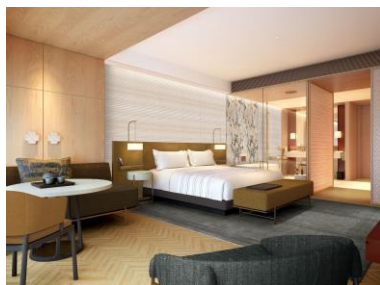


Japan Tourism Topics

1. The Ritz-Carlton, Fukuoka Opens



Renowned for its unparalleled luxury and exceptional service, The Ritz-Carlton will be opening its the finest luxury hotel in Fukuoka on Wednesday, June 21st. The hotel features an arrival lobby on the 1st floor and main lobby on the 18th floor and exquisite dining options that echo Fukuoka's reputation as a food haven. Enjoy locally sourced black beef from Iki Island, seafood from the Genkai Sea, sake and shochu from many famous Kyushu breweries, and green tea grown in Kyushu.

The Ritz-Carlton, Fukuoka overlooks Hakata Bay, a historically rich and picturesque landmark located in the heart of the city.

Fukuoka's strategic location, well-developed infrastructure, and business-friendly environment all contribute to its reputation as the corporate gateway to Kyushu. It can be easily accessible by land, sea or air, less than 15 minutes by car and public transport from Fukuoka Airport.

Whether you're looking for a location for organizing international conferences or your next corporate getaway or a picture perfect Japanese destination, look no further than the Ritz-Carlton, Fukuoka.

[The Ritz-Carlton, Fukuoka](#)

2. World Aquatics Championships - Fukuoka 2023, Japan

The stage is set for the 19th World Aquatics Championships-Fukuoka 2023 July, with around 2400 prospective participants from 200 countries and regions expected across the event's 75 events.

The event's concept is "water meets the future", inspired in no small part by Fukuoka's renowned and unique city layout. Enjoy the city's wide variety of market streets and locales via the variety of convenient public transport options available to and from the venue. Spectators can cheer for world-class athletes in swimming, diving, high diving, water polo and both artistic and open water swimming.



Photo by The Organizing Committee of the World Aquatics Championships – Fukuoka 2023

The World Aquatics Championships - Fukuoka 2023 are the perfect gateway to the Kyushu region, and there are guides on site to help you discover everything the region has to offer.

[World Aquatics Championships - Fukuoka 2023](#)

3. Japan's Authentic Splendor: A Deep Dive into Terraced Rice Paddies and Carp

The Japanese countryside has some of the most picturesque landscapes the country has to offer, and Yamakoshi is certainly in contention for the most spectacular terraced rice paddy views you can find. Niigata prefecture is one of Japan's most notable rice-producing regions, making Yamakoshi the ideal



location to see, taste and learn all about one of Japan's finest exports.

Stroll around terrace rice paddies, paddy fields built in staircase patterns on the slopes of mountains, complete with ponds that are home to the beautiful Nishikigoi carp, known colloquially as 'swimming jewels' because of their majestic presence below the surface, vibrant colors and varied patterns.

The region is also home to a bevy of local restaurants, inns, stores and ample local flora and fauna, making it the

perfect rural getaway.

[Visit Yamakoshi](#)

4. Gion Matsuri (Gion Festival)- July 1-31, Kyoto

The Gion Matsuri, held annually in Kyoto, is one of the country's most renowned and vibrant cultural celebrations. Rooted in tradition and spanning the entire month of July, the festival is centered around Yasaka-jinja Shrine, located in the historic Gion district.

With a history stretching back over a millennium, the Gion Matsuri has evolved into a grand spectacle, captivating both locals and visitors alike. The festival's origins lie in prayers for protection against plagues and natural disasters, and today it stands as a testament to Kyoto's rich cultural heritage.



Experiencing a traditional festival in Kyoto is a captivating journey into Japan's rich cultural heritage. Amidst vibrant streets adorned with traditional lanterns, you'll witness mesmerizing processions, rhythmic taiko drumming, and graceful dances. The air is filled with the scent of delicious street food as locals and visitors unite, immersing themselves in the festive spirit of ancient traditions and joyous celebration.

During the Gion Matsuri, the entire city of Kyoto comes alive with a multitude of events, including tea ceremonies, theater performances, and traditional music concerts. Food stalls line the streets, offering tantalizing local delicacies to indulge in.

[Gion Matsuri](#)

5. Narita Gion Festival - July 7-9, Narita



Photo by Narita City Tourism Association

Narita is best known for its international airport, but the area has much more to offer, including traditional Japanese towns, parks, temples, museum and many notable events on the Japanese calendar.

Perhaps the most notable event is Narita Gion Festival, a summer event where attendees gather in and around Naritasan Shinsho-ji Temple and pray to Dainichi Nyorai, the principal Buddha of Esoteric Buddhism, for a good harvest, prosperity for all people, and fulfillment of wishes. The event is set to return once again in 2023 on the July 7-9 weekend.

