



SAVOR JAPAN

2024.ver



SAVOR JAPAN®
Explore Regional Flavors



What is SAVOR JAPAN?

The different regions of Japan each have their own local cuisine. SAVOR JAPAN is your guide to the attractions of Japan's small farming, fishing, and mountain communities — especially the great food they offer.

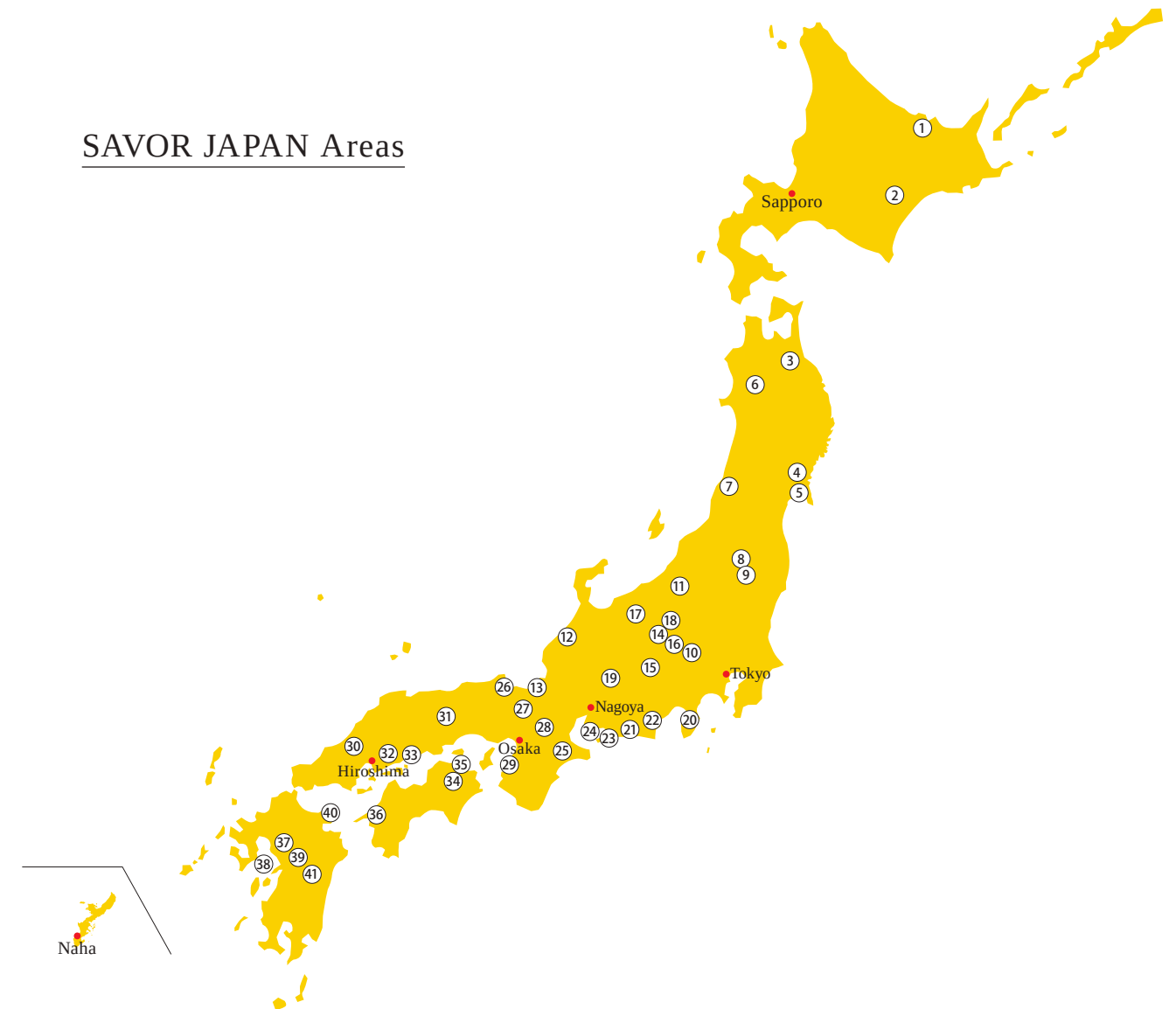
All SAVOR JAPAN areas are, after careful vetting, certified by the Japanese Minister of Agriculture, Forestry and Fisheries. As of 2024 there were 41 such certified areas.

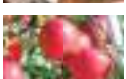
SAVOR JAPAN certification is designed to draw attention to the local brand that come from the numerous farming, mountain and fishing villages throughout Japan where food is a way of life, and lead to an increase in interpersonal exchanges through a deeper discovery of Japanese cuisine and the enjoyment of unforgettable experiences in authentic Japanese food culture.

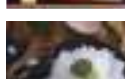
We look forward to seeing you in one soon.

(SAVOR JAPAN PROJECT ASSOCIATION: <https://savorjp.info/>)

SAVOR JAPAN Areas



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Abashiri

HOKKAIDO

Regional foods

There are many local traditional salmon dishes such as “Chan-chan Yaki” or miso flavored salmon barbecue, “kiri-zuke” or fillet of salmon seasoned with malted rice and salt, “Ikura-shoyu zuke” or salmon roe seasoned with soy sauce, and “Toba” or dried salmon. They are perfect appetizers for beer. Also, you can enjoy a variety of Japanese-style western salmon dishes such as fried salmon sandwich with tartar sauce, and salmon carpaccio.



Salmon Roe



Salmon fry and locally grown colorful vegetable sandwich

Scenery

Abashiri Quasi-National Park is close to the Shiretoko World Heritage Site and Akan-Mashu National Park, and is a very unique area in Hokkaido because the natural environment and human habitation coexist. It includes five brackish lakes such as Lake Abashiri, which has a bird sanctuary for protected species such as the Steller's Sea Eagle and White-tailed Eagle, as well as Lake Tofutsu. Lake Tofutsu is a registered site under the Ramsar Convention and is a perfect place for avid birders. Besides the beautiful rural landscape in spring and summer, this area gives us breathtaking views of autumn colors and drift ice floating in the ocean in winter. These make this region a truly exceptional place in Hokkaido.



Kayaking amidst the autumn foliage at Lake Abashiri in Abashiri



Kando-no-michi Wheat Field

Activities



Drift ice and Kayaking



Cycling to Miyoshi Shrine, the guardian deity of fishermen

It is said that northern native people called the Moyoro, who lived in this area 1300 years ago, arrived here by kayak from Alaska and Russia during the drift ice season. Kayaking down the river where salmon are coming back upstream is a very popular activity. It also offers you a chance to imagine what ancient life was like and appreciate natural beauty here. Cycling along beautiful paths overlooking Cape Notoro and Shiretoko mountain range is also a popular option.

Sightseeing routes

Harvest vegetables at the Omagari field ⇒ A pizza-making experience with locally grown wheat at Connectrip. Use the harvested vegetables as toppings ⇒ Enjoy the gorgeous views of Shiretoko mountain range and beautiful rural landscape from “the Kando-no-michi Viewpoint”. In winter, you can see drift ice arriving at the coast, and in summer enjoy stunning views of golden wheat fields.



Experience of making pizza using locally produced wheat in a stone oven



Wheat field, Sea of Okhotsk and Shiretoko Mountain Range

Life in Harmony with Nature in the North Land・Adventure Tour in the Okhotsk Area, Food Paradise

The city of Abashiri, located in the eastern part of Hokkaido, is very famous for its rich blessings from the Sea of Okhotsk, such as salmon, clams, scallops, and crabs. This area is also well-known as the regions where the northern native people used to live more than 1300 years ago. The cultivation of wheat and potatoes has been thriving in this region. Thanks to its cool climate caused by drift ice in winter, organic farming has been increasing here recently. You can enjoy our rich food culture from one of the leading production areas in Japan and its magnificent natural beauty through various activities we offer.

Drift ice in the Sea of Okhotsk

ABASHIRI ← Memanbetsu

Regional foods

Salmon Cuisine

The Abashiri River, which flows through the city, is one of the rivers where most salmon come back after 5-year migration. Salmon fishing is an essential part of the fishing industry in this region thanks to the effort of the local salmon proliferation association. Salmon travel from the Abashiri River to the Sea of Okhotsk, migrate to the Bering Strait, and then return to their mother river.



Salmon Cuisine



Abashiri River Catching salmon with traditional nets (urai)

INQUIRIES

Okhotsk Agricultural, Mountain
and Fishing Village Utilization Experience-based Tourism Promotion Council (Connectrip)
URL : <https://connectrip-okhotsk.com/en/>





Regional foods



You can smell the natural wheat in Tokachi rolls



Garnished Tokachi Beef

Breads and rolls known as “Tokachi pan” are made with 100 percent local wheat; Tokachi wine has well-balanced acidity and is produced from local grapes, and Tokachi Beef is raised on the land and formed by the frigid winters. These are among the many wonderful culinary attractions to enjoy when visiting Tokachi. And lest you forget dessert, the confections made from local azuki (red beans) are a special treat as well.

Scenery

The great outdoors of Tokachi is enjoyable in every season of the year: the budding plants in spring, the crops laden with their bounty in summer, and, in fall, the industrious harvesting of crops by large agricultural machinery all have their own charms. Winter is a special time when the plains are enveloped by air as cold as -25° C. The landscape becomes a wonderland of diamond dust, hoarfrost, and other marvels of winter.



A large bundle of hay sits on a Tokachi field



The hoarfrost gleams under a bright winter sky

The quality of Tokachi food comes from the fertility of the land

Wholesome, natural foods and spectacular scenery on the northern farming plain of Tokachi

A vast plain with the largest farming area in Hokkaido, Tokachi is surrounded by the Hidaka Mountains to the west and the 2000-meter peaks of the Daisetsuzan Volcanic Group to the north.

Tokachi’s geography makes it an ideal place to enjoy the scenic wilderness that Hokkaido is famous for.

The long summer days at this northerly latitude are excellent for growing crops and raising livestock, and the soft, rich soil is filled with nutrients from volcanic ash.

These natural conditions yield milk with high fat content that is excellent for making cheese.

Tokachi produces the majority of the natural cheese made in Japan,

and people come from all over the country and the world to sample the region’s bounty.



Regional foods

A specialty food of the area is Tokachi Raclette Cheese Moor Wash, one of the few cheeses in the world created using hot spring water. The unique moor spring water aids in fermentation, drawing out the umami of the cheese. A thick drizzle of Tokachi raclette on locally produced vegetables is a sumptuous delight.



Melted raclette cheese is the perfect complement to Tokachi vegetables

Cheese



Cheese rounds created from the wholesome goodness of Tokachi

Activities



New spa facilities excellent for a day of relaxation and delicious food



A guided farm tour

Tokachi Garden Spa provides a way for families to enjoy the moor’s unique hot spring water together. For a bit of light agricultural education, join the Field Guided Tour, a popular activity that includes sampling freshly harvested foods. Culinary enthusiasts will also enjoy visiting a workshop to learn how to make cheese and prosciutto.

Sightseeing routes

With so many attractions, there are lots of ways to enjoy Tokachi. Visit Ikeda Wine Castle for a taste of local wines or relax your mind and body at Tokachigawa Hot Springs. For a little excitement, go to the horseraces at Banei Tokachi. The historical race developed during Hokkaido’s pioneering days and features large draft horses racing while hauling heavy sleds. Come to Tokachi and take away memories and experiences that will last forever.



The hot spring water that comes from the moorlands is said to promote beauty



Draft horses compete in a one-in-a-kind race

INQUIRIES

Tokachi Tourism Federation
URL : <http://tokachibare.jp/>





Enjoy nature and art at Towada Oirase and eating the soul food 'Towada Bara-yaki' is the new normal

The bara-yaki originates from a yakiniku restaurant run by people from the Korean Peninsula, who grilled the beef, except for the lean meat, left by the Americans at the US military base in Misawa after the war. After that, the shop moved to Towada due to the Misawa fire and the 'bara-yaki' spread to Towada citizens and has become a standard in Towada city.

Lake Towada with a mirror-like winter scenery



The typical way to eat 'bara-yaki' is to season only the beef ribs and a large amount of onions with a soy sauce-based sweet and spicy sauce and grill them on an iron plate.



Bara-yaki

Bara-yaki



Bara-yaki



Garlic pork



Garlic harvest

Animal husbandry is flourishing in the soil of Towada volcano. There is plenty of meat that is essential for bara-yaki, such as 'Towada Shorthorn Beef' which uses recycling-based agriculture, and is low in fat and has a lot of umami. There is also the 'Oirase Garlic Pork', which feeds on garlic, that has the largest in production in Japan.

Scenery

Towada volcano, which started its activity about 200,000 years ago, erupted repeatedly and became a caldera, and because of its high altitude, there were no inflowing rivers and a highly transparent Lake Towada was created. After that, Lake Towada broke down, and the Oirase Gorge was created. There are 14 waterfalls in the mountain stream that continues for 14km, and about 300 kinds of moss inhabit the area.



Lake Towada



Oirase Gorge



Moss walk



Icefall

Enjoy 'moss walk' with a loupe in the Oirase Gorge, 'ice waterfall tour' where frozen waterfalls are lit up in winter, various 'water activities' at Lake Towada, and enjoy farming experience and fresh ingredients at a farm stay.

Activities

Sightseeing routes

Take a walk from Lake Towada in the national park, and Towada Shrine which is famous for the legend of the dragon god and fortune-telling, through to the Oirase Gorge. If you go down to the city, you can see the streets lined with contemporary art. Why don't you spend a relaxing time in the town of Towada, which has abundant hot springs? E-bikes are also recommended for excursions during the green season.



Towada Shrine



e-bike

INQUIRIES

Towada Oirase Tourism Organization Institute
URL : <https://www.towada.travel/>



Ichinoseki / Hiraizumi

IWATE PREFECTURE



Mochi cuisine and bucolic scenery

Some four centuries ago during the Edo period, a unique tradition involving mochi (rice cakes) was born. It began with offerings of mochi that the Date Clan made to the gods and Buddha for peace and good health each month, but soon pounding sweet glutinous rice into mochi and eating it became a custom at weddings, funerals, and other important life events, as well as on New Year's Day and other seasonal occasions. This tradition of hare-no-shoku (ceremonial foods) is maintained in Ichinoseki-Hiraizumi to this day and provides a rare opportunity to experience the extensive variety of mochi cuisine in Japan.

Regional foods

The mochi honzen (full-course meal) derives from the culture of the samurai, who placed great importance on rituals and the rules of conduct. Representing the highest level of hospitality, the mochi honzen is prepared for important occasions. The Lord Date Masamune of the Sendai, has created a hospitality dish called a celebration set, which is based on serving 3 soups and 7 dishes in 3 sets. The main dish of the first set (honzen) is the main dish. It was established as a main set with the one replaced with. Enjoy a mochi honzen and experience a culinary tradition that has remained unbroken for centuries.



The mochi-pounding process



A full-course mochi honzen meal



A sampling of mochi preparations in lacquer bowls

Regional foods

Since its inception, the mochi cuisine of Ichinoseki-Hiraizumi has evolved separately from that of other parts of Japan. Today there are more than 300 variations. Although contemporary ingredients can now be found in such combinations as pizza mochi, mochi cabbage rolls, and mochi spring rolls, look also for established standards, such as anko (red bean), walnut, and fusube (burdock root, daikon and chili pepper with chicken, or more conventionally, pond loach). There's even a mochi parfait to satisfy sweet-tooth cravings.

Scenery

Chuson-ji and Motsu-ji Temples are just the beginning of the wonderful scenery to be found in Ichinoseki and Hiraizumi. Among the spellbinding sights is the Honedera Village Estate, where you can take in the pastoral atmosphere of yesteryear and even participate in farming activities. Two other scenic locations well worth visiting are Geibikei Gorge, whose cliffs tower a hundred meters high, and Genbikei Gorge, a designated Place of Scenic Beauty carved out by the river's powerful erosion.



The towering cliffs of Geibikei Gorge, one of the 100 Landscapes of Japan



Genbikei Gorge, a National Monument

Activities



Mochi honzen experience



Agricultural activities

While at Ichinoseki and Hiraizumi, make sure to partake in a mochi honzen meal or try your hand at pounding mochi while singing a mochi-tsuki song that has been handed down for generations. Consider also participating in some of the many fun agricultural activities offered in the area, such as at Tategamori Ark Farm or the Honedera Village Estate—a great way to learn about farming while interacting with locals.

Sightseeing routes

Start your journey at the World Heritage Sites of Chuson-ji and Motsu-ji Temples and then participate in a farming activity at the Honedera Village Estate which once belonged to Chuson-ji. After a mochi honzen meal, take a boat ride through Geibikei Gorge. In the evening, find your home away from home at a traditional folk house.



An aerial view of the Honedera Village Estate

INQUIRIES

World Heritage Hiraizumi-Ichinoseki DMO

URL : <https://hiraizumi-dmo.jp/>



Ishinomaki

MIYAGI PREFECTURE



Regional foods



Ishinomaki Seri Hotpot



Sushi

Kahoku Seri (Japanese parsley) is a GI registered crop with a history spanning over 300 years in the area. It has a crisp texture and can be enjoyed in zoni and with oysters in a winter speciality, Ishinomaki Seri Hotpot.

The area also takes pride in having the biggest catch of anago sea eel in all of Japan. Anago here is exceptional in size and rich in fat, making it perfect for sushi and rice bowls when paired with the high-quality local Sasanishiki rice.

Scenery

Ishinomaki was the area hit hardest by the Great East Japan Earthquake. The Ishinomaki Minamihama Tsunami Memorial Park was developed as a place for memorial services, and as a base for passing on the memories and lessons of the disaster to posterity. Near Ishinomaki are remote islands including Kinkasan, one of the three sacred sites of northern Japan, where the roaming deer are considered messengers of the gods. Another is Tashirojima, colloquially called 'cat island' because of the many cats living there.



