



# JAPAN

WHERE LUXURY  
COMES TO LIFE



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# 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.

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## INTRODUCTION

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**B**lessed 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

AJIKITCHO HORIE  
 EMI NO MISE  
 GINZA SUSHI AOKI  
 JIKI MIYAZAWA  
 KIKUNOI  
 L'EFFERVESCENCE  
 MATSUNOZUSHI (SUSHI MAKING EXPERI-  
 ENCE)  
 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

With time-tested techniques, balanced flavors, seasonal ingredients, and attention to detail at heart, 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 cuisines. 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.



©Cerulean Tower Tokyo 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 ceramics and wood evoke a mood and a time.

<https://ajikitcho.jp/>  
61 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, dietician-turned-restaurateur Emiko Kinjo meticulously prepares healthy meals with carefully chosen ingredients.

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



Photo by Akira Saito

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 them with champagne for further luxury.

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



004

## JIKI MIYAZAWA

Kyoto-style kaiseki emphasizes the use of light seasonings to bring out ingredients' natural flavors — the guiding principle of Jiki Miyazawa. 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 to busy Tokyoites he calls "post-colonial cooking," 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)

Currently led by Chef Yoshi Tezuka, a sushi ambassador who's served royalty, Matsunozushi has specialized in Edomae sushi (sushi made with fresh seafood from Tokyo Bay) since 1910. On a private workshop, learn the art of sushi-making, then sit down to an omakase meal made by Chef Yoshi himself.

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



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 omakase-style menu honors 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



010

## NORIKURA STAR & MOON RESTAURANT

Glamping and Japanese cuisine come together at Norikura Star and Moon Restaurant in Shinshu, 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: wagyu beef, soba, and more — 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 harvests into beautiful, exciting dishes.

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



013

## RYOTEI [CERULEAN TOWER SUKIYA]

The ryotei restaurant of Cerulean Tower Tokyu Hotel offers immersive traditional dining, in an intimate setting styled on 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/sukiya/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 publicly licensed restaurant 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 whisky distillery in Japan and see how its acclaimed whisky is made. You can delve into the history of Japanese whisky at the adjacent Yamazaki Whisky Museum (reservations required).

<http://www.suntory.com/factory/yamazaki/>  
 5-2-1 Yamazaki, Shimamoto-cho, Mishima-gun, Osaka



017

## TERU SUSHI

Terusushi 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](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 when you visit. Tobe's menu changes roughly every two weeks to ensure that every ingredient is at its best when you try it.

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



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 amid an ancient noble 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 Matsubo garden, or taste local specialties in a more relaxed restaurant setting.

[s-yoyaku@ohana.co.jp](mailto:s-yoyaku@ohana.co.jp)  
1 Shinhokamachi, Yanagawa-shi, Fukuoka

## 2

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 CYCLING 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. Thrillseekers can book a wide range of outdoor activities, while visitors seeking a traditional cultural experience can visit well-preserved rustic communities in rural Japan.




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# Natural Wonders

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022

## AUTHENTIC CANYONING

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

<https://canyons.jp/en>  
 45 Yubiso, Minakami-machi, Tone-gun, Gunma



023

## DIVING IN YONAGUNI UNDERWATER RUINS

Beneath the waters 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 structure 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



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

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

[info@discovershikoku.com](mailto: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 the world's only two UNESCO-listed ancient pilgrimage trails. 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 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



031

## SNOWCAT SKI TOUR OF HACHIMANTAI

In winter, Hachimantai sees some of Japan's main island best powder snow. 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.

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



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 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

