

**城泊・寺泊による歴史的資源の活用事業
(城泊・寺泊の広報用素材制作)**

[実施報告書]

2021年9月30日

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1. 本事業の目的・目標及び業務内容

1. 本事業の目的

令和2年度の概要（仕様書抜粋）

業務目的：

これまで拝観や展示施設としての活用が主であった城や社寺が、日本ならではの文化体験が出来る体験型宿泊コンテンツとしての認知度向上、魅力発信を推進。

業務内容：

城や社寺、古民家等の歴史的資源を活用した体験型宿泊コンテンツの海外に向けた魅力発信・認知度向上を図るための広報用素材制作。

1：城泊・寺泊・古民家泊に関する特設ページの作成

JNTOが管理・運営するウェブサイト上へ城泊・寺泊・古民家泊の特設ページを作成し、そこに城泊・寺泊・古民家泊それぞれの記事コンテンツを掲載。

2：城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

城泊・寺泊・古民家泊等の歴史的資源での宿泊滞在の魅力が海外にも伝わるような動画制作、広報用素材として使用可能な画像の撮影を実施。作成した動画・画像素材は、城泊・寺泊・古民家泊のブランディング及び認知度向上につながるよう、上記1で製作したウェブサイトでも活用する。

履行期限：令和3年3月26日（当初予定）

※緊急事態宣言等の影響により令和3年9月末まで延長

1. 本事業の目的・目標及び業務内容

3. 本事業の業務内容

1：城泊・寺泊・古民家泊に関する特設ページの作成

<デザイン>

英語圏・アジア圏・欧州圏でのウェブサイト類似事例の中から以下ポイントを抽出。下記を参考にデザインを設計。

- ・ 画面全体に写真を用いてイメージを訴求
- ・ 文字による説明は端的に、的確に伝える
- ・ 質の高い写真を多用

<原稿方針>

- ・ 日本語の固有名詞の多用を控える
- ・ 伝わりやすい「セールスポイント」を記載
- ・ 陳腐な表現やありふれた言い回しを避け、洗練されている且つ神秘的と感じられる文章にする。

※当初弊社から別途デザインを提案していたが、JNTOサイト内のCMSテンプレートでの対応が必要となり、その仕様に沿った形での製作に変更、後述のデザインとなった。

<コンテンツ数>

城泊：2コンテンツ

寺泊：3コンテンツ

古民家泊：3コンテンツ

加えて、それぞれの周辺体験等6コンテンツを選定。

<コンテンツ選定方針>

周辺情報としてJNTOのグローバルキャンペーンで設定されている自然や文化の分野に跨がる7つの主要なパッション(興味関心)を基に周辺の文化体験が出来る場所などを選定。

宿泊に限らず地域全体と連携し、総合的な体験魅力度・ブランディング性の高い外国人富裕層に魅力的なコンテンツを選定。

観光庁の城泊・寺泊による歴史的資源の活用事業における公開資料や事例に加えて、全国の該当施設を対象とし、幅広く選定。

2：城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

<動画の制作本数>

城泊・寺泊・古民家泊各テーマの最大3分の動画を1本ずつ。（合計3本）

<動画及び画像の取材地選定方針>

前述した記事コンテンツと同様。

<動画演出のポイント>

- ・ 動画同士がリンクする演出

「城泊」「寺泊」「古民家泊」の動画がそれぞれ独立するのではなく、エンドカードでリンクさせる事で、全ての動画を見たい工夫を入れる。

※エンドカード…動画終了時に表示される画像

- ・ 上質でエモーショナルなトーン&マナーで上質感を担保

地元民との交流のシーンなどを加え、場所だけではなく、親切で親しみ易い日本人の国民性を表現。

- ・ 新しい宿泊体験に付随した非日常体験プラン

「城泊」「寺泊」「古民家泊」の宿泊体験だけでなく、それぞれに付随する非日常感を味わえる体験を表現する

2. 城泊・寺泊・古民家泊に関する特設ページの作成

1. 特設ページデザイン | トップページ



日本の歴史的資源の情景+人物の画像をファーストビューに設置。サイト来訪者が「日本の歴史的資源への旅行」を想起することを図った。

Immerse yourself in the culture, history and heritage of Japan.

Unforgettable experiences and authentic encounters. Exclusive access to Japan's storied cultural sites. Enjoy a bespoke stay in a castle, a temple, or a historical town. Dine on exquisite dishes, delve into fascinating rituals and traditions, engage with skilled artisans and explore hidden treasures with exclusive local insight. A stay like no other.

日本の歴史的資源における宿泊体験の導入紹介文を掲載。端的な文章ながら、富裕層にフィットする表現に留意し制作。

Castle Stays

Enjoy Japan's most impressive accommodations. Immerse yourself in the history and grandeur of the country's historical castles.

[Discover more](#)



Temple Stays

Experience ancient traditions to renew mind, body and soul. Enjoy the tranquil serenity of temple life with bespoke experiences.

[Discover more](#)

各カテゴリインデックスページへの導線は、各カテゴリを象徴する画像を大きく掲載。閲覧者の興味を喚起し、インデックスページへの誘導を行った。

Traditional Town Stays

Experience the charm of local life in a historical town. Connect with the local community as you explore charming townscapes.

[Discover more](#)

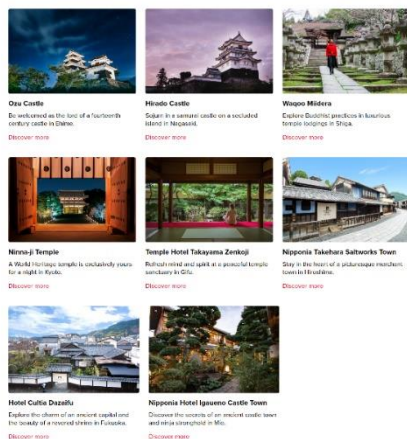


Explore heritage stays

Enjoy unforgettable experiences and authentic encounters across Japan.



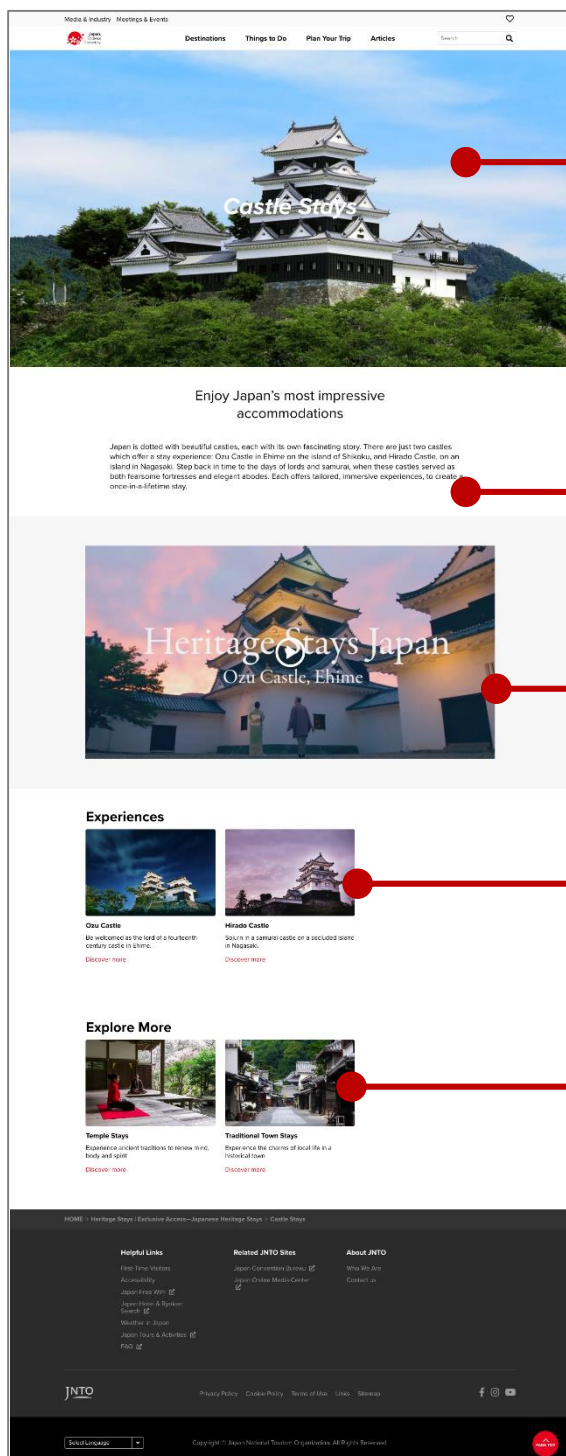
各記事で紹介されている宿泊施設の位置情報を日本地図にマッピングした画像を制作。より具体的に旅行が想起できるよう図った。



2. 城泊・寺泊・古民家泊に関する特設ページの作成

1. 特設ページデザイン | インデックスページ

【城泊】



トップページの
インデックスページリンク画像と同じ画像を
ファーストビューに掲載。
閲覧者が意図したページに到達したことを認知
できる構成に。

城・寺・古民家それぞれにおける宿泊体験の
導入紹介文を掲載。
端的な文章ながら、富裕層にフィットする表現
に留意し制作。

各コンテンツを象徴する動画を制作し、
サイト上で閲覧できるように設置。
閲覧者の旅行意欲醸成を図った。

各記事ページへの導線も、
印象的な画像を使用し閲覧意欲を高める工夫を
行った。

他2種のカテゴリトップページへの
遷移ブロックも設置。
サイト内回遊の促進を図った。

2. 城泊・寺泊・古民家泊に関する特設ページの作成

1. 特設ページデザイン | インデックスページ

【寺泊】

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Temple Stays

Experience ancient traditions to renew mind, body and spirit

A temple stay or shukubo, has a long tradition in Japan. For thousands of years, pilgrims have journeyed along sacred paths, welcomed at temples along the way with warm hospitality, nourishing meals and prayers. These select temple stays offer an unparalleled opportunity to experience the gracious simplicity of temple life with comfortable, private accommodations and long-stay experiences. Guests of all faiths are welcome to experience Buddhist practices and gain deeper insights into Japan's spiritual heritage.

Heritage Stays Japan
Waqoo Miidera, Shiga

Experiences

- Waqoo Miidera**
Explore Buddhist practices in beautiful temple buildings in Shiga. [Discover more](#)
- Ninnō-ji Temple**
A World Heritage temple in ecotourism areas, tea spots in Kyoto. [Discover more](#)
- Temple Hotel Takayama Zenkoji**
Reborn mind and spirit in a peaceful temple sanctuary in Gifu. [Discover more](#)

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- Castle Stays**
Enjoy Japan's most impressive accommodations. [Discover more](#)
- Traditional Town Stays**
Experience the charms of local life in a historical town. [Discover more](#)

HOME | Heritage Stays | Exclusive Access—Japanese Heritage Stays | Temple Stays

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【古民家泊】

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Traditional Town Stays

Experience the charms of local life in a historical town

Japan's historical townscapes are at the crossroads of history and culture. Over the centuries, these towns have become centers of commerce, craft and community. Stay in beautifully preserved and repurposed houses and stores and stroll the meandering streets, long after the day trippers have gone. Connect with the local people and exchange ideas; discover hidden restaurants, secret gardens and serendipitous paths. Get lost in these charming towns and find yourself.

Heritage Stays Japan
Nipponia Takehara Saltworks Town, Hiroshima

Experiences

- Hotel Culla Ozaki**
Follow the charms of a traditional cottage and the beauty of a natural stream in Fukuoka. [Discover more](#)
- Nipponia Takehara Saltworks Town**
Stay by the bank of a picturesque ancient town in Hiroshima. [Discover more](#)
- Nipponia Hotel Igarashi Castle Town**
Discover the secrets of an ancient castle town and stay stronghold in Mie. [Discover more](#)

Explore More

- Castle Stays**
Enjoy Japan's most impressive accommodations. [Discover more](#)
- Temple Stays**
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2. 城泊・寺泊・古民家泊に関する特設ページの作成

2. 記事掲載コンテンツ | 城泊

■城泊 大洲城（愛媛県）			https://castlestay.ozucastle.com/
Tradition	城主体験	鎧を着たり、従者を引き連れて歩いたり、火縄銃の空砲などが体験できる、宿泊者限定のプログラム。	https://castlestay.ozucastle.com/experience
Art	愛媛県立文化博物館	大洲の歴史や文化財が見学できる博物館。	https://www.i-rekihaku.jp/
Nature	長浜海岸	当時の城主も立ち寄ったと言われる、瀬戸内海の美しい海岸線。	-
Outdoor	大洲城 屋形船	貸し切り屋形船でシャンパンを飲みながら楽しむ、日本の風流な情景。	https://castlestay.ozucastle.com/experience
Cuisine	大洲城 キャッスルスティのフルコース	当時の城主が食べていたという殿様御前	https://castlestay.ozucastle.com/
Relaxation	臥龍山荘	臥龍山荘での神秘的な時間	https://castlestay.ozucastle.com/
■城泊 平戸城（長崎県）			https://www.castlestay.jp/
Tradition	平戸ザビエル記念教会	平戸市街地の丘の上に平戸ザビエル記念教会の尖鋭な屋根と十字架が望まれる。平戸を代表する観光名所。	https://www.nagasaki-tabinet.com/junrei/359
Art	松浦史料博物館	鎌倉時代から続き、平戸をはじめ吉岐をふくむ長崎県北を治めた平戸藩主松浦家に伝来した資料を保存・公開する長崎県で最も歴史を有する博物館	http://www.matsura.or.jp/
Nature	西海国立公園/長串山公園	北九十九島を一望できる公園で、クルマツツジとヒラドツツジが約10万本植栽され、4~5月の開花期の週末にはシャトルバスが運行される程の名所。	https://www.nagushiyama.jp/
Outdoor	九十九島遊覧船	九十九島の玄関口にある海のリゾートパーク。イルカに会える水族館、九十九島を巡る遊覧船やヨットセーリング、シーカヤック体験など。	https://99cruising.jp/variation/yacht-sailing/
Cuisine	長崎県のローカルフード	長崎県を代表するグルメ、長崎ちゃんぽん・魚茶漬け。	-
Relaxation	平戸城 茶道体験	平戸瀬戸を望む高台にたたずむ離れと岩風呂の静かな大人の温泉宿。日帰り入浴可能。	https://www.castlestay.jp/experiences/

2. 城泊・寺泊・古民家泊に関する特設ページの作成

2. 記事掲載コンテンツ一覧 | 寺泊

■寺泊 三井寺（滋賀県）			https://waqoo-miidera.com/
Tradition	旧竹林院	国指定の名勝庭園。庭園を眺めながら抹茶を賞味できる。	https://kyuchikuriin.web.fc2.com/
Art	佐川美術館	日本を代表する芸術家である日本画家の平山郁夫氏と彫刻家の佐藤忠良氏、陶芸家の樂吉左衛門氏の作品を展示	https://www.sagawa-artmuseum.or.jp/
Nature	びわ湖パレイノびわ湖テラス	ラグジュアリーな空間でゆったりと大人の山岳リゾートを楽しめる。	https://www.biwako-valley.com/
Outdoor	白ひげビーチ	透き通るような美しい水質と水上に浮かぶ鳥居が神秘的な白鬚神社の鳥居の周辺散策をSUPで楽しむ。	https://kyotosup.com/biwako/shirahige/
Cuisine	近江懐石 清元	選び抜いた食材・調味料を日本・世界各地から取り寄せる一方、季節によって、地元滋賀の旬の野菜や川魚なども取り入れている。	https://www.kiyomotorou.jp/
Relaxation	おごと温泉	全国でも珍しい日の出が楽しめる温泉です。目の前に広がる琵琶湖を一望する露天風呂に浸かりながら眺める日の出はまさに絶景。	https://www.ogotoonsen.com/
■寺泊 仁和寺（京都府）			https://ninnaji.jp/
Tradition	仁和寺周辺	四国八十八ヶ所の写しである札所を約2時間で巡礼。結願（けちがん）成就すれば四国八十八ヶ所霊場巡礼と同じご利益を得ることができる。	http://www.ninnaji.jp/hallowed_ground/
Art	京都市美術館	日本絵画をはじめ、洋画や工芸作品などを見ながらゆっくりとアートとの触れ合いを楽しめる。	http://www.city.kyoto.jp/bunshi/kmma/
Nature & Relaxation	嵯峨野竹林の道	大河内山荘から野宮神社の間を約200メートルにわたって続く風情のある小道。周辺には嵐山や世界遺産の天龍寺などがある。	http://www.japan-travel-navi.jp/kyoto/spots/rakusai/chikurin/
Outdoor	パラパーク京都	パラグライダー未経験者でも、操縦は全てプロのインストラクターに任せるタンデムフライトコースがあり、手軽に空中散歩が楽しめる。	http://birds-para.com/
Cuisine	松籟庵	目の前に広がる四季折々の自然の移ろいを感じながら、料理長が心を込めてつくるまるやかな豆腐懐石を味わい、書画家である女将の作品に癒やされる。	https://www.shoraian.jp/
■寺泊 高山善光寺（岐阜県）			https://takayamazenkoji.jp/jp/
Tradition	高山陣屋	幕末には全国に60数カ所あったと言われている郡代・代官所の中で、当時の建物が唯一残っている高山陣屋。国史跡に指定されている。	https://jinya.gifu.jp/
Art	高山祭屋台会館	伝統的な手彫りの山車を見学	http://www.hidahachimangu.jp/yataikaikan/welcome.html
Nature	乗鞍岳	北アルプスの南端に優雅な曲線をえがくコニーデ型の休火山。山頂周辺では火口湖、沢山の高山植物が見らる。	https://norikuradake.jp/about/
Outdoor	SATOYAMA EXPERIENCE	飛騨高山の自然が楽しめる、サイクリングやスノーシュートレッキング	https://satoyama-experience.com/jp/
Cuisine	高山善光寺 精進料理	地元の食材を使った精進料理	https://takayamazenkoji.jp/jp/
Relaxation	高山善光寺 座禅体験・写経	寺泊での座禅・写経・シンギングボウル体験を通じてリラックス	https://oterastay.com/zenkoji/experiences/

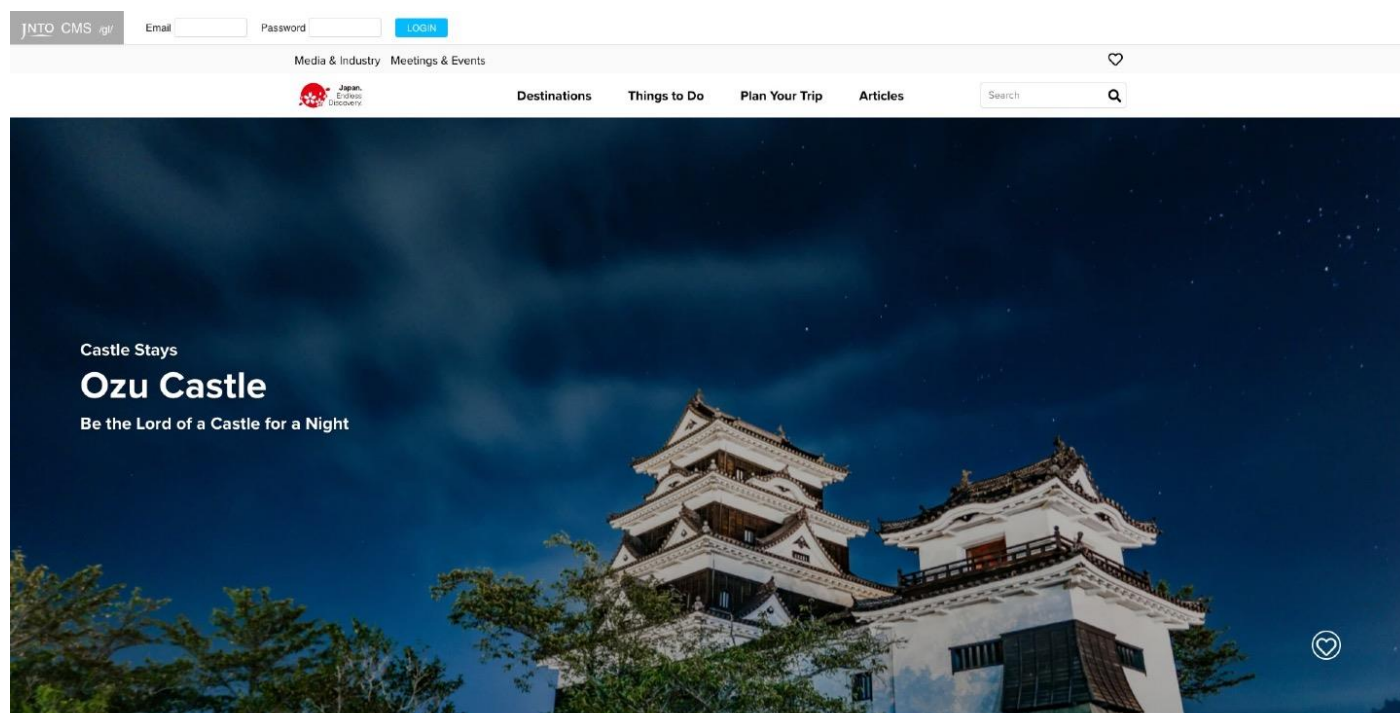
2. 城泊・寺泊・古民家泊に関する特設ページの作成

2. 記事掲載コンテンツ一覧 | 古民家泊

■古民家泊 HOTEL CULTIA DAZAIFU (福岡県太宰府市) https://www.cultia-dazaifu.com/			
Tradition	太宰府天満宮	太宰府天満宮で閉門後、特別に斎行される夜の正式参拝、ホテル宿泊者限定	https://www.cultia-dazaifu.com/experience01/
Art	九州国立博物館	太宰府天満宮に隣接する、国内4つ目の国立博物館。	https://www.kyuhaku.jp/
Nature	河内藤園	アメリカCNNで日本の最も美しい場所31選に選ばれている藤園を散策。	https://kawachi-fujien.com/
Cuisine	LE UN (ルアン) HOTEL CULTIA 太宰府	地元産の食材とシェフの技が彩るフュージョンフレンチ。	http://motsukou.web.fc2.com/
Relaxation	原鶴温泉	福岡と大分の県境に位置する古くから“福岡の奥座敷”として親しまれる、県内屈指の規模を誇る温泉地	https://www.yukoyuko.net/onsen/0628
■古民家泊 NIPPONIA HOTEL 竹原 製塩町 (広島県竹原市) https://www.nipponia-takehara.com/			
Tradition & Art	まちなみ竹工房	竹ひごを1本1本組み込んでいく竹かご制作体験ができる。竹工房にて地元職人から丁寧な指導を実施。	https://www.nipponia-takehara.com/activities/bamboo_work/
Nature	竹原市吉名町4402-26	竹原でかつて行われていた「流下式」の塩づくりを再現した施設で塩づくり体験が行える。	https://www.nipponia-takehara.com/activities/making_salt/
Outdoor	大崎上島シーカヤック	シーカヤックだけでなく、無人島でのBBQなどもできる。	https://www.takeharakankou.jp/experience/18505
Cuisine	茶寮一会	浜旦那が客人にもてなしのために出していた「魚飯」を、元旅館を再生したカフェ「茶寮一会」にて味わう。	https://saryo-ichie.net/
Relaxation	茶寮一会	かつては横綱や政治家などが利用した、築100年以上経つ元旅館で風情ある町並みを眺めながら格式にとらわれず、気軽に茶道を体験	https://saryo-ichie.net/
■古民家泊 NIPPONIA HOTEL伊賀上野 城下町 (三重県伊賀市) https://www.vmg-igaueno.com/			
Tradition	伊賀上野城	築城の名手、藤堂高虎によって造られた伊賀上野城。三層からなる城内には、武具や甲冑など、藤堂家ゆかりの品々を展示。	https://www.igaueno.net/?p=89
Art	伊賀焼の里	伊賀市丸柱の窯元をめぐる	http://www.igayaki.or.jp/
Nature	青山高原	関西の軽井沢ともいわれる青山高原は見晴らしの良い高原のドライブコース。	https://www.igaueno.net/?p=118
Outdoor	霊山	霊山寺から始める登山道。寺の周辺には石仏が並び、県の天然記念物に指定されたオハツキイチョウも生息。	https://www.igaueno.net/?p=147
Cuisine	LE UN/NIPPONIA HOTEL 伊賀上野 城下町	国の文化財にも登録された特別な空間で、まだ見ぬ伊賀食材との出会いを味わえる。	https://www.vmg-igaueno.com/
Relaxation	大山田温泉 さるびの	温泉やマッサージだけでなく、アウトドアも楽しめる複合施設。	https://www.igaueno.net/?kaiin=784

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 大洲城



Stay in a restored castle in the historical town of Ozu

You can visit many impressive castles in Japan, but Ozu Castle in Ehime offers the rare opportunity to stay in a castle for a night. The imposing four-story structure was built in the fourteenth century, overlooking the Hiji River in Ozu. A stay at the castle offers guests the chance to experience the life of the Kato daimyos (1617–1858), rulers of the Ozu Domain (present-day Ozu) for thirteen generations.



Experience the life of a daimyo lord, with a traditional welcome.

Ozu is about an hour's drive southwest of Matsuyama on the western coast of Ehime. The town is dubbed the "little Kyoto" of Iyo (the ancient name of Ehime prefecture). Ozu flourished during the Meiji (1868–1912) and Taisho (1912–1926) eras, thanks to wax and silk production, and its status as a major port on the Hiji River. Wealthy merchants once built grand houses and elegant teahouses here, but as modern technology diminished the importance of its industries, the town's grandeur faded. Now, thanks to the efforts of the community and the local government, Ozu's identity as a "little Kyoto" is returning. The town has joined forces with Nipponia to create a bespoke hospitality experience that includes stays at the castle and several restored mansions and merchant houses around this charming castle town.