Minamihama Tsunami Memorial Park



Tashirojima cat

Experience World Class Seafood in Ishinomaki's Golden Route -Ask for Sanriku's seafood 'sea squirt zoni' and 'gold'-

Teeming with a wide variety of seafood, the waters off the coast of Ishinomaki are considered one of the world's top three fishing grounds. A Tohoku delicacy only harvested here in the Sanriku coast and Hokkaido is hoyo, a type of sea squirt sometimes called 'sea pineapple' due to its shape. It has a bold and unique flavor, which some describe as "eating the sea itself."



Regional foods

Hoya zoni is a mochi soup traditionally home-cooked on New Years. To make it, hoyo (sea squirt) is salted, grilled, and dried. Soup stock is extracted from the hoyo, and then it is placed atop baked mochi alongside local seafood and vegetables, naruto fish cake, seri (Japanese parsley), and salmon roe.



Hoya (sea squirt)

Hoya zoni



Hoya zoni

Activities



Fishing experience



Cycling

Life is returning to normal for people along the coast after a strong-spirited recovery from the 2011 tsunami. Meet these people and hear their stories through an engaging fishing experience. Or enjoy the vast natural landscapes of the Sanriku Fukko National Park by trekking or riding a rental bike through the Michinoku Coastal Trail or Miyagi Olle.

Sightseeing routes

Ishinomaki is located roughly an hour away from Sendai. From Ishinomaki, you can go on an island hopping adventure in the heart of one of the richest fishing grounds in the world. From the cat island Tashirojima to the sacred Kinkasan, you'll find stunning scenery and enjoy seafood unmatched in freshness and quality.



Kinkasan deer



Ferry to remote islands

INQUIRIES

Ishinomaki Area Tourism Promotion Institute Organization
URL : <https://www.umimachi-sanpo.com/>





Odate

AKITA PREFECTURE

The hunting roots of Akita kiritampo and warm, local hospitality

Akita is one of Japan’s largest rice-producing regions, and the kiritampo that is made and eaten there is a testament to the versatility of rice. The kiritampo is said to come from the Matagi, a subculture of woodland hunters with great reverence for nature. The Matagi would stew together pounded rice and wild fowl on long mountain trips, a practice which became a customary part of Odate’s regional cuisine in the form of the kiritampo that we know today. Handed down through generations, the kiritampo is deeply rooted in Akita culture and evokes an image of family and friends gathered together for a warm meal.

Regional foods

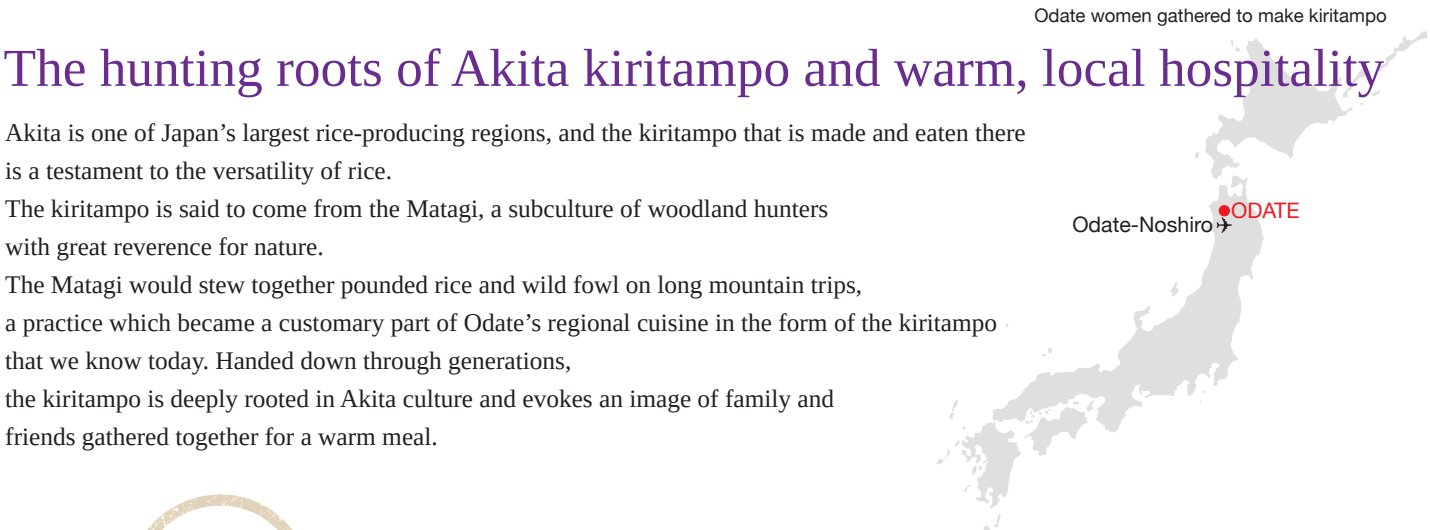
Cooked rice from the fertile Odate Basin is pounded and formed into tubes. The tubes are placed on an Akita cedar skewer and cooked next to a charcoal fire. One traditional way to eat kiritampo is to brush it with a miso paste made with soybeans and rice. Hotpot made with kiritampo is also very popular. The meat of high-quality Hinai Jidori chickens and locally grown vegetables are added to a broth made with Hinai Jidori chicken bones for a hot, hearty meal.



Kiritampo, a traditional dish of Akita



Kiritampo hotpot



Odate women gathered to make kiritampo



Hinai Jidori Chicken Oyakodon



Edamame, a harbinger of fall

Regional foods

A hybrid of the Hinai chicken and the Rhode Island Red, the Hinai Jidori is designated as a Natural Monument. Raising the Hinai Jidori takes more than three times as long as with typical broilers, and they are considered to be one of the three best varieties of chicken in Japan. Another local delicacy of Odate is tonburi, the dried seed of the summer cypress, which is also sometimes called “field caviar” because of its texture. The edamame of Odate is also known for its high nutritional value, which comes from the manure of the Hinai Jidori that is used for fertilizer.

Scenery

Mount Moriyoshi is known as one of the hundred most beautiful flower mountains of Japan and is famous for its “snow monsters”—the towering, icy figures of trees which have become covered in rime. The scenery of Lake Towada is also worth seeing. A caldera lake formed over multiple volcanic eruptions in the past, Lake Towada is surrounded by exceptionally beautiful foliage in spring and autumn. To see this beautiful unspoiled scenery, take the Akita Nairiku Line through the mountains on a journey into the past.



A train crosses a bridge on the Akita Nairiku Line



A sea of flowers during Spring at Mt. Moriyoshi

Activities



A visitor talks to a local



A produce-harvesting adventure

For visitors who want to spend time with the locals, the method for making kiritampo is best learned from the wives of Odate’s farmers. You can also join the people of Odate in harvesting rice and other produce. Those who are charmed by the rustic community can stay at a farmhouse to learn about local foods firsthand from the family and see what rural life is really like.

Sightseeing routes

Using kiritampo as a reference point can help you navigate the many facets of local culture and history. Stay at a farmhouse, where you can learn to make kiritampo and take part in rice or fruit harvesting. On the next day, explore the roots of the kiritampo on a mountain walk led by a member of the Matagi, and make sure to spend some time with an Akita Inu dog, the traditional hunting dog of the Matagi culture.



Try your hand at agricultural activities at a local farmstay



Adorable Akita puppies

INQUIRIES

Akita Inu Tourism
URL : <https://visitakita.com/en/>





Local food and culture in Tsuruoka, UNESCO Creative City of Gastronomy

Tsuruoka's landscape is filled with the seasonal blessings of mountains, rivers, plains, and oceans. Among the 60 varieties of heirloom crops which are unique to the region are dadacha-mame, a sweet aromatic edamame, and Atsumi turnips. These "living cultural treasures" are an important part of the regional heritage. To this day, local families maintain traditional practices and customs relating to food, many of which have deep ties to the local culture, such as to the ascetic practices performed on the Three Mountains of Dewa and to Kurokawa noh.

Regional foods

The ascetic cuisine of the Three Mountains of Dewa

Since ancient times, Buddhist shugendo ascetics have handed down vegan practices developed deep in the Three Mountains of Dewa. In order to survive the harsh winters of the mountains, the yamabushi (literally, "those who prostrate themselves on the mountain") developed ways of preserving vegetables and herbs to last through the lean months. As a result, ascetic cuisine is sometimes referred to as "life-sustaining food." These healthy, delicious, yet simple meals are created with ingredients gathered from the foot of the mountain, and are distinctive even within Buddhist cuisine. Consumed with gratitude for the blessings of nature, this spiritual food purifies both the body and the soul.



An assortment of traditional ascetic dishes from the Three Mountains of Dewa

Regional foods



Dadacha-mame, the king of edamame



Moso-jiru, a traditional spring soup made with bamboo shoots

The dadacha-mame is considered Japan's best-tasting edamame (immature green soybeans) due to its unique aroma, sweet flavor, and full umami. The Atsumi turnip is another local favorite, grown in swidden fields made with fire-fallow farming techniques. Local food culture is marked by miso soup with seasonal ingredients, premium local rice, and full-bodied sake, all of which are deeply imbued with the flavors of the region.

Scenery

The approach to the mountaintop shrine is paved with stone steps that pass through two rows of sugi (cedar) trees which are more than 350 years old. While making your way up to the shrine, make sure to pause at the magnificent five-story pagoda. The natural beauty is striking enough to have earned a three-star rating in the Michelin Green Guide Japan. On the Shonai Plain, expansive agrarian scenery stretches out to the feet of Mount Gassan and Mount Chokai, and the ochre rays of the sun setting over the Shonai Coast are breathtaking. Cherry blossom lovers will delight in a visit to Tsuruoka Park, one of Japan's top 100 cherry blossom spots.



Ascetic Buddhist monks file past the five-story pagoda



The sunset seen from the Shonai Coast

Activities



Cherry picking



A fishing boat cruise

Visitors to the sacred mountains can participate in many spiritual and cultural activities, including ascetic Buddhist practices, vegan cuisine, and Zen meditation. Alternatively, experience living cultural treasures such as traditional grains and fresh fruit by harvesting them by hand or learn how to pound buckwheat for soba. In the old castle town, you will find a workshop for making traditional decorated candles, as well as a chance to try your hand at weaving the bast fibers of the linden tree, a practice that is said to be the oldest textile tradition in Japan. To round it all off, climb aboard a fishing boat and take a cruise in the Sea of Japan.

Sightseeing routes

Tsuruoka is an excellent place to enjoy nature and history. Tour the Three Mountains of Dewa, which symbolize the past, present and future, where some have reported a sense of rebirth. Visit a farm to see how traditional foods are grown and tour the Kamo Aquarium, which keeps more varieties of jellyfish than anywhere else in the world. At night, stay at a hot spring ryokan and walk around the old castle town. In Tsuruoka you will find rejuvenation of the body and mind, and perhaps some spiritual inspiration as well.



The river at Atsumi Onsen



The many varieties of jellyfish at Kamo Aquarium

INQUIRIES

Tsuruoka Creative City of Gastronomy Promotion Council
URL : <https://tsuruokagastronomy.com/>





Aizuwakamatsu

FUKUSHIMA PREFECTURE

Enjoy a gottso feast in the Samurai City

Once a stronghold of the Tohoku region, Aizu was long-governed by feudal warlords. Aizu is a castle town surrounded by mountains and blessed with an abundance of natural beauty, including the pristine scenery of Lake Inawashiro and Mount Bandai. The food and sake culture of Aizu has developed in conjunction with the four seasons of the year and is deeply tied to the bounty of the land.

Sweeping pastoral scenery



Regional foods

Kozuyu

Kozuyu is said to have originated as a dish served ceremonially for the departure of feudal lords who were required to spend every other year in the capital. The feudal lords are now gone, but kozuyu is still served at auspicious occasions. Prepared in a soup stock with dried food such as scallops, kozuyu is key to understanding Aizu cuisine. Enjoy this ceremonial dish appropriately served in a traditionally crafted lacquer bowl.



Kozuyu is an essential dish for ceremonial occasions

Regional foods



Dengaku done with simplicity



Wappa-meshi, rice and other steamed ingredients

Dengaku is skewered tofu and vegetables grilled with sweet soybean paste and was originally eaten by samurai on the battlefield. Another food of Aizu is wappa-meshi—rice, seasonal vegetables, and other ingredients steamed together in a wooden container. To this day, sake brewing continues in the traditional manner that was developed during the Edo period. As you try each local dish, enjoy how the flavors of the surrounding nature are brought to life.

Scenery

Aizuwakamatsu's old samurai residences evoke an image of a bygone warrior era, and the agrarian scenery of rice paddies against the background of Mount Bandai and the Iide Mountains captures the essence of Aizu's landscape. Tsurugajo Castle, a symbol of the city, provides a wide view of the changing beauty of the seasons in Aizu Basin and the old castle town.



Tsurugajo Castle in spring



An old samurai residence

Activities



A visitor plucks a cabbage growing under the snow



Sake made from quality ingredients and served in a masu

The foods eaten in Aizuwakamatsu follow the seasons: asparagus in spring, tomatoes in summer, rice and sake in autumn, and Aizu Jidori free-range chicken in winter. Enjoy the fresh seasonal offerings prepared using traditional methods and tools. Visitors can also learn these traditions themselves, from the harvesting of ingredients to the process of making lacquerware.

Sightseeing routes

Aizuwakamatsu is also known as the Samurai City, and samurai enthusiasts can take a tour of symbolic Tsurugajo Castle and stroll through the old castle town. Buy directly from farms that once supported the Aizu lords, or even pick the produce yourself. Visit Lake Inawashiro with its vast farmlands and lakefront areas for a refreshing trip in nature, then return to the city to stay at a hot spring and wash away the fatigue of the day's travels.



Mount Bandai rises in the distance



Historical Higashiyama Onsen hot spring

INQUIRIES

Aizu-Wakamatsu Tourism Bureau
URL : <http://samurai-city.jp/en/>



Ohtawara

TOCHIGI PREFECTURE

Regional foods



The warm taste of the rustic and nostalgic countryside



Local sake made with underground water of the Nasu mountain range

The mellow aroma of the cooked rice and the sweetness that spread in your mouth when chewing are sure to be addictive. It is said that delicious rice and water are essential to brew sake. The gentle-tasting local sake is made with underground water with plenty of umami that is polished by the Nasu mountain range which acts as a natural filtration device. Ohtawara has won numerous awards at sake competitions nationwide.

Scenery

Time seems to pass by slowly in the idyllic countryside and magnificent nature landscape of Satoyama. Take a deep breath, and take in the scent of the soil and greenery. The Ayu yana (a low head dam for sweetfish) is a summer tradition where you can enjoy the splashes of the water and the breeze across the river. While looking out at the clear waters of the Naka River in front of you, you can enjoy the fantastic taste of sweetfish dishes.



The scenery of Satoyama where you can appreciate the countryside in peace



View the clear stream of the Naka River, which boasts one Japan's largest amount of fish caught, with the Ayu yana.

Enjoy irreplaceable interactions and rural cuisine at a rural inn

Ohtawara, located in the northern part of Tochigi Prefecture, is a rice field that has played an important role as a granary since ancient times. Currently, it boasts the largest production of paddy rice in the Kanto region, and is also active in agricultural production of vegetables and fruits.

Countryside scenery at sunset



Kenchin-jiru Soup

Kenchin-jiru is a soup made with Ohtawara's signature vegetables and seasoned with soy sauce or miso. It is a classic local cuisine that has been enjoyed by many homes since the olden days. It used to be eaten as shojin-ryori (Buddhist vegetarian meal). Since it is a vegetarian cuisine made with plenty of vegetables and mushrooms fried in oil, it is said that kenchin-jiru was an essential dish during the festivals where the killing of animals was prohibited.



Local cuisine of Ohtawara with plenty of vegetables



Get muddy while experiencing rice planting



Golden rice plants

One of the valuable early summer experiences include getting muddy while planting rice, and harvesting the golden rice ears. Picking fruits and vegetables are also popular farming experiences as well. We will provide a trip for you to feel that the countryside is your second "hometown" through the heart-to-heart interactions with the farmers. Also, we are able to accept up to 200 participants for educational trips as well.

Sightseeing routes

About 70 minutes from Tokyo by bullet train. On a day trip, you can experience agricultural activities unique to the rural area and interact with the local people while you stay at a farmhouse inn. Please take home a variety of local specialties as souvenirs. Bring back some Yoichi wagyu, which is an A5 grade Japanese black beef originating in Ohtawara, or amazake, a sweet drink made only from rice and koji.



High quality Yoichi Wagyu beef with condensed umami



A nutritious amazake made only from rice and koji

INQUIRIES

Ohtawara Tourism CO.,LTD.

URL : <http://ohtawaragt.co.jp/>



Chichibu

SAITAMA PREFECTURE



Lanternlight and fireworks fill the sky during the Chichibu Night Festival

Culinary culture born from mountain springs, right in Tokyo's backyard

A wealth of natural springs flow through the mountain valleys of the Chichibu region.

The purity of the springs and the warmer temperatures of the mountain basin make Chichibu ideal for the production of foods and beverages that are best made with pristine water.

Orchards, vineyards, and breweries are everywhere, and the locals sell wine, sake, whisky, and even shaved ice to capitalize on this regional asset.

Water is also a theme when sightseeing in Chichibu: numerous hot springs, the “cloud sea” produced in the valley by low-hanging clouds, and the riverside rock formations known as the Nagatoro Iwadatami are all popular destinations.

Even the famous Chichibu Night Festival—one of the three biggest float parades in Japan—owes part of its religious significance to the blessings of water.