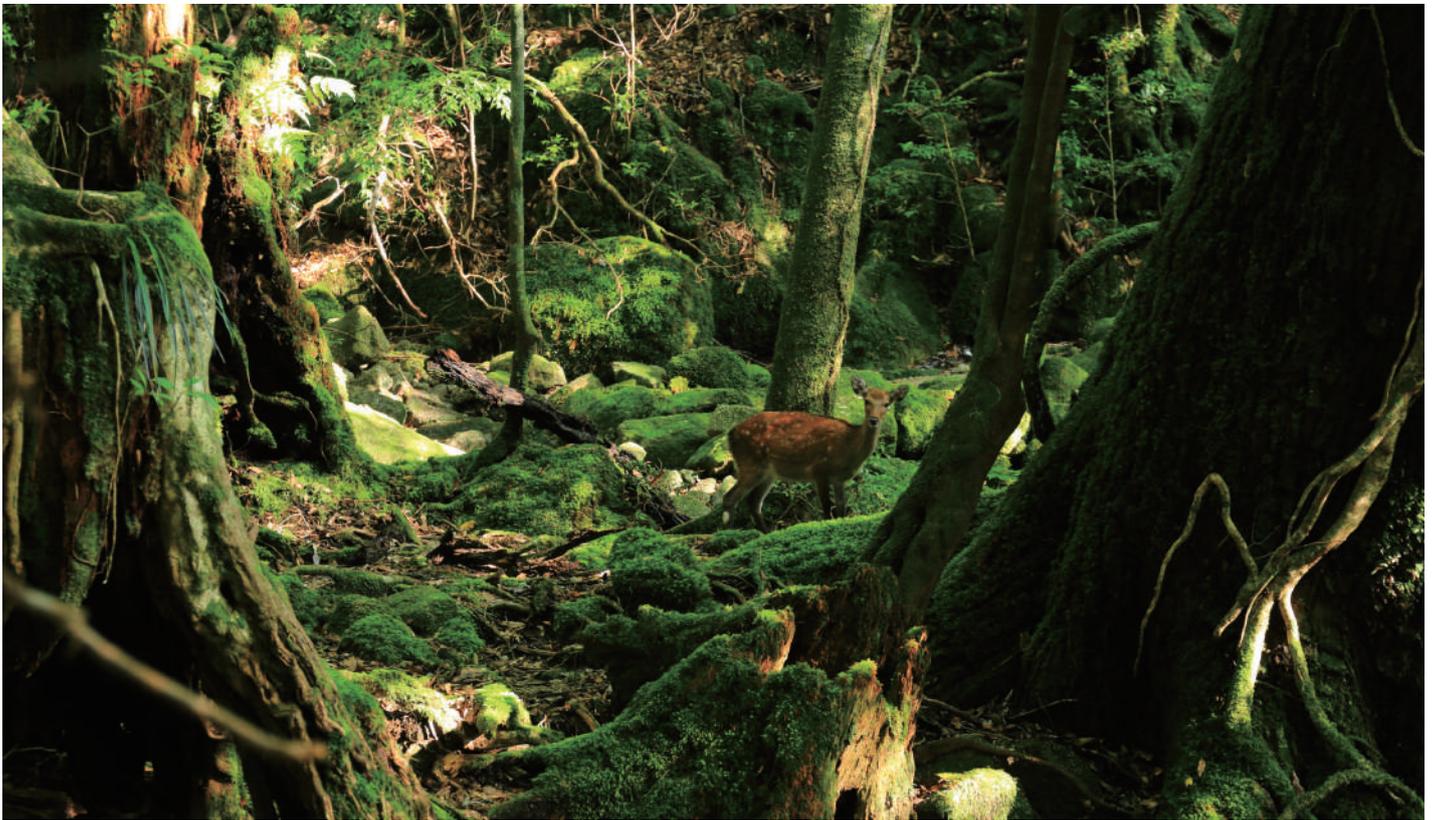


033

## 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

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.

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



035

YAMABUSHI TREKKING  
AND WATERFALL TRAILS

Step into another world as you trek through the famous 48 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 a heady hiking experience.

[info@sasayuri-ann.jp](mailto:info@sasayuri-ann.jp)  
656 Muroufukano, 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, for one, 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  
 KANAZAWA GEISHA PERFORMANCE  
 KANUMA AUTUMN FESTIVAL  
 MUJYOAN  
 OKINAWA KARATE  
 OTARU KIHINKAN  
 SHINSHOJI ZEN MUSEUM AND GARDENS  
 SOJIN IN KOYA-SAN  
 TAMIYA RADEN  
 TENKU NO CHANOMA  
 THE SHIKOKU OHENRO PILGRIMAGE  
 TRADITIONAL GEIKO PERFORMANCE  
 TSUIKI COPPERWARE - GYOKUSENDO  
 UNIQUE EXPERIENCES IN ARITA  
 WAJIMA LACQUERWARE  
 WATCH SUMO WRESTLING PRACTICE  
 YOBANASHI SAHAN TEA CEREMONY  
 CASTLE STAY

With a rich cultural heritage that's 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.




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# Tradition & Heritage

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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 swordmaking dates back to ancient times, when it 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. In the center of 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 with 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 to regularly watch maiko perform outside Kyoto. Private lunch performances are also available, at 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 not only getting a piece of high-quality Japanese craft backed by centuries of tradition and artistry, but also 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've freedived 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



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



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

Mujoyoan is a collapsible and portable tea room 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 new innovations.

