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## PRESS RELEASE

# FOUR OF THE MOST UNIQUE EXPERIENCES IN JAPAN



*Tokonyan, guardian of the Lucky Cat Street © Tokoname Tourism Association*

**New York - July 23, 2024:** For curious travelers and expert jet-setters alike, there is no shortage of off-the-beaten-path adventures in Japan. To take advantage of the country's deep cultural heritage and ancient traditions, below are a few of the many unique experiences to have in Japan.

### Night Fish Auction in Kanazawa

Travelers can take a behind-the-scenes tour of the [Kanazawa Fish Market](#) - from watching boats laden with fresh seafood loading into the port, to experiencing the fast-paced local fish auction. A "fish-master" will discuss the sea life found in Ishikawa Prefecture, as well as grant visitors special access to the massive freezers that store all of the market's goods. The market tours run year-round, apart from July and August, and dinner can be arranged after the tour by request.





### Custom-Blended Sake in Shimonoseki

At the 100-year-old [Shimonoseki Brewery](#) in Yamaguchi Prefecture, an expert sake sommelier provides a crash course in the Japanese libation, including a guided tour, a sake seminar and a special tasting tutorial. Afterwards, visitors will have a chance to create a sake blend catered to their tastes, which they can bottle and take home with a custom label.

Custom sake at Shimonoseki Brewery © Hisanori Watanabe

### Secrets of Japanese Woodcarving in Inami Town

Located in Toyama Prefecture, travelers can experience a [woodcarving apprenticeship](#) with an artisan from Inami Town, whose history with the traditional craft stretches back to the 18th century. During this three-hour workshop, visitors can make utensils, coasters or a personalized wood-based fragrance. The experience includes an overnight stay in one of several villas hand-designed by local woodcarvers, with locally sourced meals and room service available on request.



Woodcarving workshop © Bed and Craft



### The Lucky Cat Street of Tokoname

Tokoname City in Aichi Prefecture boasts a [special street](#) adorned with 39 unique *maneki-neko* (or “Lucky Cats”), all created by local pottery artists. Each Lucky Cat has its own special blessing, including the 12-foot-tall and 20-foot-wide Tokonyan, who serves as the guardian cat of the street. The Lucky Cat Street is part of Tokoname’s Pottery Foot Path, which displays the city’s 1,000-year relationship with pottery.

Lucky Cat Street © Tokoname Tourism Association

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### ABOUT JAPAN NATIONAL TOURISM ORGANIZATION (JNTO)

As the official tourism board, JNTO seeks to inspire international travelers to visit Japan. Focusing on sustainability, diversity and preservation of its history and culture, JNTO encourages travelers to explore the country while supporting local businesses, learning about indigenous cultures, and helping conserve its natural sites.

For more information about travel to Japan, visit <https://www.japan.travel/en/us> or the JNTO pages on [Facebook](#), [Instagram](#) and [Youtube](#). To contact the New York office of the Japan National Tourism Organization (JNTO) directly, please e-mail [us\\_media@jnto.go.jp](mailto:us_media@jnto.go.jp).

### ABOUT U.S.-JAPAN TOURISM YEAR

2024 will mark the first time both the United States and Japan have developed this kind of union, which seeks to promote increased travel, mutual tourism, and cultural exchanges between the two countries. The Tourism Year agreement is a project of Japan National Tourism Organization (JNTO), the Japan Tourism Agency (JTA) and the Japan Association of Travel Agents (JATA), in conjunction with the U.S. Department of Commerce’s National Travel and Tourism Office and U.S. Commercial Service, the U.S. Embassy in Tokyo and Brand USA. For more information, visit <https://www.japan.travel/en/us/us->



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