

 **HYOGO FIELD PAVILION**
Hyogo Prefecture, Japan

- The Origin of Japan -

Why Hyogo is **The Origin of Japan**?

Reason 1

Hyogo has **historical roots** in Japan

Reason 2

Hyogo has **No.1 contents** in Japan

Reason 3

Hyogo has **every elements** from all over Japan

Reason 4

Hyogo can be the **base for traveling** around Japan

Keeping, inheriting, developing the Origin

That is **SDGs**



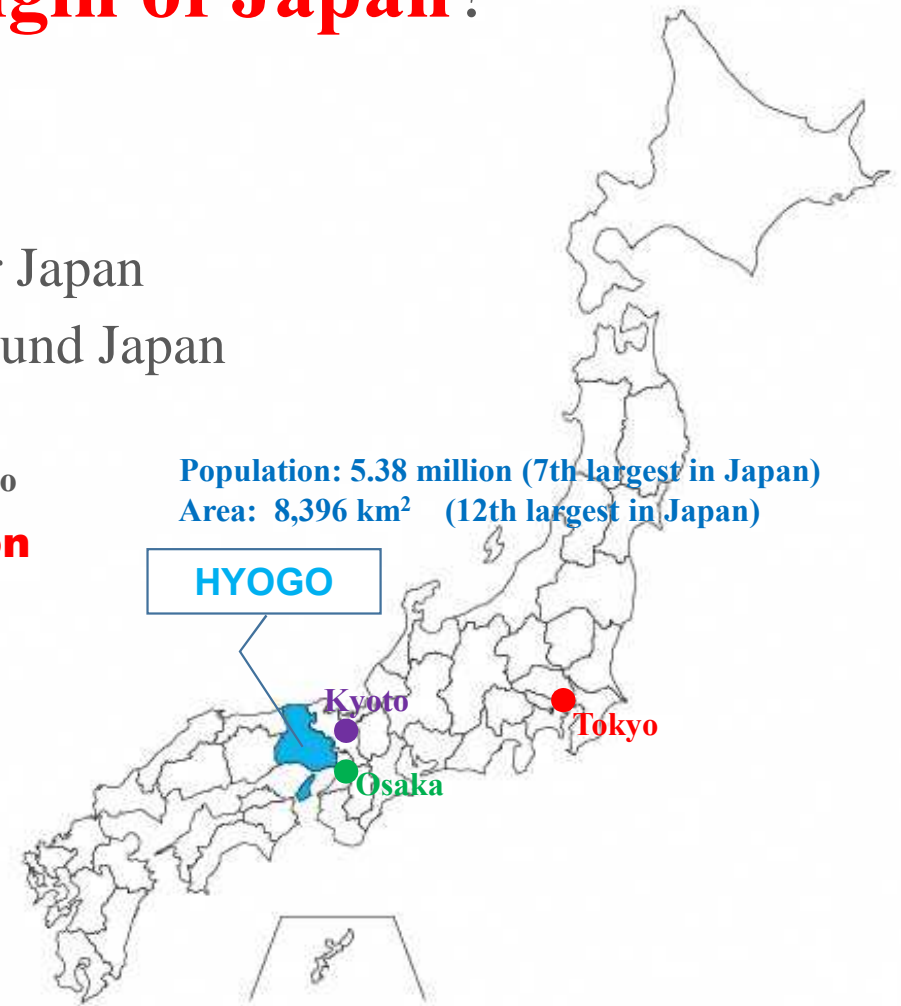
Sustainable Tourism starts from Hyogo

That is **Hyogo Field Pavilion**



Hyogo Field Pavilion

Our Field, Our SDGs



Historical Roots



Wetland with rich vegetation became a sacred place for storks



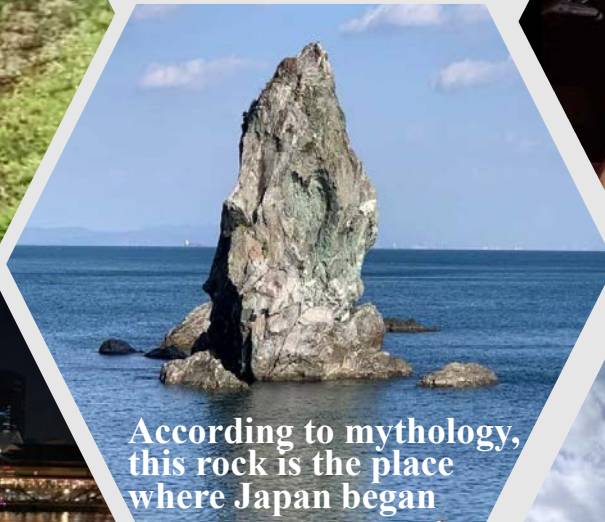
Current clear Japanese sake was invented and developed in Hyogo



