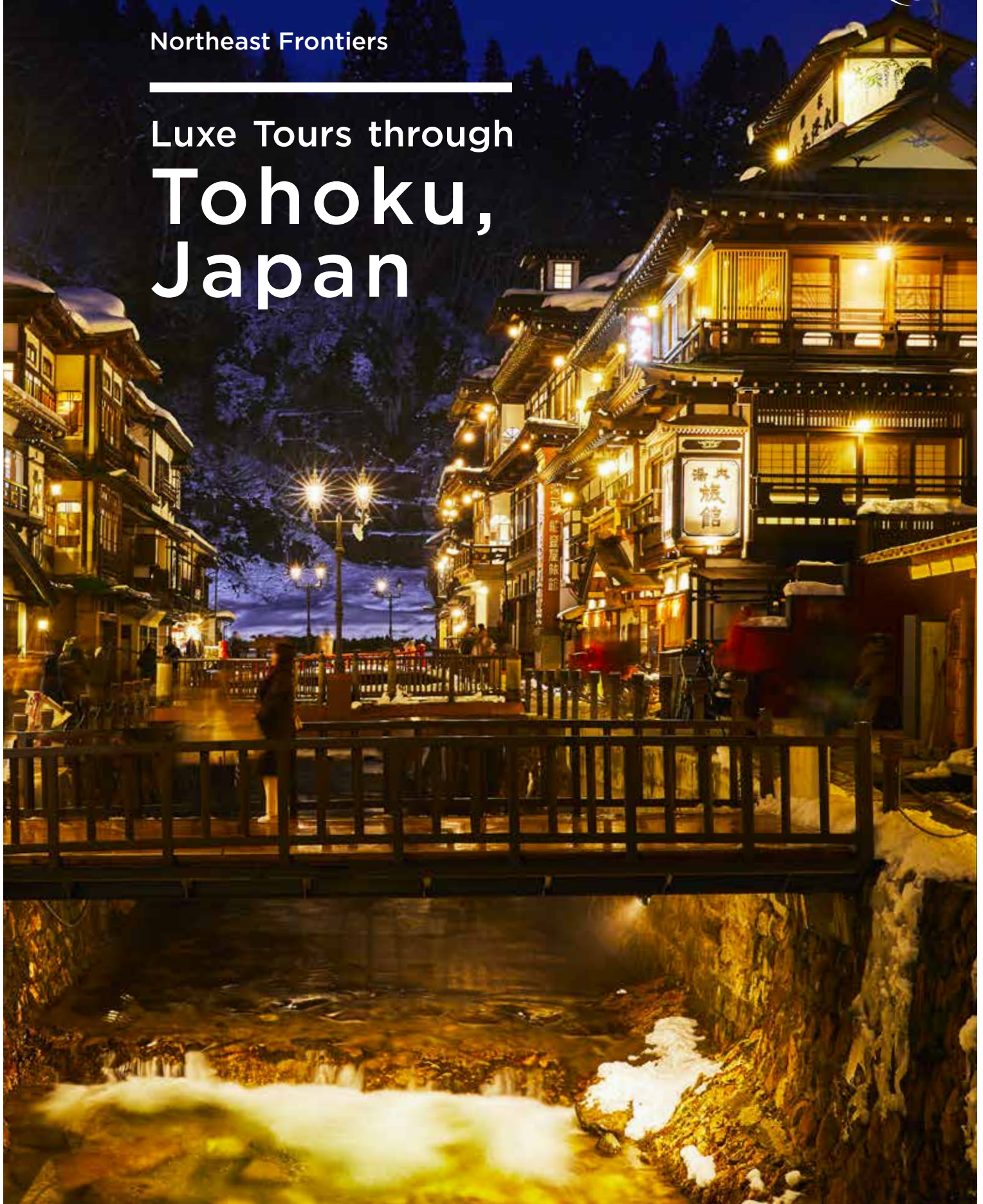


Northeast Frontiers

Luxe Tours through
**Tohoku,
Japan**





Enjoy a once-in-a-lifetime experience

1	4	5
2	3	6

1. A deep-rooted cherry blossom tree over a century old 2. The gorgeous contrast of Naruko Keikoku Gorge against the setting sun 3. Dreamlike scenery of trees covered in ice and snow 4. The contrasting black fences and autumn foliage at the Kakunodate samurai houses 5. Samidare Stream, one of the Oirase Gorge Streams 6. 1,000 cherry blossom trees and the red-roofed keep of Tsurugajo Castle

Enrich your life and enjoy countless new experiences on a trip to Tohoku

This guide to luxury-class travel in Tohoku explains everything you need to select this incredibly charming region for your next destination. Come enjoy a special, enriching travel experience. Tohoku has everything luxury seekers could want; from traditional culture with strong local roots, to ancient natural beauty, and delicious local cuisine.

Contents

- P.4 AOMORI**
Great mountain nature + art
- P.6 IWATE**
Handing down tradition + history
- P.8 MIYAGI**
Japanese elegance + culture
- P.10 AKITA**
Mysterious traditional culture + crafts
- P.12 YAMAGATA**
Sublime nature + mountain faith
- P.14 FUKUSHIMA**
Traditional culture and crafts + gastronomy

Great mountain nature + art

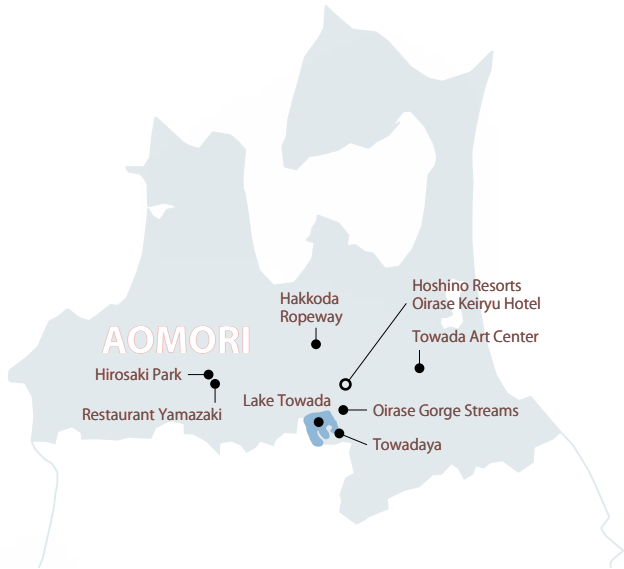
AOMORI



This imposing statue of a woman towers over visitors at nearly four meters tall. Her expression changes depending on the viewing angle.

