



- Explore the regions -



Tastes of JAPAN by ANA has won the award for Tourism Business (Field of Domestic and Inbound Travel) from Tourism EXPO Japan 2016, supported by Japan Tourism Agency and others.

Tastes of JAPAN by ANA 荣获由日本观光厅等单位主办的 2016 年日本旅游博览会旅游业部门（国内·访日领域）大奖。



## Get to Know

# Tokai, Hokuriku, and Shin'etsu

### 东海北陆信越之旅

#### Welcoming Coast and Winter Wonderland

The regions of Tokai, Hokuriku, and Shin'etsu, near the center of Honshu, attract with sea and mountains as well as great skiing. All regions have heavy snowfall made charming by hot springs and offer trekking and hiking opportunities. Coastal areas offer amazing seafood, while inland sites have abundant fresh ingredients such as mushrooms.

#### 怡人海岸与冬日乐园

东海、北陆及信越地区靠近本州岛中心，拥有美丽的大海、山林及滑雪胜地。这些地区有丰饶的降雪，温泉魅力十足，是徒步旅行或远足的极佳去处。沿岸地区有海鲜可大快朵颐，内陆地区则凭借新鲜蘑菇等山珍让人垂涎欲滴。



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1 World Cosplay Summit 2018. Aichi Pref. © WCS Inc.  
爱知县世界 Cosplay 峰会 © 株式会社 WCS

2 Monet's Pond, Gifu Pref.  
岐阜县莫奈池

3 Night view of industrial area, Yokkaichi, Mie Pref.  
三重县四日市市工业区夜景

4 Mt. Fuji photo courtesy of Shizuoka Prefectural Tourism Association  
富士山, 图片由静冈观光协会提供

5 High-grade Japanese confections, Ishikawa Pref.  
© Ishikawa Prefectural Tourism League  
石川县的高级日式甜点 © 石川县观光联盟

6 Echizen Ono Castle, Fukui Pref.  
福井县越前大野城

7 Tonami Tulip Fair, Toyama Pref.  
富山县砺波郁金香节

8 Jigokudani Snow Monkey Park, Nagano Pref.  
© Nagano Tourism Organization  
长野县地狱谷野猴公园 © 长野县观光机构

9 Hegi Soba, Niigata Pref.  
新潟县片木荞麦面

## Tokai: World Heritage and More

The Tokai region is made up of four prefectures: Aichi, Gifu, Mie and Shizuoka. Aichi is home to global company headquarters like Toyota Motor Corporation and to Nagoya, third largest city in Japan. Gifu boasts World Heritage site Shirakawa-go as well as Hida Takayama, both resonant with old village charm. In Mie, enjoy the renowned Ise Shrine, said to have great mystical powers, and famed Matsuzakagyu brand beef. Shizuoka has World Heritage site Mount Fuji and offers year-round leisure with hiking trails, beaches, and hot springs.



## 东海地区： 世界遗产与其他魅力景点

东海地区由四县组成：爱知、岐阜、三重和静冈。爱知县是许多世界级企业如丰田公司等据点，日本第三大城市名古屋也位居于此。岐阜县拥有世界遗产白川乡及飞驒高山等美景，古村魅力让人流连忘返。而造访三重县则可以去著名的伊势神宫，沐浴那里的神秘力量，也可以品尝松阪牛的美味。静冈县坐拥世界遗产富士山，根据季节不同，可选择去远足、海滨、温泉，享受这里的大自然。

## Hokuriku: Savory History Amid Nature

Fukui, Ishikawa, and Toyama face the Japan Sea and offer great historical attractions as well as gorgeous views and gourmet dishes with fresh ingredients from mountain and sea. Ishikawa is home to Kenroku-en, one of Japan's three most beautiful landscape gardens, and other rich sites of history and culture. Toyama is surrounded by towering mountains on three sides, their pure snowmelt the source of one of Japan's best-quality waters. In Fukui, consider a memorable lodging experience at the temple of Eihei-ji, which won two stars in the *Michelin Green Guide Japon*.



## 北陆地区： 自然环抱的深邃历史

福井、石川及富山三县面朝日本海，既有历史悠久的风土人情，又有壮丽的自然和各式山珍海味。石川县有被誉为日本三大名园之一的兼六园及各种历史文化景观。富山县三面高山环抱，雪水消融，汇成全日本最优质的水源之一。您也可以去获得米其林日本绿色南二星评价的福井县永平寺，享受难忘的寺院住宿体验。

## Shin'etsu: Famous Rice and Skiing Fun

The Shin'etsu region, comprising Nagano and Niigata prefectures, is known for its heavy winter snowfall. Niigata, facing the Japan Sea, is not only the country's top producer of rice, with the most sake distilleries in Japan, but also is known for skiing and hot springs for round-the-clock leisure fun. Nagano Prefecture, situated more inland, with the highest elevation in Japan, attracts people from all over the country looking to gaze at stars, hike, or bathe in natural hot springs.