The best quality Sake rice, Yamada Nishiki was born in Hyogo



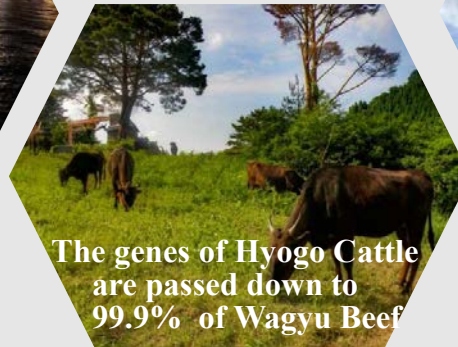
According to mythology, this rock is the place where Japan began



Japan's modernization began in Kobe and a diverse culture took hold



The genes of Hyogo Cattle are passed down to 99.9% of Wagyu Beef



In the wake of the Great Earthquake, we established the philosophy of creative reconstruction



Japan's oldest metal production area is said to have its origins 1500 years ago



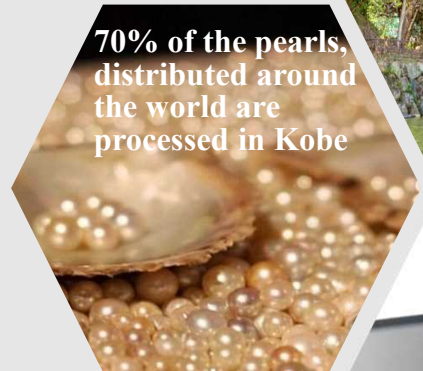
No.1 Contents



It is the most beautiful castle on the World Heritage Site, remaining as it was first built



70% of the pearls, distributed around the world are processed in Kobe



The longest suspension bridge in the world until 2021



The national market share of incense is 70%, which has been around for 180 years



For 300 years, it has prospered as Japan's No.1 Sake brewery



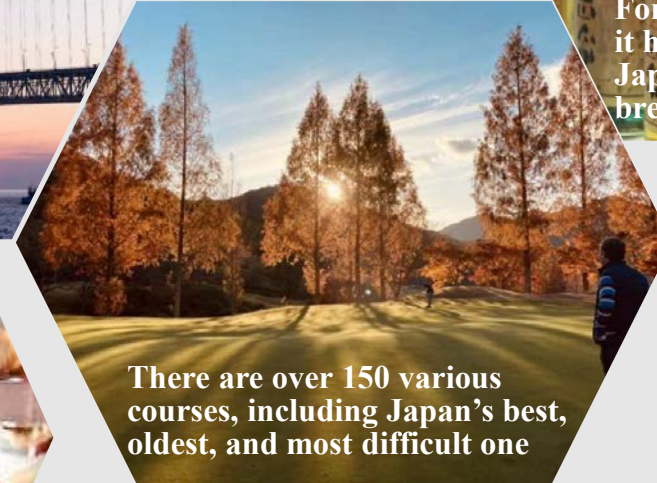
Kobe Beef is a top brand Wagyu that has passed strict standards



Huge whirlpool over 20m in diameter is a mysterious natural phenomenon



There are over 150 various courses, including Japan's best, oldest, and most difficult one



Awaji Island, a treasure trove of ingredients, has a food self-sufficiency rate of over 100%



Every Elements



There are islands of various size and population



Facing two different sea areas, seafood is diverse and abundant



There are large cities and industrial areas with beautiful night views



There is a mountainous area where you can enjoy forest therapy



There are more than 10 ski resorts, mainly in the north.



The countryside where native, lifestyle, and production are in harmony is expanding



Many old townscapes remain in various places



Traditional culture and festivals here have been passed down



Blessings gifted by Water

The secret of Nada sake's dry taste

The brewing water used at Nada Gogo, "Miyamizu" is had water that contains a lot of minerals such as phosphorus, calcium, and potassium. These minerals become nutrients for malted rice mold and yeast and promote the action of enzymes. Active fermentation creates the rich, sharp, and refreshing taste that is the main characteristics of Nada sake.