Ron Mueck *Standing Woman* 2008

Mysterious scenery woven together from grand natural vistas, artistic experiences that stimulate the senses. Aomori travel will inspire you.



Highlights

There are three things you must do in Aomori. Visit and enjoy a luxurious time filled with art and nature.



Towada Art Center private night tour

The Towada Art Center is designed so that visitors can feel as if they are participating in the displays instead of simply admiring the art. This tour offers a special private art experience at the Center after hours.



An early morning stroll along the Oirase Gorge Streams

Visitors to the Oirase Gorge Streams, which are home to an ecosystem of moss, can experience a world of delicate natural art where a one millimeter art space can be seen through a loupe. Come enjoy the profound art of moss.



Early morning canoe trip

Scenery woven together from the world's only combination of a double caldera and broad-leaved deciduous forest is truly a natural work of art. Board a Canadian canoe and enjoy the art of the great outdoors in the gorgeous scenery of Lake Towada.



Yayoi Kusama Love Forever, Singing in Towada 2010

3 Day, 2 Night Plan

Get your fill of art and the great outdoors



2



3



4



5



6



7



8

1. Outdoor sculptures overflowing with energy 2. Terrace seating along a mountain stream 3. The dignified atmosphere of Lake Towada 4. Various dishes made with fresh kokanee fish 5. Expansive seasonal scenery 6. Wine with an elegant meal 7. A quiet, refreshing morning at the Oirase Gorge Streams 8. Enjoy French cuisine in a sophisticated atmosphere

Day 1

4:00 P.M.

Arrive at Hachinohe Station

5:00 P.M.

Towada Art Center night tour ①

After closing, take part in a private night tour of the art museum and enjoy works of art while with the curator acting as a guide.

8:00 P.M.

Check in at

Hoshino Resorts Oirase Keiryu Hotel ②

Enjoy a stay in a hotel that harmonizes nature and art, and is home to the posthumous works of world-renowned artist Taro Okamoto.

Day 2

5:30 A.M.

Canoeing on Lake Towada ③

Soak in the beautiful atmosphere of the double caldera surrounded by a natural beech forest.

12:00 P.M.

Lunch at Towadaya ④

Savor famous kokanee fish cuisine from Lake Towada.

2:00 P.M.

Head to the summit of the Hakkoda Mountains by ropeway ⑤

You can enjoy the beautiful seasonal scenery along with the sun sinking below the horizon from the best location of the summit.

6:00 P.M.

Full course French cuisine at the hotel ⑥

Enjoy wine paired with a dinner made using seasonal ingredients at French restaurant "Sonore."

Day 3

8:00 A.M.

A morning walk along the Oirase Gorge Streams ⑦

Travel to the Oirase Gorge Streams on an e-bike and experience the mysterious, microscopic world of moss art.

12:00 P.M.

Special lunch at Restaurant Yamazaki ⑧

Savor a menu only available on the tour featuring dishes made of "miracle apples" at a restaurant specializing in slow food.

3:00 P.M.

Ends at Shin-Aomori Station

Stay



Hoshino Resorts Oirase Keiryu Hotel

The guest rooms, lobby, and terrace overlooking the mountain streams are special places where visitors can enjoy natural beauty as it changes from one moment to the next. Soak in water from Hakkoda Mountain hot springs and experience the ultimate relaxation for body and mind.

Gourmet food



Restaurant Yamazaki (miracle apples)

With a focus on slow food ingredients, this restaurant offers, safe, delicious food. Enjoy a special lunch here made using "miracle apples," which are unique for being naturally cultivated.

Activities



Hakkoda Ropeway & sunset

Enjoy the different faces of the seasons, from the wildly blooming flowers in the spring, to the deep colors of autumn foliage, and the ice covered trees of winter. Head to the summit by ropeway for the best possible location to see the sun sinking below the horizon.

Special



Copyright Hirosakipark.jp

Cherry blossoms of Hirosaki Park

Come see 2,600 cherry blossom trees consisting of nearly 50 varieties, including the Yoshino cherry, in Hirosaki Park, known as one of the most famous places for cherry blossoms in Japan. Views of historical buildings such as Hirosaki Castle against the cherry blossoms are sure to make for lifelong memories.

Travel requirements

Area	Aomori Prefecture: Towada City/Aomori City/Hirosaki City
Anticipated targets	Affluent Europeans and Americans (couples in mid-forties, couples and DINKs with experience traveling to Japan multiple times)
Travel concept/theme	<ul style="list-style-type: none"> Contemporary art Nature (natural beauty/scenic beauty) Local production for local consumption
Anticipated no. of participants (minimum no. of participants)	Two persons per group (1 person)
Best season	April to October (summer season is recommended)
Age limit	Ages 6 (school age) and up

Travel agent contact information

XPERISUS Inc.

(Derived from the words "experience" and "celsus (highest)")

https://en.xperisus.net/

info@xperisus.com

03-6451-1443

Hours: Weekdays 10:00 - 17:00 (Japan time)
(Closed: Weekends, national holidays, year-end/new year holidays)

1LA SHIBUYA MITAKE BUILDING
1-12-8, Shibuya, Shibuya-ku, Tokyo,
Japan 150-0002

Handing down tradition + history

IWATE

Collector's items born of tradition handed down over the years and history built from varied viewpoints. Enrich your spirit in Iwate, where the old and the new coexist.



1. Nambu Kagura is a local performing art loved by the people as a highly entertaining Shinto musical rite.
2. Nambu Ironware is a traditional craft that gains value the more it is used, and easily blends in with modern life.

Motsuji Temple to Chusonji Temple

After listening to the monks speak at Motsuji Temple, which is home to a garden that recreates the Buddhist Pure Land, take a nearly 40-minute walk on the hiking course to Chusonji Temple. In addition to Konjikido Golden Hall, visitors can enjoy Heian era Buddhist works of art to their hearts' content.



Shoboji Temple Zen meditation and Buddhist vegetarian cuisine

Shoboji Temple is still well known as a place of ascetic training, and visitors can delve deep into the world of Buddhism by experiencing the life of an ascetic and taking part in Zen meditation. You can also enjoy a meal of Buddhist vegetarian cuisine cooked by the monks as part of the training experience.



