

New PR Videos and Cultural Experiences For Tourists in Itami City!

The new content development by Itami City is aimed at overseas visitors, and focuses on traditional Japanese cultural experiences in the city. We hope to attract more visitors to Itami by sharing its charms with the world.

● PR Videos for Overseas Tourists

“Experience Traditional Japanese Culture: Itami”

The 7 minute full version shows two visitors’ trip to Itami.

The video series went online, on YouTube and Itami City’s homepage, on February 29th.

Japanese, English, Traditional Chinese, Simplified Chinese, Korean, and Thai versions are available.

In the video, the two visitors enjoy seeing the town and its sights, and experiencing the traditional Japanese culture on offer in Itami. All the cultural experiences introduced in the video can be booked online.

We also had a visit from Taiwanese YouTuber Mao from MAOMAOTV, who made a video about her trip to Itami.

- Find the videos by searching “Visit Itami” or “Mao Mao TV” on YouTube



Experience Traditional
Japanese Culture: Itami



MAOMAOTV

● Cultural Experiences available to book online

At the end of January our new program of cultural experiences in Itami City went on sale on the online booking site “Attractive JAPAN”.

The whole booking process can be carried through the site, which is available in four languages: Japanese, English, Chinese (Traditional), and Korean.

The plans include those inspired by Itami’s unique heritage of sake brewing and naginata training, as well as traditional Japanese cultural experiences such as tea ceremony and kendo.

- ▽ Japanese cultural experiences booking site “Attractive JAPAN”

URL : <https://attractive-j.com/>

※Click the link on the right to see the programs available in Itami.



● “Visit ITAMI” on Instagram and Facebook

Since August 2017, Charlotte Fitt from the UK has been working in Itami City Hall on projects relating to inbound tourism.

She uses Instagram and Facebook to share information about Itami City, regularly uploading content about her favorite spots. Take a look!

Instagram : <https://www.instagram.com/visititami/>

Facebook : <https://www.facebook.com/Visit-ITAMI-288928098278603/>



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Cultural Experiences – Outline

	Experience	Host	Price (not including tax)
1	Naginata Workshop 90mins	Shubukan	¥5,166
2	Kendo Workshop 120mins		¥5,166
3	Tea Ceremony (full plan) 60mins	Midori-en (main shop)	¥6,458
4	Tea Ceremony (simple plan) 30mins		¥3,875
5	Kagami Biraki Sake Barrel Opening Ceremony (full plan) 60mins	Itami Oimatsu Brewing Co. Ltd.	¥91,702 (1-5 people)
			¥98,160 (6-8 people)
6	Kagami Biraki Sake Barrel Opening Ceremony (simple plan) 60mins		¥20,665 (1-5 people)
			¥27,123 (6-8 people)
7	History of Refined Sake in Itami 60mins	Konishi Brewing Co.	¥27,123 (Up to 10 people)

1. Naginata Workshop (Ancient Tendo-ryu school)

After changing into practice wear you will learn a basic kata, or routine, called ichimonji no midare. At the end of the session you will have a chance to film yourself performing the kata, and finally participants will receive a certificate of completion from the instructor.

2. Kendo Workshop

After changing into practice wear you will undergo some basic training and practice striking an opponent wearing armour. At the end of the session you will have a chance to film yourself practicing, and finally participants will receive a certificate of completion and a tenugui (Japanese hand towel) from the instructor.

3. Tea Ceremony Experience (full plan)

After learning about the decoration and set up of a tradition tea room from the instructor, who will be dressed in kimono, guests will be served traditional sweets and invited to watch the tea ceremony. After watching the instructor's tea ceremony, guests may try whisking tea themselves. Finally there will be the chance to try on a simple 'practice' kimono, and take a commemorative photo with the instructor.

4. Tea Ceremony Experience (simple plan)

Learn the correct way to prepare matcha powdered tea whilst seated at a table, and try two kinds of traditional sweets.

5. Kagami Biraki Sake Barrel Opening Ceremony (full plan)

We will prepare special barrel just for your visit, and your group will be able to wear traditional happi jackets and. After learning about sake and the history of sake brewing in Itami, there will sake tasting of four of Itami Oimatsu Brewing Company's products.

6. Kagami Biraki Sake Barrel Opening Ceremony (simple plan)

Guests will try on traditional happi jackets and crack open the re-useable barrel using hammers. After learning about sake and the history of sake brewing in Itami, there will be sake tasting of four of Itami Oimatsu Brewing Company's products.

7. History of Refined Sake in Itami

Learn about the history of sake brewing in Itami at the Former Okada and Ishibashi Residences. After looking around the museum on the second floor of Shirayuki Brewery Village Chojugura there will be sake tasting in the brewery shop.