

The background of the entire image is a scenic view of Mount Fuji, a snow-capped mountain, rising above a town. In the foreground, there are traditional Japanese wooden structures with red-painted beams and railings, likely part of a temple or shrine. The sky is clear and blue.

THE LAND OF THE RISING SUN

# Travel Guide for Japan







# KNOW BEFORE YOU GO

Culture

Language

Festivals

Cuisine

Best time

Experience

Souvenirs

Visa

Travel Tips

# CULTURE

Early Japanese culture was heavily influenced by China. During the Edo era, Japan exercised a strict isolationist policy, closing its doors to all relationships with the outside world. This cultivated a distinct Japanese culture. After the fall of that era in 1868, Japan reversed this practice, adopting cultural practices from all over the world and mixing them with what was established during the Edo era.



# LANGUAGE

The national language is Japanese, which is the primary spoken language across the country.

While many people in Japan do speak English, it is always helpful to know a few key phrases.

1. **Konnichiwa** – “Hello” in Japanese – easy!
2. **Arigatou Gozaimasu** – You’ll be saying “thank you” a lot, so it’s the perfect place to begin.
3. **Sumimasen** – “Excuse me” is an important expression in any language, and Japanese is no exception.
4. **Onegaishimasu** – This means “please.” Use this when ordering food, asking for something, or requesting help.
5. **Hai/lie** – “Yes/No.” Pretty self-explanatory! Hai can also signify that you understand something.
6. **Okaikei (onegaishimasu)** – “Check please!” Very useful at restaurants and cafes. Can be combined with sumimasen to get the waiter’s attention as well.



# FESTIVALS

Japanese festivals are traditional festive occasions. Some festivals have their roots in Chinese festivals centuries ago, but have undergone great changes as they mixed with local customs.







## NAGASAKI LANTERN

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The festival calendar start with biggest lantern festival in Japan, the Nagasaki Lantern Festival that takes place every year in Nagasaki City. Over 15.000 colorful lanterns and lights adorn the entire city for 15 days to celebrate the Chinese New Year, which is one of the longest festivals in Japan!



## YUKI MATSURI, SAPPORO

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Hokkaido, the northernmost area of Japan, is known to be a place with abundant snow, especially in winter. The Sapporo Yuki Matsuri started with six sculptures made by local high school students in the year 1950, and now it has become one of the biggest snow- and ice festivals in the world that attracts more than two million visitors every year and an international snow sculpture contest.



## KANDA MATSURI, TOKYO

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As the capital of Japan, it's normal for Tokyo to have some of the most important temples and shrines of the country and therefore some of the biggest festivals. As in the case of the Kanda Festival (神田祭), one of the greatest festivals in Tokyo and known as one of "Tokyo's big three festivals" which is held at Kanda Myojin Shrine, Tokyo's oldest and most powerful shrine.



# CUISINE

Japanese cuisine encompasses the regional and traditional foods of Japan, which have developed through centuries of political, economic, and social changes.

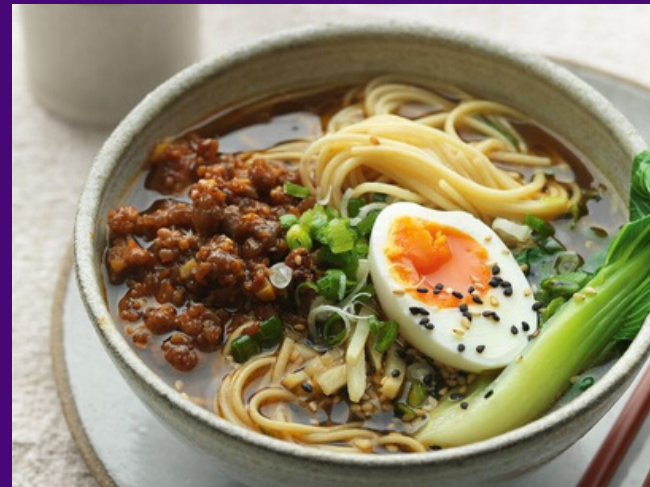




## TEMPURA

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If you enjoy crispy fried foods, then you will love tempura. Tempura are pieces or slices of meat, fish, and/or vegetables that have been covered in a special tempura batter and deep fried until they become crunchy and pale gold in color.



