

# The Hidden Gems of Japan 2025

## Quick Reference Guide



### Kanazawa

A hub for culture and art enthusiasts, famed for its iconic gold leaf crafts



### Kenrokuen

One of Japan's three most famous gardens, beautiful in every season



### Beppu Hells

Seven hot springs in Beppu with distinctive characteristics



### Tottori Hanakairo Flower Park

A stunning fifty-hectare flower park in the foothills of Mt. Daisen



### Beppu Beach Sand Bath

Hot spring-heated sand baths with a waterfront view



### Adachi Museum, Shimane

Famous for its gardens as well as its art



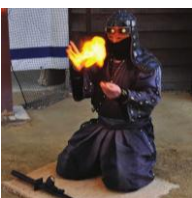
### Tendo, Yamagata

Producers of Shogi chess pieces, famed for the "human chess" event in the spring



### Shizuoka

Healing onsen, spectacular ocean views & iconic Mt. Fuji



### Mie

Home of the ninja and Japan's most sacred shrine



### Ceramics Market, Saga

Arita & Imari: Two of Asia's greatest porcelain towns



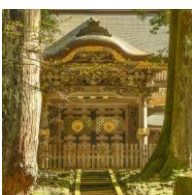
### Ama Divers, Mie

A tradition of professional women skin divers dating back millennia



### Oda City, Saga

History, natural beauty, and a World Heritage Silver Mine



### Eiheiiji, Fukui

An active monastery of Soto Zen Buddhism located deep in the mountains



### Okinawa

Pristine beaches, colorful coral reefs and sub-tropical jungle

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**Zao snow monsters,  
Yamagata**  
A result of heavy  
snowfall and Siberian  
winds



**Dewa Sanzan  
mountains**  
Some of the oldest  
locations for mountain  
worship in Japan



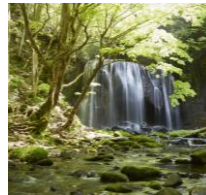
**Hokkaido**  
Famed for world-class  
powder snow, delicious  
seafood and  
indigenous culture



**Shiretoko National  
Park**  
True wilderness filled  
with untouched lakes,  
sunken forests, rare  
birds and other beasts



**Tokushima**  
Whirlpools,  
watersports and a  
major dance festival



**Fukushima**  
Abundant nature,  
unique traditions and  
some of Japan's best  
fruit and *sake*



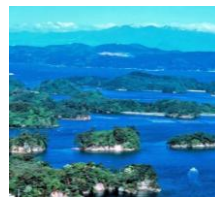
**Shimanami Kaido**  
A 70-km-long cycling  
road connecting islands  
in the Seto Inland Sea



**Oarai Isosaki Shrine**  
A seaside shrine with a  
gate at the beach of  
the gods



**Nagoro Village**  
Over 350 handcrafted  
scarecrows live  
alongside 30 human  
residents



**Matsushima, Miyagi**  
A bay of pine-covered  
islands and scenery  
worthy of a Basho  
haiku



**Kumano Kodo**  
One of the world's  
premier spiritual roads  
winding through the  
mountains of the Kii  
Peninsula



**Hirosaki Park, Aomori**  
One of Japan's top  
locations for cherry  
blossom viewing



**Shirakami Sanchi**  
A hiker's paradise in  
the mountains with  
impressive peaks,  
lakes, trails, gorges and  
valleys