can enjoy this traditional performing art, which has been passed down since ancient times in the Iwami region of the west of Shimane Prefecture, in a small group of 1 to 10 people at Goryunomae Shrine in the Yunotsu Onsen town. You can enjoy a private kagura performance while enjoying the pairing with local sake from the local brewery, "Wakabayashi Shuzo Brewery." You can also take home the "Kagura Cup," a sake cup made by "Kamedani Ceramics," which manufactures Sekishu tiles that decorate roofs in the Iwami region, as a souvenir. In addition, we are planning to hold an optional tour to "walk around town to learn more in depth about Kagura" and a Naorai (a feast) at Ryokan Masuya where you can enjoy a meal featuring the Yin-Yang and the five elements that are deeply involved in Kagura dance.

### Spot Information

島根県大田市温泉津町温泉津4736  
<http://yunotsu-kagura.com/em/pairing-program/>  
 \*This information is current as of March 2024.



# #02 Simane 島根



Cultural Experiences

## "Noh Experience Tour" at Yamamoto Noh Theater

Experience the Cultural Heritage of Noh

You can enjoy Noh performances beloved by Toyotomi Hideyoshi on this tour. Noh is the oldest masked theater art in the world, dating back about 650 years, and was designated as a UNESCO World Intangible Cultural Heritage in 2008. The performance will be held in the oldest Noh theater in Osaka City. The building is listed as a tangible cultural property and offers an historical experience. In addition to the Noh experience, you can also enjoy teacakes and Japanese green tea on the tour. Enjoy the tour with multilingual commentary and 3D explanation using your smartphone.

### Spot Information

大阪府大阪市中央区徳井町1-3-6  
<http://www.noh-theater.com/>  
 \*This information is current as of March 2024.



# #04 Osaka 大阪

Connecting Lives



# #05 Hokkaido 北海道

**EX** Cultural Experiences

## Night Walk in the Lake Akan Forest: “Kamuy Lumina”

Visit the Enchanted World of a Lake Akan Forest Night Walk — “Kamuy Lumina”

The Kamuy Lumina Night Walk is an experiential night walk inspired by the unique culture and beautiful nature of the site which moves people beyond words using various devices — fantastic lighting, sound, staging, and images. The 10th in the series, Kamuy Lumina, allows visitors to experience “the Ainu worldview — valuing coexistence with nature,” as recreated in the forests of Akan-Mashu National Park. Come on an enchanted adventure tour to the world of kamuy (deity), created after the “Owl & Jay Bird” story, an ancient yukar (epic) passed down by the Ainu people of Akan.

\*Showing May to November.

### i Spot Information

北海道釧路市阿寒町阿寒湖温泉1-5-20  
<https://www.kamuylumina.jp/>

\*This information is current as of March 2024.



# #06 Hokkaido 北海道

**EX** Cultural Experiences

## Central Hokkaido 2 Days Ainu culture Experience & Hiking

Scenic Hike and Learn About Ainu Culture

Also known as the “Roof of Hokkaido” due to its amazing mountain range, Daisetsuzan National Park is the largest national park in Japan and visitors can enjoy magnificent scenery and colorful alpine vegetation, even at altitudes below 2,500 m due to its high latitude. The Ainu people, who believe that everything in nature has “kamuy (gods),” call it “Kamuy Mintar,” or “playground of the gods.” The hiking tour starts with learning about the ideas and current life of the Ainu, the indigenous people of the area. Stay at Soukkyo Hot Spring, which has a spectacular view of the cliffs, and walk with a local guide on trails where snow hangs on until June — if you’re in luck, you may well encounter a brown bear!



### i Spot Information

北海道上川郡上川町層雲峡

\*This information is current as of March 2024.



# #07 Gifu 岐阜

**EX** Cultural Experiences

## THE OAK GUJO

Stay like a Resident for a Luxurious Time

Gujo is a former castle town in the middle of Gifu Prefecture whose townscape along a clear stream has remained intact since the Edo period. The town basks in unpretentious charm, yet undiscovered as a tourist destination. It hosts Japan’s longest-running Bon dance, Gujo Odori, which revels for some 30 nights—mid-July to early September. The Oak Gujo hotel is rented out like a vacation home, so you can relax and enjoy the town and its history of about 420 years of dancing. Why not enjoy quality time in a luxurious space that incorporates traditional techniques and culture throughout the building and services?

### i Spot Information

岐阜県郡上市八幡町島谷868  
<https://www.theoak.life/>

\*This information is current as of March 2024.

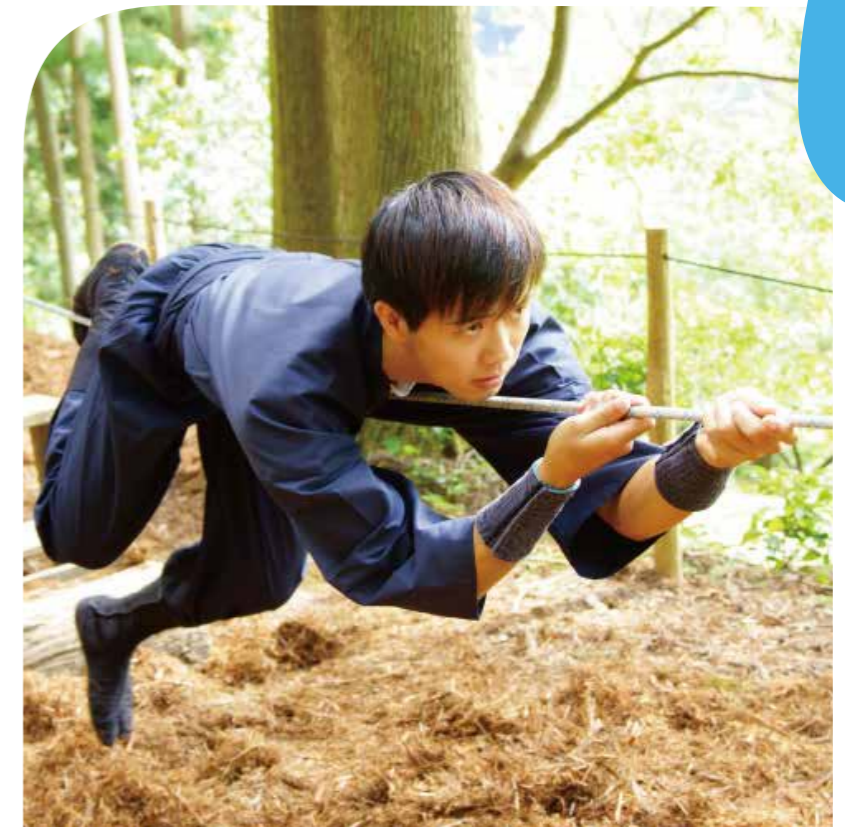


**EX** Cultural Experiences

## Ninja Training Village The Akame 48 Falls

Where World-Renowned Ninja were Born —Take a Training Journey to Feel Connected to History

You’ve no doubt heard of ninja, who once worked behind the scenes in Japanese history. Akame 48 Falls is known as where Iga-ryu ninja trained. Here, you can experience one of the two major ninja schools, Iga-ryu Akame ninja training, which developed over years and years of training. Train with various ninja tools, hidden techniques to hide from enemies, climbing and flying techniques. You can experience many arts and techniques, like how to sneak along and walk on water. This tour lets you try the training of legendary ninjas in real life—to feel connected to history—from the Sengoku to the Edo period.



# #08 Mie 三重

### i Spot Information

三重県名張市赤目町長坂671-1

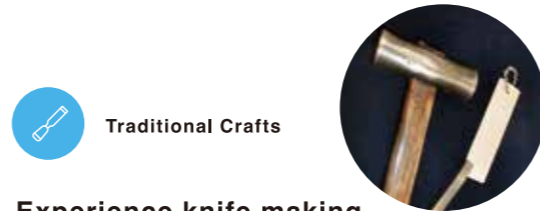
<https://www.akame48taki.com/retreat/>

\*This information is current as of March 2024.





## #09 Osaka 大阪




 Traditional Crafts

**Experience knife making with experts at Sakai Tohji's My kitchen knife**

**Make highly-acclaimed sakai cutlery with your own hands**

Sakai City in Osaka Prefecture boasts a 600-year-long history as a cutlery-producing area. Sakai Tohji knives are the masterpieces that famous and renowned chefs from all over the world use. This tour gives you first-hand experience of making your own kitchen knives with expert craftsmen. Moreover, there are other courses in which you can try engraving your name on a commemorative aluminum plate. At the Sakai-Tohji Knife Museum, you can immerse yourself in the history of cutlery, the tools used to make cutlery, and the various types of knives that serve different purposes.

 Spot Information

大阪府堺市堺区九間町東1-1  
 日本語 <https://www.deep-exp.com/ja/osaka/activity/195>  
 英語 <https://www.deep-exp.com/en/osaka/activity/195>  
 \*This information is current as of March 2024.



## #11 Kagawa 香川




 Traditional Crafts

**[Marugame, Kagawa] Over 400 Years of Sustainable History: 31 New Master Craftsmen of Marugame Uchiwa Fans, Carrying on the Traditions**

**Learn about the history and culture of "Marugame Uchiwa" continuing from the Edo period**

Marugame City, located in the midwestern part of Kagawa Prefecture, has a traditional craft called "Marugame Uchiwa." Beautiful fans made from a single piece of bamboo are filled with "craftsmanship," "world-class history," "love for the region," and "the emotions of craftsmen." "Marugame Uchiwa," a traditional industry that has continued for more than 400 years, is facing various problems such as shrinkage of industry and lack of successors. In this tour, we will tell you how Marugame City has stood up to protect its traditional items.

 Spot Information

香川県丸亀市  
<https://marugameuchiwa.jp>  
 \*This information is current as of March 2024.



Connecting Lives

## #10 Fukui 福井




 Traditional Crafts

**Traditional Echizen forged cutlerycraft center tour**

**Explore World Famous Traditional Kitchen Knives**

Fukui Prefecture is home to a traditional knife forging craft called "Echizen Uchihamono". One of the distinctive features of these forged knives is the sharpness of the blade produced by craftsmen, which has drawn attention not only from within and outside Japan. You will visit two workshops in this tour: Yamaken Wood works, which specializes in making "handles," a rarity in Japan, and Ryusen Hamono, which makes beautiful kitchen knives with a unique ripple pattern. Enjoy the world of Echizen forged cutlery, a traditional craft that has been passed down through the generations, and is now being transformed into a new traditional craft and art with the addition of the abilities and designs of the younger generation.

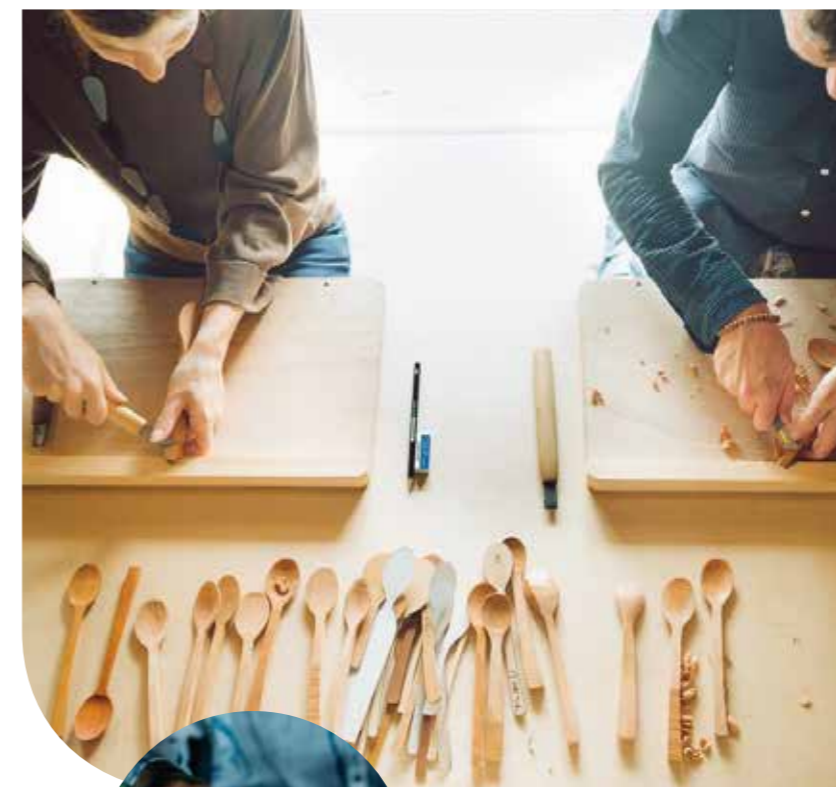



 Spot Information

福井県越前市  
<https://craftinvitation.jp/en/workshop/cit1001/>  
<https://etoe2020.com/>  
 \*This information is current as of March 2024.



## #12 Toyama 富山



 Spot Information

富山県南砺市本町3-41  
<https://bedandcraft.com/>  
 \*This information is current as of March 2024.

