

Discover Koriyama



City of Koriyama
Tourism Division

Introduction

- ▶ Koriyama is a captivating city located in the heart of Fukushima Prefecture, making it a must-see destination for many foreign tourists. The city is dotted with abundant natural beauty and historic sites, offering a variety of experiences for visitors.
- ▶ One of the top attractions is Kaiseizan Park, a vast area featuring rows of stunning cherry blossom trees and a colorful rose garden. Nearby is Kaiseizan Daijingu Shrine, a historic shrine where visitors can immerse themselves in the serene atmosphere and experience the traditional culture of Japan.
- ▶ Koriyama is also home to numerous delicious ramen shops, cozy cafes, and shopping centers, ensuring that food and shopping enthusiasts have plenty to explore. The surrounding area also offers rich natural attractions, such as Lake Inawashiro and Bandai-Atami Hot Springs, ideal for outdoor activities and relaxation.
- ▶ **In short:** Koriyama is the perfect destination for tourists seeking to escape the hustle and bustle of big cities like Tokyo and Kyoto, and to enjoy a more leisurely pace in a charming and traditional Japanese setting.



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Travel subsidy

- ▶ The Fukushima Prefecture Tourism and Local Products Association offers a subsidy for group tours of up to ¥10,000 per person if certain conditions, such as staying for more than two nights in Fukushima and visiting more than five attractions, are met.
- ▶ Tour guides and interpreters can be arranged.

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| Contacts | Fukushima Prefecture Tourism and Local Products Association | | Guidelines and application form available here: |
| | EMAIL | shien@tif.ne.jp (Japanese & English) |  |
| TEL | +81-24-525-4024 (Japanese) | Address | 1-20 Mikawa-minamimachi, Fukushima City, Fukushima Prefecture |
| Persons in Charge | Onodera, Takayama, Watanabe | | Corasse Fukushima 7th floor |

Accommodations

Downtown hotels, guest houses, and farmer's houses

Accommodations

Downtown hotels

- ▶ Many hotels are just a short walk away from the station, providing easy access to transportation.
- ▶ Tourists can enjoy the local cuisine at nearby restaurants and shopping centers.
- ▶ Friendly staff that understand basic English.



Accommodations

Guest houses and farmer houses

- ▶ Guest houses foster a more social environment, where travelers can connect with each other and share their adventures in communal areas, enhancing cultural immersion and creating lasting memories through meaningful interactions.
- ▶ Koriyama offers a truly unique experience in the form of staying at a farmer's house in rural Japan. This way tourists can get a rare glimpse into traditional agricultural practices and the daily life of Japanese farmers, all while being showered in warm Japanese hospitality.



Bandai-Atami Hot Springs

Ryokan inns, baths, footbaths, and more...

Bandai-Atami Hot Springs

- ▶ Ultimate relaxation and cultural exploration at one of the nineteen available hotels and ryokan inns.
- ▶ A large variety of baths to relax in, each offering a unique and soothing experience.
- ▶ Fascinating temples, inviting footbaths and a beautiful kimono museum in the neighborhood.



Scenic Areas

Kaiseizan Park, Lake Inawashiro and Mt. Bandai,
Nunobiki Plateau, Ryoksuien Flower Garden,
and more...

Scenic Areas

Kaiseizan Park

- ▶ Kaiseizan Park underwent a complete renewal in 2024. During the renewal a large event space, running tracks, a café, and other shops were added, while existing infrastructure was improved to increase accessibility for visitors.
- ▶ The park is also home to Japan's oldest *someiyoshino* cherry tree, a large and colorful rose garden, an official and adorable Pokémon playground for children, numerous sport fields, a swimming pool, and a baseball stadium.



Scenic Areas

Lake Inawashiro and Mt. Bandai

- ▶ Lake Inawashiro is a must-visit destination for nature lovers.
- ▶ The lake area turns into a winter wonderland when snow falls, attracting thousands of migrant birds.
- ▶ Enjoy numerous camping and glamping sites, as well as a variety of other outdoor activities.
- ▶ Winter sport enthusiasts will also enjoy the nearby ski resort.
- ▶ The many beaches around the lake offer a relaxing retreat and an unforgettable experience for all seasons.