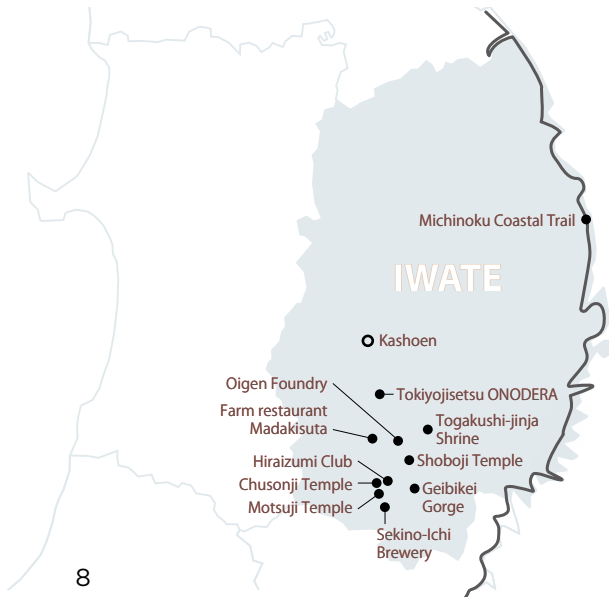
Highlights

Learn from history and tradition for better modern living. Feel the grace of ever-changing Iwate.



Visit a Nambu Ironware workshop

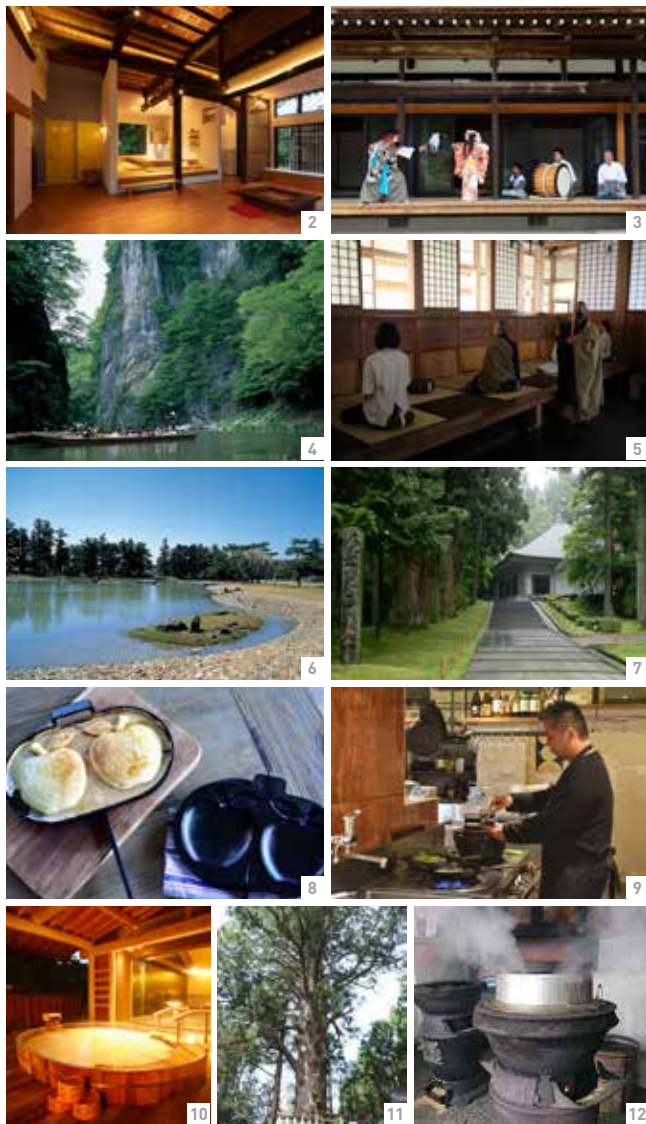
Nambu Ironware is crafted from techniques cultivated over generations using sand and iron. Take a tour of the manufacturing process at Oigen Foundry to experience the wonder of this craft. An iron kettle with an engraved name makes a one-of-a-kind gift.





3 Day, 2 Night Plan

Experience history and culture firsthand



1. Take a tour of the sake brewing process 2. Sit around a hearth at night 3. Enjoy traditional performing arts up close 4. Nearly 100 meter tall cliffs tower over both shores 5. Experience the world of Buddhism 6. One of the most famous gardens in Japan 7. See many national treasures 8. Find specialties you'll want to use every day 9. Choose your favorite ingredients and cooking method 10. Enjoy an elegant time 11. Experience a mysterious atmosphere 12. Enjoy local ingredients

Day 1

11:00 A.M.

Arrive at Ichinoseki Station

11:15 A.M.

A tour and lunch at Sekino-Ichi Brewery ①

After touring the warehouse and sampling craft beers, enjoy a famous Ichinoseki meal and Maesawa beef.

3:00 P.M.

Check in at Hiraizumi Club Farm & Resort ②

This private resort limited to one group a day can be found in a 150-year-old renovated Japanese house.

4:00 P.M.

Nambu Kagura show and dinner ③

Enjoy a private Nambu Kagura show performed in the resort where the entire building is yours, and then savor a full course dinner.

Day 2

9:00 A.M.

Travel down Geibikei Gorge in a boat ④

Experience the scenic beauty of Geibikei Gorge on what is known as Iwate's "Mother River" on a chartered boat trip that lasts 45 minutes one way.

11:00 A.M.

Zen meditation at Shoboji Temple ⑤

Experience Zen meditation and enjoy a lunch of Buddhist vegetarian cuisine at Shoboji Temple, a place of training for ascetic monks with 670 years of history.

1:30 P.M.

Motsuji Temple ⑥

Tour Motsuji Temple with current monks and view the garden designed to represent the Pure Land.

3:00 P.M.

Chusonji Temple ⑦

Enjoy the world of Heian period art to the full with Konjikido Golden Hall at the top of the list.

4:30 P.M.

Tour the workshop at Oigen Foundry ⑧

Learn about special Nambu Ironware characteristics and its crafting techniques. Names can be engraved on iron kettles for a great gift.

6:00 P.M.

Dinner at Tokiyojizetsu ONODERA ⑨

Have dinner at the restaurant of a local chef who lovingly cooks with Nambu Ironware.

8:30 P.M.

Check in at Kashoen ⑩

Stay at an elegant hot spring inn where you can spend some time relaxing.

Day 3

10:00 A.M.

Walk around Togakushi-jinja Shrine ⑪

Bask in the spiritual atmosphere of cedar trees towering over the stone steps and Togakushi cedar trees over 700 years old.

12:30 P.M.

Lunch at farm restaurant Madakisuta ⑫

Enjoy dishes made with local ingredients and specially-grown rice cooked in old-fashioned kettles.