 Traditional Crafts

**Bed and Craft**

**Create your Own Work to the Sound of Wood Carving Hammers**

Nanto City, Toyama Prefecture, has a population of 8,000 people, yet more than 200 carvers. Bed and Craft is located in a town famous for wood carving, and has six villas limited to one group/day for different artisan apprentice experiences. After a night in your villa — a renovated old folk house — you can create your own work under your artisan's guidance. You will enjoy wandering around Nanto as it is compact and centered on its temple. You can visit artists' studios and galleries, while also enjoying local food at restaurants and grocery stores. A perfect chance to enjoy the works and techniques of the artisans up close, but also get a sense of the spirit that has been passed down from generation to generation.





# #13 Hokkaido 北海道



Historical Buildings

Experience history and culture!  
“World Heritage Jomon Course”

What was Life Like 5,000 Years Ago? Touch and Learn the History of the Jomon People in Hakodate

This tour puts you in touch with local specialties, food, and Jomon ruins in Hokkaido and the northern Tohoku region. First, visit the very popular Nanairo Nanae roadside station to see the town and shop for local specialties. For lunch, you can learn about traditional cooking methods while tasting beach cuisine made by the fishing cooperative women's club in Shikabe Town — a direct experience of its food culture and history. In the afternoon, you can experience canoeing in the Shiodomari River and learn about Jomon culture, right where numerous Jomon period ceramics have been excavated. Although the Jomon are believed to have used dugout canoes, you'll get a sense along the water of how they lived in nature.



## Spot Information

北海道函館市周辺  
<https://ea.ezfly.com/ProdTOUR/Prod/TOUR000000617>  
\*This information is current as of March 2024.



Historical Buildings

Guided Tour of Mt. Mitoku Grounds:  
Purify and Order Your Body and Mind

A premium experience to purify your mind and body in the land of purification of the six roots of perception

The six roots represent the "eyes, ears, nose, tongue, body, and mind," which are the basis of sensation and recognition. Mt. Mitoku, is located in Tohoku District, Tottori Prefecture and recognized as a Japanese Heritage site, and it is said that it will purify these six roots and purify your heart when you worship. On a guided tour to Mt. Mitoku, the chief priests of Kaijoun, Shozenin, and Rinkoin will guide you around the precincts while introducing the history and cultural assets of Mt. Mitoku. By walking while listening to words that touch your heart, you can have a special experience where you can get away from everyday life and purify your mind and body.



## Spot Information

鳥取県東伯郡三朝町三徳1010  
<http://misasaonsen.jp/keidaisanpo/>  
\*This information is current as of March 2024.

# #14 Tottori 鳥取



Historical Buildings

[Miyoshi, Tokushima]  
Reconstructing the Iya  
Kazurabashi Vine Bridge  
Once Every Three Years



Enjoy thrills and spectacular views on a bridge spanning an unexplored region

"Iya Kazurabashi Vine Bridge," one of Japan's three unusual bridges, is a suspension bridge made of shirakuchikazura spanning the "unexplored region" of Iya in Miyoshi City, Tokushima Prefecture, and is replaced every three years by a local preservation society in order to prevent aging and to pass on the rebuilding techniques. In a spectacular location surrounded by trees and overlooking the Iya River below, a guide who works with the local community will tell you about the history of Kazurabashi and local culture in the language unique to this land.

# #15 Tokushima 徳島



## Spot Information

徳島県三好市東祖谷山村善徳162-2  
<https://shikoku-tourism.com/sustainable-tourism/24179>  
\*This information is current as of March 2024.



Connecting Lives

# #16 Kyoto 京都



Historical Buildings

Guided walking tours in Miyama Town,  
to explore the original landscape of a  
Japanese mountain village  
called Kayabuki-no-Sato

Get Mesmerized with Life in the Japanese  
Mountain Town of Kayabuki-no-Sato

Located in central Kyoto Prefecture, Miyama Town was awarded the "Best Tourism Village" by the United Nations World Tourism Organization (UNWTO) in 2021 as a town committed to sustainable development. This tour will take you through a community of 40 thatched-roof houses. Local residents will describe the structure of kayabuki homes, their lifestyle, and their society of mutual support in English. The tour will last about an hour. Experience the traditional lifestyle that incorporates the sustainability development goals (SDGs) while enjoying the traditional scenery of the mountain town.

## Spot Information

京都府南丹市美山町  
<https://miyamanavi.com/>  
\*This information is current as of March 2024.





# #17 Okayama 岡山



Ruins, Historical Buildings

## Arbergo diffuso Yakage-ya Inn and Suites

Towards a town where history lives on and connects lives. Sustainable Albergo Diffuso, turning the entire town into a hotel

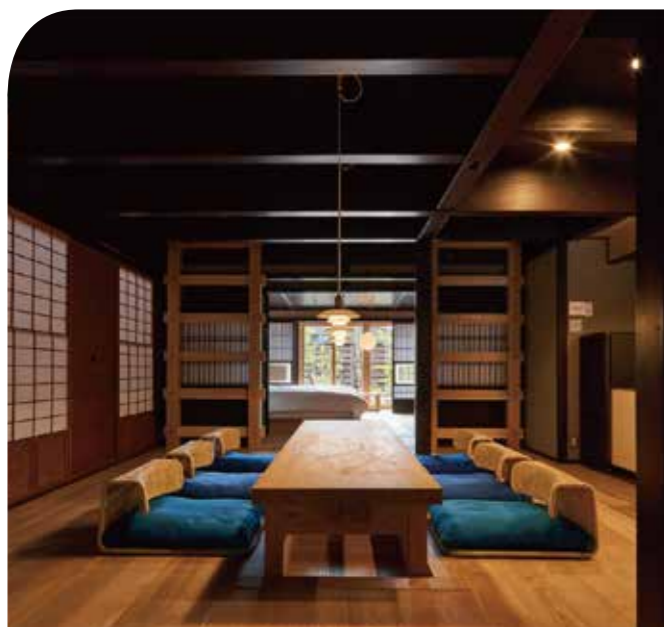
Yakage-juku was the 18th post town on the highway and flourished with the daimyo feudal lord. Yakage Town is one of the best areas in Japan that still retains its original townscape. Inheriting this history, the old folk houses have been renovated into the "Yakage-ya Main Building" and "Yakage-ya Onsen Annex," where you can enjoy cuisine made with local ingredients and experience history and culture. In addition, Yakage-ya INN AND SUITES was officially certified as Asia's first Albergo Diffuso (distributed accommodation facility) by the Albergo Diffuso Association in June 2018. A major feature of Albergo Diffuso is that it creates a sustainable town by treating the entire village as a hotel. "Stay that feels as if you were living in a village" is attracting attention in Europe as well. The entire Yakage town, including the rental buildings of Bitchu-Ya Nagae-mon, Kura Inn, and Akatsuki no Kura, has been certified as "Albergo Diffuso Town."



### Spot Information

岡山県小田郡矢掛町矢掛3050-1  
<http://www.yakage-ya.co.jp/page6>  
 \*This information is current as of March 2024.

# #18 Fukui 福井



Historical Buildings

## Obama Machiya Stay

Stay Overnight to Experience Obama's History and Culture

Obama has deep roots in Kyoto's culture as it was the starting point for transporting seafood to Kyoto. Eight old Obama townhouses have been converted into machiya villas, where you can fully experience Obama's lifestyle, history, and culture. Buying freshly-caught fish and vegetables at the market and cooking them at your villa is a fun way to enjoy your stay. Obama boasts many temples and shrines with deep ties to Kyoto and have been designated national treasures or important cultural properties. As it is close to the sea, you can enjoy catching fish and seaside walks.



### Spot Information

福井県小浜市和久里24-45-2  
<https://www.obama-machiya-stay.com/>  
 \*This information is current as of March 2024.



# #19 Ehime 愛媛



Historical Buildings

## [Ozu, Ehime] Preservation and Restoration of a Japanese Castle Town's Cultural Assets

Connecting historic townscapes to the future

Ozu City is a castle town that once prospered with 60,000 goku in the Ozu domain. This townscape has been preserved since the Edo period, but in the recent decades, many of the houses have become vacant due to the aging of their owners and due to declining population. Also, around 2017, most of the owners moved outside the city, making it difficult to maintain old houses, and there was a movement to demolish them. To protect the townscape that was disappearing, projects to renovate historic buildings and preserve the town's landscape have begun. In recognition of these efforts, it was selected as one of the "Green Destinations Top 100 Stories" in 2022. We will tell you the story of how Ozu City coped with this crisis.

### Spot Information

愛媛県大洲市  
<https://kita-m.com/sustainable/>  
 \*This information is current as of March 2024.



Historical Buildings

## [Ozu, Ehime] Local Community Participation Preservation Efforts for the Old Houses in Danger of Disappearing

Experience world-renowned sustainable town development

Ozu City, located in the Nanyo region of Ehime Prefecture, is a mountain town that has prospered by the blessings of the Hijikawa River. One of the attractions of the town is that the remnants of its prosperous castle town centered around Ozu Castle during the Edo period, still remain in various parts of the town. Currently, businesses that take advantage of the town's assets, such as "NIPPONIA HOTEL Ozu Castle Town," are being developed rapidly, and the city has begun to form a community based on local participation, which could not be achieved in 2022, and has led to its selection and evaluation as one of the "Green Destinations Top 100 Stories" in 2023. In this program, we will tell you how Ozu City is working on town development with residents and businesses.



### Spot Information

愛媛県大洲市  
<https://kita-m.com/community/>  
 \*This information is current as of March 2024.

# #20 Ehime 愛媛



Connecting Lives





## Historical Buildings

### Explore Yamaguchi's history and nature

A trip to feel the power of life in Yamaguchi, selected as one of the "52 Places to Go in 2024"

Yamaguchi City is also called the "Kyoto in the West". It was also selected as one of the "52 Places to Go in 2024" by The New York Times, USA. The five-storied pagoda (built in 1442) at Ruriko-ji Temple, one of Japan's three famous pagodas and a national treasure, is under restoration until autumn 2025, but you can have some special experiences that are available now. The "Amida Nyorai Seated Statue," which is usually enshrined inside, can be seen in the temple's hall, and you can also write your wishes and name on the cypress bark used for the roof, as well as the period during which the roof will be re-roofed. You can enjoy the specialty dish, Kawara Soba (matcha flavored soba served on top of traditional roof tiles) on the banks of the nearby Ichinosaka River. In addition, in Nagato on the Sea of Japan side a little further along, you can visit Motonosumi Shrine, known for its breathtaking views and 123 red torii gates. You can take a trip where you can feel the life power of history and nature.

#### Spot Information

五重塔: 山口県山口市木町1-28  
[https://yamaguchi-city.jp/details/aa\\_ruri\\_tou.html](https://yamaguchi-city.jp/details/aa_ruri_tou.html)  
元乃隅神社: 山口県長門市油谷津黄498  
<https://www.motonosumi.com/>  
\*This information is current as of March 2024.



## #22 Tottori 鳥取



## Historical Buildings

### Picturesque Yonago Castle Ruins

15-minute walk to the castle tower.  
A fantastic view with Mt. Daisen in the background

Beautifully towering Mt. Daisen. The Sea of Japan spreads out up to the horizon. And Nakaumi with a beautiful sunset. The view from Yonago Castle tower, which is approximately 90 meters above sea level, is an unobstructed 360° panoramic view of the city below, which looks like a diorama. Among them, Diamond Daisen, where the sun rises from the top of Mt. Daisen, is a miraculous view that only appears when the weather conditions overlap around February 20 and October 22. Yonago Castle is bathed in sunlight that shines straight from Mt. Daisen and looks like a halo, giving it indescribable beauty. It is only a 15-minute walk to the castle tower. There are spectacular views that you should see at least once.



#### Spot Information

鳥取県米子市久米町  
<https://www.yonagocastle.com/>  
\*This information is current as of March 2024.

## #21 Yamaguchi 山口

## #23 Okinawa 沖縄



## Spiritual

### [Nakijin Village] Unravel the Mysteries of Nakijin Castle Ruins

Explore Historical and Mysterious Castle Ruins with Spectacular Views

The ruins of Nakijin Castle, a World Heritage Site, is located in Nakijin Village in the northern Okinawa Island. The tour includes a guided walk through the village and the ruins of the historic Gusuku Castle, which was once a key castle protecting the area, while tracing the history of the construction of the castle, the lives of the people of that time, and their footprints up to the present day. At Imadomari, located at the foot of the castle, you can enjoy the unique view of Nakijin Village and the beautiful Fukugi trees planted as windbreak. From the high grounds of the castle ruins, you can admire the same views that King Kitayama, who ruled this area, used to once enjoy. This tour also gives you a great opportunity to experience the spiritual culture of Okinawa and learn about the relationship between Utaki, a sacred place where the guardian deities of the village are enshrined, and Gusuku.

#### Spot Information

沖縄県国頭郡今帰仁村仲宗根230-2  
<https://www.nakijinson.jp/>  
\*This information is current as of March 2024.