Whisky

The variety of alcohol produced in Chichibu is rare for a single region in Japan: sake, beer, shochu (distilled from potatoes or rice), wine, and whisky are all available. Pride in the local products runs so deep that there is actually legislation stipulating that the first toast of any gathering should be made with a Chichibu beverage. The purity of the mountain springs is particularly important to area whisky distilleries, such as the world-famous Ichiro's. Local whisky continues to win prizes at tasting conventions year after year, and it is scarcely exaggeration to say world-class beverages spring from the land itself in Chichibu.



Pure mountain spring water



Four blends from the world-famous whisky distiller, Akuto Ichiro



Wild game cuisine in a rustic setting



French toast served with freshly tapped maple syrup

In addition to alcohol, Chichibu owes several other regional specialties to its mountainous surroundings. Overpopulations of deer and wild boar have begun to damage the forests and the habitats of other wildlife, so in response the local government has begun to promote gibier, or wild game cuisine. Area establishments are now offering specials featuring wild game as a way to increase interest among visitors. Another recent initiative relating to local cuisine is the rise in maple tree cultivation. The climate and terrain of Chichibu are particularly suited to maples, and confectioners have taken to planting them in the mountains to harvest their sap—simultaneously protecting the forests and supporting the rise of a new regional specialty: maple syrup.

Scenery

In 2016, UNESCO designated the Chichibu Yomatsuri (Chichibu Night Festival) an Intangible Cultural Asset. Held every December, the Night Festival reveres the goddess of Chichibu Shrine (the bodhisattva Myoken, a deification of the North Star and guardian of sericulture) and the god of Mount Buko (a dragon deity associated with water) who meet once a year on the night of the festival. The celebration gives thanks for the year's harvest, and in gratitude a cup of water is carried to Mount Buko.

Another memorable sight is the cloud-sea, which is visible quite close to the center of town. Its popularity as a scenic spot has grown in recent years, particularly among visitors seeking an impressive photo to share on social media.



A massive float with performers during the Chichibu Night Festival



A cloud sea blanketing the town

Activities



An elegant pairing of whiskey and yokan, two old hands of the culinary world



Whisky-tasting in a relaxed setting

While the town of Chichibu has very few major chain stores, it is filled with small, privately owned eateries, each of which has its own character. As one might expect, the bars in town are especially lively. There, whisky connoisseurs can expect the full range of products from local distilleries, but also abundant selections from whisky makers world-wide.

INQUIRIES

Chichibu Area Tourism Organization
URL : <https://www.chichibu-omotenashi.com/en/>



Tokamachi

NIIGATA PREFECTURE

Regional foods



Local foods and locally produced sake:
an excellent pairing



Mountain vegetables harvested for
the snowy months of winter

Both the abundance of snow and the pristine snowmelt in spring are key to the excellent local mountain vegetables and high-quality crops that are grown in Tokamachi, such as Uonuma Koshihikari brand rice. The extreme seasons have shaped the local food culture: when food ingredients come into season, they must either be eaten immediately or preserved for winter using traditional methods. The preservation is well worth it—when you eat a meal with a cup of locally brewed sake, you will see why people have remained here since ancient times.

Scenery

The Hoshitoge Rice Terraces of Tokamachi were selected by Tsunagu Japan as the top choice in its list of “30 reasons to go to Japan before you die.” The bucolic beauty of the terraces is amazing enough to warrant a side trip when visiting the vast Echigo-Tsumari Art Triennale, an art show spread over 760 square kilometers. Enjoy the breathtaking terraced scenery as you seek out more than 200 art pieces which have been distributed throughout the area.



An entry in the triennial art show



The Gimyo Rice Terraces

Terraced rice fields of Tokamachi trimmed with snow

Tokamachi, land of snow, food and scenic beauty

Receiving up to four meters of snow in the mountain heights and two meters of snowfall in town, Tokamachi spends half the year snowed under and is the snowiest city in the world. The beautiful village culture here is represented by kaen-gata pottery, named for its unique flame-shaped embellishments. This pottery, whose history can be traced back more than five millennia, is the oldest National Treasure of Japan. Unravel the history behind this ancient village culture as you sample distinctive local cuisine that reflects the area’s snowy climate.



Hegi soba

As soon as the snow thaws, the preparation of the next winter’s food storage begins, and when the snows return, the looms are pulled back out for the long snowy months. Hegi soba was born from that cycle of food and thread—the seaweed that weavers use as an adhesive when making textiles is kneaded into buckwheat dough to make especially firm soba noodles. When rolled out, the soba is stacked in a special wooden tray known as a hegi in neat coils which are said to represent the weave and beauty of the kimono.



Coils of hegi soba stacked in a hegi tray



Visitors seated in a kamakura



An artisan decorates kimono fabric

Tokamachi is one of Japan’s preeminent kimono-producing regions. If you miss the kimono festival that is held each year, you can still experience kimono culture at close range through hands-on activities such as dyeing, fabric decoration, and weaving as part of a kimono workshop tour. Play in the snow and spend the night in a traditional home. Take a trip to a hot spring and partake of the local foods between sips of sake. Choose from a wide variety of ways to make your trip unforgettable.

Sightseeing routes

The Tokamachi City Museum offers multilingual audio guides for visitors to learn about kaen-gata doki, or flame-shaped pottery, and about the history and culture of this snowy region. See the terraced rice fields that gave Tokamachi a place on a list of Japan’s most interesting 100 villages. Stay at one of the accommodations in Matsunoyama Onsen Village, where you can enjoy local ingredients including rice from the terraced fields. Above all, enjoy a cultural aesthetic woven from wholesome village traditions and deep snowfalls.



Flame-shaped pottery, a National Treasure



An outdoor bath at
Matsunoyama Onsen Village with
a view of the snow

INQUIRIES

Tokamachi Tourist Association

URL : <http://tokamachishikankou.jp/en/>



Komatsu

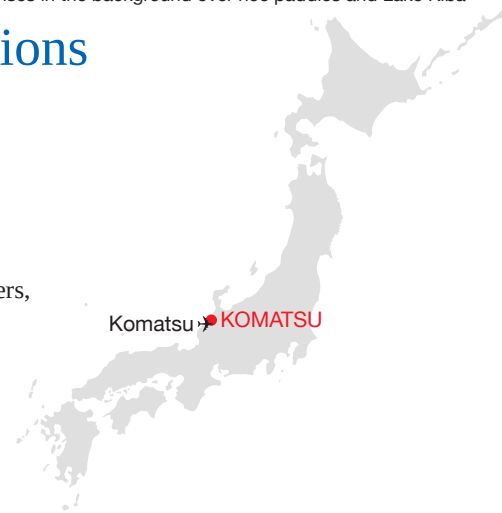
ISHIKAWA PREFECTURE



Sacred Mount Haku rises in the background over rice paddies and Lake Kiba

Experience exquisite meals and local traditions in the “Country Ruled by Peasants”

Located in southwest Ishikawa Prefecture, Komatsu prospered in the days of yore as the center of old-time Kaga Province. It is blessed with natural features, such as sacred Mount Haku and the Sea of Japan. A revolt that began in 1487 led to the century-long rule of Kaga Province by peasant farmers, during which time Hoonko cuisine was developed. Komatsu also possesses a unique tea culture that includes cha-kaiseki, a meal served at a tea ceremony, which has been passed down to the present.



Cha-kaiseki

Differing from kaiseki, which is sometimes referred to as Japanese haute cuisine, cha-kaiseki is a meal that precedes the serving of tea during a tea ceremony. Cha-kaiseki developed in Komatsu along with the local tea culture of the townspeople and has been passed down in the manner of artisan crafts from master to apprentice for centuries. This cuisine is known for its refined and delicate flavor and is often served on beautiful Kutani porcelain ware.



Cha-kaiseki developed in Komatsu as part of the town culture



Hoonko cuisine



Komatsu sake is known for its mellow tones

During peasant rule, a cuisine known as hoonko was developed, and the sake brewing traditions from that era are known to produce smooth, delicate flavors. Another specialty to sample is Komatsu udon, made from thin, soft noodles and a broth incorporating dried fish. Komatsu has many wonderful flavors to explore.

Scenery

Containing 48 different kinds of moss, Hiyo Moss Garden is one of the most famous moss gardens in Japan. Hiyo Village is a beautiful hamlet with shrines, old traditional homes, and of course the mosses and cedar trees of the Moss Garden. Another place with excellent scenery is Natadera Temple, which was founded 1,300 years ago. The temple grounds contain Kigan Yusenkyo and other unique naturally occurring rock formations.



Hiyo Moss Garden



The Kigan Yusenkyo rock formations of Natadera Temple

Activities



Takigahara House



Yunokuni-no-Mori, a traditional handcraft center

Take part in any of more than 50 traditional crafts workshops, such as Wajima lacquerware and Kutani porcelain at Yunokuni-no-Mori Handicraft Village, a center for Kaga handicrafts. Also stop by Takigahara House, where you can experience farm life in a natural setting and enjoy fresh seasonal vegetables at the adjacent café.

Komatsu has many other fun attractions. One of the most famous cultural traditions is the yearly Hikiyama Children's Kabuki, in which children perform kabuki on the Hikiyama festival floats. You can also put on the kabuki makeup yourself. Afterwards, try a sumptuous cha-kaiseki meal at a traditional restaurant. You can also tour a sake brewery (and taste the sake!) and take part in a tea ceremony in a teahouse. Hit all the attractions and experience the historical town life of Komatsu.



A visitor tries on kabuki makeup



Sake-tasting after a tour

INQUIRIES

Komatsu Tourism & Local Products Network
URL : <https://www.explorekomatsu.com/>



Obama

FUKUI PREFECTURE



Obama is blessed with natural resources

Obama, starting point of the Sabakaido (Mackerel Highway)

Once a part of Miketsu Province, Obama was obligated to send salt and marine products to the imperial court in Kyoto. The starting point of the “Mackerel Highway,” Obama thus played a key role in developing the culinary traditions of Kyoto. To this day, those culinary traditions are maintained as part of a culture of gratitude for the blessings of nature.



Regional foods

Pickled mackerel

Pickled mackerel, known as saba no heshiko, is made by fermenting fresh mackerel in salt and rice bran for close to a year. This traditional method of preservation was used after an especially successful catch to store the excess mackerel before it spoiled. With eight times as much glutamic acid as fresh mackerel, pickled mackerel has a unique savory flavor filled with umami. You may find yourself so addicted to this delectable pickle, you ask for second and third helpings of rice to accompany it in the Japanese style!



Rice topped with pickled mackerel



Pickled mackerel gives off a pleasant aroma when grilled

Regional foods



Fresh seasonal seafood



Mackerel sushi

There are many ways to prepare the abundant seafood of Wakasa Bay to best bring out its natural flavors. Mackerel narezushi made with pickled mackerel is said to have been the forerunner of modern sushi such as mackerel sushi, a standard dish that no festival in Obama or Kyoto would be complete without. Wakasa Obama kodai sasazuke is prepared by pickling small sea bream fillets with salt and vinegar in a small cedar cask. Another specialty of the area is Wakasa grilled tilefish, a highly sought-after fish with tender meat and soft scales.

Scenery

The Sotomo Caves and Cliffs boast six kilometers of unusual rock formations, rock tunnels, and scenic cliffs around Wakasa Bay. This picturesque spot was chosen by American news channel CNN as one of the most beautiful places in Japan. The rice terraces of Tagarasu create a rustic scene surrounded by the sea and mountains. At every turn, the coastline offers new panoramas of natural beauty.



The rice terraces of Tagarasu



Omon (large gate) and Komon (small gate), two popular features of Sotomo

Activities



Sea kayaking



Catching octopus with a trap net

Harvest wakame seaweed, catch octopuses with a trap net, or go fishing for sea bream and clean and eat it yourself. You can also learn how to make your own set of chopsticks or participate in a local cooking workshop. There are lots of things to do and learn that will give you a new appreciation for life in a fishing village and the blessings of Wakasa Bay.

Sightseeing routes

Sometimes called “Nara by the Sea,” Obama has many shrines and temples on par with National Treasures. In parts of Sancho-machi, where Kyoto culture still runs deep, you can enjoy entertainment with geisha, or “geiko” as they are called in Kyoto. The Miketsukuni Wakasa Obama Food Culture Museum has various exhibits about Japanese food culture and a cooking workshop in the on-site kitchen which comes highly recommended.



Wakasahime Shrine



A geiko plays the shamisen

INQUIRIES

WAKASA OBAMA TOURISM ASSOCIATION

URL : <https://www.sabakaido-traveler.com/>



Komoro

NAGANO PREFECTURE



Active volcano Mt.Asama

The colourful four seasons, the food culture of soba and brewing (Komoro)

Komoro's "buckwheat" culture is said to have originated in the early Edo period when Sengoku Hidehisa handed out the traditional "buckwheat noodles" as "buckwheat slices" to civilians. Hidehisa's generous behaviour stems from Hidehisa's omotenashi (hospitality) spirit. In Komoro, the tradition of 'soba' and 'omotenashi' has been maintained, highlighting the history and the four seasons.



Regional foods

In Komoro other than the traditional 'zaru soba' there are other ways to enjoy the soba such as 'Onikake'. On celebratory occasions the soba is eaten with soup made from the various kinds of vegetables specially grown in the mountains of Komoro.



Buckwheat fields spread over the land of Mt.Asama

Onikake



Komoro's local cuisine "Onikake soba"

Regional foods



Shinshu miso where you can feel the history



Wine grapes grown at an altitude of 700m to 950m

From the rich nature in Komoro an excellent 'brewing food culture' was produced. The Shinshu miso made from the underground water of Mt.Asama has become a nation-wide brand. There is a long-established store where the tradition has been preserved and the business has run for more than 300 years. In addition, high quality wine grapes are cultivated and brewed here, they are often offered at international meetings to represent Japan.

Scenery

You can not only enjoy the magnificent view of Mt.Asama, but also the beautiful scenery of the rice and buckwheat fields. At the Kaiko garden depending on the season you will be fascinated by the contrast of cherry blossoms or autumn leaves on the mossy stone walls. Additionally through out the town there are traditional buildings. The seasonal photogenic scenery will move your heart.



Komoro Castle Ruins Kaikoen Park and Sakura



Waki-honjin inn where you can feel the history with your touch

Activities



Miso preparation experience



World-class winery tours and tastings

You can experience soba making in a traditional house that was built in the late Edo period. The soba you made can be eaten for lunch straight away, whilst enjoying the atmosphere of an old Japanese building and immersing yourself more into the culture. In addition, you can also experience the "brewing food culture" through making miso and visiting wineries.

Sightseeing routes

Enjoy long trails centring around Nunobikikannon, there is an observation deck here where you can see the Mt.Asama. Moreover relax above the clouds at Noten Onsen in Takamine Kogen, and enjoy local cuisine and onikake. At Takamine Kogen you can enjoy the four seasons of Komoro with your five senses, such as in winter you can experience a guided snowshoe walking tour.



Takamine Plateau



Nunobiki Kannon and Mt.Asama

INQUIRIES

Komoro Tourism Bureau
URL : <https://komoro-tour.jp/>

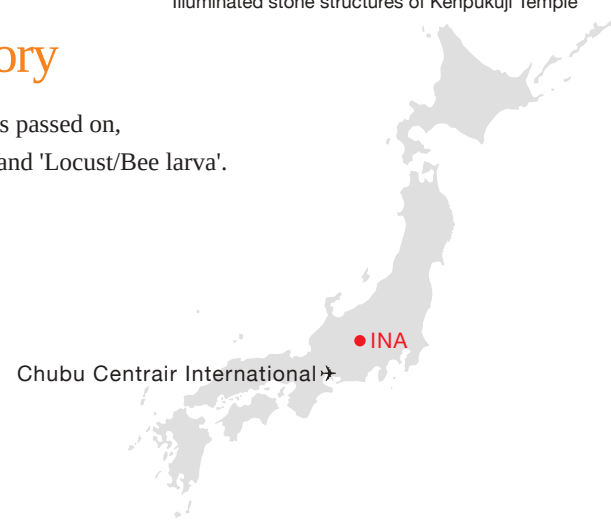




Illuminated stone structures of Kenpukuji Temple

Experience ancient food culture and history

Ina City, the birthplace of Shinshu Soba, is an area where ancient food culture is passed on, such as the insect foods 'Takato Soba, Gyouja Soba', 'Irinoya Traditional Soba' and 'Locust/Bee larva'.



Chubu Centrair International



Takato Soba/Gyouja Soba

Soba that is eaten with soup (spicy soup) made by dissolving grilled miso in grated daikon squeezed juice. It has been eaten as a local food since ancient times, but now it can be eaten as a menu from soba restaurants.



Takato Soba

Soba



Gyouja Soba



Irinoya native soba



Insect food

Irinoya native soba

Until recently this soba was not cultivated but has been revived in recent years. The scent is very strong.

Insect food

A local food that is eaten by boiling locusts, bee larva, and zizamushi in soy.

Scenery

A town surrounded by the Central Alps on the west, the Southern Alps on the east, and two Alps. In spring, Takatookohiganzakura in Takato Castle Ruins Park is called the most beautiful cherry blossoms beneath the heavens.

During the Edo period, the Takato clan was known nationwide as a masonry village, its technology was extremely good and used nationwide. There are many such works located here.



Sakuraunbashi in Takato Castle Ruins Park



Kenpukuji Saigoku Kannon Pilgrimage

Activities



Paraglider



Miharashi Farm Strawberry Picking

There are plenty of outdoor activity facilities such as Miharashi Farm, paragliders, SUPs, mountain bikes, and off-road buggies where you can experience harvesting agricultural products and various handcrafting experiences.

There are also three campsites.