What brings out the colorful yarn

Banshu-ori is a yarn-dyed fabric that is dyed at the thread stage and then woven. The weaving technique that was introduced to central Hyogo more than 200 years ago took root here because the three rivers that run through this region provided abundant water resources for yarn dying. This comes from the fact that the water is soft and produces good color.

This is how light-colored soy sauce was born

Light-colored soy sauce, which is closely related to the spirit of Japanese cuisine, originated in Tatsuno, western Hyogo. Light-colored soy sauce can be made by adding steaming rice and soft water with low iron content to common ingredients such as wheat, soybeans, and salt. The water from Ibo River, which flows through the center of Tatsuno, is a soft water with a low iron content, which is rare in Japan, and this is why light soy sauce was born.



Blessings gifted by Earth

The reason why is the highest quality "Yamada Nishiki" grown here

Yamada Nishiki, which has been highly regarded as the raw material for sake for 90 years, is a variety developed by Hyogo. The most suitable area for cultivating this Yamada Nishiki is the top quality district in central Hyogo. Since this area was the bottom of the lake more than 30 million years ago, the fine-grained clay soil that has accumulated retains moisture and nutrients well, and the roots are deep and easy to extend, making it suitable for cultivation.



This is how storks' sacred place was born

Toyooka Basin in northern Hyogo is a Japan "sacred place for storks" where they flew in from the continent and settled there. About 20,000 years ago, this area was an inlet of the sea, and the presence of a solid rocks-covered estuary that became a bottleneck for the flow of the river created a wetland with repeated sediment accumulation and flooding. This wetland became an excellent feeding ground for storks, which are rich in aquatic life, and settlement progressed.

Beautiful silver workmanship, Awaji tiles called "Ibushi-Gin"

Awaji tiles in the southern part of Awaji Island, which has been counted as one of the three major tile producing areas in the Japan for 400 years, are now widely used not only as roofing materials but also as wall materials, floors, and decorations. Its feature is a beautiful silver finish called "Ibushi-Gin". This is because the fine, iron-rich soil produced in this region forms a strong carbon film on the surface that is unparalleled during firing.



Blessings gifted by Air

“Unkai” -sea of clouds- spot occurring

In the inland area of Hyogo, there are many basins surrounded by mountains, and there are many rivers that originate from these mountains. In these terrains, while humidity tends to be high, the temperature difference between day and night increases from autumn to the following spring, and fog is likely to occur due to the radiative cooling phenomenon. At the ruins of a medieval castle on a mountain, you can encounter a fantastic scenery that makes you feel as if you are floating in the clouds.



To maintain the highest technology suspension bridge 200 years

When the Pearl Bridge connecting Kobe and Awaji Island was completed in 1998, it was developed as the world's longest suspension bridge (3.91 km) that combines cutting-edge technology. In order to use this bridge, which plays an important role not only in traffic but also in supplying water to the island, for a long time and safely, dry air is sent inside the suspension bridge cable to prevent corrosion of the cable even in an environment exposed to the sea breeze.

Relax your body and mind with an incense experience

The west coast of Awaji Island, where the sunset is beautiful, is the No.1 incense stick production area of Japan that has been handed down for nearly 200 years. The westerly winds that blow around here in winter are harsh conditions for fishing, but they are suitable for drying kneaded incense sticks. The factory has characteristic windows designed to let in the wind, creating an atmospheric landscape. There is also a general scent program such as aromas, perfumes, and herbariums.



Mythology of Japan Creation

Nushima Island

; the origin of Japan creation

Nushima island is a place where it is said the beginning of the Japanese archipelago in the Japanese mythology. Strangely shaped rocks derived from mythology are highly unique.

Onokoro Cruise 🚗 plus 🚢 120min from Kobe

Local fishermen with highly skill of navigating difficult places, organize a boat tour around the island with mythical story in cooperation with migrants. Fishermen and migrants on the island conduct tours with full of charms of its entire the region.