Connecting Lives

## #24 Yamagata 山形



## Spiritual

### Dewa Sanzan Shugendo

Unique Experience — Sacred Place Where Nature and Faith Live

Dewa Sanzan is the collective name for Mt. Haguro, Mt. Gassan, and Mt. Yudono, right in the center of Yamagata Prefecture. This sacred place in Tohoku is famous as one of the three major Shugen dojos in Japan. On the tour, you don a white costume and experience parts of Shugendo guided along the approach to Mt. Haguro by a Yamabushi, free from the mundane world. This plan also includes the special mirror pond Kagamiike, a visit to the Sanjin Gosaiden shrine, and a special Buddhist cuisine called "Higashi-no-oku-mairi-zen." Feel the symbiosis of nature and humans by becoming one with nature and absorbing its energy. And by experiencing the spiritual culture of Yamabushi, you can learn about Japan's traditional mountain beliefs, which emphasize harmony with nature and respect for life in the natural world. \*Due to construction, the entirety of Mt. Haguro five-storied pagoda cannot be viewed until spring 2027.



#### Spot Information

山形県鶴岡市  
<http://www.dewasanzan.jp/publics/index/75/>  
\*This information is current as of March 2024.





Spiritual

### Experience of training of shugendo priests on the sacred mountain of Omimesan

#### Purify Yourself on Sacred Mountain

In Japan, there is a unique religious belief called "Shugendo", in which people undergo rigorous ascetic training in the mountains. Omimesan is a sacred mountain and the origin of Shugendo, which is a World Cultural Heritage site. In this tour, you will spend one night and two days or two nights and three days with a mountain priest called a Sendatsu to reach Omimesan-ji Temple at the summit of the mountain. As part of the ascetic practices, you will also engage in water rituals, waterfall rituals, and homa rituals (Buddhist rite of burning wooden sticks to ask a deity for blessings). After the Shugendo experience, you can relax in the Dorogawa hot spring to relieve your fatigue. Since women are not allowed on Omimesan, they will be guided to a tour at Inamuragadake.

#### Spot Information

奈良県吉野郡天川村

日本語: <https://nara-experience.com/detail/index/578>

英語: <https://nara-sightseeing.com/itinerary/13536/>

\*This information is current as of March 2024.

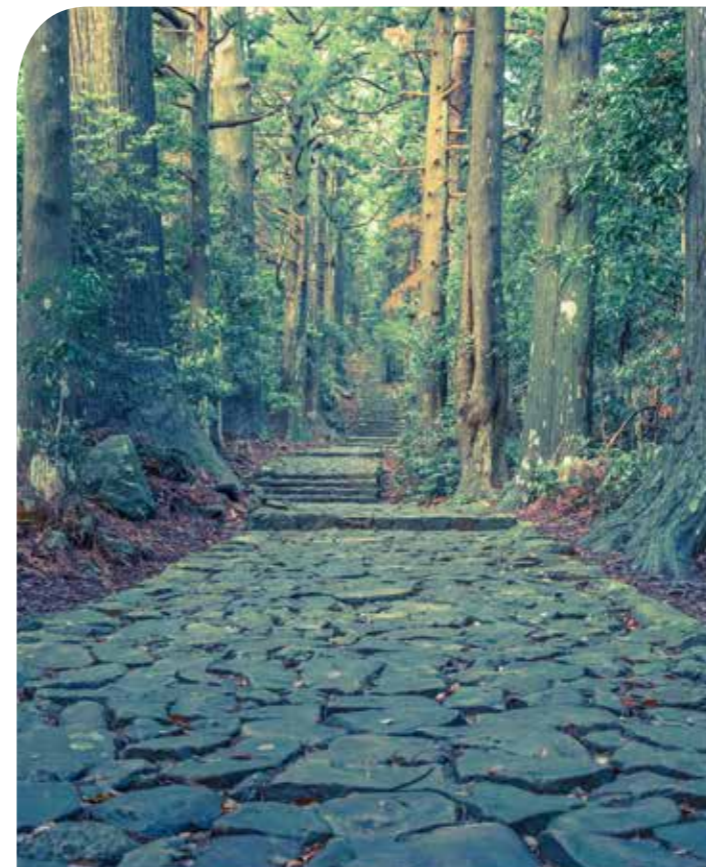


Spiritual

### Pilgrimage Journey, Kumano Kodo

#### Go on a pilgrimage through trees that are hundreds of years old

The route is in the Kumano region, stretching out to the southern tip of Japan's largest peninsula, Kii Peninsula. This region is home to three prestigious shrines known as the "Kumano Sanzan." This tour covers sacred sites of Shintoism and Buddhism which have fostered diverse forms of worship since ancient times, such as Shinto rooted in nature worship, the foreign religion of Buddhism, and Shugendo, which is a combination of both. "Kumano Kodo" refers to the route for visiting these three shrines. This pilgrimage has also been called the "ants' pilgrimage to Kumano" because so many people were continually visiting the sacred sites in Kumano.



#### Spot Information

和歌山県田辺市中辺路町栗栖川1222-1

<https://www.kumano-travel.com/ja>

\*This information is current as of March 2024.



Spiritual

### [Japanese Heritage: Shikoku Pilgrimage] Take a Spiritual Journey to Face Yourself with a Unique Pilgrimage Culture

#### Experiencing 1200 years of history. Pilgrimage trip around Shikoku

The Shikoku Pilgrimage is a magnificent 1,400 km long pilgrimage route that follows the footprints of Kobo Daishi (The Grand Master who Propagated the Dharma) Kukai, who was born in Zentsuji, Kagawa Prefecture, and is one of the world's rare pilgrimage routes. It is said to have been created over 1,200 years ago, and has captivated the hearts of many Japanese people to this day. The Shikoku Pilgrimage itself is registered with Japan Heritage, and there are many temples that are registered as national treasures or important cultural properties. Enjoy the scenery of Shikoku where faith and nature are fused through the pilgrimage.



#### Spot Information

徳島県/香川県/愛媛県/高知県

<https://shikoku-tourism.com/feature/henro01/top>

\*This information is current as of March 2024.

### #28 Tokyo 東京



Manga, Anime

### Cool JAPAN! Manga and Anime Spot Tour in Tokyo

#### A New Sacred Site Opens! Tour of Manga and Anime Spots

Cool JAPAN! Anime and manga attract worldwide attention for their content and are a big draw for Japanese culture. Guided tours of "sacred places" are held in Akihabara, where many fans from the world over gather. At the end of October 2023, a new cultural communication center, "Anime Tokyo Station," will open in Ikebukuro. Your guide on this sacred site pilgrimage tour will take you around some of Tokyo's representative manga and anime spots, including Ikebukuro (Toshima City area), which is a new sacred spot next to Akihabara (some of the tours are self-guided).



#### Spot Information

東京都豊島区南池袋2-25-5

<https://animetokyo.jp/>

\*This information is current as of March 2024.



# #29 Shimane 島根



## i Spot Information

島根県安来市古川町320  
<https://www.adachi-museum.or.jp/>  
 \*This information is current as of March 2024.



## i Art, Museum

### Adachi Museum of Art

**A garden with the ultimate Japanese beauty and surrounded by blissful works of art**

A Japanese garden where you can feel the belief that "a garden is also a picture" in every detail. Then there is the Adachi Museum of Art, which houses fascinating works such as modern Japanese paintings and ceramics, mainly by Yokoyama Taikan. It is known worldwide for its perfect harmony of Japanese paintings and Japanese gardens. A garden that changes its appearance depending on the season, as if it was an actual picture. It is a museum where you can experience both the beauty of nature and the beauty of art, where you can feel the wabi-sabi of Japan, and it is a space that is worth a visit and is a masterpiece of Japanese beauty.

## i Earthquake Reconstruction, Disaster Prevention

### An Underground Temple Built for Flooding Prevention :Metropolitan Area Outer Underground Discharge Channel, One of the World's Largest Floodwater Diversion Facilities

**Invitation to a Magnificent Underground Temple — "Metropolitan Area Outer Underground Discharge Channel"**

This channel is one of the world's largest floodwater diversion facilities for preventing flooding. You can learn about this pride of Japanese engineering, experience the scale of it, and learn about it in-depth. In addition to the popular "Underground Temple" course, where you can see the pressure regulating water tank, the impressive "Pile Driving Experience" course, where you walk along a working passageway, the "Pump Experience" course, where you can explore deep parts, such as the pump room, gas turbine section, and special equipment, there is also an "Impeller Club Experience" course packed with highlights, where you can experience the flow of water. Enjoy a pilgrimage to a temple that prevents disasters and connects "life" to the future!



# #31 Saitama 埼玉



## i Spot Information

埼玉県春日部市上金崎720  
<https://gaikaku.jp/>  
 \*This information is current as of March 2024.

# #30 Fukushima 福島



## i Earthquake Reconstruction, Disaster Prevention

### Hope Tourism

**Passing Down the Story of the Earthquake for Posterity**

Fukushima Prefecture experienced a "complex disaster (earthquake, tsunami, nuclear disaster)" unlike any other in the world. A study tour program that helps to learn about the enormous damage caused by nature and to experience first-hand the thoughts of people who bravely take on the challenge of rebuilding in the face of myriad obstacles. That is "Hope Tourism." At workshops, participants can learn what evacuation shelters are really like and how to view and deal with unexpected situations via simulations of solving "problems with no right answers," which actually occurred in evacuation shelter operations. During field work, you can experience the effects of the earthquake and nuclear power plant accident, a history from then to now, and current status and challenges in reconstruction. How do you reconnect lives after disasters to the future? You can learn from the "real state" of Fukushima.



## i Spot Information

福島県福島市  
<https://www.hopetourism.jp/>  
 \*This information is current as of March 2024.



Connecting Lives



## Introducing DMOs

Check out the wide-area linkage  
DMOs who shared storybook  
tourism content here!



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	100	Okinawa Convention & Visitors Bureau



## Leveraging the magnificent natural scenery you can only find in Hokkaido, we propose a new style of travel.



Hokkaido Tourism Organization  
Executive Director

**Satoru Nakamura**

**HTO** HOKKAIDO TOURISM ORGANIZATION

Japanese Destination Management Organization (wide-area linkage DMO): Registered November 2017  
Target area: Hokkaido



<https://www.visit-hokkaido.jp/en/index.html>

**H**okkaido can offer lots of visitors the opportunity to experience the theme of the Osaka Kansai World Expo, "Designing Future Society for Our Lives," through travel. Along with its history of people coexisting with vast and harsh nature, Hokkaido is also packed with essential concepts for designing future society such as the spiritual culture of the indigenous Ainu people, who believed that "a soul resides in all elements of the natural world."



Currently, "Adventure Travel" or AT<sup>1</sup> is a major pillar of tourism. The Adventure Travel World Summit Hokkaido Japan event held in 2023 was highly evaluated by participants from around the world, and we received an overall satisfaction rating of 4.5 out of 5.

**I**n addition to AT, we are also carrying out initiatives to create travel itineraries that take greater advantage of the appeal of local areas. Some perspectives used for this include wine tourism, night-time economy promotion, and care tourism. The number of wineries in Hokkaido has been surging since 2000, and there are now a total of 64 (as of October 2023). The area is rapidly developing into a new major production area for Japanese wine. Hokkaido is also considered a treasure-trove of delicacies, so you can enjoy distinctive local dishes that pair superbly with wine.



In addition, we are also focusing our efforts on the night-time economy, enabling visitors to enjoy night safari trips in areas where lots of animals live, light-up events, and other special activities with the goal of boosting night utilization of these natural resources and expanding night expenditures.

Finally, we are also working on "Care Tourism," which combines Hokkaido natural resources such as forests, hot springs, and meals with activities with the goal of improving physical and mental well-being.

Care Tourism also includes "Respite Tourism," which is designed for people suffering with illnesses or disabilities and their families. Respite means a short break, and these tours include treatment performed by medical professionals during travel, allowing the family members who act as their caregivers to refresh themselves with hot springs and meals. As this type of tourism expands it makes many people take an interest in caregiving, and if it sparks consideration of the ideal form for this care in the future, it could contribute to solving social problems through tourism.



**W**e hope the World Expo will give many people the opportunity to visit Hokkaido. There is diverse content in Hokkaido, and our current problem is finding the best way to combine this content into packages that suit traveler's values. By linking with the World Expo theme, we want to propose a tourism style that connects to self-improvement and social contributions.

<sup>1</sup> **Adventure Travel (AT):** Travel itineraries incorporating at least two of the following three elements: activities, nature, and cultural experiences. This type of travel allows participants to experience the distinctive natural scenery and pure culture of the area together with local people, with the goal of helping them achieve self-transformation and growth.

**HTO Hokkaido Tourism Organization**  
sightseeing area creation concept:

Striving to make Hokkaido "a sightseeing destination people all over the world will aspire to visit."



### Discover the Volcanoes of East Hokkaido

Experience Japan's hot spring culture at Kawayu Hot Spring, where the baths have been known for their medicinal properties since ancient times, while through the volcanic landscape of Akan-Mashu National Park. You can also take in more of this beautiful scenery on the one-day trekking route on Mt. Meakan, and nature's grandeur is sure to provide a rewarding trip.



### South Hokkaido Cycling, Hot Springs, & Matsumae Castle 4-Day Tour

Take a 4-day cycling tour around southern Hokkaido while exploring the history of kitamaebune (Japan Sea cargo ships in the Edo period) and the roots of Japanese culture. On this tour, enjoy the cultural exchange, local specialties, and traditional cuisine while traveling around various Japanese cultural heritage sites and port towns from the peak of Mt. Hakodate to the town of Esashi together with local cyclists.