Sightseeing routes

You can also experience outdoor activities, Takato soba or local insect food tasting activities, and historical experiences such as visiting the stone structures of Takato Masonry, walking around Takato Castle Town, the historic site Takato Castle Ruins Park, and Takato History Museum.



Appearance of Tamakiya



Soba making experience

INQUIRIES

Ina Tourism Institute Association

URL : <https://inashi-kankouyoukai.jp/en/>

Saku

NAGANO PREFECTURE



Traditional sake brewing called cold brewing

A town crowded with 13 sake breweries so high chances to become a brewer

Sakudaira is surrounded by Mt. Yatsugatake, Mt. Tateshina, and Mt. Asama.

Steaming rice rises from the sake brewery on a cold winter morning.

Sake brewing is a whimsical and delicate natural phenomenon woven by the pure water from the mountains, the rice grown in the abundant land, and the koji of small creatures. Japanese sake, a miracle alcohol brewed with the craftsmanship and strong beliefs of the brewers.

There is sake that can only be brewed here.

There is sake that can only be brewed by the brewers here.



There are 13 breweries in the Saku area that brew miraculous alcohol called sake. Blessed with abundant water resources and a natural environment, this area is one of the leading rice breweries in Japan that has been brewing sake for over 350 years. It is characterized by the fact that there are many tasty sakes that go well with Saku's rich food.



13 unique sake breweries are crowded

Japanese sake



Steaming rice rises from the sake brewery on a cold winter morning



Traditional Saku carp dish



Fermented food culture rooted in daily life

At an altitude of 650m to 1500m, the sunny weather and cool climate nurture high-quality agricultural products such as highland vegetables and fruits. It has prospered as a post town on Nakasendo since ancient times, and the fermented food culture such as miso-based dishes and pickles is still rooted in the people's lives. The nutritious carp dish is a local soul food. No wonder it's a prefecture known for health and longevity.

Scenery

It is a plateau of Mt. Asama to the north, Mt. Yatsugatake to the south, and the Chikuma River in the center of the Saku Basin.

There are many natural hot springs that overlook the magnificent Mt. Asama, whose ambience changes depending on the place, time, and season. It takes pride in the beautiful starry sky with a refreshing climate and a high rate of sunny weather throughout the year.



Mt. Asama and beautiful countryside



Abundant water resources have supported the sake brewing culture

Activities



Authentic Japanese sake brewing experience



World's first sake brewery hotel KURABITO STAY

KURABITO STAY is where you can actually experience being a brewer, make sake in the brewery and also stay there. The brewery's dormitory called Hiroshiki on the brewery site has been renovated into a brewery hotel, making it a accommodation space for those who visit the brewery experience. Throw yourself into being a brewer at the miracle moment sake is produced, sharpen your five senses, and enjoy the great art created by the predecessors.

Sightseeing routes

After the brewery experience and visiting the sake brewery, approach the beautiful ancient temples such as Shinkaisansha Shrine and Teishoji Temple, and relax your mind while recharging. On your way home, enjoy shopping for agricultural products from the Saku area and souvenirs such as cheese and ham at the roadside station 'Healthy Terrace Sakuminami'. Driving while looking at the magnificent Mt. Asama is also the best.



Shinkaisansha Shrine, which is said to have been built in the Nara period



Teishoji Temple with beautiful moss

INQUIRIES

SAKU Sake Brewery Agritourism Promotion Council

URL : <https://sakusake-tourism.com/en/>





Hakuba

NAGANO PREFECTURE



Ego sliced and topped with miso



Savory Hakuba galettes made from local buckwheat



A Hakuba crêpier concentrates intently as he thinly spreads the batter over a griddle

In addition to soba, Hakuba specializes in a kind of seaweed called ego. Collected along the nearby coast of the Sea of Japan, ego can be dried for preservation. To prepare it, chefs boil the ego until it is smooth and thick, then pour it into a mold to set. A natural gelatin-like substance in the seaweed causes the ego to solidify. Once cool, it is sliced and topped with a miso-based sauce before eating. A recent addition to Hakuba's culinary specialties is the galette. Using batter made from local buckwheat, Hakuba galettes are cooked thin and wrapped around a variety of toppings.

Scenery

The landscape of Hakuba is dominated by three majestic summits: Shirouma, Shakushi, and Hakuba-yari. At elevations of 2,933; 2,820; and 2,909 meters respectively, the three peaks form a striking backdrop to the Hakuba valley. Through the valley runs the Himekawa River, flowing down from its source on Mount Shirouma. The Oide suspension bridge crosses the Himekawa and leads to an area of thatch-roofed private homes. While beautiful in all seasons, the river view is particularly lovely in spring, when blooming cherry trees are framed against the towering mountains.



A view from the slopes: the three peaks of Hakuba



The Oide suspension bridge and thatch-roofed homes of Hakuba village

Food, fun, and farming in a stunning mountain locale

Hakuba's tradition of welcoming visitors is as old as the town itself.

Rising from humble origins as a series of way-stops along the Chikuni Highway,

Hakuba offered rest and lodging to people traveling between the mountains of Shinano province and the Sea of Japan.

Due to the town's high elevation and cold climate,

traditional Hakuba cuisine places special emphasis on preserving food for the winter months.

Fermentation and other preservation methods have been handed down through the generations,

forming the backbone of local food culture—a culture to which residents ascribe

their exceptional health and longevity.



Soba

At 700 meters above sea level, Hakuba's high elevation, cold climate, and clear, alpine streams together form a setting which imparts superior flavor to the locally grown buckwheat known as "Hakuba soba." Flour ground from the soba is used in several regional specialties, and a soba festival is held every autumn.

Soba noodles (often simply called "soba") are served by numerous shops in town and may be eaten hot or cold. Hakuba locals will insist, however, that the crisp air of winter brings out the noodles' best flavor.



Freshly made Hakuba soba served with tempura

Activities



Hiking up the snow-covered valley of Hakuba Daisekkei



Whitewater rafting on the Himekawa River

As host of the 1998 Winter Olympics, Hakuba can rightly claim to be one of the world's finest locations for winter sports; the valley holds over 200 ski-and-snowboard runs with excellent vertical rise and breathtaking views of the three peaks. But outdoor adventures are not limited to winter—summer visitors can go paragliding, raft the Himekawa River, and hike up the snow-covered valley of Hakuba Daisekkei to the summit of Mount Shirouma. Around town, there are countless cultural activities: locals give hands-on instruction in making soba noodles, planting rice seedlings, and picking Chinese lantern fruit.

INQUIRIES

Tourism Commission of Hakuba Village

URL : http://hakubavalley.jp/index_english.html



Yamanouchi

NAGANO PREFECTURE



Mt. Shiga and Shijuhachi Pond (Shiga-highland Biosphere Reserve Core Area)

That's why it's delicious! 'Clear stream grown' ~ Taste the local agricultural products raised at the Shiga-highland Biosphere Reserve ~

In Yamanouchi Town, the production of "fruit trees" mainly apples has been developed, taking advantage of the location and climatic conditions suitable for cultivation, and the clear stream from Shiga Kogen Heights, which is registered in the UNESCO's MAB Programme.

In addition, oyamabokuchi (mountain burdock root) is used as a binding agent in the 'Sugakawa soba' which is rare. "Shinshu beef" utilises a unique local traditional breeding method that uses local apples as feed.

Regional foods

Fruit trees such as apples, grapes, and peaches are grown wonderfully thanks to factors such as good sunlight exposure, well-drained slopes, and large temperature differences between day and night. In addition, the fruits are grown in mineral-rich snowmelt from Shiga Kogen, registered in the UNESCO's MAB Programme, which make them exquisite.

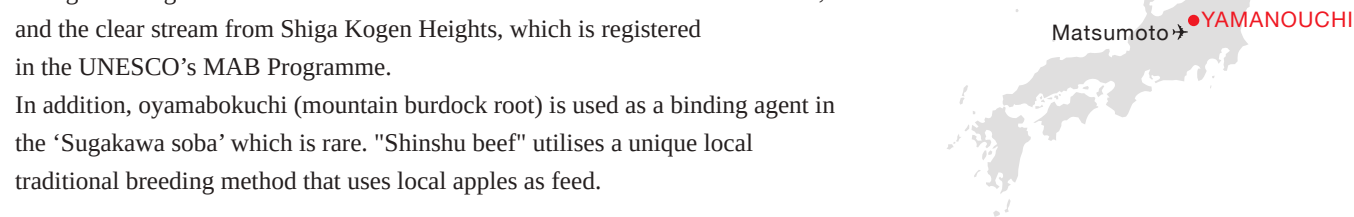


Sweet and juicy peach

Fruits



Grape (Shine Muscat)



The binding agent 'Oyamabokuchi' and Sugakawa soba



Apple fed Shinshu beef

Regional foods

"Sugakawa soba" is a traditional local dish. The fibre of oyamabokuchi leaf is used as a binding agent into 100% ground buckwheat flour, that is characterizing the firmness of the noodles. Furthermore, the 'Shinshu beef' which is fed apples, is very tender marbled meat. We also recommend mushrooms such as the nutritious enokitake and bunashimeji, and the high quality rice.

Scenery

Shiga Kogen is the largest snow resort in Japan and located in the centre of Joshin'etsu Kogen National Park. 'Yudanaka Shibu Onsen Resort' has a large source of hot spring water and a history of 1,300 years. 'Kitashiga Kogen' is one of the prominent heavy snowfall areas, where traditional food culture such as haya-soba remains. Experience the attractions that coexist with nature, like globally popular the "Snow Monkey Park."



View of the Alps from Shiga Kogen



Iconic Snow monkeys

Activities



Soba making experience



Fruit picking

In 'Soba making experience', you can grind local soba with a stone mill, and experience authentic soba with traditional methods utilising oyamabokuchi. "Bamboo crafting experience" uses durable bent local bamboo, and you can craft a piece special to Nagano prefecture traditional handcrafts. "Fruit picking" is popular every year, you can enjoy the fresh taste on the spot.

Sightseeing routes

Start off with looking at the 'Snow monkeys', it is only one place in the world where the wild monkeys go in the hot spring. Then enjoy trekking at the Shiga Kogen which is registered in the UNESCO's MAB Programme. Afterwards, experience fruit picking, soba making and bamboo crafting, etc. At night, stay in one of the over 200 accommodations of various sizes, and enjoy the meals and hot springs there. Escape your daily life and experience a 'healing space' embraced by nature.



Summer trekking



Walk on stone path with geta (wooden sandals)

INQUIRIES

General Incorporated Foundation Yamanouchi Town Development Tourism Bureau
URL : <https://info-yamanouchi.net/english/>



Maze, Gero

GIFU PREFECTURE



The forest protects the fish living in the pristine waters of the Maze River

Maze, one of the most beautiful villages in Japan

The ayu, or sweetfish, is prized in Japan for its sweet flavor.

Residents of Maze (pronounced “mah-zay”) have spared no effort to conserve the natural environment of the sweetfish as an important part of the Maze culinary heritage.

The sweetfish is sensitive to its living conditions, and volunteers have been working since the 1940s to maintain the pure water of the Maze River.

They have even designated surrounding forests as “fish conservation forests.”



Chubu Centrair International



An essential ingredient of Japanese cuisine, the sweetfish can be prepared in many ways to bring out its delectable flavor. The Maze River sweetfish was determined in a taste competition to be the most delicious of all the regions of Japan, a lofty commendation indeed! Among the many ways to eat sweetfish, salt-grilling them over a charcoal fire is generally regarded as the best.



Sweetfish from the upper reaches of the Maze River

Sweetfish



Salted sweetfish grilling over charcoal



The mountain village of Maze has a bountiful food culture that can be experienced through innumerable dishes, including salt-grilled sweetfish and hobazushi, sushi ingredients wrapped in a magnolia leaf. A local take on miso incorporates barley koji, a fermentation known for its gentle, sweet flavor, and dishes are often accompanied by a rich variety of pickled vegetables.



Hobazushi – sushi wrapped in a magnolia leaf



River fish cuisine

Scenery

The Maze Satoyama Museum is not a building, but an entire area of Maze where the rural scenery and culture are conserved for visitors. The museum has been designated as a member of the Most Beautiful Villages in Japan, a national non-profit association. Another great place to stop is the Sugo area, which was selected by local residents as one of the “10 Beautiful Views of Maze.” Near Sojima Hachiman-jinja Shrine, visitors can take in sweeping views of the rivers, rice paddies, shrines, temples, and forests that protect the natural habitat for the sweetfish. The panoramas of this verdant country will remain in your heart forever.



One of the beautiful views of Maze



The outdoor Satoyama Museum

Activities



Fishing on the Maze River by torchlight



A taste of rural living

At night, watch the fishermen on the Maze River use a traditional fishing method in which the sweetfish are driven into nets with torchlight and fire. Viewing this mesmerizing traditional technique in action only enhances one’s appreciation of the salt-grilled fish. In the daytime, take some time to walk around the great outdoors of Satoyama Museum and perhaps have a friendly chat with some of the locals.

Sightseeing routes

The Maze area is about an hour on the JR Takayama Line from Takayama and about 30 minutes from Gero Station (Gero Onsen). Traveling from Hachiman in Gujo will take about an hour by car. Take a day trip with stops along the way or stay overnight at a hot spring hotel or ryokan (inn).



Soaking in the Maze hot spring water



The pristine water of the Maze River

INQUIRIES

Maze Regional Natural Park
URL : <https://maze-park.or.jp/>



Fujisanroku / Izu peninsula

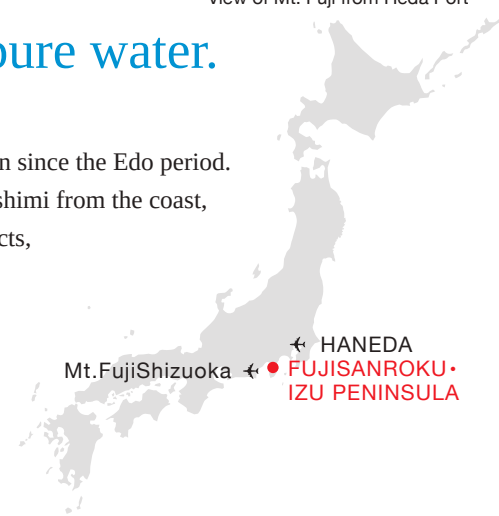
SHIZUOKA PREFECTURE



View of Mt. Fuji from Heda Port

A food corridor woven by a rich land and pure water.

In the region at the foothills of Mt. Fuji and the Izu Peninsula, the tradition of cultivating wasabi using the rich land and pure water has been passed down since the Edo period. This has fostered a rich Japanese culinary culture, bringing out the flavors of sushi and sashimi from the coast, soba from the mountains, and more. The diverse agricultural, forestry, and fisheries products, along with their corresponding dishes created by the varied climate, contribute to the rich culinary culture. Additionally, the area boasts historic hot springs, literary landmarks associated with famous authors, historical sites, and beautiful cherry blossom viewing spots.



Regional foods

High-quality wasabi, nurtured by rich and pure water and grown in terraced wasabi fields, is an indispensable element in Japanese cuisine. Please enjoy the astonishing aroma and nose-tickling spiciness of wasabi freshly grated on the spot in the local dish "Wasabi Bowl," a traditional cuisine passed down since the Edo period.



Wasabi Bowl

Wasabi Bowl



Water Wasabi

Regional foods



Red Bream



Abalone

In Nishiura, Numazu City, a rich and varied landscape, along with diverse climate conditions, gives rise to a range of ingredients, including Jutaro Mikan, Mishima Potatoes, and Whitebait from Tagonoura in Suruga Bay, all of which have received the GI (Geographical Indication) certification. Additionally, the region produces Tea from Fuji, and various seafood such as Rainbow Trout from Fujinomiya and Red Bream from Izu. The local cuisine, unique to the area, includes specialties like wasabi pickles, water-pickled greens, and Mishima croquettes.

Scenery

Obuchi Sasaba in Fuji is a scenic spot representing Japan with its views of Mt. Fuji and tea plantations. The landscape of the tea plantations remains unchanged since the era of Katsushika Hokusai. In the Izu Peninsula, recognized as a UNESCO Global Geopark with many traces of volcanic activity, you can enjoy spectacular views created by the breath of the earth at locations such as Jogasaki Coast, Koganezaki, and Mt. Omuro.



The Tea Plantation Scenery of Obuchi Sasaba



Mt. Omuro

Activities



Farm Work Experience



Hot Springs

You can experience the seasonal landscapes and the local community's activities, including cooking with a traditional hearth at a farmhouse inn and participating in dairy farming at a ranch. You can also immerse yourself in the inherited traditional culture. In addition to hot springs that bubble up in various areas, there are plenty of activities such as cycling and diving, allowing you to truly experience the nature.

Sightseeing routes

Starting from the Izu Peninsula Geopark Museum "Georia," you can explore various geosites such as Genbei River and Joren Falls, as well as the tatami-ishi style wasabi fields. Through this journey, you can experience the formation of the Izu Peninsula and the connection with its abundant ingredients. Enjoy the spring water at the foothills of Mt. Fuji and the Fujiyama Sengen Taisha Shrine, and discover new charms of Mt. Fuji.



Genbei River



Mt. Fuji Hongu Sengen Taisha

INQUIRIES

Fujisanroku and Izu Peninsula Food Charm Promotion Council
URL : https://www-pref-shizuoka-jp.translate.goog/sangyoshigoto/nogyo/1040855/1057086.html?_x_tr_sl=ja&_x_tr_tl=en&_x_tr_hl=ja&_x_tr_pto=wapp



Hamamatsu / Hamanako

SHIZUOKA PREFECTURE



Whitefish fishing boats setting out from port in the morning mist

Seasonal vegetables, fine food, and lake activities Hamamatsu and Lake Hamana, a lakeside community at an ancient crossroads

Lake Hamana (Hamanako) is a lagoon connected to the ocean near the geographical center of Japan. Although originally a lake, more than five hundred years ago an earthquake connected the lagoon to the sea, turning the water brackish (slightly salty). For over a century, Lake Hamana has been a prime location for cultivating eels, soft-shell turtles, seaweed, and oysters. The Hamamatsu and Lake Hamana area is known for its unique fishing methods and fresh seafood.