Roots

Elements

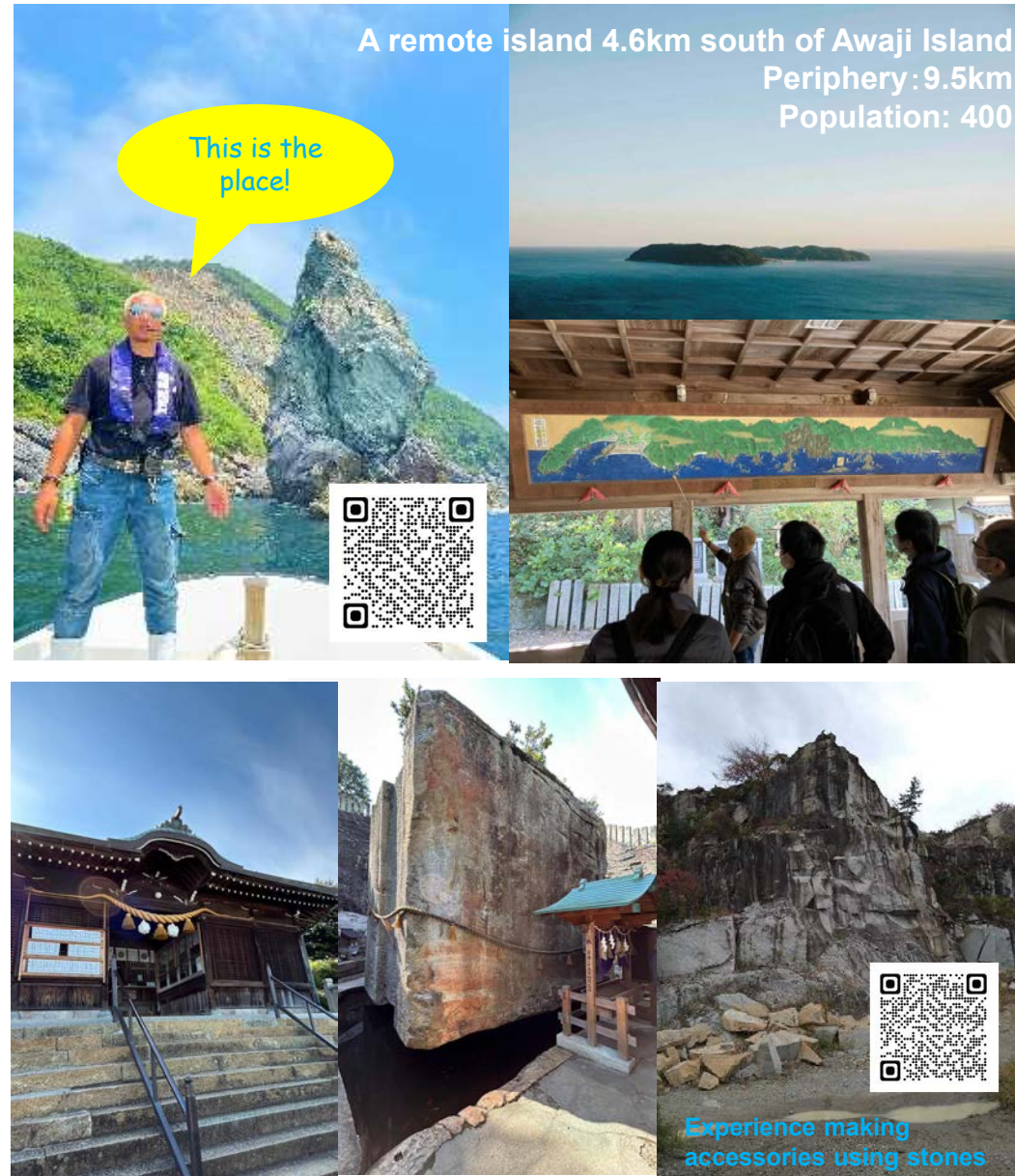
Ohshiko Shrine

Roots

; the “King’s stone” continuing 1700 years

One of the three wonders of Japan, this is a power spot with a megalith 5.7 meters high and 6.4 meters wide. The raw stone has been quarried here since 1700 years ago and was used in the construction of tombs and historical buildings of ancient kings.

🚗 50min (48km) | 🚢 60min from Kobe



Largest production area of Sake

Nada Gogo

No.1

🚗 / 🚆 30min. from Kobe

; the largest Sake Brewers district

Nada Gogo has 26 sake breweries concentrated in a range of about 10 km from east to west, and 25% of sake is produced here. The development of this region can be attributed to four factors: (A) Miyamizu, brewing water, which is rich in minerals, (B) Tamba Toji, a group of sake brewers, (C) seasonal winds that help control the temperature of sake breweries, and (D) shipping that transports sake to Edo (Tokyo 300 years ago), a mass consumption area.

