



Hyogo Business & Cultural Center

# SUSTAINABLE TRIP TO HYOGO PREFECTURE



# AGENDA

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Profile

# WHERE IS HYOGO

01

Hyogo is adjacent to Kyoto and Osaka. Often referred to as the “heart of Japan” for geographically being at the center of the main land.

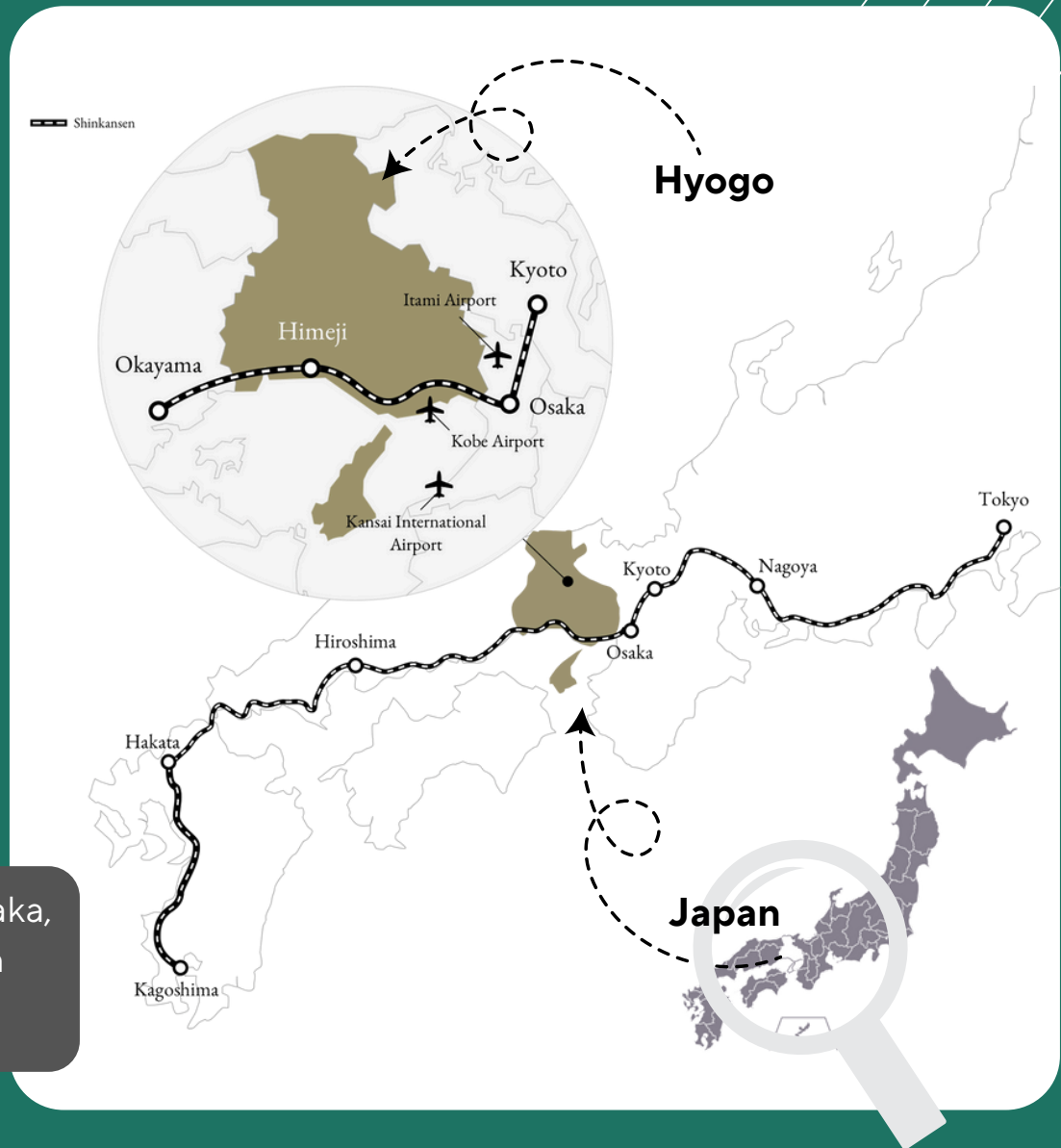
02

It is part of the western side of Japan called the Kansai Region.