### A salmon-perspective cycling tour along the Toyohira River in Sapporo plus canoeing upstream in Jozankei!

The Ainu people refer to salmon as "fish of the gods," and on this tour, you'll travel the same paths, cycling against the Toyohira River current and savoring salmon dishes. Participants also enjoy canoeing in the quiet forest area upstream. Give thanks to these fish of the gods through cycling and canoeing and experience lush natural scenery up close.



### Central Hokkaido 2-Day Tour Ainu Culture Experience & Hiking

Daisetsuzan National Park. Ainu people call this area Kamuy Mintar, which means the playground of the gods. Learn about the perspective and lifestyle rooted in this area and stay the night at Sounkyo Hot Spring, where the sheer cliffs provide spectacular views. Walk on trails where snow remains until June with local guides.

## Example tour content of the Hokkaido Tourism Organization



### Jozankei Snow-Viewing Rafting

Winter in the famous Jozankei hot spring area. Since there is little wind even inside the valley, you can enjoy both the winter scenery and the quiet and stillness around you. This new kind of winter activity includes a guide, and you may run into wild animals or even ice falls depending on the season.



### Noboribetsu Toya Wide-Area Package Tour

This is a one-night, two-day tour of the vast natural scenery of the Noboribetsu-Toya area and Upopoy National Ainu Museum and Park. In the winter, you can tour surrounding areas and spend some time in Niseko. Enjoy the picturesque views of Lake Toya in the winter, Ishikari hot pot (a typical local cuisine of Hokkaido), visiting snack bars, and experiencing Ainu culture.



### Guided Hiking and Mountain Climbing Tour to Achieve Sustainable Tourism

Sometimes, cultural differences can bring about sad results. For precisely this reason, we propose a hiking and mountain climbing tour complete with a guide who can explain the meaning of places and their natural scenery and thoroughly cover cautionary points, striving to achieve sustainable tourism.



### Experience history and culture! "World Heritage Jomon Course"

On this tour, participants experience local specialty items and foods, as well as the culture of the Jomon period through the ruins which are registered World Heritage sites. Taste local beach cuisine and learn about traditional preparation methods. You can also experience canoeing in the Shiodomari River, where numerous Jomon period ceramics have been excavated, while learning about Jomon culture.



### Night Walk in the Lake Akan Forest: "Kamuy Lumina"

Taking inspiration from the unique culture and beautiful natural scenery of the land, the Kamuy Lumina Night Walk is a moving experience combining mystical light and sound, various production elements, and video. Experience the perspective of the Ainu people, who place importance on their coexistence with nature.



### Orca, Whale, Dolphin, and Bird Watching Boat Cruise in Shiretoko Rausu

On this adventure boat cruise in Shiretoko, a World Natural Heritage site, you can meet groups of orcas. The large groups of orcas, dolphins, and shearwater birds, along with the natural scenery of the Shiretoko mountains and Kunashiri Island are the highlights. Staff will teach you about the animals, including their ecology and characteristics.



With the aim of providing enjoyable round-tour trips to Tohoku, it connects an abundance of tourism resources and travelers' preferences with data so visitors can enjoy their tours of the Tohoku region.



**TOHOKU TOURISM  
PROMOTION ORGANIZATION**  
President  
**Junichi Konno**



Japanese Destination Management Organization (wide-area linkage DMO): Registered April 2017  
Target area: Aomori, Iwate, Miyagi, Akita, Yamagata, Fukushima, and Niigata Prefectures



<https://www.tohokukanko.jp/en/index.html>

The Tohoku Tourism Promotion Organization was established in 2007 to support the collaboration of six prefectures in the Tohoku region and Niigata Prefecture to revitalize Tohoku via tourism. The four seasons cycle through the year in vivid color in Tohoku—with cherry blossoms in spring, deep beautiful fresh greenery in early summer, colorful foliage in fall, and snowy landscapes and tree ice in winter. The region boasts remarkable summer festivals such as Tanabata and Nebuta, as well as traditional events related to Shinto rituals. Its history dates back to the Jomon period, as reflected in traditional performing arts, and many other events and tourist attractions spread across the region. Getting a taste of all these attractions is best done by staying for a series of nights.



Taking this concept a step further, we created "Base! Tohoku" as a brand of tourism predicated on a series of stays in Tohoku, which is blessed with its plethora of hot springs where you can enjoy the wonderful scenery and delicious cuisine. The idea of the brand is to allow visitors to stay at the 17 hot spring resorts, thus linking the natural and tourist attractions common to each of the prefectures.

Travel agencies can thus introduce recommended sightseeing spots, search for excursion routes, and make reservations for accommodations. In addition, to help make self-guided tours via rental car easier and more meaningful, seven themed driving routes, such as "samurai culture and castles" and "spectacular seasonal scenery," have been developed. All of which are available in English, Chinese (traditional Chinese characters), and other languages, making them easy to access and book on the web.

In tandem with refining the tour routes, we developed a shared database for the region (Tohoku Tourism DMP) in order to verify and formulate data-driven strategies. The database contains a variety of data, including dynamic data on where travelers enter the Tohoku region, where they travel within it, what they consume and purchase, as well as official statistics and questionnaires — all of which allow desired information to be checked simply. We have also developed a CRM system called 'TOHOKU Fan Club', with the aim of gaining loyal customers in the Tohoku region.



During the first half of the medium-term plan, which runs until the World Expo 2025, we completed a system for consolidating and analyzing the dynamics of travelers on the Base! Tohoku and Tohoku Fan Club drive routes in the DMP and leveraging this information in the next strategic planning process. It is important to make more effective use of the data while running effective promotions to attract inbound visitors.

New attractions have been created since the Great East Japan Earthquake, such as the Michinoku Coastal Trail, a route which covers a total distance of more than 1,000 km from Aomori to Fukushima. The Tohoku region can be so much a greater destination if we link its attractions together. We will continue working together using such a regional approach.



We hope that the Expo triggers inbound visitors to Japan to learn about all of Tohoku's attractive tourist attractions and traditional culture, leading to them actually visiting the region.

**Vision of the Tohoku Tourism  
Promotion Organization:**



**Tohoku — a Place the World Wants to Visit,  
a Place You Want to Live**



Fukushima



**Hope Tourism**

Fukushima Prefecture experienced a 'complex disaster'. Through dialogue with 'people who are taking up the challenge of recovery' in various fields in the prefecture, Hope Tourism fosters 'the drive to learn for a better tomorrow' in a study tour program that can only be experienced in Fukushima.



Aomori



**Michinoku Coastal Trail**

The Michinoku Coastal Trail is a long trail that wends along the Pacific coast from Hachinohe City in Aomori Prefecture to Soma City in Fukushima Prefecture. The main attraction of the trail is the abundance of spots where you can experience dynamic views of the ocean. You will never forget the kiss of the fresh sea breeze along the journey.



Aomori



**Oirase Stream**

The Oirase Stream in Aomori Prefecture teems with the charms of nature, its clear water twinkling in the sunlight that filters through the pretty leaves and lights up the moss. We recommend a walk along the river to enjoy the beauty of nature as you soak up the pristine forest air.



Aomori / Iwate



**Hachimantai Dragon Eye**

The view of the Dragon Eye is a spectacle made up of snow and ice that appears just as the snow melts along the edge of Kagaminuma lake atop Hachimantai, which straddles Akita and Iwate prefectures. Tours with local guides are popular for seeing the phenomenon, as the Dragon's Eye only opens when certain conditions are met.

**Example tour content of the Tohoku Tourism Promotion Organization**



**Mt. Zao  
(Okama Caldera & Snow Monsters)**

Okama caldera of Mt. Zao was created when spring water, rainwater, and melted snow accumulated in the crater formed by an eruption long ago. Snow monsters appear in the winter on Mt. Zao. Tours are available to take in the view of these symbols of Zao via snowcat or helicopter.



**Shirakami River Trekking**

The Shirakami-Sanchi is a mountainous area straddling Aomori and Akita prefectures and has been designated a World Natural Heritage site due to its precious ecosystem. Shirakami River Trekking guides you along one of the walking routes in this wilderness for a unique, whole body experience of the beech forest.



Yamagata



**Dewa Sanzan Shugendo**

The Dewa Sanzan Mountains are famous as one of Japan's three major Shugendo sites. Experience Shugendo clad in white garb and escape from the mundane world. A mountain priest will guide you around Mount Haguro and you can enjoy a special vegetarian meal called 'Higashi no Okumairizensen' as you learn about mountain worship.



Fukushima



**Extreme Hot Springs**

Numajiri Motoyu boasts the greatest output of hot water from a single source in Japan. The hot spring flows into the river, creating an open-air bath that is rare, even in Japan. You can enjoy trekking to the hot spring with a guide while admiring the Shiraito Waterfall and other sights.



Niigata



**Crested Ibis on Sado Island**

Even today, observing crested ibis in the wild is no easy thing. In the early morning hours, the most likely time to encounter the precious ibis, you can observe them under the guidance of a certified ibis guide. You will also learn about biodiversity initiatives, such as ibis conservation on Sado Island.







**Greater Tokyo Tourism Organization**  
Executive Director  
**Akio Kobori**



Japanese Destination Management Organization (wide-area linkage DMO): Registered March 2019  
Target area: Fukushima, Tochigi, Ibaraki, Gunma, Saitama, Chiba, Tokyo, Kanagawa, Niigata, Yamanashi, and Nagano prefectures



<https://greater-tokyo.jp/>

## Entertainment, culture, beaches, mountains, and islands. Creating a “Tokyo & Around Tokyo” concept packed with diverse appeal.

**T**he Greater Tokyo Tourism Organization promotes Tokyo and a total of 10 prefectures in the surrounding area. Out of all the wide-area linkage DMOs, ours handles the broadest area. The appeal of this target area can be summed up in one word: “diversity.” Greater Tokyo includes an abundance of varied topography such as the Japan Alps and the Tanigawa Mountain Range, some of Japan’s most prominent mountains, the vast Kanto Plain, the Tokyo Bay area, and isolated islands such as the Ogasawara Islands. One example of something to enjoy here is a February skiing trip to one of the mountain areas with plenty of snow. On the other hand, you can also experience a different season at the same time by visiting Chiba’s Boso Peninsula to see canola blossoms. There are shrines and temples with strong ties to Edo culture, as well as modern landmarks, places where the latest fashion and music trends, as well as entertainment venues, are gathered together, and spots considered holy lands within various subcultures. Just 30-40 minutes from Tokyo by train, mountains and rural scenery spread out before your eyes. This area is a collection of truly diverse sightseeing content.



**A**lthough travelers both within Japan and from abroad tend to focus on the capital city, Tokyo, we are striving through our catchphrase “Tokyo & Around Tokyo” to use the “Tokyo” brand known worldwide to its full potential and connect it with the surroundings “Around Tokyo,” strategically promoting the entirety as a unified sightseeing area. The two international airports used by approximately 50% of inbound tourists visiting Japan, Narita and Haneda, are both located within this area, and there are extensive train lines and expressways centered around Tokyo, making travel within it smooth. Leveraging this strength, we will propose small trips with Tokyo as a base, branching out into the surrounding area. We are creating packages such as a “History Trail” which allows participants to experience history while taking a walk, as well as a “Rural Japan Experience” and “travel in pursuit of valuable experiences and learning” in an effort to extend travelers’ stays and increase sightseeing expenditures.



**S**preading information is critical for inspiring travelers to explore the broader Kanto area surrounding Tokyo. Our organization launched the “Kanto Regional Social Listening Survey,” and the 11 prefectures provide information for everyone to use. One interesting result is the increased popularity of Niigata’s “Wara Art Festival.” Since repeat visitors to Japan have an especially strong interest in Japanese people’s lives and familiar scenery, aspects of day-to-day life such as scarecrows and unmanned sales stalls in the garden can become sightseeing content. Utilizing the data, we hope to uncover these hidden charms. We hope that people visiting Japan for the World Expo will also take the opportunity to travel in the broader Kanto area and experience the daily life of Japanese people.



**Greater Tokyo Tourism Organization**  
sightseeing area creation concept:

### Tokyo & Around Tokyo



#### Sustainable Extraordinary Experience in the Beautiful Bamboo Forest of “Wakatake-no-Mori Wakayama Farm”

Wakayama Farm is a farm that has continually pursued more environmentally-friendly methods for over 100 years. The bamboo forest thinned for coexistence and utilization of natural resources is like another world. The gorgeous bamboo is not only a relaxing place to recharge but also hosts bamboo craft and matcha lessons with a bamboo cup.



#### Stay at Three Charming Hot Spring Inns in Gunma Prefecture: Hot Spring Heaven

Gunma has been a famous hot spring area since ancient times. Get a taste of Japanese traditional culture and the blessings of nature at three elegant hot spring inns: Takaragawa Onsen Osenkaku, Kayabuki no Sato Yakushi Onsen Hatago, and Kawaba Onsen Kayabuki no Gensenyu Yado Yutorian.



#### Ancient Pilgrimage Route Walking and Shukubo Temple Stay Experience

Chichibu, Saitama; Mt. Minobu, Yamanashi; and Togakushi, Nagano. At these three prominent Kanto spiritual energy spots, you can walk the ancient pilgrimage routes together with a guide as you ponder what life was like for them and also experience Shojin-Ryori Buddhist vegetarian cuisine and zazen practice at shukubo temple stays and ancient temple visits.