Ozu Castle overlooks the Hiji River.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 大洲城

A castle and town reborn

Like many castles in Japan, Ozu Castle's prominence faded with the Meiji Restoration in 1868, when power was consolidated under the Emperor, and regional rulers were stripped of their powers and lands. The Kato family vacated Ozu Castle, and it fell into disrepair. The main tower of Ozu Castle was demolished in 1888 due to deterioration, leaving just the turrets. The local community worked to restore the donjon (main tower, or keep), which was completed in 2004. What visitors see is a faithful reconstruction in timber, using traditional construction methods. The restoration sparked interest in preserving historical buildings in Ozu, and Kita Management was formed to restore and protect the area's architectural heritage. They engaged Nipponia to manage the hospitality side, and started turning abandoned abodes into accommodations, breathing new life into the town and encouraging more visitors to discover the area.



Rooms in the Sada building, a restored mansion, have views of Ozu Castle.

A night in a castle

Staying at Ozu Castle begins before you even arrive in Ehime. Staff from the Nipponia Hotel will help you plan your visit, arranging authentic experiences to make your stay unforgettable. From the moment you arrive in Ehime's capital city Matsuyama, you will be treated like the lords of the castle, met at the airport, and whisked down the coast in a luxury car to Ozu, around one hour from the city.



Guests can play the role of the lord of the castle.



A troop of samurai welcome guests with the banners of the Ozu Domain.



Guests can use a private lounge to dress in samurai armor or kimono.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 大洲城

Guests are invited to relax in a comfortable lounge area in the grounds of the castle, to prepare for their journey back to 1617. They can dress in kimono or samurai armor if they wish. As the sun begins to set and the castle is closed to the public, the sound of a horagai conch shell horn, heard in a hundred samurai movies, makes the heart beat a little faster. A troop of samurai assemble, bearing the banners of the Ozu Domain. Guests can play the role of the lord of the castle and enter the grounds on horseback if they wish. After a rousing salute by samurai troops with matchlock rifles, the jodaikaro (chief retainer) hands the keys to the castle over to the acting castle lords.



The evening's entertainment is a performance of kagura, a traditional form of dance and music.

Dinner is served in the Koran Turret, followed by the evening's entertainment by a local kagura theater troupe. This ancient form of dance and music is an act of worship dedicated to Shinto deities. Performers wearing striking masks and dazzling costumes tell ancient legends through dance. If the moon is out, you can climb up to the second floor of the turret and view the moon while sipping sake. The sleeping area is a high-ceilinged room laid out with comfortable futon bedding on fresh tatami matting.



Sleep on comfortable futon beds in the castle.

Making it work

Behind the scenes, a dedicated team of staff make the magical stay possible. After the castle is closed to the public, there is just one hour to turn it into an accommodation. Due to fire regulations there is no kitchen on-site, so meals are prepared nearby, and the finishing touches are added before serving. As a faithful reproduction of the castle as it was in the sixteenth century, there are no baths and toilets on-site, so a luxury lounge with a generous soaking tub, full bathroom, and sofas has been built in the castle compound.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 大洲城

Breakfast by the river

In the morning, a traditional Japanese breakfast is served at Garyu Sanso, a nearby cliffside villa perched over the Hiji River. The site comprises three sukiya-zukuri-style buildings characterized by their refined simplicity and rustic design. The complex is registered as an Important Cultural Property of Japan. The elegant villa has a thick, thatched roof, sliding doors that open to frame views of the river, and wide verandas overlooking the gardens. Two small tea pavilions, Furo-an and Chishi-an, are spaces to relax and watch the flow of the river below. Garyu Sanso was constructed in the Meiji era (1868–1912) by Torajiro Kochi (1853–1909), a wealthy merchant trader, who was inspired by the seventeenth-century Katsura Imperial Villa in Kyoto. The gardens borrow the distant scenery of the mountains, forests, and the Hiji River.



Breakfast is served in the Garyu Sanso, a serene villa overlooking the Hiji River.



Spend some time exploring the gardens and pavilions of Garyu Sanso.

Stay in town

While Ozu Castle is impressive, the real charm of staying in the area is the town itself, which fans out from the castle walls. Accommodations have been created from beautiful old mansions and merchant houses, some dating from the Edo period (1603–1867). Ozu itself becomes the hotel, welcoming guests with authentic experiences. These homes, often neglected and left empty, are borrowed from the owners and carefully restored, bringing them back to life. The owners have the option to take them back in several years or let them remain as part of the hotel. At present, guests can stay in Sada, a restored mansion with views of the castle, which also houses the hotel reception and restaurant; Oki, the former residence of a wealthy wax merchant; Tune, a former restaurant converted into stylish accommodations; and Miti, a former residence of the Kato family. The plan is to do more than just save endangered structures. By employing local craftspeople, jobs and valuable skills are retained in the area. The hotel works with local farms and producers to supply fresh produce for the restaurant and amenities for the hotel such as locally made toiletries and organic linens.



Town accommodations comprise restored mansions and merchant houses near the castle.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 大洲城



Explore the historical streets of Ozu at leisure.

In keeping with the philosophy of a decentralized hotel, there are currently 11 guestrooms, a reception, and restaurant, spread across nine buildings, encouraging guests to explore the area on foot. Step outside your "house," and find small craft ateliers, cafes, and temples right on your doorstep. Each room has its own personality, mixing period details and modern comforts. Choose a stylish room in the center of the historic town, or the luxurious seclusion of a private mansion with manicured gardens.



Rooms combine the original character of each building, with modern comforts.



Enjoy traditional accommodations, adorned with local crafts.

Meals are a leisurely affair at Le Un, the hotel's restaurant, at the foot of the castle. Dishes fuse Japanese and French techniques, with a focus on fresh ingredients sourced from local farms and the nearby Seto Inland Sea. Meals are served on locally made Tobe pottery, enhancing their visual appeal. At night, diners can view the illuminated castle as they sip local sake.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 大洲城



At Le Un, the hotel's restaurant, guests can enjoy fresh produce from local farms.

Life on the water

Ozu sits on a major river, close to the Seto Inland Sea. Take a private cruise along the river on a houseboat, sipping wine or sake as you float past the gardens and the fairytale Furo-an teahouse at Garyu Sanso, or venture out on a summer night to watch traditional ukai cormorant fishing. Guests can watch from a nearby boat as the cormorant master, using the firelight on his boat to attract fish, skillfully manages his team of cormorants, who dive for sweetfish (ayu) and deliver them to his boat. It is a fishing technique that has barely changed in 1,300 years. If you yearn for open waters, the hotel concierge can arrange a charter yacht to sail you around the Seto Inland Sea.



Cruise the Hiji River on a private houseboat.



On summer nights, guests can watch ukai, or cormorant fishing, by firelight.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 大洲城

Exploring Ehime's history

Learn more about the area at the Museum of Ehime History and Culture, about 30 minutes from Ozu. The museum is in a striking modern building, borrowing elements from prehistoric architecture. The museum features engaging exhibits on Ehime's history. An exhibition of full-scale dwellings depicts the way people lived in Ehime, with examples from the paleolithic period, right through to the Meiji era (1868–1912). A folklore section explores Ehime's rich traditions of festivals and performing arts, with full-size portable shrines and traditional costumes, and information about the Shikoku Henro, the famous pilgrimage route around the island of Shikoku, that involves visiting 88 temples.



Exhibits at the Museum of Ehime History and Culture include portable shrines and traditional costumes.

Natural wonders

Ozu is an ideal base for exploring Ehime. The fishing town of Yawatahama is worth a day trip, to explore its citrus orchards and beautiful coastline. Head to Cape Suwazaki, a peninsula south of the town center, to explore its forest paths and enjoy spectacular views of the Seto Inland Sea. The easy two-kilometer trail to the tip of the peninsula has views of cliffs, coves and distant islands. Toward the tip of the peninsula, a small white tower marks the spot where the town holds an annual memorial ceremony for all the fish that are caught, and to thank the sea for its bounty.



Explore Ehime's beautiful coastline, with views of the Seto Inland Sea.



Ehime is famous for its orchards of mikan oranges, which cover the hills around Yawatahama.

Measures against the spread of COVID-19

Ozu Castle is only available to one group at a time. The Nipponia Hotel provides a private atmosphere and decentralized accommodations. It is possible to complete the check-in process in your room. All areas of the castle and hotel are regularly disinfected and ventilated, alcohol disinfectants are placed in common areas, tables in the dining area are spaced apart, and breakfast can be served in your room.

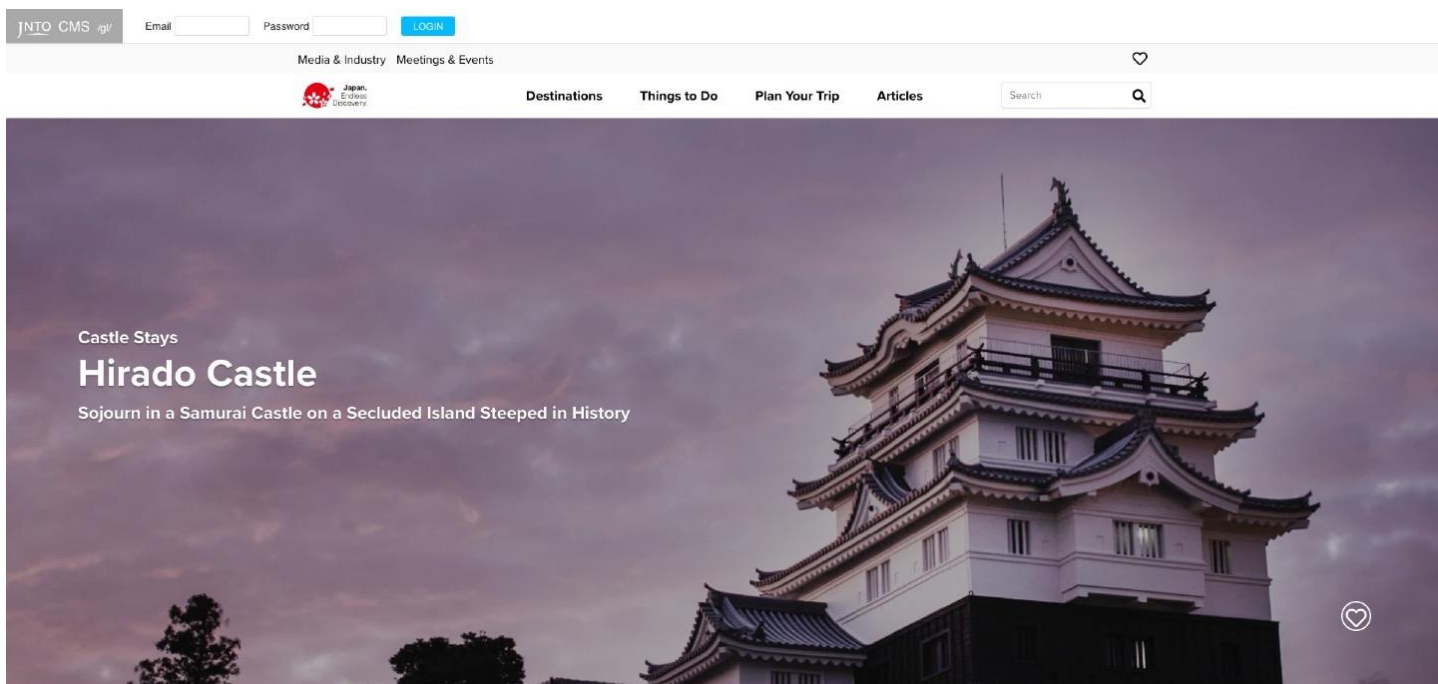
If you are unable to visit Ozu Castle and the town at the moment, you can enjoy its beauty through a virtual experience. Explore the castle, the town, and Garyu Sanso through immersive, 3D videos.

<https://www.ozucastle.com/concept/vr/>

Please note that certain programs and events may have been canceled or temporarily suspended due to COVID-19. Please check the hotel's website or inquire in advance.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 平戸城



Experience Japanese heritage and rich cultural influences on a tranquil island in Nagasaki

Overlooking the calm, turquoise waters of a narrow strait, the Kaiju Yagura turret of Hirado Castle weaves samurai history with opulent aesthetics and modern design. The turret is exclusively available as a private retreat, and a stay offers guests the opportunity to immerse themselves in the history and culture of Hirado. From the introduction of tea and Zen Buddhism to Japan to the town's emergence as a trading hub and the legacy of the region's "hidden Christians," the area has a fascinating heritage.



Guests have exclusive after-hours access to the Tenshukaku main keep (left), during their stay.

(c) 2020 HIRADO CITY. All Rights Reserved.

While staying at the castle, guests can enjoy bespoke cultural experiences that include ancient martial arts and zazen meditation. Explore the town to eat fresh seafood near the port, stroll the historic streets, and see samurai armor and other artifacts on display at the Matsura Historical Museum. Outside of the town, take a scenic excursion along the coast, enjoy a leisurely day of sailing, or walk in one of Japan's beautiful national parks.



Zazen meditation, one of many exclusive experiences that can be arranged for you

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2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 平戸城

Arrive in style

Hirado is a quiet island in the north of Nagasaki, connected to the Kyushu mainland by a suspension bridge. Guests will be met by a driver at their choice of nearby airports including Fukuoka Airport, and chauffeured to the castle, through the charming Nagasaki countryside. Your luggage will be delivered to your private turret as you enjoy a tour of the castle grounds.



The interior of the Kajiu Yagura, your private turret
(c) 2020 HIRADO CITY. All Rights Reserved.

The two-story Kajiu Yagura, beautifully renovated in 2020, will be your home for the duration of your stay. Enjoy a vintage bottle of wine on the deck beside the turret while gazing out across the Hirado Strait, or freshen up before dinner with a luxurious soak in the sunken bathtub.



Bathe with the Hirado Strait as your backdrop.
(c) 2020 HIRADO CITY. All Rights Reserved.

A modern take on Japanese aesthetics

The castle dates from the sixteenth century and was the seat of the Matsura family, who ruled over the Hirado area from the twelfth to late nineteenth centuries.

The interior was designed with an emphasis on locally sourced natural materials, by Atelier Tekuto, an award-winning design firm headed by Kyushu-born architect Yamashita Yasuhiro. Clean lines and a chic modern design incorporating traditional Japanese aesthetics blend with wood flooring and furnishings.



Inside the turret
(c) 2020 HIRADO CITY. All Rights Reserved.

The walls are a burnished gold color and feature vibrant designs including cherry blossoms, maple leaves, and butterflies, in a style reminiscent of Rinpa, an Edo-period (1603–1867) painting style. The colorful designs are the work of Komatsu Takahide, a painter from Kyushu who draws on Rinpa techniques in his own works.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 平戸城



Beautiful designs adorn the walls.
[c] 2020 HIRADO CITY. All Rights Reserved.



Butterflies feature on the walls of the dining room.
[c] 2020 HIRADO CITY. All Rights Reserved.

Savor fine dining with local flavor

While staying at the castle, guests have their own personal chef, who will prepare French fusion cuisine with the finest seasonal ingredients, from freshly caught seafood to premium Hirado beef. Meals are served on custom-made porcelain tableware from Arita, a renowned pottery town in Saga, Kyushu. Enjoy fine dining in the comfort of the turret, with every detail taken care of.



Enjoy French fusion cuisine prepared using ingredients from Hirado.

Experiences to remember

From a gagaku court music performance to martial arts training, the castle concierge is happy to arrange any number of unforgettable experiences. Try iaijutsu, a combative quick-draw sword technique and dedicated form of exercise practiced by many generations of samurai. Guests will receive an introduction to the art and be able to practice wielding a katana, a single-edged sword.



Experience iaijutsu, a martial art practiced by samurai.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 平戸城

Hirado was the location of Japan's first Zen temple, Fushu-an, founded by Eisai (1141–1215), the priest credited with introducing Zen Buddhism to Japan. He landed in Hirado in 1191 after returning from studies in China. With Zen Buddhism, he also brought tea culture, and planted tea seeds at the temple. Experience this heritage through zazen meditation at a local Zen temple, or participate in an elegant tea ceremony, dressed in a formal kimono.



Freshly whisked matcha and a wagashi sweet, served during the tea ceremony

Uncover the past—the Matsuras and trade

The Matura Historical Museum is housed in the nineteenth-century Matura residence and presents the history of Hirado through the personal effects of many generations of the family. The extensive collection includes hand-crafted sets of samurai armor, maps and other documents, and a great wealth of artworks from Rinpa paintings and hanging scrolls to pottery.



The sloping eaves of the museum in the background



Exhibits include samurai armor.

The Matsuras were a prosperous and influential family who established themselves through diplomacy and trade. In the fifteenth century, they engaged in trade with Ming-dynasty China (1368–1644). In the sixteenth century, the Matsuras allowed Portuguese traders to set up a trading base in Hirado, granting them the freedom to conduct Christian missionary work in exchange for the knowledge of gunpowder. In the seventeenth century, the Dutch East India Company established a trading post in Hirado, trading Chinese silk and Japanese silver, and the English also opened a trading post, introducing sweet potatoes and beer to Japan.

Throughout the town, there are several reminders of Hirado's rich trading heritage through statues, relics, and buildings such as the Hirado Dutch Trading Post and the Saint Francis Xavier Memorial Church.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 平戸城

Uncover the past—Japan's early Christians

The Saint Francis Xavier Memorial Church is one of many churches on the island of Hirado. It commemorates Francis Xavier (1506–1552), a Christian missionary who led an extensive mission into Asia, arriving in Japan in 1549. The pastel-colored church is on a hillside across from the castle and makes for a pleasant stroll.



The Francis Xavier Memorial Church, a testament to Hirado's Christian heritage
© Nagasaki Prefecture Convention and Tourism Association (NPTA), with permission from the Archdiocese of Nagasaki.

The introduction of Christianity to Japan in parts of Kyushu in the mid-sixteenth century was followed by an era of prohibition that lasted from the seventeenth to nineteenth centuries. Risking persecution, Japanese Christians were forced to conceal their faith. Some formed underground communities, continuing to practice their faith in secrecy. Through communities of "hidden Christians" in northern Nagasaki, Japan's early Christians were able to maintain and pass on their faith. The churches in Hirado are a testimony to this legacy. Explore more of this history at UNESCO Hidden Christian Sites in the Nagasaki Region.

Discover the local food culture

Connect with Hirado through its cuisine at a local izakaya or restaurant, where you can choose from regional dishes and seasonal fare that include hearty noodle dishes like Hirado champon, healthy hotpots, and ocean-fresh sashimi and sushi.



Local soul food, Hirado champon

Ten minutes on foot from the castle, Oodokkuri is a homely Japanese restaurant serving a generous selection of seafood dishes available a la carte or as part of a course. Try chazuke, a dish of sea bream or flounder sashimi (sometimes marinated) served over a steaming bowl of rice, with broth (or tea) to pour over the top. Check the specialty menu or talk to the chef for seasonal sashimi recommendations, which may include yellowtail, squid, fan lobster, or flounder—all local delicacies. Pair your meal with a locally brewed sake or a shochu, distilled from sweet potatoes.



Chazuke, a warming and delicately flavored local dish

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 平戸城

Explore the island

The castle concierge can arrange a chauffeur to take you around the island and introduce sequestered spots of scenic beauty and rural charm. Ride a horse on the golden sands of Senrigahama beach, which faces the Hirado Strait and affords views of several small islands.



Horse riding at Senrigahama beach

In the village of Kasuga, near the bridge that connects Hirado and Ikitsuki islands, terraced rice paddies stretch almost as far as the eye can see. The view of the fields makes for a good photo and a pleasant stop. Before returning to the castle, take in the unobstructed view of the sunset from along the Ikitsuki Sunset Way, a meandering road that snakes along Ikitsuki's western coast.



The view of the setting sun from the Ikitsuki Sunset Way

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 平戸城

Journey through Nagasaki

Hirado Castle is a convenient base for exploring northern Nagasaki including the stunning Saikai National Park, which encompasses a dense network of islets known as the Kujukyu Islands. An intimate way to explore the islands is to charter a yacht, available through Kujukushima Cruising.



Sail the Kujukyu Islands on a chartered yacht.

For elevated views of the island, visit Nagushiyama Park, a hillside park planted with swathes of azalea shrubs. Its location affords sweeping views of the ocean.



Azaleas in bloom at Nagushiyama Park, with the Kujukyu Islands in the background
©Seiichiro Tomohiro

Explore more of Nagasaki, traveling south to Nagasaki City, a cosmopolitan port town with a multi-faceted and very international history. Visit Dejima Wharf, where Dutch traders opened a new trading post after leaving Hirado in the late sixteenth century, take a tour of Hashima Island, an abandoned offshore coal mining facility from the nineteenth century, or stroll Nagasaki Peace Park, with its artworks that deplore the use of nuclear weapons and call for world peace.

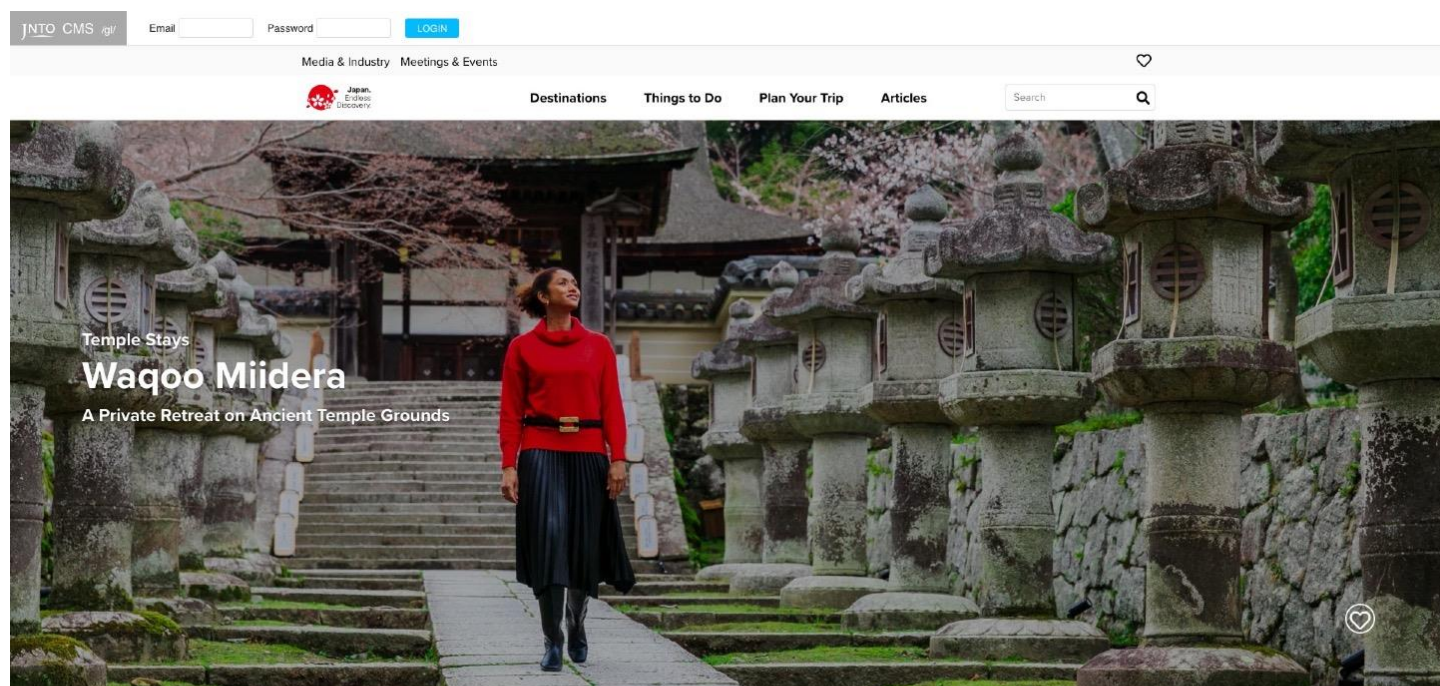
Measures against the spread of COVID-19

The staff at Hirado Castle is taking measures to prevent the spread of COVID-19, including wearing masks, regularly disinfecting and ventilating rooms and facilities, and making alcohol hand sanitizers available.

Please note that certain programs and events may have been canceled or temporarily suspended due to COVID-19. Please inquire with the castle management team for the latest information.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 三井寺



Refresh mind and spirit, exploring Buddhist practices in luxurious temple lodgings

Miidera is a grand temple complex at the foot of Mt. Hiei near the shores of Lake Biwa in Shiga Prefecture. It has welcomed emperors and worshippers for thousands of years, and now, visitors can enjoy a private temple stay in the beautiful grounds. Myogonin Temple is a 400-year-old monks' quarters surrounded by private gardens on Miidera's grounds, which is available for exclusive stays. The property was renovated in 2018 into a stylish, private shukubo or temple lodging, by Japanese architect Tei Shuwa. The temple stay program operates as Waqoo Miidera, offering an immersive experience to connect visitors with Miidera and the local area and culture.

Miidera is an ideal escape from city life, near Japan's largest freshwater lake and just thirty minutes from Kyoto, with natural beauty and cultural attractions close at hand.



Guests enter the temple grounds through the grand Niomon gate.

