

History

These lands weave a rich tapestry of history, encompassing the Asakura Clan Historic Ruins in Echizen and the Kaga Domain's castle-town culture; the three Hokuriku prefectures shaped by worship of the Tateyama Mountain Range and prosperity as Kitamaebune trading ports; Shiga, home to Lake Biwa and steeped in the history of the Omi merchants and National Treasure Hikone Castle; Sekigahara, the battlefield that decided the nation's fate; Nagano, where Zenkoji pilgrimages and Nakasendo post towns intertwined with mountain worship; Ise Jingu (Ise Shrine), cherished as Japan's spiritual home, and the culture and history of the Ise pilgrimage; Nagoya Castle, associated with prominent warlords, and National Treasure Inuyama Castle; and the Tokai region, linked by a historical corridor woven from Fuji worship and the Tokaido road.



Craftsmanship

The artisan spirit of these nine prefectures, imbued with tradition and innovation, continues to be refined, as showcased by Wakasa lacquered chopsticks, Echizen lacquerware, and Sabae eyewear; Kanazawa gold leaf and Kutani ware; Takaoka copperware, Takaoka lacquerware, and Inami woodcarving; Shigaraki ware and Omi hemp; Mino washi paper and Banko ware; and tea from the foothills of Mount Fuji, musical instruments, and model kits.



GO CENTRAL JAPAN

Wondrous Journeys Across Nine Prefectures



Nature

Magnificent natural experiences across these nine prefectures will captivate your heart. Waves crash against the columnar cliffs of Tojinbo, and Shiroyone Senmaida is aglow with the setting sun. A sea of clouds adorns the Tateyama Mountain Range, waterfowl dance across Lake Biwa, and the Nagara River runs smooth and clear. The Senjojiki Cirque is awash with alpine flowers. And the beautiful stone-paved paths of the Kumano Kodo Iseji, the scenic coves of Ago Bay, the varied coastlines of Ise and Mikawa Bays, and Mount Fuji reflecting the deep blue of Suruga Bay complete this living panorama.



Cuisine

A bounty of regional tastes awaits you in these nine prefectures: Echizen Gani Crab and winter mizuyokan, Kano-gani crab and Kanazawa-style jibuni, amberjack in winter Toyama and pressed trout sushi, Omi beef with fermented funazushi, Hida beef and hoba miso, Shinshu soba and honeyed apples, Ise-ebi spiny lobster and Matsusaka beef, Nagoya-meshi classics—such as miso katsu, tebasaki wings, and hitsumabushi—not to mention Nishio matcha, Suruga sakura shrimp, and Shizuoka tea.



Find fulfillment in the heart of Japan

Situated in the heart of Japan, this region shines with abundant natural scenery woven together by sea, mountains, and rivers, and is home to towns alive with history and culture, offering a wealth of local cuisine and artisan crafts. From Hokuriku's beautiful coastlines and hot springs to the grand peaks of Hida and Nagano, the sanctity of Ise, and the urban energy of Nagoya and other cities, there is so much here to enthrall you. Amid natural beauty that flows with the seasons, lose yourself in the mood of ancient towns, encounter traditional crafts, and enjoy seasonal delicacies. So many memorable experiences await. Well-developed shinkansen and expressway networks mean getting here is also easy. It's ideal for weekend trips from the Tokyo or Kansai areas, and perfect for longer stays from overseas. Come find your own journey in the very heart of Japan and experience this harmony of history and nature, urban life, and relaxation.

ISHIKAWA

Ishikawa shines with its samurai culture and refined crafts nurtured in Kanazawa, the castle town of the wealthy Kaga Domain. Kenrokuen Garden, Kanazawa Castle Park, and Higashi Chaya District convey historic ambiance, while gold leaf, Kutani ware, and Kaga Yuzen add brilliant color. The Senmaida rice terraces and other satoyama and satoumi landscapes of the Noto Peninsula are recognized as a Globally Important Agricultural Heritage System. Experience the vibrant Wajima Morning Market and Kiriko Festival, savor abundant seafood like winter yellowtail from Kanazawa Port and Kano-gani crab, and relax at hot-spring towns such as Wakura and Yamashiro.



FUKUI

A major center for dinosaur fossils and home to the Fukui Prefectural Dinosaur Museum, a facility of awe-inspiring scale. This place is a natural wonderland, from the columnar cliffs of Tojinbo and the ria coast of Wakasa Bay, to the Five Lakes of Mikata, and the Hakusan mountain range stretching along the prefectural border. You will find artisan crafts such as Echizen lacquerware, washi, knife, and Sabae eyewear. Culinary highlights include Echizen Gani Crab, Wakasa tilefish, and winter mizuuyukan. You can also experience the depth of Zen culture at Eihei-ji, one of the head temples of the Soto school of Zen Buddhism.



SHIGA

Centered on Lake Biwa, Japan's largest lake, Shiga is home to vast landscapes of water and greenery. Shirahige Shrine on the lake and Chikubushima Island carry a spiritual aura, and the Biwaichi cycling along the lakeshore is a popular attraction. History speaks through the waterways and Vories architecture of Omihachiman, the hometown of the Omi merchants, along with Hikone Castle's keep (a National Treasure), the Azuchi Castle ruins, and Nagahama Castle (Nagahama Castle History Museum). The region boasts a distinctive food culture with Omi beef, funazushi, and red konnyaku, while Shigaraki-yaki ceramics evoke a soothing atmosphere for travelers.



MIE

Pilgrimages to Ise Jingu, popular during the Edo period, are at the heart of travel here. Rafts for pearl and oyster cultivation dot the waters of Ago Bay with its ria coastline, and the tradition of the ama freediving fisherwomen is still alive today. The UNESCO World Heritage Kumano Kodo Iseji leads pilgrims into tranquil forests, conveying the weight of history and faith. Culinary delights abound, from Matsusaka beef to Ise-ebi spiny lobster. Major leisure spots like Nagashima Resort and Suzuka Circuit are also here, offering journeys that fuse nature, culture, cuisine, and play.