## RAMEN

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Japanese ramen is a noodle soup consisting of ramen noodles, a savory broth and toppings of meat, protein, and/or vegetables. Ramen is one of present-day Japan's absolute favorite delicacies, costing very little and being widely available.



## WAGASHI

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The most authentic way to finish off a Japanese meal or matcha tea ceremony is with wagashi. Wagashi are traditional Japanese sweets, invented during the Edo period and influenced by prevalent Japanese ingredients and flavors.



## 'TOFU' NOODLES

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This popular delicacy is one of the first foods that spring to mind when we think about Japanese cuisine. The word 'sushi' refers to any dish made with Japanese rice that has been seasoned with rice vinegar. Maki, Nigiri or Inari – try them all.



# BEST TIME

If you aren't traveling to hit the ski slopes, the months from March to May and from September to November are generally considered the best times to visit the country.

The dates of Cherry Blossom depend on the weather conditions each year. From late March, trees in the warmer south begin to bloom, but in northern cities like Sapporo, don't expect to see any pink until at least May.



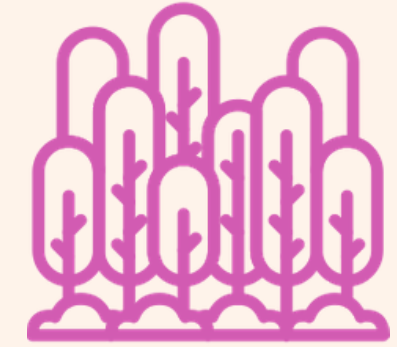


# EXPERIENCE

The “Land of the Rising Sun” guarantees unforgettable experiences for first-time travelers as well as regular globetrotters. Japan is a timeless country respecting the past while leading the future with advanced technology. From the hyperactive pace in the capital city to the unspoiled beauty of Hokkaido, Japan will have you hooked.



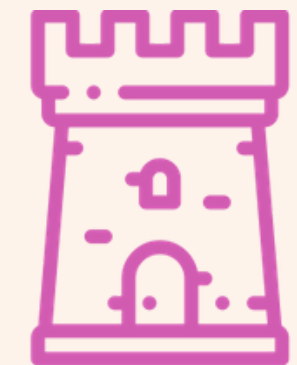
Culture



Nature



Hiking



History



Beach



Skiing



# TOKYO



## NIKKO

Nikko (日光, Nikkō) is a town at the entrance to Nikko National Park, most famous for Toshogu, Japan's most lavishly decorated shrine and the mausoleum of Tokugawa Ieyasu, the founder of the Tokugawa shogunate.



## MOUNT FUJI

Mount Fuji (富士山, Fujisan) is with 3776 meters Japan's highest mountain. It is not surprising that the nearly perfectly shaped volcano has been worshiped as a sacred mountain and experienced big popularity among artists and common people throughout the centuries.



## YOKOHAMA

Yokohama (横浜) is Japan's second largest city with a population of over three million. Yokohama is located less than half an hour south of Tokyo by train, and is the capital of Kanagawa Prefecture. It's also quite popular among expats and has one of the world's largest Chinatowns.