#### Cool JAPAN! Manga and Anime Spot Tour in Tokyo

In addition to Akihabara, which fans around the world regard as the anime and manga holy land, there is also a new spot promoting the subculture which opened in Ikebukuro in 2023 called “Anime Tokyo Station.” On this tour, you’ll visit major spots in Ikebukuro and other parts of Tokyo which served as backdrops, settings, or are otherwise related to manga and anime.

### Example tour content of the Greater Tokyo Tourism Organization



#### Wonderland of the Distant Sea: Hachijojima Island

Hachijojima Island is easy to visit both from Japan and abroad. You can enjoy activities such as interacting with marine life and trekking in the lush, untouched natural scenery. Relax and enjoy yourself in the warm climate of the island, refreshing your body and mind.



#### Me-Byo Valley BIOTOPIA

This is a facility where you can experience improvement of your own Me-Byo (asymptomatic disease) designed with three concepts in mind: food that collects the blessings of nature, exercise that puts your body in order, and relaxation that frees your five senses. With the notion of Me-Byo is Eastern medicine as a base, this is an opportunity for you to reconsider your own health.



#### Northern Japan Alps Panorama Ginza Trekking Tour

The Northern Japan Alps (Chubusangaku National Park) is one of Japan’s most prominent mountain areas, and the Panorama Ginza (Mt. Tsubakurodake -> Mt. Otenshodake -> Mt. Jonendake -> Mt. Chogatake) route has especially breathtaking views. On this tour, you’ll walk the route over 3 days with a guide, staying at popular mountain cabins along the way.



#### An Underground Temple Built for Flooding Prevention: Metropolitan Area Outer Underground Discharge Channel, One of the World’s Largest Floodwater Diversion Facilities

The Metropolitan Area Outer Underground Discharge Channel is one of the world’s largest floodwater diversion facilities, built to prevent flooding. With this itinerary, you can learn about this pride of Japanese engineering, experience the scale of it, and learn in-depth. There are four different courses available, such as the popular “Underground Temple,” which features a walking tour of the pressure regulating tanks.



#### Tocha Tea-Tasting Competition in the Tatami Rooms of a Tea Plantation with Long History

Tocha is a type of tea-tasting competition which was popular in the Middle Ages. Participants taste the tea and attempt to guess the brand and production area based on factors such as flavor and aroma. On this tea-centered plan, you’ll experience this profound game which is also known as “tea kabuki,” enjoy dishes made with Sayama tea at the Chadokoro Issen restaurant, and tour a tea museum.





## Transforming “Central Japan” into an expansive tourism area using data-driven digital marketing.



Central Japan Tourism  
Association

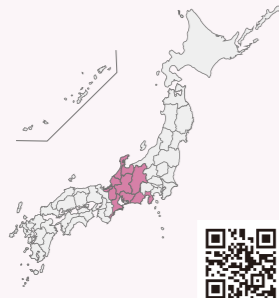
Executive Director /  
General Manager

Mitsutaka Ogino



Japanese Destination Management  
Organization (wide-area linkage  
DMO): Registered May 2017

Target area: 9 prefectures in the  
Chubu and Hokuriku regions  
(Toyama, Ishikawa, Fukui, Nagano,  
Gifu, Shizuoka, Aichi, Mie, Shiga)



<https://en.go-centraljapan.jp/>

The Central Japan Tourism Association handles a total of 9 prefectures in the Chubu, Hokuriku, and Kinki regions of Japan. We have named this area as a whole Shoryudo (Rising Dragon Region) due to the way the sun rising over central Japan

when looking from the Pacific Ocean toward the Japan Sea looks like a mystical dragon rising from the deep.

Our focus is data-driven digital marketing. By promoting a strategy grounded in data, we are sharing the appeal of this expansive area.

Shortly after the association's founding, we worked on a visualization initiative for Central Japan's unique charm. Tall mountains reaching over 3,000 meters are concentrated in Central Japan, and due to the difference in elevation, changes in the four seasons are especially striking, and there are abundant forests, lakes, and other lush natural scenery remaining. The area is packed with the allure of Japan, featuring history and culture shaped by warriors, as well as traditional crafts such as gold leaf, weaving, and copperware born from the combination of the area's topography and culture, which have developed into modern textile and automobile production. We believe that experiencing this authentic nature and history bring value to our customers' trips.

Situated between Tokyo and Osaka, Central Japan has four airports and railway line networks running north, south, east, and west, making convenient accessibility a strength.

By introducing digital marketing, we have uncovered inbound statistics showing that more of the visitors to Central Japan are visiting our country for the second or third time and beyond, and there are fewer who come on their first trip. Accordingly, we have taken the initiative to introduce a strategy which appeals to the charm of this area with a focus on tourists coming for the second time and beyond who want to get deeper into Japan. We are uncovering unique content in categories such as culture and nature that make a strong impact on customers seeking authenticity with the assistance and support of local businesses. In preparation for sales expansion of new content, we have released an app which can automatically create travel plans for visiting sightseeing spots where travelers want to go through GPS data analysis, providing this service since 2021.

During the World Expo 2025, one of the themes for our promotions will probably be how we can express the appeal of Central Japan to visitors making their first trip to Japan for the event and convince them to travel here. Through the digital marketing implemented this time, we now understand what kind of content will pique the interest of potential customers visiting the World Expo. Using content focused on the uniqueness of Central Japan featuring things you can't find anywhere else like the Heisenji Hakusan Shrine, with its beautiful moss and intersection of Shinto and Buddhism, and the Akame 48 Falls ninja training village, we will share our message both in Japan and abroad with the goal of making the World Expo an opportunity for more people to learn about Central Japan, driving them to visit.



### Shibata Brewery

Shibata Brewery has been carefully brewing sake in Okazaki City, Aichi, since 1830. As a new challenge, we opened a cafe in a corner of our premises for enjoying unique "sake-derived" dishes. We are also planning to renovate empty houses as future accommodations.



### THE OAK GUJO

Gujo is a former castle town whose townscape along a clear stream has remained intact since the Edo period. The Oak Gujo is an entire hotel in the town where the 420-year-old Gujo Odori Festival is held. Perfect for enjoying the history and culture of Gujo.



### Ninja Training Village The Akame 48 Falls

The Akame 48 Falls is known as where Iga-ryu ninja trained. Here, you can experience one of the two major ninja schools, Iga-ryu Akame ninja training, which developed over years and years of training.



### Experiences Farmhouse Inn Tabinoya

Tabinoya is located in one of the prefecture's leading tea producing areas. Parts of the old farmhouse were renovated as an inn offering experiences unique to Satoyama through the four seasons — picking tea, touring the factories, hunting wild vegetables and bamboo shoots and playing in the river.

## Example tour content of the Central Japan Tourism Association



### Kurabito Stay

Kurabito Stay is located in Saku, Nagano Prefecture. Kitsukura Sake Brewing opened in the Edo period and now lets you try actually brewing sake and stay at its inn, sleeping in the renovated large chamber, just as the brewers once did. You'll learn to live and breathe sake as they did.



### Biwako Backroads

The concept is to "travel through everyday scenery" just as it is. We offer local private tours starting from Maibara Station. You can experience nature and culture while cycling or walking along the shores of Lake Biwa.



### Obama Machiya Stay

Obama has deep roots in Kyoto's culture as it is the starting point for transporting seafood to Kyoto. Eight old Obama townhouses were converted into machiya villas, where you can fully experience Obama's lifestyle, history, and culture.



### Auberge eaufeu

A closed school in Kanagaso, Komatsu City, Ishikawa Prefecture was renovated to create Auberge Eaufeu. Its chef is Shota Itoi, who is lauded for his work at REDU-352018 and Gault et Millau 2023. Here, you can enjoy dishes that express the local area and climate.



### Bed and Craft

Bed and Craft is located in a town famous for wood carving, and has six villas limited to one group/day for different artisan apprentice experiences. After a night in your villa — a renovated old folk house — you can create your own work under your artisan's guidance.



Central Japan Tourism Association slogan:

GO CENTRAL JAPAN





**KANSAI Tourism Bureau**  
Representative Director /  
Senior Executive Director  
**Toi Yoshitaka**



Japanese Destination Management Organization (wide-area linkage DMO): Registered April 2017  
Target area: Shiga, Kyoto, Osaka, Hyogo, Nara, Wakayama, Tottori, Tokushima, Fukui, and Mie Prefecture



<https://www.the-kansai-guide.com/en/bureau/>

## Welcoming guests from all over the world with Expo + Kansai tourism. Promoting regional tourism in ONE Kansai.

**T**he Kansai region is home to Japan's eternal traditional culture. The area is ubiquitous with a culture nurtured over a long history, including about 1/4 of the World Heritage sites registered in Japan and half of Japan's important cultural assets and national treasures such as shrines, Buddhist temples, and Buddhist art. It also shines a unique light in Japan with its friendly lifestyle culture and people. The Kansai region is blessed with abundant nature, stretching from the Sea of Japan to the Pacific Ocean. Tourists tend to concentrate in Osaka, a global city and gateway to the rest of the world, and Kyoto, a major center of historical and cultural content, but Kansai is full of diverse and abundant attractions. One of the concrete measures to realize regional tourism is "wide-area tourism routes". By taking a bird's-eye view of the two urban prefectures and 8 prefectures of Kansai, including the ordinance-designated cities, we are constructing eight routes with stories such as "Samurai and Craftsman: The East Coast of Lake Biwa - Mie". The aim is to take full advantage of world's rare structure of large international cities such as Osaka, Kyoto, Kobe, and Nara in close proximity to each other, and to encourage visitors to take a "Plus One" trip from these cities. The second is "theme tourism". The three major purposes of travel are said to be "Nature, Culture and Food". Kansai's nature is rich in variety, including six national parks and geoparks, Japan's largest lake, Lake Biwa, spectacular scenery in each season, seaside resorts, and snow resorts. It is home to the origins of traditional Japanese culture, including royal court and samurai culture, garden culture, Zen, and the tea ceremony. Kansai is a place where Japanese food was cultivated and is a treasure trove of ingredients. It is the birthplace of sake, which has become popular in recent years. It is also a place where simple, easy-to-prepare dishes are an integral part of daily life. While firmly incorporating travel trends such as "sustainable" or "adventure," we are working to create themed tourism that takes advantage of these contents.

**I**n March last year, the "EXPO 2025 Kansai Tourism Promotion Council" (Secretariat: Kansai Tourism Bureau) was established, consisting of 2 urban prefectures, 8 prefectures and 4 government-designated cities in the Kansai region, as well as transportation and tourism companies. With a view to linking with the Expo theme of "Designing a Future Society where Life Shines," the Council is once again collecting tourism contents of the Kansai region under the banner of "From the Expo Site to the Region" to attract travelers visiting the Expo to the entire Kansai region, and is engaged in the creation and promotion of tourism products. More than 600 tourism contents have been collected, and these have become the driving force for the creation of travel products, which are being created one after another. In addition, in conjunction with "Kansai MaaS\*," the construction of a Kansai Regional Tourism Information Gateway is underway, which will provide not only tourism information, but also traffic, safety, and security information. Furthermore, we plan to strengthen our support for travelers.



Expo+Kansai Tourism Page



Business meeting overseas

**E**ven after the Expo, the accumulated tourist contents and the Kansai Regional Tourist Information Gateway will continue to be useful for future tourism in the Kansai region. Above all, the experience of promoting the "ONE Kansai" project embodied in the Council will serve as a legacy and a driving force for the development of regional tourism in the Kansai region. An IR is also scheduled to open in Kansai in 2030. The Expo is a passing point. In order for Japan to become a "tourism-oriented nation", we hope that Kansai will play an important role as a region that drives inbound tourism. Last Year

\***Mobility as a Service (MaaS):** A service that combines multiple public transportation and other transportation services in an optimal manner to meet the transportation needs of individual local residents and travelers, such as search, reservation, payment, etc., all in one place



**Kansai Tourism Bureau**  
sightseeing area creation concept:

The Origin of Japan, KANSAI



Kyoto-shi, Kyoto



### Exclusive Tea Ceremony Experience by Ozaki Beihaku, fourth generation grandmaster of Oribe Ryu Fuso school.

The ceremony is held at elegant Shobi Hall in the garden of Heian Shrine, which happens to be one of the most iconic shrines in Kyoto. Tea-serving will be exclusively performed by Ozaki Beihaku, fourth generation grandmaster of Oribe Ryu Fuso school. This is the best opportunity to witness the spirit of Japan passed down for generations.



Fukui



### Traditional Echizen forged cutlery craft center tour

Echizen forged cutlery, which is a well-known traditional craft has been attracting attention from overseas too. The world of Echizen forged cutlery, which have been refined into a new kind of traditional craft exhibited in two workshops, is worth visiting. One is the Yamaken Wood Works, which specializes in making "handles," a novelty in Japan, and the other is Ryusen, which produces beautiful kitchen knives with a unique ripple pattern.



Shiga



### Private 1-day food culture tour: Buddhist Temple Cooking and Immersive Brewery Town Walk Near Lake Biwa

It's a tour of Buddhist food culture and centuries-old breweries led by a local guide. You can also indulge in a sake tasting or enjoy a cooking workshop at Myorakuji Temple. Join us in discovering the beauty and traditions of the countryside Japan.



