

# ESSENTIAL GUIDE TO FUKUSHIMA

福島



Fukushima is Japan's 3rd largest prefecture by area, and is famous for bountiful nature, scrumptious cuisine, and welcoming locals. Fukushima is roughly split into three regions: Aizu, filled with abundant wilderness dotted by historical landmarks; Nakadori, known for gorgeous flowers and fresh fruit; and Hamadori, which faces the Pacific Ocean and is packed with stunning landscapes. Each region has its own unique features, culture, and climate, making them all equally worth exploring.



# Fukushima's Top 8 Charms That Captivate Australians!



## 1 Quick Access to a Blissful Spot Away from the City Hustle

Just a short trip from Tokyo on the bullet train, Fukushima Prefecture offers a blissful escape from the urban hustle and bustle, where you can immerse yourself in nature and history. It's a serene haven waiting to be discovered by seasoned travellers from around the world, sure to keep you coming back.



## 2 A Treasure Trove of Diverse Culinary Delights and Proud Produce

Fukushima boasts the highest number of "100-Year Food" certifications by the Agency for Cultural Affairs in Japan. It's a gourmet paradise where fresh ingredients and a diverse food culture merge, complemented by renowned sake that delights the soul.



## 3 A Snowy Paradise Full of Powder Snow Ski Resorts

Experience the ultimate in powder snow at Japan's largest ski resorts. Wrapped in a snowy wonderland, Fukushima is the ideal setting for thrilling winter adventures.



## 4 Educational and Exciting Travel Programs

Fukushima offers unique educational travel programs through Samurai Spirit Tourism and Hope Tourism. Embark on a journey where knowledge and inspiration intersect.



## 5 Unique Cultural Experiences and the Depth of Traditional Crafts

Fukushima captivates travellers with its unique cultural experiences and traditional craftsmanship. Feel the breath of tradition as you embark on a journey filled with new discoveries.



## 6 Harmony with Nature! The Beauty and Activities of the Warmer Months

Surrounded by nature, Fukushima offers a variety of activities to enjoy. In the warmer months, experience the beauty and harmony of living with nature.



## 7 Learn and Be Inspired by the Past! Historical Tourist Attractions

Rich in traditional tourist attractions, Fukushima allows you to connect with history. Feel the echo of the past as you step into the future.



## 8 A Safe and Welcoming Destination with Just a 1-Hour Time Difference

A safe and friendly environment awaits travellers, welcoming them with open arms. Feel secure and open your heart to new experiences and encounters in Fukushima.



# Extreme Fukushima

Extreme Fukushima is for travellers seeking off-the-beaten-path journeys and fresh discoveries far from the typical Japan itinerary. This includes secluded hot springs, one of Japan's greatest natural wonders; alongside hikes in deep nature, local cycling routes, and winter sports on top-tier powder snow. Extreme Fukushima offers a range of fantastic activities based on the 3 categories of ADVENTURE into the unknown, X SPORTS

for riveting thrills and speed, and AMAZING VIEW, which promises one-of-a-kind scenery.

These "extreme" activities will enhance your trip to Japan with a hefty helping of adventure. Most activities come with a professional guide and accommodate small groups only for a more personal experience.