Sake made in Hyogo

Hyogo is the birthplace and largest production area of sake. In addition to sake brewing using Yamada Nishiki, the highest quality raw material rice developed by Hyogo, sake brewing is carried out in various places according to diverse lifestyles and climates.

Roots

No.1

Elements



Sake in HYOGO

Inami Brewery

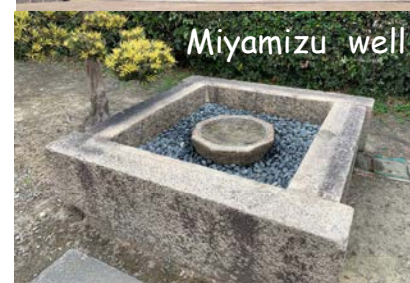
🚗 45min (28km) | 🚆 60min from Kobe

Taking advantage of its location as a speciality of Yamada Nishiki, a rice suitable for sake brewing, it is a sake brewery that has been around for 130 years with a mellow taste of sake.

Nishiyama Brewery

🚗 75min (80km) | 🚆 150min from Kobe

This is the sake brewery with the policy of "using high-quality ingredients and making delicious things with only the simplest possible ingredients," for 170 years. Women play an active role in this brewery.





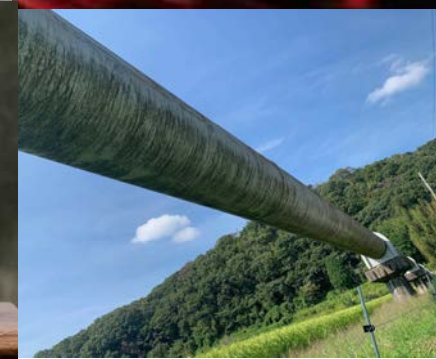
Explore the world of SAKE

Explore the largest production area of Japanese Sake, rice field of Yamada Nishiki; the king of sake rice, and seminar by professionals of the industry.

Estimate Price: Approx. ¥150,000-
Price changes depend on contents, pax.



Day	Sample Itinerary <small>*All transfer is chartered bus</small>
Day 1	<ul style="list-style-type: none"> •Arrival: KIX (Kansai Inter national), Transfer to KOBE •Lunch (Seminar/Sake Tasting) at Nada Gogo; Brewers district •Welcome dinner <p style="text-align: right;">Stay in Miki</p>
Day 2	<ul style="list-style-type: none"> •Visit Yamada Nishiki; the king of Sake Rice top ranked field •Lunch (Seminar, Sake Tasting) at Yamada Nishiki Hall •Dinner at local Japanese restaurant <p style="text-align: right;">Stay in Miki</p>
Day 3	<ul style="list-style-type: none"> •Akitsu Potter (Pottery making workshop using local soil) •Lunch in Akashi; the unique fishery town •Dinner (Free/ Kobe Beef) <p style="text-align: right;">Stay in Kobe</p>
Day 4	<ul style="list-style-type: none"> •Visit Himeji Castle •Lunch at local Sake Brewery (Terroir Sake Tasting) •Cruise tour around Kobe Port •Dinner (Free/ Kobe Beef) <p style="text-align: right;">Stay in Kobe</p>



Roots of Wagyu Beef

Tajima Cattle

Roots

; the origin of Wagyu Beef

99.9% of Wagyu in the world are said to be the offspring of a Tajima Cattle. Tajima Cattle was raised in Hyogo from birth until it became meat, and both father and mother have been Tajima Cattle for generations.

Tajima Cattle Park & Museum

🚗 2hr 45min (167km) from Kobe

Kobe Beef

No.1

Kobe Beef is an honorable name that can only be given to Tajima cattle, the origin of delicious Wagyu, raised in Hyogo, which passes the very strict standards. You can learn about the history of Tajima Cattle, the secrets of its deliciousness, and taste it.

Kobe Beef Gallery

🚶 3min from Shinkansen Sin-Kobe st.

Shikata Town

Roots

; historical Beef cutting masters district

Meet shop & Restaurant Fukuyoshi

🚗 55min (50km) from Kobe



Tajima Cattle Park & Museum



Kobe Beef Gallery



I am the master of meet cutting, trimming, and even cooking!