03

Kobe City is the capital of Hyogo. Also Japan’s 6th largest city.

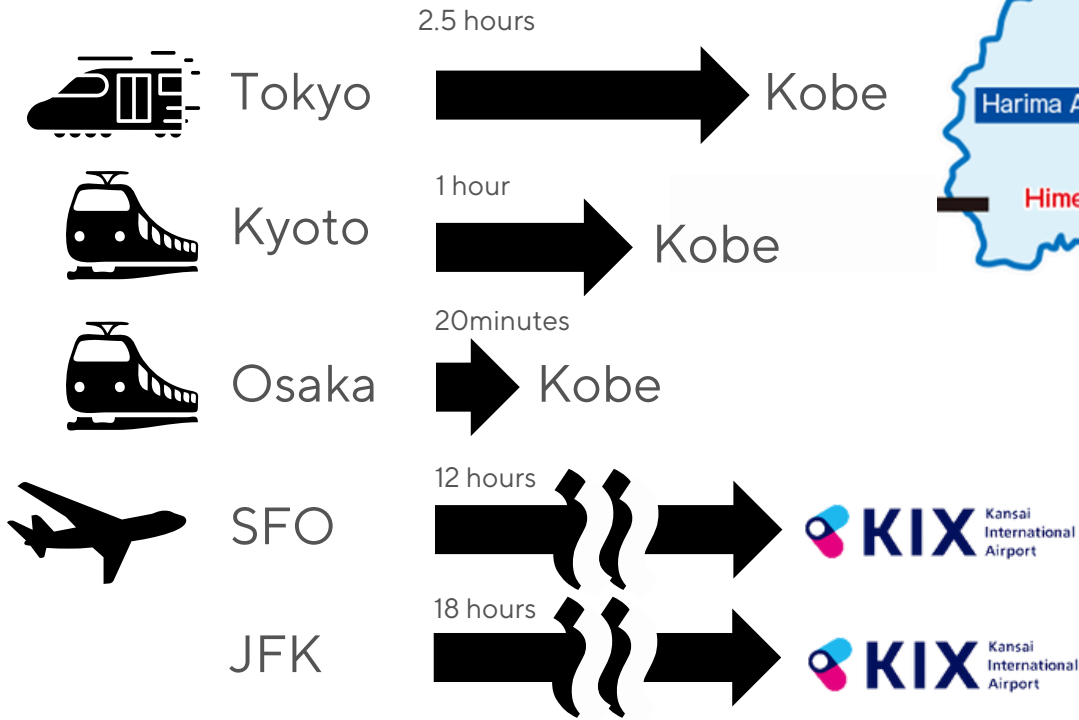
\*A prefecture is similar to a state. Hyogo, Osaka, Kyoto, Tokyo are all individual prefectures. In total, Japan consists of 47 prefectures!



# GETTING AROUND IN HYOGO

## Accessibility

Having 3 airports nearby and being located in the center of Japan, it has great access!



# SUSTAINABLE TOURISM



## History

Highlights in Hyogo include many heritage sites conserved from 400 years ago. Integrating these historical sites into tourism fosters sustainable tourism, allowing visitors to appreciate the region's rich cultural history while minimizing environmental impact.

## Nature

Hyogo is blessed with a rich environment that is ideal for growing crops, catching seafood, and brewing traditional Japanese sake. Enjoying freshly prepared local dishes not only honors the region's culinary heritage but also supports a sustainable food chain.

## Zen

Zen Buddhism has deep connections to sustainability. Its emphasis on mindfulness encourages us to cultivate a greater awareness and appreciation for the natural world, motivating us to take care of our planet and conserve its precious resources.



# KOBE/神戸



## KOBE BEEF



Be sure to try Kobe beef while you're in Kobe City!



## ARIMA ONSEN



Relax in an onsen overnight by immersing yourself in the gold and silver spring waters.



## NADAGOGO



Enjoy fresh sake on a sake-hopping tour of local breweries and museums.



