



JAPAN

WHERE LUXURY COMES TO LIFE



Japan.
Endless
Discovery.

JAPAN

WHERE LUXURY COMES TO LIFE

Japan is home to an unmatched diversity
of breathtaking natural beauty,
an intriguing culture, and world-renowned cuisine.
Within these pages, discover what's exclusive,
sublime and one-of-a-kind.
Experience Luxury Japan.





(C) MIHO MUSEUM

INTRODUCTION



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Blessed with a rich cultural heritage and resplendent nature, Japan is a captivating beauty that delights all the senses. Not only is it a treat for the eyes, but its dynamic culture and unique traditions also have a way of touching hearts. From snowy northern Hokkaido to tropical southern Okinawa, each of Japan's 47 prefectures has a distinct charm, with myriad wonders waiting to be discovered.

Japan's fascinating dualities are a testament to its emphasis on "wa" (harmony), one of the cornerstones of Japanese culture. This is a land where futuristic metropolises coexist with secluded natural paradises. In big cities like Tokyo and Osaka, towering skyscrapers stand alongside ancient temples, shrines, and gardens.

Seasonality is also a significant guiding force in Japanese culture, influencing everything from festivals to the ingredients used in kaiseki-ryori cuisine. A cycle of seasonal delights means that no matter when you visit, you'll experience a different facet of Japan each time: cherry blossoms in spring, lush greenery and energetic festivals in summer, colorful leaves and unique delicacies in autumn, and snowscapes in winter.

For refined travelers seeking the finest accommodations, attractions, cultural experiences, and epicurean treats, we present Japan: Where Luxury Comes to Life — a carefully curated guide to exploring this exquisite country in the lap of luxury. Let our guide help you create meaningful encounters with Japan's abundance of luxurious delights.



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1

Chapter

With time-tested techniques, balanced flavors, seasonal ingredients, and attention to detail at its core, Japanese cuisine is committed to perfection. When in Japan, expect to be served the world's finest sashimi, melt-in-your-mouth beef, and more. And while there's no shortage of outstanding options for local delicacies, Japan's commitment to gastronomic excellence also extends to international cuisine. From fresh seafood in tanks to ceremonial techniques, dining in Japan can be a captivating sensory performance. Elevate your Japanese culinary experience with a chef who can reveal all the nuances of Japanese cuisine on a private food tour.

AJIKITCHO HORIE
EMI NO MISE
GINZA SUSHI AOKI
JIKI MIYAZAWA
KIKUNOI
L'EFFERVESCENCE
MATSUNOZUSHI (SUSHI MAKING EXPERIENCE)
MOLIERE
NARISAWA
NORIKURA STAR & MOON RESTAURANT
ORYOURI FUJII
OTOWA RESTAURANT
RYOTEI [CERULEAN TOWER SUKIYA]
SETSUGEKKA HANARE
SHUNPANRO
SUNTORY YAMAZAKI DISTILLERY
TERU SUSHI
TOBE AUBERGE RESORT
URAKASUMI
UKAI CHIKUTEI
YANAGAWA TACHIBANA-TEI OHANA



©Cerulean Tower Tokyu Hotel

Gastronomic Experiences



001

AJIKITCHO HORIE

At Ajikitcho in Osaka's Hommachi district, Chef Ryusuke Nakatani showcases Osaka and Kyoto's produce and seafood by reinventing traditional Naniwa (the region's former name) dishes while staying true to tradition. Seasonal, multi-course meals served in ceramic and wooden vessels evoke the mood of another time.

🌐 <https://ajikitcho.jp/>
📍 Honmachi Garden City B1F, 3-6-4 Honmachi, Chuo-ku, Osaka-shi, Osaka



002

EMI NO MISE

Dining like a local ensures the most authentic experience. You can do just that at Emi no Mise in Okinawa — home to Japan's largest centenarian population. With longevity as the concept, dietitian-turned-restaurateur Emiko Kinjo meticulously prepares healthy meals with carefully chosen ingredients.

🌐 <https://eminomise.com/en/>
📍 61 Oganeku, Ogimi-son, Kunigami-gun, Okinawa



003

GINZA SUSHI AOKI

At Ginza Sushi Aoki, watch master sushi chef Toshikatsu Aoki whip up incredible dishes before your eyes at your own private counter. Chef Aoki not only provides the traditional sushi experience, but also improvises to create wonderful new variations. Pair your meal with champagne for further luxury.

🌐 <https://www.sushiaoki.jp/en/>
📍 Ginza Takahashi Bldg. 2F, 6-7-4 Ginza, Chuo-ku, Tokyo

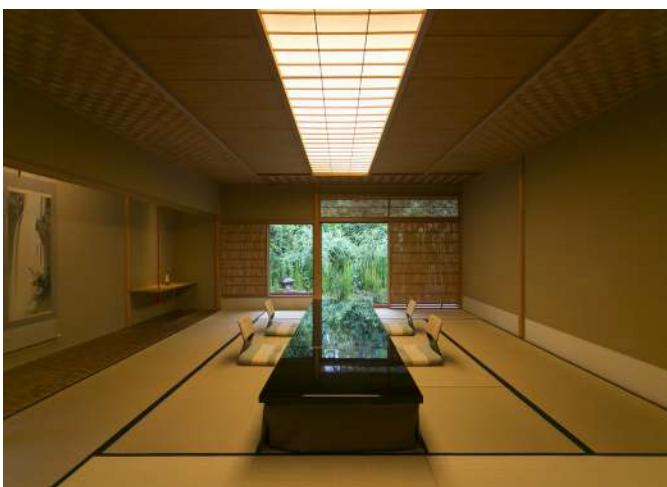


004

JIKI MIYAZAWA

Kyoto-style kaiseki cuisine emphasizes the use of light seasonings to bring out the natural flavors of the ingredients. This is Jiki Miyazawa's guiding principle. Don't be fooled by its minimalism; each dish is meticulously prepared. The shining star is yaki-gomadofu: melt-in-your-mouth tofu with salt-and-honey sauce.

🌐 <https://jiki-miyazawa.com/>
📍 553-1 Yaoya-cho, Sakaimachishijoagaru Higashigawa, Nakagyo-ku, Kyoto-shi, Kyoto



005

KIKUNOI

A world-famous kaiseki-ryori restaurant, Kikunoi revolves around kirei-sabi: powerfully elegant beauty. Chef Yoshihiro Murata delights guests with exquisite seasonal dishes with harmoniously balanced flavors. Complementing the food are carefully curated tableware and decor, all with stories to tell.

🌐 <https://kikunoi.jp/kikunoiweb.en/top>
📍 459 Shimokawara-cho, Yasakatoriimae-sagaru, Shimokawara-dori, Higashiyama-ku, Kyoto-shi, Kyoto



006

L'EFFERVESCENCE

L'Effervescence in Nishi-Azabu is one of the finest French restaurants in Tokyo. Chef Shinobu Namae serves up delights he calls "post-colonial cooking" to busy Tokyoites as part of an experience that transports diners to another reality, echoing the forests and oceans from which he sources the finest ingredients.

🌐 <http://www.leffervescence.jp/en/>
📍 2-26-4 Nishi azabu, Minato-ku Tokyo

**007**

MATSUNOZUSHI (SUSHI MAKING EXPERIENCE)

<https://matsunozushi.com/en/>
 3-31-14 Minamiooi Shinagawa-ku Tokyo

Currently led by Chef Yoshi Tezuka, a sushi ambassador who has served royalty, Matsunozushi has specialized in Edomae sushi (sushi made with fresh seafood from Tokyo Bay) since 1910. Learn the art of sushi-making in a private workshop, then sit down to a meal with dishes selected and prepared by Chef Yoshi himself.

**008**

MOLIERE

Overlooking Sapporo's Maruyama Park, the elegant but minimalist Moliere highlights Hokkaido's bounty: Tokachi beef, forest mushrooms, locally sourced vegetables, and seafood from nearby waters. Dishes showcase the wealth of Japanese cuisine, and staff spare no effort to give guests VIP treatment.

<https://sapporo-moliere.com/>
 Lafayette Miyagaoka Bldg. 1F, 2-1-1 Miyagaoka, Chuo-ku, Sapporo-shi, Hokkaido

**009**

NARISAWA

Based on rural Japan's symbiotic relationship with nature, Chef Yoshihiro Narisawa of the Michelin-starred Narisawa has created a revolutionary cuisine called "innovative satoyama." The menu changes daily to honor the changing seasons and Japan's diverse landscapes, making use of specialties from across the nation.

<https://www.narisawa-yoshihiro-en.com/>
 2-6-15 Minami Aoyama, Minato-ku, Tokyo



Mai Tanaka

010

NORIKURA STAR & MOON RESTAURANT

Glamping and Japanese cuisine come together at Norikura Star and Moon Restaurant in Shinshu (modern-day Nagano). Deep in the Japanese Alps, guests will feast on a multi-course dinner planned by one of Tokyo's top chefs, Chisako Hori. Enjoy Shinshu's best cuisine, including wagyu beef and soba — plus wine and craft beer.

- 🌐 <http://shinshu.miraidukuri.jp/en/>
- 📍 122-1 Azumi Oonota, Matsumoto-shi, Nagano



011

ORYOURI FUJII

Chef Hironori Fujii leverages Toyama's delicious bounties for his restaurant Oryouri Fujii, using farm-direct ingredients procured almost exclusively from the region. Through seasonal ingredients complemented by his carefully prepared dashi soup stock, enjoy a taste of Japan's four seasons.

- 🌐 <https://www.oryouri-fujii.jp/>
- 📍 93 Higashiiwase-cho, Toyama-shi, Toyama



012

OTOWA RESTAURANT

Helmed by Chef Kazunori Otowa, Otowa Restaurant presents French cuisine that reflects Japan's four seasons and the chef's devotion to Tochigi. Using high-quality ingredients sourced mostly from local farms, Chef Otowa transforms even classic local produce into beautiful, exciting dishes.

- 🌐 <https://otowa-artisan.co.jp/>
- 📍 3554-7 Nishihara-cho, Utsunomiya-shi, Tochigi



013

RYOTEI [CERULEAN TOWER SUKIYA]

The elegant ryotei restaurant at Cerulean Tower Tokyu Hotel offers immersive traditional dining, in an intimate setting with an authentic tearoom design. The focus on seasonality and elegant presentation is taken to new levels by Nobuhiko Fukuda, a leading light of Japan's culinary world.

- 🌐 <https://www.tokyuhotelsjapan.com/global/cerulean-h/restaurant/sukiyaya/index.html>
- 📍 26-1 Sakuragaoka-cho, Shibuya-ku, Tokyo



Setsugekka Hanare

014

SETSUGEKKA HANARE

For a refreshing change from sushi and seafood, dine at Setsugekka Hanare, a relaxed teppanyaki restaurant where melt-in-your-mouth premium beef takes center stage. With dishes carefully prepared in front of you, expect an out-of-this-world experience savoring the world's highest-grade Kobe beef.