The Phoenix Temple: A symbol of renewal

Miidera Temple (also known as Onjo-ji) is one of Japan's largest Buddhist temples, comprising around 40 buildings. The temple is an ideal place to relax and refresh the mind, body, and soul. Having been burned down, rebuilt and reborn several times in its long history, it has earned the nickname "Phoenix Temple." The name Miidera comes from the spring water source within the grounds, which is said to have been used in the ceremonial bathing of three newborn Emperors-to-be in the seventh century, and later to perform Buddhist rituals. Miidera was commissioned in 672 in memory of Emperor Kobun (formerly Prince Otomo, 648–672) who served as emperor for just a few months. He was challenged by his uncle and defeated in a battle for the throne, after which he took his own life. The temple is the head of the Tendajimon sect of Buddhism and has a history of over 1,000 years.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 三井寺



Miidera has a history of over 1,000 years.



Guests have a private garden for meditating and relaxing.

Forging a meaningful connection to Buddhist practices

Waqoo Miidera offers behind-the-scenes access to the temple and invites its guests to experience Buddhist practices in a comfortable and relaxed setting. The facility offers ultimate privacy and tranquility, accepting only one booking of up to four people at a time.



The spacious master bedroom opens onto the private garden.



The accommodation includes an altar room with a statue of Fudo Myo-o.

The accommodation is an elegant take on traditional Japanese style, with shoji screens which filter the light and slide open to reveal perfectly framed garden views. Take your shoes off at the entrance and enjoy the sensation of padding across the soft tatami flooring. The furnishings combine simple design with comfort, using traditional materials. The master bedroom opens onto a private, perfectly manicured garden, which is gently illuminated at night. There is one further bedroom, a dining room, living area, simple kitchen and a bathroom with a large cypress soaking tub. The property also features an altar room with a 400-year-old statue of Fudo Myo-o, one of the Five Wisdom Kings—guardians of Buddhism. Guests can use this space to meditate or pray, surrounded by 1,300 years of Buddhist history.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 三井寺



Experience a guided zazen meditation.



A private tour of the grounds affords access to the temple's historical treasures.

Guests at Waqoo Miidera can tailor their stay with a choice of experiences. Enjoy the serenity of life within the temple grounds with accommodation and breakfast only, opt for a stay with breakfast and dinner and a guided tour in English of the temple grounds, or select the most comprehensive plan which includes breakfast and dinner, a tour of the grounds, and a choice of immersive Buddhist experiences.

Some of the experiences the temple offers include a guided zazen meditation in either the Kojo-in reception hall or the Kangaku-in Kyakuden study room, both designated National Treasures. You can also take part in the temple's regular prayer sessions and experience a guided pilgrimage hike in the mountains.

Guests of Waqoo Miidera who opt for the comprehensive plan have exclusive access to restricted temple areas including a three-storied pagoda and a moon-viewing stage. There is also the opportunity to have dinner prepared by a chef trained in shiki-bocho, a ceremonial food preparation method.

Exploring the ancient temple grounds

Staying at Waqoo Miidera affords exclusive access to some of the temple's most sacred and historical features. Miidera has a collection of 64 National Treasures and 720 Important Cultural Properties, comprising structures and artworks. Guests enter the temple grounds through the imposing Niomon, an intricately carved wooden gate that dates from 1452. As you explore the grounds, you can hear the "voice of Miidera," the haunting echo of the temple bell, Mii no Bansho, which you can strike for a small donation. Mii no Bansho is famously depicted in a series of woodblock prints by Utagawa Hiroshige (1797–1858).



Ring the temple bell, known as the "voice of Miidera."



The grounds of Miidera offer views over Lake Biwa.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 三井寺

Ceremonial cuisine and secret temple recipes

Guests at Waqoo Miidera can enjoy a range of dishes, tailored to their needs. Before arriving, the staff will confirm food preferences, to cater to any dietary preferences or requirements. Vegetarian, vegan, and halal dishes can all be provided.

Waqoo Miidera is known for its shojin ryori, plant-based Buddhist temple cuisine that is often served in shukubo. The main ingredients are local wild plants and vegetables, including nuts, mushrooms, roots, bamboo shoots, flowers, rice, tofu, and miso, prepared with care to enhance the simple flavors. Guests can sample Miidera Temple's ancient shojin-ryori recipes that have been passed down between priests at the temple for generations.



Enjoy dishes carefully prepared with local ingredients.



The art of shiki-bocho food preparation dates back 1,200 years.

Guests who choose the comprehensive plan can have their dinner prepared by Kiyomoto Kenji, one of only ten living experts in the art of shiki-bocho, a ceremonial knife technique that dates back 1,200 years. It was believed that an emperor was akin to a god, so touching their food was prohibited. Shiki-bocho was developed as a way to prepare food without touching it.

Kiyomoto prepares fish and meat with intricate knife skills before serving it in an auspicious—and aesthetically-pleasing—arrangement. This feast features local, seasonal ingredients, including Omi beef and eel from Lake Biwa.

Lakeside Zen architecture and Japanese art

Sagawa Art Museum is close to Lake Biwa in the town of Moriyama. It is known as "the floating museum" for its location, surrounded by pools of water. The sleek, modern architecture references the simplicity of Zen Buddhism, and is an artwork in itself. The three wings of the museum blend seamlessly with the landscape beyond.



The striking modern structure of Sagawa Art Museum appears to float.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 三井寺



The museum collection of Raku ware includes a tea house, built over water.

The diverse permanent collection features ceramic and bronze sculptures by some of Japan's best artists, including Hirayama Ikuo (1930–2009), known for paintings of his journeys through the desert landscapes of Iran, Iraq, and China as he followed the Silk Road. There is an exhibit dedicated to and designed by ceramics artist Raku Kichizaemon, from nearby Kyoto. He is the 15th generation of a 450-year dynasty of potters known for Raku ware, hand-shaped pieces traditionally used for tea ceremonies. Other special exhibitions include Western paintings, contemporary art, and ukiyo-e, woodblock prints that became popular during the Edo period (1603–1867).

Exploring Lake Biwa

In the summer months, visit Shirahige-hama lakeside beach, a 40-minute drive from Midera Temple. Its water park provides opportunities for kayaking, stand-up paddleboarding and flyboarding, as well as barbecue facilities.



An early morning stand-up paddleboarding (SUP) lesson on Lake Biwa.



Enjoy Lake Biwa's beaches and an array of water sports.

BIWAKO TAKASHIMA TOURISM ASSOCIATION

If you prefer the mountainside, take a five-minute ropeway ride from the base of Mt. Uchimi to the summit station, 1,108 meters above sea level. Biwako Terrace is a stylish resort for refreshments and seasonal cuisine at the summit, with sweeping views over Lake Biwa.



Biwako Terrace has sweeping views over the lake.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 三井寺

The resort's two beautiful terraces, the Grand Terrace and the North Terrace, overlook Lake Biwa and the surrounding mountains. Infinity water features blend seamlessly with the lake scenery beyond. Enjoy the views from one of the terrace's comfortable sofas.

In winter, the ropeway serves skiers and snowboarders who visit Biwako Valley Ski Resort to enjoy lake-view winter sports. In the green season, the resort offers ziplining and "sky-walking."



Stroll the meandering garden paths at Chikurin-in.



The mirror-like surface of a polished wood table reflects the gardens at Chikurin-in.

The Former Chikurin-in Temple, a 30-minute drive from Miidera Temple, is a peaceful Japanese garden by the Omiya River. It was once the site of a retirement villa for priests from nearby Enryakuji Temple. Walk along meandering paths past traditional teahouses, and enjoy the seasonal colors of red pines, Japanese maple trees, cherry trees, and moss flourishing in the garden. The garden's pavilion draws photographers with its table, polished to a mirror-like shine, which reflects a view of the surrounding scenery, like a natural painting.



Ogoto Onsen has a selection of indoor and outdoor baths.

© BIWAKO GRAND HOTEL

Miidera Temple's springs, which once bathed emperors, are considered sacred and not available for bathing these days, but Ogoto Onsen, a 30-minute drive away, offers a luxurious soaking experience. Slip into the warm, alkaline waters of Ogoto Onsen's outdoor bath and enjoy a soak with views of Lake Biwa. The spring was first discovered bubbling to the earth's surface 1,200 years ago and its therapeutic waters are purported to soothe the skin. A morning bath, watching the sun rise over Mt. Mikami is a beautiful way to start the day, or relax with an evening bath, gazing at the lights across Lake Biwa. If the conditions are right, you may even see the moon reflected in the lake.

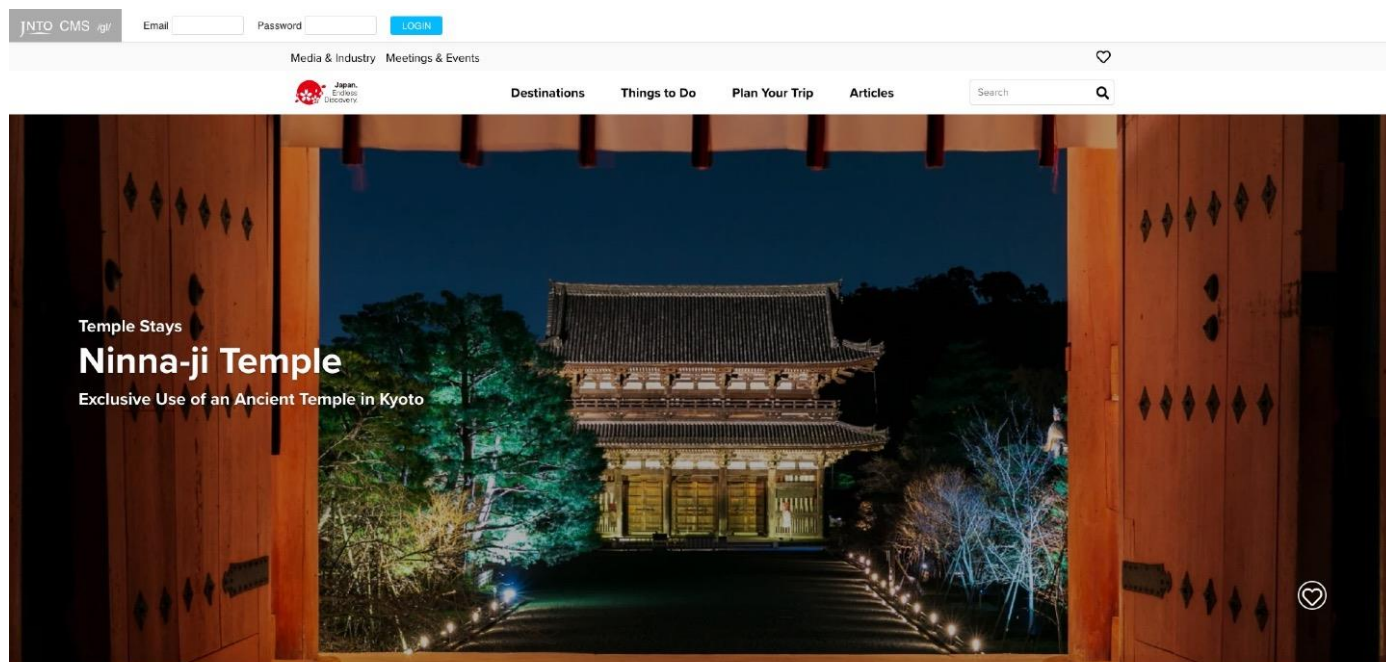
Measures against the spread of COVID-19

Waqoo Miidera is taking measures to prevent the spread of COVID-19, including regularly disinfecting and ventilating rooms and shared spaces, and making alcohol hand sanitizers available.

Please note that certain programs and events may have been canceled or temporarily suspended due to COVID-19. Please check the temple website or inquire in advance.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 仁和寺



Enjoy the royal treatment in Kyoto, staying at the World Heritage Ninna-ji Temple

As the heavy wooden doors of the Niomon gate slowly swing open to reveal a serene oasis of ancient structures and beautiful gardens, it is clear that a stay at Ninna-ji Temple will be like no other. The grounds, temples, and cultural treasures are available for your private enjoyment after the temple complex closes to the public in the late afternoon.



Guests enter the temple grounds through the huge Niomon gate, guarded by Nio warrior figures.

©Ninna-ji Temple

Ninna-ji Temple is a vast complex spread across 80 hectares in Omuro, northern Kyoto. The temple was founded in 888 and has a deep connection with the imperial family, whose members served as head priests for many generations. Ninna-ji Temple is part of the Historic Monuments of Ancient Kyoto UNESCO World Heritage Site.



Enjoy views of the gardens and five-storied pagoda from the former head priests' residence.

©Ninna-ji Temple

The temple offers a one-of-a-kind experience, welcoming a maximum of five guests at a time to stay for a night and have the run of the entire temple complex. Funds from the stay are directed back to preserving the temple and other cultural properties across Japan.

Experience the rich culture and heritage of Kyoto, from ancient temples to contemporary art; explore the natural beauty of Arashiyama or dine in a historical riverside villa. Through a stay at Ninna-ji Temple, you can discover your very own Kyoto.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 仁和寺

A temple with imperial roots

Ninna-ji Temple was founded during the Heian period (794–1185), one of the great flowerings of culture, art and literature. It is one of only a handful of temples including Daikokuji in Kyoto and Rin-no-ji in Nikko, in which members of the imperial family served as head priests. Emperor Uda (867–931), Japan's 59th emperor and the founder of Ninna-ji, abdicated in favor of his eldest son in 897, then retired to Ninna-ji and took the tonsure in 899. He became the head priest of Ninna-ji Temple, which came to be known as Omuro Imperial Palace. This began a tradition of imperial princes serving as head priests at Ninna-ji which continued for around 30 generations.



A musician plays a sho, a traditional wind instrument, in the shinden hall of Ninna-ji Temple.
©Ninna-ji Temple.

The elegant Goten is the former residence of the head priests. The painted panels, intricately carved wooden transoms, formal gardens and covered walkways are a reminder of Ninna-ji's imperial connections. In the evening, gazing across the moonlit gardens, entertained by traditional court music, it might feel like you have slipped back in time.

A bespoke experience

A stay at Ninna-ji Temple begins long before guests arrive. Temple staff consult with guests to arrange a tailored program of experiences and determine their food preferences and cultural interests in preparation for their stay. Guests stay at Shorin-an, a private villa on the temple grounds, which is carefully prepared with a curated selection of cultural treasures, seasonal flowers and even furniture chosen specifically for each party.

Guests are welcomed through the Niomon gate after the temple grounds are closed to the public at 4.30 p.m. Stroll through the grounds to Shorin-an to relax and discuss the evening's activities, followed by a private tour of the grounds with one of the temple's priests to see Ninna-ji's cultural treasures (an interpreter can be arranged). This is an opportunity to see many of the temple's National Treasures and Important Cultural Properties, which are usually not displayed for the public.



Guests of Ninna-ji can enjoy a private tour of the five-stored pagoda.



See the temple's sacred texts in the kyozo (sutra repository).

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 仁和寺

Guests can walk inside the kondo (main hall), see 400-year-old wall paintings inside the five-storied pagoda, and visit the kyozo (sutra repository), a storehouse for the temple's sacred texts. By the time the leisurely tour has finished, the grounds are illuminated, creating a magical atmosphere.

Most of the buildings within the temple grounds date from the Edo period (1603–1867). They were rebuilt after they were destroyed during the Onin War (1467–1477), a civil war sparked by a succession dispute within the shogun's family, that devastated much of Kyoto.



At night, guests of the temple have the illuminated grounds to themselves.



The kondo (main hall), illuminated at night

A taste of temple life

The evening meal is served in the shinden hall, at the center of the palatial former head priests' residence. During the Heian period (794–1185), the residence became a salon for poets, artists and the nobility to gather. The residence was reconstructed in 1914, with wide verandas and covered walkways. The shinden, bathed in soft golden light and paneled with painted scenes of nature and courtly life, takes visitors back to ancient times.



Enjoy an evening meal in the palatial shinden hall, with optional cultural experiences, including ikebana and traditional music.

©Ninna-ji Temple

Guests sit at low tables on the tatami floor to enjoy the meal and the evening's entertainment, much as the nobility might have done a thousand years ago. Meals can be selected before the stay, including traditional vegetarian temple dishes (shojin ryori), or elegant Kyoto-style kaiseki dishes. Guests have a choice of traditional entertainments including gagaku (courtly music), an ikebana demonstration, or a performance of Noh theater. Kyoto's famous maiko and geisha can be invited to perform music and dance. On nights when the moon is full, guests can opt for moon viewing accompanied by prayers, chanted by a group of priests.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 仁和寺

Sleep like a samurai

Retire for the evening to Shorin-an, a secluded private villa on the grounds. It was the home of the Hisatomi family, a samurai family who served at Ninna-ji. While the temple priests took care of spiritual matters, samurai who served the temple handled its management and protection. Generations of the Hisatomi family served Ninna-ji from the fifteenth century and later bequeathed the home to the temple.



Stay at Shorin-an, a comfortable private villa on the temple grounds.
©Ninna-ji Temple

The villa has been renovated in a mix of traditional and contemporary Japanese styles and has its own traditional tearoom and private gardens. The accommodations are simple but comfortable, with raised futon beds and lofty duvets, locally crafted furnishings, a modern bathroom, air conditioning and Wi-Fi. The villa will be prepared before your arrival with historical objects and treasures from the temple collection. In the morning, guests can join morning prayers, before breakfast in the shinden hall.

A short pilgrimage on hallowed grounds

Before leaving Ninna-ji Temple, make time for the Omuro Pilgrimage, a hiking course in the hills behind Ninna-ji. The course is based on Shikoku's famous Henro pilgrimage of 88 temples, one of the world's few circular pilgrim routes. The original takes several months to walk the 1,200-kilometer route around the island of Shikoku. In 1827, the 29th head priest of Ninna-ji had a dream of bringing a more manageable version of the pilgrimage to Kyoto. He sent a representative to Shikoku to bring back a sample of earth from each of the temples. A course of 88 small temples was constructed in the hills behind Ninna-ji, with earth from each Shikoku temple used to sanctify the ground of each corresponding new temple. The Omuro pilgrimage takes two to three hours to complete. The trail has some steep sections and steps, but it is not particularly challenging.



The Omuro pilgrimage trail of 88 small temples is a manageable version of the Shikoku Henro pilgrimage.
©Ninna-ji Temple

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 仁和寺

Kyoto's cutting-edge museum

The Kyoto City KYOCERA Museum of Art opened in 2020 as a major renovation of the Kyoto Municipal Museum of Art—a Kyoto landmark, built in 1933. The innovative concepts of architects Jun Aoki and Tezuo Nishizawa for the renewal project fused original and new elements to create a fresh image for the museum.

The museum faces Okazaki Park in the Higashiyama district of Kyoto, close to Heian Jingu Shrine. The museum collection of modern and contemporary art comprises around 3,700 works, most with a connection to Kyoto. At Enfuse, the stylish on-site cafe, visitors can enjoy simple meals, coffee, sweets, and craft beers, from Kyoto-based producers. The cafe staff can prepare a seasonal picnic basket for a leisurely lunch in the museum grounds or the nearby park.



The Kyoto City KYOCERA Museum of Art houses a collection of modern and contemporary art.

Photo: Koroda Takeru

Escape to Arashiyama

Arashiyama in western Kyoto has been a place of relaxation for thousands of years, with lush bamboo groves and a landscape that inspires poetry. This beautiful area along the Katsura River is a 15-minute drive from Ninna-ji Temple. Arashiyama became popular during the Heian period (794–1185), when Emperor Go-Saga (1220–1272), Japan's 88th emperor, retired to the area, bringing cherry blossoms from Mt. Yoshino in Nara.



Stroll the lush Arashiyama Bamboo Grove.

The Arashiyama Bamboo Grove lines a 400 meter-long path that runs between Nomiya Shrine and Okochi-Sanso Villa. Follow the path uphill towards the Okochi-Sanso Villa. From the villa, you can walk through Arashiyama Park to Shorai-an, a beautiful restaurant perched above the Katsura River. The restaurant was once a holiday villa, constructed around 130 years ago in rustic sukiya-zukuri style, with features inspired by the design of Katsura Rikyu, a holiday villa built for the imperial family in 1645.

The menu at the elegant, relaxed restaurant changes each month to match the seasons, but there is always a focus on freshly made tofu and Kyoto vegetables. The tofu comes from Sage Tofu Morika, a company that has been making tofu in Arashiyama for 150 years. The rooms are simply decorated with seasonal flowers and artworks by the restaurant owner, Fuyo Kobayashi, who is an artist and calligrapher. Dining on Kyoto delicacies, serenaded by the sounds of the river below, it is easy to understand why Arashiyama has drawn visitors for centuries.



Enjoy lunch at Shorai-an, a beautiful restaurant with views over the Katsura River.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 仁和寺



A kaiseki meal at Shorizan consists of seasonal dishes using local ingredients, including fresh tofu.

A soothing soak

Arashiyu, a foot spa near the entrance to Arashiyama Bamboo Grove, takes the traditional ashiyu foot bath and adds an elegant twist. Relax after a day of strolling, with a foot and leg massage and a soak in a foot bath with seasonal flowers or green tea. All treatments include a cup of Kyoto's famous green tea (or coffee if you prefer). The spa also offers a kimono rental and dressing service and can organize a rickshaw to take you around the sites of Arashiyama in style.

Adventure in the skies

Take to the skies for a bird's eye view of Kyoto and its many temples. For those looking for a thrilling experience, Birds Paraglider School offers tandem and solo paragliding experiences high in the hills around northwestern Kyoto. The school has two purpose-built areas for paragliding. There is a practice area with a wide and gentle slope designed for practicing solo flights, and a separate take-off point for flights at Para-Park Kyoto on Mt. Saburougatake, with an elevation of 580 meters. The area has gentle thermal updrafts and a clear landing area. If you are lucky, you may experience gliding above the unkaï or "sea of clouds," a phenomenon that tends to occur in the mornings, when a layer of cool air is trapped under a layer of warm air.



Try a tandem paragliding experience for a thrilling view of Kyoto from the air.



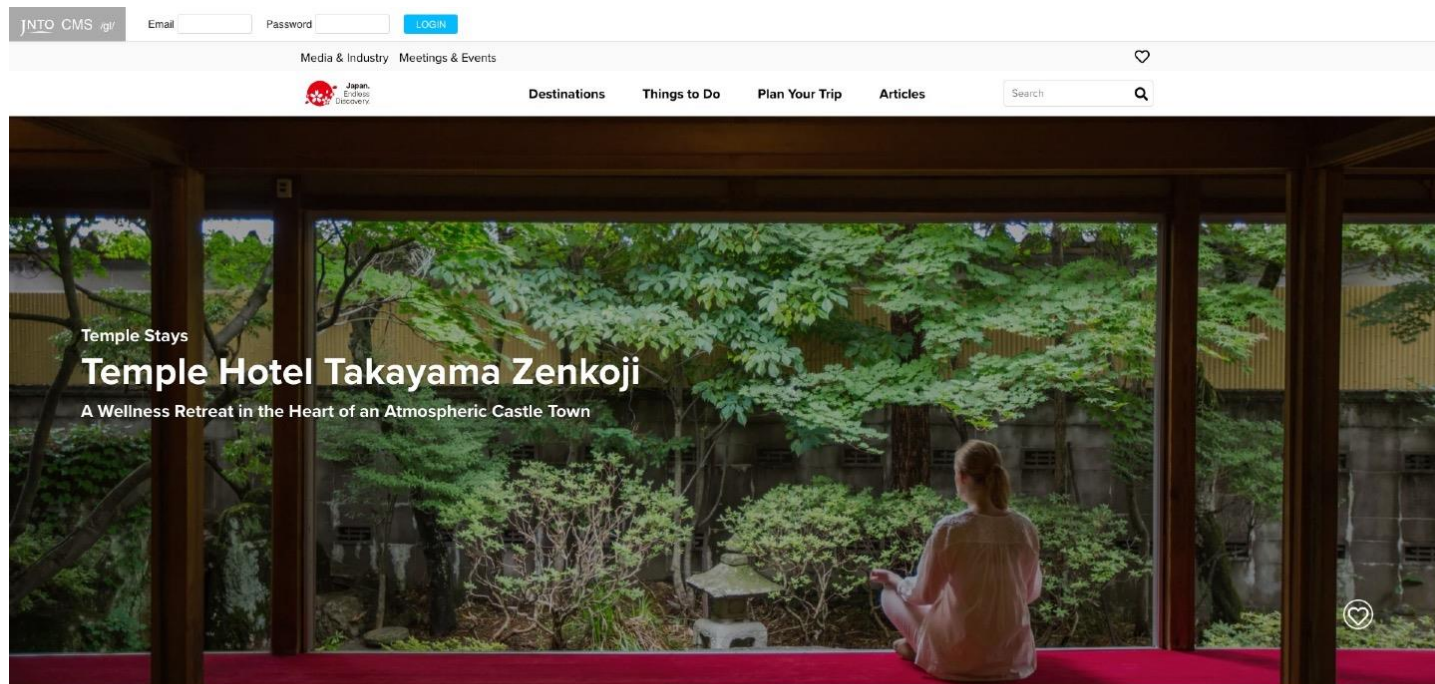
When the weather conditions are right, gliders can drift over a sea of clouds.

Measures against the spread of COVID-19

Ninna-ji Temple is only available to one group at a time. Accommodations and meals are served in a private environment. All areas of the temple and accommodation are regularly disinfected and ventilated.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 高山善光寺



Step off history-steeped streets into a haven of calm and tranquility

Temple Hotel Takayama Zenkoji is a quiet hideaway for spiritual repose. The temple is nestled inconspicuously in the heart of Takayama, a charming castle town in the western foothills of the Northern Alps, accessible by train from Nagoya. The peaceful sanctuary welcomes guests to recalibrate and experience life at a hospitable town-center temple. English-speaking priests are happy to guide guests in meditation, lead yoga sessions, or simply take a moment to talk, listen, or answer questions on anything from Japanese Buddhism to regional cuisine.