Osaka-shi, Osaka



### "Noh Experience Tour" at Yamamoto Noh Theater

You can enjoy Noh performances beloved by Toyotomi Hideyoshi. The event is held at the Yamamoto Noh Theater, renowned for its unparalleled history spanning nearly 100 years. The building is listed as a tangible cultural property and offers a historical experience. The program is also available in multilingual and 3D versions accessible via smart phones.



### Ama Culture and Miketsukuni Food Culture Program

Ama is the women divers who dive freely and carry on the traditional fishing done abalone, turban shells, seaweed. You can savor your meal while listening to the diver's stories. It's a great chance to experience the essence of "never catch too much" and "never catch all the fish" that ama divers cherish.



Kyoto



### Guided walking tours in Miyama Town, to explore the original landscape of a Japanese mountain village called Kayabuki-no-Sato

This tour will take you to a village in Miyama Town that has 40 private houses with thatched roofs. Local residents will describe the structure of kayabuki homes, their lifestyle, and the mutual support society in English. You can interact with sustainable living while enjoying the original landscape of Japan.

## Example tour content of the Kansai Tourism Bureau



Osaka



### Dive into the normalcy of the travel destination. Enjoy the downtown of Osaka to the fullest

The Fuse shopping arcade has a huge arcade covering about 600 meters. Stroll along to indulge in food experience unique to the shopping arcade Takoyaki, Kushi katsu, pork buns, and other downtown delicacies. Fuse has inherited Osaka's downtown culture and is bustling with local eateries.



Sakai-shi, Osaka



### Experience knife making with experts at Sakai Tohji's My kitchen knife

Sakai City has a 600-year long history as a cutlery making site. Sakai Tohji knives are the masterpieces that chefs from all over the world use. This tour gives you first-hand experience of making knives with expert craftsmen.



Hyogo



### Soak in, drink up, and dine at Yumura Hot Spring and enjoy the "yugaki culture" to the fullest

A renowned hot spring dating back about 1,200 years, Yumura Hot Spring features the hottest spring water in Japan at 98 ° C, which also features unique culinary delights to enjoy while in the hot spring. You can blanch your veggies, brew your own cup of coffee, or even make some confectionaries. The Onsen is unstinting in welcoming all tourists to experience the hot water.



Kobe-shi, Hyogo



### Sake tasting experience at a sake brewery in Kobe

Hyogo Prefecture is the largest producer of sake in Japan. The area known as Nada Gogo in Hyogo has about 30 sake breweries. The tour will offer you a chance to explore three or four carefully selected sake breweries and sample more than 15 different types of sake.



Nara



### Experience of training of shugendo priests on the sacred mountain of Ominesan

Shugendo is a religious belief unique to Japan. Ominesan is the sacred mountain and the origin of Shugendo, which is a World Cultural Heritage site. This tour will take you to Ominesanji Temple at the summit with mountain priests, where you can enjoy waterfall, and gomadaki, which is a fire-offering ceremony.



Wakayama



### Pilgrimage Journey, Kumano Kodo

Kumano region is home to three prestigious shrines known as the "Kumano Sanzan." This tour covers pilgrimage routes to sacred sites of Shintoism and Buddhism, which have nurtured diverse forms of worship since ancient times, such as Shinto rooted in nature worship, foreign Buddhism, and Shugendo, which is a combination of both.



Tottori



### Tottori Sand Dunes Photo Guided Tour

An expert guide and photographer will guide you to the best spots in Tottori Sand Dunes and teach you stunning photography techniques. Other adventures include camel riding, cycling, sandboarding, and paragliding, and experience of the dynamic wilderness in an eco-friendly way.



Tokushima



### Enjoy the tour to Zero Waste Center Craft beer for local consumption RISE&WIN Brewery Tour and BBQ Lunch Tour

Kamikatsu was the first town in Japan to make a "zero-waste manifesto". You can visit a brewery that practices zero-waste and enjoy craft beer from Kamikatsu and BBQ dishes made with local produce.



## Deeply explore the meaning of "AUTHENTIC" and enhance the value of the "Setouchi" brand.



The Inland Sea, SETOUCHI Tourism Authority  
Senior Managing Director / General Manager  
**Hiroshi Sakamoto**



Japanese Destination Management Organization (wide-area linkage DMO): Registered March 2016  
Target area: Hyogo, Okayama, Hiroshima, Yamaguchi, Tokushima, Kagawa, Ehime prefecture



<https://setouchitourism.or.jp/en/>

The Seto Inland Sea is a world-famous inland sea along with the Aegean Sea and the Adriatic Sea. A beautiful archipelago made up of over 700 islands and sparkling calm sea. Our goal is to establish this beautiful "Setouchi" as a brand to be proud of in the

world and to revitalize the local economy. The Setouchi brand concept is "AUTHENTIC\* JAPAN:SETOUCHI".

About 30% of Western travelers are seasoned intelligent travelers with an interest in different cultures, and they are high value-added travelers who want to make life-changing trips. Visitors will not be satisfied unless the story of "why that culture was born in that place" is conveyed. For example, why is Kagawa Prefecture famous for Wheat cultivation and why did Udon become a specialty? There is always a geographical and historical background that has led to the development of culture in that region. In 2023, Setouchi was selected by the Japan Tourism Agency as a "Model Tourist Site for Creating High-Value-Added Inbound Tourist Sites in Rural Areas". Together with the seven prefectures and 47 cities and towns in Setouchi, we are now working to dig deeper into the region's attractions, such as "What is AUTHENTIC in the region?" and "What are the core values?", and to communicate them to travelers around the world with a storyline. Ultimately, Setouchi is a region where this can be done.

In order to convey the "AUTHENTIC" Setouchi to the world, we have developed a model course for Setouchi in fiscal 2022 that includes tourist attractions and experience contents that were well received by overseas media and travel agencies. In preparation for the Expo, we divided Setouchi into four regions (east, west, south, north, and west), reviewed the content to be communicated and formulated the 23 courses that offer not only nature experiences, but also a variety of activities such as cycling, climbing the Akashi Kaikyo Bridge, and experiencing pottery. The courses are mainly 4-day/3-night tours to/from Osaka, and will be further refined in line with the concept of the Expo. At the same time, we are also discovering content in each prefecture that will allow visitors to have special experiences that touch on the essence, rather than superficial experiences, such as staying in a sake brewery that is not normally open to the public and making the sake.

Looking beyond the Expo, we will also work to lay the foundation for making Setouchi a "high-value-added inbound tourist destination". One of the main pillars of this is the "Cruise" that allows visitors to enjoy the beauty of archipelago. In addition to attracting ocean-going cruise ships, we would like to start cruises on the Seto Inland Sea using superyachts that exceed 24 meters in length. In Europe's Mediterranean Sea and the Caribbean Sea, there is a custom of chartering a yacht and enjoying a week-long vacation with the family. We would like to establish this culture in Setouchi as well. There are many hurdles to overcome, but when we achieve this, I think it will be a unique Setouchi content that can appeal to the world.

\*AUTHENTIC: Genuine and authentic mission of Setouchi Tourism Promotion Organization



The Inland Sea, SETOUCHI Tourism Authority mission :

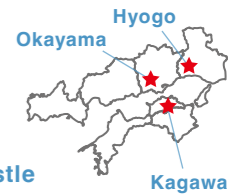


Together with the local community, we will work to make Setouchi a world-class destination that everyone in the world will aspire to visit and that everyone in the region can be proud of, thereby realizing regional revitalization.



### Four-day tour of Setouchi Art Islands and World Heritage Site Himeji Castle

Tour covers the highlights of the Setouchi Art Islands. It is a 4-day course where you can experience the charm of the island where the nature and craftsmanship of the Seto Inland Sea come alive. With many must-see sights, this itinerary can be enjoyed by both beginners and repeat visitors.



### Four days of exploring Setouchi Castle and learning about Samurai culture

Himeji Castle, registered as a UNESCO World Heritage Site, and the hidden "Castle in the Sky" in Bitchu Matsuyama. We will also tour the gardens built for the enjoyment of feudal lords. You can observe the skills of a "sword making," a symbol of the samurai, and retrace the path of the samurai which they walked with their swords.



### Four days of enjoying the nature and adventure at Setouchi

This 4-day tour allows you to actively enjoy Setouchi regardless of your physical fitness. From Tadao Ando's architecture and historic puppet theater to Uzushio cruises and rafting, this course will satisfy travelers seeking something a little different.



### Four days of walking around the castle town and learning traditional Japanese techniques

During this 4-day tour, you will visit iconic castles such as Himeji Castle and Okayama Castle, tour the merchant town of Kurashiki, and experience Japanese history and culture, including sword making and the world of ancient ceramics. After tracing Japanese traditions and relaxing at Kinoshita Onsen, the tour will conclude in the picturesque castle town of Tanba Sasayama.

## Example tour content of the The Inland Sea, Setouchi Tourism Authority

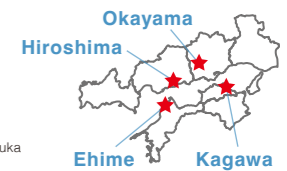


### Three days tour to Hyogo, Okayama to experience World Heritage Site Himeji Castle and Sake Culture

Many areas in the Setouchi region have a history of Japanese Sake, and this 3-day trip will take you to the most famous places of Setouchi while enjoying a visit to a historic sake brewery and sake tasting in the production area. You will be able to experience not only sake, but also learn about history and art.



Benesse House Museum  
Photo by Mitsumasa Fujitsuka



### Four days Artistic Island Tour, Dogo Onsen and Shimanami

This four-day tour will allow you to experience the unique art, history, and culture of Setouchi. Explore the artistic islands of Setouchi and relax at Dogo Onsen. You will bike across the Shimanami Kaido, which connects Imabari in Shikoku and Onomichi in Honshu



### Four days tour to experience the history of Yamaguchi, Hiroshima, and Ehime

In addition to the World Heritage sites of Hiroshima and Miyajima, we will also tour the lesser-known historical spots and hot springs in Yamaguchi and Ehime. Yamaguchi City, selected as one of the "New York Times 52 Places to Go" in 2024, is also included.



### Five days tour to Seaspika and Shimanami Kaido, Dogo Onsen and Ozu

You will visit the historical townscapes and beautiful scenery of Seto Inland Sea. Cruise to the center of Shimanami Kaido. Overnight stay at Miyajima, a sacred island in the shadow of a samurai castle, and overnight stay at Dogo Onsen, the oldest hot spring in Japan. The course then takes a ferry to Kyushu.



### Four days tour to Shikoku's unexplored Iya Valley and its spectacular scenery

Located deep in the mountains of central Shikoku, Iya Valley is far away from the hustle and bustle of the city. The untouched natural beauty is breathtaking. Fresh air, mountain delicacies, wonderful accommodations and hot springs. This will surely be an unforgettable trip to this unexplored region.



### 3-day Regenerative Tour

The Regenerative Tour is a tour of Shodoshima, Teshima, and Naruto in the Setouchi area, with "regeneration" as the keyword. You will be able to experience the traditional culture, nature, and local initiatives of Setouchi and experience the "regeneration" of society and nature.



## Sharing culture inherited from ancient times and the charm of untouched nature with the world.



San'in Tourism Organization  
Director General

**Makoto Morimoto**

**SAN'IN**  
Tottori and Shimane

Japanese Destination Management Organization (wide-area linkage DMO): Registered November 2017  
Target area: Tottori, Shimane



<https://www.sanin-tourism.com/en/>

**S**an'in is a region at the western edge of Japan's Honshu main island along the Japan Sea with rich ancient mythology such as the legend of Okuninushi, who built a prosperous nation in Izumo. Attractions include the San'in Coast, where you can see interesting things like sheer cliffs and boulders shaped in unusual ways by the erosion of waves, Oki Island, which was created by volcanic activity and has a unique ecosystem unlike anywhere else in the world, and two UNESCO Global Geoparks. There are also sites with profound cultural and historical significance such as the Iwami Ginzan Silver Mine UNESCO World Heritage Site, where 1/3 of the world's silver output was once mined, and lush natural scenery as well.



In the San'in region, the preservation of nature in its natural state has been a part of the culture since ancient times, and being able to enjoy this kind of scenery is one of the great things about it. According to survey results, most of the overseas tourists visiting the San'in region are repeat visitors to Japan who have a deep interest in aspects of the country such as its history and culture. Since you can experience untouched Japanese nature in San'in through various types of trips such as cycling and walking tours, we believe it can provide a fresh and surprising experience for seasoned tourists with significant travel experience in Japan.

**C**urrently, we are implementing a gateway strategy to attract visitors to San'in, distributing information to overseas tourists who use or attempt to use gateway hubs.

This refers to tourists using hubs such as Sakai Port or the various airports and railway or highway bus stations in Kansai, the Seto Inland Sea area of Hiroshima, and Kyushu. To enable visitors to smoothly travel from neighboring areas to San'in, we have created various travel itineraries with themes such as nature, history, culture, mythology, and legends. We have also developed the "Discover Another Japan Pass," which provides access and admission to the major sightseeing spots. This pass enables centralized management of sightseeing information, maps, entry tickets to various facilities such as historical and art museums, and discount coupons, and various businesses use the app to provide information.