<https://kobe-setsugetsuka.com/hanare>

La Doll Ray Kobe Sannomiya Bldg. 8F, 1-25-6 Nakayamatedori, Chuo-ku, Kobe-shi, Hyogo

**015**

SHUNPANRO

The first restaurant publicly licensed to serve fugu (blowfish), Shunpanro has been masterfully preparing this infamous delicacy since 1888. Ito Hirobumi, Japan's first Prime Minister, was instrumental in Shunpanro's popularity; today, you can still expect royal treatment sampling this iconic dish.

<https://www.shunpanro.com/en/>

4-2 Amidaiji-cho, Shimonoseki-shi, Yamaguchi

**016**

SUNTORY YAMAZAKI DISTILLERY

Visit Suntory Yamazaki Distillery to explore the oldest malt whiskey distillery in Japan and see how its acclaimed whiskey is made. You can delve into the history of Japanese whiskey at the adjacent Yamazaki Whiskey Museum (reservations required).

<http://www.suntory.com/factory/yamazaki/>

5-2-1 Yamazaki, Shimamoto-cho, Mishima-gun, Osaka



017

TERU SUSHI

Teru Sushi pays homage to Fukuoka's sushi traditions by selecting fish from trusted fishermen and treating ingredients with respect. Chefs demonstrate impressive knife skills at the counter as they serve the best catches of the season, freshly sourced from the nearby waters of southwestern Kyushu and Yamaguchi.

🌐 https://terusushi.jp/index_english.html
📍 3-1-7 Sugawara, Tobata-ku, Kitakyushu-shi, Fukuoka



018

TOBE AUBERGE RESORT

Tobe Auberge Resort combines Japanese culinary spirit with the best of Western techniques. Look forward to a tantalizing menu that draws on traditions from all over the world. Tobe's menu changes roughly every two weeks to ensure that every ingredient reaches your plate at its best.

🌐 <http://www.tobe-resort.com/>
📍 1622-7 Miyauchi, Tobe-cho, Iyo-gun, Ehime



(CURAKASUMI Saku Co., Ltd.)

019**URAKASUMI**

Based in the fishing town of Shiogama, the Urakasumi Sake Brewery has revolutionized sake culture since its inception in 1724. Legendary among connoisseurs, and brewed with local rice and in-house yeast, Urakasumi is one of Japan's finest sake brands. It's best paired with Shiogama's fresh seafood.

<https://www.urakasumi.com/en/>
 2-19 Motomachi, Shiogama-shi, Miyagi

**020****UKAI CHIKUTEI**

At the foot of Tokyo's Mt. Takao is Ukai Chikutei, a secluded kaiseki-ryori restaurant that overlooks a gorgeous garden. Rich and flavorful, the menu highlights the season's bounties: bamboo shoots in spring, sweetfish in summer, matsutake mushrooms in autumn, and yellowtail and crab in winter.

<https://www.ukai.co.jp/english/chikutei/>
 2850 Minami-asakawa-machi. Hachioji-shi, Tokyo

**021****YANAGAWA TACHIBANA-TEI OHANA**

Set in an ancient aristocratic villa, Ohana offers a dining experience overflowing with history and traditional culture. Enjoy an ever-changing seasonal menu in a private room with views of the gorgeous Matsuboen Garden, or taste local specialties in a more relaxed restaurant setting.

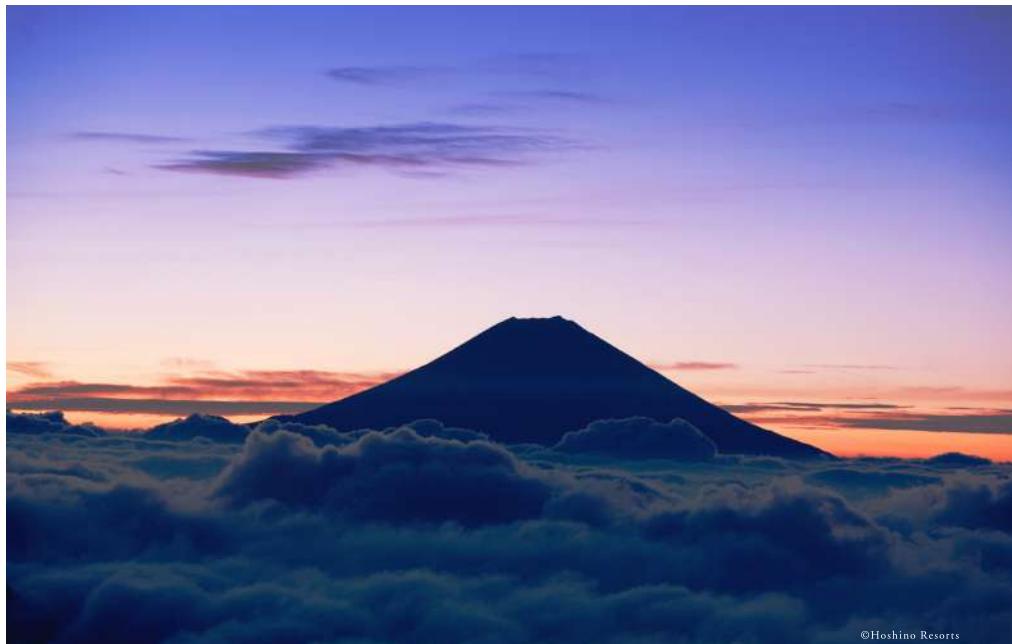
s-oyaku@ohana.co.jp
 1 Shinhokamachi, Yanagawa-shi, Fukuoka

2

Chapter

AUTHENTIC CANYONING
 DIVING IN YONAGUNI UNDERWATER RUINS
 GLAMOROUS FUJI CLIMBING
 IYA VALLEY
 KUMANO KODO PILGRIMAGE ROUTES
 KUSHIRO CRANE WATCHING
 NAKASENDO WAY
 NIKKO
 SHIRETOKO NATURE CRUISE
 SNOWCAT SKI TOUR OF HACHIMANTAI
 THREE MOUNTAINS OF DEWA
 WINTER IN HANAZONO
 YAKUSHIMA ISLAND
 YAMABUSHI TREKKING AND
 WATERFALL TRAILS
 RURAL JAPAN CYCLINIG TOUR

Beyond its cities, Japan has a wealth of natural wonders for intrepid travelers to explore. From Hokkaido's snowfields to Okinawa's subtropical islands, the country's spectacular natural beauty is one of its best-kept secrets. With reverence for nature as one of Shinto's core tenets, large parts of the Japanese countryside are protected, so visitors can discover a multitude of rich, diverse ecosystems teeming with unique flora and fauna. There are countless ways to enjoy Japan's nature year-round. Thrill seekers can book a wide range of outdoor activities, while visitors seeking a traditional cultural experience can visit well-preserved communities in rural Japan.



©Hoshino Resorts

Natural Wonders



©Canyons Japan

022

AUTHENTIC CANYONING

<https://canyons.jp/en>

📍 45 Yubiso, Minakami-machi, Tone-gun, Gunma

Canyons, a veteran canyoning company, operates premium private tours from the onsen town of Minakami, delivering the ultimate adventure escape. These adventure-tour experts curate the perfect course, duration, and difficulty level for each group, with world-class guides, equipment, and facilities all part of the package.



OKINAWA 39ers

023

DIVING IN YONAGUNI UNDERWATER RUINS

Immersed in the sea off Yonaguni Island's southern coast lies the Yonaguni Monument, a submerged rock formation with yet unknown origins. Book a dive here to see the mysterious underwater landscape for yourself, and swim with giant schools of hammerhead sharks that gather around the island in winter.

<https://www.okinawa39ers.com/yonaguni-island>

📍 Yonaguni-cho, Yaeyama-gun, Okinawa



©Hoshino Resorts

024

GLAMOROUS FUJI CLIMBING

Add a shine to your Mount Fuji ascent with Glamorous Fuji Climbing. You'll make the ascent with an expert private guide, supported by comfortable accommodation and delicious local cuisine either before or after your climb.

☎ +81-50-3786-1144

📍 1408 Oishi, Fujikawaguchiko-machi, Minami Tsuru-gun, Yamanashi

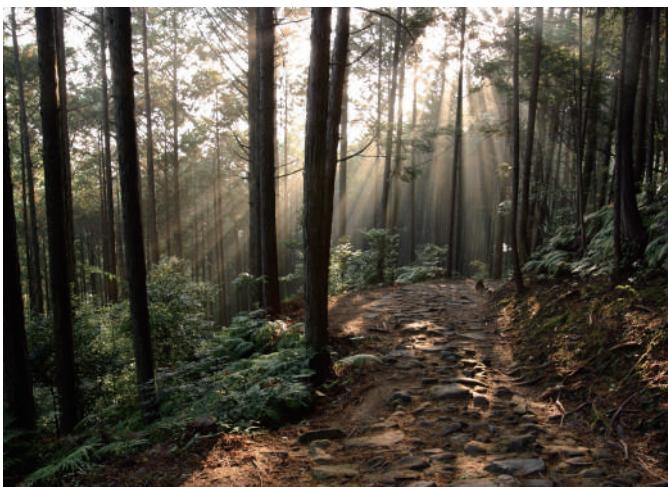


025

IYA VALLEY

Located among misty mountains and ancient forests dotted with thatched farmhouses and vine bridges, Iya Valley is about as secluded as it gets in Japan. It's known for its natural beauty, and hiking, stargazing, hot springs, and artisans draw travelers to a landscape almost unchanged for thousands of years.

✉ info@discovershikoku.com
📍 Miyoshi-shi, Tokushima



026

KUMANO KODO PILGRIMAGE ROUTES

Comprised of ancient pathways crossing the Kii Mountains' forests and leading to three of Japan's holiest sites, the Kumano Kodo is one of only two UNESCO-listed ancient pilgrimage trails worldwide. On a guided hike, enjoy a challenging walk while learning about Japanese culture and local history.

🌐 <http://www.hongu.jp/en/>



027

KUSHIRO CRANE WATCHING

From December to February, venture to Hokkaido's Kushiro Marsh for the unique sight of red-crowned cranes performing their hypnotic courtship dance on the snow. Once thought to be extinct, there are now over 1,000 of these beautiful, highly cherished cranes in the region.

🌐 <http://en.kushiro-lakeakan.com/>
📍 Akan-cho, Kushiro-shi, Hokkaido

**028****NAKASENDO WAY**

Follow in the footsteps of ancient travelers on a Walk Japan tour. The company's friendly experts lead small groups along Japan's oldest, most iconic trails, such as the Nakasendo from Kyoto to Tokyo. Journey through the countryside and stay in traditional inns in charming old towns like Tsumago.

<https://walkjapan.com/>

**029****NIKKO**

Just two hours from Tokyo, Nikko is a delightful city escape. Here, brightly colored UNESCO World Heritage temples and shrines contrast with nature's hues: snow, verdant flora in summer, and dazzling autumn colors. After a hike, Nikko's rustic hot springs are just the thing to ease your muscles.

