

Nagano-

Traversing the Rooftop of Japan





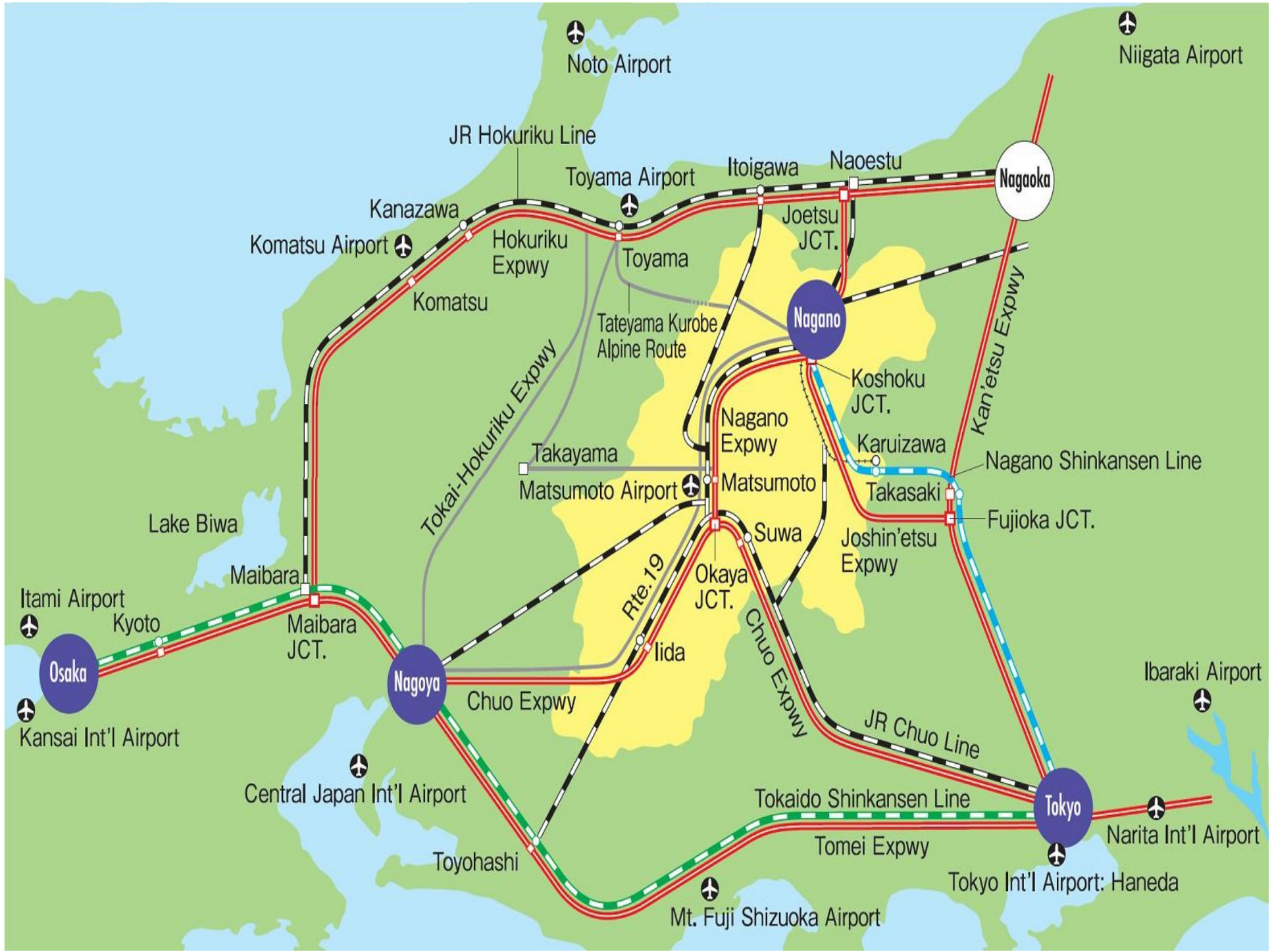
Maybe you have heard of Nagano before?