[https://www.happo-en.com/banquet/plan\\_en/detail.php?p=1007](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 a paradise island with stunning beaches and convivial culture. Practiced in secret for centuries, its martial art — and ancient culture — of karate is now open for discerning travelers to discover for themselves.

<https://karate.ocvb.or.jp/>  
Okinawa Industry Support Center 2F, 1831-1 Oroku, 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 lacquerwork, rosewood fanwork, 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



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.

soujiin@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 at a private tour of this studio.

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



056

## TENKU NO CHANOMA

Take your teacup to the mountains at Tenku no Chanoma, an outdoor tea room perched on a steep slope in Shizuoka. Enjoy a private tea drinking experience at this one-of-a-kind "Tea Room in the Sky," which overlooks the region's lush tea plantations, and also offers views of Mt. Fuji.

chanoma@aobeat.co.jp  
 270 Nunozawa, 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](mailto: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 massive 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/](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 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 — 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 lord at Ehime's Ozu Castle and Nagasaki's Hirado Castle, historical structures that now offer bespoke 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.

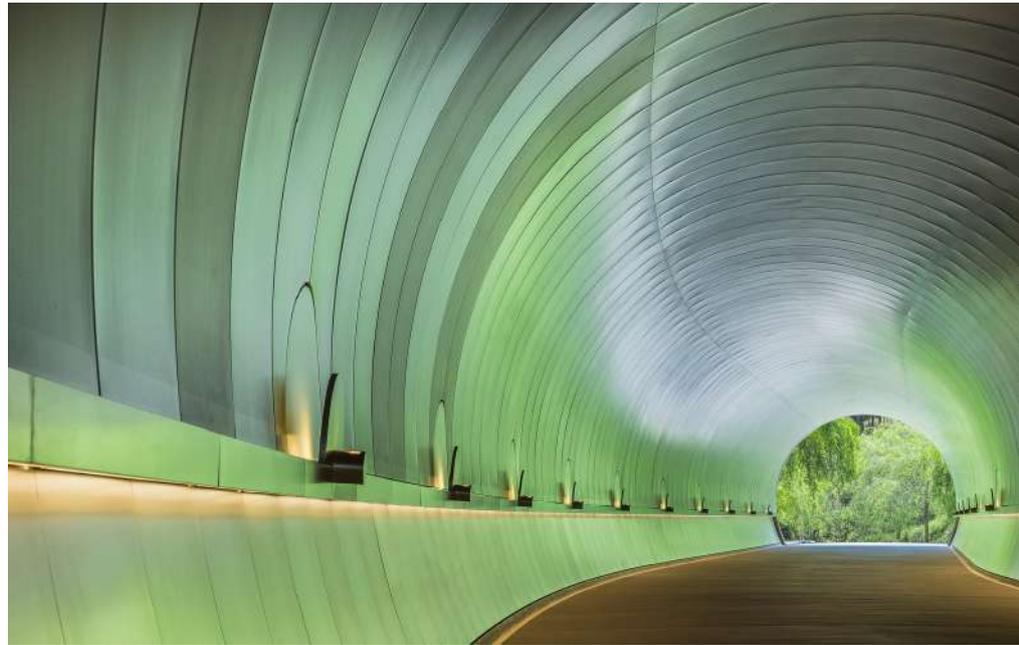
• Ozu castle  
<https://castlestay.ozucastle.com/en/home>  
 888 Ozu, Ozu-shi, Ehime

• Hirado castle  
<https://www.castlestay.jp/en/>  
 1458 Iwanoue-cho, Hirado-shi, Nagasaki

## 4

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 for a matsuri street festival, enjoy a dramatic kabuki theatre performance, or browse one many world-class galleries and museums. Wherever you wander, you'll discover a palpable sense of creativity on every corner.

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




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# Arts & Culture

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

## 065

### 21ST CENTURY MUSEUM OF CONTEMPORARY ART, KANAZAWA

The 21st Century Museum of Contemporary Art, Kanazawa features uplifting artworks 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



Akan AINU Crafts Cooperative

## 066

### AINU CULTURAL EXPERIENCE

Peek into 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 mukuri, and take photos in AINU attire.

