



- The Origin of Japan -

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

Reason 1 Reason 2 Reason 3 Reason 4 historical roots No.1 contents every elements base for traveling

Population: 5.38 million (7th largest in Japan) Area: 8,396 km² (12th largest in Japan)

Sustainable Tourism starts from Hyogo

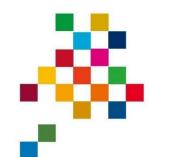
the Origin

Keeping, inheriting, developing

That is **SDGs**



That is Hyogo Field Pavilion



Hyogo Field Pavilion Our Field, Our SDGs



Historical Roots

Wetland with rich vegetation became a sacred place for storks





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

This rock is called for the place where Japan began



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 "Bring Buck Better"

Japanese sake was invented and developed in Hyogo

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

The best quality Sake rice was born in Hyogo

No.1 Contents



697 SR

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

The longest suspension bridge in the world until 2021

AND THE REPORT OF A CONTRACT O

The national market share of incense is 70%

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

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%



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

Mar I

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

G CLEAN WATER AND SANITATION

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

11 RIVERVIEWE TOTES AND COMMUNITES AND PRODUCTION AND PRODUCTION AND PRODUCTION

Traditional culture and festivals here have been passed down

> Many old townscapes remain in various places

NOT SHOW

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

Hyogo Field Pavilion programs have..

Story

rooted in region, rarity, uniqueness

Solutions

regional, social issues

前要未来センター

Sustainability

Continuity & Regional

programs approved — As of Feb, 5th,2024programs selected as Premium Programs — As of Feb. 5th,2024—

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.

Ohshiko Shrine



; 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.

Roots

Elements





The Origin of Japan tour for FIT

Admire Hyogo's famous sights "Himeji Castle" and "Akashi-Kaikyo Bridge" while feeling nature by cycling, and take a cruise around Nushima Island, which is said to be the birthplace of Japan



Estimate Price: Approx. ¥120,000 Price may differs depends on contents, pax

Day	Sample Itinerary %All transfer by public transportation		
Day1	 Shinkansen Himeji sation Visit Himeji Castle Castle Town Cycling Esaki Fukuo-nohgaku Stay in Himeji 		
Day2	 Transfer Akashi-Kaikyo Bridge World form JR Maiko station Transfer Fukura by a highway bus Enjoy the Whirlpool Cruise & appreciate the Awaji Puppet Theatre 		
Day3	 Transfer to Nushima by a local bus or steam ship Enjoy Onokoro Cruise From Nushima to Tokushima Airport 		





Historical roots

Every elements

The Origin of Japan tour for group

Through workshops and a cruise, you can learn about how Kobe beef and incense, which are specialties of Hyogo, are delivered to people, and how history has been passed down on Nushima, which is said to be the birthplace of Japan



Estimate Price: Approx. ¥120,000 Price may differs depends on contents, pax

Day	Sample Itinerary ※All transfer by charted bus	
Day1	 Arrival @ Shinkansen Himeji station Visit Himeji Castle Transfer to Hakkou(fermentation) LabCoo& Honda Shoten by charter bus Stay in Himeji 	
Day2	 Observe the skill of Shikata Wagyu Meister by taking a charter bus Visit Izanagi Shrine, Ei area & workshop of scent Stay at Grand Nikko 	
Day3	 Transfer to Nushima by a charter bus or a steam ship Enjoy Onokoro Cruise Transfer to Fukura by a steam ship & a bus Stay at Farefield 	
Day4	•Enjoy the Whirlpool Cruise & appreciate the Awaji Puppet Theatre	



Largest production area of Sake



🖨 / 🖪 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 producted here. The development of this region can be attributed to four factors: (A) Miyamizu, brewing water, which is rich in minerals, **KOBE**(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 guality raw material rice developed by Hyogo, sake brewing is carried out in various places according to diverse lifestyles and climates.

Inami Brewery

🖨 45min (28km) | 🖪 60min from Kobe

🖨 75min (80km) | 🖪 150min 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

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.







🔆 Hyogo Field Pavilion Tour

Historical roots

Every elements

Yamada Nishiki Sake Tourism

In Hyogo, the birthplace and largest production area of Japan sake, you can experience the rice fields of Yamada Nishiki, the king of sake rice, a seminar and a pottery experience using the soil that grows sake rice, and visit breweries to taste sake, and enjoy Japan sake from all angles.





