



- 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.

Festive Summertime Celebrations in Japan

Summer months are a great time to experience the many and varied festivals and events held across Japan, each a delightful celebration specially linked to its area's local legends and culture. In this issue, we introduce fun festivities—from cosplay to portside fireworks—in Tokai and Hokuriku Shin'etsu regions' four prefectures of Mie, Niigata, Shizuoka, and Aichi.



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Mie Pref.

Shiokake Festival (Shima-shi)

Jul. 3 (Wed.)

In this celebration welcoming the return home of sea goddess Ichikishima Hime no Mikoto, *ama* woman divers and fishermen offer the day's catch to the deity and pray for safety on sea and big hauls. After the prayer ritual, those aboard ship splash seawater on each other and throw fellow fun-loving participants into the ocean in a lively purification ceremony. Getting wet with seawater in this 780-year-old festival is said to help ward off disease and bring happiness for the year. The finale is marked by some fireworks. Dates may change due to weather conditions.

Getting There

ANA daily serves Nagoya (Chubu) from Tokyo (Haneda & Narita), Sapporo (New Chitose), Fukuoka, and many other cities. From the airport, Meitetsu μ-SKY Limited Express train takes 40 min. to Nagoya Station. From the station, travel time by Kintetsu express train to Shima is about 2 hours.

Niigata Pref.

Nagaoka Fireworks Festival (Nagaoka-shi)

Aug. 2 (Fri.)–3 (Sat.)

One of Japan's three largest fireworks displays, this festival lights the sky with some 20,000 "flowers of fire," including chrysanthemums, drawing a million visitors. Among renowned pyrotechnics is *sho-sanshakudama*, a 90-centimeter-diam. ball rising 650 meters with triple bursts, and Phoenix, the grand finale commemorating the Chuetsu earthquake and spanning two kilometers above Shinano River, making it the world's widest display. Originally begun in 1879, it ceased for decades due to WWII and commenced in tribute to lost lives in the war and in hopes of recovery and world peace.

Getting There

ANA daily serves Niigata Airport from Tokyo (Narita), Osaka (Itami), Nagoya (Chubu), Sapporo (New Chitose), Fukuoka, and Okinawa. Travel time from Niigata to Nagaoka by bus and super express train is about one hour.

Japan Travel Planner

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Shizuoka Pref.

Shimizu Minato Festival (Shizuoka-shi)

Aug. 2 (Fri.)–4 (Sun.)

This festival began with the return of trade to Shimizu Port to revive hope and cheer after the impact of WWII on local economy and morale. Minato Kappore So-odori fuses *kappore*—traditional dance from Edo times—and contemporary music, with some 20,000 people dancing for two days on Satsuki Street, linking Shimizu Station and the port bridge (4.2 km, roundtrip). The uniquely local festival, held on or around Aug. 4, the port’s inauguration date, ends with a grand finale of 10,000 fireworks launched from two portside barges. This year’s festival is part of a grand event celebrating the port’s 120th anniversary.

Getting There

ANA daily serves Tokyo (Haneda) from Osaka (Itami), Nagoya (Chubu), Sapporo (New Chitose), Fukuoka, Okinawa, and many other airports. Travel time from Tokyo to Shimizu Station is about 1.5 hours.

Aichi Pref.

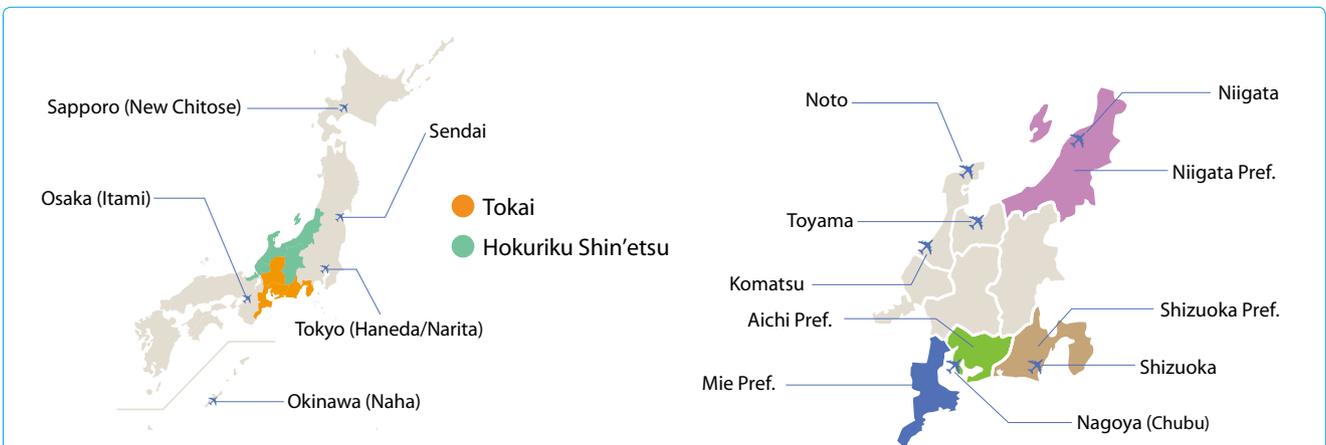
World Cosplay Summit (Nagoya-shi)

Aug. 3 (Sat.)–4 (Sun.)

Anime and manga are two genres known worldwide as vital contemporary aspects of Japanese culture. “Cosplay,” as it is known in and outside Japan, is dress-up by manga and anime lovers across the planet enacting favorite characters in full costumes, makeup, wigs, and other regalia. The World Cosplay Summit, formed to facilitate communication among international cosplayers, includes an anime theme song contest for costumed devotees; a parade through shopping streets in downtown Nagoya; and Cosplay Championship, in which division winners from cities around the world are evaluated for World’s Top Cosplayer. There are also events open to non-cosplay visitors.

Getting There

ANA serves Nagoya (Chubu) with daily flights from Tokyo (Haneda and Narita), Sapporo (New Chitose), Fukuoka, Okinawa (Naha) and many other cities.



Looking Ahead

The next theme for Get to Know Tokai and Hokuriku Shin'etsu in Aug. is Events, when we introduce fascinating events, festivals, and more from Nagano, Fukui, Ishikawa, Gifu, and Toyama prefectures that memorialize your travel in Japan.

Handy URL

Visit the special website of Tastes of JAPAN by ANA Tokai and Hokuriku Shin'etsu webpage.