Well-being on field

Kannabe Highland

Elements

Under the vast fields, surrounding mountains, and star-filled sky, it is full of various attractions throughout the four seasons.

(Spring) Trekking, (Summer) grass activities, (Autumn) foliage activities, (Winter) snow activities

🚗 120min (140km) from Kobe

Forest Therapy Cycling

Elements

While feeling the healing of the forest along the scenic valley, this program runs on an e-bike with a guide.

🚗 110min (121km) from Kobe

Picking Fruits

Elements

Experience harvesting seasonal fruits such as strawberries, grapes, and blueberries on the spot!

Kurort Walking

Roots

Elements

In the town where national holiday to honor the elderly originated, healthy walking to enjoy life for a long time and with local people.

🚗 140min (80km) from Kobe



HYOGO is the **Best Japan Golf Tourism** destination!

Roots

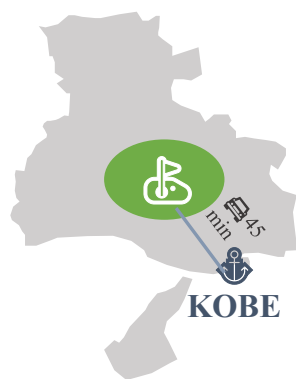
No.1



World Golf Week in Hyogo

Within 60 minutes from KOBE downtown, more than 30 tournament level courses are opened to visitors. World Golf Week in Hyogo will be held in every Autumn.

1. Friendship Golf



There are 160 golf courses in Hyogo, and 100 are within 60min from Kobe downtown!



2. Staying at 4+ stars hotels in Kobe



3. Field Pavilion Marché *For Golfer & Non-Golfer



Special Event Price: Approx. ¥150,000-
4nights 5days, 3rounds including chartered bus
Price changes depend on contents, pax.

Regular price: Approx.¥150.000-
4nights 5days, 3rounds without chartered bus
Price changes depend on contents, pax.



information



booking

Well-being around Marine

Takeno Coast

Elements

Boasting one of the clearest beaches in Japan, the white sand coast of about 1 km and the nostalgic townscape continue. Plenty of activities such as snorkeling, canoeing, and diving.

🚗 150min (160km) | 🚢 4hrs. from Kobe

Amagasaki Canal

Elements

KOBE

Canals and the sea, which have been plagued by pollution problems, are transforming into areas with rich marine areas blessed with marine living resources through community-wide efforts.

Canal Cruise 🚗 35min (24km) from Kobe

A cruise to learn about the natural environment of the regenerated Amagasaki Canal. You can also enjoy passing through the Panama Canal-style gate that connects the open sea and the inside of the canal, and enjoying coastal seafood BBQ.

Ieshima Islands

Elements

; A group of remote islands of fishing, shipbuilding and quarrying 18km off the coast of Himeji

🚗 plus 🚢 100min from Kobe

Town Guided Tour

A tour to see and experience the unique life of Ieshima

Fishery Tour

A tour to learn about resource proliferation and climate change countermeasures from fishermen



Town walk



Fishery tour and experience



Feel the Craftsmanship

Taking advantage of the blessings of nature with various Hyogo and as a side business during the off-season, various local industries have developed in various parts of Hyogo. There are open house factories and workshops where you can touch the craftsmanship that has been passed down for hundreds of years.

Tamba Ware Roots

One of the leading pottery producing areas in Japan that has been around for 800 years. The family-run workshop has inherited the pottery making that is closely related to daily life from generation to generation.

Ceramics Village Craft Park

🚗 50min (46km) from Kobe



Blacksmith

;kitchen knife, carpentry tools, golf iron

The oldest hardware production area. Inheriting soft iron forging technology, they manufacture carpentry tools and household knives, as well as golf irons.

Roots

No.1



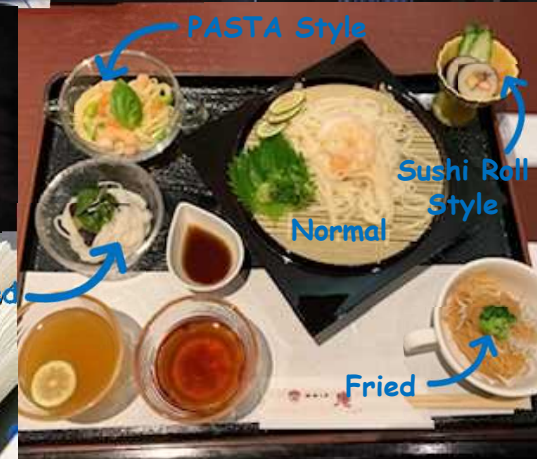
Somen noodles

No.1

Wheat thin handmade noodles with a firm texture. It supports all cooking methods and boasts a history of 600 years and a national market share of 40%.