1:30 P.M.

Ends at the neighboring station or airport

Stay



Kashoen

This is the most well-known hot spring inn of Hanamaki Hot Springs in Iwate. The open-air baths surrounded by Japanese red pines and the relaxing guest rooms offer the ultimate in relaxation. The inn also boasts meals crafted by expert Japanese chefs using carefully-selected seasonal ingredients.

Gourmet food



Tokiyojizetsu ONODERA

Watch meals being prepared in Nambu Ironware and then eat dinner. Instead of a menu prepared in advance, diners can choose from a selection of Japanese Wagyu beef, vegetables, fish, and other local ingredients arranged on the table, and have them cooked in their preferred method.

Activities



Nambu Kagura show

It is thought that the Nambu Kagura began as a sacred song and dance performed by ascetic monks when gathering together to perform a major prayer service at temple fairs and annual festivals. The tradition of the Nambu Kagura is still carried on today where it can be viewed privately at your lodging facilities.

Special



Michinoku Coastal Trail

The best feature of this trail is taking in the gorgeous, unbroken scenery unique to the Pacific coast of Tohoku, consisting of dynamic ocean views, rivers, villages, and forests. The course stretching from Kitayamazaki to Miyako is an adventurous route where hikers can walk along the beauty of the coastline area known as the "Ocean Alps."

Photo provided by the Michinoku Trail Club

■ Travel requirements

Area	Iwate Prefecture: Hanamaki City/Oshu City/Hiraizumi Town
Anticipated targets	Affluent Europeans and Americans (couples visiting Japan for the first time, and couples with experience traveling to Japan multiple times, and small luxury groups of up to 6 people)
Travel concept/theme	<ul style="list-style-type: none"> • Spiritual • Traditional culture • Gastronomy
Anticipated no. of participants (minimum no. of participants)	Two persons per group (1 person)
Best season	Cherry blossom season from early to mid-April and autumn foliage season from late October to early November
Age limit	Ages 6 (school age) and up

■ Travel agent contact information

Beauty of Japan

<https://beauty-of-japan.com/dmc/inquiry@bojinc.com>
 +81-3-3537-0788
 5F, 1-3-2, Shintomi, Chuo-ku, Tokyo, Japan 104-0041

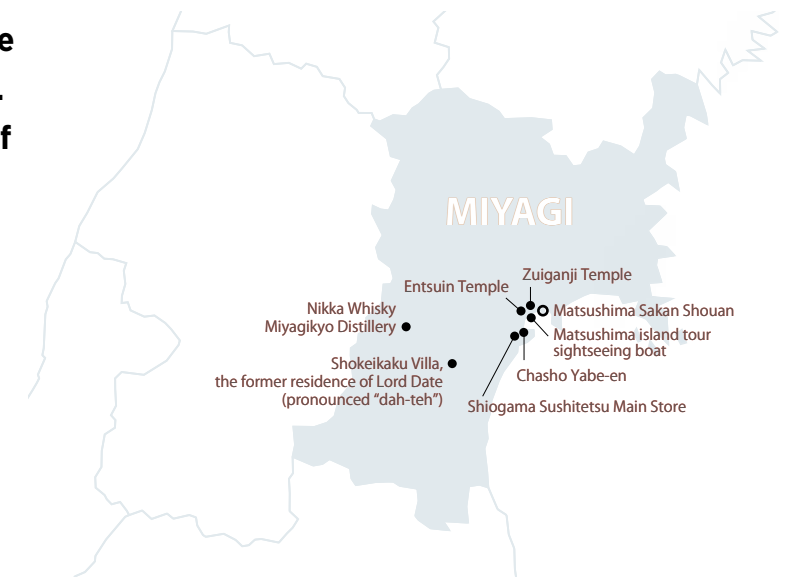
Japanese elegance + culture

MIYAGI



Matsushima is counted as one of the three most scenic locations in Japan. Gorgeous views of Matsushima Bay can be seen through the cherry blossoms from the observation deck in Saigyo Modoshi no Matsu Park.

The beauty of Japan lies in its unique culture and coexistence with nature. Buildings exude an amazing sense of presence. Spend some time honing your sensibilities in Miyagi.



Highlights

Experience Japanese elegance in colorful Miyagi.



Nighttime tea ceremony at Zuiganji Temple

Zuiganji Temple, with its gorgeous interior, is symbolic of Japanese elegance, and is available for this special private event after closing. Enjoy nighttime Matsushima to the full at a special nighttime daimyo tea ceremony with an accompanying meal that can only be experienced here in the solemn atmosphere of the temple.



Entsuin Temple photogenic tour

Participate in a private photogenic tour of Entsuin Temple, which has a two star rated garden in the Michelin Green Guide. Don't miss the chance to capture Tohoku's masterpiece samurai garden in the twilight.



Matsushima sightseeing boat

Matsushima has been known as one of the most scenic spots in Japan since the Edo period. Board a sightseeing boat and take in the unique views of Matsushima Bay up close that cannot be seen from land.



1

2 Day, 1 Night Plan

Chasing the origins of Japanese elegance



2



3

4



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1. Proudly serving exquisite sushi 2. An experience that communicates the soul of Japanese tea 3. Enjoy Matsushima from different views 4. Home to many precious cultural assets 5. The main hall is a national treasure built using the culmination of master craftsman techniques 6. An adult hideaway on the Matsushima cape 7. Godaido Temple is the oldest cultural structure in Matsushima 8. Dine in a space overflowing with ambience

Day 1

12:00 P.M.

Arrive at Sendai Station

1:00 P.M.

Lunch at the Shiogama Sushitetsu Main Store ¹

Savor seasonal toppings and the flavor of Miyagi, one of Japan's leading seafood producers, by enjoying some sushi.

2:30 P.M.

Chasho Yabe-en +
interactive tea tasting ²

Come take part in a tea experience that offers Miyagi's traditional tea culture in a modern fashion.

4:00 P.M.

Chartered sightseeing boat on
Matsushima Bay ³

Fully enjoy Matsushima Bay, one of Japan's best spots for scenic ocean and island views, from a chartered sightseeing boat.

5:00 P.M.

Entsuin Temple +
private photogenic tour ⁴

Snap as many photos as you like in the dreamlike atmosphere of the garden with a lantern-carrying monk as your guide.

6:00 P.M.