<http://nikko-travel.jp/english/>
 Nikko-shi, Tochigi

**030****SHIRETOKO NATURE CRUISE**

Spend an unforgettable day discovering the rich ecosystem of Shiretoko National Park in Hokkaido by taking a guided wildlife cruise through its pristine scenery. At this UNESCO World Heritage Site, you'll catch sight of brown bears, Yezo deer, minke whales, dolphins, and countless species of birds.

<http://www.shiretoko.asia/world/index.html>
 Shari-gun, Hokkaido



(c) CLUBMAN MOUNTAIN GUIDE

031

SNOWCAT SKI TOUR OF HACHIMANTAI

🌐 <https://hachimantai-snow.trip8.jp/en/listing/snowcat-ski-tours-offered-by-clubman/>
📍 Hachimantai-shi, Iwate

In winter, Hachimantai sees some of the best powder snow on Japan's main island. Explore the backcountry of Daikoku Forest, a ski resort now reclaimed by nature, with a snowcat ski tour. For extra thrills, combine this with a Mt. Chausu hike, then relax at a hot spring with local Washinoo sake.



032

THREE MOUNTAINS OF DEWA

Pilgrims hike the unspoiled Three Mountains of Dewa (Haguro, Gassan, and Yudono) for an exhilarating spiritual experience. Connect with your inner self on a private yamabushi (mountain ascetic) tour of this Michelin-accredited area's ancient forests. Nearby is Tsuruoka, a UNESCO-recognized Creative City of Gastronomy.

🌐 <https://yamabushido.jp/>
📍 Haguro-machi, Tsuruoka-shi, Yamagata



033

WINTER IN HANAZONO

Part of Hokkaido's Niseko ski resort, Hanazono is famous among skiers and snowboarders for seeing over 15 meters of powder snow in winter. Its private tours grant early access to the courses or exclusive use of Mt. Weisshorn, and its Asperges restaurant offers French cuisine with a Hokkaido twist.

🌐 <https://hanazononiseko.com/en/winter>
📍 328-36 Aza-Iwaobetsu, Kutchan-cho, Abuta-gun, Hokkaido

**034****YAKUSHIMA ISLAND**

<https://www.yakushimaexperience.com/>
 Yakushima-cho, Kumage-gun, Kagoshima

Visitors can experience the serenity of the pristine ecosystems on the mountainous island of Yakushima — Japan's first UNESCO World Cultural and Natural Heritage Site. Here, you'll encounter a unique blend of wildlife, primeval forests, and subtropical nature with more than 1,900 species of flora.

**035****YAMABUSHI TREKKING AND WATERFALL TRAILS**

Step into another world as you trek among the 48 famous waterfalls of the Akame Valley. For over 1,300 years, the area's remoteness and beauty has drawn monks, ascetics, and even ninja. This combination of natural beauty and cultural significance makes for an enthralling hiking experience.

info@sasayuri-ann.jp
 656 Murofukano, Uda-shi, Nara

**036****RURAL JAPAN CYCLING TOUR**

- TOUR DU LAC BIWA
- SATOYAMA EXPERIENCE

There's no better way to explore rural Japan than a relaxing cycling tour that will take you through diverse landscapes and immerse you in the local lifestyle. Tour du Lac holds sustainable tours along Shiga's Lake Biwa, while Gifu's Satoyama Experience takes guests off the beaten path.

- TOUR DU LAC BIWA
- <https://www.lacbiwa.com/>
 385-4 Wani-Takashiro, Otsu-shi, Shiga
- SATOYAMA EXPERIENCE
- <https://satoyama-experience.com/>
 11-32 Ninomachi, Furukawa-cho, Hida-shi, Gifu

3

ADACHI MUSEUM OF ART
 BIZEN OSAFUNE JAPANESE SWORD MUSEUM
 EXPLORE NISHI-AWA REGION
 GINZAN ONSEN
 HANBE GARDEN
 HISTORICAL SOMARO MAIKO TEAHOUSE
 HOSOO TEXTILES
 IROHA NIHON - EXPERIENCE
 THE SOUL OF JAPAN
 ISE-SHIMA FISHING VILLAGE
 IZUMO TAISHA GRAND SHRINE
 KAGA YUZEN
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 TRADITIONAL GEIKO PERFORMANCE
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 UNIQUE EXPERIENCES IN Arita
 WAJIMA LACQUERWARE
 WATCH SUMO WRESTLING PRACTICE
 YOBANASHI SAHAN TEA CEREMONY
 CASTLE STAY

With a rich cultural heritage that's been centuries in the making, Japan celebrates the arts — traditional crafts and modern innovations alike. Here, performing arts transcend language barriers, and a trip to a museum can immerse you in art and history. If you seek a memorable cultural experience, Japan has much to offer. The country is home to a number of Living National Treasures, craftspeople who have dedicated their lives to mastering an art and preserving it for future generations. Learn about the traditions these artisans preserve as you meet them and see how much work goes into shaping the simplest item — an experience that will enhance your appreciation for the nuances of their craft.



Tradition & Heritage

**037**

ADACHI MUSEUM OF ART

Home to a collection of over 2,000 Japanese works of art, the Adachi Museum of Art also has an award-winning Japanese garden, maintained to artistic perfection year-round by seven resident gardeners. Much like the garden that changes with the seasons, visitors can enjoy a rotation of displays.

- 🌐 <http://www.adachi-museum.or.jp/en/>
- 📍 320 Furukawa-cho, Yasugi-shi, Shimane

**038**

BIZEN OSAFUNE JAPANESE SWORD MUSEUM

Okayama Prefecture's reputation for high-quality sword making dates back to ancient times, when the region was called Bizen. For one of the world's best samurai sword collections, visit the Bizen Osafune Japanese Sword Museum, where you can also watch swordsmiths at work, and even order a custom-made sword.

- 🌐 <https://www.okayama-japan.jp/en/spot/1073>
- 📍 966 Osafune, Osafune-cho, Setouchi-shi, Okayama

**039**

EXPLORE NISHI-AWA REGION

The beautiful Nishi-Awa region of Shikoku is dominated by Mt. Tsurugi. On its slopes, discover trails of varying difficulty, with streams, waterfalls, and charming villages. For accommodation, try a traditional thatched cottage in Ochiai Village or a farm stay and sustainable agriculture experience.

- 🌐 <https://nishi-awa.jp/shokutonou/en/experience/>
- 📍 Miyoshi-shi, Tokushima

**040**

GINZAN ONSEN

Step into a hot spring wonderland at Ginzan Onsen. At the center of the town stand grand bathhouses, reminiscent of Hayao Miyazaki's film Spirited Away. Many date back to the turn of the 20th century, their exposed beams and white plaster walls offering a sharp contrast to Tokyo's concrete jungle.

- 🌐 <http://www.ginzanonsen.jp/>
- 📍 Obanazawa-shi, Yamagata



041

HANBE GARDEN

Hanbe Garden offers an insight into the ancient traditions of Shintoism. On its immaculately manicured grounds, see waterfalls, ponds, and topiary trees, enjoy a Japanese meal of seasonal ingredients and fresh Hiroshima seafood, and immerse yourself in a live Shinto music and dance performance.

🌐 <https://hanbe.jp/>
📍 8-12 Honura-cho, Minami-ku, Hiroshima-shi, Hiroshima



042

HISTORICAL SOMARO MAIKO TEAHOUSE

Somaro blends Sakata's rich history with influence from Kyoto. A vestige of Sakata's time as a bustling port, Somaro is one of the few places where you can regularly watch maiko perform outside Kyoto. Private lunch performances are also available, during which you can enjoy fresh bento lunches of local delicacies.

🌐 <https://www.somaro.net/englishhome>
📍 1-2-20 Hiyoshi-cho, Sakata-shi, Yamagata



043

HOSOO TEXTILES

Founded in 1688, Hosoo is a Kyoto textile weaver and kimono curator with big plans for Nishijin textile and kimono culture. When you buy a Hosoo product, you're getting a piece of high-quality Japanese craftsmanship backed by centuries of tradition and artistry, as well as supporting Hosoo's mission of fostering a future for Japan's rich craft culture.

🌐 <https://www.hosoo.co.jp/en/>
📍 412 Kakimoto-cho, Nakagyo-ku, Kyoto



044

IROHA NIHON - EXPERIENCE THE SOUL OF JAPAN

Iroha Nihon provides unrivaled access to the spiritual heart of Japan, offering private rooms at a Zen Buddhist temple ordinarily closed to the public. Enjoy the peace and seclusion of the temple, where monks will guide you through various activities demonstrating the mindset and practice of Zen.

🌐 <http://nf-iroha.jp/english/>
📍 Kyoto-shi, Kyoto

**045**

ISE-SHIMA FISHING VILLAGE

Visiting this fishing village is like journeying back in time. Visitors can meet the female ama divers who have free-dived in the Pacific for millennia for pearls, lobster, and other gifts of the sea. Take a private tour to discover this long-preserved culture and enjoy a meal of fresh seafood in a traditional fishing hut.

- 🌐 <https://miescape.jp/en/>
- 📍 Ise-shi, Mie



Hall for sacred dances

046

IZUMO TAISHA GRAND SHRINE

Considered Japan's oldest and most important Shinto shrine, Izumo Taisha enshrines Okuninushi, the deity of nation-building and marriage. Every year in November, all eight million Shinto gods are said to gather at Izumo Taisha for a meeting, leaving the rest of Japan without gods for a month.

- 🌐 <http://www.izumo-kankou.gr.jp/english/>
- 📍 195 Taisha-cho, Kizukihigashi, Izumo-shi, Shimane

**047**

KAGA YUZEN

Kanazawa is one of Japan's hidden gems — home to one of Japan's most powerful families in the Edo period, yet easily accessed from Tokyo by train. Its well-preserved Old Town begs exploration, and with the experts at Kanazawa Adventures, you can have a curated tour centered on your own interests.

- 🌐 <https://kanazawaadventures.com/>
- ✉️ info@kanazawaadventures.com
- 📍 Kanazawa-shi, Ishikawa



Kanazawa City Tourism Association

048

KANAZAWA GEISHA PERFORMANCE

In the teahouse culture of Kanazawa, geisha entertain guests with traditional song, dance, and other finely honed skills. The exclusive venues where they perform are invitation-only, but in cooperation with Kanazawa City, a rare opportunity has been created for visitors to book a geisha performance.

- 🌐 <https://business.form-mailer.jp/lp/25642e7277658>
- 📍 Kanazawa-shi, Ishikawa



049

KANUMA AUTUMN FESTIVAL

The Kanuma Autumn Festival is one of Tochigi's grandest events, drawing some 300,000 people to Kanuma City each October. The festival features 27 *yatai* floats (14 that date to the Edo period) which become portable stages carrying performers through the city to conduct musical duels with one another.

- 🌐 <https://visitkanuma.jp/>
- 📍 Kanuma-shi, Tochigi



050

MUJYOAN

Mujyoan is a collapsible and portable tearoom inspired by wabi-sabi, the Japanese aesthetic of impermanence and incompleteness. Created by craftsmen from Fukuoka Prefecture's Okawa city, it's designed and constructed using traditional methods and recent innovations.