Scenic Areas

Nunobiki Plateau and Ryokusuien Flower Garden

- ▶ Nunobiki Plateau offers stunning views overlooking Lake Inawashiro.
- ▶ The giant sunflower fields bloom in August, creating a vibrant sea of yellow.
- ▶ The enormous wind turbines on the plateau contrast beautifully with the sunflowers and provide a unique photo opportunity.
- ▶ Ryokusuien Flower Garden is an enchanting year-round paradise for nature enthusiasts that is home to countless seasonal flowers.
- ▶ Visitors can also enjoy a relaxing meal amidst the natural beauty at the designated barbecue area.



Activities

Camping & glamping, cycling, workshops, traditional handicrafts, living in rural Japan experience, factory tours, and more...

Activities

Glamping and camping

- ▶ At “Roots Inawashiro,” a local camping site and store, you’ll find tent saunas, barbecue spots, and luxurious glamping tents for a comfortable stay. Everything you need to experience the best of nature.
- ▶ Tourists looking for relaxation and rejuvenation can enjoy sunset and sunrise yoga sessions.
- ▶ Enjoy a variety of activities, including kayaking, cycling, and bonfires.
- ▶ In winter, the area transforms into a hub for winter sports.
- ▶ Scan or click the QR code to view a short video that introduces the activities around Lake Inawashiro.



Activities

Cycling

- ▶ “Inaichi,” Koriyama’s very own cycling route around Lake Inawashiro.
- ▶ This 58-kilometer-long route offers numerous resting places and sightseeing spots, ideal for leisurely rides and capturing beautiful photos.
- ▶ Cycling enthusiasts can participate in the annual “Tour de Inawashiro” event held in September.
- ▶ In winter, tourists can also cycle around the lake on fat bikes.



Activities

Workshops

- ▶ Enjoy educational and engaging workshops that provide a deeper connection to Japanese culture and traditions, such as:
- ▶ A manju-making workshop, where you'll craft these traditional Japanese sweets under the guidance of professionals.
- ▶ A pottery workshop that offers a hands-on experience. Perfect for tourists interested in Japanese ceramics.
- ▶ A miso-making workshop where you'll dive into the world of Japanese cuisine and learn more about this essential ingredient.
- ▶ A tatami coaster-making workshop where you can get a feel for the qualities of this typical Japanese material.
- ▶ And more...



Activities

Traditional handicrafts

- ▶ Explore Deko Yashiki, a traditional handicraft village in Koriyama with a history dating back to the Edo period 300 years ago.
- ▶ This charming village is the birthplace of the *miharu-goma*, beautifully painted wooden toy horses.
- ▶ A long tradition of making papier-mâché dolls, including daruma dolls and zodiac animals.
- ▶ Join a workshop to paint your very own daruma doll to create a truly unique memento.
- ▶ The perfect place to buy a unique souvenir and take home a piece of Japan's artistic tradition and craftsmanship.



Activities

Living in rural Japan experience

- ▶ Experience the charm of rural Japan by staying with farmers in the Ose area of Koriyama.
- ▶ Immerse yourself in Japanese agriculture by learning about rice and vegetable cultivation firsthand.
- ▶ Make and enjoy meals together with the locals, savoring the authentic taste of homemade dishes.
- ▶ Participate in the joyful tradition of mochi making.
- ▶ This experience offers a deeper understanding of Japanese culture and rural lifestyle, and is sure to create lasting memories and connections with the warm and welcoming community of Ose.



Activities

Sake Brewery Niida Honke Tour

- ▶ Discover the art of sake-making during a tour at Niida Honke, a historic brewery established in 1711.
- ▶ Niida Honke is committed to using pesticide free and chemical fertilizer-free cultivation methods.
- ▶ Visitors can learn about the traditional brewing techniques and enjoy their monthly customer appreciation and thank you sales campaign.
- ▶ The brewery's logo features an adorable frog that symbolizes their care for nature.



Activities

Asaka Distillery Tour

- ▶ The Asaka Distillery is the oldest whiskey distillery in Tohoku. Its exceptional Yamazakura Blended Malt Japanese Whiskey Asaka Sherry Wood Reserve won the world's highest award in the Blender Malt Whiskey category at the World Whiskey Awards in 2022.
- ▶ Visitors can create their own, unique Japanese whiskey blend at the distillery, offering a personalized and memorable experience.
- ▶ A must-visit for whiskey lovers and anyone interested in Japan's rich distilling traditions.
- ▶ Scan or click the QR code for a short video.