Zuiganji Temple +
Date-style nighttime daimyo tea ceremony ⁵

Come experience a new way to enjoy the night in Japanese elegance with traditional entertainment (tea ceremony) and cuisine (tea ceremony meal).

8:30 P.M.

Check in at Matsushima Sakan Shouan ⁶

Come for an extraordinary experience at an inn nestled on the Matsushima cape, away from the bustle of the city.

Day 2

10:00 A.M.

Walking around Matsushima ⁷

Take in history and one of the three most scenic views in Japan while visiting Godaido Temple and Kanrantei Tea House with a guide.

12:30 P.M.

Shokeikaku Villa,
the former residence of Lord Date +
Sendai Tansu cuisine ⁸

Enjoy locally-brewed sake and food served in a Sendai Tansu, or mini chest of drawers, at Shokeikaku Villa, the former residence of the Date Clan with a history of over 100 years.

Optional

Nikka Whisky Miyagikyo Distillery +
Key Malt seminar

After a special brewery tour that offers a glimpse into the dedication that goes into making Nikka Whisky, enjoy a Key Malt tasting.

3:30 P.M.

Courtesy shuttle to Sendai Station where
the tour ends

Stay



Matsushima Sakan Shouan

This is a hideaway inn for adults with just 11 rooms on grounds measuring nearly 9,900 square meters. The area is surrounded by nature, with breathtaking views from guest rooms. Take some time for yourself and listen to the rippling waves with no one to spoil the peace and quiet.

Gourmet food



Shokeikaku Villa, the former residence of Lord Date

The former residence of the Date Clan, a renowned samurai family with refined tastes, is a special place. Enjoy a lunch made with local ingredients served in a Sendai Tansu, symbolic of Japanese elegance, along with locally-brewed sake. Experience modern Japanese elegance through the senses of sight and taste.

Activities



Nikka Whisky Miyagikyo Distillery

Take a tour of Miyagikyo, the second base of operations selected by Masataka Taketsuru, the founder of now world-renowned Nikka Whisky. Take part in Key Malt tasting and blend your very own whisky.

Special



Tabidaiko

The Tabidaiko drum group of Marumori, Miyagi offers drumming activities at Sairi Yashiki in Marumori, Shiroishi Castle, and at the Chikusenso inn in Zao. Come have fun playing traditional Japanese drums.

Travel requirements

Area	Miyagi Prefecture: Sendai City/Shiogama City/Matsushima Town
Anticipated targets	Affluent Europeans and Americans (couples in mid-forties, couples and DINKs with experience traveling to Japan multiple times)
Travel concept/theme	<ul style="list-style-type: none"> Japanese elegance (Japanese beauty/Japanese aesthetics) Tradition Nature (scenic beauty)
Anticipated no. of participants (minimum no. of participants)	Two persons per group (1 person)
Best season	April to October (Difficult to accept visitors during the cherry blossom season and Golden Week, because they are the busiest time of year)
Age limit	Ages 6 (school age) and up

Travel agent contact information

XPERISUS Inc.

(Derived from the words "experience" and "celsus (highest)")

<https://en.xperisus.net/>

info@xperisus.com

03-6451-1443

Hours: Weekdays 10:00 - 17:00 (Japan time)
(Closed: Weekends, national holidays, year-end/new year holidays)

1LA SHIBUYA MITAKE BUILDING
1-12-8, Shibuya, Shibuya-ku, Tokyo,
Japan 150-0002

Mysterious traditional culture + crafts

AKITA

Traditional culture offering a way to experience the mystery of Japan and stylistic beauty that blends in with modern living. Enrich your soul at the crossroads of culture in Akita.



Photo: Recreation by the Oga Shinzan Folklore Museum

- 1. The Kakunodate samurai houses are home to many old buildings where visitors can find quaint town scenery.
- 2. The Namahage event is held in nearly every part of the Oga Peninsula annually on New Year's Eve.

Highlights

Three special experiences that personify Akita.
Get in touch with a new side of Japan.



Kabazaiku/ Fujiki Denshiro Shoten

Kabazaiku, the traditional craft of Kakunodate, is completely unique, and uses the bark of mountain cherry blossom trees. Experience the true value of this art by watching the craftsmen's techniques honed over seven generations at Fujiki Denshiro Shoten.

Private sightseeing railway cars on the Akita Nairiku Line

Enjoy a private railway car on the local line that runs through Kakunodate and northern Akita. Enjoy a special bento boxed lunch and famous Akita locally-brewed sake while receiving hospitality from Akita maiko apprentice geisha.



Kakunodate samurai houses/ Aoyagi Samurai Manor Museum

The Aoyagi Samurai Manor Museum is the representative residence of the Kakunodate samurai houses, which are ranked as two star attractions in the Michelin Green Guide. The samurai houses with their dignified, virile atmosphere, are available for exclusive, private nighttime viewings of traditional entertainment and cultural experiences.





1

2 Day, 1 Night Plan

Enjoy traditional culture and crafts



2



3



5



6

1. Experience the depth of Japanese cuisine 2. Each season has its own feeling
3. A sitting room where the past can be felt 4. Experience the olden days of Japan
5. Shining examples of superb craftsmen skill 6. Enjoy the luxury of a private
sightseeing rail car

Day 1

12:20 P.M.

Arrive at Kakunodate Station

A courtesy rickshaw greets guests at the station rotary.
Note: Courtesy car during winter and inclement weather

12:30 P.M.

Lunch at Ryotei Inaho ①

Savor local cuisine made with local ingredients in locally crafted dishes with hospitality from the proprietress.

2:30 P.M.

Kakunodate samurai houses ②

Enjoy relaxing sightseeing of the Kakunodate samurai house area from a rickshaw. (guided tour)

3:30 P.M.

Samurai residences (Aoyagi Samurai Manor Museum) + nighttime tea ceremony ③

Watch a traditional show, experience traditional culture, savor cuisine made with local ingredients, and experience a nighttime tea ceremony.

7:00 P.M.

Check in and have dinner at Kakunodate Sanso Wabizakura ④

Spend the night in a luxurious inn with a mere 10 guest rooms surrounded by a village forest. Enjoy a meal overflowing with the truly exquisite flavor of the ingredients.

Day 2

9:00 A.M.

Fujiki Denshiro Shoten + must-try traditional crafts experience ⑤

Watch kabazaiku craftsmen in a special space. Afterward, the owner explains the craft to visitors.

12:30 P.M.

Akita Nairiku Line + Akita maiko ⑥

Gaze at the unspoiled scenery of Japan as it glides by the windows of the train while you eat a special bento boxed lunch paired with locally-brewed sake, and enjoy a performance by Akita maiko.