The rooftop of Japan

- The geographical “heart” of Honshu
- 4th largest prefecture
 - Area: 13,562km²
 - 120 km x 212 km
- 15 mountains over 3000m
- Four seasons destination
- Winter Olympics 1998





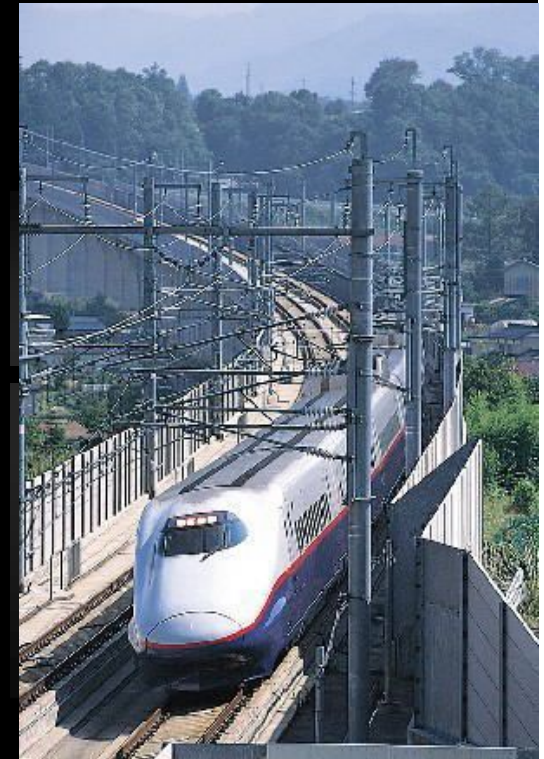
Access

- **From Tokyo to Nagano City**

- Bullet Train 1hr 35 min
- Car 2hr 30 min

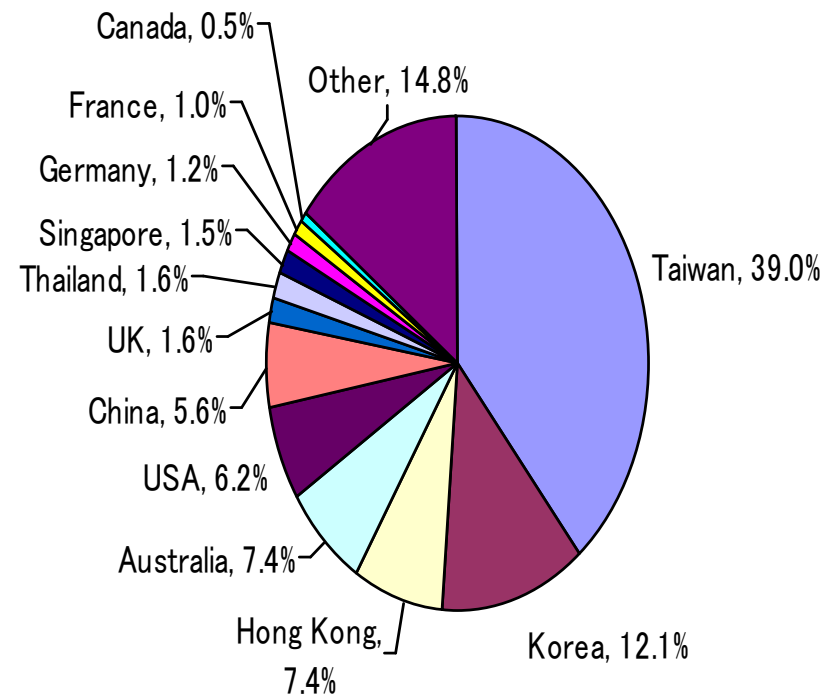
- **From Tokyo to Matsumoto**

- Express train 2hr 30 min
- Car 2hr 30 min



Rooftop commitment

- Commitment to bring tourists to “explore” Nagano – target countries
- 2007 : 153% increase in foreign tourists
 - 1999 → 2007 : 600% increase
- New tourism website in multiple languages (in progress)
- Creation of Classic Resorts Japan Alliance