[Narita Gion Festival](#)

6. National Fireworks Festival Dedicated to Ise-Jingu

The 71st National Fireworks Festival celebrating the Ise-Jingu returns for the first time in four years on July 15th. The Ise-Jingu, located in Ise City, Mie Prefecture, is dedicated to the sun deity Amaterasu Omikami, considered the ancestral deity of the Japanese imperial family.

The shinto shrine complex also includes other auxiliary buildings, gardens, and sacred bridges. It offers a serene and tranquil atmosphere, inviting visitors to experience the spiritual essence of Shinto.

Around 40 pyrotechnicians from all over the country are expected to show off their displays, making this a must-see event for anyone after an explosive taste of Japanese culture.

[The 71st National Fireworks Festival](#)



7. Saba Kaido Cycling Tour - Outdoor Fun on Two Wheels



The Saba Kaido, also known as the Mackerel Highway, is where Kyoto meets the sea. It's a network of roads that connects Kyoto to both the shimmering waters of Wakasa Bay and the historic port town of Obama. The region is home to a rich culinary tradition, and many of its beautiful ancient roads were once used to transport fish, primarily mackerel. Today, the old townscapes still remain along these roads, making them not only a transportation network, but also a way for many people to enjoy the local scenery and the changing seasons.

Drive, hike or bike your way down ancient roads for a trip back through old Japan.

[Saba Kaido Cycling Tour](#)

8. Kanazawa in Fresh Green -Enjoying the tea ceremony

Kanazawa is renowned as one of Japan's most historically rich and culturally significant cities. Located in the Ishikawa Prefecture, it was one of the few cities in Japan to escape destruction from either war and natural disasters during the Edo period (1603-1868), a renowned era in Japanese history.



Photo by Kanazawa City

The Kanazawa Nakamura Memorial Museum is the perfect way to experience the area's illustrious history. It's a gateway to all the natural and cultural history that it has to offer. Explore the breathtaking paths to the D.T. Suzuki Museum, packed full of art and greenery, or a leisurely walk amongst the soothing sounds of nature as sunlight filters through the foliage above. The Nakamura Memorial Museum deserves a spot on your itinerary too of course, for a fresh cup of tea and a stroll through its delightful Japanese garden.

Now's the perfect time to immerse yourself in meditative tranquility in the heart of Kanazawa. The entire town glistens with vibrant, fresh greenery in the early summer, and you don't want to miss it.

[Kanazawa Nakamura Memorial Museum](#)

9. The Enchanting Matsushima Bay Cruise



Photo by visitmiyagi.com

There's no better way to see Matsushima Bay than to witness it firsthand, making a cruise the ideal choice to see one of Miyagi Prefecture's most beautiful destinations. The name "Matsushima" literally translates to "pine islands" in Japanese, which succinctly describes the unique beauty the area has to offer. The bay consists of approximately 260 small islands, each covered in lush green pine trees. Contrast that with the blue waters, the greenery of the islands, and the clear sky and you've got yourself an absolutely breathtaking view.

Matsushima has been celebrated by poets, artists, and scholars for centuries. It has been a source of inspiration for many famous works of art, including paintings, haiku poetry, and literature. Matsuo Basho, a renowned Japanese haiku poet, composed one of his most famous haikus about Matsushima.

Relaxing bay cruises run along several routes. The two standard cruises are a loop route departing and returning to Matsushima, and a one-way route ferrying sightseers to and from the neighboring port town of Shiogama.

[Matsushima Bay Cruise](#)

10. Treasure Hunting in Kouraku Kiln, Saga

What better way to experience the fun and unique history of the culture of Arita than with a treasure hunt? It's a unique and affordable way to find pottery born out of one of Saga Prefecture's best kept secrets.

Kouraku Kiln has a long history dating back to 1865, when they first began producing traditional Japanese porcelain for everyday use. Arita has long been at the forefront of Japanese pottery, and Kouraku Kiln invites its visitors to experience the essence of the region's world-



class craftsmanship.

There are warehouses full to the brim with top-notch porcelain, the perfect mix of tradition and practicality. By taking part in the treasure hunt, visitors can explore the halls filled with exquisite porcelains and fit as many as they can in the provided basket for a fixed price. This is the ideal opportunity to bring a piece of Japan home with you.

[Treasure Hunting in Kouraku Kiln](#)

Notes:

- *Items 1,3,7-10 are based on information from JNTO Partners.*
- *The above details are correct as of the time of publication, and are subject to change.*

If you'd like to download photos and videos of Japan's tourist attractions, please visit the [Japan Online Media Center \(JOMC\)](#)

For media inquiries, including requests to use photographs, please contact the JNTO Press at media_inquiry@jnto.go.jp