The temple's main hall is lit with a welcoming glow at night.

This retreat within the quiet downtown area of Takayama is the perfect base to explore the rich history, long-standing traditions, and natural beauty of a renowned woodworking region, samurai stronghold, and mountain-ringed castle town. Stroll along the picturesque banks of the Miyagawa River which runs past the old town, and explore narrow streets lined with wooden merchant houses and centuries-old sake breweries. Visit one of many historic or cultural attractions such as Takayama Jinya, The Takayama Festival Floats Exhibition Hall, or the site of Takayama Castle. Venture out of the charming town center for unforgettable excursions to peaks in the Northern Alps, secluded hot-spring villages, or visit UNESCO World Heritage listed Shirakawa-go, a rustic hamlet with beautifully preserved thatched-roof farmhouses.



Takayama's old town, a short walk from the temple

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 高山善光寺

Experience the tranquility of temple life

Temple Hotel Takayama Zenkoji is an inclusive Buddhist temple that welcomes anyone, regardless of faith or nationality, to enjoy a calming break in a peaceful setting. The temple has five rooms that blend simple Buddhist charm with traditional Japanese style and comfort. Fragrant tatami flooring and delicate paper covered shoji screens offset wood-paneled ceilings and wooden furnishings. The rooms are available individually or can be booked together for a completely private stay.



Sleep peacefully in comfortable futon bedding on tatami flooring.



Guest rooms with views of the garden

The temple is equipped with modern amenities for a comfortable stay, from Wi-Fi and air conditioning to quality bedding and portable heaters. Guests can dine at the temple, choosing between shojin ryori, a vegetarian cuisine eaten by Buddhist priests, typically made using local wild plants, vegetables, and tofu; or regional Japanese cuisine featuring locally sourced ingredients.



Meals use local ingredients and are served on beautiful tableware.

Guests are welcomed with a friendly smile by an English-speaking priest and given a tour of the temple before being shown to their rooms. There are few rules, but it is worth noting that shoes should be removed at the entrance to the temple. The priests will provide friendly explanations of Japanese etiquette and customs to make you feel immediately at home.



The temple has comfortable communal spaces for chatting and relaxing.

Staying at Temple Hotel Takayama Zenkoji gives guests exclusive, behind-the-scenes access to the temple, but as with any place of worship, there are some sacred areas that remain off-limits.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 高山善光寺

Calm your mind through one of the temple's exclusive experiences

The temple belongs to the Jodoshu (Pure Land) school of Buddhism, the most widely practiced school of Buddhism in Japan. It venerates Amithaba, the Buddha of Infinite Light, and is a branch temple of Shinshu-Zenkoji in Nagano, northwest of Tokyo.

Guests are invited to experience the temple and seek mindful repose through a selection of bespoke experiences, such as morning worship in the spiritual heart of the temple. It is held each morning in the main hall and participation is entirely optional, yet thoroughly recommended. The priest leading the service will give an overview before beginning, including an explanation of the sutra to be chanted. From the sweet aroma of the incense and the lyrical chanting to the opulence of the Buddhist altar, the service is a stimulation for the senses and a one-of-a-kind experience.



A guest playing singing bowls in the main hall, in front of the altar

Several priests at the temple are trained in yoga and can lead private sessions, catering to complete beginners or experienced enthusiasts. The temple's tranquil setting makes it an ideal place to experience meditation. A priest will guide you attentively through the process, explaining posture and breathing techniques, placing an emphasis on comfort and relaxation.



Experience meditation, with friendly instruction from one of the priests.

Other experiences that can be arranged include shabutsu, the meditative tracing of Buddhist images such as of Amithaba, and singing bowl practice. Singing bowls are used during Buddhist practices such as meditation and produce rich and beautiful sounds when their rims are gently struck or circled with an accompanying mallet.



Shabutsu is a meditative experience, helping to calm the mind.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 高山善光寺

Savor flavors unique to the region

Feast on regional flavors at the temple and throughout Takayama. Temple Hotel Takayama Zenkoji offers shojin ryori, a vegetarian cuisine that has been enjoyed by Buddhist priests in Japan for centuries. A typical meal comprises several beautifully arranged dishes that feature wild plants, nuts, roots, bamboo shoots, mushrooms, and flowers. The dishes often include rice, tofu, and preserved vegetables seasoned with seaweed, vegetable oils, and miso. The cuisine emphasizes the natural flavors of the ingredients.



Beautifully presented shojin ryori

Priests at the temple can recommend restaurants in town that serve regional cuisine. Savor cuts of premium Hida beef, served seared as a mouthwatering steak; raw as a sushi topping; or served with miso, shiitake mushrooms, and green onions and cooked over a grill on a hoba leaf. Hoba is the name of a local species of magnolia, and the leaves from these trees have been used for preserving and cooking food in Takayama and the wider Hida region for centuries. The leaves do not burn easily and when heated, they lend an aromatic flavor to ingredients cooked upon them.



Vegetables being cooked with miso on a hoba leaf

Other popular dishes include Takayama ramen and keichan, chicken marinated in miso and cooked on a hotplate with onion, cabbage, and other vegetables. Pair Takayama's local foods with its award-winning sake, brewed using locally grown rice, and water fresh from the mountains.



Sake on display outside a local brewery

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 高山善光寺

Explore the rich history of the town

Takayama began as a castle town in the sixteenth century, ruled by Kanamori Nagachika (1524–1608), the feudal lord and ruler of the Hida region (the northern part of present-day Gifu Prefecture). The castle brought samurai, merchants, and tradespeople to the town, roads were built, temples and shrines were constructed, and the town flourished. In 1692 the Kanamori family's rule of the Hida region came to an end, and Takayama came under the direct control of the Tokugawa shogunate, the feudal government that ruled Japan through the Edo period (1603–1867). The town continued to flourish and became a major commercial center, prospering from the region's valuable timber resources.



There are many historical buildings in Takayama, including the beautiful Takayama Jinya.

The town has retained much of its original charm and entire streets have been preserved to protect the local heritage. Former merchant homes line the streets of the old town, with many converted into shops, cafes, and restaurants. Many of Takayama's sake breweries operate out of and around the old town, and offer sake tastings.



The facade of Sansya, a brewery in the old town, founded in 1855

The town is compact and easy to explore on foot. Walking five minutes from Temple Hotel Takayama Zenkoji brings you to Takayama Jinya, the opulent residence and offices of the shogunate-appointed provincial governor of Takayama. The palatial complex with its masterful timberwork, gently sloping eaves, and quintessentially Japanese garden exudes the traditional atmosphere of centuries-old Japan.



Step back in time as you explore the grounds of Takayama Jinya.

As you stroll the town look for wood-carved ornaments, lacquered tableware, and solid timber furniture. The Hida region has a rich heritage of woodwork that spans a millennium.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 高山善光寺

Uncover a centuries-old spectacle

Each year in spring and autumn a procession of handcrafted and ornately decorated floats weaves its way through the town, accompanied by the gentle beat of drums and the languid sounds of flutes and other traditional Japanese instruments. The Takayama Festival is one of the country's most iconic festivals and is listed by UNESCO as Intangible Cultural Heritage. It has been held in the town for centuries, possibly even before the beginning of the Edo period (1603–1867).



Floats displayed at The Takayama Festival Floats Exhibition Hall

At The Takayama Festival Floats Exhibition Hall (Takayama Matsuri Yatai Kaikan) visitors can watch footage from the festival and view a large collection of beautifully adorned floats. Each is embellished with elaborate wood carvings, rich lacquering, and decorative metalwork, showcasing the artisanal heritage of the town and the Hida region.



Lion-like carvings around the wheel and colorful floral carvings beneath the eaves of one of the festival floats

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 高山善光寺

Enjoy the rich natural environment

Takayama is surrounded by some of Japan's tallest and most scenic mountains. The opportunities for reinvigorating outdoor excursions are limitless. Cycle through quiet farming villages and past rice fields, snowshoe through forests blanketed in virgin snow in winter, or hike to peaks in the Chubusangaku National Park such as Mt. Norikura (3,026 m) or Mt. Hotaka (3,190 m).



The view from a hiking trail on Mt. Norikura



Snowshoeing in the midst of winter
SATOYAMA EXPERIENCE

Satoyama Experience offers private excursions and custom tours aimed at connecting visitors with the Takayama countryside and the local culture. They operate tour desks at Takayama Station, a short walk from Temple Hotel Takayama Zenkoji, and in Hida-Furukawa, a small town just north of Takayama.



Touring the Takayama countryside on two wheels
SATOYAMA EXPERIENCE

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | 高山善光寺

No stay in the Japanese countryside is complete without a luxurious soak in the soothing waters of a natural hot spring. Northeast of Takayama in the foothills of the Northern Alps there are several secluded hot spring villages that offer peaceful bathing experiences in stunning surroundings. Fukuji Onsen (also known locally as Tennousen —The Emperor's Springs) dates from the Heian period (794–1185) and is one of the most charming. Emperor Murakami (926–967) is said to have bathed here in the tenth century. There are several traditional inns in the area with shared and private bathing facilities, catering to overnight guests and day-bathers.



The Fukuji hot-spring hamlet, after the rain, at dusk
Okuhida Onsen-go Tourism Association

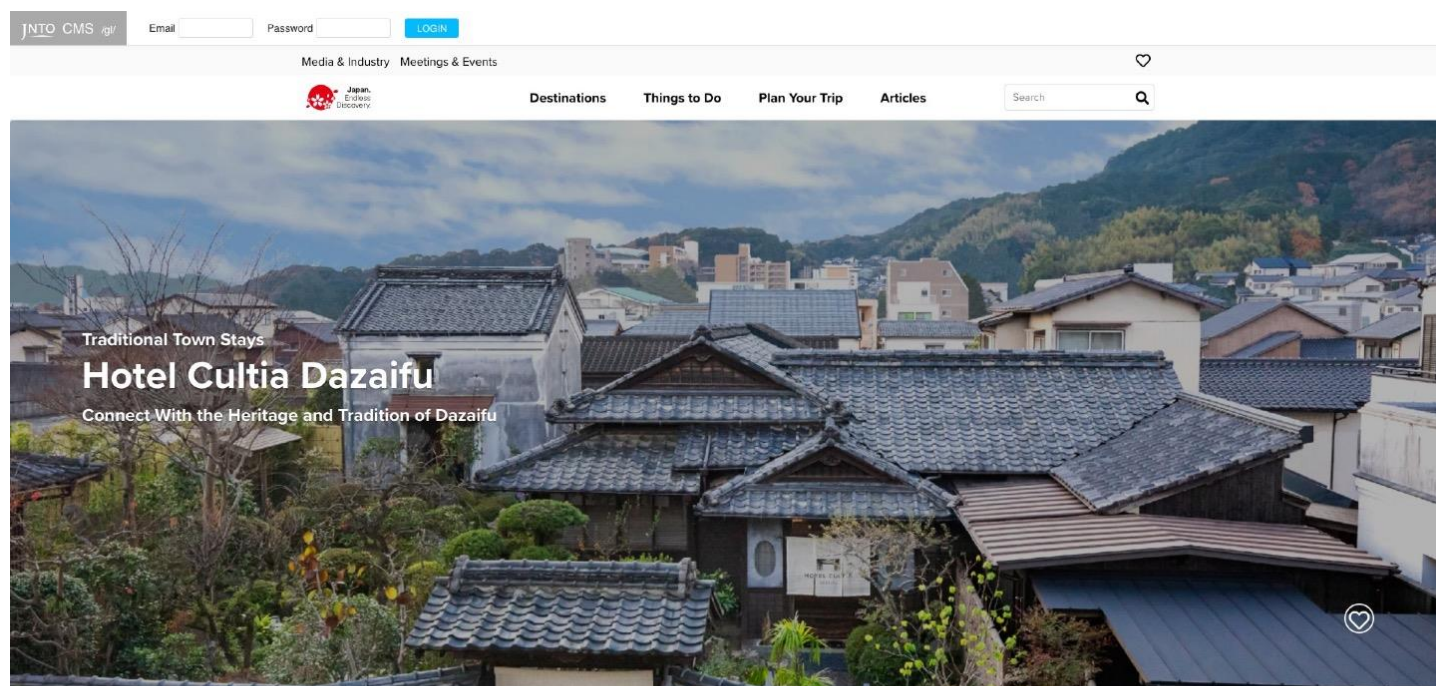
Measures against the spread of COVID-19

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2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | HOTEL CULTIA大宰府



Stay at a historical boutique property and immerse yourself in the fascinating history and rich cultural heritage of Japan's ancient western capital

Discover Dazaifu through Hotel Cultia Dazaifu's boutique heritage properties. Feel at home in one of several inviting, lovingly restored properties, from former artists' residences to businesses that once served members of Japan's Imperial Court. The hotel's buildings retain the atmosphere and aesthetic of the time in which they were built, with stylish modern furnishings and superb amenities.



Hotel Cultia Dazaifu's traditional facade

The hotel provides the perfect base for exploring Dazaifu's many cultural and historical attractions, quaint shopping streets, varied cuisine, and wealth of art.

Between the late seventh and twelfth centuries, the Imperial Court governed western Japan from Dazaifu and sent and received envoys to kingdoms in Asia. The city was a center of cultural exchange and diplomacy. Traces of this rich heritage can be uncovered at sites throughout Dazaifu and through exclusive experiences arranged by the hotel.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | HOTEL CULTIA大宰府

Deeply connected to Dazaifu

Hotel Cultia Dazaifu is a collection of restored buildings and private residences, within a short walk of one another, in the heart of Dazaifu. These renovated accommodations date from the Meiji (1868–1912) and Taisho (1912–26) eras and include a former fishmonger's shop and a kaiseki restaurant. This layout lends itself to exploration and discovery, integrating the town, its heritage, and the hotel.



A beautifully refurbished room with traditional touches

Staying at Hotel Cultia Dazaifu, guests can enjoy the charming, traditional atmosphere of the properties while having the attractions of Dazaifu right at their doorstep. Each of the hotel's properties has been carefully restored, preserving the original structure—earthen walls, pillars, ceiling panels, and woodwork—and furnished with modern comforts. All guest rooms are equipped with the highest quality linens and made-in-Japan amenities. Some rooms have bathrooms furnished with handcrafted hinoki cypress bathtubs.

The hotel's concierge is deeply knowledgeable about the town, providing local intel that elevates a stay into a rich learning experience through exclusive programs and tours. Through these experiences, guests can connect with the culture and traditions of Dazaifu in a lasting and meaningful way.



The lush courtyard garden of a restored residence

Hotel Cultia Dazaifu is part of an ongoing community development initiative to restore and preserve Dazaifu's most important properties—many of which had fallen into disuse—and breathe new life into the area. Dazaifu is buzzing by day, but a very quiet place at night, and the hotel has established itself as a primary force for drawing more overnight guests to the city. The hotel continues to add new properties to its collection while working closely with the community.

French-style cuisine made with the finest local ingredients

Take a seat at Le Un, the hotel's chic restaurant, where antique wooden furniture and floor-to-ceiling windows allow comfortable views of the traditional courtyard garden to take center stage. This air of simple sophistication is carried into the cuisine, with regionally sourced, seasonal Japanese ingredients, prepared with French flair. Enjoy dishes featuring fresh fish from the waters off the coast of northern Kyushu, local meats, and seasonal produce from across Kyushu.



Exquisitely prepared, locally sourced cuisine at Le Un

©Fukuoka Prefecture Tourist Association

The hotel can accommodate most special dietary requirements with advance notice.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | HOTEL CULTIA大宰府

Dazaifu Tenmangu—a sanctuary for learning, culture, and the arts

Dazaifu Tenmangu is a prestigious Shinto shrine with a 1120-year history. The shrine complex is set in beautiful grounds, a short walk from the hotel. Dazaifu Tenmangu venerates the deity of learning, culture, and the arts, and its precincts house beautifully crafted statues and contemporary artworks. At the center of Dazaifu Tenmangu is the striking honden, the spiritual heart of the shrine complex. The beautiful structure is adorned in rich colors and with delicate carvings.



Dazaifu Tenmangu's expansive grounds are well suited for exploring.

The shrine maintains a prestigious art program, inviting artists from around the globe to create and exhibit their works within the grounds. On display amid the leafy precincts and ancient shrine buildings are thought-provoking works by acclaimed international artists including Ryan Gander, and Simon Fujiwara. Pick up an art map and stroll the grounds keeping an eye out for the works, some of which blend almost seamlessly into the landscape.



Striking contemporary artworks are on display throughout Dazaifu Tenmangu's precincts.
©Ryan Gander Really shiny stuff that doesn't mean anything, 2011 Courtesy of Taro Nasu, Tokyo

The shrine venerates Sugawara Michizane (845–903), a legendary figure who made invaluable contributions to Japanese society and culture, and the main sanctuary is built where he was buried. Sugawara Michizane is worshipped at Dazaifu Tenmangu and Tenjin shrines throughout the country as Tenjin, the deity of learning, culture, and the arts.

Nighttime worship at Dazaifu Tenmangu

As dusk falls, the shrine empties of visitors, and the grounds, bustling by day, take on the quiet beauty of night. The shrine is at its most serene and compelling after dark, bathed in the light of the moon and the warm glow of a few isolated lights. Hotel Cultia Dazaifu can make special arrangements for guests to experience Dazaifu Tenmangu after dark.



Dazaifu Tenmangu's honden, the main sanctuary, at night

The experience begins at an entrance to the shrine reserved for priests and special worshippers. A priest in ceremonial attire will greet you, and then escort you to the ornate two-story romon gate, the entrance to the shrine's most sacred space. Upon arriving at the gate, the imposing double doors swing gently open, revealing the inner sanctum. In the stillness of night, the priest leads you quietly through the courtyard and up onto the raised platform of the honden (main sanctuary), where the ceremony commences with a purification ritual. Once the ritual is complete, the priest offers a prayer to the venerated deity, Tenjin. As you watch the ceremony unfold in a display of graceful movements, to the rustle of paper and the gentle jingle of bells, take the time for quiet contemplation. At the end of the ceremony, you will be invited to offer a prayer of your own.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | HOTEL CULTIA大宰府

Kyushu National Museum—Dazaifu as a gateway between Japan and Asia

Kyushu National Museum is one of the five national museums of Japan. Its exhibits explain the development of Japanese culture against the backdrop of Asian history. They cover Japanese prehistory through the late 1800s, with an emphasis on Dazaifu and its heritage as an ancient gateway between Japan and Asia.



The Kyushu National Museum's steel and glass exterior reflects the natural surroundings.

Guests at Hotel Cultia Dazaifu can get exclusive access to the museum with an after-hours tour. Tours are typically conducted on Saturday evenings and can be arranged through the hotel concierge.

Relax and refresh the senses

From the ancient camphor trees in the grounds of Dazaifu Tenmangu to the lush green hills that encircle the town, Dazaifu and its environs are imbued with natural beauty. Hike Mt. Homan for sweeping views of the Kyushu countryside. The trail begins at Kamado Shrine, a secluded Shinto sanctuary hidden among trees, almost undetectable except for the weathered stone torii gate that marks the entrance to the grounds.

Thermal waters fill the baths of Harazuru Onsen, a rustic hot-spring resort with a range of options from cozy, indoor baths for private bathing to shared open-air baths set in scenic grounds. The waters, mostly alkaline, are renowned for their beautifying and skin-smoothing properties.



A relaxing open-air bath in Harazuru Onsen

Kawachi-Fujien botanical garden, about an hour's drive from Dazaifu, in Kitakyushu, features extensively in international coverage of Japan for its dramatic tunnel of wisteria that bloom in a spectrum of purple hues in late spring. The garden is equally striking in late autumn, when hundreds of Japanese maple trees turn vibrant shades of red.



Kawachi-Fujien's marvelous wisteria tunnel

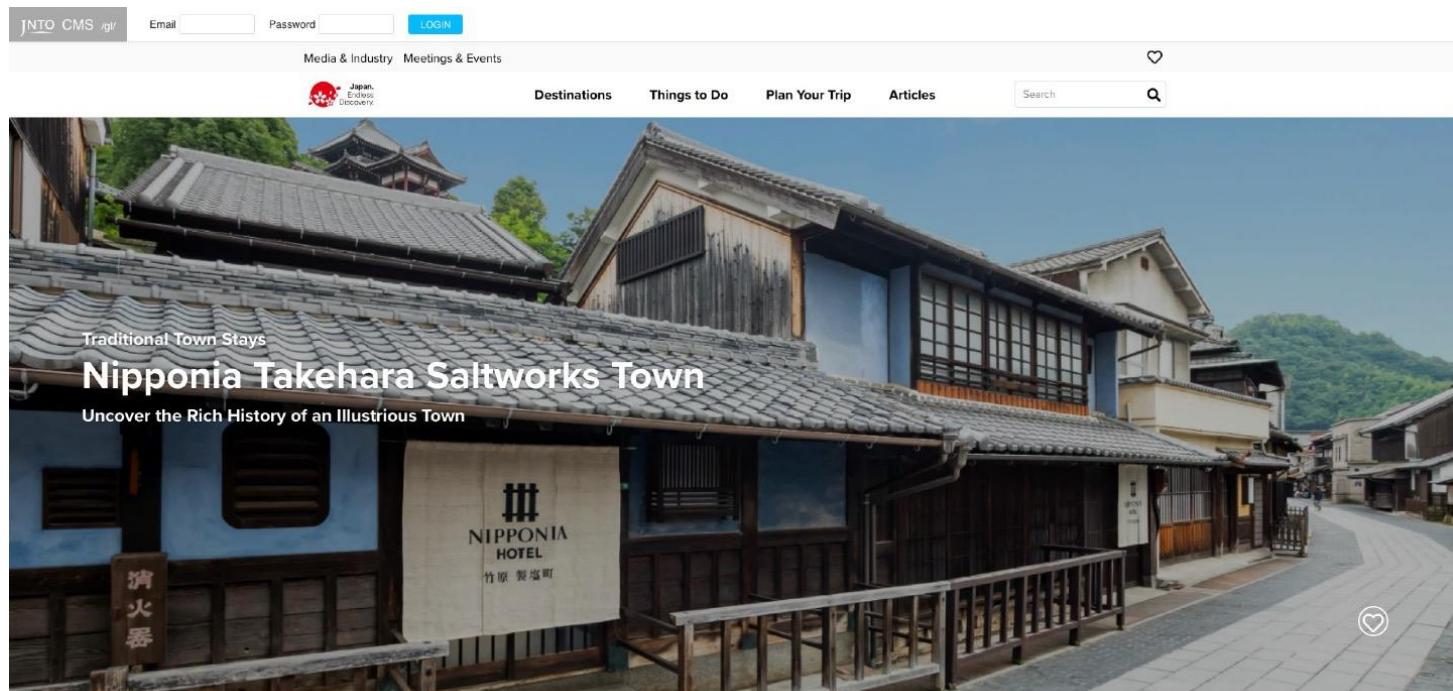
Measures against the spread of COVID-19

The hotel has implemented measures to ensure the health and safety of its guests and staff. All areas throughout the hotel are regularly disinfected and ventilated, alcohol disinfectants are made available in common areas, tables in the dining area are spaced apart, and breakfast can be served in your room.

Please note that certain programs and events may have been canceled or temporarily suspended due to COVID-19. Please check the hotel website or inquire in advance.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | NIPPONIA HOTEL 竹原 製塩町



Immerse yourself in Japanese history, culture, cuisine and architectural heritage at Nipponia Takehara Saltworks Town

Takehara is one of Hiroshima Prefecture's most captivating cultural hubs. The town was a major center of the highly profitable Japanese salt-making industry for over three centuries, built with the prosperity of the salt merchants who lived here. Takehara is located on a wide, shallow bay on the beautiful, island-dotted Seto Inland Sea, and flanked by lush bamboo fields. The area is renowned for its cuisine, with fresh seafood and citrus fruits, sake and of course, the town's signature salt.



The picturesque townscape of Takehara

A stay at Nipponia Takehara Saltworks Town is like stepping into a bygone era. The hotel is spread across several carefully restored former residences and stores, conveniently located in the center of Takehara's charming historical district. The well-preserved residences and buildings in the area feature a mixture of architectural styles that span the Edo period (1603–1867) to the Showa era (1926–1989). The delicate wooden latticework on building facades, decorative eaves of the gabled roofs, and bamboo takeyarai palisades that skirt the exteriors of buildings, are just some of the delightful architectural features to discover.

Nipponia Takehara Saltworks Town's meticulously renovated buildings and accommodations embody the architectural heritage of Takehara and provide guests with the opportunity to fully immerse themselves in the town. With the hotel as your base, you will have Takehara's singular experiences at your fingertips.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | NIPPONIA HOTEL 竹原 製塩町

A town built on a flourishing salt industry

Much of Takehara's picturesque townscape developed during the prosperous salt-producing period, which began in the Edo period (1603–1867) and lasted nearly 310 years. During this period of economic growth and relative political stability, the demand for salt seasonings increased.

Merchants who owned and operated the salt flats on Takehara's shores made fortunes as the demand for salt rose, constructing grand mansions with large courtyard gardens in the town. Some salt merchants became sake brewers or went into the shipping industry, further contributing to the town's prosperity. By the middle of the Showa era (1926–1989), however, competition and overproduction had driven salt prices down. The government took control of the salt industry, and salt production became a state monopoly. The salt fields in Takehara and across the country were completely shut down around 1960.

