

A trip to visit art, museums, and cuisine on the islands of Setouchi

Seamless transfer by helicopter from Awaji to Naoshima

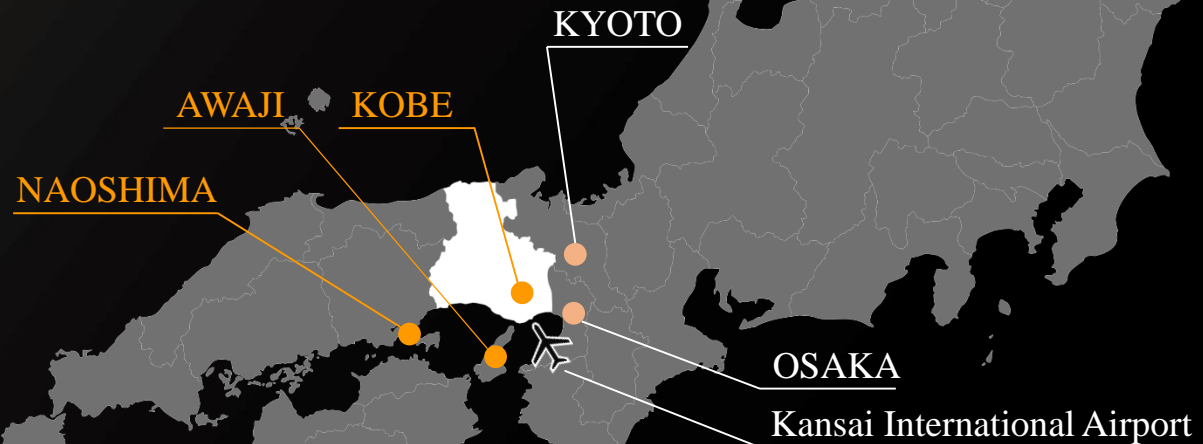


ひょうご観光本部
Hyogo Tourism Bureau

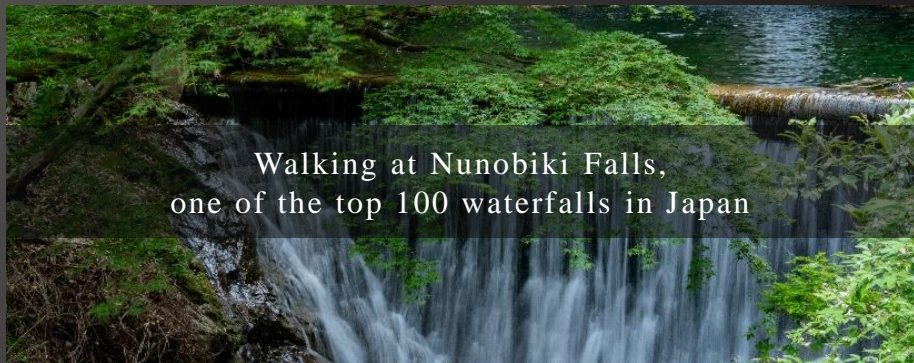
WHY HYOGO

The origin of Japan Hyogo

According to Japan's oldest history text, written over 1,300 years ago, the Japanese archipelago was created by a goddess who descended from the heavens down to the sea, and the first island she created was Awaji Island in Hyogo Prefecture. Hyogo Prefecture can thus be considered Japan's birthplace. Its vast area is blessed with a diverse topography consisting of mountains, ocean, and distinctive islands. The prefecture's natural abundance shaped its history and culture and also provides it with a wealth of food. The plan described herein uses art as a theme to connect Awaji Island in the Seto Inland Sea, which has flourished as a strategic transportation hub since ancient times, and Naoshima, a mecca for art. This trip gives you the opportunity to enjoy the food and culture rooted in each region with seamless, stress-free transportation on a helicopter providing you with beautiful views of the natural scenery below.