Estimate Price: Approx. ¥140,000 Price may differs depends on contents, pax

Day	Sample Itinerary %All transfer by charted bus
Day1	 Arrival @KIX(Kansai International Airport), Transfer to Yamada Nishiki Museum Making Experience of own sake cup and chopsticks Welcome dinner
Day2	 Agricultural experience & seminar of Yamada Nishiki Visit the local brewery (Inami, Kamimusubi and Fukunishiki) Stay in Miki
Day3	 Tour of Kamogawa Dam Learn about "Miyamizu" & Nada's sake brewing @Nishinomiya-Go Stay in Kobe
Day4	 Visit the barrel meister of Kikumasamune To various parts of Japan from Itami Airports or Shin-Kobe



Roots of Wagyu Beef

Tajima Cattle

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

E 2hr 45min (167km) from Kobe

Roots

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 Gallary

• KOBE

3min from Shinkansen Sin-Kobe st.

Shikata Town Roots

; historical Beef cutting masters district

Meet shop & Restaurant Fukuyoshi



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

Real Kobe Beef

Fully enjoy Hyogo's specialty

In addition to tasting all the foods nurtured in Hyogo's rich land and sea, such as Japan sake, "botan nabe," crab, and Kobe beef, this course also allows you to enjoy the castle town of Tamba Sasayama, the snowy scenery of Kannabe Highland, the hot spring town of Kinosaki, and the night view of Kobe

A Hyogo Field Pavilion Tour



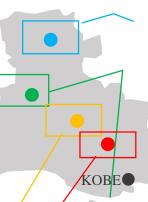


Estimate Price: Approx. ¥200,000 Price may differs depends on contents, pax

Day	Sample Itinerary %All transfer by	y charted bus
Day1	 Transfer by a charter bus from Kyoto (mou- Taste sake @Nishiyama Brewery and take Explore walking around Tambasasayama with wild boar Sasayama 	WS of fermentation
Day2	 snow experience @Kannabe highland Enjoy crab dishes Onsen 	Stay in Kinosaki
Day3	 soba noodle making experience @Izushi WS of making Japanese sweets @Yumen picking @Nagashio Farm Enjoy eating Kobe Beef Kobe 	oki or strawberry Stay in



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

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.



Amazine



World Golf Week in HYOGO

• It will be held in October 2024 !

World Golf Week is an exchange tournament held every autumn between domestic and international travelers and local members.

1. Schedule

Day	Sample Itinerary		
Day1	Arrived in KIX Sightseeing @Hyogo Welcome party		
Day2	Exchange golf #1 team tournament		
Day3	Exchange golf #2 mixed tournament		
Day4	Sightseeing @Hyogo Farewell party & Award Banquet		
Day5~	Optional tour		

✓ Stay at a 4-star hotel in downtown Kobe

✓ Play at 4-star or higher golf courses, including professional tournament courses

 \checkmark Transfer from the hotel to the golf course by private bus

 \checkmark We have participation prizes and various prizes

✓ At the party, Hyogo Field Pavilion Marche was held to experience local industries and culture

Special Event Price: Approx. ¥160,000

*The price is just a reference. It depends on the golf course.
4nights, 2rounds(bus fees inclu.),2parties, tournament prizes
*this doesn't include fees for leisure (See attachment)

We also offer tourism plans for family & friends accompanies.

2. Tournament in 2023

(1) Event schedule; First group November 12th – 15th Second group November 15th – 18th
(2) Participants: 180 people (Non-golfer 27 people)



Event Site

3. About the situation of golf in Hyogo

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

You can play all year round. Home to Japan's oldest, prestigious and difficult courses, Hyogo is the sacred place for Japanese golf.



World Golf Week in HYOGO

4.Tourism

Sample Itinerary for non-golfer

Day	Itinerary		
Day1 *with golfer	Arrival @KIX Visit Nada Gogo Brewery Welcome Party		
Amagasaki Canal Cruise Day2 Making experience of pearl accessories Shopping @Daimaru Kobe			
Incense experience Day3 Visit Izanagi Shrine Visit Soil Museum SHIDO			
Day4 *with golfer	Visit the Akashi-Kaikyo Bridge World Visit Himeji Castle Farewell Party & Award Ceremony		
Day5~	Optional tour		

Estimate Price: Approx. ¥160,000 *Separate fee: the interpreter guide approx.* ¥40,000/day.group including accommodation, transportation, entrance, experience and 2 parties



(Reference) Other tourist spots * Can be added or changed as desired, there are many potentials



Cultural Experience



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 coprosperity 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**



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.