Activities

Ouse Winery Tour

- ▶ The Ouse Winery was established in 2015, with the aim of promoting the delicious peaches, pears, and apples of Fukushima.
- ▶ The wine is crafted from grapes cultivated by thirteen dedicated farmers in the city. This collaborative approach has resulted in wines that have received multiple national awards in recent years.
- ▶ A must-visit for wine enthusiasts that wish to learn more about the local viticulture.



Culture and History

Shrines, tumuli, and festivals

Culture and History

Kaiseizan Daijingu Shrine and Takayashiki Inari Shrine

- ▶ The historic Kaiseizan Daijingu Shrine was built in 1876 and is Koriyama's most important shrine.
- ▶ Immerse yourself in tradition by renting a shrine maiden outfit for a unique photo opportunity.
- ▶ Experience the spiritual side of Japan by praying at the shrine and drawing a fortune slip, and take home a decorated *ema* as a souvenir.
- ▶ Tourists can also visit the Takayashiki Inari Shrine, a stunning photo location with around a hundred torii gates. It also features a sacred stone that is known as a power spot. Combining your trip to the shrine with a visit to Deko Yashiki for an unforgettable cultural experience.



Culture and History

Tumuli at Oyasuba Historical Park

- ▶ The distinctive key-hole shaped mounds at Oyasuba Historical Park date back to the Kofun period (ca. 3rd century–7th century) and provide a fascinating glimpse into early Japanese history.
- ▶ Enjoy a *magatama*-making workshop, where you can make your very own version of these comma-shaped bead accessories, and take home a truly unique souvenir while learning about Japan's rich cultural heritage.



Culture and History

Festivals

- ▶ The Uneme Festival is a festival where local groups and organizations dance to a traditional song in beautiful outfits.
- ▶ This lively celebration showcases the community's spirit and cultural heritage, offering a unique and colorful spectacle for tourists to enjoy.
- ▶ Koriyama's Beer Festival is annual 3-day event that is held at the end of July. The station area transforms into a massive beer garden where you can drink beers with Japanese locals.
- ▶ The Asakakunitsuko Shrine Festival is a vibrant festival that began in 1765. The festival features a colorful parade where portable Shinto shrines are carried through the streets. It is held in September.



Food and Drinks

Local specialties, alcohol and barhopping,
fresh fruit, and more..

Food and Drinks

Local specialties

- ▶ Koriyama Creambox: a square-shaped piece of bread topped with lots of sweet white cream.
- ▶ Perfect for tourists that prefer bread over rice. Various flavors available, including milk, caramel, and chocolate.
- ▶ Koriyama Black Ramen: a unique ramen with a pitch-dark broth, giving it its distinctive name.
- ▶ Ranked among the top three ramen of Fukushima, this flavorful dish is a must-try for ramen lovers visiting Koriyama.
- ▶ Asakamai: Koriyama's premium rice brand that is renowned for its exceptional quality, taste, and texture.



Food and Drinks

Alcohol and barhopping

- ▶ Explore the vibrant nightlife of Koriyama with over 30 bars located in the station area alone.
- ▶ The perfect place to enjoy bar-hopping.
- ▶ Whether you're a fan of classic cocktails, local brews and sake, or prefer non-alcoholic options like mocktails, Koriyama's bars cater to all tastes.
- ▶ For an enhanced experience, we recommend taking a tour of one of the many local distilleries, breweries, or wineries in the afternoon.



Food and Drinks

High-quality fruit & parfaits

- ▶ Aoki Fruits: Established in Koriyama in 1924, this long-standing shop is known for its premium fruit selection, such as high-quality and delicious peaches, grapes, Asian pears, honey bananas, and more.
- ▶ Fruit Peaks is the perfect restaurant for fruit lovers looking for a unique culinary experience in Japan.
- ▶ Enjoy the many colorful and delicious fruit parfaits, fruit sandwiches, tarts, and cakes.



Closing Message

- ▶ We've only scratched the surface of what Koriyama has to offer. Beyond the highlights mentioned, Koriyama is home to the highest planetarium from the ground, department stores and shopping centers, intriguing museums, and vibrant cultural events like firework displays. There is so much more to discover!
- ▶ We're excited to meet you at VJTM2024 and to discuss potential business opportunities. Your interest and collaboration can help showcase the hidden gems of Koriyama to a broader audience. We look forward to exploring how we can work together to promote this wonderful city.