

G 7 栃木県・日光男女共同参画・女性活躍担当大臣会合会場等で展示した魅力発信パネル

## UNESCO Intangible Cultural Heritage-Listed Festivals in Tochigi

The Yamaage Festival in Karasuyama and the Yatai Float Event of Kanuma Imamiya Shrine Festival are found among 33 festivals which were listed in UNESCO Intangible Cultural Heritage in 2016 as "Yama, Hoko, Yatai, float festivals in Japan".

### Yamaage Festival

**Nankoroyama City**  
The Yamaage Festival in Karasuyama, an Important Intangible Folk Cultural Property designated by the Government of Japan, began its tradition during the Edo period and has been held for over 400 years. It features a unique performance of a festival float, accompanied by traditional music and dance.



### Yatai Float Event of Kanuma Imamiya Shrine Festival

**Kanuma City**  
The event features a parade of more than 20 yatai floats, each with its own unique design and music. The floats are pulled by teams of men and women, and the event is held during the festival period in late summer.




ユネスコ無形文化遺産に登録されたとちぎの祭り  
 烏山の山あげ行事（那須烏山市）  
 鹿沼今宮神社祭の屋台行事（鹿沼市）

## Tochigi: A Paradise for Foodies


Tochigi Prefecture is blessed with natural resources such as abundant water, fertile land, and long daylight hours, and harvests various agricultural products.

### Tochigi: The Strawberry Kingdom


Tochigi Prefecture has been the largest producer of strawberries in Japan since 1984 as "the Strawberry Kingdom". Japan's only strawberry research institute, the Strawberry Research Institute, developed various types for strawberry shipment throughout the year.




**Tochiaki**  
Tochiaki is a new variety developed in 2009. It has a sweet and juicy taste.




**Tochiome**  
Tochiome is a long-shelfing variety over 25 years. It is characterized by a juicy and rich taste.




**Skyberry**  
Skyberry is chosen to be in large at other countries. It is characterized by its size and taste as well as the beautiful shape.



**Milkyberry**  
Developed in 2001, Milkyberry is the first white strawberry in the Strawberry Kingdom. It is a very rare strawberry available only in Tochigi Prefecture.




**Tochihime**  
Tochihime is characterized by its soft texture and sweetness. It is a very rare strawberry available only in Tochigi Prefecture.



**Natsuome**  
Natsuome is characterized by its long shelf life during the summer and autumn seasons. With its texture, sweetness, and size, it is perfect for dessert topping.

### Tochigi Wagyu Beef

Tochigi Wagyu beef is a brand that only permits its name to be given to the finest quality meat (A4 or B4 grade or higher, with 7 or 8 grade as the highest) raised from cows of the Japanese Black breed that are raised with traditional care by designated farmers. Tochigi Wagyu is only one of the finest brands of Wagyu, and has received the top prize many times at national competitions. The fine marbling is beautiful and also makes the meat tender and flavorful.



## 栃木県は食のオアシス

いちご（とちあいか、とちおとめ、スカイベリー、ミルキーベリー、とちひめ、なつおとめ）、とちぎ和牛

## Flower Parks in Tochigi

There are many places to admire flowers during all four seasons in Tochigi, including the Ashikaga Flower Park, which was listed in CNN's 10 Dream Destinations for 2014.



### Ashikaga Flower Park

**Ashikaga City**  
The Ashikaga Flower Park features seasonal flowers, with a special display of wisteria color in the garden. The spring flowers of the large wisteria are particularly beautiful.



### Ichikai-machi Shibazakura Park

**Ichikai Town**  
This large park is covered with four different colors of moss pink (pink, white, yellow, and red) in spring. It also offers a scenic view of moss pink with the green Yamanashi Mountains in the background.



### Nikko Kirifuri Highland Kisuge-daira Park

**Nikko City**  
Covered in a field of yellow chrysanthemums, the park is a great spot to see the yellow chrysanthemums in autumn and winter.

## とちぎの花名所

あしががフラワーパーク（足利市）  
 市貝町芝ざくら公園（市貝町）  
 霧降高原キスゲ平園地（日光市）

## Magical Scenery used as Filming Locations

The magical scenery of Tochigi has been used as a location for many films and dramas. One example is the Oya History Museum, which features the Oya stone which was used to build the Frank Lloyd Wright-designed former main building of the Tokyo Imperial Hotel.

### Four Seasons Bamboo Forest Wakayama Farm

**Utsunomiya City**  
Four Seasons Bamboo Forest Wakayama Farm has followed traditional agricultural practices for about 100 years to grow bamboo, bamboo shoots, and bamboo leaves. It is the largest bamboo forest in Japan, making it a precious space for Japanese people.