**T**he Osaka Kansai World Expo is close to the San'in region, and we hope this can be an opportunity for people all over the world to learn about our area. We plan to create content, travel packages, and itineraries that will inspire World Expo visitors to come to San'in in cooperation with local businesses and share these offerings with potential tourists through our organization's website.

In addition, we have been putting efforts into personnel training and startup support for some time, and these initiatives have already led to the creation of multiple businesses. With the World Expo as a starting point, we hope to remind global tourists coming to Japan of another potential destination for their trip, San'in.



**SAN'IN** San'in Tourism Organization brand message:  
Tottori and Shimane

**Discover Another Japan in San'in:  
Beautifully Off the Beaten Path**



### Mitakien: Experiencing Ancient Japanese Culture With Hand-Made Warmth and the Blessings of Nature

Thatched roof and traditional hearth. Located within the lush greenery of Ashizu Valley, Mitakien is a restaurant where you enjoy the blessings of nature in a space that's like something out of a fairy tale. With its crisp, clean air and changing scenery in the four seasons, it offers a feast for all the senses, not just taste.



### Tottori Sand Dunes Activity Program

Enjoy selected activities at the Tottori Sand Dunes a registered national, natural monument, with this program. Options include dune trekking and sand boarding. You can also take part in a yoga class with spectacular views if you reserve your sport through our plan.



### Guided Tour of Mt. Mitoku Grounds: Purify and Order Your Body and Mind

The six sense organs represent the eyes, ears, nose, tongue, body, and mind. Mt. Mitoku, a Japanese heritage site, is said to be a place where you can purify these six sense organs and cleanse your heart. On this guided tour, the chief priest personally shows you around the grounds, sharing words that are certain to resonate in your heart.



### Heart-Cleansing Daisen Beech Forest Walk: Experience Lush Natural Scenery

The Daisen National Park is home to one of Japan's largest beech forests. On this trekking tour, you can bask in the greenery all around, experiencing the primeval forest and learning about the history of this important cultural asset on one of the three nature and history courses.

## Example tour content of the San'in Tourism Organization



### Picturesque Yonago Castle Ruins

At its highest point, the 90-meter ruins of the Yonago Castle tower offer a 360-degree panoramic view of the surrounding area. The sight of the sun rising like a diamond over the mountain peaks of Daisen is especially miraculous. The Yonago Castle tower ruins are just a 15-minute hike away. This is a view you'll want to see at least once.



### Adachi Museum of Art

Along with a Japanese garden that gives a sense of artistic design, Adachi Museum of Art houses a variety of attractive pieces such as Nihonga paintings and ceramics, with a focus on the works of Yokoyama Taikan. The harmony of the Japanese garden and Nihonga paintings with their refined Japanese aesthetics are worth seeing at least once.



### Japanese Confectionery Lesson with a Craftsman from the Well-Established Saiundo Shop

Matsue City in Shimane Prefecture is said to be one of the three most prominent areas for Japanese confectionery, alongside Kyoto and Kanazawa. Together with an artisan from Saiundo, a well-established Japanese confectionery shop, you can try out making seasonal Japanese sweets. This lesson in Japanese traditional techniques and aesthetics is sure to be a precious experience.



### Entô (Geopark Private Tour Plan)

A private tour of the Oki Islands UNESCO Global Geopark operated by the islands' accommodations facility, Entô. Experience the Oki Islands through this tour with a highly-knowledgeable guide. You can discover your own unique Oki Islands story.



### Private Iwami Kagura Experience Complete with a Local Yunotsu Sake Pairing

In the Iwami district of western Shimane Prefecture, there is a traditional performance known as "Iwami Kagura" which has been passed down since ancient times. With this travel plan, you can experience it yourself in a small group. Also includes local sake from the Wakabayashi Shuzo brewery to pair with the performance. There is also an optional town walking tour to learn more about Iwami Kagura.



### Tsuwano Sagimai Performance

Sagimai (Sacred Heron Dance) is a traditional dance handed down from Yasaka Shrine which has continued since ancient times. It has been held every year at a specific location on July 20th and 27th, during the Gion Festival. This traditional performance which originated in Kyoto is now a registered UNESCO Intangible Cultural Heritage.



## Organization for Promotion of Tourism in SHIKOKU



### Organization for Promotion of Tourism in SHIKOKU

Representative Director  
**Shinji Han-i**



Japanese Destination Management Organization (wide-area linkage DMO): Registered March 2019  
Target area: Tokushima, Kagawa, Ehime, Kochi



<https://shikoku-tourism.com/en/>

## Striving to build a Shikoku brand and establish the region as a sustainable island through tourism.

**O**ur vision is a strong Shikoku brand achieved through the promotion of wide-area tourism. Shikoku is the smallest of the four main islands which make up the Japanese archipelago, and although it is surrounded by the ocean, visitors can cross over from the main Honshu Island by various means such as ferry, car, train, or bicycle. Topographical and geographic conditions differ across the boundary lines of the central Shikoku Mountains, causing variation in flora and fauna as well as climate in the four prefectures: Tokushima, Kagawa, Ehime, and Kochi. As a result, each area has developed its own unique food culture and performance traditions. This compact island has four unique faces, and by traveling around within it you can enjoy the distinct character of each area. We are currently promoting medium-term plans for the Expo 2025 Osaka, Kansai, with a focus on sustainable tourism, Adventure Travel (AT<sup>1</sup>), and World Expo initiatives.



**F**or the promotion of sustainable tourism, we established the "Shikoku Sustainable Tourism Promotion Network" in coordination with the island's local government organizations. As a result of these regional activities, more and more areas in Shikoku are being selected as "Top 100 Global Sustainable Destinations"<sup>2</sup>. Shodoshima Town in Kagawa Prefecture was selected two years in a row (for the Nakayama terraced rice field conservation efforts and local economy invigoration through olives) in 2021 and 2022, Ozu City in Ehime Prefecture was selected two years in a row (for preservation and restoration of its assets as a castle town and old house restoration efforts with local community participation) in 2022 and 2023, and Marugame City in Kagawa Prefecture (for efforts to train successors to carry on the traditional craft of Marugame Uchiwa fans) and Miyoshi City in Tokushima Prefecture (for preservation of the Iya Kazurabashi Vine Bridge) were selected in 2023, supporting the establishment of "the sustainable island, Shikoku" as our brand. One other initiative we are focusing our efforts on is the promotion of AT. Shikoku has diverse natural scenery, and there are activities such as cycling and rafting as well as cultural experiences such as indigo dyeing lessons available. However, the most famous AT in Shikoku would have to be the 88-temple route known as the "Shikoku pilgrimage," which consists of spots linked to the Kukai, founder of the Shingon sect of Buddhism, also known as Kobo Daishi (The Grand Master who Propagated the Dharma). The hospitality culture of Shikoku, with local residents giving travelers on the Shikoku pilgrimage tea and fruit, is another unique charm of the island. In preparation for the World Expo, we are planning to establish 17 AT travel courses and share them on the World Expo website. Kansai is close to Shikoku, so we are hopeful that this event will be a superb opportunity to share the charm of this island with the world.



**I**n Shikoku, the population began to decline about 25 years earlier than the rest of the country. Declining population is a major problem facing Japan, and we believe that even if the number of permanent residents does not increase, the cycle of sustainable economy and society is essential. By increasing the number of people who love Shikoku and want to participate in community building through the power of tourism, we hope to revitalize the economy as well. As a region further that has spent more time on these problem-solving efforts, we hope Shikoku will become a pioneer in designing Japanese society for the future.

<sup>1</sup> **Adventure Travel (AT)**: Travel itineraries incorporating at least two of the following three elements: activities, nature, and cultural experiences. This type of travel allows participants to experience the distinctive natural scenery and pure culture of the area together with local people, with the goal of helping them achieve self-transformation and growth.

<sup>2</sup> **"Top 100 Global Sustainable Destinations"**: refers to a selection of 100 areas around the world issued each year by Green Destinations, a nonprofit organization in the Netherlands certified by the Global Sustainable Tourism Council (GSTC), which highlights the stories of areas carrying out superb initiatives for sustainable tourism development.



### Organization for Promotion of Tourism in SHIKOKU sightseeing area creation concept:

## Promoting wide-area tourism to build a Shikoku brand.



### [Shodoshima, Kagawa] Nakayama Senmaida Terraced Rice Field Conservation Activities

The Nakayama Senmaida Terraced Rice Fields, one of Japan's top 100 terraced rice fields, is facing a traditional culture inheritance crisis. The Nakayama Tanada Council is sharing the story of its efforts to achieve a sustainable local community such as surveying the fields and receiving student visitors from Japan and abroad.



### [Shodoshima, Kagawa] Local Area Revitalization with Olives at the Core

Shodoshima is Japan's largest producer of olives. From the high economic growth period after World War II to the present, how has Shodoshima handled each issue it faced? You can get a sense of these initiatives.



### [Ozu, Ehime] Preservation and Restoration of a Japanese Castle Town's Cultural Assets

Although the Ozu Domain was once a prosperous castle town rated at 60,000 koku (a unit of land productivity measurement roughly equivalent to the amount of rice needed to feed one person per year), the aging and declining population has left many of the houses empty in the city now. We have prepared an experience program which will give you a sense of the story of the local initiatives for preservation and restoration of cultural assets launched in response to this crisis.



### [Ozu, Ehime] Local Community Participation Preservation Efforts for the Old Houses in Danger of Disappearing

In the city of Ozu, businesses are developing to make use of local resources. This program will show you how local residents and business are working together to carry out community building initiatives.

## Example tour content of the Organization for Promotion of Tourism in Shikoku



### [Marugame, Kagawa] Over 400 Years of Sustainable History: 31 New Master Craftsmen of Marugame Uchiwa Fans, Carrying on the Traditions

Marugame Uchiwa are a beautiful local craft of making fans from a single piece of bamboo with more than 400 years of history. Made with masterful techniques, they are the pride of the town, appreciated worldwide, loved by locals, and packed with craftsmanship. Learn about how the city faced various problems for the preservation of this traditional product, such as lack of successors to carry it on into the next generation.



### [Miyoshi, Tokushima] Reconstructing the Iya Kazurabashi Vine Bridge Once Every Three Years

One of Japan's three most unusual bridges, the Iya Kazurabashi Vine Bridge stretches over the secluded Iya Valley the city of Miyoshi in Tokushima Prefecture. This bridge is made of wild mountain vines called shirakuchikazura which are woven together, and it is rebuilt once every three years by the local conservation society with participation in this process by the local community.



### [Shimanto, Kochi] Coexistence of Nature and Humanity Based on Shimanto River and Dragonflies

The city of Shimanto in Kochi Prefecture is the site of the world's first dragonfly conservation area, "Dragonfly Sanctuary Park." Japan's satoyama (areas between mountain foothills and arable flat land) are actually home to tremendous biodiversity, and human intervention is essential to maintain it. Take a closer look at dragonflies and learn about the satoyama ecosystem through them.



### [Imabari, Ehime] Imabari Nature Cram School: Environmental Education Program

At the Imabari Nature Cram School, you'll learn about the structure and history of the Earth and the evolution of life with your instructor and think about the global environment. We focus on giving participants a sense of realization that environmental problems affect them personally through experiences involving all 5 senses.



### [Tonosho, Kagawa] Walking on the Sea?! SUP (Stand-Up Paddleboard) Sea Stroll with a View of Shodoshima Island

SUP cruising is available as an island activity on Shodoshima, an island in the Seto Inland Sea. With little obstructing your vision, you can take in the impressive views characteristic of the island such as mountains and rocky seas while your instructor shares information about Shodoshima Island such as its history and charm.



### [Japanese Heritage: Shikoku Pilgrimage] Take a Spiritual Journey to Face Yourself with a Unique Pilgrimage Culture

The Shikoku Pilgrimage follows in the footsteps of Kobo Daishi Kukai, stretching a massive 1,400 km in total length. Even looking all over the world, this kind of roundtrip pilgrimage route is rare. It is said to have been developed over 1,200 years ago and is a registered Japanese Heritage. Enjoy the fusion of faith and nature in the Shikoku scenery.





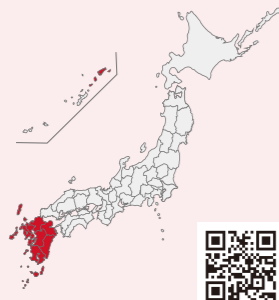
**Through promotion of the distinctive appeal of Kyushu and expansion of repeat visitors, we will develop tourism into a new core industry of Kyushu.**



**KYUSHU TOURISM ORGANIZATION**  
Deputy Managing Director  
**Takashi Hamasaki**  
Director  
**Hiroki Hirakawa**

**KTO** 一般社団法人  
九州観光機構  
KYUSHU TOURISM ORGANIZATION

Japanese Destination Management Organization (wide-area linkage DMO): Registered March 2018  
Target area: Fukuoka, Saga, Nagasaki, Kumamoto, Oita, Miyazaki, and Kagoshima prefectures



<https://www.visit-kyushu.com/en/>

**T**he Kyushu Governor's Association, which is made up of major economic organizations and meets to discuss strategies for the Kyushu region, has declared a goal of achieving 4 trillion yen in tourist expenditures by 2030 through the theme of

"making Kyushu a great place to live, visit, or work in." This figure matches automobile exports for Kyushu, which is one of the core industries in the region.

