



JATA Tour Grand Prix 2025

The Tour Grand Prix aims to enhance planning and marketing capabilities within the travel industry and contribute to the national policy of promoting Japan as a tourism-oriented country. It recognizes outstanding travel programs—both domestic and international, including both packaged and customized tours—as well as exceptional proposals implemented for inbound tourism.

NOKYO TOURIST CORPORATION

Commissioner of the Japan Tourism Agency Award – Inbound Travel Category

"A Journey to Discover Japanese Agriculture and Culture in the Land of the Rising Sun"

[Commentary (Key Points of the Award-Winning Tour)]

This tour thoughtfully weaves together experiences of nature, culture, and personal interaction across various regions, centered on agriculture—one of the foundations of Japanese culture. In addition to visits to popular destinations such as Kyoto, the itinerary includes tours of Globally Important Agricultural Heritage Systems (GIAHS) sites, exchanges with local farmers, and experiences of traditional culture and hot springs. These elements go beyond typical sightseeing, offering foreign visitors a deeper understanding and appreciation of Japanese culture. This depth of cultural engagement was highly praised.

Tour Overview

[Period: March 16–31, 2025 / Participants: 30 / Nationality: Canada / Tour Company: [Select Holidays](#)]

★ Main Itinerary

Tokyo → Saitama → Miyagi → Fukushima → Yamagata → Nagano → Gifu → Kyoto → Hyogo → Kanagawa → Tokyo

★ Main Agricultural Visits

- Kato Farm (Nerima-ku, Tokyo)
- Oki Farm (Kawagoe City, Saitama)
- Ishinomori Farm & N.O.A Ranch (Tome City, Miyagi)
- Zao Provence Farm (Shiroishi City, Miyagi)
- Keio-zakura Shipping Center (Yonezawa City, Yamagata)
- Nagano Vegetable and Ornamental Crop Experiment Station (Shiojiri City, Nagano)
- Okuhida Farm & Masaki Farm (Takayama City, Gifu)
- Tajima Beef Museum (Shinonsen Town, Hyogo)

★ Main Experiences

- Taiko Drum Workshop (Tokyo)
- Cultural Exchange with Local Residents (Yonezawa City, Yamagata)
- Soba Noodle-Making Experience (Matsumoto City, Nagano)
- Hot Spring Experiences (Iizaka Onsen, Utsukushigahara Onsen, Hakone Onsen)

