

Japan Tourism Topics by JNTO

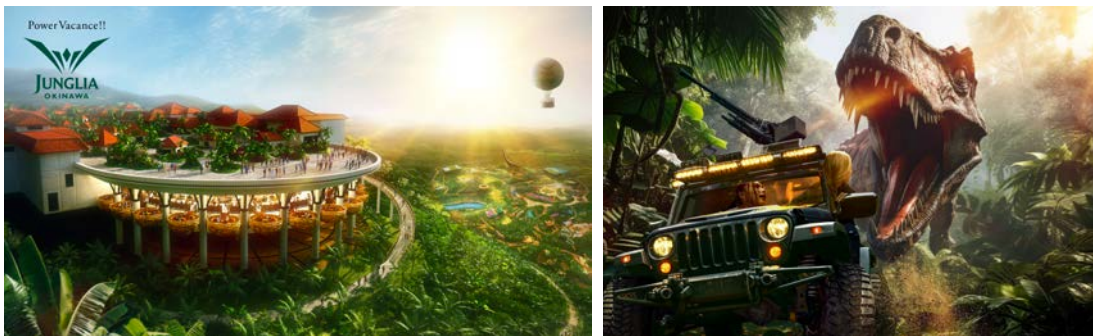
Japan National
Tourism Organization

July 17, 2025

The JNTO newsletter focuses on travel information useful to journalists and writers who want to go beyond the ordinary destinations. Japan offers limitless travel experiences. Let us introduce you to the premier attractions of the upcoming season.

New Open

1. JUNGLIA theme park of “excitement and luxury” opening July 25 in Okinawa forest



Japan Entertainment Inc.

A race through the jungle to escape from an oncoming T-Rex, a wild hunt for the “lost baby dinosaur,” a giant balloon ride over the forest, and more. The groundbreaking new jungle theme park JUNGLIA, opening on July 25 in Okinawa, offers a variety of excitement and luxury experiences. Nestled within the northern Okinawa forest adjacent to the Yanbaru area, a UNESCO World Natural Heritage site, JUNGLIA redefines immersive entertainment by blending the island’s rich natural beauty and cultural heritage with cutting-edge attractions. Thrill-seekers can brave the “Dinosaur Safari,” go on the wild and rocky jungle road on “Buggy Voltage,” fly sky-high like a “Sky Phoenix,” or ride the “Horizon Balloon” that takes guests 200 meters above the forest and offers a stunning 360-degree panorama. SPA JUNGLIA, where guests can soak in an outdoor bath under the tropical sky with a magnificent view of the Yanbaru mountain chain and the forest, is billed as the “largest infinity public bath” by the Guinness World Records. With family-friendly entertainment and gourmet dining featuring authentic Okinawan ingredients, JUNGLIA expects to deliver a dynamic, unforgettable experience that celebrates Okinawa’s vibrant spirit and natural splendor.

[JUNGLIA OKINAWA](#)

Festival and Event

2. Dancing to the beat in “Carnival of Tosa”: Yosakoi Festival in Kochi Aug 9-12



Courtesy : Yosakoi Festival Promotion Association

A vibrant celebration ignites the streets of Kochi City as some 18,000 dancers in dazzling costumes from competing teams perform bold choreography to a thrilling mix of traditional tunes and modern, high-energy beats. The Yosakoi Festival, the largest annual event in Kochi Prefecture, brings the vibes to some 900,000 spectators in this four-day dance/parade extravaganza from August 9 to 12 (including the pre- and post-events). Kochi is the birthplace of Yosakoi Naruko Odori, which is performed today in various styles in many parts of Japan and even internationally. The festival, organized for the first time in 1954 to promote Kochi citizens' health and cheer up local shops amid the recession plaguing the country at that time, started with the participation of 750 dancers in 21 groups. Today, about 18,000 dancers in nearly 200 teams — not only local groups but from all over Japan and abroad — perform at a total of 16 venues including shopping streets, sending Carnival-like fever to the entire city. Don't miss the summer spectacle as performers in colorful costumes, each beating time with hand-held *naruko* wooden clappers, transform the city's streets into Japan's premier cultural celebration. Dance to the Rhythm of Kochi at the Yosakoi Festival!