The legacy of the salt merchants' luxurious lifestyles can be seen in the stately former residences and businesses in the historical district of Takehara. Exploring this legacy is one of the highlights of a stay at Nipponia Takehara Saltworks Town.

Stay in a lovingly refurbished historical property

The hotel comprises three separate buildings in the heart of the Takehara Townscape Conservation Area. Guests check in at the Hotei building, which was constructed in the Taisho period (1912–26) and operated as a ryotei (traditional Japanese restaurant) until around 1975. It now serves as the hotel's reception and restaurant, retaining its former structure with modern flourishes.



Grand room for two people

The hotel's ten guest rooms within the beautifully preserved Moso and Kikko buildings have an intimate and charming ambiance. Moso was built in the Meiji era (1868–1912), first opening as a bank that was then turned into a ryokan (Japanese inn). Inside, you will find remnants of the bank and ryokan, including a bank safe and vintage telephone stands. Kikko is the restored former Mizude Residence, which operated as a sake brewery during the Meiji era (1868–1912) and subsequently became a banquet hall and entertainment center during the Taisho (1912–26) and Showa (1926–89) eras. Visitors staying at Kikko have views of the Matsusaka Residence opposite; a beautifully preserved example of a nineteenth-century merchant house, and one of Takehara's most famous Important Cultural Assets.



Premium room with garden views

Guests can select from two different room categories, premium and grand. Both types of room feature traditional wooden beams and flooring, and touches of the intricate latticework that Takehara is known for. There is one premium suite room, which can sleep up to four people and has an attached Japanese-style courtyard garden. Grand rooms vary in size and can accommodate two to four people. All rooms have modern furnishings and bathrooms fitted with handcrafted Japanese cypress baths.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | NIPPONIA HOTEL 竹原 製塩町



Kaiseki cuisine featuring local delicacies

The full-course dinners at the hotel feature local delicacies from the Seto Inland Sea, regional beef, and seasonal vegetables. The menu changes to take advantage of the best seasonal produce.

Discover the roots of Takehara's salt manufacturing

Salt production began in Takehara in the Edo period (1603–1867), around 1650, and continued until 1960. Initially, daimyo (feudal lords) of the Hiroshima Domain (present-day Hiroshima) had attempted to grow rice on reclaimed land on Takehara's shores, but soon found this impossible due to the area's extreme tidal fluctuations. Instead, they discovered that the land was better suited to making salt.

Local salt makers developed a method of mass-producing salt through a system of terraced salt flats, channels, and iron heating pans, turning the waters of the Seto Inland Sea into millions of tons of salt per year. The salt trade would make fortunes for the owners of Takehara's salt fields, who were known as hamadanna. With this wealth, the hamadanna constructed their exquisite homes and were the esteemed patrons of the town's sake breweries and thriving local businesses. On the heels of Takehara's salt manufacturing prosperity, the sake industry rose to prominence during the Meiji (1868–1912) and Taisho (1912–26) eras. In its prime, the town had 26 sake breweries.



Salt-making using traditional methods

Guests of Nipponia Takehara Saltworks Town can experience the art of making salt on a nearby salt flat, using the traditional techniques developed in Takehara centuries ago. Join this special tour to learn about Takehara's unique salt-making methods and participate in the later stages of the process.

After seawater has been turned into a brine through evaporation, you will be able to stir the liquid as it is boiled over a flame. During this stage of the salt-making process, particles from the ocean and lye rise to the surface and are skimmed from the top. As the brine continues to be boiled, it becomes a bubbling, brownish paste. This salt paste is then spun in a centrifuge to separate out certain minerals and the last remnants of moisture.



Fine-grained Takehara salt has a distinctive taste

The result is fine-grained, pure white sea salt with a slightly sweet taste: a one-of-a-kind batch from the Seto Inland Sea. The composition of the ocean changes with the seasons, so every batch of salt has a subtly different taste.

Although salt is no longer produced on a large scale in Takehara, visitors can find salt for sale in the area, made by local artisanal salt makers who are carrying on traditional salt-making methods.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | NIPPONIA HOTEL 竹原 製塩町

Hands-on bamboo crafts

Takehara derives its name from the surrounding bamboo fields, take meaning "bamboo" and hara meaning "field." In recent years, bamboo crafts have become increasingly popular in Takehara, with local artisans creating baskets, chopsticks, handicrafts, bags, and other accessories.



Bamboo basket weaving

At a studio located in a renovated storehouse near Nipponia Takehara Saltworks Town, guests can try their hand at weaving their own bamboo basket under the instruction of a local craftsman.

A tea ceremony at a storied teahouse



Japanese tea ceremony in a relaxing setting

Experience a Japanese tea ceremony, the embodiment of Japanese culture, at a 100-year-old former ryokan once frequented by yokozuna (sumo grand champions) and politicians. The teahouse is located one minute on foot from the hotel. The tea ceremony experience includes the opportunity to be dressed in kimono. Guests can continue wearing the kimono throughout the day to stroll the town.

Luxurious local cuisine with a dash of Takehara salt

Gyohan was once the typical meal served to honored guests at salt merchants' homes. The colorful dish is made with cooked white fish (usually red snapper or flounder), carefully deboned and served with rice and local seasonal ingredients such as shiitake mushrooms, bamboo shoots, shrimp, and nori.



Gyohan, a Takehara specialty

Each ingredient is cooked separately, preserving its distinct flavor, and the meal is served on locally made bamboo tableware. Diners arrange the ingredients on a bed of rice and pour over dashi soup stock, full of umami, made with the bones of the fish, soy sauce, sake, and salt.

The meal is served at the atmospheric Saryo Ichie, a cafe in a renovated former ryokan just steps away from Nipponia Takehara Saltworks Town. Bookings can be made in advance through the hotel concierge.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | NIPPONIA HOTEL 竹原 製塩町

Explore the Seto Inland Sea

During your stay in Takehara, there are a variety of half-day or full-day excursions and experiences around the beautiful Seto Inland Sea to choose from, including oyster harvesting and sea kayaking.



Delicious oysters harvested from the Seto Inland Sea

Farm Suzuki, an oyster farm on Osakamishima Island, offers visitors the chance to sample the bounty of the Seto Inland Sea. Oysters are cultivated in salt pans formerly used in Takehara's salt-making industry. Seasonal experiences include harvesting oysters, learning about aquaculture, and oyster and lobster seeding observation. Oyster and shrimp tastings are part of the experiences.



Sea kayaking experience with stunning ocean views
Osakikamijima Seakayak&Sup

Sea kayaking is an exciting way to explore the breathtaking scenery of the Seto Inland Sea, which is dotted with small, beautiful islands. With Osakamishima Island as a jumping-off point, follow an experienced guide out to sea, stopping by secluded beaches, rocky coves, and islands while taking in stunning ocean views. Opt to include a hearty barbecue on an uninhabited island.

Measures against the spread of COVID-19

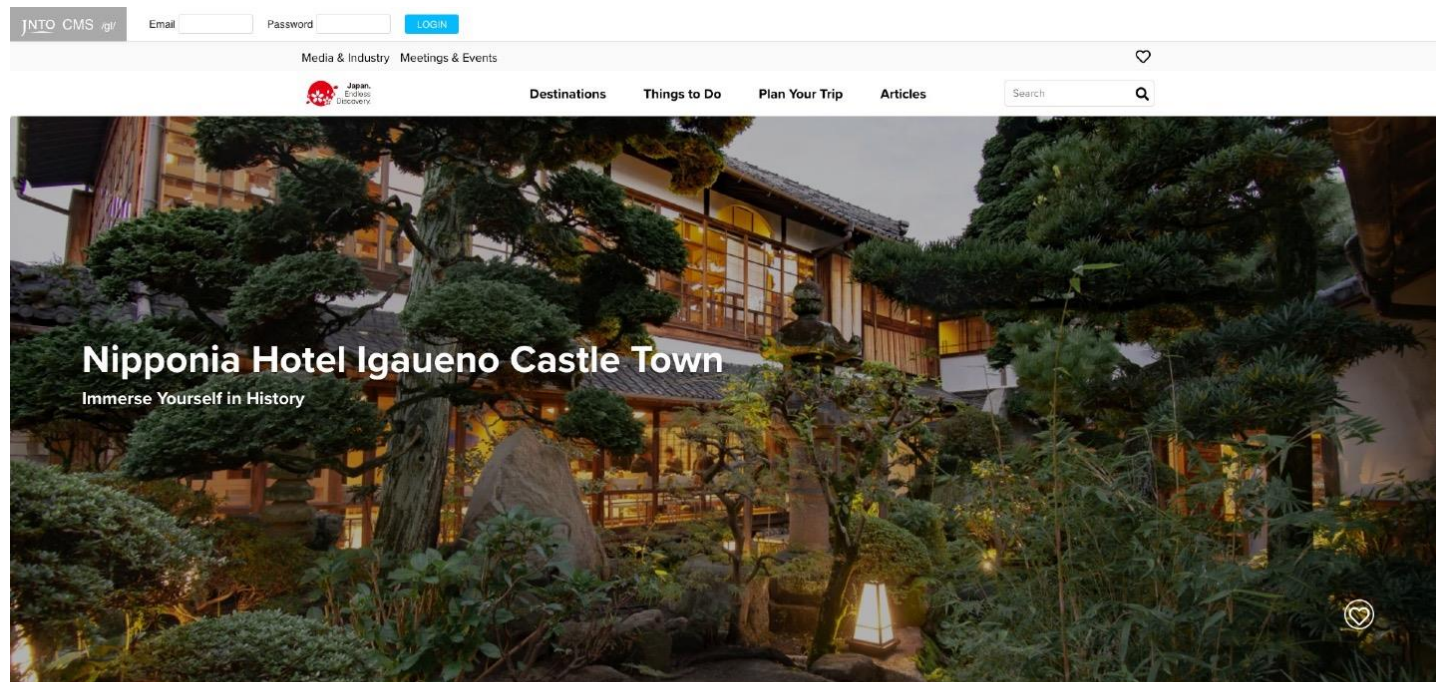
As a boutique hotel, Nipponia Takehara Saltworks Town provides a private atmosphere. It is possible to complete the check-in process in your room if other guests arrive at the same time.

All areas of the hotel are regularly disinfected and ventilated, alcohol disinfectants are placed in common areas, tables in the dining area are spaced apart, and breakfast can be served in your room.

Please note that certain programs and events may have been canceled or temporarily suspended due to COVID-19. Please check the hotel's website or inquire in advance.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | NIPPONIA HOTEL 伊賀上野 城下町



Stay in a beautifully restored historic mansion in the center of an ancient ninja stronghold

Iga is a charming castle town in the mountains of Mie Prefecture, about an hour and a half southeast of Kyoto. It is home to the imposing Iga Ueno Castle, originally constructed in 1585, and known as the "White Phoenix" for its beauty and structure. The town is concealed by densely forested mountains and served as the base for the stealthy Iga-ryu school of ninjas in the fifteenth century. Nipponia Hotel Igaeno Castle Town offers guests the rare opportunity to immerse themselves in this fascinating area, staying in restored houses and former shops around the town. The whole town serves as your hotel, with the knowledgeable staff serving as guides to the culture and heritage of the area.

Restoring and reviving a historic town

Iga's history makes it the ideal location for a hotel that blends historical buildings with luxurious design. It was once a thriving post town (rest stop) on a major route between Osaka and Nagoya during the Edo period (1603–1867). Over time, an aging population and migration to larger cities led to many of Iga's traditional buildings being left empty and neglected. The first stage of Nipponia Hotel Igaeno Castle Town opened in late 2020 with a mission to reinvigorate the town and restore some of its beautiful heritage properties from the Edo period (1603–1867) and the Meiji, Taisho, and Showa eras (1868–1989).



Stay in one of the beautifully restored properties in the town.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | NIPPONIA HOTEL 伊賀上野 城下町

So far, Nipponia Hotel has restored three buildings, creating ten beautifully appointed guest rooms around Iga's historical district. These are all within easy walking distance of each other and convenient to Uenoshi Station, encouraging deeper exploration of the town. There are plans to expand the hotel further in the future, reinvigorating more of the town's historic buildings. The hotel staff is passionate about the area, advising guests on the best local eateries and charming streets to explore. They can organize tailored experiences to help you connect with the culture and natural beauty of the Iga area, from visits to artisan ateliers, to relaxing in an outdoor hot spring.

Live like a local

The streets of Iga Ueno are lined with period properties that hark back to a bygone Japan. Kanmuri, the main building of the Nipponia Hotel, functions as a reception and restaurant, just five minutes from Uenoshi Station on foot. The building is a registered Tangible Cultural Property of Japan. It served as an herbal medicine wholesaler during the Edo period (1603–1867) and later as a restaurant and an educational facility. Three of the hotel's rooms are located in Kanmuri, which has been renovated with a light touch to preserve its period details. Local designers and artisans have provided much of the flair in this stylish property, such as folk art paintings, hand-crafted furniture, and tactile walls decorated with a local raised plaster technique called "tsutsumi tsunagi."



The spacious rooms retain their traditional atmosphere, with modern comforts.

The hotel's second building, Kourai, is a 5-minute walk away. Kourai was a hardware store during the Meiji era (1868–1912) and was lovingly renovated by Kirin, an Iga-based architectural firm. The project saved the property from falling into disrepair and elevated it to a seriously stylish accommodation of several spacious guest rooms with beamed ceilings, red-eye pine finishes and a beautifully landscaped Japanese garden. Rooms are decorated with artworks created by Gallery Yamahon, owned by locally born architect and gallerist, Yamamoto Tadaomi.

A third building is scheduled to be completed and open for guests from spring 2021.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | NIPPONIA HOTEL 伊賀上野 城下町

Iga's hidden gastronomic heritage

Iga's location, almost hidden from the outside world in a basin surrounded by densely forested mountains, has created the ideal conditions for its farming and food culture, just as it once provided a concealed base for its storied ninja. Now, the town attracts international attention for its Koshihikari rice, elegant sake, and exceptional wagyu beef. Iga beef is produced in such limited quantities that most of it stays in the region. Intrepid foodies make the trip to Iga just to sample this rare delicacy.

The staff at Nipponia Hotel Igaeno Castle Town is deeply connected with the area and can advise you on the best restaurants to experience local flavors. The property's own restaurant, Le Un, serves Japanese French fusion cuisine that emphasizes the exceptional quality of the ingredients produced in Iga.



Dine on local specialties including Iga beef, at the hotel restaurant Le Un.

The airy, elegant dining room is minimally decorated, with tatami flooring and simple wooden furniture, allowing the structure of the historic room and views of the gardens to garner all the attention.

As part of the hotel's community-collaborative approach, the people of Iga were consulted about typical Iga dishes and flavors, and these elements were incorporated into the menu. Small dishes of seasonal local ingredients balance the elegance of French dining with the attention to detail of traditional kaiseki cuisine. The beef is a must-try; it is said that in the fourteenth century, Iga ninjas ate dried Iga beef for stamina and strength.

Exploring the ancient castle town

Iga Ueno Castle is an impressive fortress in Ueno Park, a 15-minute walk from the Kanmuri building. The castle is referred to as "Hakuho," or "White Phoenix," for its elegant, wing-like architecture. The original was built in the sixteenth century and expanded in the seventeenth century. The current castle keep is a twentieth-century reconstruction, recreated in wood, not concrete, giving it an authentic feel. Within the castle, a small museum exhibits samurai armor and artifacts. A helmet on display was given to Takatora Todo (1556–1630), the lord of Iga Ueno Castle, by Hideyoshi Toyotomi (1537–1598), a powerful Japanese warlord, famous for unifying Japan in the late sixteenth century.



The impressive facade of Iga Ueno Castle

The Iga Ninja Museum is also on the castle grounds. It provides a comprehensive look at the town's impressive past, training highly skilled ninjas. Among the exhibits are traditional ninja outfits and weapons. Visitors can tour a ninja house complete with escape routes and hidden doors, watch thrilling combat demonstrations, and put their ninja skills to the test, throwing shuriken (throwing stars).

For those looking for gentler pursuits, discover the town's poetic past. Iga is the birthplace of one of Japan's greatest poets, Matsuo Basho (1644–1694), the most famous poet of the Edo period (1603–1867). His haiku poetry still resonates today. The Basho Memorial Museum, Basho's Birth House, and Minomushi-an, the last remaining of Basho's original five writing retreats, are all within a 15-minute walk of the hotel.

The grid-like layout of much of the town makes it easy to navigate. Stroll around the charming streets or let the hotel organize a rickshaw tour, stopping to sample local snacks. Look out for katayaki, a hard cookie made from flour and sugar, said to be based on the portable snacks that ninjas ate to keep their energy levels up. Other local snacks to try are yokan-zuke and Igagoe-zuke, types of fermented gourd usually served with rice.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | NIPPONIA HOTEL 伊賀上野 城下町

Learn local crafts from skilled artisans

Immerse yourself in Iga's craft culture with an Iga-yaki pottery class at Mitagama, a farmhouse converted into a workshop. Iga-yaki pottery is crafted from high-quality clay that attains a very hard finish when fired. The grainy, textured surface gives the pottery a rustic finish that is satisfying to hold. Iga-yaki pottery retains heat well, making it a practical material for mugs and bowls. The hotel concierge can book a one-to-two-hour workshop hosted by a skilled potter at the Iga Yaki Traditional Industry Center. The artisan will guide you through the crafting process, showing you how to knead your clay into shape or use a potter's wheel to produce an original piece. Your creation is then dried, glazed and fired before being sent to you around a month later: a beautiful memento of your trip.



Learn about Iga-yaki pottery from a local artisan and make your own piece to take home.
Photo credit: Gallery & Accommodation MITAGAMA

Hike in the footsteps of spies and assassins

Reizan is a 766-meter mountain with a pleasant hiking trail and views across the region from the summit. Reizan Temple is about a 30-minute drive from the hotel, and stands at the trailhead of the easy hike. Take time to explore the scenic temple grounds before you ascend the mountain. Reizan Temple has hundreds of sekibutsugun, stone Buddhas on the grounds, scores of cherry trees, and an Ohatsuki ginkgo tree, designated a Prefectural Natural Monument, which towers above the temple. Look out for shuriken motifs signaling the trailhead, a much-repeated theme across Iga and a nod to its ninja history.



Reizan Temple marks the start of a pleasant hike up Reizan.

The hour-long walk along the mossy trail to the peak passes varied vegetation, including Japanese andromeda, Japanese holly, and maples. From the summit, the entire Iga basin stretches out before you, including Lake Biwa, Japan's largest freshwater lake (in neighboring Shiga Prefecture), and Aoyama Kogen, a sweeping plateau home to a large wind farm.

2. 城泊・寺泊・古民家泊に関する特設ページの作成

3. 記事一覧 | NIPPONIA HOTEL 伊賀上野 城下町



Enjoy sweeping views across the plateau.

There are stone remnants of a temple that existed at the summit between the Heian and Edo periods (794–1867), where the ascetic training methods of the ninjas are believed to have originated. Enjoy the views before descending the mountain.

Relax at Oyamada Onsen

Unwind at Oyamada Onsen, a 40-minute drive from Reizan, in the nearby village of Kamiawa. There are a variety of wood and stone indoor and outdoor baths. The baths have a pH of 8.2 and are said to leave your skin feeling soft and smooth. The soothing waters will help to relieve any aches from your travels and help you unwind for a good night's sleep.



Unwind in one of the outdoor baths at Oyamada Onsen.

Measures against the spread of COVID-19

Nipponia Hotel Igaueno Castle Town has implemented measures to ensure the health and safety of its guests and staff. All areas throughout the hotel are regularly disinfected and ventilated, alcohol disinfectants are made available in common areas, and tables in the dining area are spaced apart.

3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

1. 動画の種類

	城泊動画	寺泊動画	古民家泊動画
目的	日本各地に点在する城や社寺、古民家等を活用した日本ならではの文化体験が出来る体験型宿泊コンテンツ(城泊・寺泊等)の海外に向けた魅力発信・認知度向上		
想定視聴者 (ターゲット)	城、社寺、古民家等、日本の歴史的資源や日本文化に興味関心の高い訪日外国人旅行者。特に、更なる日本の魅力を体感したい、日本ならではのラグジュアリーな体験を楽しみたい、知的好奇心の高い訪日外国人旅行者。		
尺	約1分36秒	約1分36秒	約1分36秒
用途	JNTOグローバルサイト・SNS・広告配信・商談会等		

2) 動画タイトル

■ 城泊動画タイトル

Heritage Stays Japan
Ozu Castle, Ehime

■ 寺泊動画タイトル

Heritage Stays Japan
Waqoo Miidera, Shiga

■ 古民家動画タイトル

Heritage Stays Japan
Nipponia Takehara Saltworks Town, Hiroshima

■ 城泊動画



■ 寺泊動画



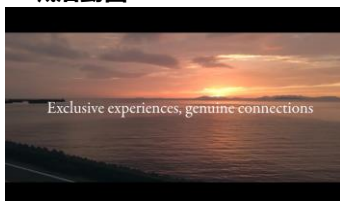
■ 古民家泊動画



3) 共通コピー

Exclutive experiences, genuine connections

■ 城泊動画



■ 寺泊動画



■ 古民家泊動画



3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

2. ロケーション一覧

城泊、寺泊、古民家泊の魅力や価値を伝えるために宿泊施設だけではなくも周辺の施設も紹介することで文化的背景を伝えるためにその場所でしか体験できないことを中心に施設を選定。

城泊ロケーション

■ 大洲城



■ 臥龍山荘



■ 肱川遊覧



■ 少彦名神社



3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

2. ロケーション一覧

■ 脛川エリア街歩き



■ 白滝公園



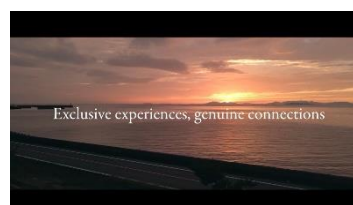
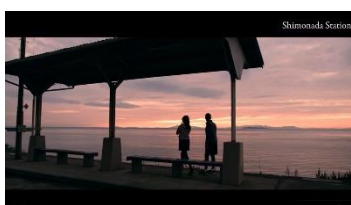
■ 網掛岩



■ 大洲弓友会



■ 下灘駅



3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

2. ロケーション一覧

寺泊ロケーション

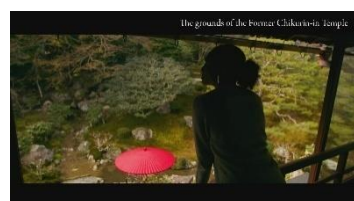
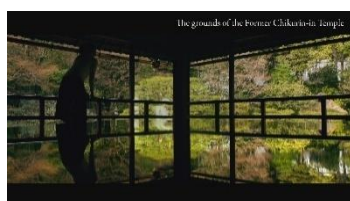
■ 三井寺



■ 有限会社藤三郎紐（組紐体験）



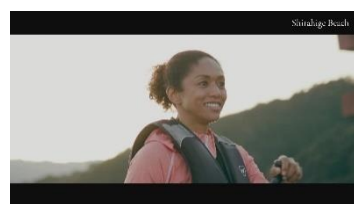
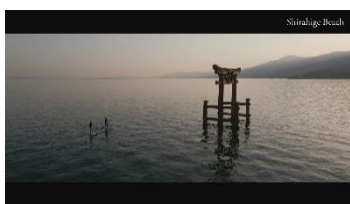
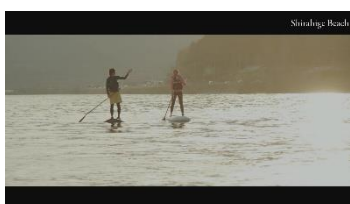
■ 旧竹林院



■ みのる窯



■ 白ひげビーチ



3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

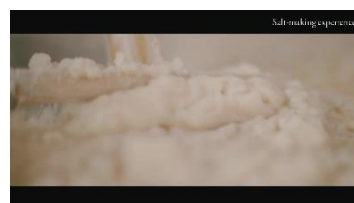
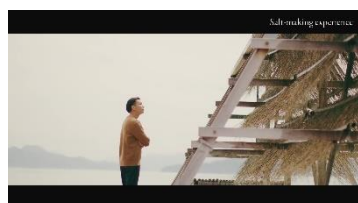
2. ロケーション一覧

古民家泊ロケーション

■ NIPPONIA HOTEL 竹原



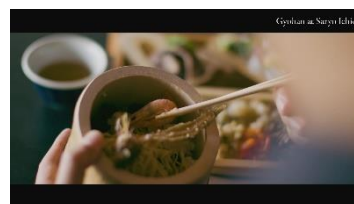
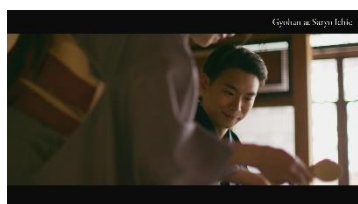
■ 塩作り体験



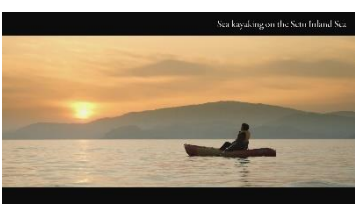
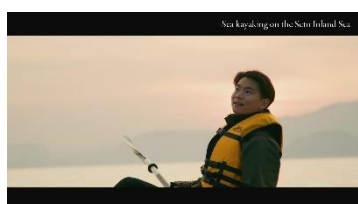
■ まちなみ工房



