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REAL JAPAN. KYUSHU.

# DISCOVER KYUSHU



# ON-THE-GO EXPERIENCES

The block contains two logos. On the left is the 'Relax &amp; Rejoice ONSEN ISLAND KYUSHU JAPAN' logo, featuring a stylized sun and water graphic. On the right is the 'KYUSHU' logo, consisting of a red stylized character and the word 'KYUSHU' in red capital letters.



# A MICHELIN BEHIND PLASTIC COVERS

## COVERS

[1] **YATAI** Upon entering the small yatai on a rainy Fukuoka night, we were greeted with scrumptious smells. Little did we know that this would be a night of laughter, friendship and discovering new tastes (we requested an all-vegan course!). Meet Yuichi.



### [2] TICKET MACHINES

Combine, order and pay for your meal before sitting down. Any sides you'd like?



### Why a yatai, and since when?

When I visited a yatai with my children, the service we received wasn't great. Most stalls aren't for kids, and having friends that deal with allergies, my wish was to start a family- and food-friendly stall.

### What do you love about yatai?

Many locals love Fukuoka and share their thoughts on the best places to visit, it's a great place to be introduced to the best attractions and sightseeing spots in Fukuoka.

### Challenges in running a yatai?

Weather - we cannot operate on days with heavy rain or winds. Furthermore, it's difficult to keep customers as there are yatai stalls everywhere.

### In general, who visits your yatai?

Most customers are locals who live here or visitors staying in hotels nearby. A unique experience was when an acquaintance in Tokyo recommended my stall to a Tokyo local, who later came to enjoy my meals on a business trip with his family.



YATAIS ARE NOWHERE TO BE FOUND DURING THE DAY. YUICHI HAS HIS YATAI READY BY 6 PM EVERY DAY.

### [3] SHOP, SHOP, SHOP!

Has Kumamoto City surpassed Tokyo as the fashion capital of Japan? Since the opening of the high-end Paul Smith store, the city transformed into Japan's epicenter of style - happy shopping!

## HAPPY SHOPPING





# Dear Reader,

We plan for the greatest holidays many months in advance, to make sure we enjoy every sparkling moment.

But sometimes the best memories are found in the smallest joys, the unique experiences that cannot be planned for in advance.

Whether that's hopping onto a taxi and watch the doors automatically close or being amazed at how fast yet wonderfully your souvenir is wrapped. The best friends are made while indulging in a late-night snack under the roof of a yatai, and ramen is best enjoyed in your own style - you will find the best joys in these moments.

## Best wishes,

Europe America Oceania  
Promotion Center

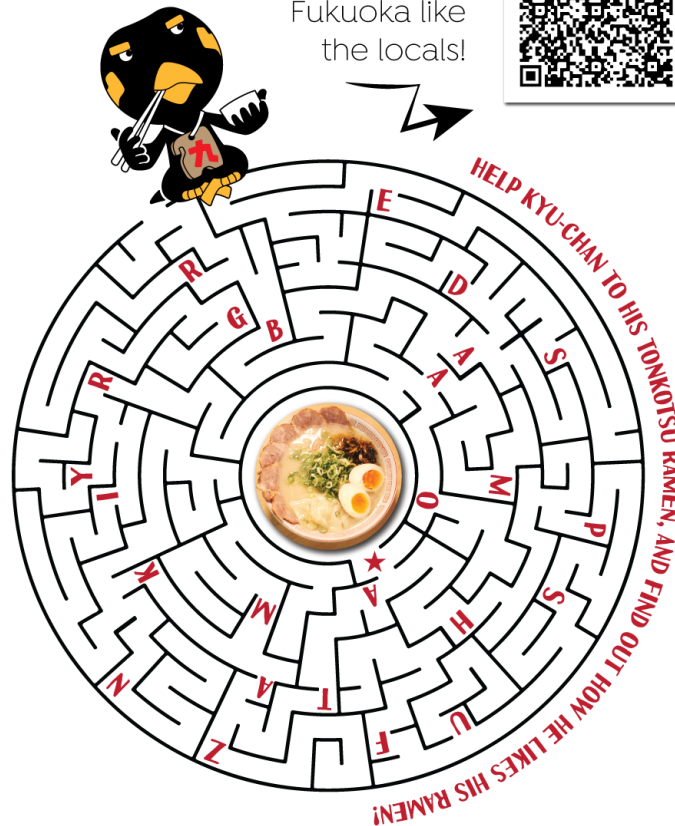


### [4] DEPACHIKA

Explore the B1 floor of Kyushu department stores (depachika) where gift-ready Kyushu food souvenirs are beautifully displayed. As all the looking will make you hungry - make sure to get yourself some freshly baked taiyaki!



Ramen-lover? Learn how to order tonkotsu ramen in Fukuoka like the locals!



### [5] A GOLDEN TRIP

For that extra luxurious touch of happiness, hop onto the brand-new 36 plus 3 luxury train to savor gastronomic excellence while enjoying the vibrant colors the magnificent view offers - another #kyushubucketlist item!