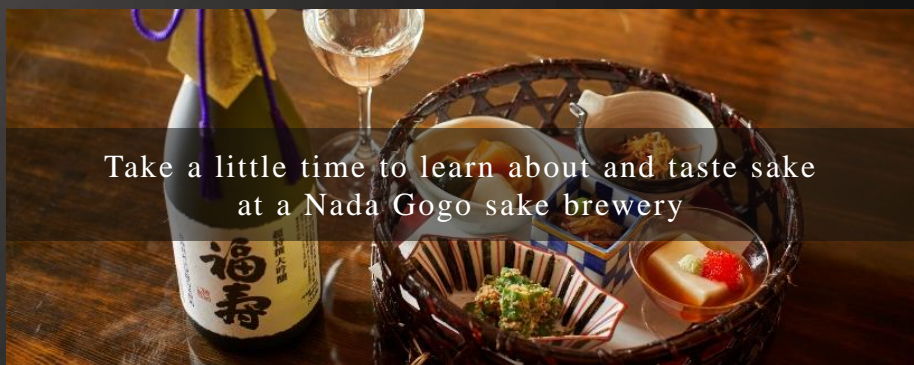
Tour Hilights



Walking at Nunobiki Falls,
one of the top 100 waterfalls in Japan



Kobe beef that melts in your mouth!



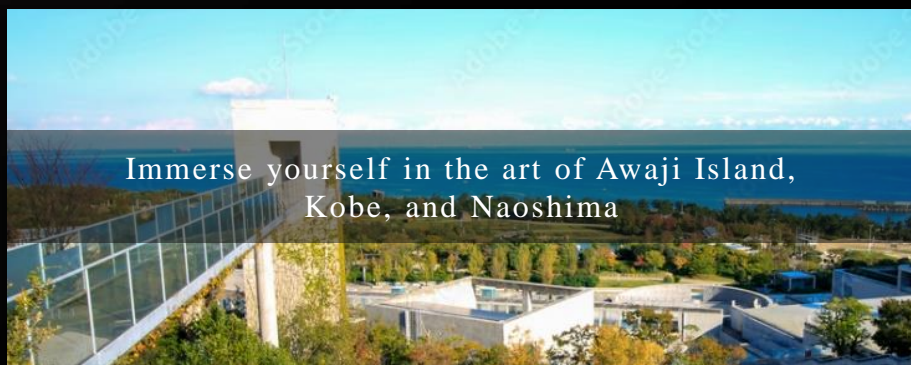
Take a little time to learn about and taste sake
at a Nada Gogo sake brewery



Observe an auction at Yura Fishing Port
on Awaji Island



Take a helicopter to Naoshima, an island of art



Immerse yourself in the art of Awaji Island,
Kobe, and Naoshima

DAY 1

Kobe / Your gateway to art and local specialty foods

After arriving at Shin-Kobe Station on the Shinkansen, head to Nunobiki Falls, an enchanting natural wonder not far from the station. Kobe has rich nature and a major port right on its doorstep. Afterwards, travel by private vehicle to Nadagogo, Japan's leading sake production area, for a tour of a brewery and sake tasting. Try sake served at official Nobel Prize events and even special sake that can only be drunk here.

Next, head to the Hyogo Prefectural Museum of Art, designed by world-renowned architect Ando Tadao. Stop by the museum's Ando Gallery to see how the designs for Awaji Yumebutai and Naoshima originated. In the evening, enjoy top-quality Kobe beef at a city restaurant.



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DAY 2

Awaji Island / A real local experience
and a stay at a traditional ryokan inn

After leaving your hotel, you'll travel to Awaji Island across the Akashi Kaikyo Bridge overlooking the sea. Awaji Island is tied to the legend of Japan's creation. It is said to have been the first island in the archipelago to be created. At Yura Fishing Port, located in the southern part of the largest island in the seafood-rich Seto Inland Sea, rapid-fire auctions take place. These auctions are normally closed to all but those involved, but you can observe them up close and experience life in a lively fishing town while a broker provides running commentary on what's going on. After the tour, you will visit a nearby restaurant to enjoy a view of the Akashi Kaikyo Bridge while savoring seafood from the abundant ocean as well as sushi crafted by the hands of true artisans. In the evening, relax and unwind in a hot spring bath with a spectacular view of the sea at a traditional ryokan inn in Sumoto Onsen on Awaji Island.