■ 茶寮一会



■ シーカヤック体験



3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

3. キャスト一覧

キャスト選定理由：

人種・国籍・性別等の多様性に配慮し、それぞれのターゲットに沿ったキャストの選定を行った。

【城泊キャスト】夫婦



名前：JAMIE（ジェイミー）
性別：男性
年齢：56歳
国籍：アメリカ



名前：MARIANNA（マリアンナ）
性別：女性
年齢：42歳
国籍：ウクライナ

【寺泊キャスト】女性一人旅



名前：Marieme（マリエム）
性別：女性
年齢：非公表
国籍：セネガル

【古民家泊キャスト】男性一人旅



名前：JAE LEUNG（ジェイ・レオン）
性別：男性
年齢：33歳
国籍：シンガポール/香港

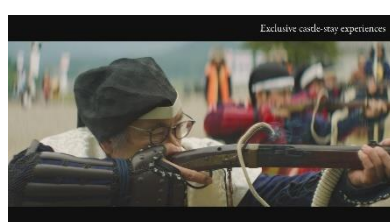
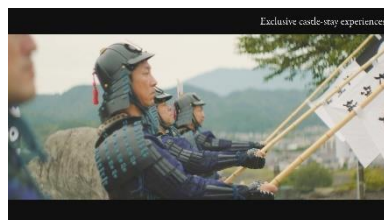
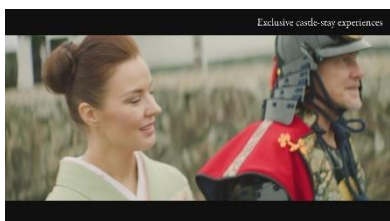
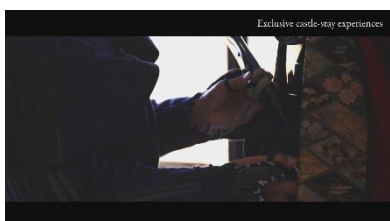
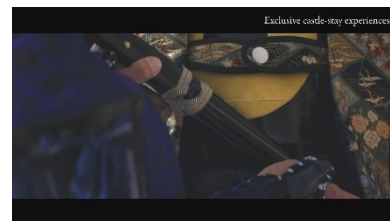
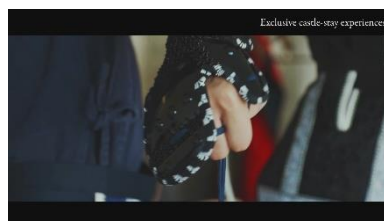
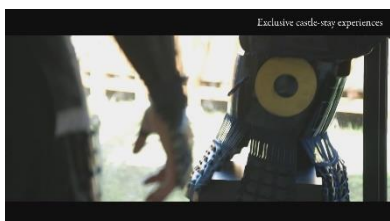
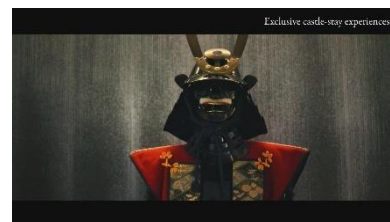
3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

4. 動画絵コンテ

城泊本編映像（約1分36秒）

ラグジュアリーな「城泊」での“本物の”文化体験を紹介し、外国人観光客と歴史的な日本文化との新たな繋がり方を提案。そして、日本文化との新たな繋がり方が人生をより豊かにしてくれることを訴求し、渡航意欲を醸成する動画へと仕上げた。

タイトル



大洲城キャスル
ステーション

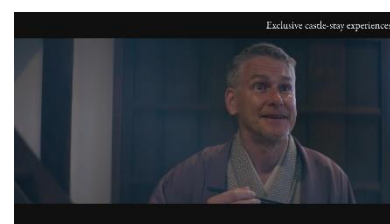
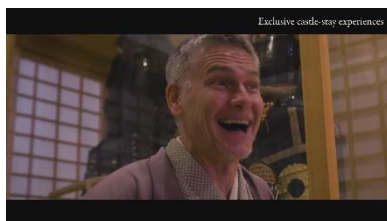
3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

4. 動画絵コンテ

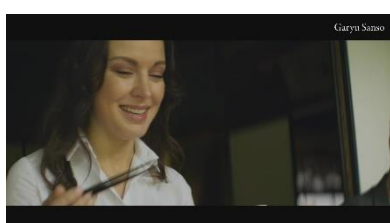
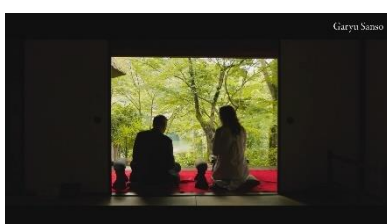
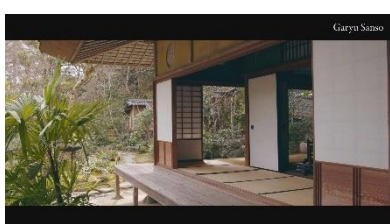
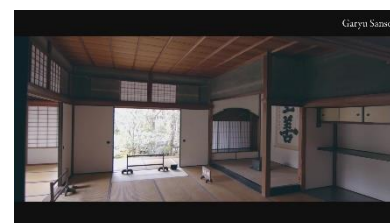
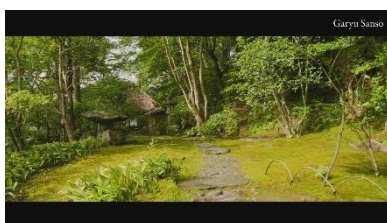
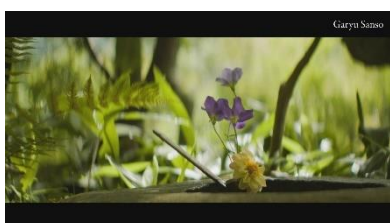
城泊本編映像（約1分36秒）

ラグジュアリーな「城泊」での“本物の”文化体験を紹介し、外国人観光客と歴史的な日本文化との新たな繋がり方を提案。そして、日本文化との新たな繋がりが人生をより豊かにしてくれることを訴求し、渡航意欲を醸成する動画へと仕上げた。

大洲城キャッスル
ステイシーン



大洲城キャッスル
ステイ朝食シーン



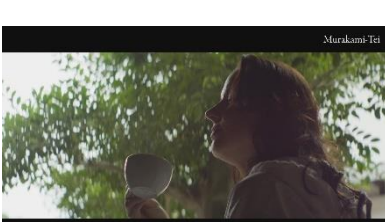
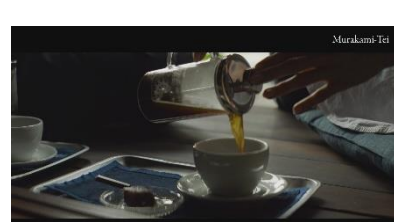
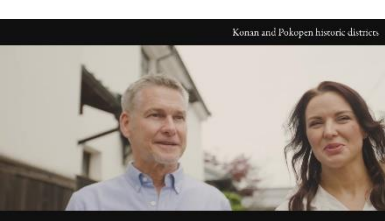
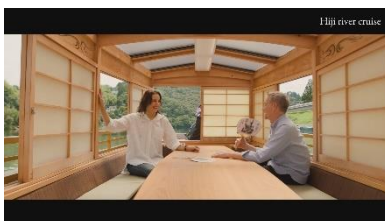
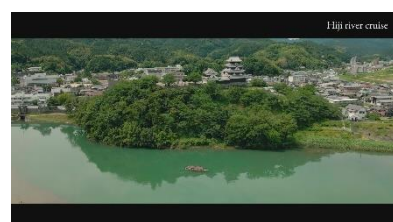
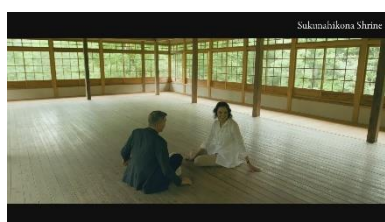
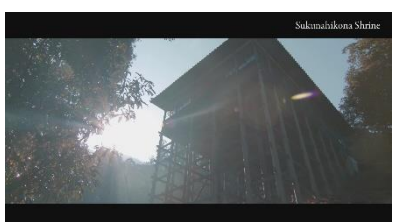
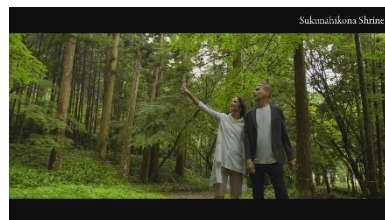
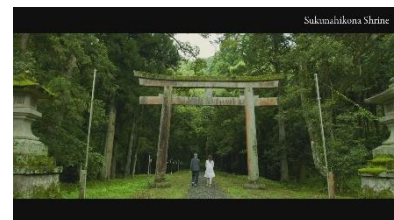
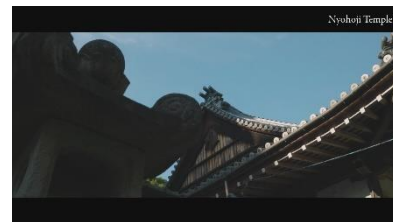
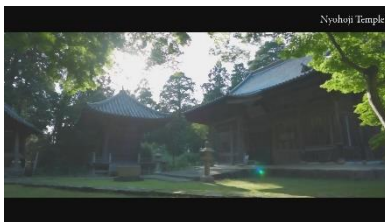
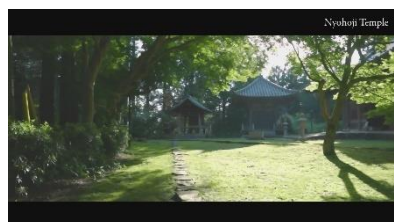
3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

4. 動画絵コンテ

城泊本編映像（約1分36秒）

ラグジュアリーな「城泊」での“本物の”文化体験を紹介し、外国人観光客と歴史的な日本文化との新たな繋がり方を提案。そして、日本文化との新たな繋がりが人生をより豊かにしてくれることを訴求し、渡航意欲を醸成する動画へと仕上げた。

大洲周辺スポット



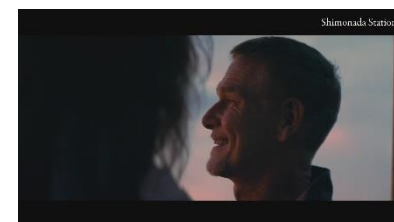
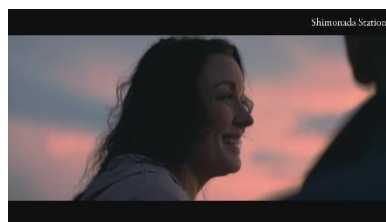
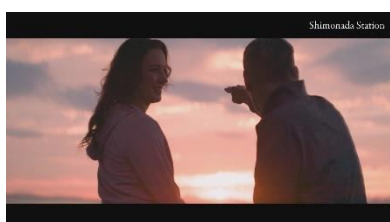
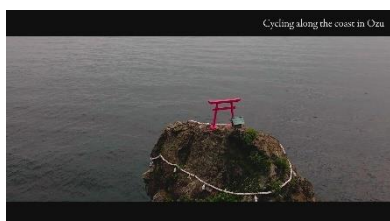
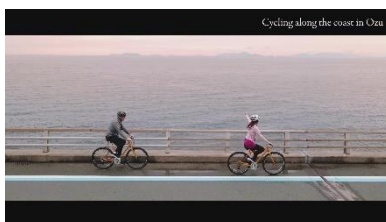
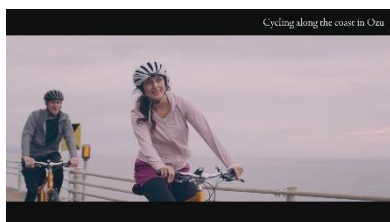
3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

4. 動画絵コンテ

城泊本編映像（約1分36秒）

ラグジュアリーな「城泊」での“本物の”文化体験を紹介し、外国人観光客と歴史的な日本文化との新たな繋がり方を提案。そして、日本文化との新たな繋がりが人生をより豊かにしてくれることを訴求し、渡航意欲を醸成する動画へと仕上げた。

大洲周辺スポット



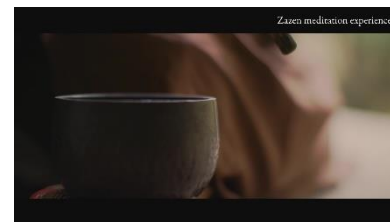
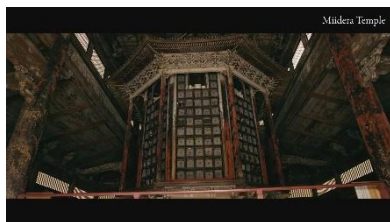
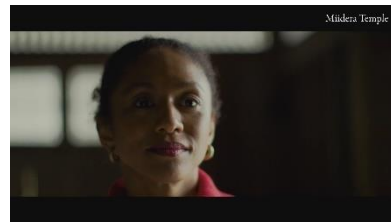
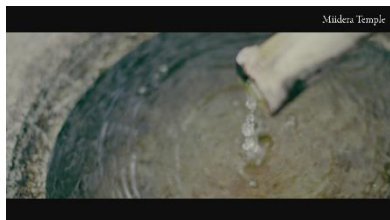
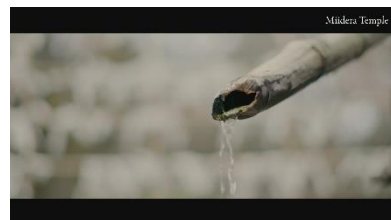
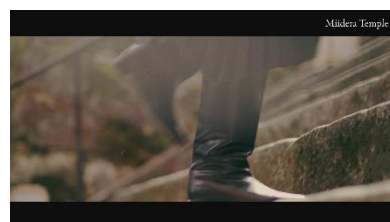
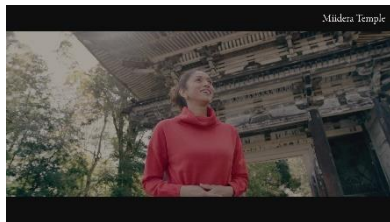
3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

4. 動画絵コンテ

寺泊本編映像（約1分36秒）

「寺泊」ならではの体験を通して、日本文化の根底にある“和の精神”を体験できることを訴求。
 “和の精神”を体験することは日本文化との新たな繋がり方であり、この体験が人生をより豊かにしてくれることを訴求し、渡航意欲を醸成する動画へと仕上げた。

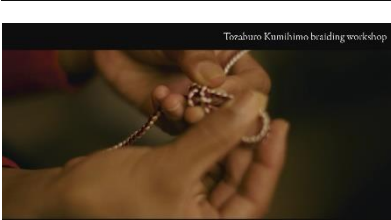
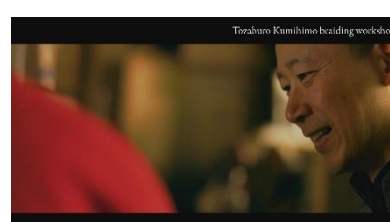
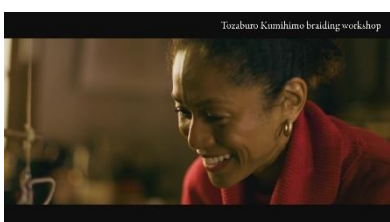
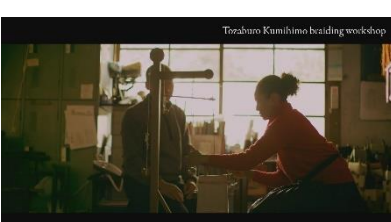
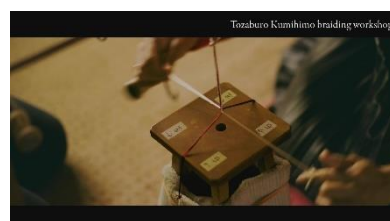
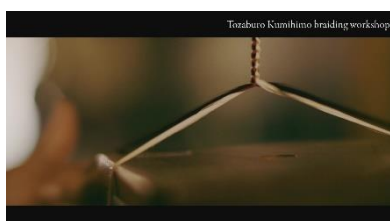
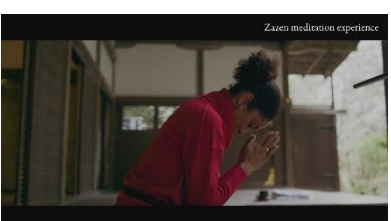
タイトル



三井寺文化体験
シーン



組紐体験シーン



3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

4. 動画絵コンテ

寺泊本編映像（約1分36秒）

「寺泊」ならではの体験を通して、日本文化の根底にある“和の精神”を体験できることを訴求。
 “和の精神”を体験することは日本文化との新たな繋がり方であり、この体験が人生をより豊かにしてくれることを訴求し、渡航意欲を醸成する動画へと仕上げた。

宿泊シーン



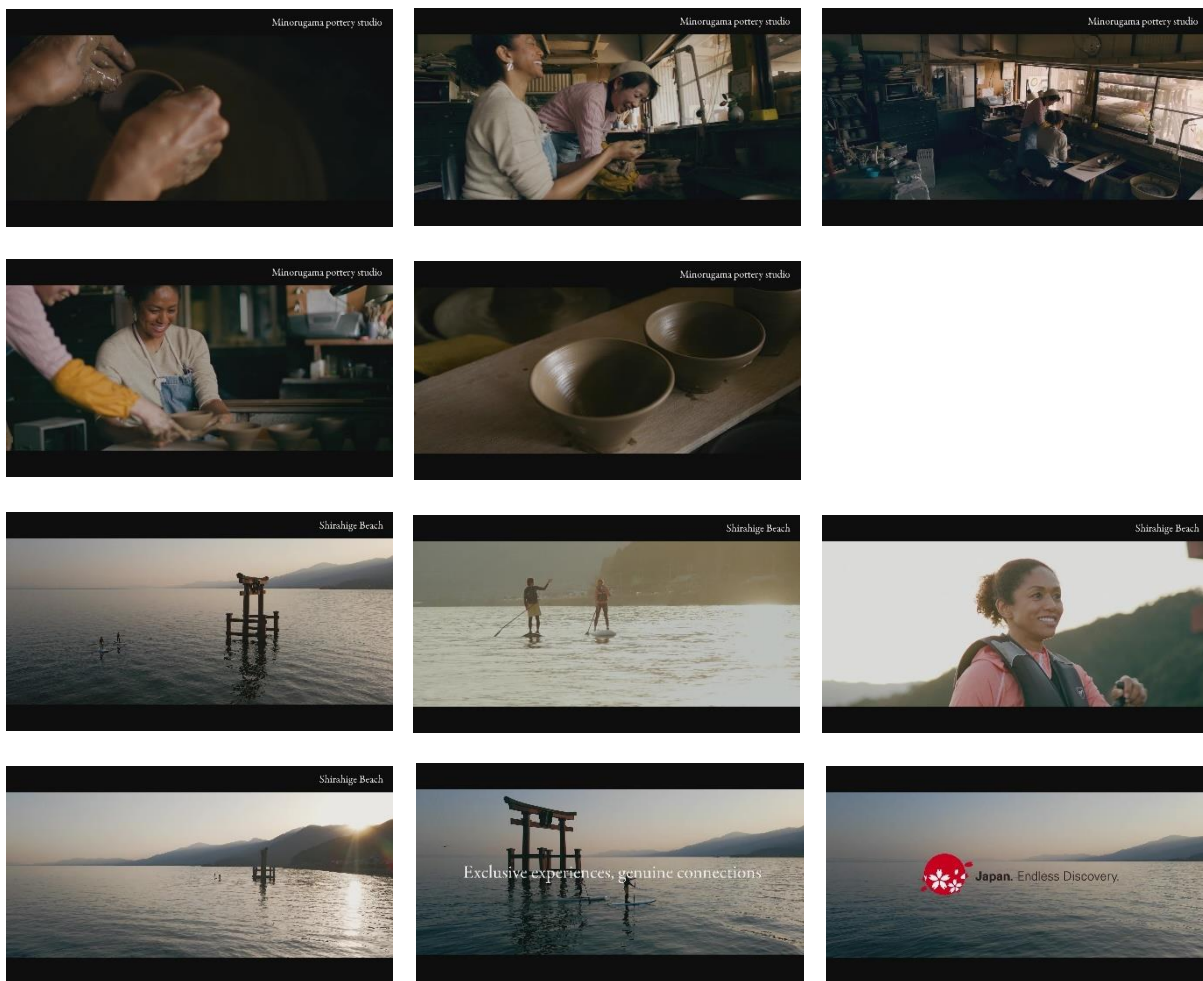
3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

4. 動画絵コンテ

寺泊本編映像（約1分36秒）

「寺泊」ならではの体験を通して、日本文化の根底にある“和の精神”を体験できることを訴求。
 “和の精神”を体験することは日本文化との新たな繋がり方であり、この体験が人生をより豊かにしてくれることを訴求し、渡航意欲を醸成する動画へと仕上げた。

三井寺
 周辺スポット



3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

4. 動画絵コンテ

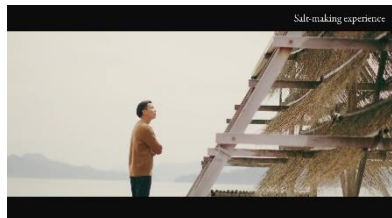
古民家泊本編映像（約1分36秒）

数百年前の日本人の“生活の息吹”を肌で感じられる「古民家」を紹介。古民家泊の体験は、外国人観光客と日本文化との新たな繋がりをつくり、さらなる日本の魅力を体感できることを訴求し、渡航意欲を醸成する動画へと仕上げた。

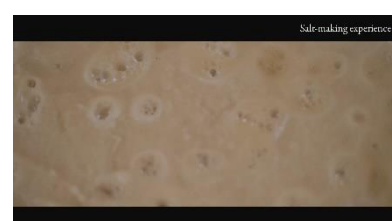
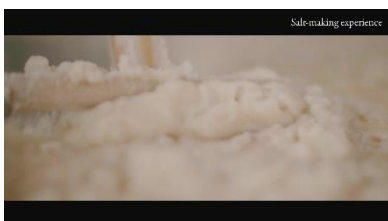
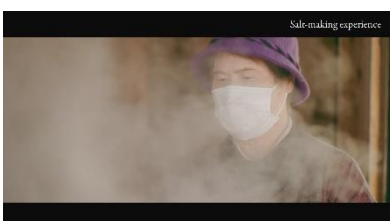
タイトル



竹原文化体験
シーン



塩作り体験
シーン



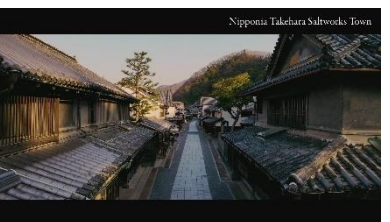
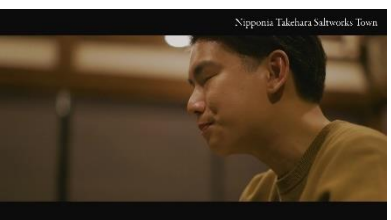
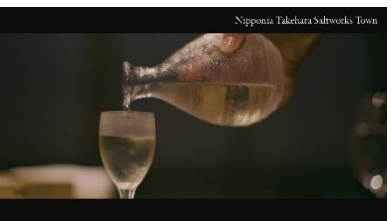
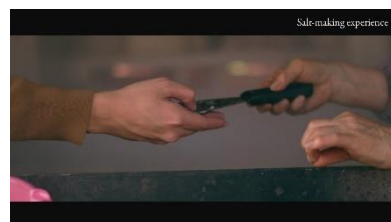
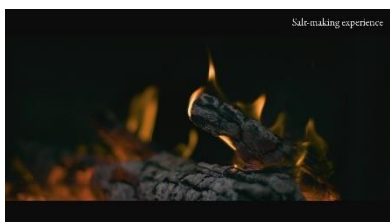
3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

4. 動画絵コンテ

古民家泊本編映像（約1分36秒）

数百年前の日本人の“生活の息吹”を肌で感じられる「古民家」を紹介。古民家泊の体験は、外国人観光客と日本文化との新たな繋がりをつくり、さらなる日本の魅力を体感できることを訴求し、渡航意欲を醸成する動画へと仕上げた。

塩作り体験シーン



Nipponia Takehara Saltworks Town, Hiroshimaシーン

3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

4. 動画絵コンテ

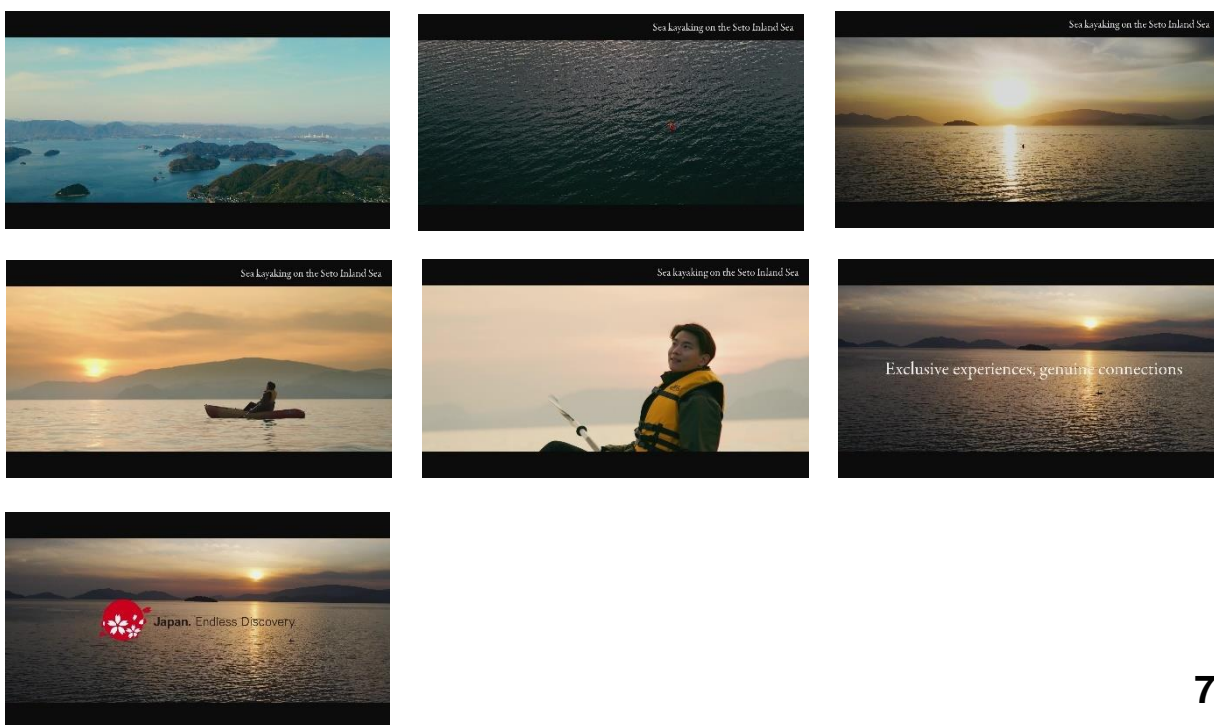
古民家泊本編映像（約1分36秒）

数百年前の日本人の“生活の息吹”を肌で感じられる「古民家」を紹介。古民家泊の体験は、外国人観光客と日本文化との新たな繋がりをつくり、さらなる日本の魅力を体感できることを訴求し、渡航意欲を醸成する動画へと仕上げた。