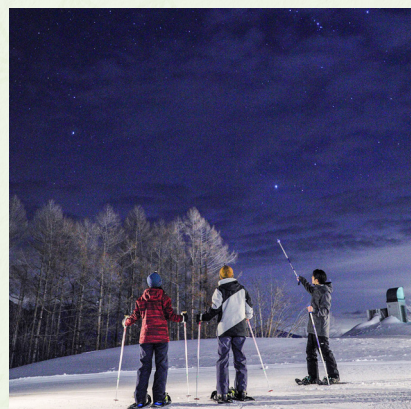
## ADVENTURE



## X SPORTS



## AMAZING VIEW



**EXTREME**  
**FUKUSHIMA**

**MORE INFORMATION**





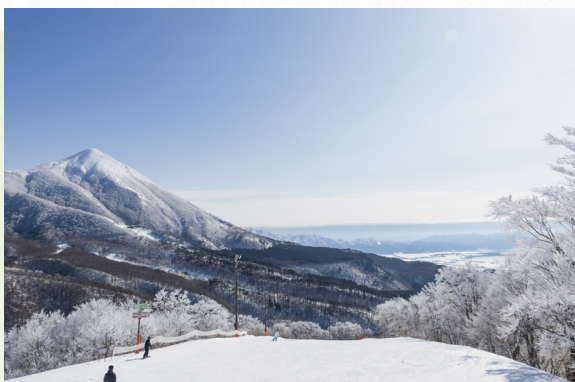


## Winter Sports and Snow Activities

Fukushima Prefecture also has a stellar reputation amongst skiers and snowboarders in the know! Fukushima is connected directly to Tokyo on the bullet train, making it a breeze to reach, and many of its ski resorts can be accessed in just a few hours by public transport, so you don't have to stress about renting a car. Fukushima's abundant tall mountains, particularly around its inland Inawashiro, Aizu, and Adatara Kogen regions, yield some of Japan's finest powder snow thanks to the low humidity and high altitude, and their hidden gem status makes them largely

free from tourists! Fukushima's ski season is also very long, running as early as November to as late as May in some resorts, so even if you're missing the peak winter months, you can still get your fill!

Some of the best Fukushima ski resorts include Hoshino Resorts Nekoma Mountain, famed for its incredibly fine powder snow; EN RESORT Grandeco, boasting long, uninterrupted runs; and Inawashiro Ski Resort, which has both challenging courses for advanced skiers and fun casual skiing for beginners.



**MORE INFORMATION**





## Fukushima Food and Dining



Blessed by vast mountains, lakes, and ocean, Fukushima is a treasure trove of produce. Each of the regions of Nakadori, Hamadori, and Aizu have their own distinctive ingredients and cooking styles, yielding a delightful collection of tantalising local meals.

**MORE INFORMATION**



## Uncovering the Culture of Fukushima



Passed down through countless generations, Fukushima Prefecture has a plethora of unique cultures nurtured by the history and climate of each region.

**MORE INFORMATION**



## Fukushima's Festivals



Fukushima Prefecture is home to many Japanese festivals, both old and new, proudly presenting its culture and history to the public. Those who join can mingle with locals, relish delicious street food, and revel in the ecstatic energy that fills the towns and cities of Fukushima.

**MORE INFORMATION**





## Samurai Spirit Tourism



Fukushima is one of Japan's samurai heartlands, and the "bushido" spirit still lingers in the souls of locals even today. There are dozens of landmarks illustrating this history, including Ouchi-juku, a post-town that accommodated the daimyo of the Aizu Domain during the Edo period and Tsurugajo Castle, one of the final battlefields in the Boshin War between the New Meiji Government and Former Shogunate Army.

**MORE INFORMATION**



## Hope Tourism



11 March 2011 saw Fukushima hit by the unprecedented triple disaster of an earthquake, tsunami, and nuclear incident. In the years since, Fukushima has strived towards revival while undertaking new efforts to build a more sustainable future through the harsh lessons learnt. The unique experiences of Fukushima have made it the best place to see, listen, and ponder this future through the new educational travel program Hope Tourism.

**MORE INFORMATION**




## Getting to Fukushima

Fukushima is easily accessible from most major transport hubs within Japan. At just 90 minutes from Tokyo, most travellers will find it's a direct ride on the Shinkansen (bullet train) to reach the central Fukushima City region.

Regardless of your budget or preferred mode of transport, a wealth of options exist to get you here. If you travel by Shinkansen, it is recommended that you book a reserved seat in advance.

## FUKUSHIMA TRAVEL

Official Fukushima Tourism Information

 <https://fukushima.travel/>

 <https://www.facebook.com/travelfukushimajapan/>

 <https://www.instagram.com/rediscoverfukushima/>

 [https://www.youtube.com/channel/UCa6etLJzKLPTaaH2n\\_FW1ZA](https://www.youtube.com/channel/UCa6etLJzKLPTaaH2n_FW1ZA)



Australia's Official Fukushima Prefecture Representatives

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Fukushima's Website for Travel Professionals