- 🌐 https://www.happo-en.com/banquet/plan_en/detail.php?p=1007
- 📍 1-1-1 Shirokanedai, Minato-ku, Tokyo



051

OKINAWA KARATE

Okinawa is so much more than an island paradise with stunning beaches and convivial culture. Part of its ancient culture practiced in secret for centuries, its martial art of karate is now open for discerning travelers to discover for themselves.

- 🌐 <https://karate.ocvb.or.jp/>
- 📍 Okinawa Industry Support Center 2F, 1831-1 Orokō, Naha-shi, Okinawa



052

OTARU KIHINKAN

Otaru Kihinkan is a monument to Japanese craftsmanship and 1920s architecture, built by a wealthy fishing family. Lovingly conserved, the villa showcases lacquer work, rosewood fan work, and hand-painted sliding doors. Visitors can also explore the gardens and enjoy seasonal produce and local seafood.

- 🌐 <http://www.otaru-kihinkan.jp/en/>
- 📍 3-63 Shukutsu, Otaru-shi, Hokkaido



satemo/PIXTA

053**SHINSHOJI ZEN MUSEUM AND GARDENS**

Explore the historic buildings and vast grounds of Shinshoji Zen Museum and Gardens and experience the spirit of Zen. Try zazen meditation or a traditional tea ceremony, and see the museum's collection of ancient scrolls, Zen paintings, and inspirational calligraphy by Zen master Hakuin.

- 🌐 <https://szmg.jp/en/>
📍 91 Kamisanna, Numakuma-cho, Fukuyama-shi, Hiroshima

**054****SOJIIN IN KOYA-SAN**

On sacred Mount Koya, Sojiin offers authentic lodging in a Buddhist temple. Unlike a hotel, this *shukubo*, or temple stay, provides a spiritual escape in idyllic surroundings overlooking the temple's gardens. Drift off to the sounds of the forest, and awaken to the soothing chants of the monks.

- ✉️ soujin@kind.ocn.ne.jp
📍 143 Koyasan, Koya-cho, Ito-gun, Wakayama

**055****TAMIYA RADEN**

Drawing upon Kyotango City's history of textile production, Tamiya Raden has pioneered a unique method called raden weaving, a fusion of two traditional crafts. With their luster, their intricate creations have dazzled Japan and the world. See and try raden weaving on a private tour of this studio.

- 🌐 <https://tamiyaraden.com/>
📍 312 Miyake, Tango-cho, Kyotango-shi, Kyoto

**056****TENKU NO CHANOMA**

Have a cup of tea in the mountains at Tenku no Chanoma, an outdoor tearoom perched on a steep slope in Shizuoka. Enjoy a private tea drinking experience at this one-of-a-kind "Tearoom in the Sky," which overlooks the region's lush tea plantations, and also offers views of Mt. Fuji.

- ✉️ chanoma@aobeat.co.jp
📍 270 Nuzozawa, Shimizu-ku, Shizuoka-shi, Shizuoka

**057**

THE SHIKOKU OHENRO PILGRIMAGE

On the island of Shikoku in western Japan, pilgrims have walked the Shikoku Ohenro for over 1,000 years — a looping course more than 1,200 kilometers long. Discover Shikoku helps visitors incorporate part of the trail into their plans: a hike that opens up worlds of tradition and ritual; an enchanting experience merging nature with spirituality.

🌐 <https://www.discovershikoku.com/>

**058**

TRADITIONAL GEIKO PERFORMANCE

Enjoy seasonal Japanese cuisine in the elegance of Arashiyama Kitcho in Kyoto, one of the world's most exclusive and acclaimed restaurants. As dinner unfolds, guests are treated to a traditional geiko dance performed by beautiful kimono-clad geiko or maiko performers, for an unforgettable evening.

🌐 <https://luxuryjapan.tv>
✉️ info@luxuryjapan.tv
📍 Kyoto-shi, Kyoto

**059**

TSUIKI COPPERWARE - GYOKUSENDO

Founded in 1816, Gyokusendo is a master of the tsuiki technique of shaping copper by hammering it. As tsuiki requires meticulous attention to detail, Gyokusendo's creations are all finely handcrafted. Visit their studio in Tsubame, the last bastion of tsuiki, for an up-close look at the intricacies of this craft.

🌐 <https://www.gyokusendo.com/en/>
📍 2-2-21 Chuo-Dori, Tsubame-shi, Niigata

**060**

UNIQUE EXPERIENCES IN ARITA

As the birthplace of Japanese porcelain, Saga Prefecture's Arita is famed for an elegant, high-quality porcelain called Arita ware. Immerse yourself in Arita's rich heritage on a luxury private tour, on which your guide — an Arita ware expert — will take you to long-running and new kilns alike.

🌐 https://aritasu.jp/product/english_guide_tour_arita/
📍 Arita-cho, Nishimatsuura-gun, Saga

**061**

WAJIMA LACQUERWARE

Established in 1813, Wajimaya-Zenni is one of the oldest factories still making intricate Wajima lacquerware — an official traditional craft of Japan. Visitors to the factory and showroom can see how Wajima lacquerware is made and decorated, meet the artisans, and view the collections at the museum.

🌐 <http://wajimayazenni.co.jp/en/>
📍 63 Heisei-machi, Wajima-shi, Ishikawa

**062**

WATCH SUMO WRESTLING PRACTICE

Sumo wrestling is not just a fascinating spectacle, it's a deeply rooted part of Japanese culture more than 1,500 years old. And while sumo tournaments offer a grand spectacle, a private tour to a sumo stable promises an authentic, exclusive, and personal way to tap into the culture.

🌐 <https://www.japanprivatetour.com/tour/interact-with-sumo-wrestlers-over-lunch/>

**063**

YOBANASHI SAHAN TEA CEREMONY

A full Japanese tea ceremony is a formal affair, but at the invitation-only Yobanashi Sahan, guests can experience a four-hour tea ceremony —including kaiseki-ryori cuisine paired with sake and tea — without being mindful of ceremonial etiquette. Sahan also doubles as a bar that serves premium cocktails.

🌐 <http://yobanashi-sahan.jp/>
📍 2-23-11 Kamiochiai, Shinjuku-ku, Tokyo

**064**

CASTLE STAY

- OZU CASTLE STAY
- HIRADO CASTLE STAY

Experience the opulent life of a daimyo feudal lord at Ehime's Ozu Castle or Nagasaki's Hirado Castle, historical structures that now offer custom stays. Sleep in comfort, dine in luxury, and take part in unique cultural experiences such as a tea ceremony in a style practiced by feudal warlords.

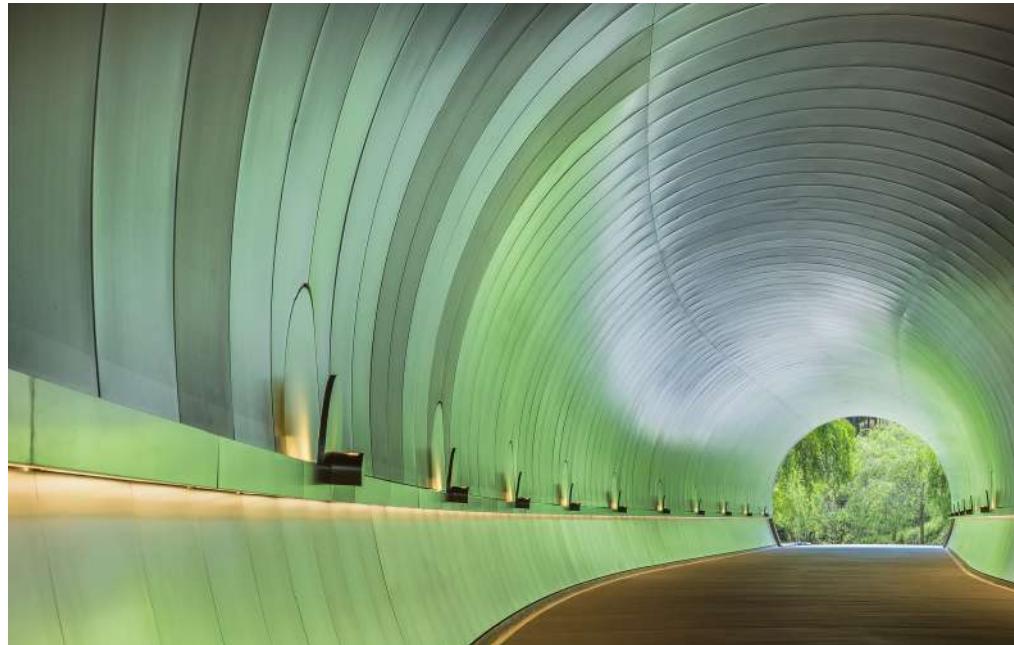
- Ozu castle
- 🌐 <https://castlestay.ozucastle.com/en/home>
- 📍 888 Ozu, Ozu-shi, Ehime
- Hirado castle
- 🌐 <https://www.castlestay.jp/en/>
- 📍 1458 Iwanoue-cho, Hirado-shi, Nagasaki



4

21ST CENTURY MUSEUM OF
CONTEMPORARY ART, KANAZAWA
AINU CULTURAL EXPERIENCE
COMICO ART MUSEUM
ENOURA OBSERVATORY
KENGO KUMA'S WORKS IN YUSUHARA TOWN
MIHO MUSEUM
NEZU MUSEUM
OHARA MUSEUM OF ART
OKADA MUSEUM OF ART
OMIYA BONSAI ART MUSEUM, SAITAMA
TOWADA ART CENTER
ART TRIENNALE

Japanese culture has made waves around the world — and it's easy to see why. Japan finds beauty in simplicity, and elevates the everyday into high art. You'll notice an inimitable style in the sleek silhouette of the bullet train, in the manga that captivates commuters, and in the distinctive architecture of its ancient temples and shrines. A trip to Japan isn't complete without immersing yourself in its culture, and there are plenty of ways to get involved. Don a yukata robe for a matsuri street festival, enjoy a dramatic kabuki theater performance, or browse one of many world-class galleries and museums. Wherever you wander, you'll discover a palpable sense of creativity at every corner.



Arts & Culture

**065**

Photo: WATANABE Osamu Courtesy: 21st Century Museum of Contemporary Art, Kanazawa

21ST CENTURY MUSEUM OF CONTEMPORARY ART, KANAZAWA

The 21st Century Museum of Contemporary Art, Kanazawa features uplifting artwork by acclaimed contemporary artists from Japan and beyond. One of the country's most popular art museums, its playfully designed circular building was conceived by the award-winning Japanese architectural firm, SANAA.

<http://www.kanazawa21.jp/en/>
1-2-1 Hirosaka, Kanazawa-shi, Ishikawa



© Yoshitomo Nara 2017

067

COMICO ART MUSEUM

Comico Art Museum Yufuin features the work of Takashi Murakami and Hiroshi Sugimoto, two influential Japanese modern artists. Set in the mountains, the museum owes its minimalist design to the famed Kengo Kuma. Upon arrival, enjoy a tour by an expert, then explore the collection at your own pace.