### Oya History Museum

**Utsunomiya City**  
The Oya History Museum is dedicated to the history of Oya stone, its highlight is the underground museum, a large space which makes the underground as its display space. The museum also serves as a venue for concerts, plays, shows, and more.



## 映画のロケ地にもなる、幻想的な空間

若竹の杜 若山農場（宇都宮市）  
 大谷資料館（宇都宮市）

## Cultural and Historical Places

Experience history and culture through these locations, such as the National Historic Site Ashikaga Gakko, which is renowned as the oldest school in Japan.



**Kura-no-Machi Tochigi**  
Tochigi City

Tochigi City was once known as a center of health, Kanto, and a vibrant hub of commerce. During the Edo period, due to heavy ironstone extraction and with the capital. The black ironstone mines and subsequent production process along the Tone River crossing through the city and on the main street of Kura-no-Machi (Old).



**National Historic Site Ashikaga Gakko**  
Ashikaga City

The Ashikaga Gakko is renowned as the oldest school in Japan. The school founded around 1500 continues to teach. Formerly known as the school for the aristocracy, it was later transformed into a school for the samurai. The largest university in Eastern Japan.



**Ashio Copper Mine**  
Nikko City

The facility open visitors inside the Ashio Copper Mine which was once called the copper capital of Japan. During the Edo period, copper mined in Ashio was used for roofing at the Nikko Shrines and the Tokugawa Palace. The natural resources, the Ashio and Chino also contributed to the prosperity of Japan.



## Shrines and Temples of Nikko-World Heritage

The Shrines and Temples of Nikko were registered as a UNESCO World Heritage Site in 1999. The shrines and temples together with their natural surroundings have passed down the history of Mt. Nikko, a sacred site merging Shintoism and Buddhism.



**Toshogu Shrine**  
Nikko City

The Toshogu Shrine is a Shinto shrine dedicated to the deified spirit of the 9th shogun of the Edo shogunate, Tokugawa Iyeyasu. The shrine buildings were built in the Edo period. Reconstruction of the Toshogu Shrine started in 1617. The shrine buildings are made of cedar, cypress, and paulownia. The shrine buildings are made of cedar, cypress, and paulownia. The shrine buildings are made of cedar, cypress, and paulownia.



**Nikkosen Rinnouji Temple**  
Nikko City

Originally known as the Shikonyoji Temple, the Nikkosen Rinnouji Temple was founded over 1,200 years ago by Shide Shiro, the Buddhist monk who introduced Buddhism to Nikko. The Shikonyoji Hall dedicated to the deity of Nikko's three sacred mountains is one of the largest wooden structures in Nikko.



**Nikko Futarasan-jinja Shrine**  
Shinkyu Bridge  
Nikko City

The Shinkyu Bridge bridge on the Nikko Futarasan-jinja Shrine dedicated to the deity of the mountains Mt. Nantai. It is a beautiful vermilion-painted wooden bridge on the entrance to the Nikko shrine.



歴史と文化が薫るまち  
蔵の街（栃木市）  
史跡足利学校（足利市）  
足尾銅山観光（日光市）

世界文化遺産 日光の社寺  
日光東照宮（日光市）  
日光山輪王寺（日光市）  
二荒山神社 神橋（日光市）

## Ramsar Sites and Nikko National Park

Tochigi Prefecture has beautiful and awe-inspiring nature reserves such as Ramsar sites and the Nikko National Park.



**Oku-Nikko-Shitsugen**  
Nikko City

In 2001, 2,647 ha of Oku-Nikko-Shitsugen (Lake Tsurunai, the Yamanashi, the Sagami River, the Sagami River, the Sagami River, and the Sagami River) was registered as a Ramsar site. Oku-Nikko-Shitsugen in 2001. The site was designated as the Nikko National Park.



**Nikko National Park**  
Nikko City, Yano City, Nana-Shibara City, Shinyu Town and Nasu Town

Established in 1934, the Nikko National Park extends into three prefectures: Fukushima, Tohoku and Ibaraki. Most of the sites in the park are in the prefectures: Nasu, Maetsu, and Nasu. The park is a natural preserve extending to the largest and best in Japan: more than 1,000 ha, 2,801 ha of the area was registered as a Ramsar site in 2012.



**Watarase-yasuichi Retarding Basin**  
Tochigi City, Oyama City and Nagai Town

The Watarase-yasuichi Retarding Basin extends into two prefectures: Tohoku, Tohoku, Tohoku and Tohoku. It is a natural preserve extending to the largest and best in Japan: more than 1,000 ha, 2,801 ha of the area was registered as a Ramsar site in 2012.



