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EXPLORE JAPAN BEYOND THE GOLDEN ROUTE

Unearth three of Japan's hidden gems that should be on every traveler's itinerary.




KII PENINSULA

Japan

[Explore Kii Peninsula](#)

KII PENINSULA


Located in the Kansai region, the Kii Peninsula is a treasure trove of cultural, spiritual, and natural wonders. It's home to the sacred Kumano Kodo pilgrimage routes, a UNESCO World Heritage Site that weaves through serene forests and connects ancient shrines. Travelers can explore stunning coastlines, enjoy onsen hot springs, and immerse themselves in traditional Japanese hospitality. The Kii Peninsula offers a blend of adventure and tranquility, perfect for clients seeking an authentic and off-the-beaten-path experience.



[Explore Mie Prefecture](#)

MIE PREFECTURE

Mie Prefecture, also in the Kansai region, is renowned for its rich history and culinary excellence. It's the birthplace of Japan's most sacred Shinto shrine, the Ise Grand Shrine, making it a must-visit for spiritually inclined travelers. Mie is also famous for Matsusaka beef, pearl cultivation in Ise Bay, and thrilling theme parks like Nagashima Spa Land. With its blend of cultural heritage and modern attractions, Mie appeals to families, food lovers, and cultural explorers alike.



[Explore Nasu Highlands](#)

NASU HIGHLANDS

Nestled in Tochigi Prefecture, just a few hours from Tokyo, the Nasu Highlands offer a refreshing retreat with lush greenery, volcanic landscapes, and a cooler climate. This region is known for its scenic hiking trails, luxurious hot springs, and unique attractions like the Nasu Imperial Villa. Ideal for nature enthusiasts and wellness travelers, the Nasu Highlands combine relaxation and adventure, making it an excellent choice for clients seeking a rejuvenating escape from city life.

For further information on the areas that make up Nasu Highlands, please visit Nasu Town/ Naushiohara City/ Otawara City. These regions showcase Japan's diversity and offer unique opportunities to craft memorable itineraries for your clients! Stay tuned for additional highlights of each region.

Get In Touch

Feel free to reach out if you have any questions or enquiries.
Kristin Carlson

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Experience Japan Without the Crowds: A Guide to Low Season Travel Beyond the Golden Route

While Japan remains a top destination for 2025, low-season travel offers travelers unique benefits such as a more relaxed pace, exceptional value, and easier access to some of the country's most stunning destinations. Explore captivating regions like the historic Kii Peninsula, including Mie, Nara, and Wakayama, and the breathtaking Nasu Highlands. Low season is an ideal time to connect more intimately with Japan's landscapes and traditions, offering peaceful moments and personalized experiences.

KII
KII PENINSULA
2025




KII PENINSULA

Visiting Japan's Kii Peninsula during the low season allows for tranquil exploration of one of the country's most culturally and spiritually rich regions. Spanning Mie, Nara, and Wakayama prefectures, the Kii Peninsula is a treasure trove of natural beauty and historical significance. In the quieter months, travelers can fully immerse themselves in the serene ambiance of the Kumano Kodo pilgrimage routes, surrounded by lush forests, cascading waterfalls, and sacred shrines like Kumano Nachi Taisha.

Mie's Ise Grand Shrine and Nara's Yoshino offer reflective experiences in an uncrowded atmosphere, while Wakayama's Katsuragi provides an inviting retreat with its soothing onsen baths and fresh seafood. Low-season travel to the Kii Peninsula highlights its peaceful charm and creates space for a more personal connection with these sacred sites, enhanced by added benefits like greater flexibility and value.

[Explore Kii Peninsula](#)

MIE
MIE PREFECTURE



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Low-season travel to Mie offers reflection for travelers seeking an enriching and spiritual experience. As the spiritual heart of Japan, Ise Jingu, home to the revered Ise Grand Shrine, provides an extraordinary opportunity to explore its inner and outer shrines with an atmosphere of stillness and reverence.