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



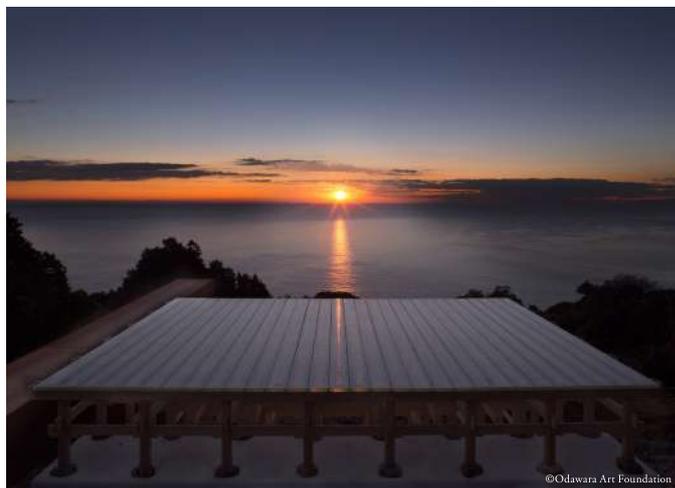
© Yoshitomo Nara 2017

## 067

### COMICO ART MUSEUM

Comico Art Museum Yufuin features the works 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 a docent, then explore the collection at your own pace.

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



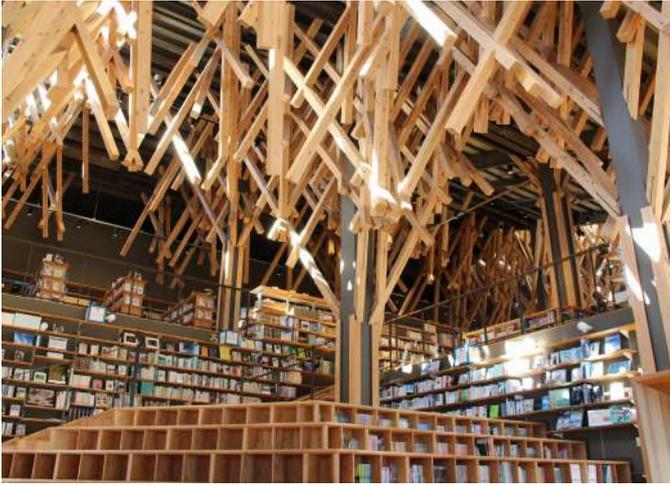
©Odawara Art Foundation

## 068

### ENOURA OBSERVATORY

Located in Odawara's Kataura district, Enoura Observatory is a modern art facility overlooking the scenic Sagami Bay. Delve into Japanese art and culture within, 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 home to six buildings designed by the renowned architect Kengo Kuma. Each one inspired by the town's natural surroundings and history, these gorgeous architectural wonders fit seamlessly into Yusuhara's lush sylvan landscape.

🌐 <http://www.town.yusuhara.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 are 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 Muek. The Center features large glass walls and an open layout, with outdoor installations providing an inviting setting for locals and visitors alike to enjoy.

<https://towadaartcenter.com/en/>  
 10-9 Nishi-Niban-cho, Towada-shi, Aomori



076

### ART TRIENNALE

- SETOUCHI TRIENNALE
- ECHIGO-TSUMARI ART FIELD

Art festivals — some of the best-known being the Setouchi Triennale and the Echigo Tsumari Art Field — are a creative, colorful way to breathe new life into the Japanese countryside. 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.



©Nakamura Takhiro

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# Traveling In Style

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©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, no shortage of entertainment and relaxation options, and even cultural experiences on-board and on land, sailing with 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  
<https://www.anabj.co.jp/en/>  
 1-18-6 Nishi-Shinbashi,  
 Minato-ku, Tokyo

• JAL Business Aviation  
<http://www.jalba.co.jp/en/>  
 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” as they journey to their destination. Their carefully-considered collection of day trips and overnight stays showcase the highlights of Japanese history, cuisine, and culture.

<https://www.grandays.jp/en/>



080

## GUNTÛ

Sail the Seto Inland Sea in style aboard Guntû. Designed by renowned architect Yasushi Horibe, this 19-room floating hotel offers spectacular views from its spacious panoramic terraces. To complete the experience, Guntû also boasts 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, artworks, and cuisine that can't be found anywhere else.

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



082

## SEVEN STARS IN KYUSHU

An adventure on Japan's first luxury sleeper train is high on the wishlists of many discerning Kyushu travelers. From the ritzy carriages, guests on the Seven Stars can drink 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 of wood, washi, and gold designed by Eiji Mitooka, passengers on this exclusive rail 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 and 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](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 coach 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 glide to your destination.

<https://yui-shinkibus.com/>

## 6

To the discerning traveler, Japan is home to some of the world's finest boutique and flagship hotels. With cutting-edge facilities in prime locations, 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, to enjoy your travels to the fullest.