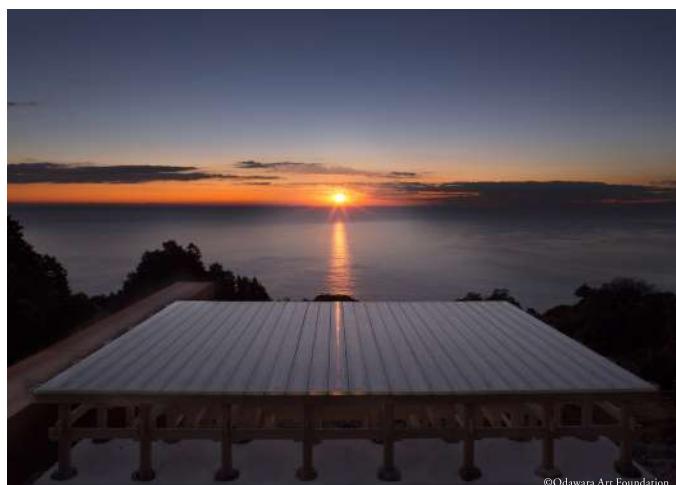
<https://camy.oita.jp/>
2995-1 Kawakami, Yufuin-cho, Yufu-shi, Oita

**066**

AINU CULTURAL EXPERIENCE

Glimpse the unique culture and sustainable lifestyle of the Ainu, one of Japan's indigenous groups, on this Lake Akan forest walk with an Ainu guide. After praying for safe travels, you'll trek a scenic trail, be delighted by a traditional instrument called a mukkuri, and take photos in Ainu attire.

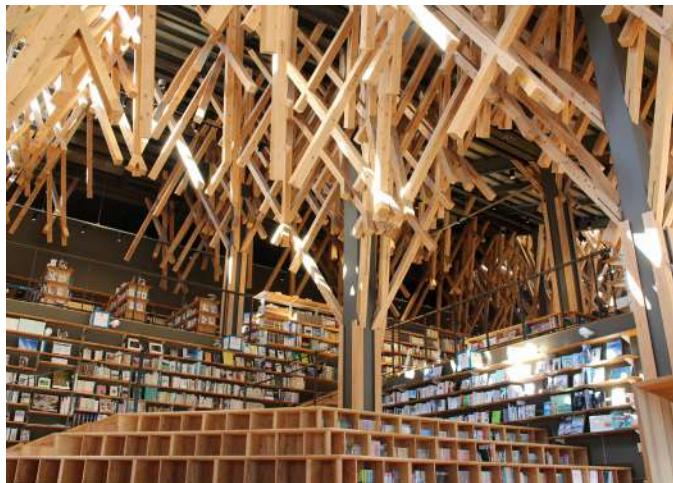
<https://en.anytimeainutime.jp/tour/forest-time/>
Kushiro-shi, Hokkaido

**068**

ENOURA OBSERVATORY

Located in Odawara's Kataura district, Enoura Observatory is a modern art facility overlooking the scenic Sagami Bay. A visit will let you delve into Japanese art and culture and learn about Japan's rich architectural history through the design of the building, a breathtaking piece of architectural art in itself.

<https://www.odawara-af.com/en/>
362-1 Enoura, Odawara-shi, Kanagawa

**069**

KENGO KUMA'S WORKS IN YUSUHARA TOWN

Tucked away in remote Kochi Prefecture on Shikoku Island, Yusuhara is a small mountain town that's home to six buildings designed by the renowned architect Kengo Kuma. Inspired by the town's natural surroundings and history, these gorges architectural wonders fit seamlessly into Yusuhara's lush forested landscape.

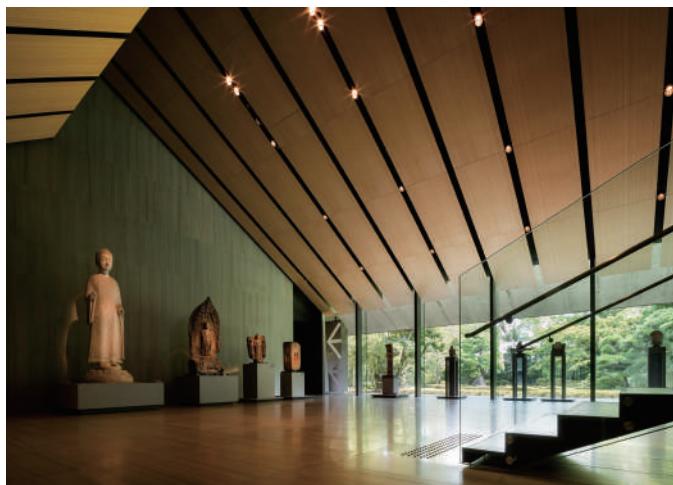
- 🌐 <http://www.town.yusuvara.kochi.jp/kanko/kuma-kengo/eng/index.html>
- 📍 1444-1, Yusuhara, Yusuhara-cho, Takaoka-gun, Kochi

**070**

MIHO MUSEUM

The Miho Museum houses Mihoko Koyama's private collection of carefully curated works from around the world, including Japanese art and ancient artifacts from the Silk Road. An art lover's paradise, the museum is a light-filled building set in the Shiga mountains and designed by architect I. M. Pei.

- 🌐 <http://www.miho.or.jp/en/>
- 📍 300 Momodani Tashiro, Shigaraki-cho, Koka-shi, Shiga

**071**

NEZU MUSEUM

Displaying everything from ceramics to textiles, Tokyo's Nezu Museum began as the private collection of businessman Kaichiro Nezu (1860-1940). It now houses over 7,400 pre-modern Japanese and East Asian art pieces. Within the compound is also a beautiful sprawling Japanese garden with a small café.

- 🌐 <http://www.nezu-muse.or.jp/en/>
- 📍 6-5-1 Minamiaoyama, Minato-ku, Tokyo

**072**

OHARA MUSEUM OF ART

Located in Kurashiki, Ohara Museum of Art is Japan's oldest private art museum. Besides works by many important Western artists, there is also Asian art to see, as well as seasonal events to join. Part of the ongoing mission of the museum is to explore tensions between Western and Asian art.

- 🌐 <https://www.ohara.or.jp/en/>
- 📍 1-1-15 Chuo, Kurashiki-shi, Okayama

**073**

OKADA MUSEUM OF ART

Opened in 2013, the Okada Museum of Art takes advantage of Hakone's natural gifts to create a palace of fine art in a mountainside oasis. Immerse yourself in an outstanding exhibition of Japanese paintings and East-Asian ceramics, reflect on its treasures with a relaxed heart and mind, and come away restored and refreshed.

🌐 <https://www.okada-museum.com/en/>

📍 493-1 Kowakudani, Hakone-machi, Ashigarashimo-gun, Kanagawa

**074**

OMIYA BONSAI ART MUSEUM, SAITAMA

Omiya Bonsai Art Museum in Saitama is the world's first publicly run museum dedicated to the Japanese art of bonsai. Adjacent to the Omiya Bonsai Village, its collection ranges from bonsai pots to woodblock prints, and it also has a garden with bonsai masterpieces estimated to be over a century old.

🌐 <https://www.bonsai-art-museum.jp/en/>

📍 2-24-3 Toro-cho, Kita-ku, Saitama-shi, Saitama

**075**

TOWADA ART CENTER

Towada Art Center features unique installations by world-renowned artists like Yoko Ono, Yayoi Kusama, Choi Jeong Hwa, and Ron Mueck. It has large glass walls and an open layout, with outdoor installations providing an inviting setting for locals and visitors alike.

🌐 <https://towadaartcenter.com/en/>

📍 10-9 Nishi-Niban-cho, Towada-shi, Aomori

**076**

ART TRIENNALE

- SETOUCHI TRIENNALE
- ECHIGO-TSUMARI ART FIELD

Art festivals are a creative, colorful trend breathing new life into the Japanese countryside. Some of the best-known are the Setouchi Triennale and the Echigo Tsumari Art Field. These events transform the rural landscape into one big art gallery, where masterpieces can be found all around town.

• Setouchi Art Triennale

🌐 <https://setouchi-artfest.jp/en/>

• Echigo-Tsumari Art Field

🌐 <https://www.echigo-tsumari.jp/en/>

5

ASUKA II
 BUSINESS JET SERVICE
 GRANDAYS
 GUNTŪ
 SETOUCHI ISLAND CRUISE
 SEVEN STARS IN KYUSHU
 THE ROYAL EXPRESS
 TRAIN SUITE SHIKI-SHIMA
 TWILIGHT EXPRESS MIZUKAZE
 YOKOHAMA HELICOPTER FLIGHTS
 YUI PRIMA

In Japan, the journey is truly the destination. From the moment you land, its airports offer a rare efficiency and calm. This theme extends to its other transport links, where comfort and convenience is always the focus. From sleek, speedy Shinkansen to luxury sleepers, trains criss-cross the country and run with pinpoint punctuality. Even a taxi ride is an experience, with spiffy uniformed drivers to take you to your destination in style. But don't just stay grounded — charter a private jet, soar over landmarks on a helicopter, or observe pretty islets and plentiful sea life from a cruise ship. When you travel in Japan, getting there is half the fun.



Traveling In Style



©Nakamura Takehiro

077**ASUKA II**

Asuka II is a luxury cruise liner that offers Japanese hospitality and a host of indulgent comforts. With world-class dining, a host of entertainment and relaxation options, and cultural experiences available on-board and on land, a cruise on the Asuka II is sure to be a memorable experience.

- 🌐 <https://www.asukacruise.co.jp/english/>
- 📍 The Landmark Tower 47F, 2-2-1, Minatomirai, Nishi-ku, Yokohama-shi, Kanagawa

**078****BUSINESS JET SERVICE**

Opt for private jets when you fly within Japan and enjoy greater flexibility. Both JAL and ANA offer convenient services that will have you hiking in Hokkaido in the morning and surfing in Ishigaki before dinner. Just choose your destinations and schedule, and let the crew handle the rest.

- | | |
|---|---|
| • ANA Business Jet | • JAL Business Aviation |
| 🌐 https://www.anabj.co.jp/en/ | 🌐 http://www.jalba.co.jp/en/ |
| 📍 1-18-6 Nishi-Shinbashi,
Minato-ku, Tokyo | 📍 1-11-2 Haneda Airport,
Ota-ku, Tokyo |

**079****GRANDAYS**

With just twelve seats arranged in six rows, Grandays offers each passenger a “one-seat hotel” for the bus journey to their destination. Their carefully considered lineup of day trips and overnight stays showcase the highlights of Japanese history, cuisine, and culture.

- 🌐 <https://www.grandays.jp/en/>



Photo: Tetsuya Ito ©guntū

080

GUNTŪ

Sail the Seto Inland Sea in style aboard Guntū. Designed by renowned architect Yasushi Horibe, this 19-room floating hotel offers spectacular views from its spacious panoramic terraces. To complete the experience, Guntū also boasts a spa, sauna, and gym facilities onboard.

