

Discover Japanese summer you've never experienced before
—cooling off with all five senses.

J-COOLCATION

Dear Client,

When you hear “Japanese summer,” what images come to mind?

It's true that Japan may not have many world-class beach resorts. However, here you'll find a way of spending summer that has been passed down through the ages—one of the most delicate and beautiful in the world. It is the culture of “Noryo” (cooling off), where you savor the coolness with all five senses.

The clear, tinkling sound of a wind chime ringing under the eaves. A breeze carrying the scent of green leaves as it passes through a bamboo grove, a sight that cools the eyes. The fresh summer vegetables that the characters in that classic animated film devoured with such relish. And that special sense of elation when you slip into a colorful “yukata.”

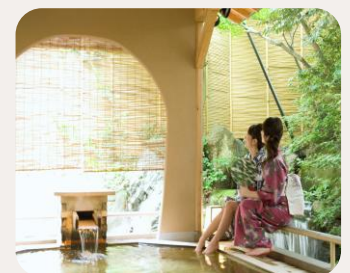
All of these are magical experiences found only in a Japanese summer.

As night falls, the sound of summer festival drums echoes across the country. The excitement of grand fireworks lighting up the night sky, and the fleeting beauty of sparklers glowing softly in the quiet darkness. This beautiful contrast is sure to be etched deeply and forever in your heart.

So, why not come and experience your very own “Japanese summer” with all five senses?

Tour Type
Private Tour

Tour Length
2 Days / 1 Nights



NIIGATA

COOL BREEZES AND EARTH
CELEBRATION ART JOURNEY



FUKUI

ZEN SERENITY AND
PRISTINE STREAMS



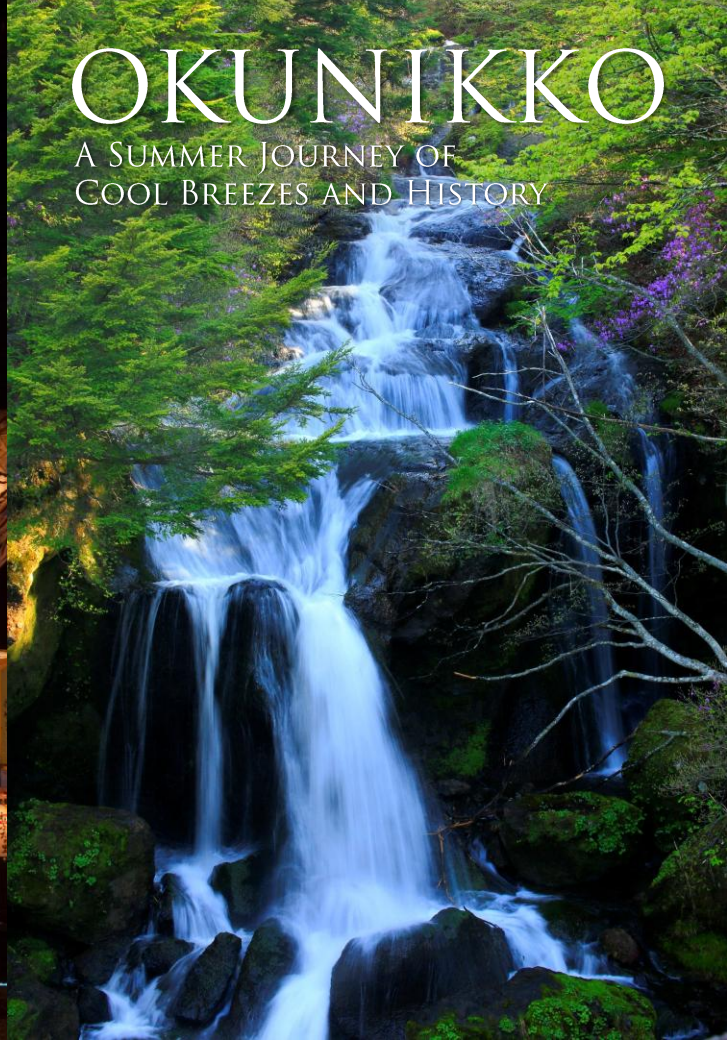
MICHINOKU

COOL SUMMER JOURNEY



OKUNIKKO

A SUMMER JOURNEY OF
COOL BREEZES AND HISTORY



まだ知らない、「五感」で涼む日本の夏へ

J-COOLCATION

大切なお客様へ

「日本の夏」と聞いて、どんな情景を思い浮かべますか。

確かに、日本には世界的なビーチリゾートは少ないかもしれませんが。しかしここには、古くから受け継がれてきた、世界で最も繊細で美しい夏の過ごし方があります。それが、五感ですべての涼を味わう「納涼(のうりょう)」の文化です。

軒先でチリンと鳴る、風鈴の透き通った音色。
目にも涼やかな竹林を抜けてくる、青葉の香りを含んだ風。
あの名作アニメ映画の中で、キャラクターたちが美味しそうに頬張っていた瑞々しい夏野菜。
そして、色鮮やかな「浴衣(ゆかた)」に袖を通したときの、あの特別な高揚感。

これらはすべて、日本の夏にしか存在しない魔法です。

夜になれば、全国各地で夏祭りの太鼓が鳴り響きます。
夜空を鮮やかに染め上げる壮大な「打ち上げ花火」の熱狂と、静かな夜闇に小さく灯る「線香花火」の儂(はかな)さ。
その美しいコントラストは、きっとあなたの心に深く、永遠に刻まれることでしょう。

さあ、あなただけの「日本の夏」を、五感で味わいに来ませんか。

Tour Type
Private Tour

Tour Length
2 Days / 1 Nights