Historical roots

Every Elements

Japanese Culture immersive journey

Travel around Tamba and Toyooka in the northeastern part of Hyogo, and touches the essence of Japan culture that Hyogo is proud of and has been passed down through local nature and life through tasting Japan sake, visiting the outdoor hot springs of Kinosaki Onsen, and experiencing soba noodles in Izushi





Estimate Price:Approx. ¥120,000 Price may differs depends on contents, pax

Day	Sample Itinerary %All transfer by trains
Day1	 Depart from Kyoto (mountain side) Travel to Nishiyama brewery from JR Fukuchiyama Line Tamba-Takeda station WS of fermentation & Sake Tasting Stay in Tamba
Day2	 Enjoy Nishiyama brewery JR Kinosaki onsen station, outdoor hot spring tour Stay in Toyook
Day3	 Transfer to Izushi Castle Town by bus from JR Toyooka station soba noodle making experience, town walking Transfer to Kyoto (sea side) by KTR from JR Toyooka station





A journey to heal your body and mind

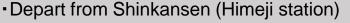
Learn about the charm of Kobe's pearls, which boast a 70% share of the world, from the perspective of their types and SDGs initiatives, and enjoy the night view on a cruise at Kobe Port, and enjoy incense experiences and Zen in the spectacular scenery of Awaji Island





Estimate Price: Approx. ¥120,000 Price may differs depends on contents, pax

Day	Sample Itinerary ※All transfer by publi	c transportation
Day1	 Transfer to Kobe via Osaka Enjoy making own pearl jewelry @Sannomiya Guided tour @Kobe Kitano Ijinkan Night cruise in Kobe port 	Stay in Kobe
Day2	 Transfer to Awaji, Ei by a highway bus from San Making own aroma incenses Visit Zenbo Seinei by taxi Awaji 	nomiya BT Stay in
Day3	 Travel to Maiko by highway bus Visit the Akashi-Kaikyo Bridge and Maiko Park Depart from Shipkapaon (Himaii station) 	





Mindfulness trip in autumn Tamba

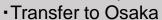
Feel the autumn of Japan by Tamba chestnuts' sweets and walking around a temple famous for colored leaves, and refresh your mind and body with experiences of aroma healing at lavender parks, and the Banshu weaving at Tamaki Niime Lab





Estimate Price: Approx. ¥70,000 Price may differs depends on contents, pax

Sample Itinerary Day **XAII** transfer by car From Osaka to Aogaki IC of Kitakinki Toyooka Expy Visit Kogenji Temple; famous for colored leaves of Tamba •WS of making Japanese sweets @Yumenoki (Kasuga IC) • From Tannann-Sasayamaguchi IC to Sasayama Castle Town Stay at Sasayama Castle Town Explore the castle town ·Visit the kilns @Tambayaki-no-Sato Day2 Transfer to Taka-cho (The Canyon) glamping in Takacho "Kurort" Wellness Walking Aroma Workshop @Lavender Park •Observe the process to make Banshu-ori@tamaki niime labo,









To Kobe downtown from airport

		Ā	
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

		Ē	
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

	Ē.		*
Osaka	25min	15min	N/A
Kyoto	50min	30min	N/A
Hiroshima	N/A	70min	N/A
Tokyo	N/A	165min	80min
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. •



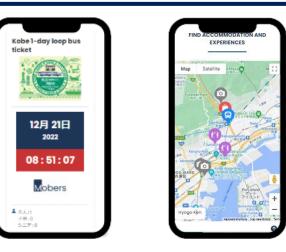
🖀 Wide area of HYOGO (Kobe, Himeji, Akashi, etc.)

Hyogo Amazing Pass ¥1,000-

A 1-day digital ticket thatallows unlimited rides on orange-colored Shinki Bus in Hyogo Prefecture, Highway Buses (Only for Sanda-Osaka Line), City Loop and Port LoopinKobe. 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

- \checkmark 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!**





By 🛃 SHINKI BUS CO., LTD.



JAPAN RAIL PASS

Japan Rail Pass is a pass jointly provided by six JR Group companies, and is a great value and convenient ticket suitable for traveling by train throughout Japan.

(1) PASS for Green Cars (2) PASS for Standard Cars Each type can be purchased for 7 days, 14 days or 21 days.

You can purchase it online or at a travel agency overseas.





https://japanrailpass.net/en/



Online Reservation









HYOGO_FIELD_PAVILION_EN

Entire document

E-mail about Hyogo Field Pavilion Shinki Bus (E-mail about tours)



Updated daily on the official Instagram!

Contact us

Hyogo Prefectural Government Expo Promotion Division

banpakusuishin@pref.hyogo.lg.jp

SHINKI BUS (about tours)

mobers@shinkibus.co.jp