🌐 <https://guntu.jp/en/>



081

SETOUCHI ISLAND CRUISE

In the west of Japan, between the islands of Honshu, Kyushu, and Shikoku, await the captivating waters of the Seto Inland Sea. Here, with Setouchi Island Cruise, discerning travelers can experience an extraordinary ocean voyage to discover vistas, artwork, and cuisine that can't be found anywhere else.

🌐 <https://setouchi-ic.com/en/>
📍 796-53, Gotou-cho, Takamatsu-shi, Kagawa



Kyushu Railway Company

082

SEVEN STARS IN KYUSHU

An adventure on Japan's first luxury sleeper train is high on the wish lists of many discerning Kyushu travelers. From the ritz carriages, guests on the Seven Stars can take in the panoramas outside, and stop at various points to experience Kyushu's hot springs, rich cuisine, and many other charms.

🌐 <https://www.cruisetrain-sevenstars.jp/english/>



083

THE ROYAL EXPRESS

Tokyu Corporation's Royal Express ushers in a new era of comfort for Japanese rail travel. With interiors designed by Eiji Mitooka made of wood, traditional washi paper, and gold, passengers on this exclusive rail line experience will be forgiven for taking their eyes off the incredible coastal views between Yokohama and Shimoda, or Hokkaido in late summer.

🌐 <https://www.the-royalexpress.jp.e.ajm.hp.transer.com/>

**084**

TRAIN SUITE SHIKI-SHIMA

Get the ultimate train experience on the luxurious Train Suite Shiki-shima. Fusing Japanese and Western design sensibilities, the spacious train features several suites, including a split-level room with a cypress bath. Also enjoy a menu curated by an acclaimed chef, as well as a lounge and observatory cars.

🌐 <https://www.jreast.co.jp/shiki-shima/en/>

**085**

TWILIGHT EXPRESS MIZUKAZE

Designed with a “modern nostalgic” concept, the Twilight Express Mizukaze is a moving hotel with retro art deco style carriages. Relax in an elegant lounge car, enjoy five-star service, and indulge in Japanese cuisine prepared under chef Yoshihiro Murata’s supervision as you speed past breathtaking scenery.

🌐 <https://www.twilightexpress-mizukaze.jp/en/>

**086**

YOKOHAMA HELICOPTER FLIGHTS

Take to the skies and enjoy a spectacular twilight tour of Yokohama by helicopter, soaring above neon-soaked streets with Mt. Fuji visible in the distance. Yokohama Sky Cruise offers multiple departure times and flight routes, all operated by professional bilingual staff.

🌐 https://www.skycruise.jp/course/index_en.html
📍 Temporary Heliport Minatomirai, 1-7 Minatomirai, Nishi-ku, Yokohama-shi, Kanagawa

**087**

YUI PRIMA

Throw away all your assumptions about bus travel. Yui Prima offers luxury tours to Japan’s gems of gastronomy, culture, and nature with unparalleled style and convenience. In a specially designed cabin, you’ll enjoy light meals and drinks from the onboard bar as you cruise to your destination.

🌐 <https://yui-shinkibus.com/>

6

ASABA RYOKAN
 AZUMI SETODA
 BENIYA MUKAYU
 BETTEI SENJUAN
 CHIKUSSENSOU
 HYAKUNA GARAN
 MADOKANOMORI
 NISHIMURAYA HONKAN
 MIIDERA TEMPLE
 PORTOM INTERNATIONAL HOKKAIDO
 RYUGON
 SASAYURI-ANN
 SEKIYO
 SETOUCHI RETREAT AONAGI
 SOWAKA
 TAKEFUE RYOKAN
 TAMANOYU
 TOBIRA ONSEN MYOJINKAN
 ZABORIN RYOKAN
 ORIGINAL JAPANESE BRAND CHAIN HOTELS
 INTERNATIONAL BRAND CHAIN HOTELS

To the discerning traveler, Japan is home to some of the world's finest boutique and flagship hotels. Cutting-edge facilities in prime locations let visitors enjoy elegant evenings with cocktails in the magnificent surrounds of a rooftop bar over a glittering metropolitan nightscape. For a more traditional experience, the refined aesthetic of a ryokan resort presents old Japan with a luxurious twist. Secluded in the Japanese countryside, these hideaways awaken the senses with their rarefied quarters and outdoor hot spring baths surrounded by nature. Whatever your choice, the world-renowned Japanese hospitality will have you feeling pampered and relaxed, helping you to enjoy your travels to the fullest.



Luxury Accommodation



088

ASABA RYOKAN

Feel 500 years of history at Asaba Ryokan. Situated on the holy Katsura River, the hotel is known for its outdoor hot spring bath and Noh theater stage. Enjoy luxurious bathing and periodic Noh performances alongside a range of outdoor activities beside the river.

<http://www.asaba-ryokan.com/en/>
 3450-1 Shuzenji, Izu-shi, Shizuoka

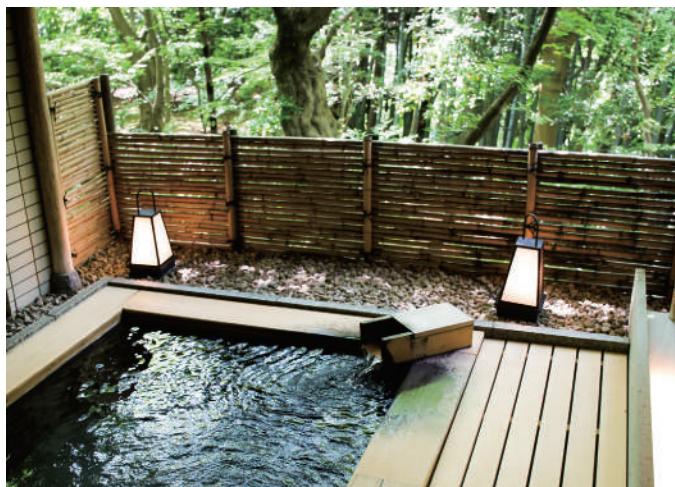


089

AZUMI SETODA

Set in a restored historic compound on Ikuchijima, Azumi Setoda is a contemporary ryokan inn where modern luxury meets the warmth of a family-run inn. Designed for the discerning traveler, it balances tradition and innovation, with Ikuchijima's cultural roots underpinning all its offerings.

<https://azumi.co/setoda/en/>
 269 Setoda, Setoda-cho, Onomichi-shi, Hiroshima



090

BENIYA MUKAYU

This peaceful design-led retreat was created by architect Kiyoshi Sey Takeyama, inspired by the Japanese tea ceremony. Guests staying at this elegant ryokan can start their day with morning yoga against a stunning natural backdrop and relax in the evening with a hot spring bath or spa treatment.

<https://mukayu.com/english/>
 55-1-3 Yamashiro Onsen, Kaga-shi, Ishikawa



091

BETTEI SENJUAN

Every room at Bettei Senjuan looks out on the snow-capped peaks and the cherry blossom trees of Mount Tanigawa. Experience a Zen-inspired interior filled with natural light as you relax in a hot spring bath or savor traditional cuisine with a contemporary twist.

<https://www.relischateaux.com/us/japan/senjuan-gunma-minakami>
 614 Tanigawa, Minakami-machi, Tone-gun, Gunma



092

CHIKUSENSOU

Chikusenso, at the base of Mt. Zao, is a luxury retreat surrounded by waterfalls, trees, and bamboo forests. Here, you'll enjoy private hot spring bathing and a full menu of spa treatments, as well as Miyagi cuisine paired with local wine and sake, all in an ever-changing seasonal landscape.

🌐 <http://mtzaoresort.com/en/index.php>

📍 88-11 Aza Uwanohara, Togatta-Onsen, Zao-machi, Katta-gun, Miyagi



093

HYAKUNA GARAN

Nestled on Okinawa Island's southern coast, Hyakuna Garan is a small, adults-only luxury resort steps away from Hyakuna Beach and the ocean. Perfect for a romantic getaway, it offers oceanfront rooms, private open-air baths, and sunrise and sunset views in a location tucked away from the crowds.

✉ info@hyakunagaran.com

📍 1299-1, Aza Hyakunayamashitaru, Tamagusuku, Nanjo-shi, Okinawa



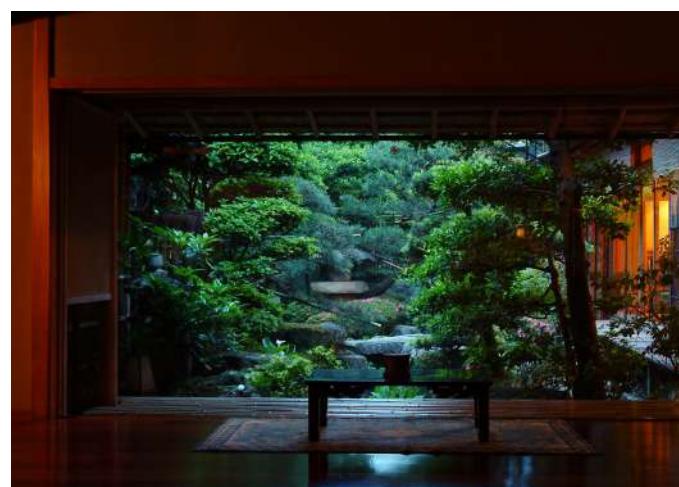
094

MADOKANOMORI

The Gora Hanaogi Group's Madoka-no-Mori is a luxury mountain lodge-style inn located in Hakone. It's a hideaway with just 20 rooms, each with its own private outdoor hot spring bath. For signature Japanese hospitality with a personal touch, you'll find it at Madoka-no-Mori in the wooded heart of Hakone.

🌐 <https://gorahanaogi.com/madokanomori/en/>

📍 1320-862 Gora, Hakone-machi, Ashigarashimo-gun, Kanagawa



095

NISHIMURAYA HONKAN

Soothe your soul at Kinosaki Onsen Nishimuraya Honkan. Relax amidst traditional *sukiya-zukuri* architecture, the Japanese garden, or your tatami mat room with an optional terrace and private open-air bath. At mealtimes, indulge in Japanese snow crab and high-quality wagyu beef.

🌐 <https://www.nishimuraya.ne.jp/honkan/english/index.php?mode=pc>

📍 469 Yushima, Kinosaki-cho, Toyooka-shi, Hyogo

**096****MIIDERA TEMPLE**

Miidera was established 1,300 years ago, and commands a sweeping view of Lake Biwa. This tastefully restored lodging is open to just one group at a time, and offers accessible spiritual experiences and ascetic training alongside traditional Buddhist hospitality.

🌐 <https://waqoo-miidera.com/en/>
📍 246 Onjoji-cho, Otsu-shi, Shiga

**097****PORTOM INTERNATIONAL HOKKAIDO**

Immerse yourself in a world of art, culture, and relaxation at Portom International Hokkaido. Admire original Hokusai prints in your room, join a traditional tea ceremony, and indulge in delicious traditional and modern cuisine.

🌐 <https://www.portom.jp/>
📍 New Chitose Airport International Terminal Building 4F, Bibi, Chitose-shi, Hokkaido

**098****RYUGON**

In the heart of snowy Minami-Uonuma Town is Ryugon, a stately ryokan inn consisting of refurbished traditional manors once owned by aristocrats and wealthy merchants. The inn takes pride in Niigata's unique culture as Japan's Snow Country, highlighting local specialties and holding cultural experiences for guests.