Striving to work toward this goal, the Kyushu Tourism Association is making unified public and private sector efforts in each prefecture and business community.

In order to develop tourism into a core industry, improved name recognition and strengthened branding are essential. Globally, Kyushu is not very well-known yet, and one of the reasons for this is a lack of a unified impression.

When we implemented a questionnaire asking visitors from abroad what they found appealing about Kyushu, some of the answers were "hot springs," "food," and "nature."

Kyushu has many volcanoes with a hot spring volume accounting for 1/3 of Japan's total, and the extremely large number of water sources is a strength. In 2014, the "ONSEN ISLAND KYUSHU" initiative was launched, striving to share the diverse appeal of Kyushu using hot springs as an entry point. In addition, three keywords were selected and used for promotion: Energy (volcanoes and hot springs), Fertility (abundant foodstuff created by the sea and fertile soil), and Gateway (an entryway to Japan where people and culture are joined together).



**T**o increase name recognition overseas, we deployed tourism reps\*1 in multiple overseas locations such as New York and broadcast information through overseas media outlets, and as a result of these efforts, awareness of Kyushu is increasing.

Another initiative we are implementing to increase tourist expenditure is "Adventure Travel" (AT).<sup>2</sup>

This initiative consists of creating activity content with a sense of story to it by leveraging the strengths of Kyushu's history and natural scenery. Alongside AT, we are also focused on promoting cycling tourism. Together with invitations to the "Tour de Kyushu," we are planning bicycle tour packages in areas of Kyushu and developing the region into a holy land for cyclists. Large-scale events such as the Tour de Kyushu and Kansai Osaka World Expo 2025 are a precious opportunity to share Kyushu's appeal. Since it's just 2.5 hours away from Osaka by bullet train, we hope visitors to the World Expo will also travel around here.



**W**hat we are trying to achieve by 2030 through the tourism industry is a well-known Kyushu brand, that drives more repeat visitors staying longer-term, increasing tourism and city building expenditures in the region which in turn invigorates the economies of both Kyushu as a whole and smaller areas within it. If these areas become more appealing, this will eventually link to migration and settlement of new people. Inspiring to live in an area is the end goal of tourism, isn't it? Aiming high for a bright future, we intend to invigorate the tourism industry.



\*1 Rep: A business entity carrying out sales and promotion activities as a representative of a local government organization or business.

\*2 Adventure Travel (AT): Travel itineraries incorporating at least two of the following three elements: activities, nature, and cultural experiences. This type of travel allows participants to experience the distinctive natural scenery and pure culture of the area together with local people, with the goal of helping them achieve self-transformation and growth.

**KTO** 一般社団法人  
九州観光機構  
KYUSHU TOURISM ORGANIZATION

**Kyushu Tourism Organization slogan:**

**Making Kyushu "a great place to live, visit, or work in."**



**Grassy e-Bike Ride Climbing Mt. Aso to Reach the Caldera**

A cycling trip on Mt. Aso, an active volcano with one of the largest calderas in the world and most majestic outer rims. Rushing toward the caldera, which is normally closed to the public, will give you a refreshing feeling you can't get anywhere else.



**Trekking Across the Three Peaks of Mt. Unzen-Fugen to See a New Volcano Up-Close**

In 1991, the eruption of Mt. Unzen-Fugen caused a new mountain, Mt. Heisei-shinzan, to form in its side. Although you can't walk into the rising steam, you can get a close-up view trekking across the three surrounding mountains, and the magnificent and picturesque volcano is sure to make an impression.



**Sakurajima Active Volcano: Three-Hour Sea Kayak Tour Experience**

Even now, smoke continues to rise from the active volcano of Sakurajima, and you can experience it for yourself on this sea kayak tour. Take a look up at the impressive mountain. Peek down into the ocean and you can see the lava that flowed into it, as well as some coral. Experience the majestic scenery only an active volcano can provide on this unique adventure tour to Sakurajima.



**Kunisakihantou Minemichi Long Trail**

This is a long hiking trail in the Kunisakihanto peninsula, which is where Shinto-Buddhist syncretism originated. On this course, you'll see unique topography as you walk on the field road, tracing the footsteps linking the blessings of nature with human faith, and you can also imagine what it must have been like for the monks walking the "Mineiri" path as part of their ascetic practice.

**Example tour content of the Kyushu Tourism Organization**



**[Walking with a Local Guide] Kyushu Olle (Trekking) "Karatsu Course"**

Olle is a style of trekking originating from Korea's Jeju Island. Since Karatsu, Saga is a sister city, this trekking course is called the Kyushu Olle Karatsu Course. With views of the Genkai Sea and even gourmet foods like turban shells and abalone, this is a relaxed course where you can discover a new side of Karatsu.



**[Walking with a Local Guide] Kyushu Olle (Trekking) "Munakata Oshima Course"**

Kyushu Olle trekking courses are a way to enjoy the natural scenery of Kyushu at your own pace. After a 25-minute boat ride, the course travels around Oshima Island. On this appealing course, if the weather is sunny and the skies are clear, you can see the sacred island of Okinoshima, where only Shinto priests are permitted to disembark.



**Takachiho Packrafting**

Since ancient times, people have regarded the nature of Takachiho as "a blessing of the gods," and a unique traditional culture has developed in the area, including elements such as kagura dance performances to pray for an abundant harvest. This activity consists of packrafting on this river considered a blessing of the gods. Participants set out for the elusive waterfall following the instructions of a local activity guide.





## Ethical Travel Okinawa

### Creating tourism that enriches both travelers and the local community.



Okinawa Convention & Visitors Bureau  
Executive Director  
**Norihiro Mejima**

**T**he predecessor of the Okinawa Convention & Visitors Bureau is the Okinawa Tourism Association, established in 1954 before Okinawa was returned to mainland Japan. For the past 70 years, it has operated with the awareness that "tourism is the main industry of Okinawa and supports the economy of Okinawa Prefecture." Thanks to this focus, tourist numbers have steadily increased, reaching 10 million tourists in 2019. However, challenges such as stabilizing tourism demand, increasing per capita spending, and extending length of stay have emerged, necessitating further growth. Okinawa now aspires to be recognized as a "sustainable tourist destination chosen from around the world" and is committed to elevating its standards.



**A**s part of this effort, we are championing "Ethical Travel Okinawa," a movement that promotes responsible tourism practices considering both people and the environment. With the rise in tourism, Okinawa has experienced heightened pressure on its natural environment and local communities. In "Ethical Travel," we strive to ensure both travelers and local communities are satisfied by prioritizing environmental and lifestyle considerations of the regions visited, while also experiencing Okinawa's rich natural landscapes, traditions, and industries, ultimately realizing sustainable tourism destinations. The cultural heritage nurtured by the people of Okinawa throughout history is deeply intertwined with Ethical Travel. Communicating this heritage to tourists poses a challenge for the future, and "Ethical Travel" stands as a key approach to achieving sustainable tourism. Furthermore, to inform strategic planning, we are developing an "Okinawa Tourism Region Profile," providing insights into visitor demographics by municipality. We are dedicated to enhancing tourist satisfaction and expenditure.



**I**n preparation for the World Expo, we aim to showcase Okinawa's unique strengths, including its natural wonders, cultural traditions, and historical sites, along with its marine resorts. Emphasis will be placed on World Heritage Sites such as the "Gusuku Sites and

Related Properties of the Kingdom of Ryukyu" and natural heritage sites like "Amami Oshima, Tokunoshima,

Northern Okinawa Island, and Iriomote Island." Another highlight of Okinawa is its "Fly & Cruise" offerings. For instance, we propose leisurely trips where visitors arriving in Kansai can fly to Naha, then transfer to a cruise ship to explore Miyako Island, Ishigaki Island, and Taiwan. Moreover, the World Expo presents an opportunity to showcase emerging industries and cutting-edge technologies. Establishing Okinawa's communication-related industries and research facilities at the Expo as satellite pavilions would provide visitors with a unique opportunity to experience both the Expo and Okinawa's distinctive offerings.



### OCVB Concept of tourism area development by the Okinawa Convention & Visitors Bureau

Enhancing their role as a wide-area collaborative DMO (Destination Management Organization) toward the creation of a "sustainable tourist destination chosen from around the world"



#### [Kitanakagusuku Village] Experience Kitanaka Wellness with a 3-day, 2-night Journey of Complete Relaxation.

Located on the eastern coast of central Okinawa Island is Kitanakagusuku Village. Embark on a journey to discover the secrets of longevity in this village, which has been recognized for having the highest life expectancy for women in Japan. Immerse yourself in the secrets of longevity over three days, embracing the essence of "Kitanaka Wellness." Delve into a variety of activities designed to enhance your well-being while immersing yourself in the cherished lifestyle of the locals.



#### [Kerama Islands] Enjoy the Sea and Mountains! A 4-night, 5-day journey exploring by e-Bike and on foot.

The Kerama Islands are renowned for their world-class crystal-clear waters known as "Kerama Blue," captivating people all over the world. Explore the islands by e-Bike and foot over a five-day journey, fostering connections with locals through diverse experiences. This tour promises an unforgettable island retreat filled with unique charms.



#### [Central and Southern Okinawa Island] Charity Cycling Event for Shuri Castle Reconstruction

A portion of the participation fee from the Shuri Castle Reconstruction Charity Cycling Event will contribute to rebuilding this historic site. Enjoy cycling through the scenic central and southern regions of Okinawa Island, basking in the refreshing sea breeze. Your participation not only offers a memorable cycling experience but also supports the restoration of Shuri Castle, a UNESCO World Heritage Site.



#### [Naha City] Delve into the Art of Ryukyu Cuisine Discover the Secrets of Longevity with Healthy, Local Ingredients & Yachimun Pottery.

The secret to longevity lies in food. Learn about nutritious longevity foods crafted from Okinawan ingredients and traditional cooking methods. This immersive experience not only delves into Okinawa's culinary heritage but also provides insights into lifestyle habits promoting health and well-being.



#### [Kumejima Town] Embark on a Journey to Learn about the "Kumejima Model" of Ocean Deepwater Utilization while Enjoying Stunning Views, Delicious Cuisine, and Rich Historical Culture.

A noteworthy initiative on Kumejima Island is the "Kumejima Model," which utilizes deep-sea water. Participants will learn about models of self-sustaining communities that promote industries such as shrimp aquaculture, leveraging the purity of deep-sea water, and creating employment opportunities.



#### Ethical Travel Okinawa Model Course

Embark on a journey of responsible tourism with the Ethical Travel Okinawa Model Course, aimed at preserving local resources and communities while imparting the essence of Okinawa to future generations. Immerse yourself in coral exploration, traditional home cooking, beach clean-ups, and more, fostering a deep connection with the local culture and environment.

### Example tour content of the Okinawa Convention & Visitors Bureau



#### [Kunigami Village] Discover Yanbaru Forest: A Haven of Biodiversity Conservation Efforts.

Uncover the conservation efforts in the pristine Yanbaru region, designated as a UNESCO World Natural Heritage site. Stay in traditional Okinawan houses, immerse yourself in the lush natural surroundings, and witness the harmonious coexistence of nature and people guided by knowledgeable locals.



#### [Northern Area of Okinawa Main Island] Cycling Tour

Embark on a cycling adventure from Nakijin Village to Ogimi Village, spanning 22km with an elevation difference of 144m. Experience the exhilarating sensation of riding over the sea on the "Kouri Bridge." This physical activity allows you to enjoy Okinawa's largest mangrove forest and more.



#### [Kin Town] Nature Experience Activities, Bird Watching, and City Tours

In addition to nature experience activities and bird watching, there are areas with a unique atmosphere filled with an exotic charm due to the presence of US military bases. Visitors can also enjoy city tours, experiencing the distinctive stories of Kin Town, which encompass nature, culture, and daily life.



#### [Nakijin Village] Unravel the Mysteries of Nakijin Castle Ruins

The Nakijin Castle Ruins is a UNESCO World Heritage Site located in Nakijin Village in the northern part of Okinawa Main Island. Embark on a guided village tour that unravels the rich history of the Gusuku castle, once a pivotal stronghold in the area. Accompanied by an insightful guide, delve into the castle's construction, the lifestyle of its inhabitants, and their legacy that echoes through to the present day.



#### [Battle Site of Southern Part of Okinawa Main Island] Former Navy Headquarters Bunker

In 1944, the former Navy Headquarters bunker was excavated to serve as the command base for the Japanese Navy's Okinawa Area Fleet. Gain a profound understanding of the tumultuous events of the war, examining its impact from both Japanese and Allied perspectives. Reflect on the enduring significance of peace as you delve into this poignant chapter of history.











Provided by: Japan Association for the 2025 World Exposition

## Take a World Expo Trip and Get a Sense of Life.



### Expo 2025 Official Experiential Travel Guides

The theme for Expo 2025 Osaka, Kansai, Japan is “Designing Future Society for Our Lives,” and various areas of Japan have prepared related tourism content and experience plans which are available for viewing on the Japan Association for the 2025 World Exposition’s tourism portal site. Please take a look.



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