## International Summer Resort Oku-Nikko

Nikko received many European diplomats and other foreign visitors every summer during the Meiji era. The magnificent landscapes and wilderness of Nikko attracted overseas visitors.



**Mt. Nantai and Lake Chuzenji**  
Nikko City

Lake Chuzenji, which was created after the eruption of Mt. Nantai about 20,000 years ago, is the largest lake in Tohoku, with a circumference of 2.7 km. The appearance of the lake surface varies by the color of the sky. The lake view with Mt. Nantai from the Higashiyama observation deck located at the south end of the lake is amazingly beautiful.



**Former British Embassy Villa**  
Nikko City

British diplomat Ernest Satow, who was a major figure in the Meiji restoration, loved the nature of Oku-Nikko. Lake Chuzenji in particular was his favorite as a retreat from the heat in England, and he built a villa on the south bank. Later, this building was used as a summer retreat by the British embassy, which made Nikko an "International Summer Resort".



**Former Italian Embassy Villa**  
Nikko City

Located at Lake Chuzenji, the former Italian embassy villa features a blend of Japanese and Western styles, such as cedar bark exterior walls. The building was designed by architect architect Antonio Rispoli, and embodies his design philosophy "harmony of nature and culture, and between the building and its surrounding".



ラムサール条約湿地と日光国立公園  
奥日光の湿地（日光市）  
日光国立公園（日光市、矢板市、那須塩原市、塩谷町、那須町）  
渡良瀬遊水池（栃木市、小山市、野木町）

国際避暑地 奥日光  
男体山と中禅寺湖（日光市）  
旧英国大使館別荘（日光市）  
旧イタリア大使館別荘（日光市）

## Action on Women's Empowerment in Tochigi Prefecture and Nikko City

**Tochigi Prefecture** Tochigi Prefecture has established the "Supporting Tochigi's Active Women" organization to support local citizens and women's empowerment from different perspectives.

**What is "Supporting Tochigi's Active Women"?**

Led by the governor, the "Supporting Tochigi's Active Women" organization (lead by public and private sectors) to accelerate work style reform and empower women. 20 organizations that agree with its purpose (including educational institutions, private or public organizations and companies from labor, health and welfare, agriculture and forestry, construction, transportation, and financial sectors, etc.) from all across Tochigi have become members of the Supporter organization and are participating in its establishment and operation.

**"Danjo Iki-Iki Company" Awards**

This effort recognizes companies that are proactively engaged in women's empowerment and work style reform and intend to make a positive work environment for everyone as "Danjo Iki-Iki Company" and awards the companies which made remarkable efforts among them.

**Message from the Governor**

As the working population declines due to the falling birthrate and the aging population as well as more young people leaving Tochigi for big cities, Tochigi Prefecture needs to empower women in all fields and create an environment to support them for sustainable development of the prefecture.

Tochigi Prefecture is taking various policies according to the Tohoku Gender Equality Action Plan (Three Star Plan) to create an environment empowering women in every situation such as their workplace, homes and communities.

Empowering women among all citizens is very important for mutual respect between men and women and for women to be able to do all the jobs they want comfortably and smoothly.

To make Tohoku Prefecture an energetic prefecture where women can fully determine their individual opinions and capabilities, I will continue to do my utmost to support women as the Governor of Supporting Tochigi's Active Women.

Governor of Tohoku Prefecture: **FUKUDA Tomokazu**

**Nikko City** Nikko City is comprehensively taking policies according to the Nikko Gender Equality Action Plan (Second Half of Two-Year Plan) through a partnership with its citizens to mainstream the vision, A Gender Equal Society where every individual can flourish. As one of the efforts, Nikko City awards companies who have promoted gender equity.

**Awards for Employers Promoting Gender Equality in Nikko**

Nikko City awards employers and citizens groups that have proactively promoted gender equality. The recognized employers, etc. are awarded their names and activities are announced on the website of Nikko City and through other activities.

**Efforts eligible for awards**

Efforts to create a positive working environment considering human rights for both genders    Efforts to support a work-life balance    Efforts to support female employees    Efforts to offer to promote gender equity

**Award Ceremony**

The award ceremony for employers of the year 2022 was held at the venue for the 99-day countdown event held on Sunday 12 March 2023, given in the 100th Anniversary Meeting on Gender Equality and Women's Empowerment in Nikko. There were also presentations giving a formal introduction to best practices to encourage further efforts and raise awareness about holding a gender equal society.

## Enjoy Premium Hot Spring Baths at One of the Best Onsen Destinations in Japan

From famous onsen to hidden onsen, there are a wide variety of atmospheric hot spring villages in Tochigi.