ASABA RYOKAN  
 AZUMI SETODA  
 BENIYA MUKAYU  
 BETTEI SENJUAN  
 CHIKUSENSOU  
 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



# 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 onsen and Noh theatre stage — enjoy luxurious bathing and periodic Noh performances alongside a range of outdoor activities along the river.

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

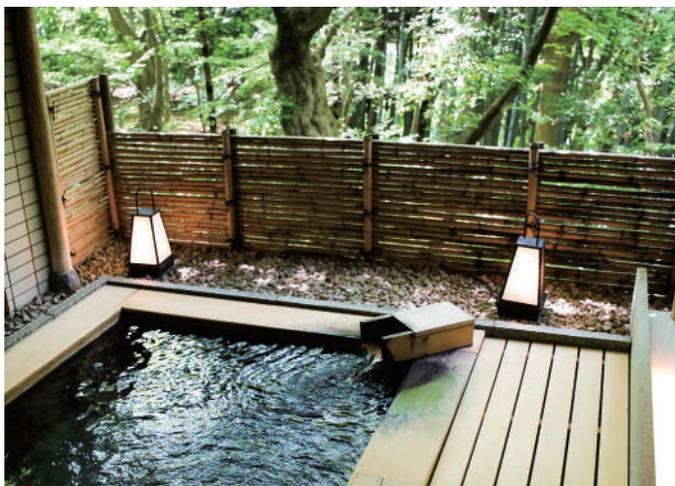


089

## AZUMI SETODA

Set in a restored historic compound on Ikuchijima, Azumi Setoda is a contemporary ryokan 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 spa 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 savour traditional cuisine with a contemporary twist.

<https://www.relaischateaux.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 crowds.

[info@hyakunagaran.com](mailto:info@hyakunagaran.com)  
1299-1, Aza Hyakunayamashitabaru, Tamagusuku, Nanjo-shi, Okinawa

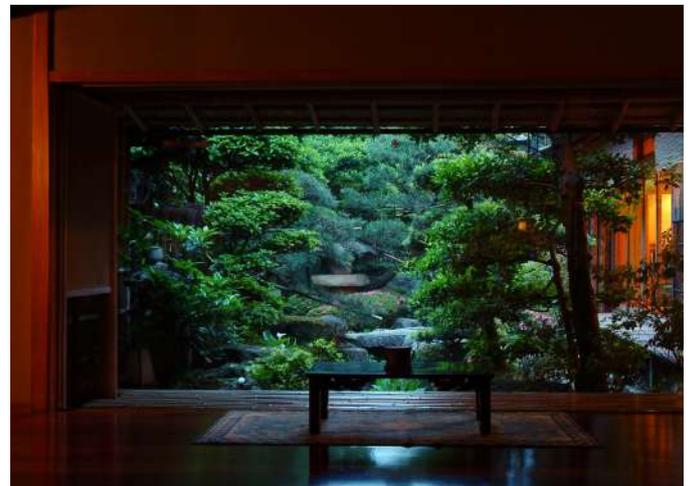


094

### MADOKANOMORI

Madoka-no-Mori of the Gora Hanaougi group, is a luxury mountain hut-style ryokan in Hakone. A grown-up hideaway with just 20 rooms, each with its own private outdoor hot-spring bath. For signature Japanese hospitality with a personal touch, Madoka-no-Mori brings it to the wooded heart of Hakone.

<https://gorahanaougi.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 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 over 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 consisting of refurbished traditional manors once owned by nobles 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, Nigata



099

## SASAYURI-ANN

With scenic mountain views and a sea of rice paddies spreading out below, Sasayuri-Ann consists of wonderful wooden villas with traditional Japanese aesthetics, from thatched roofs to pine flooring to traditional futon bedding atop the tatami straw mats.

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



100

## SEKIYO

Drawing inspiration from the villas of Japanese nobility, Sekiyou offers a sophisticated setting from which to admire the changing seasons. Each of its nine rooms offers a slightly different cherry 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



102

## 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 Bombance restaurant.

<https://sowaka.com/eng/>  
 480 Kiyoi-cho, Yasakartoriimaesagaru, Shimogawaradori, Higashiyama-ku, Kyoto-shi, Kyoto



103

## 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



104

## 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, too: 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 is what these hotels deliver best. Once you've experienced Japanese-style hospitality, there's no going back — this encounter with one of Japan's finest cultural traditions is sure to leave a deep impression on you.