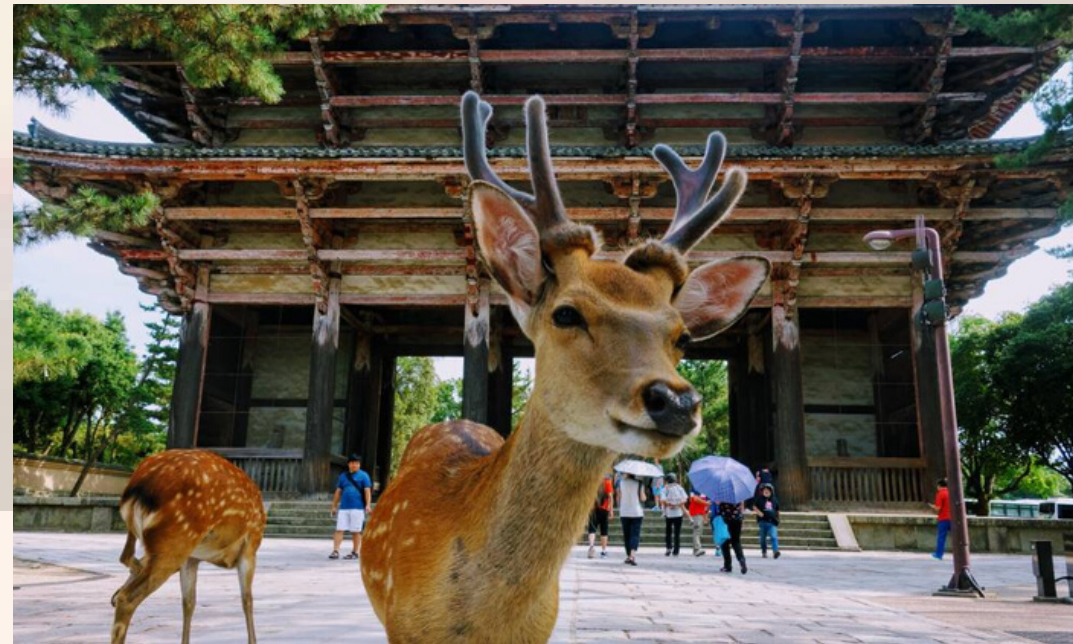


# OSAKA



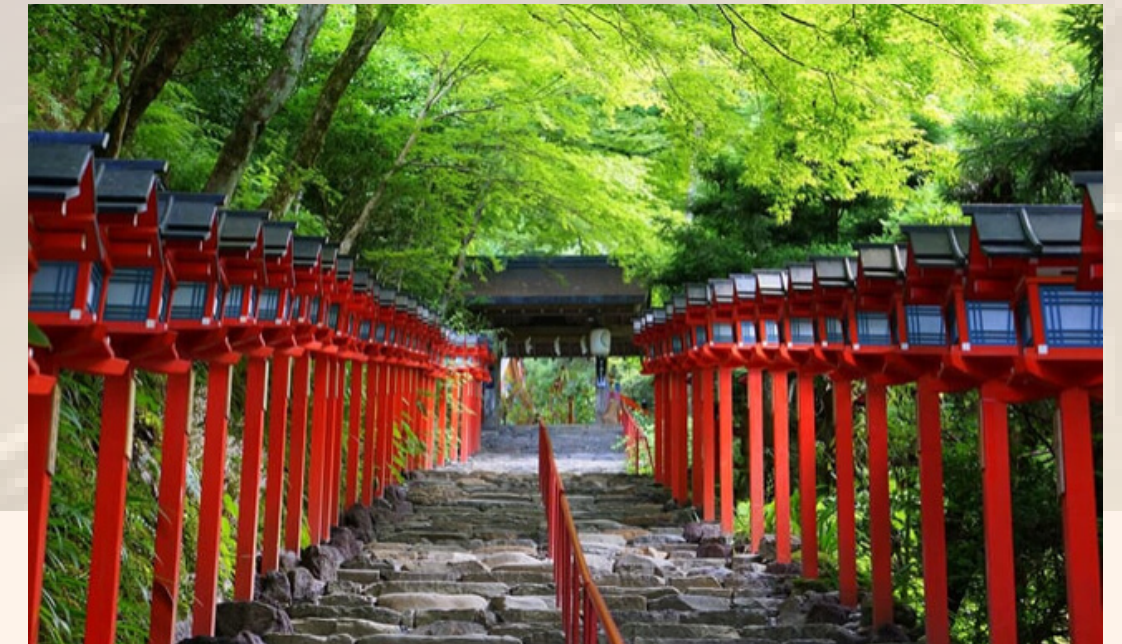
## KYOTO

Japan is a land of dichotomy, always maintaining a balanced approach to modern advancement and tradition. Where other cities in Japan have technology, Kyoto has temples, reigning as the country's cultural capital. Expect magical sights of bamboo forests, ornate shrines and impeccably dressed geishas.