Festival and Event

3. Feel the extra heat at the Yoshida Fire Festival Aug 26-27 at the foot of Mt. Fuji



Courtesy: Kitaguchi Hongu Fuji Sengen Jinja

It will be a fiery sight to behold. Enjoy the extra summer heat in Fujiyoshida, Yamanashi Prefecture, at Yoshida no Himatsuri (Fire Festival) — known as one of Japan's three most unique festivals for the spectacular scene it creates like no other — where dozens of towering torches at nightfall light up the main streets of the city at the foot of Mt. Fuji. The August 26-27 festival, held every summer for more

than 400 years, marks the end of the official climbing season for Mt. Fuji. The original purpose of the festival is said to have been to pray to the gods to keep the local community safe from volcanic eruptions and fire. On the first day of the annual festival, two heavy portable shrines are carried from the Kitaguchi Hongu Fuji Sengen Shrine for hours. After the portable shrines reach their resting place in the evening, around 100 giant “taimatsu” torches — each up to three meters tall — are lined up along the main thoroughfare and set ablaze, creating a mesmerizing spectacle that is going to be literally very hot to watch. The festival concludes on the second day as the portable shrines are returned to the main shrine. Visitors traveling by car are warned that there will be large-scale traffic closures during the festival.

[Yoshida no Himatsuri](#)

[Fujiyoshida City official website](#)

Festival and Event

4. Drums, music and food at Earth Celebration on Sado Island, Niigata, Aug 22-24



Photo: Tomohiro Yonetani



Courtesy: Earth Celebration

Sado Island is the hometown of Kodo, a world-renowned taiko (Japanese drum) performance group. Earth Celebration, to be held here from August 22 to 24, is an international music festival hosted by Kodo and Sado City, bringing guest musicians to this beautiful island off Niigata Prefecture on the Sea of Japan coast. The festival, in which drums, music, food, and festivities all come together, has been held every summer since 1988 with the natural splendor of the island setting the stage for this arts and culture event. Along with the event's host Kodo, the event features various guest artists from Japan and abroad. The main event of the festival is a series of outdoor Harbour Concerts held each evening. The guest performers this year include el tempo, a music project originating in Buenos Aires and led/conducted by Japan's Shishido Kavka; drummers/percussionists from Senegal; and Korean drum performer Choi Jaechol. There will be various workshops and fringe stage (free) performances in other venues on the island during the festival, which has also evolved into an occasion for the residents of this small town to engage with visitors from across Japan and overseas.

[Earth Celebration 2025](#)

[Earth Celebration/Sado Tourism Navi](#)

Festival and Event

5. Amazing spectacle of Murakami Pirates and samurai warriors at Innoshima Suigun Matsuri in Hiroshima, Aug 31 & Sept 20



Courtesy: Innoshima Suigun Festival

The immersive experience of the Innoshima Suigun Matsuri takes visitors on a medieval samurai-era time travel, showcasing the cultural heritage of Murakami Suigun pirates. Innoshima in Onomichi, Hiroshima Prefecture, an island in the Seto Inland Sea, was once home to the legendary pirates who controlled the maritime region from the 14th to the 16th century. The festival reenacts the spectacles of the pirates and samurai warriors. The Sea Festival on August 31 will feature a thrilling race of wooden rowboats named “Kohaya” — a reproduction of the messenger boats used by the pirates — evoking the clan’s seafaring prowess. In the Island Fire Festival on September 20, armored warlords will parade in resplendent regalia, and torch-wielding warriors will illuminate the beach with dramatic bonfires, followed by a breathtaking fireworks finale. Despite their fearsome name and reputation, the Murakami pirates, highly skilled in navigating the perilous inland waters, are said to have been more like maritime police than bandits. [The Murakami Suigun Museum](#) in Imabari, Ehime Prefecture, on the other side of the Seto Inland Sea, showcases their history.