DAY 3

Seamless transportation
from Awaji Island to Naoshima

After departing from the ryokan, you will visit Tadao Ando's Awaji Yumebutai, a work of architecture which transcends time and space and coexists with nature. Afterwards, you will be seamlessly transported by helicopter to Naoshima, a mecca for art. Travelling by air, you'll have no need to take a ferry or get a car. After arriving, you'll first check in to your hotel. Benesse House Museum, where you will be staying, is a combination hotel and museum. The building, which stands on a hill overlooking the Seto Inland Sea, was designed by Tadao Ando, incorporating large windows and other openings to draw the island's natural environment into the interior. Works of art, placed throughout the facility, welcome guests. Even after sunset, you can enjoy the museum atmosphere, the sounds, spaces, and the art while exploring your inner self.



DAY 4

Naoshima / A day immersed in art
that is part of the local scenery

Spend a day touring around the island of Naoshima and immerse yourself in art. In addition to its natural beauty, the island is home to an abundance of art for visitors to appreciate. Travel on foot or by hired car to efficiently navigate the narrow and intricate streets. Note that some museums on the island require a time slot to be reserved. As you take in each piece of art and listen to the explanation provided by guides, be sure to take the time to choose your personal favorite. Next, you'll take the ferry to your next destination... A bright red pumpkin with polka dots will see you off at the harbor. This extraordinary experience can be a catalyst for your own personal transformation.

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Seamless transfer by helicopter from Awaji to Naoshima

Itinerary	B = Breakfast L = Lunch D = Dinner	
DAY 1	Arrival at Shin-Kobe Station - Kobe	
<ul style="list-style-type: none"> Meet an English-speaking guide at Shin-Kobe Station and head to Nunobiki Falls. Afterwards, take a private car to Kobe Shushinkan for a sake brewery tour and lunch. Appreciating art at the Hyogo Prefectural Museum of Art Check-in to Kobe Meriken Park Oriental Hotel 		L/D
		Kobe Meriken Park Oriental Hotel
DAY 2	Kobe - Awaji Island	
<ul style="list-style-type: none"> Check out from the hotel and meet the guide. To Awaji Island by private car After enjoying the auction tour at Yura Fishing Port, have lunch at a nearby sushi restaurant. Check-in to Hotel New Awaji Villa Rakuen, a ryokan in Sumoto Onsen *Optional plan: Awaji Island coastal cruise		B/L/D
		Hotel New Awaji Villa Rakuen
DAY 3	Awaji Island - Naoshima	
<ul style="list-style-type: none"> After checking out of the inn, meet the guide. Visit Honpukuji Mizumido and Awaji Yumebutai. Lunch at Grand Nikko Awaji restaurant Transfer by helicopter from Awaji Yumebutai to Naoshima Check in to Benesse House 		B/L/D
		Benesse House
DAY 4	直島～直島出発	
<ul style="list-style-type: none"> After checking out of the hotel, meet the guide and go on a tour of art spots on Naoshima Island. Lunch at a restaurant inside the museum Go to the ferry terminal and depart from Naoshima 		B/L

Price	¥ 2,500,000 – (per person)
Implementation period	All year round
Starting date	starting day must be between Tuesday and Sundays
Number of pax	2 - 5 pax
Language	English, Chinese, etc.
What's included	Accommodation Meals Private guides Private vehicle Private vehicle Facility admission fee
What's not included	<ul style="list-style-type: none"> Transportation expenses to the meeting place Beverages other than those included in the plan
Note	<ul style="list-style-type: none"> Helicopters may not fly in bad weather. In that case, private vehicle will be used instead.
Contact	JTB GLOBAL MARKETING & TRAVEL INC. mail : western_wd@gmt.jtb.jp

Sake tasting and lunch at Kobe Shushinkan

This sake brewery is working on creating the world's first carbon-neutral sake. Dedicated to hand-crafted sake and founded in 1751 in Nada Gogo, the best sake-brewing area in Japan, Kobe Shushinkan has brewed its Fukuju brand of sake for thirteen generations. All sake made here is produced with rice grown in Hyogo Prefecture. For its water, the brewery makes use of the famed Miyamizu, which is transported across the mountains and rivers of Rokko. The brewery's Fukuju Junmai Ginjo was served at an official Nobel Prize function and is highly acclaimed both in and outside Japan. Next to the brewery is a ryotei restaurant where you can enjoy locally-grown seasonal vegetables with sake.