Chubu Centrair International → ●HAMAMATSU /
HAMANAKO



More than a century has passed since eel and soft-shell turtle farming was developed in the Hamamatsu and Lake Hamana area, and in that time over a hundred restaurants specializing in eel have sprung up. Because the area is situated halfway between Eastern and Western Japan, you can find the eel cuisine styles of both regions in Hamamatsu. In the Eastern style, the eel is slit along the back before broiling, and in the Western style, the cut is made along the belly.

Eel

Eels caught in
Lake Hamana



An eel farm



Eel broiling on a grill



Mud crabs



Fresh whitebait

The greatest appeal of the local seafood is its freshness. Some of the specialty seafoods from the region include the mud crab, known locally as the “phantom crab” for its rarity, and whitebait and blowfish caught off the coast of Enshu. Such local foods are prepared in a variety of ways found only in the area of Hamamatsu and Lake Hamana.

Scenery

The Eight Views of Totomi are themes often used in traditional art, such as haiku, ukiyo-e paintings, and 31-syllable poems known as tanka. One of these views is the sunset as seen from Bentenjima Island in Lake Hamana. Also, stunning views of Lake Hamana and the townscape of Kanzanji Onsen can be seen from an aerial tram that passes over the lake, the only such tram in Japan.



The sunset of Bentenjima Island,
one of the Eight Views of Totomi



The Kanzanji aerial tram

Activities



Freshly caught prawns and crabs



The traditional takiya fishing technique in action

At night, the boat moves steadily over the pitch-black waters of Lake Hamana, steered by the steady hand of the boatman. He shines a light onto the surface of a lake, attracting prawns and crabs, which he spears or catches in his nets. This is takiya fishing, a traditional method which can be enjoyed by adults and children alike. When you’ve made your catch, the fisherman can cook it on a takiya-tei floating platform for you to enjoy along with other local foods.

Sightseeing routes

Why not take a bicycle ride along the Lake Hamana Cycling Road? Rental bikes are available at JR Hamamatsu, Bentenjima, and Araimichi Stations. While breathing the refreshing sea breeze, enjoy the views of nature and the Hamamatsu cityscape along Lake Hamana. You can also find meals made with fresh ingredients along the way.



Lake Hamana Cycling Road



The Mikkabi satsuma orange,
a well-known fruit from Shizuoka Prefecture

INQUIRIES

Hamamatsu & Lake Hamana Food X Farm Project Council
URL : <http://hamamatsu-daisuki.net/lan/en/enjoy/gourmet.html>





Ooigawa

SHIZUOKA PREFECTURE

Steam locomotive of Ooigawa Railway running in the tea plantation

A trip to feel the history and depth of Japanese tea nurtured by the Oi- River

Since the Oi-River basin area is a historic tea-producing region, there are many tea factories, and there are distinctive unprocessed teas with different "umami", "astringency", "fragrance", "colour", etc. depending on the cultivation conditions and the particular manufacturing method. High-quality Japanese tea is finished by "burning" (roasting) by a "Gogumi" (blend) professional called Chashi, and you can choose different tastes according to the scene and mood.

Regional foods

Tea is indispensable not only for hospitality but also for daily life. The flavour of tea promotes a change of mood during the day and enhances the taste of meals. A series of actions such as brewing tea with a tea pot, cooling, steaming, and pouring hot water calms the mind and is an important element of the healing effect of tea.



Green tea and Japanese sweets for hospitality

Tea



"Tea garden in the sky" tea cultivated at an altitude of over 500m



Mt.Fuji Shizuoka → OOIGAWA

Regional foods



Yaizu Southern Bluefin Tuna boat-wrap sushi



Sake of the Oi-River basin

At Yaizu Port facing Suruga Bay, where the Oi-River flows, you can enjoy various things such as Yaizu Southern Bluefin Tuna, which is called "red diamond" because of its elegant fat and sweetness, bonito flakes which are royal gifts, as well as sashimi and tataki. The bonito fishes used to make these delicious dishes are caught here. Please enjoy the local sake brewed with brewer's rice and the underground water from the Oi-River basin originating in the Southern Alps, which is also popular overseas.

Scenery

In the middle basin of the Oi-River, the Oi-River Railway, a steam locomotive, runs between the fresh green tea garden and the magnificent Oi-River. At Kawanehon Town there is a tea garden located over 500m above sea level and is called the "tea-producing area in the sky", here you can see a magical landscape filled with fog. You must experience the spectacular scenery of Okuoikojo Station, which won the Okuoiko Cool Japan Award, and the Sumata Gorge Yume rope bridge.



2019 Cool Japan Award Winner "Okuoikojo Station"



"Dream Suspension Bridge" with beautiful emerald green lake surface

Activities



"Cha no Ma" where you can enjoy tea while facing the superb view of the tea garden



Kayaking experience where you can fully enjoy the nature at Okuoi

Tea experience unique to the Oi-River basin With the "Tea room" experience (tea in tea garden space with a superb view), you can enjoy taste testing various teas, a high quality green tea / matcha tea room experience in a Japanese garden, tea farm visit, hand massage experience, tea girl experience, and tea factory tour. We also recommend a kayaking experience to enjoy the magnificent Oi-River and a paragliding experience overlooking Mt. Fuji.

Sightseeing routes

From Mt. Fuji Shizuoka Airport and the experience-based food park "KADODE OOIGAWA", take the Oi-River Railway to Okuoi, and relax in the hot springs, enjoy a spectacular view of cherry blossoms in spring and autumn leaves in autumn. We offer a full range of tea experiences and activities in each region. For meals, we recommend the specialities of Suruga Bay such as tuna, shirasu, and sakura shrimp near the fishing port in Yaizu.



At KADODE OOIGAWA, You can compare 16 types of tea



Fresh sakura shrimp caught in Suruga Bay

INQUIRIES

Oi-River Area Farm Stay Promotion Council
URL : <https://ooigawa-experience.jp/>



Tahara

AICHI PREFECTURE



Scenery of fishing ports in Atsumi Peninsula.

A love for seashells that has lasted for over 3000 years. Come and taste it in Atsumi, the largest shellfish peninsula in Japan.

In Tahara City (Atsumi Peninsula), there are many shell mounds such as the Yoshiko Kaizuka, which was the first national excavation survey conducted under the Cultural Properties Protection Law, as well as the Ikawazu Kaizuka and Hobi Kaizuka.

From the late Jomon period about 3,000 years ago to the present day, people living on the Atsumi Peninsula have eaten a lot of shellfish.

The fishing industry boasts the third highest catch volume in the prefecture, and it has become an advanced agricultural region nationwide, winning the national second highest agricultural output for two consecutive years.



Until the Showa period, the mothers in Atsumi would individually shell the local clams on the night before a celebratory event. They would then cook them in a sweet and savory sauce and place them on top of vinegared rice to make "asari no oshizushi," or pressed sushi with clams. During festivals and school sports events, the mothers in Atsumi always made their homemade "gottso."



Clams

Clams



Asari no Oshizushi



Atsumi Peninsula Melon



Large fried clam set meal

Local shops collaborate to offer visitors to the Atsumi Peninsula a variety of seafood, including the famous Atsumi clam pressed sushi, made with abundant seafood caught daily from the rich sea. They also provide other delicacies such as locally harvested high-quality vegetables and fruits, such as melons with a rich sweetness that is a signature of the region.

Scenery

Located on the southernmost peninsula of Aichi Prefecture, the Atsumi Peninsula is surrounded by the sea on three sides. It is a naturally abundant area with long hours of sunshine and a consistently warm climate, often referred to as "eternal spring" due to its year-round verdant nature. Facing the Pacific Ocean, it has good, clean waves, making it a popular spot for surfing. The peninsula is also home to many scenic spots, such as the Cape Irago Lighthouse and Hi-no-sekimon Rock.



Cape Irago Lighthouse



Surf spot

Activities



Pacific coast bike path



Canola flower field

In 2021, the Pacific Coast Cycling Road was recognized as a National Cycle Route, and along with the Nanohana Roman Road, one of the Japanese Scenic Byways, it is promoting cycling tourism. We have prepared an experience program called "Tahara Meguri ~na" where you can enjoy flowers, agriculture, nature, and more. We look forward to your participation!

Sightseeing routes

At Michi-no-Eki (Roadside station) "Tahara Mekkun House", we introduce experience programs tailored to our customers, such as visits to the Yoshigo Shell Mound, meals at the roadside station, and tours of the Densho Giku (electric illuminated chrysanthemum) tour. We offer various agricultural experiences, salmon farming experiences, and day-trip or overnight itineraries that include the newest hot springs in Japan. We provide a fulfilling travel experience for all visitors.



Yoshiko Shell Mound Historical Park



Electric chrysanthemum experience tour

INQUIRIES

Tahara Tourist Information Service Center
URL : <https://www.taharatrip.com/>



Minamichita

AICHI PREFECTURE

Regional foods



Big fishing flag fluttering in Shinojima harbor

"A peninsula journey starting from a millennium promised island" Chita Peninsula's seas, islands, and villages interwoven with food and festivals

Red snapper of Shinojima

A red snapper from Shinojima that is delicious enough to be dedicated as 'onbedai' to Ise Jingu Shrine since a millennium ago.

When Yamatohimenomikoto, who built Ise Jingu Shrine, visited the island

he asked for red snapper and ever since then preparation of it

such as salting etc has been done at Nakate island, at Ise Jingu shrine.

The tradition and promises have been maintained without

change for a millennium.

Chubu Centrair
International

MINAMICHITA

Regional foods

Red snapper dish

Over a thousand years the Shinojima red snapper has been dedicated to Ise Jingu Shrine. It has a strong taste and you can even taste it's sweetness. The fresh red snapper is carefully prepared and cooked. In Minamichita, the red snapper is not only enjoyed at special occasions but in various ways, such as sashimi, grilled with salt, cooked with salt crust, boiled, dried, etc.



Shiogama bream



Rice with whole steamed sea bream in a clay pot



Fresh shirasu



Himaka Island's whole octopus dish

Due to their stable catchment of shirasu and advanced processing technology, they take pride in trading large volumes of shirasu even to remote areas. At Himaka also known as the "octopus (tako) island", you can enjoy searching for octopus characters drawn on manholes, sundials, and other places throughout the town. Since ancient times, there are many brews that make seafood even more delicious, such as miso, tamari, vinegar, and fish sauce. Also moderate sunshine hours and contrast in temperature contribute to growing delicious vegetables and fruits.

Scenery

There are more than 150 accommodations along the seaside of Shinojima, Himmakajima Island, and you can experience the symphony of sunlight, and the view of the sun rising from the sea and sinking into the sea from the window of your room. Due to the mild climate, you can enjoy full blooming "winter sunflowers" until around December. There are 88 places of Sacred Sites in Chita Shikoku on Shinoshima, Himaka Island and Peninsula, and it is popular to visit the unique sacred sites across the sea.



Light coming from the sea



Winter sunflower field

Activities



Making dried octopus experience



Red snapper festival

From seafood 'preparation' experience, fishing, fruit and vegetable picking, island treks, there are many activities to experience the awe and appreciation for mother nature.

We are also focusing on initiatives that contribute to the learnings about the inheritance of tradition, history, and culture, such as providing opportunities to learn and participate in unique regional "festivals" that reflect the activities of agriculture, forestry and fisheries.

Sightseeing routes

First, take a high-speed boat from Morozaki Port to Shinojima. After discovering the uniqueness of Japanese traditions, history, and culture in the 'Shinojima red snapper', travel to Himaka Island and enjoy fresh seafood (fugu, octopus, shirasu, etc). Before returning to the airport, we recommend spending another night on the peninsula side which is abundant with hot springs.



Red snapper and eggs



There are many hot springs on the peninsula

INQUIRIES

Minamichita Town Tourism Association

URL : <http://minamichita-kk.com/en/>





The clearest stream in Japan Premium Matsusaka Beef in Okuise ~ The high quality that can only be found here ~

In Taiki-cho there is the Miyagawa river basin, which has been selected as the "river with the best water quality" by the Ministry of Land, Infrastructure, Transport and Tourism, here the brand Wagyu Matsusaka beef are fattened. The 'Matsusaka Beef Prize Show' is a fair for the special local Matsusaka beef, that only makes up 4% of all Matsusaka beef. Taiki-cho has won first place at this fair for 3 years in a row, almost taking over the top ranks. There are many 'cattleman specialists' in this town that have secret skills in fattening farming.



Matsusaka beef

The special local Matsusaka beef is limited to heifers that have been fattened from Hyogo prefecture calves for 900 days or more. It has an extremely low melting point, so it can melt in your mouth. The beauty of the fat is said to be a work of meat. "Hormone sukiyaki", which uses "Matsusaka beef hormone" is a rare and valuable food that can only be eaten here.



Matsusaka beef hormone sukiyaki



Sukiyaki of special Matsusaka beef

Clear stream Miyagawa / Tributary Ouchiya River



Hode



Ayu sashimi



Since ancient times at the Miyagawa river basin, Ayu (sweetfish) is made into soup stock or preserved food by stabbing it with "hode" which made of straw, and hanging under the eaves to dry. Also, there are various local dishes of sweetfish that can be prepared in ways such as "segoshi" (eaten raw), arai, grilled with salt, made into sashimi, sushi, or kamameshi.

Scenery

The clear stream Miyagawa and its tributaries flow everywhere in the town, and in Taiki-cho, where the spring water is beautiful, natural sweetfish, natural eels, mitten crabs and endangered species inhabit here. The scenery from the promenade along the valley is a spectacular spot where you can see the clear stream flowing and weaving through the huge rocks of the green valley. Here, you can feel the mystery of nature.



Ouchiya River



Otaki Gorge

Activities



Making rice in Kamado



Ayu shakuri fishing

Harvest vegetables and mushrooms grown in the clean water of the Miyagawa river stream, and cook organically grown homemade rice in a kamado to make Matsusaka beef sukiyaki with the "Food x Agriculture" experience. With the "Food x Traditional Fishing" experience, you can enjoy Ayu tourism by catching and cooking sweetfish using the traditional "Shakuri fishing" method at the Miyagawa river.

Sightseeing routes

Taiki-cho is located along the pilgrimage road "Kumano Kodo Iseji" that connects Ise Grand Shrine and Kumanosanzan, hence it offers a food trip to heal your tired body after visiting Ise. Visit Ise Grand Shrine and Takiharanomiya Shrine, the heart of Japanese people, and enjoy a relaxing time, traditional living and cuisine, interactions with people at guest houses scattered around the sea, river, and mountains.



Takiharanomiya



Kumano Kodo Tsuzurato Pass Trailhead

INQUIRIES

Taiki Town Council for Regional Development
URL : <http://taiki-okuisse.jp/language/en/>



Northern Kyoto

KYOTO PREFECTURE



The rice fields of Kyotango stretch out to the great blue sea

A culinary fount: Kyoto by the Sea

A realm of food born from the sea, the mountains, and the countryside

About two hours away from the city of Kyoto by train, northern Kyoto Prefecture is bordered by the Sea of Japan and in times past served as a gateway to the Asian continent. A land of bounty, this region has long provided food and resources to the capital at Kyoto. Many myths and legends have been passed down concerning the origins of food, one of which concerns Toyouke-no-Okami, the Goddess of Food, who is said to have started rice cultivation in Kyoto by the Sea. To this day, the local people observe the cultural traditions surrounding the bountiful foods provided by the sea, the mountains, and the countryside.



Tango barazushi

Named after Tango, an old province of Japan, Tango barazushi is made in a wooden box. Various ingredients—including mackerel crumbles, which are unique to this dish—are arranged on top of sushi rice. Traditionally, Tango barazushi is eaten on special occasions, and the rice is divided with a wooden spatula and eaten as a family.



A DIY Tango barazushi workshop



Brown bits of mackerel amid other barazushi toppings

Kansai International → ● KYOTO



Mackerel nukazuke



Yellowtail laid out for shabu-shabu

Pickling fish or vegetables in rice bran is called nukazuke and is a traditional preservation method in Japan. When made using mackerel, nukazuke is known as heshiko in Kyoto by the Sea. The region has produced a number of unique dishes including yellowtail shabu-shabu, grilled crab, and nikujaga, a meat-and-potato stew simmered in a sweet soy sauce broth. Kyoto by the Sea abundant ingredients make such excellent dishes possible throughout the year.

Scenery

In Kyoto by the Sea, enjoy the varied scenery that shows how people have lived harmoniously with nature. Two of the finest examples are the Amanohashidate sandbar, which is one of the Three Views of Japan, and Ine, which is designated as one of the most beautiful villages in Japan. The village is notable for its funaya houses, which are built with space for storing a fishing boat. Another feature to watch for is the fusion of Japanese traditions with those from the West, such as the brick buildings of Maizuru's former naval base and silk heritage areas like the Former Bito Family House on Chirimen Street (chirimen is a high-quality kimono silk) in the town of Yosano.



Amanohashidate as viewed from the Kasamatsu Park funicular railway



Funaya homes line the harbor of Ine

Activities



Making hand-rolled sushi is a popular activity among visitors to Japan



Having fun while learning how to farm

Learning how to make new food is a great way to immerse yourself in local culture, and visitors can try their hand at making Tango barazushi or nigirizushi (hand-pressed sushi) with freshly caught fish. Seadogs and intrepid travelers will want to paddle in a sea kayak or go out with a local fisherman to set bait in a secret fishing spot. Kyoto by the Sea offers these and many other activities to experience the sea, the mountains, and the countryside.

