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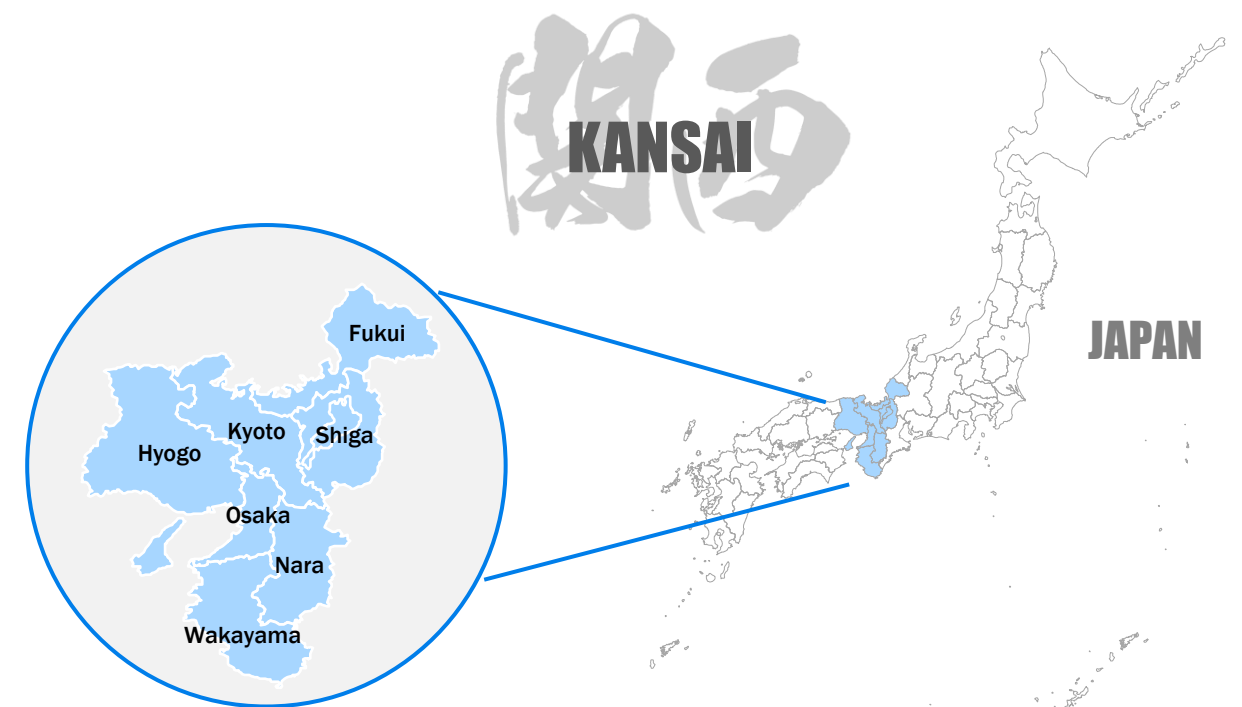
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What is the “KANSAI UNIQUE EXPERIENCE”?

The Kansai region, the prefectures of Kyoto, Osaka, Fukui, Shiga, Hyogo, Nara, and Wakayama, is central to Japan's historical and cultural heritage and the location of many attractive tourist destinations. Today, however, increasing numbers of tourists prefer to have first-hand experiences that offer exciting sensations unique to specific regions, rather than simply going sightseeing and shopping. For example, they are eager to have experiences such as harvesting tea with local farmers, or forging a sword under the supervision of an expert swordsmith. In particular, tourists to destinations other than large cities tend to hope to experience unique cultures, including the culinary culture, of respective locations and to interact with local residents.

The UNIQUE EXPERIENCES are optimal attractions to satisfy such needs of tourists since they provide opportunities to observe time-honored technologies that have developed in respective regions, to sample the tastes of distinctive foods and drinks, and to have friendly exchanges with artisans and other local people. Through such experiences, tourists can gain a deeper understanding of the historical and cultural backgrounds of local industries. Visits to traditional industrial facilities therefore have become essential elements in satisfying inbound tourists to Japan.

This booklet introduces various destinations for UNIQUE EXPERIENCE in the wide area of the Kansai region. Why don't you plan new and more attractive travel products to Japan by incorporating “KANSAI UNIQUE EXPERIENCE” into your travel routes?



North area -P3

ESHIKOTO • Echizen Lacquerware Hall
Takefu Knife Village • Kurokabe Square
Masahiro Japanese Sword Factory

South area -P15

Akizuno Garten • Yuasa Soy Sauce
Umenoyado Brewery • Konpeitou Museum
Katashimo Winery

East area -P27

Akashiya • Kinkoen
Chikumeido of Takayama tea whisk(chasen)
Kyoto Obubu Tea Farms
Rakunyu Ceramic Studio, Kochu-an

West area -P39

KOYO SEIGA • Kineya
Awaji doll Joruri pavilion • SEKAI HOTEL

Other facilities -P49