## 信越地区： 日本粮仓 滑雪胜地

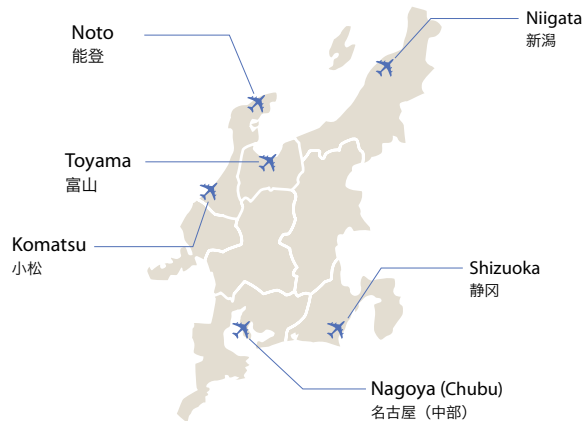
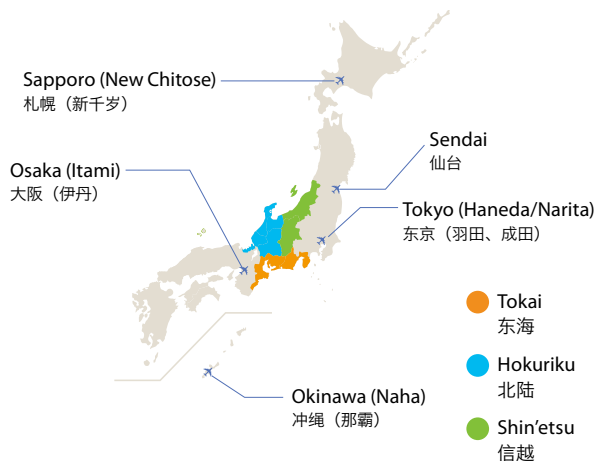
信越地区包括长野县和新潟县，以雪国闻名。新潟县面朝日本海，不仅是日本第一大米产地，拥有日本最多的清酒厂，还是一个滑雪胜地和著名的温泉乡，提供全天候休闲。长野县位于内陆，是全日本海拔最高的县，吸引了日本全国游客来此观星、远足、享受天然温泉。

## Seasonal Events and Attractions

- Spring:** Niigata Sakenojin (Niigata Pref., Mar.)  
Seihaku Festival (Ishikawa Pref., May)  
Mikuni Festival (Fukui Pref., May)
- Summer:** World Cosplay Summit 2019 (Aichi Pref., Aug.–Sep.)  
Etchu Owara Kaze-no-Bon (Toyama Pref., Sep.)  
Festa Samba 2019 (Shizuoka Pref., Sep.)
- Autumn:** Battle of Sekigahara Festival (Gifu Pref., Oct.)  
Suzuka Balloon Festival (Mie Pref., Nov.)
- Winter:** Dosojin Festival (Nagano Pref., Jan.)

## 季节活动

- 春季:** 新潟酒阵 (新潟县, 3月)  
青柏节 (石川县, 5月)  
三国祭 (福井县, 5月)
- 夏季:** 世界 Cosplay 峰会 2019 (爱知县, 8-9月)  
越中 Owara 风盆祭 (富山县, 9月)  
桑巴舞节 2019 (静冈县, 9月)
- 秋季:** 关原合战祭 (岐阜县, 10月)  
铃鹿热气球节 (三重县, 11月)
- 冬季:** 道祖神祭 (长野县, 1月)



### Convenient Access

Getting to and around Tokai, Hokuriku, and Shin'etsu regions couldn't be easier, with 6 airports served by ANA and many direct flights from airports around Japan. Flight time from Tokyo, for example, averages 1 hour.

### 便捷旅途

去东海、北陆及信越地区，交通十分便捷。6个机场有 ANA 的航班以及其他来自日本各地的航班。从东京出发平均飞行时间为 1 小时。

### Looking Ahead

The next theme of Get to Know Tokai, Hokuriku and Shin'etsu is "Experience," set for Feb. 2019, when we feature Nozawa Onsen, Nagano Pref., and Yuzawa Onsen, Niigata Pref., for hot springs and skiing.

### 下期预告

2019 年 2 月的主题为“体验”东海、北陆与信越。我们将介绍温泉及滑雪胜地长野县野泽温泉和新泻县汤泽温泉。



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