2:30 P.M.

Ends at Kakunodate Station

Stay



Kakunodate Sanso Wabizakura

This inn is a 200-year-old thatch-roofed folk home relocated to this spot, and features natural hot springs right from the source in each of the ten guest rooms. The space exudes Kakunodate atmosphere and elegance, where a sense of nostalgia and calm pervade the inn for a soul-cleansing time.

Gourmet food



Ryotei Inaho

This restaurant offers many different dishes that can only be found here, crafted with locally-produced ingredients and additive-free seasonings. Enjoy an elegant time here while gazing at the changing seasonal scenery of the courtyard.

Activities



Kimonotabi Shanari

Choose and be dressed in your favorite kimono from among a rich selection of colors and patterns. Make precious memories by donning an antique kimono and taking a stroll around the samurai houses.

Special



Namahage Museum and Oga Shinzan Folklore Museum

This museum is dedicated to the Namahage, a folk tradition known all across Japan. The collection of over 150 Namahage masks of various types and styles that were actually used is the highlight of the museum. Visitors can experience the Namahage tradition up close at the adjacent folklore museum.

Travel requirements

Area	Akita Prefecture: Semboku City (Kakunodate area)
Anticipated targets	Affluent Europeans and Americans (couples in mid-forties, couples and DINKs with experience traveling to Japan multiple times)
Travel concept/theme	<ul style="list-style-type: none"> • Mysterious • Traditionl • Primitive
Anticipated no. of participants (minimum no. of participants)	Two persons per group (1 person)
Best season	Mid-May to mid-October (Difficult to accept visitors during the cherry blossom season and Golden Week, because they are the busiest time of year)
Age limit	Ages 6 (school age) and up

Travel agent contact information

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(Derived from the words "experience" and "celsus (highest)")

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ILA SHIBUYA MITAKE BUILDING
1-12-8, Shibuya, Shibuya-ku, Tokyo,
Japan 150-0002

Sublime nature + mountain faith

YAMAGATA



Experience the spirit of the mountain priests, an ancient part of Japanese culture. Walk through world-renowned sacred mountains and feel the power of the great outdoors.

Sublime natural surroundings that inspire a feeling of awe, and traditional culture that blends with nature. Visit Yamagata, a place that stimulates the senses.



Highlights

Faith and traditional culture handed down over generations. Take part in experiences that will change your sense of values in Yamagata.



Visit the Three Mountains of Dewa/Scale Mount Haguro

Don white robes and together with a mountain priest, tour Mount Haguro, one of the Three Mountains of Dewa, and one of the most famous places in the Japanese mountain faith. Experience vast nature revered and respected by people across the ages and the deep spiritual world that awaits.



Maiko Chaya Somaro/Takehisa Yumeji Museum

Enjoy an elegant dance by maiko (apprentice geisha) at Maiko Chaya Somaro, one of the most famous local restaurants during the prosperous age of western-route shipping in the Edo period. Now that this culture, which once disappeared, has been revived, training of maiko has begun anew.



Churenji Temple on Mount Yudono

This historic temple is thought to have been founded by the monk Kobo Daishi Kukai. Visitors can see the mummified remains of monk Tetsumonkai Shonin and witness the depth of his devotion. Don't miss the beautiful ceiling paintings in the main hall.



3 Day, 2 Night Plan

Experience the mountain faith in the great outdoors



1. Imposing cedar trees 2. Enveloped in a mysterious, quiet atmosphere 3. Flavorful Buddhist vegetarian cuisine 4. The wetlands of Migadahara 5. Food prepared with respect for the ingredients 6. A sacred atmosphere 7. Five ceiling paintings 8. Relax while listening to the waves 9. Seasonal menus 10. Feel the seasons with matcha and tea sweets

Day 1

10:00 A.M.

Ideha-jinja Shrine (Mount Haguro) ①

Walk to the summit with a mountain priest as your guide and enjoy a traditional Buddhist vegetarian meal at shrine lodging Saikan.

11:30 A.M.

Check in at shrine lodging Saikan on Mount Haguro ②

This facility was originally known as Kezoin, and here visitors can experience the natural features of the region and the culture of the mountain priests.

6:00 P.M.

Dinner at shrine lodging Saikan on Mount Haguro ③

Savor a meal of Buddhist vegetarian cuisine, carefully crafted with respect to the tradition of the mountain priests over the generations.

Day 2

10:00 A.M.

Nakanomiya on Mount Gassan ④

Visit the shrine known for its worship of the god of a productive grain harvest and matchmaking, located on the eighth station of Mount Gassan. Visitors can also see rare alpine flora.

12:00 P.M.

Lunch at Seiryu Teien

Sansai Ryori Tamaki ⑤

Enjoy Japanese style hospitality food made from the bounty of the land such as mountain vegetables and mushrooms.

2:45 P.M.

Yudonosan-jinja Shrine ⑥

This shrine is cut off from earthly life, and has no main building or hall of worship. Take off your socks and shoes, receive purification, and then visit the scared place.

4:00 P.M.

Churenji Temple on Mount Yudono ⑦

See the mummified remains of a monk at the temple said to have been founded by Kobo Daishi Kukai.

6:00 P.M.

Check in at Yusuitei Isagoya ⑧

Wash away your travel weariness at this seaside inn with gorgeous views of the ocean from the guest rooms.

8:00 P.M.

Dinner at the hotel ⑨

Savor a special dinner with the luxurious bounty of the land and sea of Yamagata.

Day 3

10:00 A.M.

Maiko Chaya Somaro/

Takehisa Yumeji Museum ⑩

Experience traditional culture by watching a maiko dance performance in the great hall and tasting seasonal tea sweets with matcha.

12:30 P.M.

Ends at the neighboring station or airport

Stay



Yusuitei Isagoya

Take some time for luxurious relaxation in the guest rooms with picturesque views from the windows. Tilt back a glass of champagne while listening to the sound of the waves and experience the ultimate in relaxation at the private spa.

Gourmet food



Seiryu Teien Sansai Ryori Tamaki

Enjoy the seasonal foods made using seasonal ingredients such as rare Yamagata mushrooms not generally available to the public. This appealing spot offers the chance to enjoy a meal while gazing at the pure waters of the Sagaegawa River.

Activities



Try iaido, the art of sword drawing in Murayama

Learn the authentic and ancient art of iaido, which includes etiquette, how to handle a Japanese sword, and katas. Real demonstrations of intense iaido are sure to leave an impression.