## NARA

Nara is located less than one hour from Kyoto and Osaka. Due to its past as the first permanent capital, the city remains full of historic treasures, including some of Japan's oldest and largest temples.



## KURAMA

Kurama (鞍馬) is a rural town in the northern mountains of Kyoto City, less than one hour from the city center. Kurama is best known for its temple Kurama-dera and its hot spring, one of the most easily accessible hot springs from Kyoto.



# HOKKAIDO



## SAPPORO

Sapporo (札幌, "important river flowing through a plain" in Ainu language) became world famous in 1972 when the Olympic Winter Games were held there. Today, the city is well known for its ramen, beer, and the annual snow festival held in February.



## HAKODATE

Hakodate (函館) is best known for the spectacular views to be enjoyed from Mount Hakodate and its delicious, fresh seafood. As one of the first Japanese harbor cities to be opened to international trade after the country's era of isolation, Hakodate has experienced notable influence from overseas.

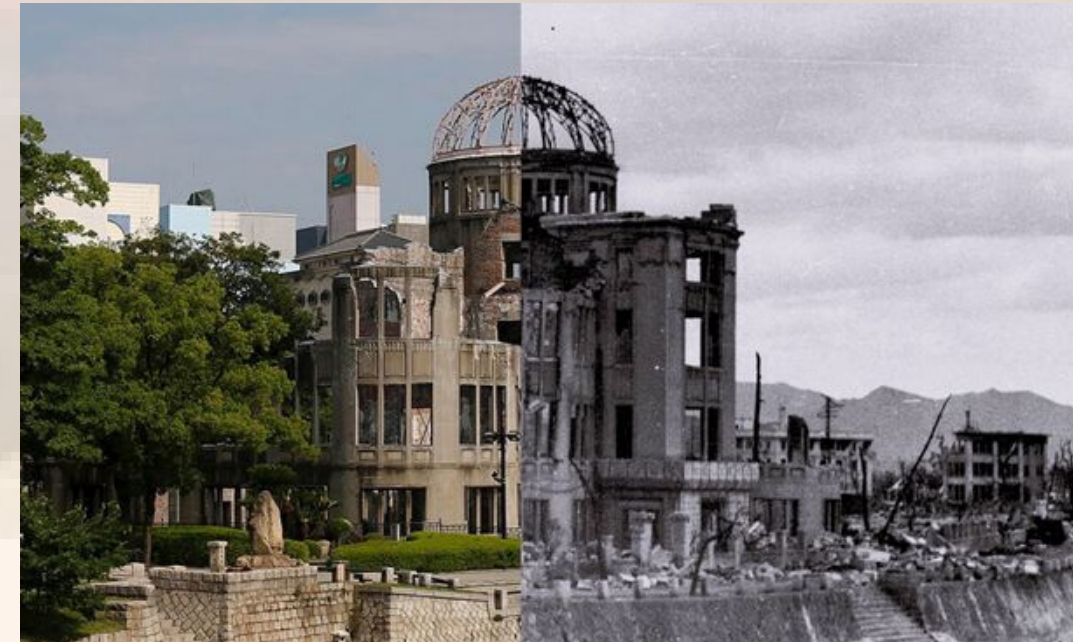


# Cities in Japan



## NAGOYA

With over two million inhabitants, Nagoya (名古屋) is Japan's fourth most populated city. It is the capital of Aichi Prefecture and the principal city of the Nobi plain, one of Honshu's three large plains and metropolitan and industrial centers.