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## 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 onto 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>  
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 drink 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 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're prized for, these brands also tailor their hotels' 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 Kyoto, 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 urban upscale 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. Meanwhile, Four Seasons Kyoto, Suiran Kyoto, the Park Hyatt Niseko, and other hotels surrounded by nature treat guests to breathtaking views of mountains, rivers, and gardens. Expect spacious, chic rooms subtly imbued with Japanese touches, be it minimalist interiors, earthy colors, or traditional elements.

The service is, naturally, top-notch. At Osaka's St. Regis and the Ritz-Carlton's hotels in Tokyo and Osaka, for instance, butlers attend to your every need. For maximum convenience right at your fingertips, make full use of these hotels' personal concierge. With attentive clerks to take care of everything from booking exclusive restaurants to arranging memorable experiences for you, 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 🌐 <a href="http://jl-service.co.jp/en/">http://jl-service.co.jp/en/</a>
MK TAXI	☎ TOKYO +81-3-5547-5557 🌐 <a href="http://www.tokyomk.com/en/">http://www.tokyomk.com/en/</a> ☎ KYOTO +81-75-757-6212 🌐 <a href="https://www.mktaxi-japan.com/">https://www.mktaxi-japan.com/</a>
OUTECH CO., LTD. (TOKYO)	☎ +81-3-6880-1290 🌐 <a href="http://www.airportlimo-tokyo.com/">http://www.airportlimo-tokyo.com/</a>
24 LIMOUSINE (TOKYO)	☎ +81-3-5790-6211 🌐 <a href="http://www.24limousine.com/">http://www.24limousine.com/</a>
HINOMARU KOTSU	☎ +81-3-3814-1111 🌐 <a href="https://hinomaru.tokyo/">https://hinomaru.tokyo/</a>
Charter Bus & Limousine Japan	☎ +81-3-6880-1069 🌐 <a href="https://www.charterbus-limousine.com/">https://www.charterbus-limousine.com/</a>
Fukuoka Hire Service, Inc.	☎ +81-92-624-0014 🌐 <a href="https://www.fukuoka-hire.jp/en/">https://www.fukuoka-hire.jp/en/</a>

## 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	🌐 <a href="https://www.aeroasahi.co.jp/english/">https://www.aeroasahi.co.jp/english/</a>
AIROS	🌐 <a href="https://airos.jp/en">https://airos.jp/en</a>
NOEVIR AVIATION	🌐 <a href="http://nac.noevir.co.jp/english/">http://nac.noevir.co.jp/english/</a>
PRIVATE SKY	🌐 <a href="https://charter.privatesky.co.jp/">https://charter.privatesky.co.jp/</a>
JET TEAM	🌐 <a href="http://jet-team.jp/en/">http://jet-team.jp/en/</a>

All facilities displaying the below logo can provide luggage delivery services to overseas visitors.



