

Experience Authentic Japanese Culture

Flourishing as one of Japan's major thoroughfares with people and objects coming and going since ancient times, the Setouchi area offers a rich history and culture. Setouchi also offers a view of one of the world's quietest inland seas with such beauty in the morning and setting sun that it has been compared to the Aegean inland sea, earning the area a reputation as an attractive location that both amazes and inspires visitors. Come and experience comfort that eases your daily trouble and excitement that can only be found here in the Setouchi area!

Ferdinand Freiherr von Richthofen
(Germany: Geographer, Noted for Having Coined the Term "Silk Road")
 Graceful scenery covers an extensive area, and nothing in the world can be better than this. In the future, this region will win a high reputation as one of the world's most attractive places, and draw many people. (1860)



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Participate in historical events passed down from ancient times, seasonal events, or modern events with a vibrant atmosphere.

Festival / Event
 » P.36

The citizens of Japan can't help but love cherry blossoms. Come and see the moving, unforgettable beauty of these trees in bloom.

Cherry Blossoms
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As fall turns to winter and the march of seasons continues, the leaves of ginkgo and other trees begin to change color in a fiery display of beauty.

Autumn Foliage
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Enjoy one-of-a-kind dishes made with ingredients from both land and sea.

Gourmet
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