竹原街巡りシーン



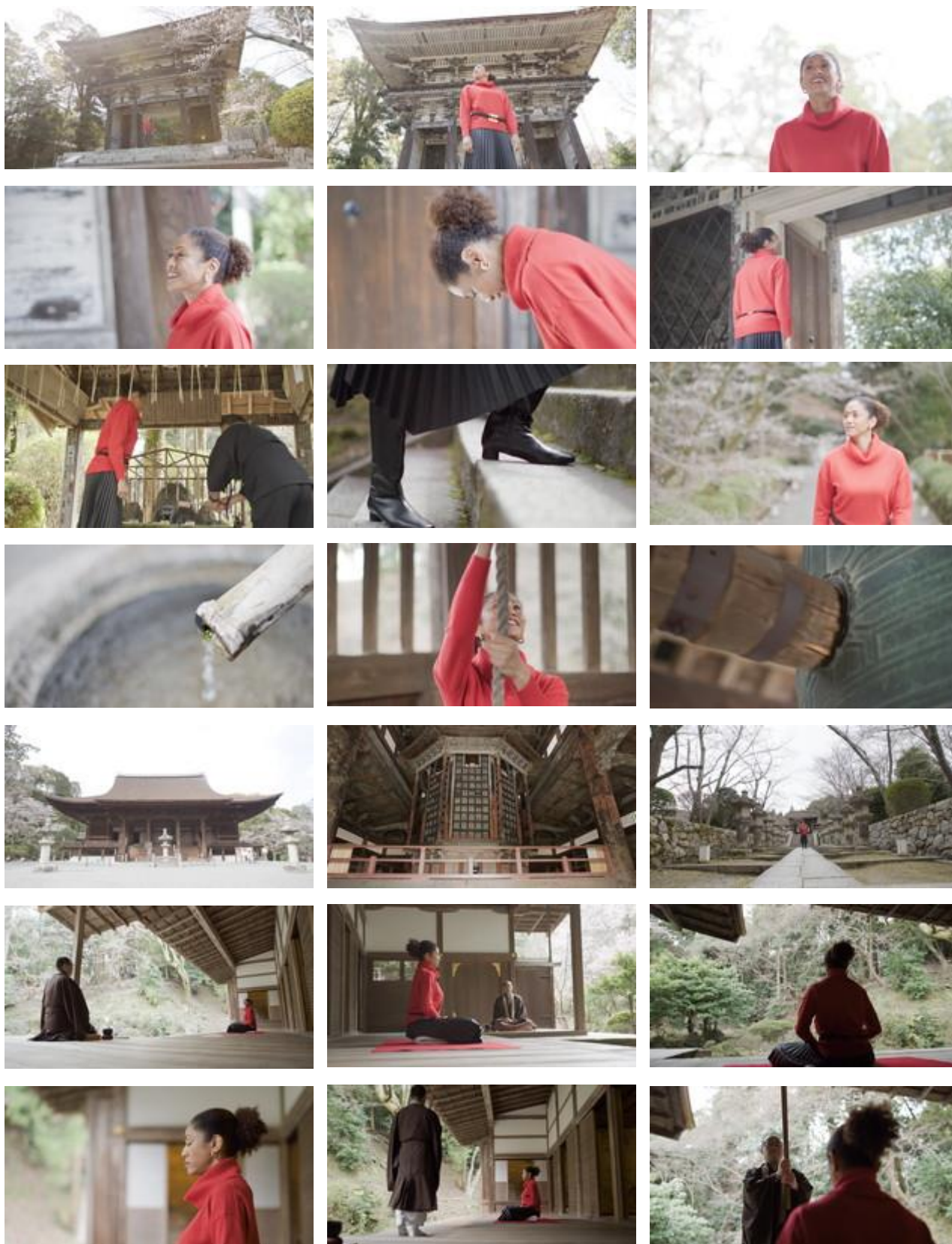
竹原周辺スポット



3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

5. 撮影素材（画像）一覧

○ ロケーション	三井寺	○ キャスト	Marieme（マリエム）
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3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

5. 撮影素材（画像）一覧

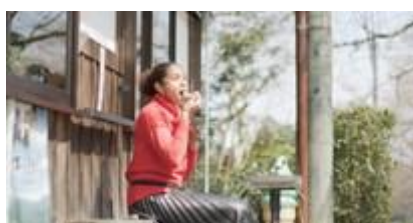
○ ロケーション	三井寺	○ キャスト	Marieme（マリエム）
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3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

5. 撮影素材（画像）一覧

○ ロケーション	三井寺周辺の街歩き	○ キャスト	Marieme（マリエム）
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○ ロケーション	(有) 藤三郎紐（組紐体験）	○ キャスト	Marieme（マリエム）
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3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

5. 撮影素材（画像）一覧

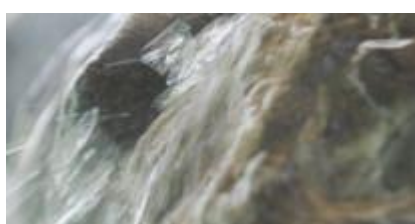
○ ロケーション	白ひげビーチ (SUP)	○ キャスト	Marieme (マリエム)
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○ ロケーション	旧竹林院	○ キャスト	Marieme (マリエム)
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○ ロケーション	琵琶湖グランドホテル	○ キャスト	Marieme (マリエム)
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3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

5. 撮影素材（画像）一覧

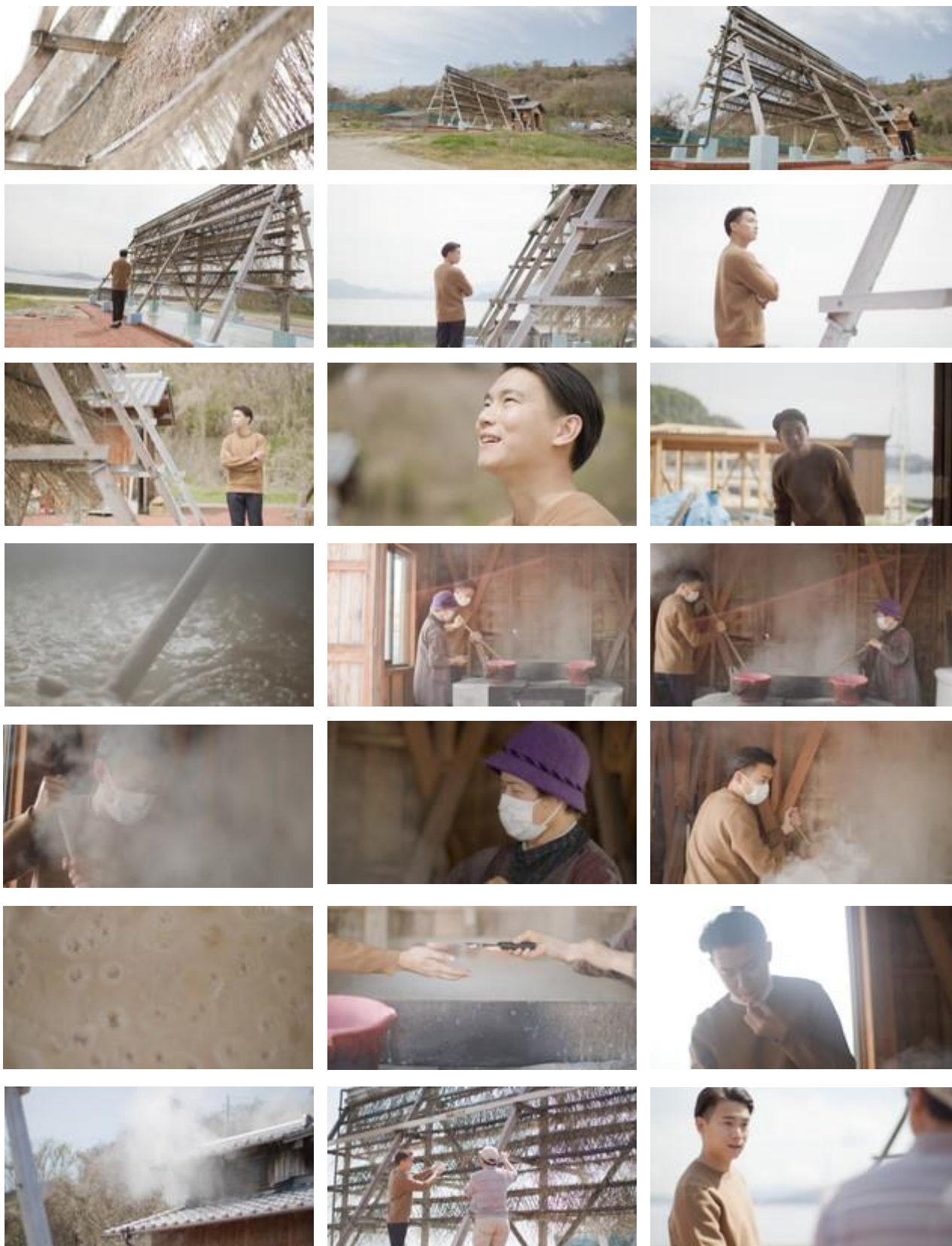
○ ロケーション	高橋楽齋窯（陶芸体験）	○ キャスト	Marieme（マリエム）
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3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

5. 撮影素材（画像）一覧

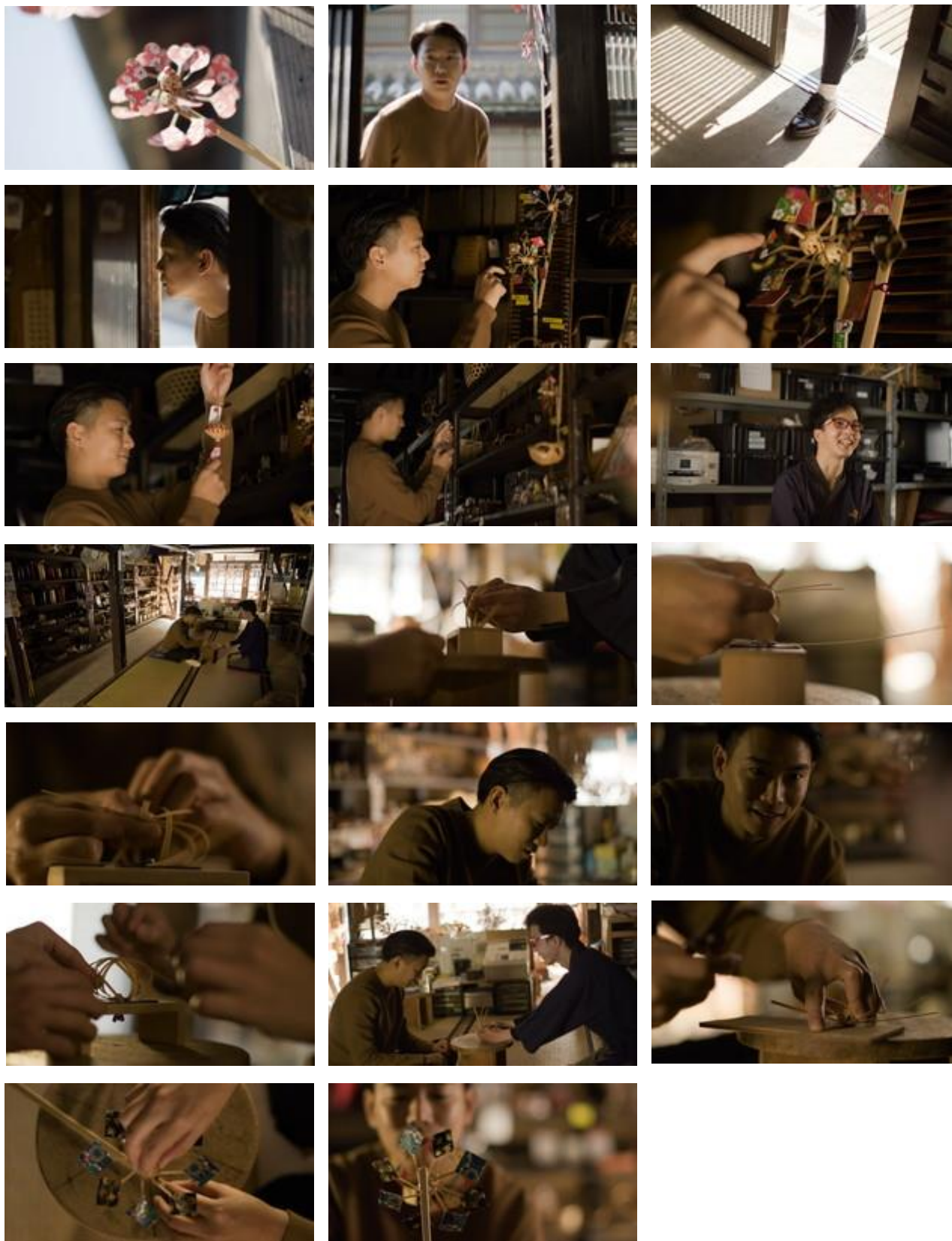
○ ロケーション	塩作り体験	○ キャスト	JAE LEUNG（ジェイ・レオン）
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3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

5. 撮影素材（画像）一覧

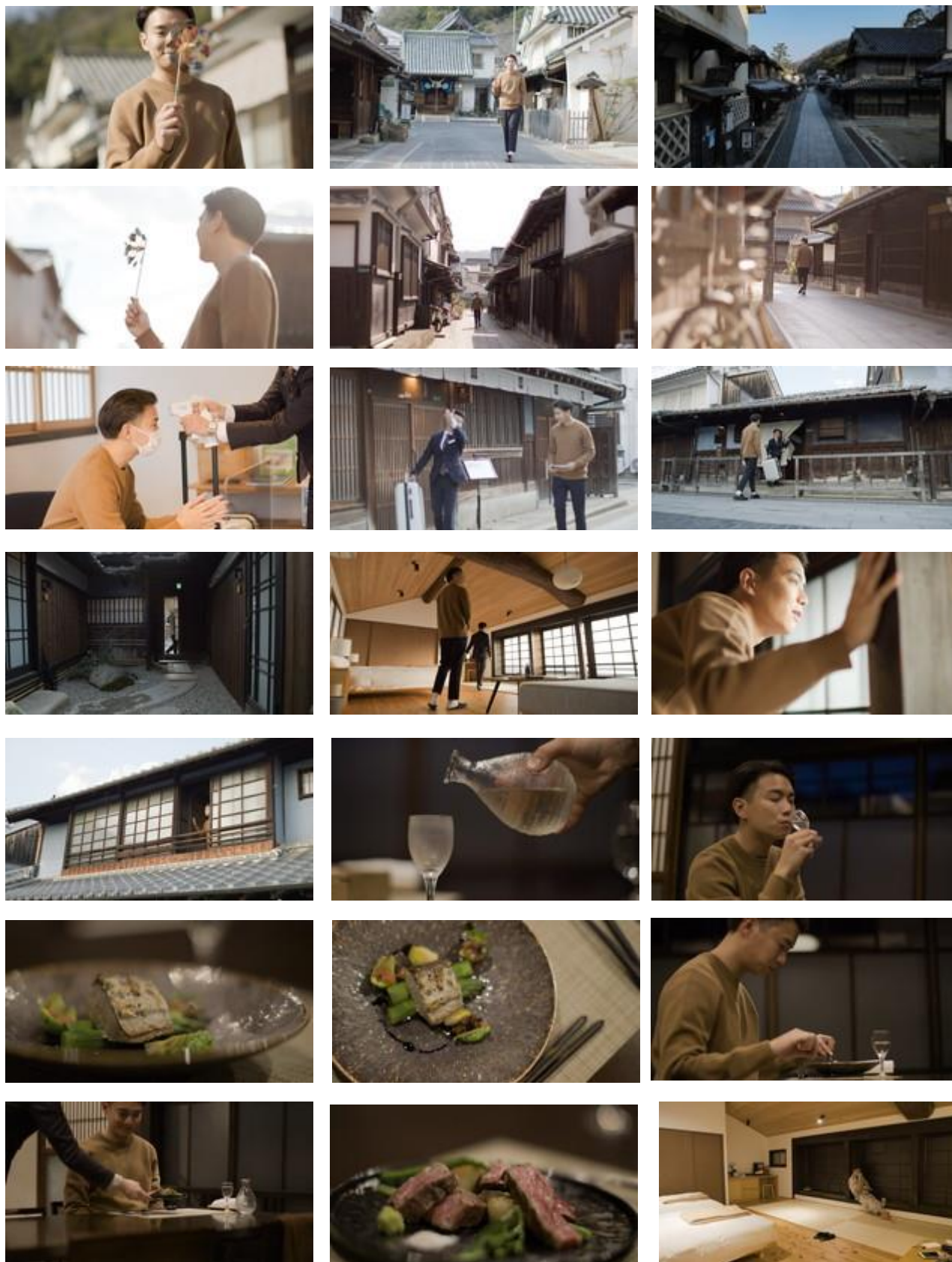
○ ロケーション	まちなみ工房	○ キャスト	JAE LEUNG（ジェイ・レオン）
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3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

5. 撮影素材（画像）一覧

○ ロケーション	Nipponia ホテル竹原	○ キャスト	JAE LEUNG（ジェイ・レオン）
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3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

5. 撮影素材（画像）一覧

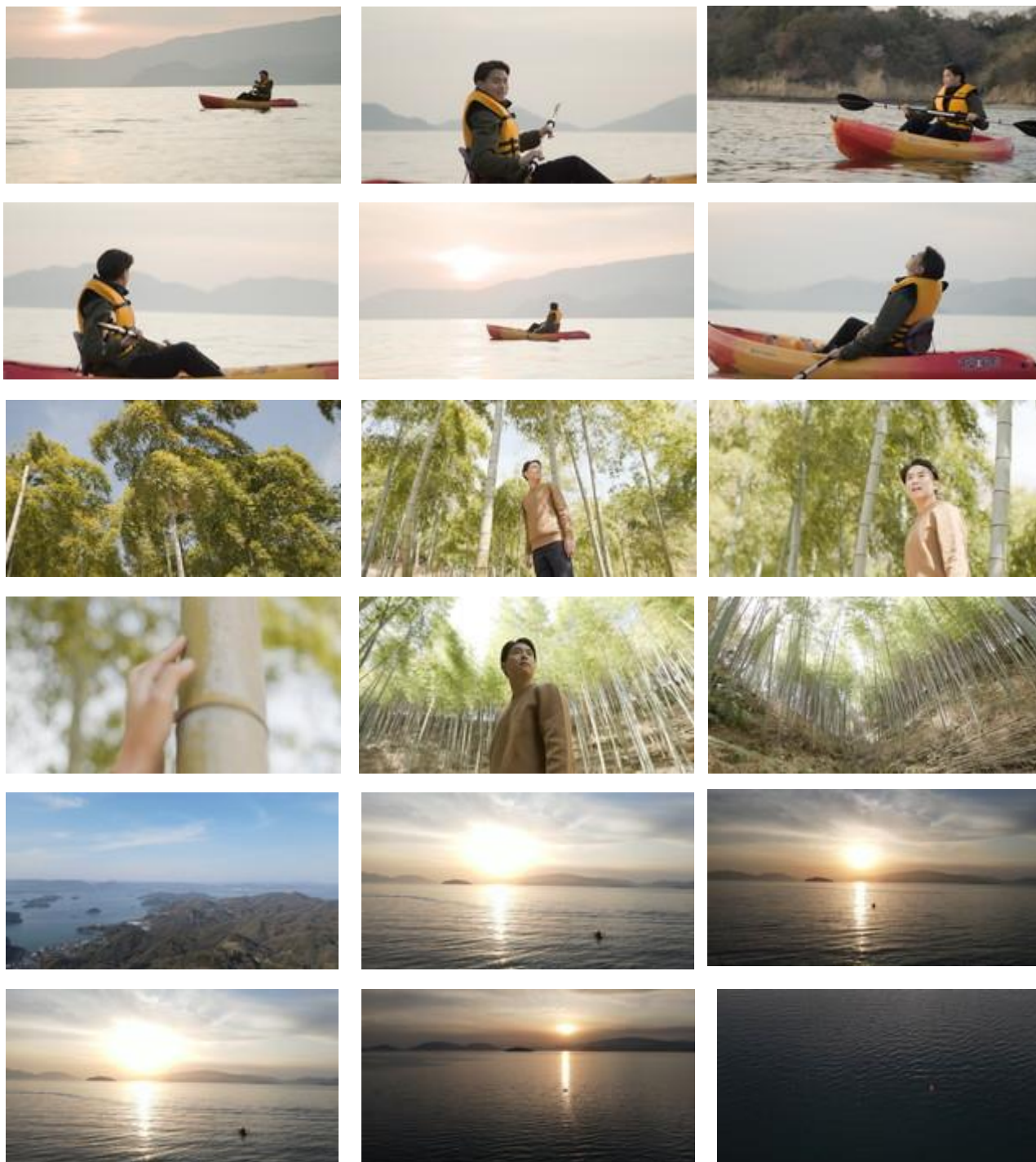
○ ロケーション	茶寮一会	○ キャスト	JAE LEUNG（ジェイ・レオン）
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3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

5. 撮影素材（画像）一覧

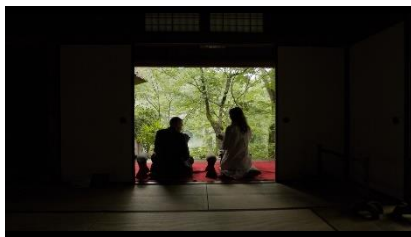
○ ロケーション	シーカヤック体験	○ キャスト	JAE LEUNG（ジェイ・レオン）
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3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

5. 撮影素材（画像）一覧

○ ロケーション	臥龍山荘	○ キャスト	JAMIE（ジェイミー） MARIANNA（マリアンナ）
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3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

5. 撮影素材（画像）一覧

○ ロケーション	少名彦神社	○ キャスト	JAMIE（ジェイミー） MARIANNA（マリアンナ）
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○ ロケーション	白滝公園	○ キャスト	JAMIE（ジェイミー） MARIANNA（マリアンナ）
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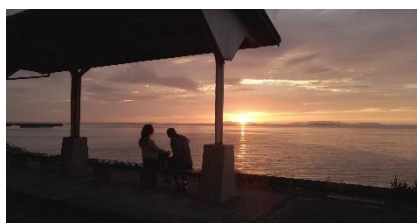
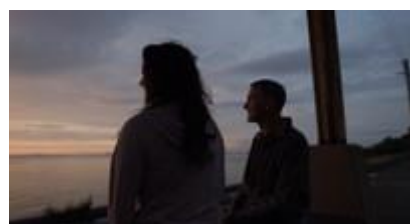
3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