🌐 <https://ryugon.co.jp/en/>
📍 1-6 Sakado, Minami Uonuma-shi, Niigata

**099****SASAYURI-ANN**

With scenic mountain views and a sea of rice paddies spreading below, Sasayuri-Ann consists of wonderful wooden villas with a traditional Japanese aesthetic. This includes thatched roofs, pine flooring, and tatami straw mats that guests sleep atop with futon bedding.

🌐 <https://stayjapan.jp/PORTAL/E/index.html>
📍 656 Murofukano, Uda-shi, Nara



©sekiyo

100

SEKIYO

Drawing inspiration from the villas of Japanese nobility, Sekiyo offers a sophisticated setting from which to admire the changing seasons. Each of its nine rooms offers a slightly different experience, from views of the mountains surrounding Hakone to ancient cherry blossom gardens.

🌐 <https://www.sekiyou.com/>
📍 749 Miyakami, Yugawara-machi, Ashigarashimo-gun, Kanagawa

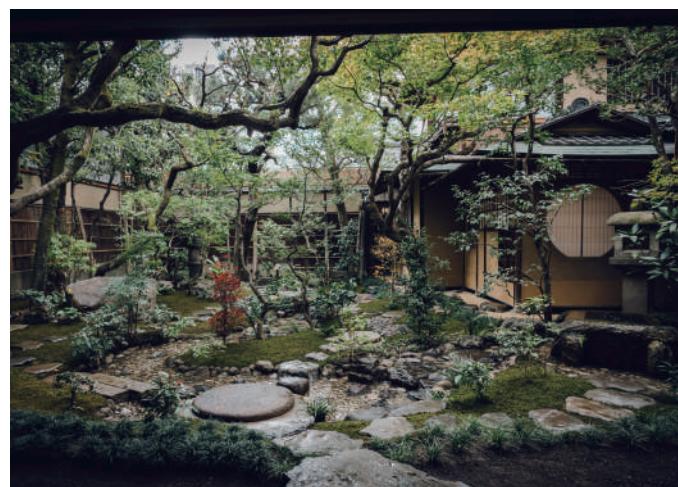


101

SETOUCHI RETREAT AONAGI

Setouchi Retreat Aonagi was designed by world-renowned architect Tadao Ando as a complement to the Elleair Art Museum. Relax in minimalist luxury in one of just seven spacious suites, or take in the view from a hot spring jacuzzi overlooking the gorgeous Seto Inland Sea.

🌐 <https://www.setouchi-aonagi.com/en/>
📍 794-1 Yanaidani-cho, Matsuyama-shi, Ehime



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SOWAKA

Behind a traditional *sukiya-zukuri* facade in Kyoto's Gion district, Sowaka offers a luxurious blend of classic and modern stylings. Alongside its naturally furnished rooms and private courtyard garden, the hotel also serves as the dining room for the award-winning La Bombarde restaurant.

🌐 <https://sowaka.com/eng/>
📍 480 Kiyoi-cho, Yasakartoimae-sagaru, Shimogawaradori, Higashiyama-ku, Kyoto-shi, Kyoto



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TAKEFUE RYOKAN

With its rustic-meets-modern design, breathtaking panoramic views of Mt. Aso's peaks and the ocean, and an illuminated bamboo grove, Takefue Ryokan is an otherworldly experience. Each of Takefue's 12 private lodges has its own outdoor hot spring bath in a secluded paradise in the woods.

<http://takefue.com/english/>
 5725-1 Manganji, Minamioguni-machi, Aso-gun, Kumamoto



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TAMANOYU

Once a retreat lodge for monks, Tamanoyu is now a modern hotel that's one of the best places to stay in the Yufuin area. Dotted across lush woods are 16 Japanese-style rooms, each with a tatami sitting room and hot spring bath. The restaurant serves a seasonal menu, and there is an onsite bar.

<https://www.tamanoyu.co.jp/english.html>
 2731-1 Kawakami, Yufuin-cho, Yufu-shi, Oita

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ORIGINAL JAPANESE BRAND CHAIN HOTELS

Stay at Japan's homegrown luxury hotels for a taste of the stellar omotenashi hospitality that the Land of the Rising Sun is renowned for. These hotels are often situated in upscale commercial districts, close to significant historical structures. The Prince Gallery Tokyo Kioicho, for example, is a stone's throw from the stately Akasaka Prince Classic House, and The Palace Hotel Tokyo overlooks the Imperial Palace. Some of these hotels have rich histories of their own: the Okura's original Tokyo hotel has hosted royalty and heads of state. Meanwhile, Hotel The Mitsui Kyoto has ties to the influential Mitsui clan, a prestigious family of industrialists whose roots date back to feudal Japan.

Serene and understated in their classic elegance and charm, these hotels have embraced a harmony of traditional Japanese and modern western aesthetics. This fusion of sensibilities permeates every aspect: from the architecture — as seen in The Capitol Hotel Tokyu's use of shoji paper screens as in-room partitions — to Palace Hotel Tokyo's and The Okura Tokyo's spa treatments that draw upon Japan's and France's best wellness secrets.

Above all, omotenashi service is what these hotels deliver best. Once you've experienced Japanese-style hospitality, there's no going back — the encounter with one of Japan's finest cultural traditions will surely leave you deeply impressed.



105

TOBIRA ONSEN MYOJINKAN

Tobira Onsen Miyojinkan, in the foothills of Nagano's Yatsugatake National Park, invites guests to unwind in gorgeous natural surroundings. The hotel features private outdoor baths opening out into the forest and a master chef each for traditional kaiseki cuisine and French-Japanese fusions.

- 🌐 [https://www.relaischateaux.com/us/japan/
myojinkan-nagano-matsumoto-shi](https://www.relaischateaux.com/us/japan/myojinkan-nagano-matsumoto-shi)
- 📍 8967 Iriyamabe, Matsumoto-shi, Nagano



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ZABORIN RYOKAN

A heavenly retreat situated in Hokkaido's Hanazono Woods, Zaborin Ryokan has fifteen secluded villas, each with luxurious private indoor and alfresco onsen hot spring baths. It's the perfect place to relax after a day's skiing or rafting in the mountains or simply to take in stunning natural beauty.

- 🌐 <https://zaborin.com/en/>
- 📍 76-4 Hanazono, Kutchan-cho, Abuta-gun, Hokkaido

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INTERNATIONAL BRAND CHAIN HOTELS

From the Four Seasons to the Grand Hyatt, the world's leaders in luxury hospitality have made names for themselves in Japan, too. While applying stringent standards to consistently provide the level of luxury that they are prized for, these brands also tailor sensibilities to match the local culture. The Ritz-Carlton Nikko, for example, is the brand's only hotel to have an onsen hot spring bath on its premises, while Kyoto's Hyatt Regency and Ritz-Carlton, as well as Aman's hotels and resorts — Aman Tokyo and Kyoro, and Amanemu in Ise — are inspired by ryokan inns.

These hotels tend to be strategically located, overlooking the scenery and providing easy access to some of Japan's most renowned attractions. Many upscale urban hotels — such as the Conrad in Tokyo and Osaka, Four Seasons Tokyo, Park Hyatt Tokyo and Andaz, Mandarin Oriental, and Shangri-La — occupy the top floors of high-rise towers. Hotels like Four Seasons Kyoto, Suiran Kyoto, and Park Hyatt Niseko are surrounded by nature, treating guests to breathtaking views of mountains, rivers, and gardens. Expect spacious, chic rooms subtly imbued with Japanese touches, including minimalist decor, earthy interiors, and traditional elements.

The service is, naturally, top-notch. At Osaka's St. Regis and the Ritz-Carlton's hotels in Tokyo and Osaka, butlers attend to your every need. For maximum convenience, make full use of these personal concierge services, right at your fingertips. With attentive clerks to take care of everything from booking exclusive restaurants to arranging memorable experiences, your stay in Japan will be nothing but smooth sailing.

LUXURY CHAUFFEUR LIMOUSINE SERVICES



Premier chauffeur-driven limousine services with fluent English-speaking drivers will assure the most luxurious and comfortable mode of transport while traveling in Japan. Suitable for a range of journeys, from airport transfers to sightseeing tours, our experienced limousine partners will tailor their executive services to meet your every requirement. For the greatest comfort, we recommend that larger groups and travelers with a lot of luggage consider one of the minivan services. Approximate travel times by road from Japan's major airports to metropolitan areas.*

- Haneda Airport ⇄ Downtown Tokyo Approx. 30-60 minutes
- Narita Airport ⇄ Downtown Tokyo Approx. 60-90 minutes
- Kansai International Airport ⇄ Downtown Osaka Approx. 60-90 minutes
- Kansai International Airport ⇄ Downtown Kyoto Approx. 90-120 minutes

* Travel times may vary depending on your destination and the time of day so please factor this into your travel plans.

JAPAN LIMOUSINE SERVICE	📞 TOKYO +81-3-5927-9325 📞 OSAKA +81-72-228-2334 🌐 http://jl-service.co.jp/en/
MK TAXI	📞 TOKYO +81-3-5547-5557 🌐 http://www.tokyomk.com/en/ 📞 KYOTO +81-75-757-6212 🌐 https://www.mktaxi-japan.com/
OUTECH CO., LTD. (TOKYO)	📞 +81-3-6880-1290 🌐 http://www.airportlimo-tokyo.com/
24 LIMOUSINE (TOKYO)	📞 +81-3-5790-6211 🌐 http://www.24limousine.com/
HINOMARU KOTSU	📞 +81-3-3814-1111 🌐 https://hinomaru.tokyo/
Charter Bus & Limousine Japan	📞 +81-3-6880-1069 🌐 https://www.charterbus-limousine.com/
Fukuoka Hire Service, Inc.	📞 +81-92-624-0014 🌐 https://www.fukuoka-hire.jp/en/

HANDS-FREE TRAVEL

Traveling without luggage in Japan can be a convenient, cost-effective way to move your baggage from the moment you arrive at the airport to your hotel, and before moving on to your next destination. Within Japan, luggage can be shipped at reasonable prices from airports, terminal stations, hotels, convenience stores, and post offices. Many operate 24 hours a day with same-day and one-/two-day delivery services. Hands-free travel allows you to spend less time moving luggage around and more time enjoying your holiday.

HELICOPTER CHARTERS



Flying by private helicopter enables guests to create a personalized itinerary for a reliable, comfortable, and relaxing travel experience. Helicopter transfer services allow you to customize and fine-tune the details of your itinerary in Japan, from the point of departure onto your chosen destination.