# HIMEJI CASTLE



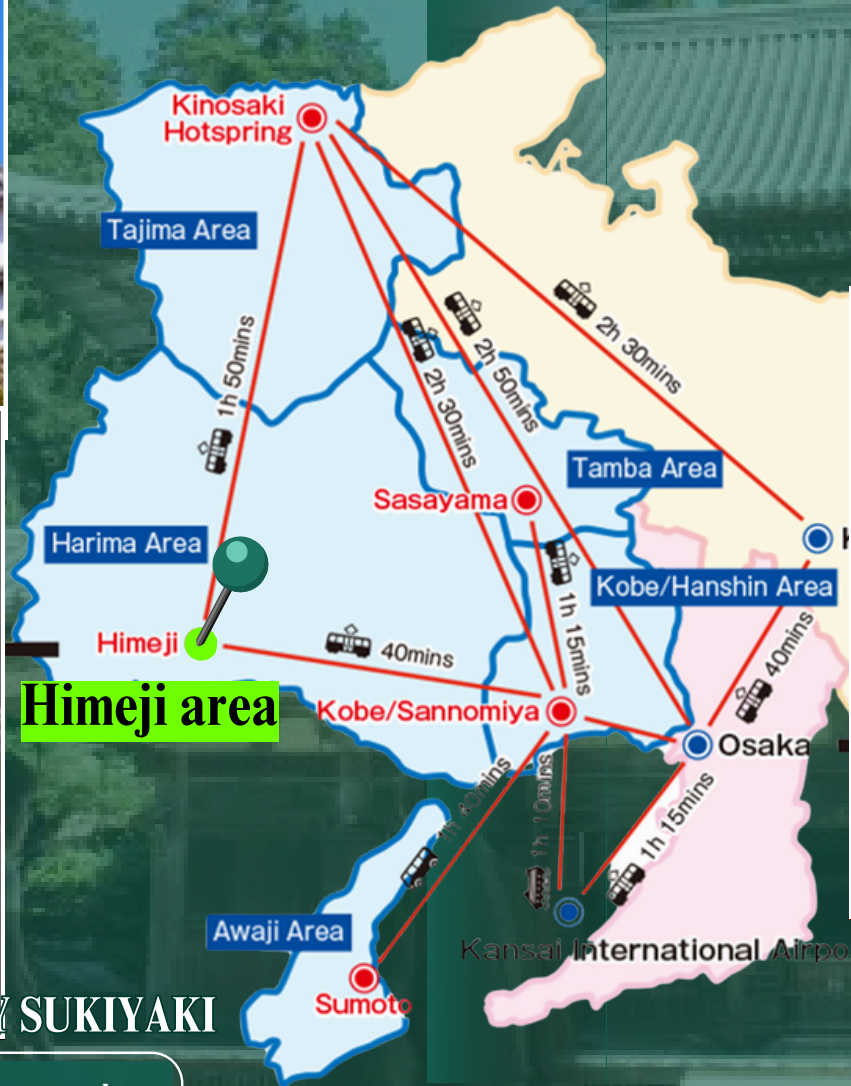
“ A 400-year old white castle, one of Japan’s most visited, and a UNESCO World Heritage Site. ”



# COTTON CANDY SUKIYAKI

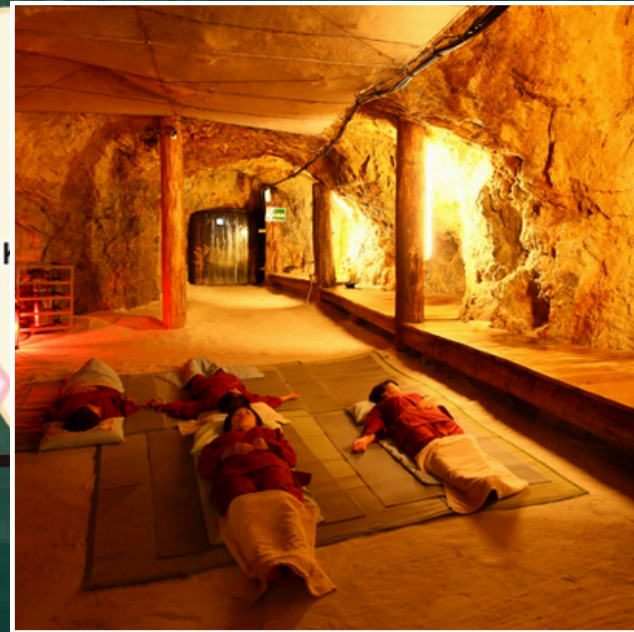
“ Enjoy sukiyaki hot pot at Maegura, where cotton candy replaces the usual sugar for a unique twist! ”