Japan.  
Hands-Free  
Travel

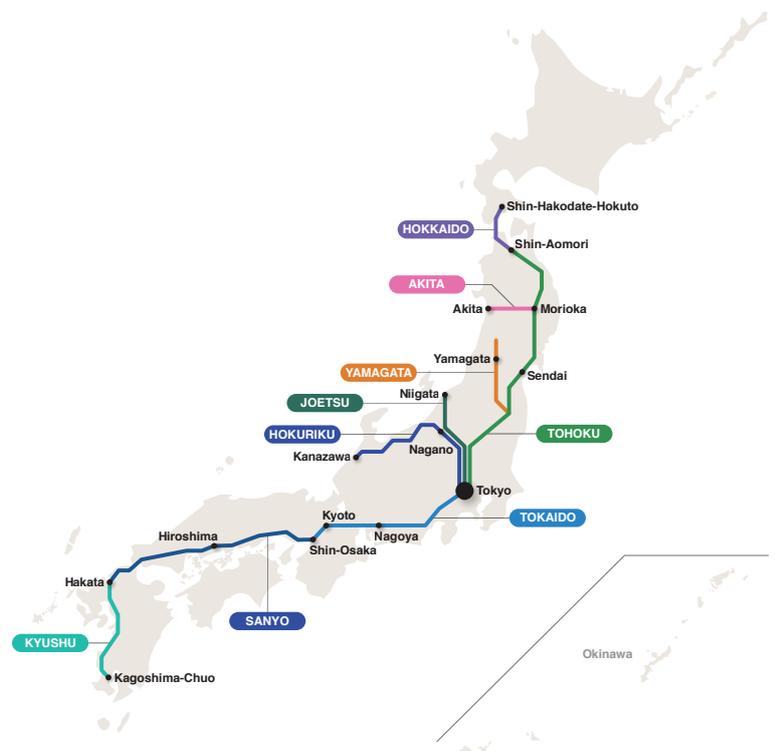


# SHINKANSEN



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

LUGGAGE-FREE TRAVEL

JAL ABC

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

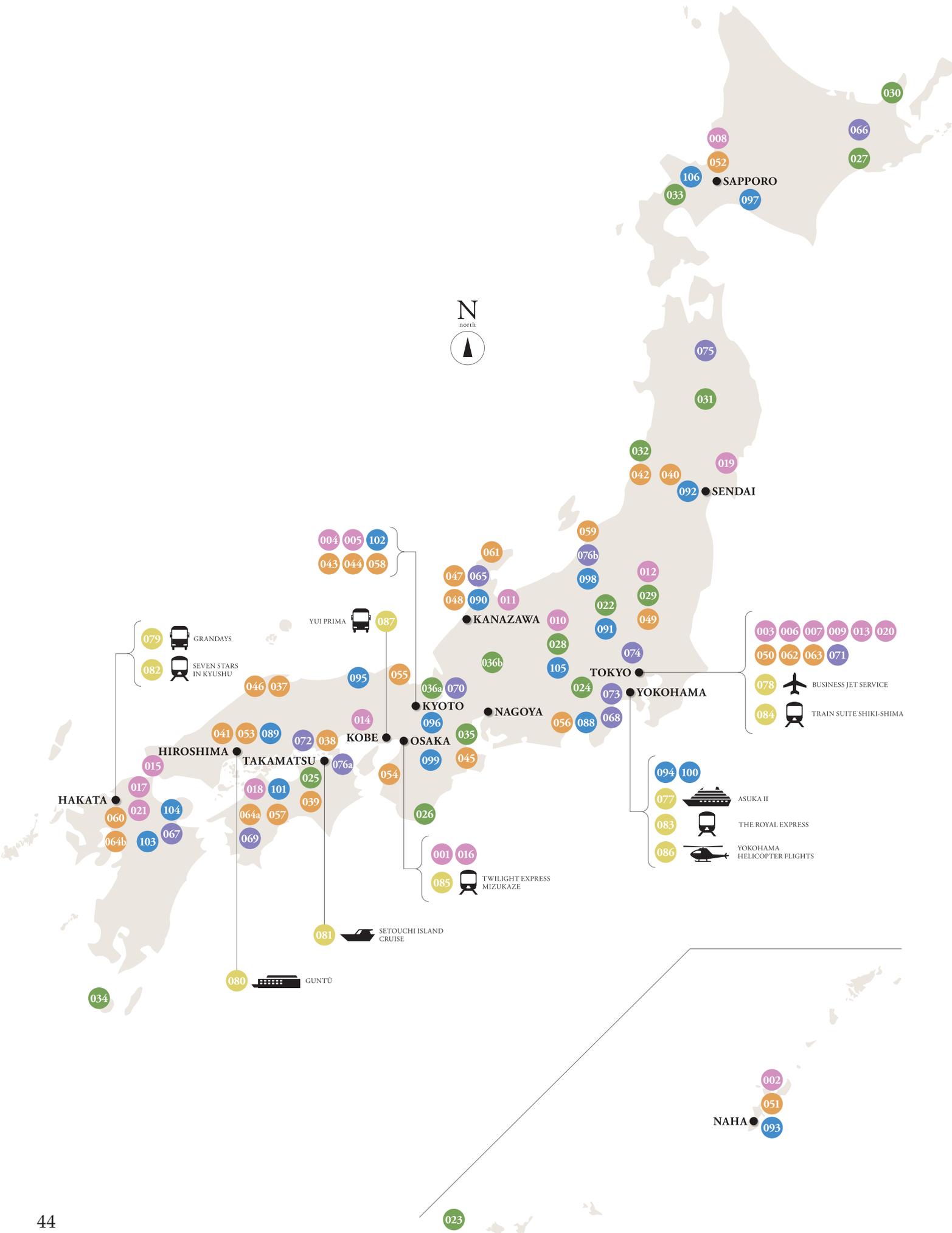
🌐 <https://www.luggage-free-travel.com/>

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

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

🌐 <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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008	MOLIERE
009	NARISAWA
010	NORIKURA STAR & MOON RESTAURANT
011	ORYOURI FUJII
012	OTOWA RESTAURANT
013	RYOTEI [CERULEAN TOWER SUKIYA]
014	SETSUGEKKA HANARE
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016	SUNTORY YAMAZAKI DISTILLERY
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102	SOWAKA
103	TAKEFUE RYOKAN
104	TAMANOYU
105	TOBIRA ONSEN MYOJINKAN
106	ZABORIN RYOKAN

Contact information for  
the JNTO offices  
around the world and  
the countries and territories served.