Sightseeing routes

How about a sake and wine tour? Visit twelve sake breweries and a winery which produce innovative products while preserving traditional techniques. What better way to learn about the origins of traditional Japanese food culture than by discussing it with local brewers over a cup of sake?



A sampling of the local sake varieties



The first time a sake brewery opens in the New Year is a festive occasion

INQUIRIES

Kyoto by the Sea DMO

URL : <http://www.kyotobythesea.com>



Woodland Kyoto

KYOTO PREFECTURE



Spraying thatched roofs for fire prevention in a Miyama village

Traditional cuisine in a natural setting, preserving the essence of the old capital

The region to the west of Kyoto has a long history of supplying an abundance of agricultural products to meet the culinary demands of an imperial capital. Rice, regional varieties of chestnut and azuki (red beans), as well as the numerous vegetables used in traditional Kyoto cuisine are grown in the gentle climate north of the city. Another area specialty is the ayu (sweetfish) caught in local rivers. The region's festivals are strongly interwoven with its traditional cultivation processes, and the culinary culture of the area is an inseparable part of its history.



Kashiwa Sukiyaki

Of particular note among the region's culinary specialties is a type of sukiyaki (hot pot) that uses “kashiwa”—free-range, locally raised chicken known elsewhere as jidori—instead of beef. In past times, each household kept a number of chickens, and visitors were treated to kashiwa sukiyaki as a display of hospitality. In addition to chicken, the dish includes plenty of seasonal vegetables produced in the area: bamboo shoots and udo (similar to ginseng) in the spring, and matsutake mushrooms, kujo green onions, and mizuna (an herb) in the autumn.



The abundance of vegetables used in traditional Kyoto cuisine



Ingredients for “kashiwa” sukiyaki, ready for the pot



A simple but flavorful assortment of okobiru



Okowa made with mochi rice, azuki beans, and chestnuts

The diversity of foods produced in the region has led to a culinary tradition that prizes colorful arrangements of seasonal vegetables. Each meal is an artful combination of individually prepared components. The area's ayu cuisine is renowned for inspired pairings created using seasonal, wild-picked mountain plants like itadori (Japanese knotweed), sansho (Japanese pepper), and zenmai (royal fern). The area is also known for a unique confection called tochimochi: mochi rice steamed and pounded together with Tanba chestnuts, then wrapped around coarse-grained anko (red bean paste). Tochimochi is believed to have been eaten in Japan for thousands of years.

Scenery

Within the Kyoto Tamba Kogen Quasi-National Park lie two sites of particular scenic beauty: the Ashiu primeval forest and the thatch-roofed villages of Miyama. Mount Oeyama, where in autumn visitors can look down upon a sea of mist and clouds, also holds the Moto-Ise Sansha, ancient shrines which mark previous locations of the Grand Shrine of Ise. A favored retreat for the aristocracy of Kyoto, Yunohana Onsen in the city of Kameoka has a long history of refreshing weary travelers. Finally, both the Sagano Scenic Railway and Hozugawa Riverboat Ride carry passengers through isolated mountain valleys, presenting exceptional views of the natural surroundings.



A walk through the Ashiu primeval forest



A sea of clouds viewed from Mount Oeyama

Activities



Sushi-making at the samurai residence Hekitei



The Sagano Scenic Railway and Hozugawa Riverboat Ride

Visitors to the region just west of Kyoto will find many hands-on culinary activities available. At the Hekitei, a historical samurai residence in Kameoka, visitors can make a type of hand-balled sushi called temari-zushi. At the Ayu Garden, ayu from the Wachigawa River—praised by the epicure Kitaoji Rosanjin—are purchasable for outside barbecues during the summer months. For those seeking a scenic experience, the Hozugawa Riverboat Ride follows a 16-kilometer whitewater course through the Hozukyo ravine. In operation since 1881, Hozugawa riverboats have borne countless sightseers and even the royalty of numerous foreign nations. During the two-hour trip, riverboat operators entertain passengers with humorous tales of the region's history and of life upon the river.

INQUIRIES

Woodland Kyoto DMO
URL : <https://morinokyoto.jp/>



Kyoto Yamashiro

KYOTO PREFECTURE



Tea fields in the hills of Wazuka

Kyoto's tea region: the birthplace of Japanese tea

Tea cultivation methods were first introduced to Uji from China around 800 years ago.

Tea farmers and distributors in the region developed their own horticultural processes, and their unique methods produced uniquely Japanese varieties of tea.

These new varieties include sencha (green tea) produced from steamed and kneaded leaves, gyokuro (premium green tea), and matcha (powdered green tea). Both gyokuro and matcha are made from leaf buds grown in the shade to increase their theanine content, but matcha has its stems and veins removed before being ground on a stone mill.

Eventually these techniques spread across the country, but tea cultivation has continued in Uji since its inception.



The three varieties of Uji tea

Uji sencha—green tea with a fresh aroma and refined astringency; most widely consumed.

Uji gyokuro—green tea of the highest grade; strongly aromatic with a full-bodied flavor.

Uji matcha—green tea stone-ground to a fine powder; fragrant and richly flavored without bitterness.



Fragrant sencha in an elegant presentation



Uji matcha is whisked to a light froth before serving



A meal featuring tea-flavored chajiru



A dish of korogaki

Along with their tea cultivation techniques, centuries of farmers in Kyoto's tea region have passed down two culinary specialties: chajiru (tea soup) and korogaki (dried persimmons). Both are deeply associated with tea culture in Uji. Chajiru, the traditional lunch of workers in the tea fields, is a soup of vegetables and dried fish in a broth flavored with tea. Korogaki, which are served as a sweet accompaniment to tea, are made from small persimmons. The fruit is collected on huge outdoor racks to dry, and the sight is a familiar part of Uji's autumn landscape.

Scenery

Across the Uji region, the history and culture of tea production have shaped the natural setting. The land is divided into tea fields, tea factories, and wholesaler districts, each with a distinctive character. The fields themselves form sweeping, verdant vistas that curve across the foothills. Numerous temples and shrines attest to the region's long history, including Manpukuji—a Chinese-style Zen temple founded by the monk Ingen, who is often called the father of sencha. With generations of tea culture everywhere in evidence, a walk through Uji's landscape can aptly be called "a walk through 800 years of tea history."



The Ishitera tea fields in Wazuka, a designated heritage site



The Zen temple Manpukuji on Mount Obaku

Activities



Grinding matcha with a stone mortar



Preparing gyokuro for a tea-tasting

Kyoto's tea region is filled with opportunities for hands-on experiences of tea culture. Visitors can stay at a farmers' guesthouse, then spend a day exploring the tea fields or picking their own tea leaves. They can participate in classes on tea-brewing, attend a tea-tasting, or learn to grind their own matcha. Finally, many local shops serve Uji matcha and matcha sweets accompanied by views that highlight the region's scenic charm.

INQUIRIES

Ocha no Kyoto DMO

URL : <https://www.kyototourism.org/en/>



Kinokawa

WAKAYAMA PREFECTURE



Peach trees in bloom along the Kinokawa River

Stay in a farmhouse in the town where fruit is always in season

The city of Kinokawa developed long ago as a fruit-producing region thanks to a temperate climate and fertile soil provided by the Kinokawa River. Boasting fresh fruit available year-round, Kinokawa draws visitors with the passion of its farmers, and of course the promise of world-class fruit.



Tea rice porridge

In addition to the clear waters of the Kinokawa River, the development of local agriculture owes much to chagayu, or tea rice porridge, which has long been a staple of local fruit farmers. This hearty dish is a harmonious blend of rice and the pleasant bitterness of the tea. Also called okaisan, tea rice porridge has been handed down as a local tradition with deep roots on the Kinokawa dinner table.



Chagayu, also known as okaisan



Fruit sushi



Fruit pasta

Visit local farms to buy the region's famous fruit, or even pick it yourself while enjoying the beauty of the orchards. Purchase not only jam, but a variety of innovative fruit products such as sushi, pasta, and dessert confections, all made with local fruit. Events are held to provide nutritional education, particularly about fruit, and to promote the many benefits that fruit offers.

Scenery

The blossoming peach trees along the Kinokawa River have been selected as one of the top 100 aromatic landscapes of Japan for the enchanting haze of pink blossoms and the faintly sweet scent that hangs in the air, entrancing visitors. Make sure to also visit Kokawadera Temple to see its rock garden filled with eye-catching arrangements unlike any other garden in Japanese.



The rock garden at Kokawadera Temple



Blossoming peach trees

Activities



A workshop for making peach jam



Paragliding over Kinokawa

As expected, in Kinokawa you can try all kinds of fruit-related experiences like picking fruit and making jam, but there is much more to explore and experience! Go paragliding in the largest flight area in Western Japan or go canoeing on the Kinokawa River.

Sightseeing routes

If you are planning a trip to major destinations such as Osaka, Wakayama Castle, Mount Koya, or Nanki Shirahama via Kansai Airport, why not fit in a side trip to Kinokawa? Pick fruit yourself and sample the local cooking to experience the charm of Japanese agriculture firsthand.



Happy persimmon-pickers



The joy of finding a perfect peach

INQUIRIES

Kinokawa Fruits Tourism Bureau

URL : <https://kinokawa-dmo.com/en.html>



Masuda

SHIMANE PREFECTURE



Made by water and connected by people - Food culture in Iwami Province -

Masuda City in the western part of Shimane Prefecture is a town rich in nature blessed with the Chugoku Mountains, the Sea of Japan, and the clear stream 'Takatsu River' with the best water quality in Japan. 'Wasabi' is cultivated in the headwaters of the Hikimi area in the mountains, and 'natural ayu (sweetfish)' is caught in the Takatsu River. Also, in this area, which has been designated as a Japanese heritage site, the 'medieval food' that was used by Mori Motonari during the Warring States period has been passed down.



'Uzume rice', a local dish using 'wasabi' cultivated in Hikimi in the Chugoku Mountains, is a folk dish that has been passed down for a long time. You can enjoy tasting freshly picked wasabi while observing the wasabi fields.



Root wasabi



Hikimi uzume-meshi



Takatsugawa ayu fishing



Ayu

'Ayu Zoni', which uses natural ayu caught in the 'Takatsu River', is a local dish that is eaten at many homes during the New Year. It is written in an ancient document that this ayu was served as a cuisine for entertainment for lord Masuda, who served during the Warring States period, and can be eaten with a reproduction dish as a 'medieval food'.

Scenery

Located in the Nishi-Chugoku Mountains National Monument, 'Hikimikyo' shows a variety of beautiful valleys, such as many strange rocks and waterfalls. We also recommend the 'Karaoto Suisen Park', where about 2 million Japanese daffodils bloom on the rocks facing the Sea of Japan, and the Ebisu Shrine, which is called the Monsan Michel in the Sanin region.



Omote-Hikimi Gorge - Byobugaura



Karaoto Suisen Park

Activities



Takatsugawa kayak



Myogiji Zen meditation experience

In the wasabi field surrounded by forests, you can experience the original scenery of Japan by making 'uzume rice' taught by farmers. In the Takatsu River, you can experience kayaking in a clear stream with high transparency. There are also Japanese experiences such as Zen meditation, matcha, tofu making at a temple, and goemon bath at an old folk house.

Sightseeing routes

After experiencing wasabi field and 'uzume-meshi' in Hikimi in the mountains, head to the lower reaches of the Takatsu River while looking at Hikimi Gorge. We also recommend the experience of making 'Ayu Zoni' with locals. You can also experience the history of Masuda at Ikoji Temple and Manpukuji Temple, which have beautiful gardens.



Ikoji Sesshu Garden



Manpukuji Snow Boat Garden

INQUIRIES

Masuda City Tourist Information Center

URL : <https://masudashi.com/en/>



Tsuyama

OKAYAMA PREFECTURE



Spring Tsuyama Castle (100 Best Cherry Blossom Spots in Japan)

Tsuyama, a town where you can meet the smell of history and unique beef culture

Tsuyama has prospered as a base for beef and horse trading since ancient times, and even in the era when beef eating was banned, 'healing food' was recognized, and beef consumption in this area was once the highest in Japan.

It is loved by the common people as a local dish.

It is said that the meat quality is excellent enough to ship calves to branded beef producing areas all over the country.

There are many unique beef dishes that you won't find anywhere else.

Regional foods

Sozuri hot pot

In the Tsuyama dialect, "stripping off the fine meat of ribs and streaks" is called "sozuri". The meat of bone soba is tender, soy sauce-based soup stock with local vegetables such as tofu, Chinese cabbage, and green onions, and is a popular menu with plenty of umami.



Tsuyama wagyu beef



Sozuri hot pot



Regional foods



Yomenakase



Nikogori - beef

Dishes which are difficult to prepare, 'Yomenakase' (a crunchy dish subtly seasoned and prepared with beef aorta), 'Nikogori' (a flavourful jellied beef broth, beef replaces the fish), 'Okonomiyaki' (using beef instead of pork), 'Hoshiniku' (dried thigh meat eaten as a snack), 'Tsuyama Hormone Udon' (a dish that combines the soft texture of offal with that of the noodles), etc., these local beef dishes, which are unique to the region, are loved deeply for a long time.

Scenery

You can thoroughly enjoy abundant historical resources such as 'Tsuyama Castle (Tsuruyama Park)' which is one of Japan's top 100 cherry blossom spots, 'Joto, Josai', two preservation districts for traditional buildings, daimyo garden, etc. In addition, there are a variety of tourist facilities that attract many visitors, such as the 'Tsuyama Manabi Railway Museum' and the 'mobile suit', which are the largest railway fan type locomotives in Japan.



Joto district



Tsuyama Manabi Railway Museum

Activities



Sakushu Kasuri weaving experience



Teramachi Buddhist monk guided tour

You can also enjoy traditional Sakushu Kasuri weaving experience, traditional culture experience such as Teramachi Buddhist monk guided tour (Zen meditation, Shakyō, Matcha course), and various agricultural experience activities such as ranch life, harvest experience and farm stay.

Sightseeing routes

In Tsuyama City, which has a population of less than 100,000, there are more than 50 teppanyaki and yakiniku restaurants, each of which competes for taste. Please enjoy Tsuyama's proud beef menu while talking to the shop owners and the local people, and with the food map created by the Tsuyama Hormone Udon Research Group.



Tsuyama Hormone Udon Research Group Food Map



Izakaya Tsuyama «Niku-biru»

INQUIRIES

Tsuyama City Tourist Agency

URL : <http://www.tsuyamakan.jp/en/>





Kure, Ondo

HIROSHIMA PREFECTURE

Ondo (upper side) is connected to the mainland (Kure City, front side) by two bridges.

Enjoy the oyster cuisine culture in Ondo and have the whole Seto Inland Sea's nature to oneself.

Ondo is located on Kurahashi Island on the west side of the beautiful Seto Inland Sea. Here, there is abundant nature, a mild climate, and delicious oysters harvested from the island's blessings. The warm-hearted locals live peacefully and welcome visitors from outside. We welcome everyone to Ondo. Enjoy the oyster food culture and have the whole Seto Inland Sea's nature to yourself.



Regional foods

The specialty of Ondo is oysters. The clean waters around Ondo are highly suitable for oyster cultivation, and Ondo's production of shucked oysters continues to be the highest in Japan. "Oyster rice" is a dish of large oysters and vegetables cooked with rice, which was originally a meal for oyster farmers but has now become a traditional local dish.



Oysters with shells caught in the "clean waters"

Oysters



Traditional Oyster Rice

Regional foods



Oyster Rolls



Oyster Escabèche

The "Oyster Special Menu" that we have created includes dishes such as "Oyster Nigiri Sushi," "Oyster Rolls," and "Oyster Escabèche." These represent an evolved form of oyster cuisine, showcasing the attractive food culture of Ondo's oysters, which combines tradition and innovation. These dishes are offered to inbound visitors, especially to foreign oyster enthusiasts with a strong preference for oyster flavors.

Scenery

Between Ondo and Kure City on the mainland, two bridges span the "Ondo-no-Seto" strait, which was opened by Taira no Kiyomori, who founded Itsukushima Shrine (Miyajima). Many boats pass through the narrow strait, which is surrounded by the beautiful natural scenery of the Seto Inland Sea. Time flows leisurely in Ondo, where one can be captivated by the fragrance of the sea and the sounds of the wind, waves, and boats.



The Ondo Bridge spanning the "Ondo-no-Seto" (with Ondo in the foreground)



Oyster farming rafts floating in Ondo's "clean waters"

Activities



Experience of learning to make sushi from a professional sushi chef



Cycling tour around the island

At the Gourmet College taught by sushi chefs, you can learn how to make sushi and experience eating it yourself. Additionally, you can enjoy island-hopping cycling that and take in the views of the Seto Inland Sea from the breathtaking Hiyama. In the Oyster Rogaining experience, you can enjoy a new hybrid experience of oysters and health.

Sightseeing routes

From Tokyo's Haneda airport, it takes 90 minutes by air and then 70 minutes by land to reach Ondo, located in the southern part of Hiroshima Prefecture. Ondo boasts some of the Seto Inland Sea's most beautiful natural landscapes and delicious oysters, with time flowing at a relaxed pace. Here in Ondo, you can embark on a charming and unforgettable journey that allows you to experience the Seto Inland Sea with all five senses.



View of the Seto Inland Sea from the Hiyama



Oyster Rogaining where participants eat oyster dogs at checkpoints

INQUIRIES

Ondo Town Attractiveness Promotion Council
URL : <https://ondo-cho.com/en/>



Onomichi

HIROSHIMA PREFECTURE



Coastal beauty framed by the Seto Inland Sea

Highlighting the culinary charms of the Seto Inland Sea

The city of Onomichi, a port along the Seto Inland Sea, encompasses hilly slopes, coastal shores, and several large islands.