# HIMEJI/姫路



# MINE RADON BATH

“ The only natural radon bath in Japan! It is believed that exposure to radon gas offers health benefits. ”



## YUKATA WALK

“ Go on an onsen-hopping while wearing Yukata (bathrobe kimono)! ”



## RYOKAN STAY

“ Stay at the traditional inn and experience authentic local Japanese cuisine while wearing a yukata. ”

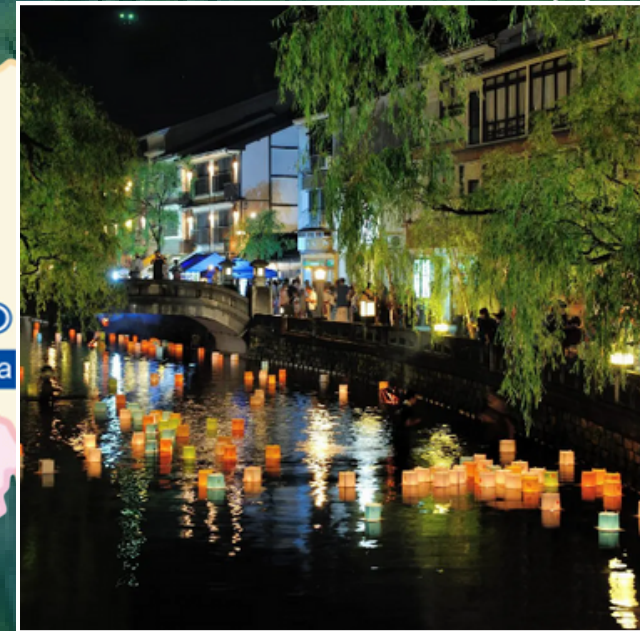


# KINOSAKI/城崎



## KINOSAKI ONSEN

“ A 400-year old white castle, one of Japan's most visited, and a UNESCO World Heritage Site. ”





# ACTIVITIES

Hyogo Prefecture is a large area, often divided into 5 regions, each offering unique activities and attractions for you to enjoy!



Tamba Pottery



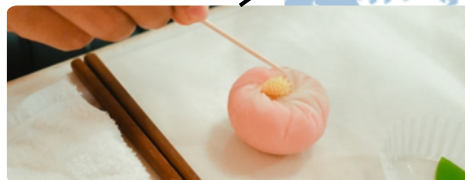
Miki Knife



播磨エリア  
HARIMA



Salon de Takarazuka



Wagashi Sweets

摂津(神戸)エリア  
KOBE



Zen Retreat



Ningyo Johruri



Godzilla Zipline

淡路エリア  
AWAJI



Whirlpool Cruise



Hyogo's tour programs offered during the World Expo event:

# HYOGO FIELD PAVILION

Dates: April 13th-October 13th

100+ programs to check out!

Program List



## ▶ **Wagyu Beef & Rice**

In Nishiwaki City, Kurodasho Wagyu beef, a local brand, is largely raised and shipped as Kobe Beef. In this program, participants learn about the circular agriculture unique to Nishiwaki, with Kurodasho Wagyu beef at its core.

## ▶ **War Heritage**

The Uzurano Airfield Ruins are remnants of a former Imperial Japanese Navy training aviation unit's airfield. In February of 1945, the "Shirasagi Squadron" of kamikaze special attack forces was organized and flew from here. Visit this museum to learn about the daily lives of those pilot trainees which prompts a reconsideration of "peace".

## ▶ **Make Kamaboko (Fish Cake)**

Kamaboko is a processed fish food that was developed when freezing preservation technology did not exist. Fish paste is spread on a board or stick and then steamed or grilled. It is widely eaten even today, and Kobe is said to be the origin of this product.