No. of persons accepted : 1 to 60

Time required: 60 minutes

Cost Adults from ¥2,200; children from ¥850

*The above prices are for set meals.

*Brewery tour and tasting are free.

Activities

- Sake brewing video & brewery tour (self-guided)
- Sake tasting at the brewery's tasting area
- Shopping

Inquiries:Kobe Shushinkan

TEL:078-841-1121



Hyogo Prefectural Museum of Art / Ando Gallery

The gallery building was designed by Tadao Ando, one of Japan's leading architects. Light and shadow are used in abundance throughout; the entrance hall has a calm atmosphere to heighten sensitivities and invite contemplation, while the corridors are flooded with natural light. The sea sprawling into the distance out before your eyes and the huge, labyrinth-like building work as a single whole to create a variety of light variations. The gallery is the largest museum building Ando has ever designed, both in Japan and abroad. Ando has deep ties to Hyogo Prefecture, and the Ando Gallery, part of the Hyogo Prefectural Museum of Art, displays architectural models, drawings, and records of cultural projects he has engaged in on Naoshima as well as his reconstruction projects and activities undertaken after the Great Hanshin-Awaji Earthquake. The gallery's architecture also makes it a popular photo spot.

Time required : 90 minutes

Activities

- Take in the Ando Gallery
- Stop by the Museum Shop
- Tea time at the cafe

Inquiries:Hyogo Prefectural Museum of Art
TEL:078-262-1011



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Observe the auctions at Yura Fishing Port, a great natural harbor

Observe seafood auctions, conducted in the local fishery cooperative's unique style, together with brokers and professional connoisseurs who wholesale seafood to the Toyosu Market, other famous fish markets, and Michelin-starred and other fine restaurants. Yura Fishing Port is a great natural harbor and the largest variety of fish on Awaji Island is landed here. And here you can experience the atmosphere of a lively fishing town. Together with a professional broker, you'll slip into the Yura Fishery Cooperative's auctions, normally closed to all but those involved. This is a rare private tour, only held once a day with a limit of four persons maximum. The auctions are conducted in a unique style. Taking a glance at the fish lined up one after another, the participating brokers make their assessments in an instant. Writing the price they are willing to pay on a board with chalk, they then throw the board into a designated area, and the broker with the highest price wins.

No. of persons accepted : 2 to 4

Time required: 90 minutes

Cost 8,000 yen for both adults and children

Activities

- Meet at Yura Fishing Port
- A real broker provides commentary on the fish available for sale and the auctions
- Auction observation

Inquiries: Awaji Island Fisheries

Email: awajishimasuisan@gmail.com



Dine at Sushi Kappo Genpei while taking in a view of the Akashi Strait

This restaurant is located near the Iwaya Fishing Port, where high-speed boats come and go between Akashi and Awaji Island. With the Akashi Kaikyo Bridge stretching out before your eyes, you can immerse your senses in sushi made with fresh, local seafood from Awaji Island in a space with an ocean view that looks like it should be a painting.



No. of persons accepted : 1 to 30

Time required: 60 minutes

Cost Adults from ¥5,500

*Children's menu available. Please contact us.

Meals

-Omakase Nigiri Sushi

-Kaiseki cuisine

-Omakase dishes, etc.

Inquiries:Sushi Kappo Genpei

Email: awajishimagenpei@gmail.com



Honpukuji Temple Mizumido

This Buddhist temple is said to have been built in the late Heian period. The temple's main hall, the unique Mizumido, has a modern, concrete exterior. It was designed by world-renowned contemporary architect Tadao Ando. In summer, colorful water lilies bloom in the hall's large lotus pond, creating a magical atmosphere. A staircase in the center of the lotus pond leads down to the interior of the hall, where everything from the corridors to the central hall is finished in vermilion. The light of the setting sun entering from behind the hall's main image turns the entire space crimson, inspiring visions of the Pure Land.