## HIROSHIMA

Hiroshima (広島) is the principal city of the Chugoku Region and home to over a million inhabitants. When the first atomic bomb was dropped over Hiroshima on August 6, 1945, the city became known worldwide for this unenviable distinction. The destructive power of the bomb was tremendous and obliterated nearly everything within a two-kilometer radius.



# Cities in Japan



## OKINAWA

Okinawa (沖縄県, Okinawa-ken) is Japan's southernmost prefecture, consisting of a few dozen, small islands in the southern half of the Nansei Shoto, the island chain which stretches over about one thousand kilometers from Kyushu to Taiwan. Pristine beaches, colorful coral reefs and sub-tropical jungle are awaiting you.



## FUKUOKA

Because of its closeness to the Asian mainland, Fukuoka has been an important harbor city for many centuries. This vibrant city has one of the best food scenes in the country, with fresh seafood and famous Hakata ramen, temples and shrines with historic pedigrees, energetic festivals, and plenty of shopping.



# Winter skiing



## HAKUBA VALLEY

Only 2.5 hours from Tokyo, Hakuba Valley is located at the northern end of the spectacular Japanese Alps. In winter, seasonal winds from Eurasia bring an annual snowfall of 11 meters. Hakuba Valley offers you the most epic winter experience!



## NISEKO UNITED

The Niseko Ski Area consists of 3 Ski Resorts. Niseko Grand Hirafu is the largest among the 3. From most of its peaks, you can enjoy the beautiful view of Mount Fuji. With slopes from beginner to advance, Niseko and its magnificent view is perfect for the whole family.



# Amusement parks for children



## TOKYO DISNEYLAND

With the two Disney theme parks -- Tokyo Disneyland and Tokyo DisneySea -- plus hotels, shops, theaters and more, Tokyo Disney Resort is a themed resort offering more than can be enjoyed in just a few days.



## LEGOLAND JAPAN, NAGOYA

LEGOLAND Japan Resort is a theme park providing a full day of fun and excitement for children aged 2 through 12 and their families. The whole family can enjoy the many rides, LEGO® models to play and build with, and interactive, adventurous attractions themed on the Lego block world.



## CUPNOODLES MUSEUM, OSAKA

In 1958, Momofuku Ando invented the world's first instant noodles, "Chicken Ramen," after an entire year of research using common tools in a shed he had built in his backyard in Ikeda-city, Osaka Prefecture. The CUPNOODLES MUSEUM delivers a message to the visitors on the importance of inventiveness and discovery by introducing the history of instant noodles, a new food



# SOUVENIRS

We all want our travel memories to remain fresh forever. But if only memories were left alone. It is human nature to possess material belonging as a reminder of their cherished memories. Whether you splurge on your travels, buy a cheap souvenir, pick a free memento or just take lots of photos, there is always something to look back to after your return.

Omamori



Kendama



Yukata sets



Japanese candy and socks



# VISA

Citizens of 68 countries coming to Japan for tourism purposes including Hong Kong, Korea, Singapore, Australia, New Zealand, Canada, USA, and almost all European nations don't require a visa and will be granted permission for short-term stay upon arrival. Visitors from outside these 68 countries must apply for a visa in advance.






# TRAVEL TIPS


- Always ensure that you take off your “outdoor” shoes before entering a temple or someone's house, where you'll find “indoor” shoes to change into
- Visit during cherry blossom season: Sakura is from the end of March to early May, while it can be the most expensive time to visit, it's also the most enchanting and vibrant time in Japan
- Don't tip, otherwise you may find yourself being chased by a waiter, thinking you've left your change by mistake. Tipping can also be considered rude.
- Be polite, be respectful. On the subway it's impolite to answer your phone, and, if you're listening to music, turn the volume down low
- Ride the shinkansen, Japan's bullet trains glide smoothly through the country and, incredibly fast and always perfectly on time, they're the best way to get around
- Write down the needed addresses, or print the kanji
- Bring cash, it can be difficult to find an ATM in Japan
- Book popular places in advance. When things are popular in Japan, they are really popular and they get very crowded extremely quickly





# Explore the colours of life!

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