Onomichi's diverse terrain is known for both its catches of seasonal fish and its many varieties of citrus fruit.

Over the generations, a distinctive food culture has evolved hand-in-hand with the region's history.

In pre-modern times, the Inland Sea was a thoroughfare for boats transporting rice vinegar.

This vinegar was used locally not only to preserve fish, but to bring out its flavor, and this practice produced a local cuisine that is centered on seafood.

Today, Onomichi's characteristic ingredients and regional specialties attest to the area's rich cultural inheritance.



Citrus Fruit

Capitalizing on the warm temperatures, sea breezes, and extended daylight hours of the Inland Sea climate, farmers have long made use of the slopes around Onomichi for citrus cultivation. The first cultivars were saplings brought back centuries ago from the Chinese mainland by the Murakami "pirates," a naval force that maintained security in the Seto Inland Sea. Soon, the islands and surrounding hillsides were cleared to their very summits and citrus trees were planted in terraced rows—a practice known as "tilling an ascent to the heavens." Today, the spirit of this historical enterprise endures in the fame of Onomichi's citrus farms.



Fresh citrus juice enlivens regional cuisine



Lemons ripening in the long, sunlit days

Hiroshima → ONOMICHI



Unique pairings of the freshest seasonal ingredients



Local foods prepared and served by the people who grow them

In December of 2018, the newly renovated Lantern Onomichi Garden (LOG) opened to visitors. Located on Mount Senko not far from Senko-ji Temple, this former apartment complex offers guest lodgings, a garden, and singular shopping and dining experiences. At the LOG restaurant, seasonal freshness is the focal point of every dish, and each meal is made with ingredients that conjure an image of the locals who produced them. The facility also holds frequent workshops and public events with themes that highlight regional foods, local traditions, and the wisdom of living in accordance with the seasons.

Scenery

The visual appeal of Onomichi has been likened to "a miniature garden straight from the middle ages." It is a city where historic temples and shrines—some containing national treasures—line the winding streets, and whose higher slopes give views that look out across the sprawling coastal landscape. Notable artistic figures have also found Onomichi's scenery captivating: novelist Shiga Naoya (1883-1971) stayed at a residence not far from the LOG, and director Ozu Yasujiro's 1953 masterpiece Tokyo Story begins here. In fact, the town's aspect has changed very little from the views recorded in the film's opening scene.



A mountain view from Senko-ji Temple



The Onomichi U2 center, a popular spot for lodging, dining, and bicycle rentals

Activities



Cycling along the world-famous Shimanami Kaido



A cozy room, complete with space for a bike.

Onomichi is a leading destination for cyclists seeking to traverse the Shimanami Kaido. This 64-kilometer stretch of coastal expressway was selected by the American television network CNN as one of the "7 Best Bike Routes in the World." Located at its head, the Onomichi U2 facility has twenty-eight rooms for lodgers, on-site bike rentals, shops, and restaurants featuring hand-selected local ingredients. Visitors seeking a more aquatic experience can book rooms on the "guntū," a nineteen-room cruise ship that circles the Seto Inland Sea. Passengers can dine on Inland Sea specialties and participate in cultural excursions, like purchasing fish under the guidance of local experts.

INQUIRIES

Setouchi Cruise Co., Ltd. LOG Division

URL : <https://l-og.jp/en/>





Nishi-Awa

TOKUSHIMA PREFECTURE

The steep mountain villages of Nishi-Awa are enveloped by a mystical air

The hidden haven of Nishi-Awa Step back into a land that time forgot

Historical records tell us that in the twelfth century Heike Clan soldiers fled here after losing the Genpei War, but for nearly thousand years since then, the way of life in Nishia-Awa has changed little.

The local food culture maintains its traditional focus on potatoes, buckwheat, and less-common cereal grains in place of rice or wheat.

Because the villages are spread out like fans on the steep mountain slopes, inhabitants are called the “people of the sky.”

Nishi-Awa’s eternal beauty gives it the air of a land that time forgot.



Regional foods

Buckwheat zosui

Sometimes referred to as a porridge, zosui is a rice soup that is typically made with vegetables, meat and other ingredients. In Nishi-Awa, zosui is made with buckwheat seeds instead of rice. This innovation is said to have come from samurai defeated in the Genpei War who fled to Nishi-Awa and longed for Kyoto and the meals with rice they’d left behind.



Buckwheat seeds



Buckwheat zosui

Regional foods



Visitors try local foods in a traditional home



Dekomawashi

A specialty of the area is dekomawashi, a skewer of potato, konnyaku, and hard-pressed tofu that is roasted in the fireplace. Foods made from wild game are also common. As part of your trip to Nishi-Awa, sit at the hearth of a charming traditional home and enjoy local foods over a friendly chat with locals, an experience nourishing for both the body and the mind.

Scenery

Ochiai, Sarukai, and Nishinosho are among the Nishi-Awa villages that climb up the mountainsides. Filled with steeply sloping fields, traditional homes, and stone walls, these communities rise as much as 400 meters in altitude from one end to another. Renowned Japanologist Alex Kerr describes how this area was considered special, not unlike a Shangri-La, even hundreds of years ago.



Ochiai winds up the mountainside



A traditional residence available for overnight stays

Activities



Sacred Mount Tsurugi



A sightseeing riverboard passes through a gorge

Speak with local mountain villagers and learn how they live in harmony with nature. Stay in a farmhouse or other traditional home to experience local customs and foods firsthand. Take in the surrounding nature with a trek through sacred Mount Tsurugi, a rafting trip on the Yoshino River, or a tour on a sightseeing boat to see the beautiful scenery of a gorge. The blessings of the mountains and the rivers are the true attractions of Nishi-Awa.

Sightseeing routes

About an hour by car from Tokushima Airport is the community of Waki. The area prospered in the nineteenth century from the growing demand for indigo-dyed textiles, and textile merchants built luxurious homes that lined the streets of the Udatsu neighborhood which remain to this day. Learn how to farm on the 40-degree slopes of Sarukai or spend a leisurely time at a traditional home built hundreds of years ago. Whatever you do, you will create memories for a lifetime.



A successful indigo dyeing session



Visitors try their hand at making mochi

INQUIRIES

Nishi-Awa Tourism Association Sora-no-sato

URL : <https://nishi-awa.jp/english/>





Sanuki

KAGAWA PREFECTURE

Fields of golden wheat form the foreground of Mount Inoyama, known as the “Mount Fuji of Sanuki”

Experience the spirit of Sanuki hospitality along the Sanuki Road Hospitality just for you, just in this moment, and nowhere else but here

Sanuki udon is believed to have originated when the Buddhist monk Kukai brought noodles back from China. The moderate climate and fertile soil of the Sanuki Plain proved excellent for growing wheat to make udon noodles. In addition to its excellent noodles, Sanuki udon is famous throughout Japan for its delicious broth made from anchovies, salt, and other local ingredients. Formerly known as Sanuki Province, Kagawa Prefecture is rightfully proud of its udon but has many other attractions as well.



Regional foods

Since early times, Sanuki udon has been a staple food for local households. Sanuki Udon is characterized by the firmness of its noodle, and there are various varieties including shippoku udon and uchikomi udon, which are made with seasonal vegetables and meat. A particularly sumptuous take on Sanuki udon is olive beef udon, which brings together the excellence of beef from olive-fed cattle and a premium local wheat called Sanuki no Yume.



Olive beef udon



Shippoku udon

Regional foods



Olive yellowtail sashimi



Olive pork cutlet

Two relatively recent innovations in the grand traditions of Sanuki cuisine are olive yellowtail, raised on fish food that contains olive leaves, and pork from olive-fed pigs. Look also for Sanuki San Fruit, locally branded fruits that have been cultivated for sweetness. One other Kagawa dish incorporating seasonal ingredients that must be mentioned is kankan-zushi, sushi made with spring Spanish mackerel caught in the Setouchi area.

Scenery

Two locations for your sightseeing list are Manno-ike Reservoir, one of Japan's largest reservoirs, and Honen-ike Reservoir, Japan's first multiple-arch dam whose towering structure resembles a medieval European castle. Many visitors are drawn to Shikoku to walk the pilgrimage route, which provides time for serious reflection and contemplation. The many attractions of Sanuki are also great additions to your social media feed and will leave your followers astounded.



Monks walking the pilgrimage route



Honenike Dam

Activities



Workshop participants proudly display their handmade udon



Yellowtail feeding time

There are many fun activities to enjoy in the Sanuki area, including making Sanuki udon noodles, learning about farm life while staying with a farm family, and picking your own Sanukihime strawberries at a U-pick orchard. Kids and adults alike will enjoy feeding the yellowtail at Ado Pond, where yellowtail farming got its start, and those seeking a trip off the beaten path will want to stay overnight at a temple (shukubo).



Strawberries ready for picking at a U-pick orchard

Sightseeing routes

Take a leisurely stroll around Manno Pond, whose water enriches the Sanuki Plain, and then attend a class at the Nakano Udon School to learn the secrets of making Sanuki udon with its wonderful texture. For the night, book a stay at Zentsuji Temple and wake up early to hear the sutra chanting. The next day, walk along the ancient pilgrimage route and sample the fruit at a strawberry U-pick, then spend a night at a farmhouse in the Gomyo area. The Sanuki Road is filled with delights.



Gomyo Yamabiko no Yado is a traditional farmhouse that provides lodging to travelers



Iroha Kaikan Hall at Zentsuji Temple



Learn to make local dishes at Gomyo Yamabiko no Yado

INQUIRIES

Kagawa Prefecture Tourism Association

URL : <https://my-kagawa.jp/en/>



Yawatahama

EHIME PREFECTURE



Trawler



Specialty, Jakoten

In Yawatahama, the trawling fishery (offshore seine fishing) began in 1918, and the production of fish meat paste products made from a wide variety of fish has been developed. "Jakoten", which uses so-called "small fish" such as firefly-fish, is famous, and is used as an ingredient in citizen's soul food "Yawatahama Champon". The umami that spreads with the crunchy texture is a unique specialty.

Scenery

The landscape of terraced fields that extend from near the coastline to near the top of the mountain is a major feature of the "Ehime / Nanyo citrus farming system" selected as a Japanese agricultural heritage, and can be seen in various places in Yawatahama city. Above all, the terraced fields of Mukainada are also selected as "88 Scenic Views of Shikoku", which is a grand title. The scenery pans in front of the 'Yawatahama minatto' road station.



Mukainada terraced fields



Terraced fields that shine golden in Autumn

A spectacular scenery of the Uwa Sea and terraced mandarin fields intertwined

Journey through the town of mandarins and fish like a local.

The history of mandarin cultivation in Yawatahama can be traced back to 1894.

It is characterized by the terraced fields of stone walls on steep slopes beside the coastline.

The long exposure to sunlight, reflected from the sea, reflection of stones in terraced fields, the combined exposure of these 'three suns' makes the beautiful colours.

In Autumn the bright golden terraced fields are spectacular.

Matsuyama → **YAWATAHAMA**



Mandarins

Ehime prefecture is the second largest mandarin production region in Japan, and 40% of it is from Yawatahama. In addition to quantity, they have upheld the position as a price leader in determining trading prices in the Ota market in Tokyo, and its quality is no exaggeration to say that it is the best in Japan.



Many mandarin juices



Mandarin made of great colour, sweetness and quality



Feeding farmed red sea bream experience



Local cuisine, Satsuma soup

Enjoy the scenery by riding the latest E-BIKE (Electric Bicycle) in the terraced fields of mandarins with the 'Mandarin mountain E-BIKE experience'. Enjoy 'Feeding and boat experience' at Ehime which has the top production of red snapper. Furthermore enjoy the Yawatahama local cuisine 'Satsuma soup making experience' etc, there are many activities here special to the town of mandarins and fish. Please enjoy these activities that are based on the local food there!

Sightseeing routes

Around the road station, 'Yawatahama Minatto' where a million people visit annually, there are many agricultural and fishery experience unique to Yawatahama. Enjoy sceneries unique to mandarin production region, and shopping. Stay at a hotel or a farm-inn and enjoy the 'Town of mandarins and fish'. It is also easily accessible from nearby attractions such as Matsuyama and Beppu.



Road station "Yawatahama Minatto"



A market lined with fresh seafood

INQUIRIES

General incorporated association Yawatahama Hometown Tourism Corporation
URL : <https://yawatahama-kankou.com/en/>





Yame Central Tea Plantation

Yame Tea Village Tour to Experience Sustainability

Located in the southern part of Fukuoka Prefecture and surrounded by gentle mountains, Yame is blessed with the abundant waters of the Yabe River and Chikugo River.

It is a region overflowing with the blessings of nature.

Known as a major production area for Yame tea, a nationally recognized brand of Japanese tea, the quality improvement and development of Yame tea are closely linked to the production of traditional Japanese Washi paper in this region. Yame tea has become a symbol of the local history and culture.



Regional foods

Yame tea is said to have originated when a Buddhist monk, who completed his training in China in 1423, spread tea seeds and tea processing methods. The region's distinctive climate, characterized by significant temperature differences between day and night, as well as unique weather conditions such as abundant rainfall and fog, contributes to the strong umami flavor of Yame tea. Particularly, Traditional Authentic Yame Gyokuro was the first Japanese tea to be registered under the Geographical Indication (GI) protection system. It consistently ranks high in national tea competitions, earning recognition and praise both domestically and internationally.



Yame Tea

Regional foods



Dago-jiru



Homemade Konjac

You can experience the local dishes that have been cherished as home-cooked meals for a long time, such as Dago-jiru (miso soup with dumplings), homemade Konjac, and Imo-manju (sweet and savory buns filled with simmered potatoes like potatoes and sweet potatoes). Additionally, dishes like Tempura made by coating young tea leaves picked only during the new tea season with batter and frying them allow you to savor the abundance of each season.

Scenery

"Yame Central Tea Plantation" is a vast 70-hectare tea plantation created by Fukuoka Prefecture, serving as a symbolic photo spot for Yame, a renowned tea-producing region. In the mountainous areas, you can enjoy dynamic landscapes, including terraced rice fields and towering rocky mountains. Throughout the year, the colorful blooms of cherry blossoms, wisteria, red spider lilies, and autumn leaves offer a beautiful display of flowers and trees.



A power spot, Hyugamikyo



A large wisteria tree that is over 600 years old located in Kurogi town

Activities



Stone Mill Matcha Grinding Experience
(Photo provided by Chanobunkakan)



A tea-tasting contest where you drink and guess 5 different teas
(Photo provided by Chanobunkakan)

Throughout the year, we offer tea brewing workshops, blend tea-making sessions, and tea ceremony experiences. Additionally, we provide hands-on experiences related to traditional crafts. We also organize tours that allow you to feel the cycle of food and culture through a short stay in Yame.

Sightseeing routes

A 1-night, 2-day itinerary designed to experience the circulation of local resources and stories. On the first day, you'll participate in a guided vegetable harvesting experience at a farm, enjoy lunch using local ingredients, and engage in a hands-on Konjac making experience at a guesthouse. The second day includes traditional craft experiences in Yame, lunch at NIPPONIA Hotel, and a stroll through the town designated as an Important Preservation District for Groups of Traditional Buildings. This itinerary is packed with the charm of Yame.



Guided vegetable harvesting experience at a farm



The white-walled townscape of Yame Fukushima

INQUIRIES

General Incorporated Foundation FM Yame

URL : <https://en.yame.travel/>



Shimabara Peninsula

NAGASAKI PREFECTURE



A landmark of the Shimabara Peninsula 'Mt.Unzen' and farmland in the northern area

Living with a volcano, feel the blessing of Geo with your five senses ~ Food culture connected through water ~

The spring water from Shimabara Peninsula, is used in manufacturing and cooking of 'hand-pulled somen' and 'kanzarashi'.

The 'hot spring steamed meals' are made from the Unzen volcano in the Shimabara Peninsula.

The local unique food culture is linked to the water produced by the volcano, and through the food you can feel a connection with the volcano.



Dishes using hot spring and spring water

Shimabara Peninsula, a hot spring village, has a 'hot spring steamed dish' that uses the hottest hot spring source in Japan. It is a traditional healthy method of cooking locally grown vegetables and seafood using hot steam. There is also "Kanzarashi", which you can enjoy the cool temperature of the spring water.



"Somen Nagashi" which is popular throughout the peninsula



"Onsen steamed cooking" using hot spring steam



Various ways to enjoy somen



Spring water and "Kanzarashi"

At the time of the Shimabara and Amakusa riots, "Guzoni" is said to have been born. The local unique 'hand-pulled somen' is made from the warm climate and the abundant salt and spring water. Also the salt is made ecologically utilising sea water, hot spring water and the natural heat and sunlight. Furthermore there's 'Kanzarashi' which has shiratama that is exposed to spring water. And there's rich seafood made from mountain nutrients. Throughout the year the Earth's blessing of water will welcome you.

Scenery

At 'Tanabatake Observation Deck' you can enjoy the beautiful view of the terraced fields created by the farmers. The 'Kyushu Olle Minamishimabara Course' that captures the atmosphere of the southern European agricultural land. The 'Swimming Town of Koi' in Shimabara where vibrant koi swim in clear spring water. At the 'Unzen Hell' the globally approved 'The landscape made from volcanoes and humans' awaits you on Shimabara Peninsula and you can feel the Earth's pulse with your skin.