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



English



Français



Italiano



Русский



Español



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#### GLOBAL ENGLISH-LANGUAGE WEBSITE

TRAVEL JAPAN – OFFICIAL WEBSITE

🌐 <https://www.japan.travel/en/>

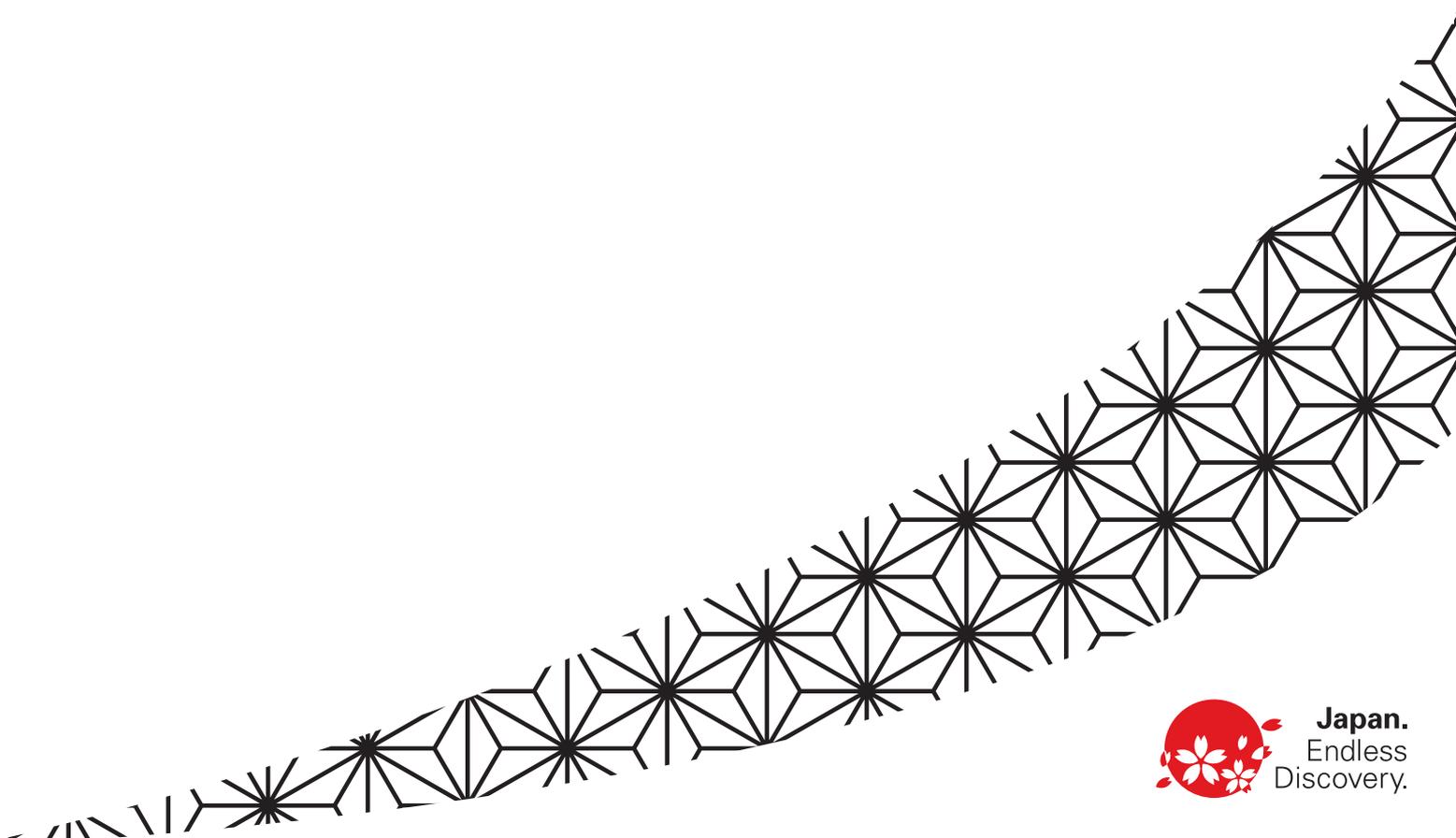


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#### SMARTPHONE APPLICATION

JAPAN OFFICIAL TRAVEL APP





**Japan.**  
Endless  
Discovery.



Japan National  
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