Special



Ginzan Onsen

Visiting this hot spring town is like a trip back in time with the many wooden hot spring inns and the retro atmosphere. The gas lanterns are lit at dusk for even more nostalgic and photogenic scenery.

■ Travel requirements

Area	Yamagata Prefecture: Tsuruoka City/Sakata City/Shonai Town/Nishikawa Town
Anticipated targets	Affluent Europeans and Americans (couples visiting Japan for the first time and couples with experience traveling to Japan multiple times)
Travel concept/theme	<ul style="list-style-type: none"> • Spiritual • Traditional culture • Wellness
Anticipated no. of participants (minimum no. of participants)	Two persons per group (1 person)
Best season	July 1 to mid-October (When all the Three Mountains of Dewa are open)
Age limit	Ages 12 and up

■ Travel agent contact information

Beauty of Japan

<https://beauty-of-japan.com/dmc/>
inquiry@bojinc.com
 +81-3-3537-0788
 5F, 1-3-2, Shintomi, Chuo-ku, Tokyo, Japan 104-0041

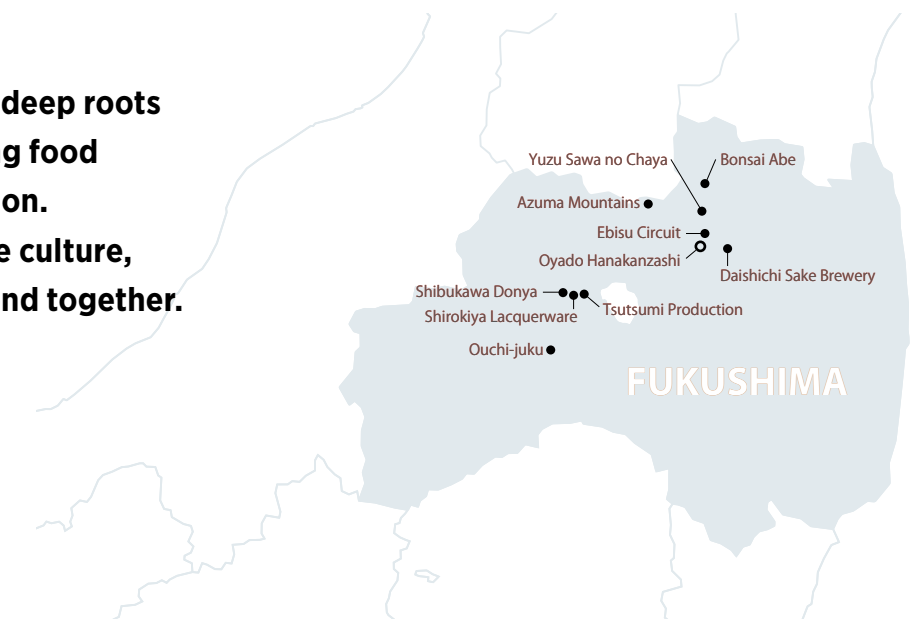
Traditional culture and crafts + gastronomy

FUKUSHIMA



Ouchi-juku is a former post town where vestiges of the Edo period remain. Each season has something exciting to offer visitors.

Traditional crafts with deep roots in the area and amazing food steeped in local tradition. Visit Fukushima, where culture, beauty, and nature blend together.



Highlights

Experience all of the various charms Fukushima has to offer. Have a thrilling time that will inspire your adventurous spirit.



Drifting on the Ebisu Circuit

The Ebisu Circuit is known far and wide as the mecca for drifting. Take a lesson from specialists who worked on stunts in the Fast and the Furious movies and experience the thrill of drifting on your own.



Tsutsumi Production

The absolutely uncompromising techniques of a former blacksmith are used to craft hoes which are sold nationwide. Learn about the Aizu samurai spirit by making a paper knife under the guidance of craftsmen from a former Aizu swordsmith.



Bonsai activity at Bonsai Abe

Bonsai have continued to be made for three generations at the foothills of the Azuma Mountains, where the Azuma Japanese white pine grows, one of the three most famous Japanese white pine varieties in Japan. Learn about the concepts of bonsai beauty and then take part in the actual process of bonsai, from creating a new tree, to shaping, and trimming.



1

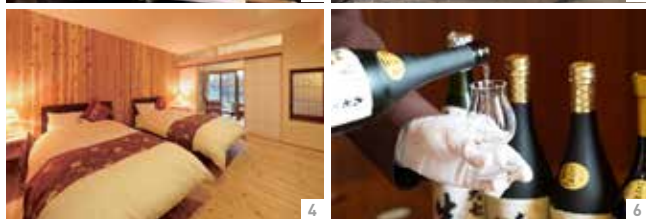
3 Day, 2 Night Plan

Experience culture and gastronomy



2

3



4

6



5



7

8



9

1. An assortment of items from classic lacquerware to accessories 2. Local Aizu cuisine, with ingenuity in every bite 3. Create a one-of-a-kind paper knife 4. Guestrooms with the coziness of wood 5. An incredibly thrilling drift experience 6. Savor the profound flavor of Japanese sake 7. Different dishes for all five senses 8. Enrich your spirit with Japanese beauty 9. Enjoy a luxurious lunch in the great outdoors

Day 1

10:55 A.M.

Arrive at Aizu-Wakamatsu Station

11:15 A.M.

Shirokiya Lacquerware ①

Take home a wood souvenir with the charming softness of wood and luster of genuine lacquer.

12:15 P.M.

Lunch at Shibukawa Donya ②

Enjoy local Aizu cuisine that can only be found here, and savor the evolution of traditional foods cultivated over many years.

1:30 P.M.

Make a letter opener at Tsutsumi Production ③

Make your very own letter opener under the instruction of a former Aizu swordsmith artisan.

5:00 P.M.

Check in and have dinner at Oyado Hanakanzashi ④

Stay at a charming hot spring inn surrounded by nature and enjoy a dinner made with the bounty of the land and sea of Fukushima.

Day 2

10:00 A.M.

Drifting on the Ebisu Circuit ⑤

Take a lesson from an instructor and then experience the intense thrill of drifting on the Ebisu Circuit!

Option 1 A drift lesson from a pro driver!

Take a lesson from a movie stunt driver/drift specialist.

Option 2 Enjoy completely private beauty treatments at a private open-air bath

Relax with beauty treatments and a private open-air bath at a famous but traditional high-end Japanese inn that in a hot spring town with 1,200 years of history.

3:30 P.M.