Somen no Sato Museum

🚗 80min (77km) from Kobe



Cultural Experience

Yumura Onsen Town *Elements*

;Hot springs in daily life

🚗 155min (160km) from Kobe

Yumura Onsen town has 470L of 98°C hot spring water in every minute, so hot spring water have been used in every household. Rice, vegetables, and eggs are boiled in hot spring. Life in this area has been supported by the power of nature.

Kinosaki Onsen Town *Elements*

; The entire hot spring town is one hot spring “ryokan”

🚗 150min (150km)

Since the reconstruction from the earthquake 100 years ago, Kinosaki Onsen has been working on urban development based on the concept of treating the entire hot spring town as one large hot spring ryokan(Japanese traditional inn), and is practicing coexistence and co-prosperity of the community. Based on a ryokan, wearing a yukata and visiting the city's outdoor baths and restaurants is Kinosaki style.

Awaji Puppet Theater *Elements*

🚗 70min (90km)

Efforts are being made to pass down to children the traditional performing arts of the region that have been around for more than 300 years as entertainment for the common people.



Base for Traveling

The sea of Japan

Domestic airport

Osaka (Itami) / ITM	For all over Japan
Kobe / UKB	For 12 airports
Tajima / TKG	For ITM only

Shinkansen station

For Osaka, Kyoto, Tokyo	
Shin-Kobe	All train stop
Nishi-Akashi	Kodama only
Himeji	Hikari, Kodama
Aioi	Kodama only
For Hiroshima, Hakata	



To Kobe downtown from airport

Osaka (Kansai) / KIX	60min	90min	60min
Osaka (Itami) / ITM	40min	60min	N/A
Kobe / UKB	15min	20min	N/A

To each city from Kobe downtown

Himeji	70min	40min	N/A
Toyooka	150min	180min	180min
Tamba Sasayama	50min	70min	N/A
Sumoto	60min	N/A	90min

To other cities from Kobe downtown

Osaka	25min	15min	N/A
Kyoto	50min	30min	N/A
Hiroshima	N/A	70min	N/A
Tokyo	N/A	165min	65min
Hokkaido	N/A	N/A	125min
Okinawa	N/A	N/A	105min

Convenient Bus Ticket for traveling around HYOGO

City area of KOBE

Kobe 1-day loop bus ticket ¥700—

A 1-day digital ticket that allows unlimited rides on City Loop and Port Loop. It is recommended for those who want to go around major sightseeing spots in Kobe.

Where you can go with this ticket?

- Pearl accessory making experience
- Kobe Beef Gallery etc.



Wide area of HYOGO (Kobe, Himeji, Akashi, etc.)

Hyogo Amazing Pass ¥1,000—

A 1-day digital ticket that allows unlimited rides on orange-colored Shinkai Bus in Hyogo Prefecture, Highway Buses (Only for Sanda-Osaka Line), City Loop and Port Loop in Kobe. You can tour a wide area of Hyogo!

Where you can go with this ticket?

- Special quality Yamadanishiki rice fields
- Banshu weaving factories etc.



POINT

- ✓ You can purchase and use it right away with your smartphone!
- ✓ Multilingual support!
(English / French / Chinese)
- ✓ You can also reserve and pay for experience activity of Hyogo Field Pavilion!

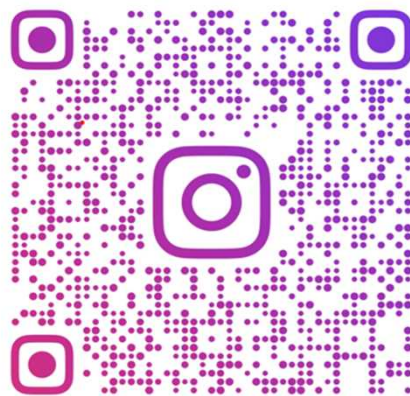




Hyogo Field Pavilion

Our Field, Our SDGs

Hyogo Field Pavilion



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https://www.instagram.com/hyogo_field_pavilion/

Updated daily on the official Instagram!

Contact us

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