Time required: 60 minutes

Cost Adults ¥400; children ¥200

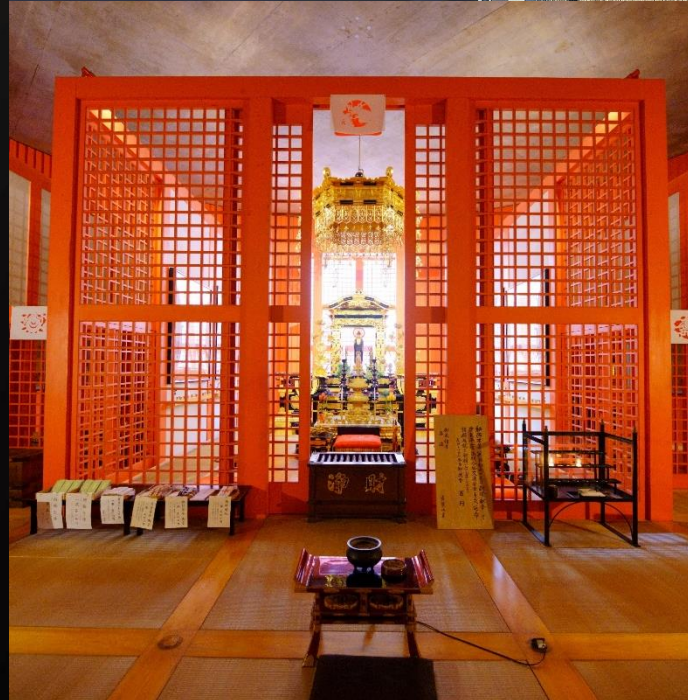
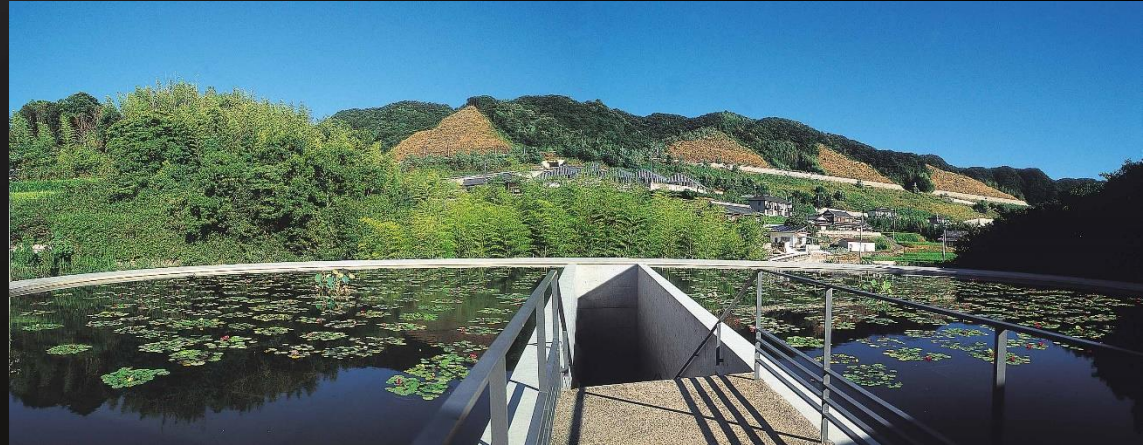
Visit contents

-Inside Mido

-View of Osaka Bay from the temple grounds

Inquiries: Honpukuji Temple Mizumido

TEL : 0799-74-3624



Chartered cruise

You can charter a luxury cruiser owned by the Hotel New Awaji Group and enjoy a small trip from Sumoto Onsen to Wakayama on the opposite shore. During the cruise, you can see Awaji Island and the fortress ruins of Tomogashima in Wakayama Prefecture as seen from the sea.

Chartered cruises are only available for Hotel New Awaji Group guests.

No. of persons accepted : 1 to 10

Time required: 60 minutes

Cost ¥72,000(per boat)

Activities

--Visit Tomogashima Fortress in Wakayama Prefecture from the sea

Inquiries:Hotel New Awaji

Email: t_takagi@newawaji-hotels.com