# TOURISM GUIDES

## For Travel Agency

Tailor-made luxury journey planning platform

<https://luxury.hyogo.jp/top>

LUXURY  
HYOGO ● JAPAN

## For Tourists

Official Tourism Navigation Site made by Hyogo

<https://www.hyogo-tourism.jp.e.atl.hp.transer.com/>

HYOGO OFFICIAL  
TOURISM  
NAVIGATION  
**Go!** たび  
兵庫県公式観光サイト

Another official site featuring more detailed categories of tourist highlights

<https://matcha-jp.com/en/list?region=128>

MATCHA



# CONTACT US

## Phone

(206) 728-0610

## Email

office@hyogobcc.org  
takahisa@hyogobcc.org  
janice@hyogobcc.org

## Website

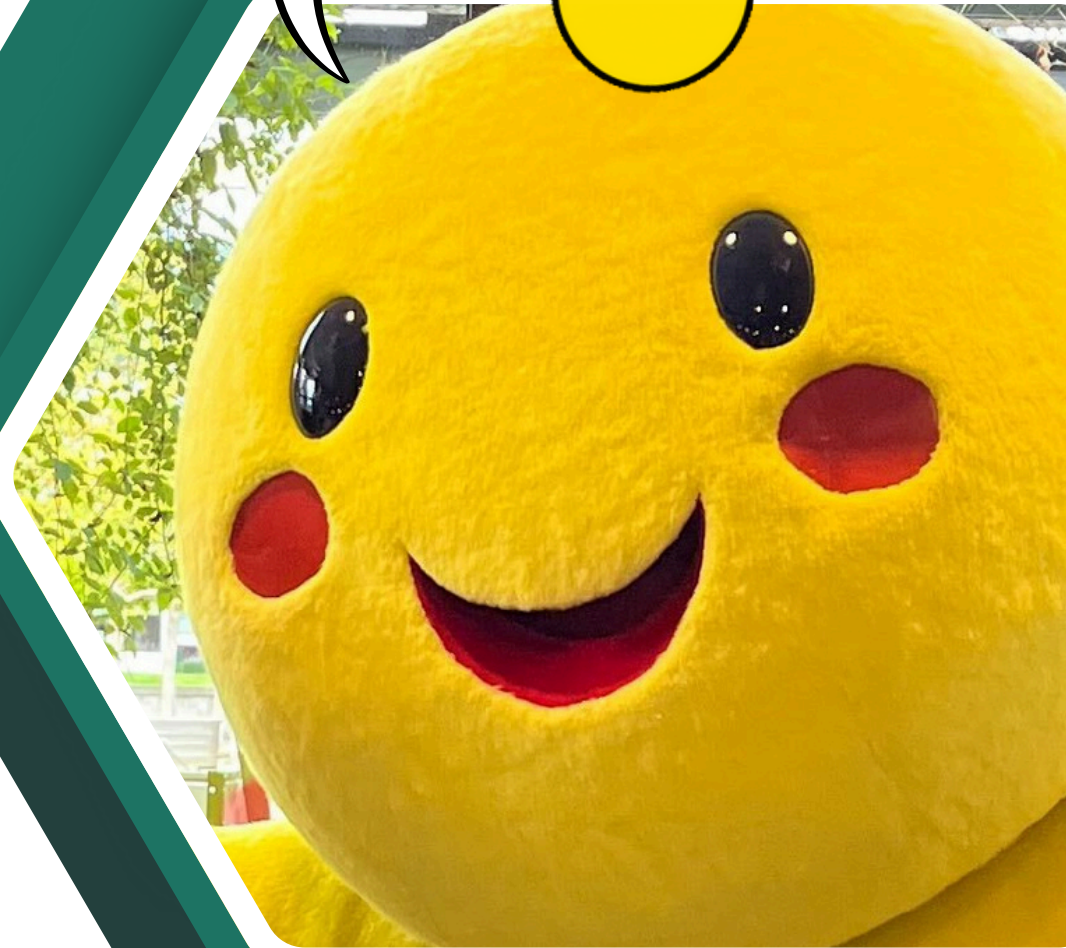
<https://www.hyogobcc.org/>

## Location

Safeco Plaza, 1001 4th Ave #4310,  
Seattle, WA 98154



I can't wait to see you  
in Hyogo!



**Habatan: Hyogo's Mascot**