AERO ASAHI	🌐 https://www.aeroasahi.co.jp/english/
AIROS	🌐 https://airos.jp/en
NOEVIR AVIATION	🌐 http://nac.noevir.co.jp/english/
PRIVATE SKY	🌐 https://charter.privatesky.co.jp/
JET TEAM	🌐 http://jet-team.jp/en/

SHINKANSEN



East Japan Railway Company



East Japan Railway Company

Japan is world famous for the efficiency of its rail network and is home to the renowned high-speed Shinkansen, or bullet train, the country's premier train service. Shinkansen trains are a great way to travel long distances between the country's major cities. Travelers can choose from two levels of reserved seating class on most Shinkansen routes: Business and Ordinary, with even the latter proving an extremely comfortable option for most journeys. Some trains also feature the new luxury GranClass cars. Shinkansen business class travelers in the "Green Car" section will enjoy a more spacious experience. For a more comfortable and stress-free journey for business travelers, amenities such as power outlets, reading lights, footrests, leg warmers, and blankets are provided depending on the route. The highest standard of rail travel can be experienced with a GranClass Shinkansen travel ticket. Available on the "Tohoku / Hokkaido Shinkansen" route, which links Tokyo and Hakodate, and the "Hokuriku Shinkansen" route between Tokyo and Kanazawa, GranClass is considered the Shinkansen's "First Class" and the ultimate way to travel Japan by rail. With its ergonomically designed leather seats and complimentary slippers, GranClass guarantees optimum comfort for the discerning traveler. On some routes, GranClass travelers are assigned a dedicated cabin attendant for the duration of the journey, and a Japanese bento box and a refreshing beverage are delivered right to your seat. The luxury begins even before you travel, as GranClass ticket holders can use the View Gold Lounge, a premium pre-departure lounge for passengers traveling from Tokyo Station. You can relax in the lounge for up to 90 minutes prior to departure (open daily from 8:00 AM to 6:00 PM). Yet regardless of the class, high standards of Japanese design, engineering, and customer service will ensure a superior experience on your Shinkansen adventure.

SHINKANSEN LINES



For further information, please visit the JNTO official website.

» <https://www.japan.travel/en/plan/getting-around/shinkansen/>

HANDS-FREE TRAVEL

🌐 <https://www.jnto.go.jp/hands-free-travel/>

LUGGAGE-FREE TRAVEL

🌐 <https://www.luggage-free-travel.com/>

JAL ABC

🌐 <https://www.jalabc.com/en/hands-freetravel.html>

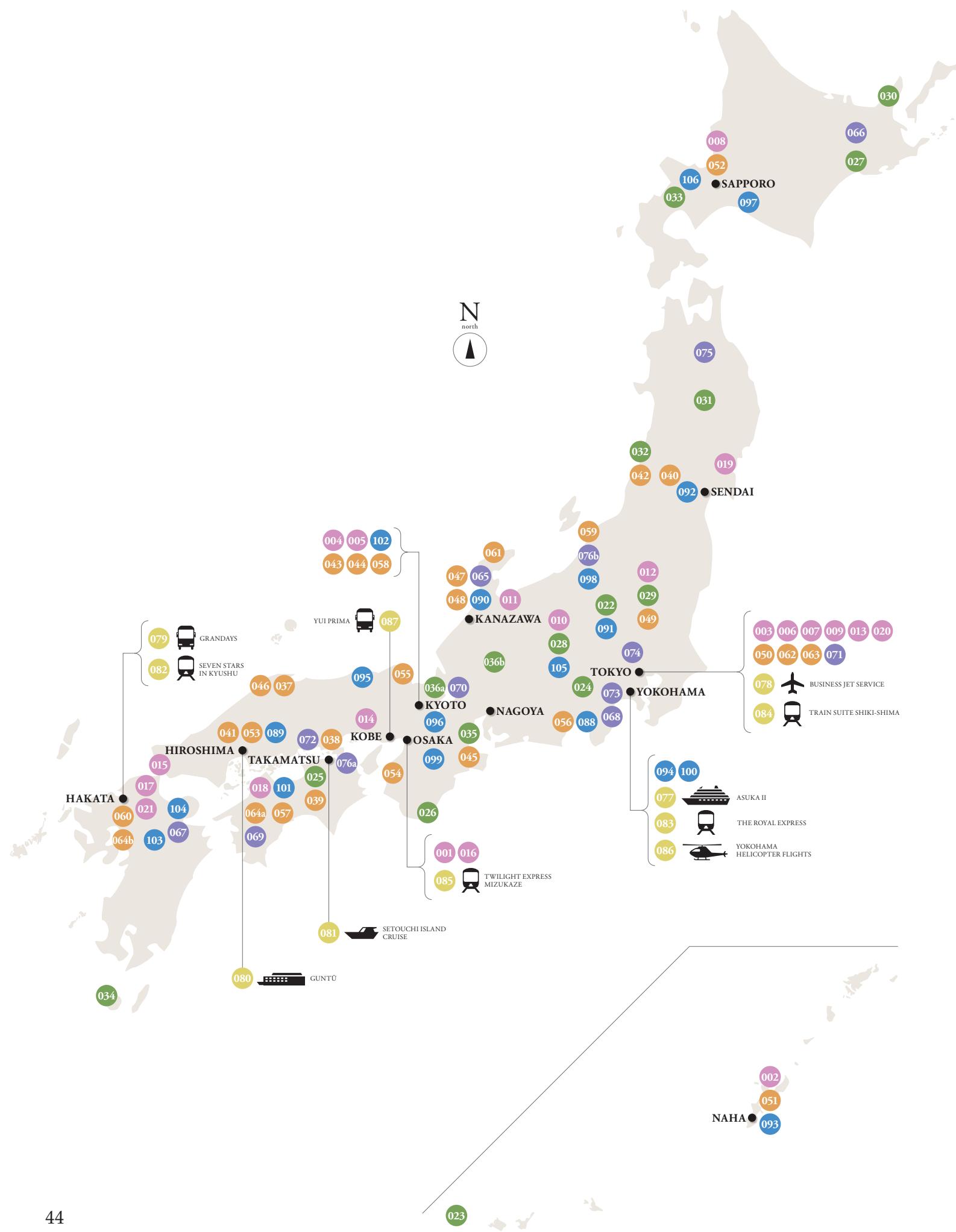
YAMATO TRANSPORT'S "HANDS-FREE TRAVEL"

🌐 <http://www.global-yamato.com/en/hands-free-travel/>

SAGAWA EXPRESS CO., LTD. "SIGHTSEEING WITHOUT BAGGAGE"

🌐 <https://www.sagawa-exp.co.jp/ttk/english/>

Depending on shipping time, your luggage may be delivered the next day.
If so, we recommend carrying a small amount of hand baggage with a change of clothes.





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007 MATSUNOZUSHI (SUSHI MAKING EXPERIENCE)
008 MOLIERE
009 NARISAWA
010 NORIKURA STAR & MOON RESTAURANT
011 ORYOURI FUJII
012 OTOWA RESTAURANT
013 RYOTEI [CERULEAN TOWER SUKIYA]
014 SETSUGEKKA HANARE
015 SHUNPANRO
016 SUNTORY YAMAZAKI DISTILLERY
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Contact information for
the JNTO offices
around the world and
the countries and territories served.



JNTO HEADQUARTERS

📍 1-6-4, Yotsuya, Shinjuku-ku, Tokyo, Japan



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GLOBAL ENGLISH-LANGUAGE WEBSITE

TRAVEL JAPAN – OFFICIAL WEBSITE

🌐 <https://www.japan.travel/en/>

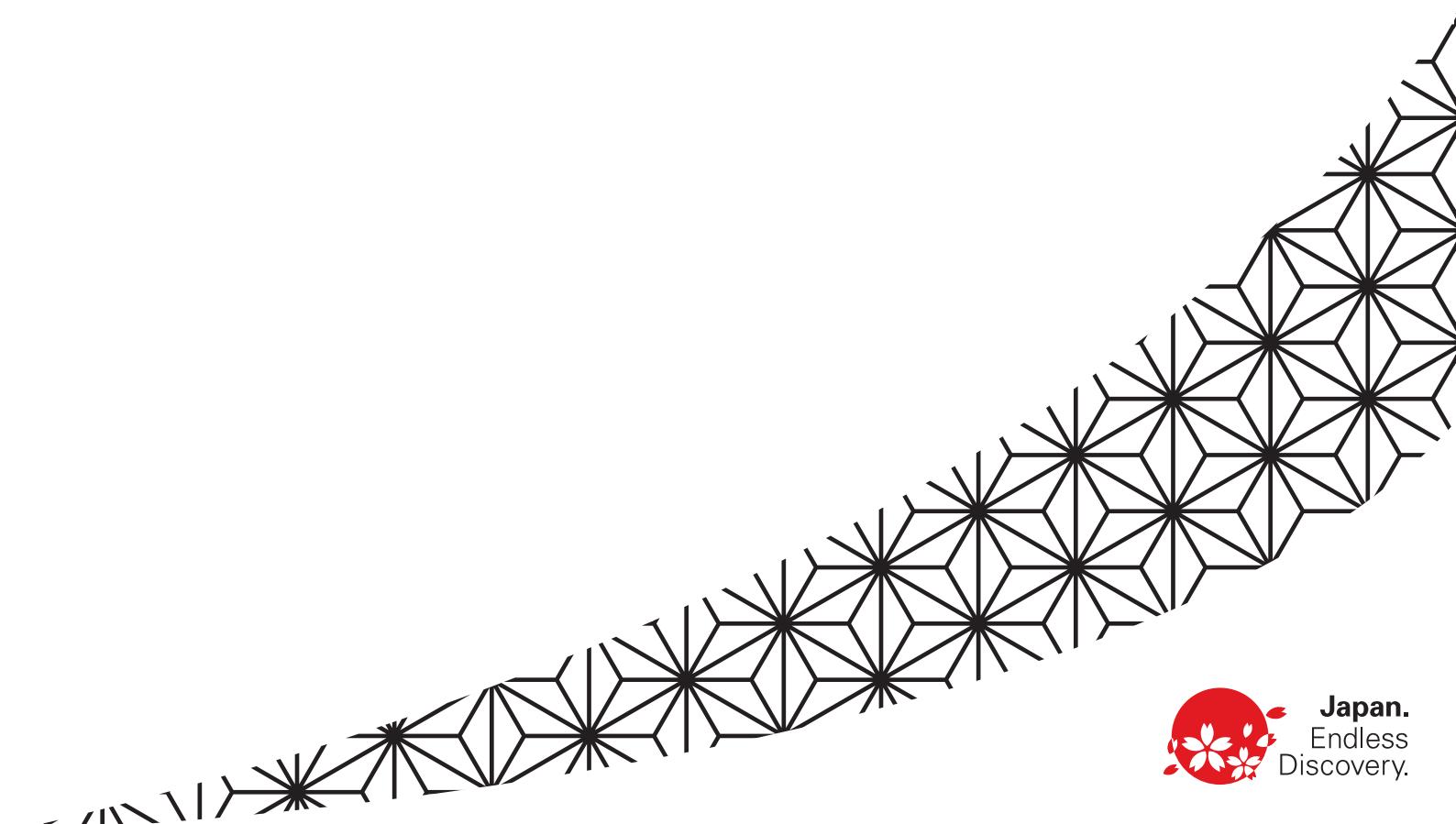


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JAPAN OFFICIAL TRAVEL APP



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