The winter months, from December to February, feature a special natural highlight at Ise Jingu: during the winter solstice, the sun rises through the Otorii (Grand Gate) at Uchimiya Ujibashi Bridge, creating a breathtaking spectacle that lasts about a month. This magical phenomenon, paired with the season's cooler weather, provides a perfect setting for reflective journeys. The UNESCO World Heritage Kumano Kodo pilgrimage routes are equally inspiring, offering a serene environment that allows travelers to fully connect with their surroundings.

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Japan Beyond the Golden Route

Unique Experiences and Interactive Workshops in Kii Peninsula



Explore Kii Peninsula

Japan offers travellers a wealth of immersive experiences and workshops that provide a unique opportunity to learn and practice age old traditions and crafts. From ninja workshops to gold leaf application, these hands-on activities allow visitors to appreciate traditional craftsmanship firsthand. Incorporating these experiences into an itinerary adds depth and excitement to a journey, as well as lasting memories.

Enriching experience in the Kii Peninsula awaits those interested in the region's spiritual aspects through workshops focused on the ancient Kumano Kodo pilgrimage routes. Travellers can join guided tours that include not only hiking the scenic trails but also participating in traditional rituals such as sutra copying and Shinto purification ceremonies. These workshops provide a unique perspective on the spiritual significance of the pilgrimage, allowing participants to connect with the land and its history on a deeper level. To round out their experience, visitors can also engage in local culinary workshops that highlight the Kii Peninsula's rich agricultural bounty, learning to prepare regional dishes using fresh, seasonal ingredients.

During a recent familiarisation trip to the Kii Peninsula, an impressive 75% of attendees expressed interest in including Nara Sumi craft experiences in their itineraries.

This traditional art form, which has been practiced for over a thousand years, offers guests a unique opportunity to connect with history through hands-on interaction. Participants can feel the true texture, softness, and warmth of raw Nara Sumi ink, creating a deeply tactile and immersive experience. Agents found the activity highly enjoyable and engaging, highlighting its potential to captivate visitors and enhance cultural tourism offerings.



Explore Mie Prefecture

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Rich in history and tradition, Mie Prefecture offers immersive experiences that provide a captivating glimpse into its cultural legacy. As the birthplace of ninjas, Mie invites visitors to explore the enigmatic world of these historical figures through engaging workshops in Iga, home to the Iga-ryu Ninja Museum. Participants can don traditional clothing and partake in training sessions that reveal the skills and discipline of ninjas from centuries past.

The region is also renowned for its Ama divers, a

community of traditional female free divers celebrated for their centuries-old practice of harvesting pearls and seafood by hand. Visitors can dive into this unique lifestyle by joining workshops that highlight the Ama's diving techniques, passed down through generations. These experiences not only provide insight into sustainable fishing practices but also give participants a chance to try their hand at diving and learn about the intricate process of pearl harvesting.

For those seeking to immerse themselves in craftsmanship, the Owase Wappa workshops offer hands-on experiences in traditional Japanese artistry. Participants work with high-quality Japanese cypress to create iconic Owase Wappa boxes under the guidance of skilled artisans. They learn techniques for carving, bending, and sewing with cherry tree bark, and even have the opportunity to apply multiple layers of lacquer themselves. This immersive experience allows attendees to craft unique, handmade pieces that reflect their personal touch while fostering a deeper appreciation for this exquisite craft.

Get In Touch

Feel free to reach out if you have any questions or enquiries.

Kristin Carlson

Vice President

Kristin.Carlson@MilesPartnership.com

Miles Partnership
6751 Professional Parkway,
34243 Sarasota

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Unearth three of Japan's hidden gems that should be on every traveler's itinerary.

Want to know more about these unique areas?

Sign up for our webinar to hear first-hand accounts and more details.

Tuesday, February 11, 2025

11 am Pacific Time

We look forward to seeing you there!

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[Explore Kii Peninsula](#)

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Vice President

Kristin.Carlson@MilesPartnership.com

Miles Partnership
6751 Professional Parkway
34242, Storms

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Today

1. Meet Miles
2. January/February 2025 FAM Trip
3. Research-Based Insights into Affluent Experiences Travelers
4. Beyond the Golden Route: Kii Peninsula
 - Nara Prefecture
 - Wakayama Prefecture
 - Mie Prefecture

Bonus: Nasu Highlands
5. Next Up
6. Q & A
7. Get In Touch!