Beautiful terraced fields made by farmers



Nishikigoi swimming in the spring waterway

Activities



Great pulling experience of hand-rolled somen



Kanzarashi making using spring water

The local speciality 'Hand-pulled somen' that is made from pulling it thin, the 'pulling experience' is said to be taught from the immigrants after the Shimabara and Amakusa riots. You can experience 'Kanzarashi making' which uses spring water in cultural and traditional methods. And 'hot spring steam kiln cooking experience' where steam rises from the rented steam kiln. There are also many more activities where you can enjoy cultural experiences related to Unzen volcano and hot spring culture.

Sightseeing routes

Go along Nakadori Street where the hot spring steam hazes, walk through cafes and back streets where you can glimpse the local life, and stay at a special hot spring inn. The next day, you can enjoy the volcano with all your five senses and through the smell of the sulfur, enjoy the plants growing around with the "Hell Tour" and the areas lined up with tangible cultural properties in the "Spring Water Tour".



Obama hot spring area on the seaside with hot spring streams



Shimabara Onsen area where you can experience the rich spring water culture

INQUIRIES

General incorporated association Shimabara Peninsula Tourism Federation

URL : <https://shimakanren.com/>



Aso

KUMAMOTO PREFECTURE



The Akaushi Beef and Calderas of the Grasslands

Spreading the Thousand* -Year Grasslands to the world! The Aso Terroir Movement.

※Thousand-Year Grasslands: Refers to the mention of grasslands in the "Engishiki," a legal document from the Heian period about a thousand years ago.

Located in the center of Kyushu,

Aso City in Kumamoto Prefecture has a unique natural environment nurtured by active volcanoes and calderas, and boasts a vast grassland where agricultural culture has been passed down.

There is a unique food culture nurtured by the coexistence of the volcano and the people, such as "Akaushi beef" raised in the grasslands, fermented foods such as "Aso takana pickles" and dishes such as dengaku.

ASO ◆ Kumamoto

Regional foods

Aso Takana is a traditional vegetable grown in the harsh climate and volcanic soil, harvested by hand using the "Takana Ori" method of folding the leaves, and pickling with salt and red pepper. The aged pickles fermented with lactic acid are chopped and stir-fried in oil and mixed with rice, and this dish known as "Takana rice" is widely enjoyed in homes and local restaurants.



Aso Takana Pickles (fresh pickles)



Aso Takana Pickles (well-picked) and Takana Rice

Regional foods



Akaushi Beef and Takana Rice



Akadozuke Pickles

In Aso, they grill locally grown vegetables such as taro, as well as tofu and thick fried tofu over charcoal at the fireplace, with the centerpiece being the Akaushi beef, which grazes on the grass on the Aso grasslands. To finish the meal, they serve pickles like Takana rice and red vinegar, and soup with plenty of local vegetables. You can fully enjoy the blessings of food and life in the Aso farming community.

Scenery

"Kome-zuka": A hill with a shape resembling an upside-down bowl with a height of 80m formed by a volcanic eruption approximately 3,000 years ago, with a beautiful grassland landscape.

"Daikanbo": The best viewpoint in Aso located on the northern outer rim of the caldera. It offers a panoramic view of the Aso Caldera, Aso Five Mountains, and Kuju mountain range. "Teno Village": A village at the foot of the northern outer rim of the caldera blessed with abundant natural springs. It is a place of pristine rural scenery centered around the Kokuzo Shrine.



The Five Peaks of Mount Aso and Paddy Fields



Teno Village and a Waterwheel

Activities



Grasslands E-MTB Ride



Thousand-Year Grasslands Horse Riding

"E-MTB Ride": Under the guidance of a specialized guide and with special permission, enjoy cycling on grasslands that are normally off-limits using electric-assisted mountain bikes. You can experience the various attractions of Aso at a leisurely pace.

"Horse Riding": You can ride a horse through the vast grasslands of the northern outer rim of the mountain, and travel along unmarked paths. Even beginners can enjoy themselves with the guidance of an instructor, and enjoy the breathtaking views of the grasslands.

Sightseeing routes

After visiting Aso Shrine, whose object of worship is the crater, head to Mt. Aso, an active volcano that emits smoke. After touring the crater, enjoy the panoramic view of the caldera while riding an E-MTB back down to the foothills. Then, try some local cuisine such as Akaushi beef and traditional pickles at a farmhouse restaurant. After the meal, enjoy horseback riding in the northern outer rim of the mountain or take a stroll in the Teno village to experience the farming lifestyle.



Mt. Aso Nakadake Crater Emitting Volcanic Smoke



Farmhouse Inn • Restaurant and Paddy Fields

INQUIRIES

Aso Caldera Tourism Promotion Council
URL : <https://www.asocity-kanko.jp/en/>



Kunisaki Peninsula

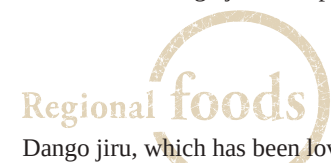
OITA PREFECTURE



The story of coexistence between nature and people, which begins at a pond.

Unravel One Thousand Years of Memories A Completely Undiscovered Japan ~ Millennium Heritage Journey ~

The Kunisaki Peninsula region is located in the north-eastern part of Kyushu. The Rokugo Manzan culture which prospered around Usa Jingu Shrine, recycling agriculture that is certified as a World Agricultural Heritage, Beppu Onsen one of Japan's best, etc., all have a strong history, nature, and culture, and are inherited today. In this region grain cultivation has been popular since ancient times, hence dishes using flour has taken root in daily life, such as the "Dango jiru (dumpling with miso soup)".



Dango jiru, which has been loved as a daily home-cooked dish, is made by kneading wheat flour, simmering hand-stretched dumplings and locally grown shiitake mushrooms and root vegetables, and seasoning them with miso. How to make dango varies depending on the region and home, such as stretching and tearing the dough, or moulding them in your hand. It is a local dish that is wrapped in simple tenderness.



Dried shiitake mushroom that has the highest production in Japan

Dango jiru



"Dango jiru (dumpling with miso soup)" that has been loved as a home-cooked dish



Oita → KUNISAKI PENINSULA

Regional foods



Usa Jingu Shrine "Hospitality Cuisine on the road of gyokoue"



Kitsuki Morie Bay oysters

"Hospitality Cuisine on the road of gyokoue" (Reproduced Cuisine)
We are reproducing the Usa Jingu Shrine Shinto ritual "Gyokoue" by using old records as reference and making it a modern "Hospitality Cuisine on the road of gyokoue" using local specialities. The place used to be called Toyonokuni (Bountiful land), and as the name suggests it is a fruitful area blessed with seafood and foods of the mountain, such as, oysters from Morie Bay, Himeshima's Kuruma prawns, Hiji's Shiroshita flatfish, and dried shiitake where Toyonokuni has the highest production rate of in Japan.

Scenery

You can enjoy the "Usa Jingu Shrine," one of Japan's best shrines. There is also Tashibunoshio, which has retained its appearance for over a 1000 years and used to be the manor of Usa Jingu Shrine. Furthermore, you can see a variety of landscapes formed by the unique climate at the "Yabakei," a scenic spot with rocky peaks. In addition, at Beppu Onsen, one of the world's leading hot spring areas, you can feel the Earth's breath from the steams rising from everywhere.



Usa Jingu Shrine



Rock peaks of the scenic spot "Yabakei" (Shinyaba Gorge) Various peaks and unusually shaped rock

Activities



Rural Guest house



Kunisakihantou Minemichi Long Trail (Ofudo Iwaya)

There is a menu of experiences to learn about the little known memories of Japan. Such as a "Rural stay experience" where you can experience the historical rural life, "Jigokumushi cooking experience" where you can experience the hot spring culture with food, "Gyokoue" a special ritual of Usa Jingu Shrine, and a trekking course "The Kunisakihantou Minemichi Long Trail" based on the training path walked by the monks of Rokugo Manzan.

Sightseeing routes

After visiting the Komo Shrine, Usa Jingu, Hachiman Nadagu which is related to the Usa Jingu Shrine "Gyokoue," you can enjoy some home-cooked "Dango jiru (dumpling with miso soup)" at a rural inn. The next morning, carry a rice ball made with local rice filled with plenty of minerals and walk through the original scenery of Japan on the "The Kunisakihantou Minemichi Long Trail". Then, heal your tired feed at Beppu Onsen. Soak in the abundant hot water and enjoy the Beppu "Jigokumushi" dishes.



Beppu Onsen steam



"Jigokumushi (hot springs steam cooking) dishes" that are steamed with the steam of hot springs

INQUIRIES

General Incorporated Association Toyonokuni Millennium Heritage Tourism Zone
URL : <https://millennium-roman.jp/english/>



Takachihogo/ Shiibayama

MIYAZAKI PREFECTURE

Regional foods



Takachiho sirloin beef



Yakihata soba

Swidden field burning has become rare in Japan, but it remains a regular practice in Shiiba Village. The burning provides excellent nutrients for growing buckwheat, millet, and other grains. Takachiho Beef is a premium brand of beef known for its tender meat and slightly sweet fat, exceptional qualities created by raising cattle with the fresh air and clean water of Takachiho area.

Scenery

The Togawa rice terraces of Hinokage and the “rice terraces of the Immortals” of Shiiba Village are some of the breathtaking scenery that demonstrate the local farmers’ dedication to rice farming over countless generations. Other sightseeing points to take in are the scenic beauty of Takachiho Gorge, the “mosaic forest” of Morotsuka Village, with its mix of evergreens and deciduous trees, and the peaceful tea plantation landscape of Gokase.



The mosaic forest of Morotsuka



The tea fields of Gokase

The wholesome scenery of a bygone age can still be seen in Shiiba Village

Takachihogo - Shiibayama—a Globally Important Agricultural Heritage System sharing knowledge about sustainable mountain living with the world

The people of Takachihogo-Shiibayama Villages possess a deep respect and admiration for nature which they weave into their farming and forestry practices. Throughout the region, people pray to the local gods for favorable harvests and perform sacred dances to music known as kagura. To share the blessings of nature with the gods, village festivals are held with specially prepared kagura cuisine.



Kagura cuisine

Kagura foods are prepared for all-night kagura gatherings and include simmered foods and sushi rolls made with locally produced ingredients. Essential elements of this sacred cuisine include kappo-dori, chicken steamed in a bamboo container with other ingredients; kappo-zake, sake served heated in a bamboo tube; and kagura udon served with broth made from chicken and burdock root.



Kappo-dori served in a bamboo tube



An assortment of kagura cuisine

Kumamoto → TAKACHIHOGO / SHIIBAYAMA



Learning to weave straw



The Kagura no Yakata

In Shiiba Village, enjoy kagura cuisine while taking in the ancient rituals of a night kagura performance, or sit down to a soba meal that you learned to make yourself. Let the outdoors refresh you with “forest therapy,” then learn how to roast tea leaves in Gokase or to weave straw in Hinokage. Yet another one of the many activities to enjoy in the area is mushroom picking in Morotsuka Village.

Sightseeing routes

The five towns and villages in this area are collectively designated as a Globally Important Agricultural Heritage System. Stay at a farmhouse to learn how the ideas, lifestyle, culture, and landscape are woven together. Shinto tradition says that gods descended from heaven here; experience the mystical atmosphere of Takachihogo-Shiibayama and see for yourself the natural healing properties.



Amano Yasugawara



A therapeutic forest walk in Hinokage

INQUIRIES

Takachihogo Tourism Association
URL : <https://takachiho-go.jp/en/>



SAVOR JAPAN AREAS INQUIRY LIST

ABASHIRI (HOKKAIDO)
Okhotsk Agricultural, Mountain and Fishing Village Utilization Experience-based Tourism Promotion Council (Connectrip)
<https://connectrip-okhotsk.com/en/>

TOKACHI (HOKKAIDO)
Tokachi Tourism Federation
<http://tokachibare.jp/>

TOWADA (AOMORI PREFECTURE)
Towada Oirase Tourism Organization Institute
<https://www.towada.travel/>

ICHINOSEKI / HIRAIZUMI (IWATE PREFECTURE)
World Heritage Hiraizumi-Ichinoseki DMO
<https://hiraizumi-dmo.jp/>

ISHINOMAKI (MIYAGI PREFECTURE)
Ishinomaki Area Tourism Promotion Institute Organization
<https://www.umimachi-sanpo.com/>

ODATE (AKITA PREFECTURE)
Akita Inu Tourism
<https://visitakita.com/en/>

TSURUOKA (YAMAGATA PREFECTURE)
Tsuruoka Creative City of Gastronomy Promotion Council
<https://tsuruokagastronomy.com/>

AIZUWAKAMATSU (FUKUSHIMA PREFECTURE)
Aizu-Wakamatsu Tourism Bureau
<http://samurai-city.jp/en/>

OHTAWARA (TOCHIGI PREFECTURE)
Ohtawara Tourism CO.,LTD.
<http://ohtawaragt.co.jp/>

CHICHIBU (SAITAMA PREFECTURE)
Chichibu Area Tourism Organization
<https://chichibu-omotenashi.com/en/>

TOKAMACHI (NIIGATA PREFECTURE)
Tokamachi Tourist Association
<http://tokamachishikankou.jp/en/>

KOMATSU (ISHIKAWA PREFECTURE)
Komatsu Tourism & Local Products Network
<https://www.explorekomatsu.com/>

OBAMA (FUKUI PREFECTURE)
WAKASA OBAMA TOURISM ASSOCIATION
<https://www.sabakaido-traveler.com/>

KOMORO (NAGANO PREFECTURE)
Komoro Tourism Bureau
<https://komoro-tour.jp/>

INA (NAGANO PREFECTURE)
Ina Tourism Institute Association
<https://inashi-kankoukyoukai.jp/en/>

SAKU (NAGANO PREFECTURE)
SAKU Sake Brewery Agritourism Promotion Council
<https://sakusake-tourism.com/en/>

HAKUBA (NAGANO PREFECTURE)
Tourism Commission of Hakuba Village
http://hakubavalley.jp/index_english.html

YAMANOUCHI (NAGANO PREFECTURE)
General Incorporated Foundation Yamanochi Town Development Tourism Bureau
<https://info-yamanouchi.net/english/>

MAZE, GERO (GIFU PREFECTURE)
Maze Regional Natural Park
<https://maze-park.or.jp/>

FUJISANROKU / IZU PENINSULA (SHIZUOKA PREFECTURE)
Fujisanroku and Izu Peninsula Food Charm Promotion Council
https://www-pref-shizuoka-jp.translate.goog/sangyoshigoto/nogyo/1040855/1057086.html?_x_tr_sl=ja&_x_tr_tl=en&_x_tr_hl=ja&_x_tr_pto=wapp

HAMAMATSU / HAMANA KO (SHIZUOKA PREFECTURE)
Hamamatsu & Lake Hamana Food X Farm Project Council
<http://hamamatsu-daisuki.net/lan/en/enjoy/gourmet.html>

OOIGAWA (SHIZUOKA PREFECTURE)
Oi-River Area Farm Stay Promotion Council
<https://ooigawa-experience.jp/>

TAHARA (AICHI PREFECTURE)
Tahara Tourist Information Service Center
<https://www.taharatrip.com/>

MINAMICHITA (AICHI PREFECTURE)
Minamichita Town Tourism Association
<http://minamichita-kk.com/en/>

TAIKI (MIE PREFECTURE)
Taiki Town Council for Regional Development
<http://taiki-okuse.jp/language/en/>

NORTHERN KYOTO (KYOTO PREFECTURE)
Kyoto by the Sea DMO
<http://www.uminokyoto.jp.e.adn.hp.transer.com/>

WOODLAND KYOTO (KYOTO PREFECTURE)
Woodland Kyoto DMO
<https://morinokyoto.jp/>

KYOTO YAMASHIRO (KYOTO PREFECTURE)
Ocha no Kyoto DMO
<https://www.kyototourism.org/en/>

KINOKAWA (WAKAYAMA PREFECTURE)
Kinokawa Fruits Tourism Bureau
<https://kinokawa-dmo.com/en.html>

MASUDA (SHIMANE PREFECTURE)
Masuda City Tourist Information Center
<https://masudashi.com/en/>

TSUYAMA (OKAYAMA PREFECTURE)
Tsuyama City Tourist Agency
<http://www.tsuyamakan.jp/en/>

KURE, ONDO (HIROSHIMA PREFECTURE)
Ondo Town Attractiveness Promotion Council
<https://ondo-cho.com/en/>

ONOMICHI (HIROSHIMA PREFECTURE)
Setouchi Cruise Co., Ltd. LOG Division
<https://l-og.jp/en/>

NISHI-AWA (TOKUSHIMA PREFECTURE)
Nishi-Awa Tourism Association Sora-no-sato
<https://nishi-awa.jp/english/>

SANUKI (KAGAWA PREFECTURE)
Kagawa Prefecture Tourism Association
<https://my-kagawa.jp/en/>

YAWATAHAMA (EHIME PREFECTURE)
General incorporated association Yawatahama Hometown Tourism Corporation
<https://yawatahama-kankou.com/en/>

YAME (FUKUOKA PREFECTURE)
General Incorporated Foundation FM Yame
<https://en.yame.travel/>

SHIMABARA PENINSULA (NAGASAKI PREFECTURE)
General incorporated association Shimabara Peninsula Tourism Federation
<https://shimakanren.com/>

ASO (KUMAMOTO PREFECTURE)
Aso Caldera Tourism Promotion Council
<https://www.asocity-kanko.jp/en/>

KUNISAKI PENINSULA (OITA PREFECTURE)
General Incorporated Association Toyonokuni Millennium Heritage Tourism Zone
<https://www.millennium-roman.jp/english/>

TAKACHIHO GO / SHIIBAYAMA (MIYAZAKI PREFECTURE)
Takachihogo Tourism Association
<https://takachiho-go.jp/en/>



SAVOR JAPAN PROJECT ASSOCIATION

URL: <https://savorjp.info/>





<https://savorjp.info/>