[Innoshima Suigun Festival](#)

Cultural Discoveries

6. Latest Ando Tadao-designed museum in Naoshima, the Seto Inland Sea island of art



Photo: GION

Designed by Japanese architect legend Ando Tadao, Naoshima New Museum of Art has opened in Naoshima, Kagawa Prefecture — the latest addition to an island in the Seto Inland Sea known for its

world class contemporary art installations and museums. The new museum, which opened on May 31, is Ando's 10th project for the Benesse Art Site Naoshima. It features a three-story structure with two basement levels, harmoniously integrated into a hillside near the island's Honmura area. Its four gallery spaces showcase works by prominent Asian artists, including Murakami Takashi and Cai Guo-Qiang, as part of the ongoing inaugural exhibition "From the Origin to the Future." Since the new museum interconnects with the island's existing art facilities, the constellation of venues offers more integrated art encounters resonant with the surrounding nature and communities. The museum's unique setting within the Seto Inland Sea enhances its appeal, offering visitors a serene backdrop, and integrates with the island's natural landscape, designed to reflect Ando's signature interplay of light, space, and environment.

[Naoshima New Museum of Art](#)

Special Experience

7. Summer wildlife watch tours at World Natural Heritage site in Shiretoko, Hokkaido



©Picchio Shiretoko

The treasured wildlife in Hokkaido — from brown bears to Ezo deer and red foxes — is most active during summer. The picturesque views of the Shiretoko National Park and warm weather make the summer months the perfect time to go on a tour to watch the amazing wildlife in this UNESCO World Natural Heritage listed area. Tour operator Picchio, which has also been actively engaged in wildlife conservation efforts, offers a variety of wildlife watch tours throughout the year. The summer season tours — ranging from a trek through Shiretoko's primeval forest area with stunning views of cliffs and waterfalls, to a nocturnal drive to observe the animals in motion during nighttime hours — are available from April to November. The Shiretoko National Park is home to a wide variety of large mammals like the brown bear, killer whale, and large eagles in danger of extinction, along with various other animals in the ecological chain led by those large creatures. Such diverse wildlife — and Shiretoko's unique interconnection between the ocean, rivers, and forest ecosystem that supports it — has earned the area World Heritage recognition.

[Picchio Shiretoko](#)

Special Experience

8. E-MTB ride tour to explore the breathtaking landscapes of Hachimantai, Iwate



Courtesy: Tohoku Tourism Promotion Organization

An electric mountain bike (e-MTB) tour in Hachimantai — now available from June through late October — is designed to allow visitors to this volcanic area in northern Tohoku to navigate even the roughest mountainous terrain irrespective of their fitness levels while enjoying its scenic beauty. The Hachimantai area straddling Iwate and Akita Prefectures — a part of the Towada-Hachimantai National Park in northern Honshu — is one of Japan’s most famous volcanic areas. The Hachimantai plateau is formed by multiple volcanoes, and is dotted with lakes, marshes, and moors. In one of its multiple attractions, the area is a cyclists’ paradise that features a variety of recommended courses where you can enjoy the majestic mountain landscapes as you test your riding skills. The e-MTB ride tour allows riders to explore the Iwate side of the area’s breathtaking scenery and diverse terrain on electric mountain bikes, which makes the journey accessible and enjoyable for both beginners and seasoned cyclists. The tour will enable one to gain a sense of the area’s rich history and vibrant culture by offering views of volcanic peaks and access to historic hot springs. Tour participants will be accompanied by a guide certified by the Professional Mountain Bike Instructor Association to support their ride.

[Explore Hachimantai: E-Biking Tour](#)

Expo 2025 Osaka Kansai

9. Recommended pavilion: PASONA NATUREVERSE on the “Thank you, Life!” concept



The concept of the PASONA pavilion at the 2025 Osaka-Kansai Expo is “Thank you, Life.” The IPS heart, a

new technology for the heart, a symbol of life, and the cardiac muscle sheet on which the IPS heart is based, are on display, and visitors can see an IPS heart in motion. Mighty Atom is the navigator of the pavilion, and Black Jack also introduces the future of healthcare and human- and environmentally-friendly food. The exhibition touches on the wisdom of humanity and the design of future societies.

