



Rep Your Favorite Trip with New Clothing from Kinosaki Story and Kannabe Roots!
Show off your love for Kinosaki Onsen or bring the magic back for a friend!

Where the journey ends, the memory begins – Kinosaki Story

“Kinosaki Story” is an official brand of Kinosaki Onsen. Established in 2025, it shares the 1,300-year onsen heritage and cozy, atmospheric townscape of Kinosaki through minimal, refined designs inspired by its rich culture.



Wear your memories of Kinosaki Onsen on your sleeve with Visit Kinosaki's new line of fashionable souvenirs!

The new lifestyle brand "Kinosaki Story" offers goods inspired by Kinosaki Onsen's tranquil willow-lined scenery and welcoming locals.

Goods on sale include t-shirts, water bottles, and stickers. Find them at the Kinosaki Onsen Heritage Museum (357-1 Kinosakicho Yushima, Toyooka, Hyogo 669-6101) and Sozoro Tourist Information Center (96 Kinosakicho Yushima, Toyooka, Hyogo 669-6101).



[Beat the big cities with an extra day off in the Kannabe Highlands](#)



"KANNABE ROOTS" is a local lifestyle brand shaped by the volcanic soil, forest rhythms, and seasonal life of the Kannabe Highlands. Goods on sale include t-shirts, keychains, frisbees, water bottles, and more with designs inspired by Mount Kannabe. Consider extending your Kinosaki trip with a night spent in the Kannabe Highlands experiencing lava rock trekking, local hot springs, and seasonal cuisine raised by the nutrient-rich volcanic soil.





[Kinosaki Onsen](#) is a town of time-honored tradition dating back 1300 years ago. It is home to seven tattoo-friendly public hot springs, all within walking distance. Guests wear yukata and geta, stroll through the town, and enjoy onsen-hopping.

[Toyooka](#) is home to the Oriental White Stork, a national natural treasure that was revived from extinction in this very city. Toyooka's efforts restored the Oriental White Stork population, and now over 400 fly the skies of Japan. Toyooka is also known as one of Japan's largest producers of handbags.



[Izushi](#) is a residential castle town, popular for its nostalgic atmosphere of samurai-era Japan. It is home to many interesting attractions such as castle ruins, a samurai house, a kabuki theater, and a Japanese-style clock tower. The town's specialty is Izushi Sara Soba, buckwheat noodles served in small portions on five plates.

[Kannabe](#) is a mountainous area with outdoor activities year-round and a perfect destination for adventure travelers. In the winter, visitors go skiing, snowboarding, snowshoeing, and sledding, and during the green season, hiking, paragliding, fishing, and tree climbing are popular pastimes.



[Takeno](#) is a quaint fishing and beach town with landscapes part of the UNESCO San'in Kaigan Geopark. Takeno beach has clear, blue waters while the surrounding mountains offer great hiking opportunities. Visitors stroll through the peaceful town, discovering small shops and traditional cedar wood homes.

[Tanto](#) is a quiet countryside town with magnificent nature including hot springs, a giant field of tulips in the spring, brilliant red-leaved trees in the fall, and waterfall meditation.