5. 撮影素材（画像）一覧

○ ロケーション	網掛岩（サイクリング）	○ キャスト	JAMIE（ジェイミー） MARIANNA（マリアンナ）
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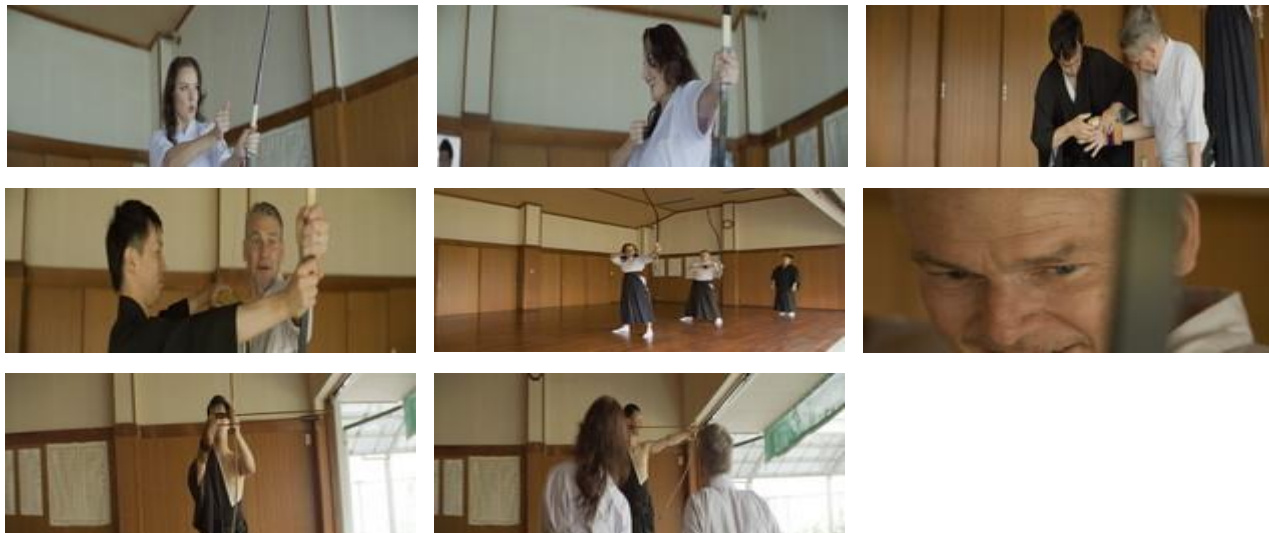
○ ロケーション	下灘駅	○ キャスト	JAMIE（ジェイミー） MARIANNA（マリアンナ）
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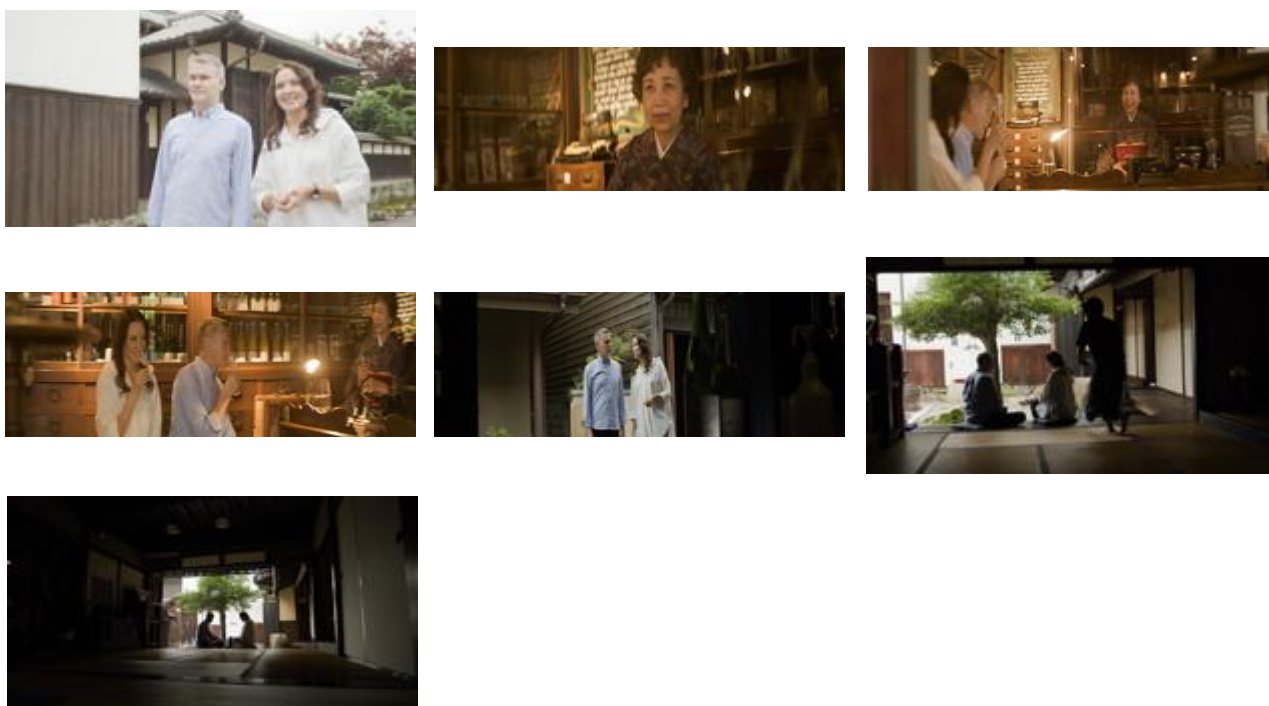
3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

5. 撮影素材（画像）一覧

○ ロケーション	大洲弓友会（弓道）	○ キャスト	JAMIE（ジェイミー） MARIANNA（マリアンナ）
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○ ロケーション	大洲街歩き	○ キャスト	JAMIE（ジェイミー） MARIANNA（マリアンナ）
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3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

5. 撮影素材（画像）一覧

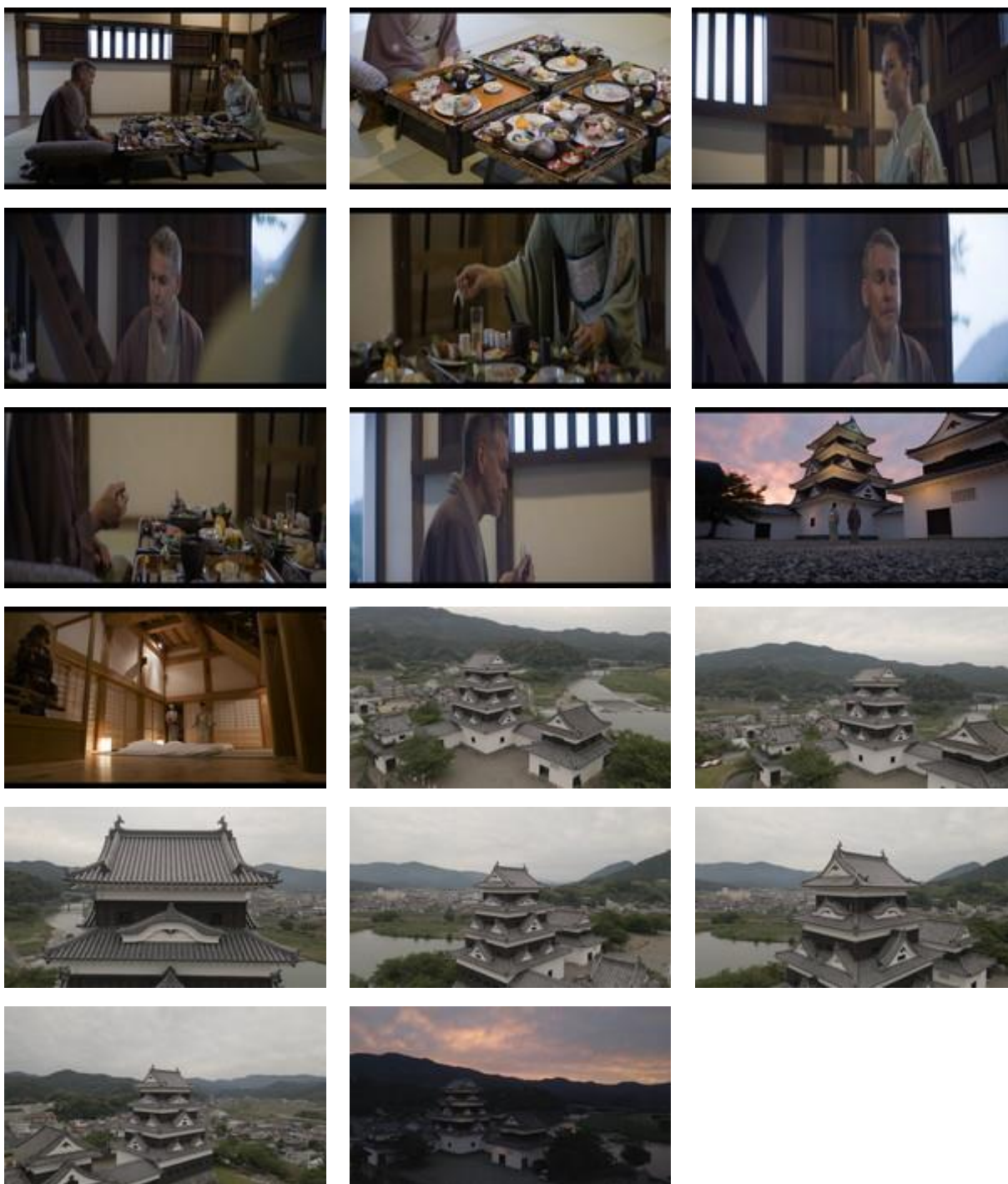
○ ロケーション	Nipponiaホテル大洲	○ キャスト	JAMIE（ジェイミー） MARIANNA（マリアンナ）
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3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

5. 撮影素材（画像）一覧

○ ロケーション	大洲城キャッスルステイ	○ キャスト	JAMIE（ジェイミー） MARIANNA（マリアンナ）
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3. 城泊・寺泊・古民家泊の広報用素材の作成（動画及び画像）

5. 撮影素材（画像）一覧

○ ロケーション	ポコペン横丁	○ キャスト	JAMIE（ジェイミー） MARIANNA（マリアンナ）
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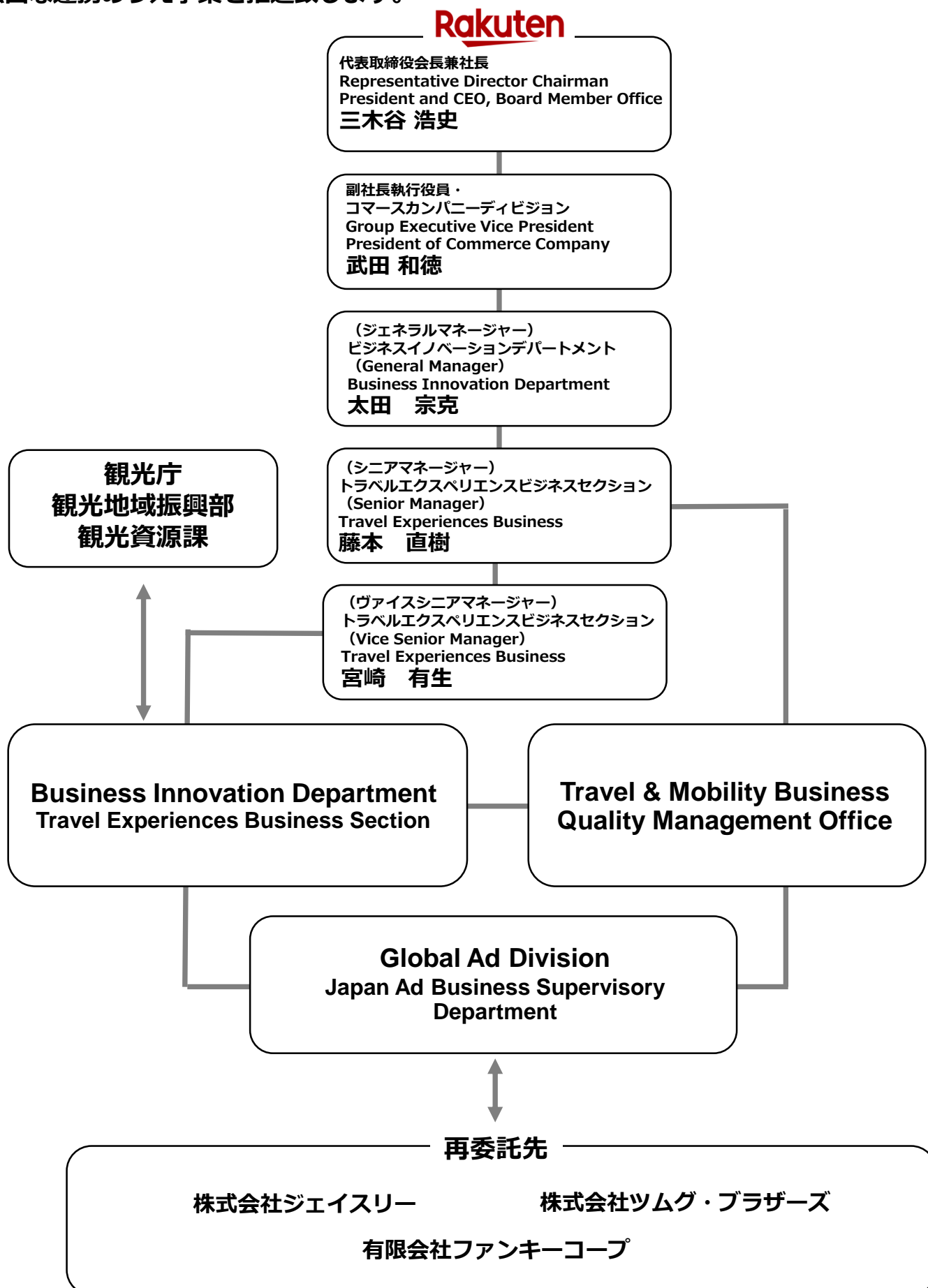


○ ロケーション	肱川遊覧	○ キャスト	JAMIE（ジェイミー） MARIANNA（マリアンナ）
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4. 実施体制

官公庁案件やJNTO事業での経験を積んだスタッフで専門チームを組み、各担当間で強固な連携のうえ事業を推進致します。



4. 実施体制

プロモーション領域や官公庁事業に精通したスタッフ陣でチームを編成。

Travel Experiences Business Section
Vice Senior Manager
Sales & Consulting Group Manager
 事業総責任者 宮崎有生



慶応義塾大学卒。リーマン・ブラザーズ証券株式会社を経て、株式会社リヴァンプで経営・業務改革事業、投資先企業の事業経営に関与。2016年に弊社に入社。事業開発部長、執行役員を経て、2020年7月から現職のトラベルエキスパートズ事業のセールス&コンサルティンググループのマネージャー・責任者として従事中。中央省庁、都道府県市町村をはじめ、全国の自治体とのインバウンド案件の実績多数。

楽天グループ株式会社 Global Ad Division
Public Account Group
 事業実務責任者 大倉エリ



海外での観光プロモーション企画立案や輸出支援施策等プロジェクトマネジメント歴10年以上。

・自治体国際化協会アドバイザー就任

【主な実績】

JNTO・JETRO・農林水産省・JFOOD・観光庁・自治体海外案件他多数
 JNTO・JETRO・農林水産省・JFOOD・観光庁・自治体海外案件 □他多数

Travel Experiences Business Section
Sales&Consulting Group
Vice Manager
 事業実務責任者 牧野雄作



2005年に株式会社日比谷花壇入社。商業施設の空間デザインや装飾デザインを経験を経て、2007年に株式会社一休に入社し、高級ホテル・レストラン予約サイト「一休.com」の旅館事業責任者や品質管理責任者に従事し、その後は日本初の高級別荘予約サイトの立ち上げを行う。年間100泊以上で得た富裕層向けの宿泊業界の知識や豊富なネットワークを生かして、雑誌コラムや有識者としてTV出演経験あり。2018年当社参画。インバウンド富裕層向けのコンテンツ開発に従事中。

楽天グループ株式会社 広告営業統括部
プロジェクトマネジメントグループ
 プロデューサー 宮田 陽介



広告会社で大手自動車メーカーなどのクリエイティブブランニングと動画演出を11年務めた後、フリーランスとして活動。海外政観、大手航空会社などのグローバルキャンペーンなどのクリエイティブ企画や動画演出を担当。2019年6月に当社に入社し官公庁専門の部署でクリエイティブを担当。

Travel Experiences Business Section
Sales&Consulting Group
 営業担当 長富朱里



株式会社リクルートライフスタイルで企画営業職を経験後、2019年当社に参画。中央省庁インバウンド案件の企画提案・プロジェクトマネジメントを担当。

【主な実績】

JNTO「富裕層向けコンテンツツール及びウェブサイトの改訂・拡充事業」
 東京都「外国人旅行者向けエンターテインメント情報発信事業」等

楽天グループ株式会社 広告営業統括部
プロジェクトマネジメントグループ
 プロデューサー 秋吉 香人



官公庁およびナショナルクライアントのプロモーション業務におけるプロデューサー職を8年間経験。オフライン/オンラインを問わず幅広く施策を手掛ける。2020年度に当社に入社。

5. 制作チーム

記事取材・ライティング・編集、動画コンテンツコピー開発

観光庁多言語化解説翻訳者専門人材リスト掲載者による取材・ライティング・編集を実施



マット・テイラー Matt Taylor

有限会社ファンキー・コープ コンテンツディレクター。イギリス出身、日本在住歴13年。University of Leedsを卒業後、ビジネス英語等の指導に携わり、2012年より岡谷文化振興事業団にて国際交流員としてライティング、翻訳、観光PR等に従事。2016年より現職。日本語能力と、日本文化、歴史、観光分野の豊富な知識を生かし、インバウンドコンテンツの戦略立案から編集、ライティング、校正、スタイルガイド策定等に携わる。

日本語能力試験N1取得/ビジネス日本語能力テストJ1

【主な業務実績】 ・日本政府観光局 英語グローバルサイト コンテンツディレクター

- ・日本政府観光局 海外サイトリニューアル事業 英語エディター
- ・東京の観光公式サイト「GO TOKYO」英語版 コンテンツディレクター
- ・和歌山県公式観光サイト エディター/ライター
- ・太宰府天満宮公式多言語サイト構築 コンテンツディレクター
- ・「日本遺産鎌倉」構成文化財紹介文 エディター/ライター
- ・観光庁 地域観光資源の多言語解説整備支援事業 エディター/ライター
- ・文化庁 文化財多言語解説整備事業エディター/ライター 等



ジェレミー・クルーズ Jeremy Kuhles

有限会社ファンキー・コープ シニアエディター。イギリス出身、日本在住歴16年。来日後、日本企業で翻訳業務のプロジェクトマネージャーとしてクライアントと翻訳家との調整、クオリティ管理業務に従事。また、インバウンドコンサルタントとして地域のインバウンド戦略に携わるほか、日英翻訳家、映像翻訳や字幕制作の講師としても活躍。2018年より現職。農水相 農泊プロモーションでは、日本各地の農泊地域での取材・執筆を務める。

日本語能力試験N1取得

【主な業務実績】

- ・日本政府観光局 英語グローバルサイト ライター
- ・東京の観光公式サイト「GO TOKYO」英語版 エディター/ライター
- ・和歌山県公式観光サイト 国立公園特集 エディター
- ・奈良県公式観光サイト 仏像・社寺特集 エディター
- ・日本政府観光局 スノーーツーリズムサイトライター
- ・川湯エコミュージアムセンター展示解説文 ライター
- ・農水省 農泊プロモーション エディター/ライター
- ・観光庁 地域観光資源の多言語解説整備支援事業 エディター/ライター 等

5. 制作チーム

監督、カメラマン、プロデューサー

国際観光振興機構事業や海外動画案件の経験が豊富なメンバーが中心となって制作指揮



映像ディレクター 兼 カメラマン ハワード フルタ

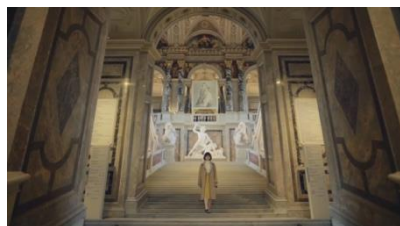
【担当情報】

シンガポール出身の日本をベースに旅する映像作家。撮影編集だけでなく、自ら空撮や水中撮影もこなし、緩急をつけたダイナミズム溢れる表現を得意とする。日本で数少ないGOPROのアンバサダーを務め、SNS発信など「共感」をつなぎ、様々な媒体を横断する。

MYJAPAN AWARD 「OIDEYO_SHIBUYA」 最優秀賞受賞

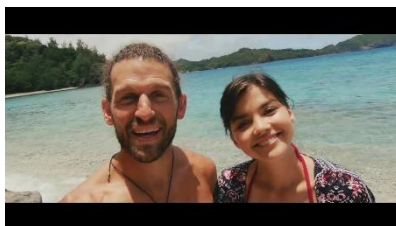
【主な実績】

ANA/OKINAWA FROM DAY0 (沖縄/オキナワーズ)
グアム政府観光局/ATOZ IN GUAM「やりたいことぜんぶ、グアムでどう?篇」
ANA/ANAウィーン (WIEN / VIENNA)
TAMASHIMA/TAKE A TRIP THROUGH
TOKYO'S ISLANDS OF ENCHANTMENT



ANAウィーン (Wien / Vienna)

<https://youtu.be/hPoNAyvRfc>



Take a Trip Through Tokyo's Islands of Enchantment

<https://youtu.be/nqPW4HLENLO>



ANA×OKINAWA from Day0

<https://youtu.be/4-gas1HsCU>

他フィリッピン/マレーシアなどの各国の観光映像を多数手掛けています。



hope lights the way

<https://youtu.be/jTz2EBBIKGY>

映像プロデューサー 熊野 智晃

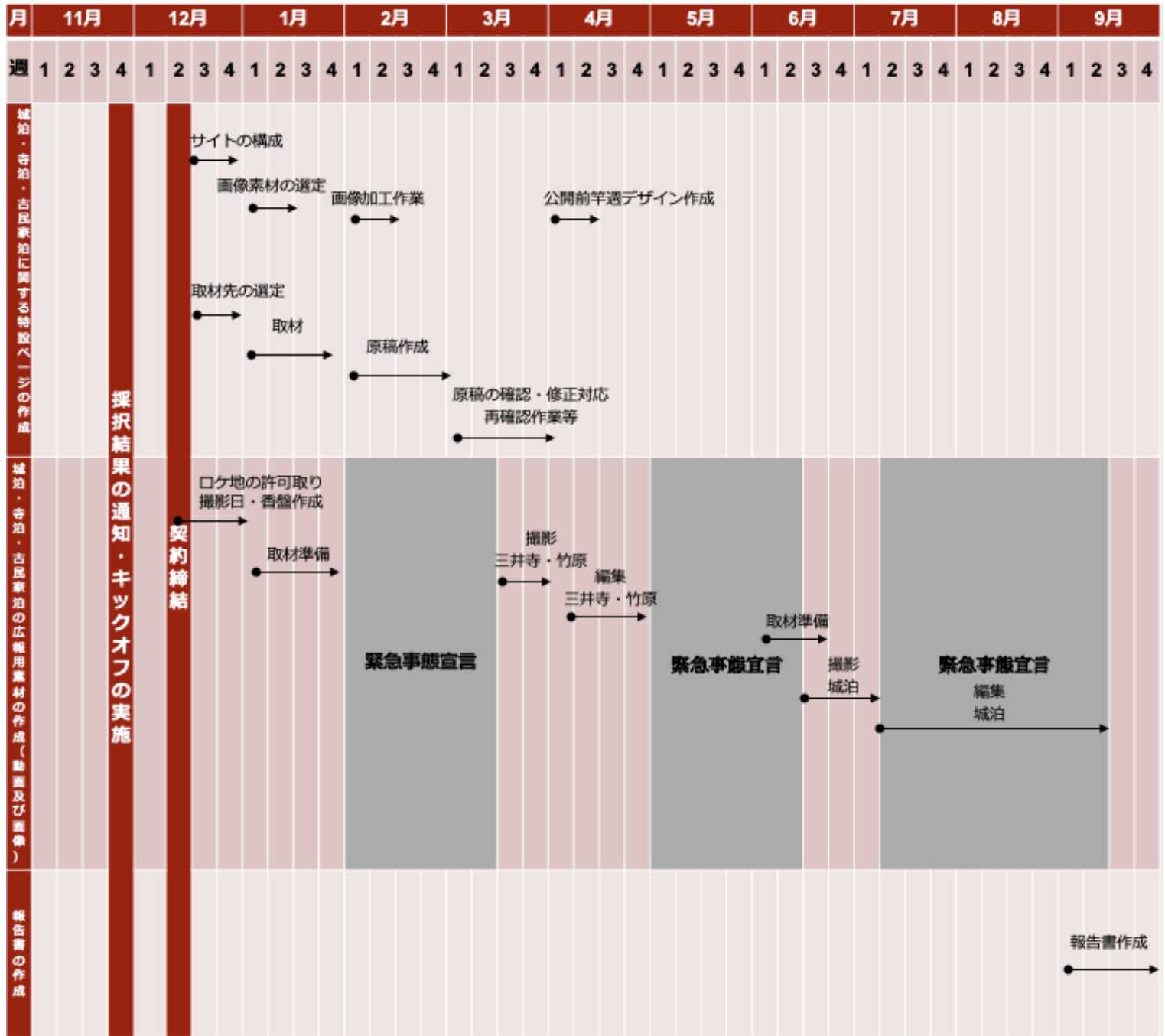
【担当情報】

ムービー/グラフィック/デジタルと幅広い分野でキャリアを重ねる。グローバル案件を多数手掛け、国際観光振興機構の案件実績も豊富。

【主な実績】

JNTO/コロナで混沌した世界にむけての声明
JNTO/JAPAN - WHERE TRADITION MEETS THE FUTURE
JNTO/[360°VR] JAPAN - WHERE TRADITION MEETS THE FUTURE
その他 グローバル案件など経験多数

6. 制作スケジュール



7. 納品物一覧

	制作物	納品物
城泊	動画	①WEB用動画 ・データ形式：MP4 ・解像度：フルHD（1920×1080） ②フッター素材 ・データ形式：MP4（色なし） row（log）データ
	WEB	①記事英文原稿 ②掲載画像素材データ
寺泊	動画	①WEB用動画 ・データ形式：MP4 ・解像度：フルHD（1920×1080） ②フッター素材 ・データ形式：MP4（色なし） row（log）データ
	WEB	①記事英文原稿 ②掲載画像素材データ
古民家泊	動画	①WEB用動画 ・データ形式：MP4 ・解像度：フルHD（1920×1080） ②フッター素材 ・データ形式：MP4（色なし） row（log）データ
	WEB	①記事英文原稿 ②掲載画像素材データ

- ✓ 動画の著作権は、国際観光振興機構に帰属し、2023年度末まで使用できるよう権利処理（利用料等の支払いや編集に関する権利も含む）を実施
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