It is worth noting that the exhibition does not simply showcase future technologies, but also provides visitors with a sense of humanity's connection from the past to the future by viewing the Tree of Human Evolution exhibition at the entrance, the history of ammonites as living creatures that are humanity's senior, by viewing the world's largest ammonite exhibition, the beauty of the surface made shining by micro-organisms, and the large three-dimensional images are truly amazing and leave a lasting impression. Finally, you enter the underground world and feel the world of micro-organisms. Future medical treatment using capsules that enter the blood vessels, flying operating rooms, future sleep, robot suits and other exhibits of the future society are sure to excite you about the evolution of mankind.

However, the starting point is life, and it contains an important message that reminds us of the importance of being thankful.

Now, can you guess which direction Astro Boy, sitting on top of the building, is pointing in? It is Awaji Island. If the weather is fine, you can see Awaji Island and the Akashi Kaikyo Bridge in front of PASONA NATUREVERSE. Many tourist facilities are operated on Awaji Island, and boats go directly from Yumeshima, where the Expo site is located, to Awaji Island. Many tourist facilities on Awaji Island are introduced on the Expo-themed travel product introduction website. We encourage you to take this opportunity to visit PASONA NATUREVERSE and Awaji Island!

[PASONA NATUREVERSE pavilion](#)

[\[proposals\]Expo 2025 Osaka, Kansai, Japan & Awaji Island Travel](#)

[\[proposals\]PASONA NATUREVERSE TOUR](#)

Expo 2025 Osaka Kansai

10. Explore more of Japan with JNTO's newly expanded Expo 2025 model courses



The 2025 Osaka-Kansai Expo is more than just a destination — it's a starting point for discovering the

deeper beauty of Japan. To help international visitors make the most of their trip to the 2025 Osaka Kansai Expo, the Japan National Tourism Organization (JNTO) has expanded its lineup of Expo-themed travel model courses. With newly added itineraries, the special website now offers even more ways to explore Japan through the Expo's core values — *Saving Lives, Empowering Lives, and Connecting Lives* — and discover the country's rich culture, nature, cuisine, and communities.

Long-Stay Courses: Dive Deep into Japan's Essence

- **Hokkaido & Tohoku | Saving Lives**

A journey into nature to learn the harmony of life.

Reconnect with the natural world and experience healing through the power of life's interconnection.

- **Kanto, Hokuriku & Kansai | Empowering Lives**

A culinary journey that nourishes body and soul.

Discover local flavors and traditions through hands-on food experiences and conversations with locals.

- **Kyushu & Okinawa | Connecting Lives**

A future-focused journey blending tradition and innovation.

Explore how heritage and cutting-edge technology shape the future of communities.

Short Trips: Feel the "Now" of Japan in Just a Few Days

- **Kansai & Chugoku | Empowering Lives**

A spiritual journey through Japan's timeless essence.

Encounter centuries-old craftsmanship and quiet inspiration.

- **Sanin | Saving Lives**

An active adventure immersed in nature.

Embrace the sea, mountains, and sky in a thrilling outdoor escape.

- **Setouchi & Shikoku | Connecting Lives**

A cool and retro cultural experience.

Explore towns where art and tradition meet in creative harmony.

- **Kansai | Empowering Lives**

A community-based gastronomy course.

Dive into local food culture and connect with the region through taste.

- **Shikoku | Saving Lives**

A sustainable tourism course.

Learn from rural lifestyles and discover ideas for a better future.

Sample Highlight: Empowering Lives Long-Stay Course

Start in Tokyo with pop culture, then explore Nikko's heritage and traditional arts. Continue to Hokuriku for gourmet delights and natural beauty, try sea bream fishing and sake tasting in Tsuruga, cook Omi beef in Shiga, and explore vegan culture in Kyoto. Finally, visit the Osaka-Kansai Expo to experience visions of the future.

This isn't just a trip "on the way to the Expo" — it's a journey inspired by the Expo that will deepen your love for Japan.

Special Expo Page:

<https://www.japan.travel/en/expo2025/model-courses/>

Notes:

- The above details are correct as of the time of publication, and are subject to change.
- Item 8 is based on information from JNTO partners.

If you'd like to download photos and videos of Japan's tourist attractions, please visit the [Japan Photo & Video Library Links](#)

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