Tour and taste the products at a 250-year-old sake brewery ⑥

Enjoy a tour of a historic brewery and high-end sake tasting.

8:00 P.M.

Dinner at the hotel ⑦

Day 3

10:45 A.M.

Learn about bonsai and the concepts of Japanese beauty ⑧

Come see a Neagari-style Japanese white pine of the Azuma Mountains, a classic type of bonsai tree. Visitors can also try making a bonsai tree.

12:45 P.M.

Food Camp where the ingredients are grown on the spot ⑨

This is the ideal gastronomy tour, where participants can select their favorite produce grown on the spot and have it prepared in their favorite way.

3:00 P.M.

Shuttled to the neighboring station or airport

Stay



Oyado Hanakanzashi

Time moves slowly at this cozy hot spring inn that exudes the coziness of a wooden house. All baths come straight from the hot spring source including the open-air baths attached to the rooms. Take the time to relax your body and mind.

Gourmet food



Yuzu Sawa no Chaya

This restaurant nestled in the rich natural surroundings of a mountain village offers local cuisine and relaxation. Enjoy rice balls grilled in yuzu and miso, stewed dishes, and other simple, heartwarming dishes.

Activities



Daishichi Sake Brewery

Ever since it was established in 1752, this brewery has been devoted to the *kimoto* method, known as the true brewing method of Japanese sake. Its refined flavor has received high praise from around the globe. After a tour of the brewery, discover the flavor yourself at a sake tasting.

Special



Ouchi-juku

Vestiges of the Edo period can still be felt in this post town where the world of more than 400 years ago can be seen in the thatched roofs of the homes along the road. Don't miss the chance to take a photo of this rare scenery with more than 30 of these homes lining the street.

Travel requirements

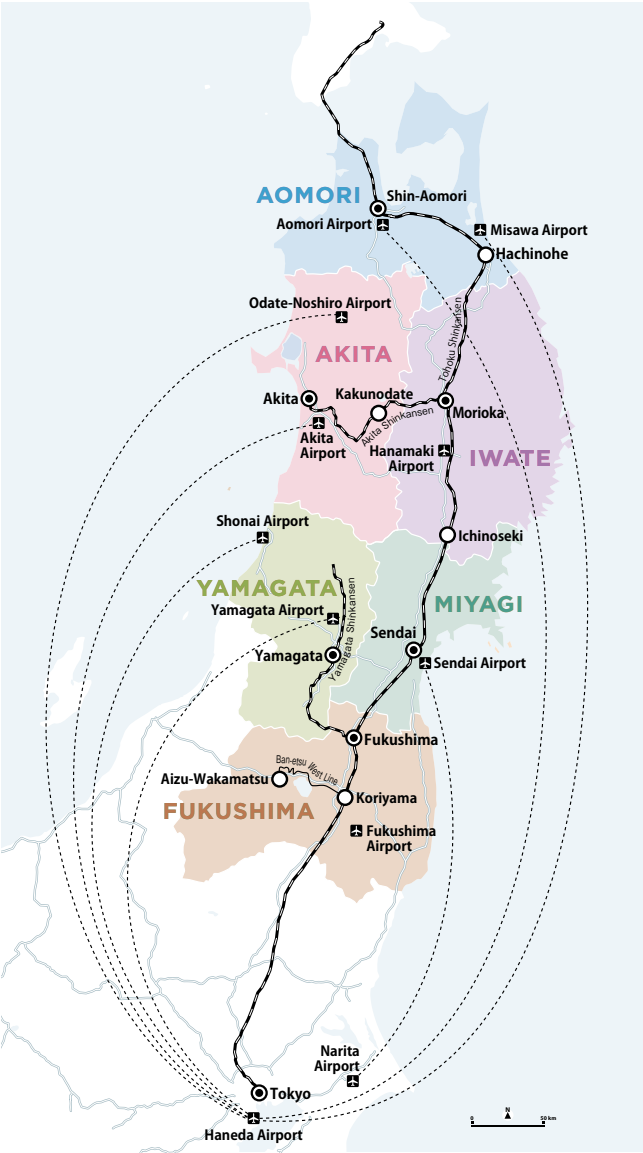
Area	Fukushima Prefecture: Nihonmatsu City/Fukushima City/Aizuwakamatsu City
Anticipated targets	Affluent Europeans and Americans (couples with experience traveling to Japan multiple times, and small luxury groups of up to 6 people)
Travel concept/theme	<ul style="list-style-type: none"> Traditional crafts Traditional culture Gastronomy with local foods
Anticipated no. of participants (minimum no. of participants)	Two persons per group (1 person)
Best season	April to June or July to August (Many vegetables are harvested in the summer and autumn in Fukushima), October to November (Autumn foliage season)
Age limit	Ages 12 and up

Travel agent contact information

Beauty of Japan

<https://beauty-of-japan.com/dmc/inquiry@bojinc.com>
 +81-3-3537-0788
 5F, 1-3-2, Shintomi, Chuo-ku, Tokyo, Japan 104-0041

ACCESS INFORMATION



From Tokyo to Tohoku

AOMORI

Haneda Airport	By airplane: approx. 1 hr. 20 min.	Misawa Airport
	By airplane: approx. 1 hr. 20 min.	Aomori Airport
Tokyo Station	By Tohoku Shinkansen: approx. 2 hr. 50 min.	Hachinohe Station

AKITA

Haneda Airport	By airplane: approx. 1 hr. 5 min.	Akita Airport
	By airplane: approx. 1 hr. 20 min.	Odate-Noshiro Airport
Tokyo Station	By Akita Shinkansen: approx. 3 hr.	Kakunodate Station

IWATE

Tokyo Station	By Tohoku Shinkansen: approx. 2 hr. 5 min.	Ichinoseki Station
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YAMAGATA

Haneda Airport	By airplane: approx. 1 hr.	Yamagata Airport
	By airplane: approx. 1 hr.	Shonai Airport
Tokyo Station	By Yamagata Shinkansen: approx. 2 hr. 30 min.	Yamagata Station

MIYAGI

Narita Airport	By airplane: approx. 1 hr.	Sendai Airport
Tokyo Station	By Tohoku Shinkansen: approx. 1 hr. 30 min.	Sendai Station

FUKUSHIMA

Tokyo Station	Approx. 1 hr. 20 min. to Koriyama Station by the Tohoku Shinkansen. Switch to the Ban-etsu West Line and ride for approx. 1 hr. 20 min.	Aizu-Wakamatsu Station
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