**Nasu Onsen**  
Nasu Town  
Nasu Onsen is a special onsen hot spring located on the slopes of Mt. Nasudake, the main peak of the Nasu mountains. Onsen richly vary from modern hotels to the highland traditional wooden bath where you can try bathing in water that one can't get in their hometown.

**Yunishigawa Onsen**  
Nikko City  
Traditional Japanese onsen and houses line the valley of the Yunishigawa River. Visitors can enjoy not only relaxing hot spring baths, but also learn seasonal food prepared with the rich mountain vegetables, or game meats such as wild boar, venison, bear, and salmon.

**Shiobara Onsen**  
Nasu-Shiobara City  
This unique Onsen is a basin-derived spring water with a range of qualities and benefits. There are also various scenic views along the mountain streams. People bath in a natural hot spring and when the mist rises from on digging.

女性活躍推進に関する栃木県、日光市の取組紹介

【栃木県】とちぎ女性活躍応援団、男女生き生き企業表彰、知事メッセージ

【日光市】日光市男女共同参画推進事業者表彰制度

豊かな泉質が楽しめる、国内屈指の温泉泉

那須温泉（那須町）

湯西川温泉（日光市）

塩原温泉（那須塩原市）

## Stunning Views of Nikko

Find a stunning view in Nikko by visiting the Kegon Falls (one of Japan's "Three Great Waterfalls"), the Cedar Avenue of Nikko (which is listed in "The Guinness Book of World Records" as the longest tree-lined avenue in the world), and more!

**Kegon Falls**  
Nikko City  
The Kegon Falls is the main feature of Nikko's 48 "wonders." Water from Lake Chuzenji flows down through the "Chuzenji" high rock walls, creating a dramatic and magnificent display of natural beauty.

**Cedar Avenue of Nikko**  
Nikko City  
It is said that Manzanoba Monastery is a shrine of Tokugawa Iyeyasu and the old Manzanoba Inari Shrine (built over in 1622) were built at the same time when the Badagyo Shrine in Nikko was built to venerate Badagyo Shrine. About 400 years have passed since the first planting. Today, the 17 km long Cedar Avenue of Nikko has approximately 120,000 trees lining both sides.

## A Toast to Tochigi's Local Sake!

Tochigi Prefecture which is blessed with high-quality brewing water from the abundant water sources of its beautiful mountains, including Nikko and Nasu Mountain Range, making it a wonderful place to enjoy Japanese sake, shochu, beer and wine from over 50 local producers. Tochigi sake is renowned for its quality and has won awards in both domestic and international competitions.

**Shojinza Spring**  
Shiwa Town  
-source of Japan's 99th Best-tasting Water

**Yumessara**  
-sake rice developed by Tohoku Prefecture

**Nijo Barley (malting barley)**  
-barley raised in the fertile soil of the higher part in Japan

**Tochigi Sake Breweries**

<b>Inoue Seikichi Shoten</b> Utsunomiya City 2022 NEW SAKE CHAMPION SAKE (VSK)	<b>Tomoké Shuzoten</b> Maibara Town 2022 Kura Master Japanese Sake Competition President's Prize (VSK)	<b>Tentakya Shuzo</b> Otsuwa City 2022 MILD SAKE CHALLENGE President's Prize (VSK)
<b>Katayama Shuzo</b> Nikko City Katsuyama Shuzo has carefully brewed sake using clear water of Nikko in its traditional Sake style from growing method. It was awarded the Excellence Prize in the Guinness Campaign of the Guinness-Sake Sake Awards 2022.	<b>Watanabe Sabei</b> Nikko City Watanabe Sabei Brewery believes that Yamazaki is the best source of local sake and carefully brew sake to our prefecture with pride. The brewery also focuses on its brewery rice available in Japanese and English.	<b>Sohomare Sake Brewery</b> Ishihara Town Sohomare is a local sake created with the Heritage of Onsen and craftsmanship. The brewery has been working in the traditional Sake-making method since 2003. Established an agricultural subsidiary company for our (renewable) locally organic rice for brewing.

絶景を望む、日光の自然

華厳ノ滝（日光市）

日光杉並木街道（日光市）

とちぎの酒で乾杯！

井上清吉商店（宇都宮市）

外池酒造店（益子町）

天鷹酒造（大田原市）

片山酒造（日光市）

渡邊佐平商店（日光市）

惣誉酒造（市貝町）

# Welcome to the Strawberry Kingdom Tochigi



Tochigi has been the largest producer of strawberries in Japan for half a century.



## Play

Many strawberry-themed attractions



## Enjoy

Pick-your-own strawberry farms for tourists



## Eat

Delicious strawberry desserts



Strawberries here too!



Information on Tochigi agricultural products  
FRESH FOOD TOCHIGI JAPAN

Scan QR code



# いちご王国・栃木へようこそ！