

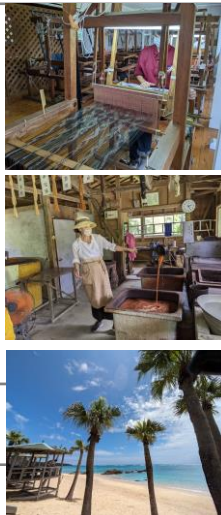

Tour overview : Themes/Concepts/Story

Tour name	A cultural experience that can only be experienced in Amami
Theme	Culture produced only in the Amami Islands: Brown Sugar Shochu and Oshima Tsumugi.
Tour Concept	Through the culture that can only be experienced in the Amami Islands and the abundant flow of water, you will feel the traditional lifestyle of the islanders.
Stories we want to tell through our tours	<p>While many islands are not blessed with water resources, Amami Oshima Island has the highest annual rainfall among the Amami Islands (3,121.5mm/R4), which not only provides drinking water for the region, but also influences a wide range of industries and cultures. This tour will experience the traditional culture that remains in the lives of the Amami people through the rainfall that grows sugarcane on Amami Oshima, the brown sugar shochu made from the sugarcane, island water, and rice malt, which is connected to various aspects of the island's lifestyle, from food to annual events, and the mud-dyeing of traditional Oshima silk that is preserved using abundant amounts of this abundant water. You will experience the traditional culture that remains in the lives of the Amami people.</p>
Target market	<p>[Target market] Young and wealthy people, mainly in Europe and the United States, with their families. However, children are junior high school or higher.</p> <p>[Reasons for target setting] Intended for families who want their children to see and experience different cultures while their parents enjoy themselves.</p> <p>※Please <input checked="" type="checkbox"/> the elements of the tour that you would like your established target clientele to experience</p> <p><input type="checkbox"/>Experiences that will change their outlook on life <input checked="" type="checkbox"/> Experiences that get you to capture the essence of the area</p> <p><input checked="" type="checkbox"/>Discovery and understanding through a wide range of experiences <input type="checkbox"/>A challenging experience</p> <p><input checked="" type="checkbox"/>An environment that feels extraordinary <input type="checkbox"/>Accommodation and food that feels unique to the area</p>

Tour Overview

Length	3 days
Price	From JPY 240,000 per person
Season	All year
Activity Level	2 ★★☆☆☆
Group Size	Minimum: 2 Maximum: 6
Meeting point	Amami Airport
Price includes	<ul style="list-style-type: none">• English -speaking guide• 2 Nights Accommodation• 2 Breakfasts / 2 Lunches / 2 Dinners• All transport and listed activities• Taxes (10% Consumption Tax)• Insurance provided by the operator• Admission Fees
Price not included	Personal expenses
Other matters	Please inform us specifically if you have any allergies,dietary restrictions,pre-existing conditions,medical history, and etc..

Tour Overview: Itinerary & Highlights

Tour name		A cultural experience that can only be experienced in Amami	
Tour journey		Intention to experience each journey	
Day 1	14:15 Arriving at Amami airport from Haneda 15:00 Meeting the guide and Tour start 15:30 Arriving at Oshima Tsumugimura <ul style="list-style-type: none"> Tour of the workshop 17:30 check-in Hotel 18:00 dinner at Hotel 19:30 The experience of dancing Amami's traditional dance together		 <p>As the first introduction to the tour is the experience of learning about Amami's traditional Oshima silk. A spot guide will take you around the tradition and history of Oshima tsumugi, which is made only in Amami. There you can see the process of handcrafting by real artisans. Check-in at a hotel on a beautiful beach, followed by a traditional dinner at a beachside restaurant. At dinner, we will watch the traditional dance of Amami and dance together.</p>
	Means of transportation	Car	
	Place to stay	Amami Resort Bashayamamura	
Day 2	7:00 Guided walk through the village then have breakfast at 8:00 9:30 Check out and depart from Hotel 10:00 Arriving at Higo Dyeing <ul style="list-style-type: none"> Experience traditional mud-dyeing of Oshima silk 12 : 30 Lunch at Local traditional "Keihan" restaurant Hisakura 14 : 30 Check in at the Hotel 16:00 Visiting the Nishira distillery for brown sugar shochu <ul style="list-style-type: none"> Guided tours and tastings with spot guides 18:00 Dinner at Nidhihira distillery with Music Live		 <p>In the morning, we will take a walk around the village. After breakfast, we will go to "Higo Dyeing" where Oshima silk is dyed. We will experience traditional mud dyeing. Lunch will be a traditional Amami dish called "Keihan". After that, we will go to Nase City, the center of Amami. After leaving the luggage at the hotel, we will visit "Nishihira Distillery", a brown sugar shochu distillery. Here we will observe the process of traditional brown sugar shochu production. You will discover not only tradition but also new discoveries utilizing music. We will enjoy dinner with music at this distillery.</p>
	Means of transportation	Car	
	Place to stay	Hotel Sundays Amami	

Tour Overview: Itinerary & Highlights

Tour name		A cultural experience that can only be experienced in Amami	
Tour journey		Intention to experience each journey	
Day 3	9:00 Check out the hotel 10:00 Fukoku Brown Sugar Factory <ul style="list-style-type: none"> ▪ Sugarcane to Brown Sugar Factory Tour(60min) <ul style="list-style-type: none"> ▪ Cycling through sugarcane fields(40min) 12:00 Lunch at local restaurant 13:45 Arriving at Amami Airport 14:45 Departure to Haneda Airport		<p>After checking out of the hotel, we will head to the last point where we will learn about the connection between water, nature and traditional culture. It is a brown sugar factory in a sugar cane field. After the factory tour, we will cycle to the airport to feel the wind of Amami for the last time. (Luggage will be shipped separately by car).</p>
	Means of transportation	Car and electric bicycle	
	Place to stay	---	

