# PRESS RELEASE

報道発表資料



## **Stunning Japan!**

Japan always surprises with unique traditions, culture and breath-taking views. Japan has countless places that inspire and enchant tourists to visit repeatedly. From mesmerizing floral displays to unusual landscapes that look pulled from a digital screensaver, here are some of the most beautiful places in Japan you have to see to believe.



Shirakawa-go, Gifu



Shirakawa-go, Gifu

Shirakawa-go, Gifu – A UNESCO world heritage site popular for Gassho-Zukuri style farm houses with triangular rooftops ("Gassho-Zukuri" means palm to palm together, like both palms pressed together in prayers). All covered in snow, these houses in winter becomes a stunning picturesque spot. Most of these houses are converted into hotels and

restaurants for visitors. Some of the houses have been turned into museums for visitors to learn about Shirakawa-go's history. It takes 50 mins by bus from the nearest station Takayama on the JR Takayama Line, which runs from Nagoya to Toyama.

Arashiyama bamboo groove, Kyoto — A tunnel of long standing Bamboos and a mid-ramp for walk. This place is one of the top hot spots of Kyoto. Just 15 minutes' walk from Saga-Arashiyama Station on the JR Sagano Line. An iconic place and an image of Kyoto, this place is widely visited by international and domestic tourists. It is generally crowded during the season; and so, professionals try their luck early morning for exclusive photography when tourists are not there. In the evening, illumination effects all over the place, is enough to lift-up the mood for anyone. Arashiyama bamboo Groove is generally open and tickets are not required.



Mount Fuji, Yamanashi

© Yamanashi Tourism Organization

**Mount Fuji, Yamanashi** - Mount Fuji is an active volcano and the highest mountain in Japan, stretching across Shizuoka and Yamanashi prefecture in Chubu region. While any of the Fuji five lakes is a good spot to catch the seasonal foliage (Koyo), Lake Kawaguchiko is especially stunning. Mount Fuji's reflection on the lake with autumn foliage leaves makes it one of the top stunning and must capture spots along with the wind blowing over a calm lake surface area. Apparently, the trees here usually start blooming from mid-November and should last until December.



## PRESS RELEASE

報道発表資料





**Sapporo Snow Festival** 

Hokkaido, northern-most prefecture — Hokkaido is the snow capital of Japan popular for its powder texture snow. It is the most preferred snow destination by Snow boarders, Skiers and snow lovers from all over the world. Hokkaido has large size snow resorts with class infrastructure and facilities including Ski — training by professionals for young champions. Families with young kids can enjoy comfortable stay in the resorts of Hokkaido while enjoying snow activities. Sapporo, the capital of Hokkaido, is famous for



Sapporo Night illumination
-Jozankei Onsen



**Snow Activity in Hokkaido** 

hosting "Sapporo Snow Festival" with over 250 snow and ice sculptures. Sapporo night illumination effect at different spots and food culture is outstanding; it draws visitors from all over the world. The rainbow meadows of Shikisai-no-oka Park are like heavenly experience for nature lovers.

#### **About Japan National Tourism Organization:**

Affiliated with the Japan Tourism Agency of the Ministry of Land, Infrastructure, Transport, and Tourism, JNTO has effectively functioned as the Japanese government bureau of tourism. It has 24 tourism-promotion-oriented offices across the world and a large network of suppliers for tourism and event services in Japan.

JNTO Website: <a href="https://www.japan.travel/en/in/">https://www.japan.travel/en/in/</a>

FB page: <a href="https://www.facebook.com/VisitJapan.India">https://www.facebook.com/VisitJapan.India</a>

### For more information contact:

Ujwal Sood, Marketing & PR – Senior Manager
Japan National Tourism Organization, New Delhi Office
+91-9811900165 | +91-11-49057650