Exploring the rooftop

- Unique destinations
- Unique festivals
- Unique handicrafts
- Unique cuisines



**The journey to the rooftop
begins...**



Zenkoji Temple



Snow Monkeys



Kiso Valley



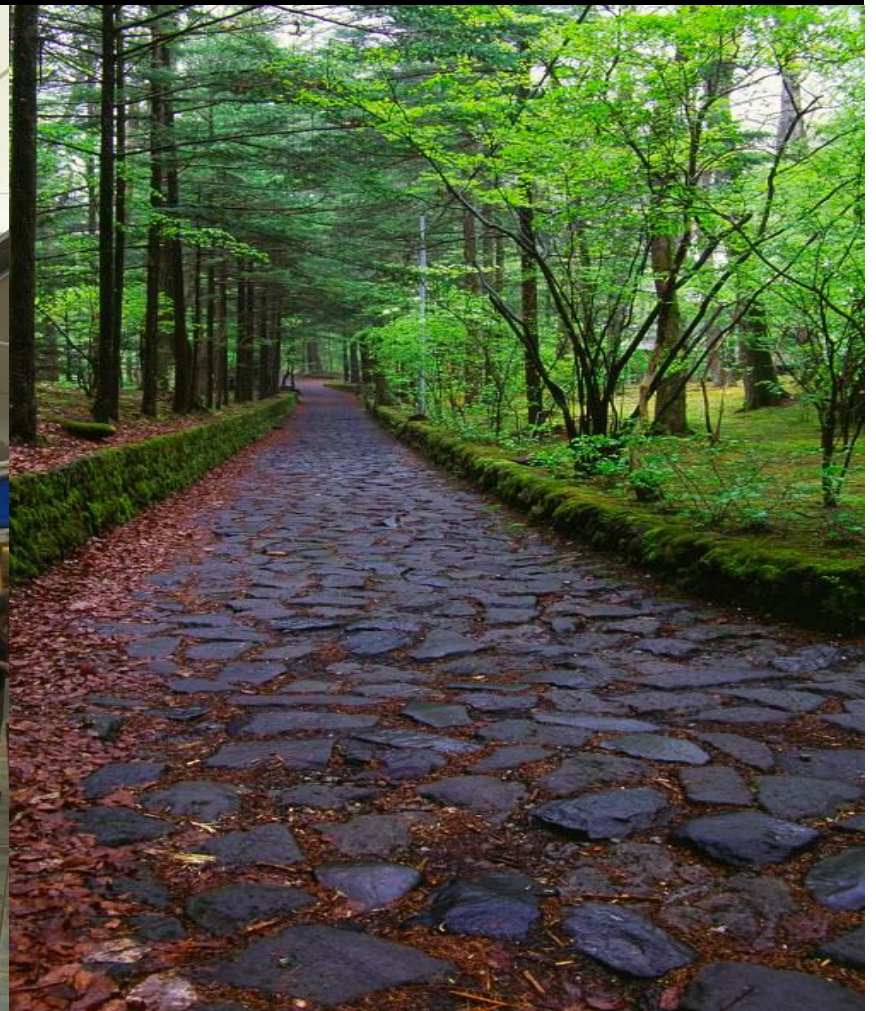
Matsumoto Castle



Kamikochi



Karuizawa



Obuse



Classic Resorts Japan - Hakuba, Shiga Kogen, Nozawa Onsen




CLASSIC RESORTS JAPAN
HAKUBA • SHIGA KOGEN • NOZAWA ONSEN • MYOKO KOGEN

Classic Resorts Japan

- Hakuba
 - 12 resorts
 - 3000m peaks
- Shiga Kogen
 - 21 ski fields connected by 70 lifts
 - Snow monsters
- Nozawa Onsen
 - One of the homes of skiing in Japan
 - 13 public hot springs



Rooftop festivals



Dosojin Fire Festival –
every January



Onbashira – April / May 2010

Rooftop festivals

- Gokaicho,
Zenkoji Temple
- April 5 –
May 30, 2009



Rooftop handicrafts

Kiso lacquerware



Mizuhiki papercrafts



Rooftop cuisine



Rooftop cuisine



Climb & explore the rooftop of Japan



Nagano Prefecture

Tourism Website:

www.nagano-tabi.net

Contact details

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Nagano Prefectural Government**

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