



Real Japan

We will make a difference in the quality of your travel experience.

With numerous guidebooks and magazines on Japan available, there are a large number of people from all over the world visiting Japan. We believe, however, that the stereotypical images they see in Japan are only a part of what the country can really offer. Our mission is to provide individual customers with the ultimate in quality, not quantity - a luxurious experience greeted with unstinting hospitality. *Real Japan* is a brand that has been launched by an alliance of corporations sharing this philosophy. We are planning to introduce you to local regions of Japan, where much of Japan's real beauty remains unspoiled. We would like, first of all, to invite you to Ishikawa Prefecture, where our project was inaugurated.

We hope to be of assistance to you in your exploration of the "Real Japan".

Nature



Mt. Haku-san is one of "Japan's Three Most Famous Mountains" (The other two being Mt. Fuji and Mt. Tateyama). Mt. Haku-san has been revered since ancient times as the "mountains of the white god." Many natural features such as the alpine flora and beech forests can be found within Mt. Hakusan National Park, which is also a source of peaceful views and abundant water.

In the Noto Peninsula, jutting out into the Sea of Japan, seascapes, cultural sights and a glimpse of traditional rural life can be observed. The abundant nature provides locals with fresh fish for quality cuisine that takes full advantage of the natural flavors. Great care has been taken to preserve the nature of the region. Particularly notable is Senmaida, known for its terraced rice paddies on the steep hillsides extending downward to the ocean.

Cuisine



Ishikawa Prefecture features the rich Kaga Plain area, where high-quality rice and vegetables are grown. A wide range of fresh fish and shellfish are caught in the Sea of Japan, where cold and warm currents meet. They are readily available at the morning market in Wajima and at the Omi-cho market in Kanazawa, which locals regard as the “Kitchen of all Kanazawa people.”

When the ingredients of the season are put together with mellow local “sake”, and served using legendary Kutani porcelain, Wajima and Yamanaka lacquerware, one can enjoy an eating experience that is unique to Ishikawa, a truly uplifting experience for the guest. The traditional multicourse, gourmet Kaga “Kaiseki” meal is a perfect example of the harmony among fresh ingredients, artistic bowls and master chefs.

Craftsmanship



During the Edo period, supported by the abundant wealth of the Kaga Clan, great efforts were put into cultural development. As a result, significant advances in the level of traditional arts were achieved and these master crafts were passed down through the generations, becoming a source of great pride for Ishikawa Prefecture.

Even today Ishikawa Prefecture is proud of its 36 different kinds of traditional arts and crafts. Kanazawa is the largest gold leaf production area in Japan, with a share of 98% of the gold leaf market. Kutani porcelain is famous for its daring designs and elegant colors. Kaga-yuzen silk dyeing is a representative traditional Japanese art that supports Japan's kimono culture. Wajima lacquerware has a solid feeling and an elegant beauty. Yamanaka lacquerware is characterized by the manner in which the natural beauty of the grain of the wood is preserved with the utmost care.

Culture



Kenrokuen is regarded as one of Japan's Three Most Famous Gardens and also designated as a national special place of scenic beauty. The remains of samurai residences in Nagamachi still preserve the atmosphere of the old castle town that dates back to the Edo period. There are also areas with old streets lined with "chaya"-style (tea house-style) buildings.

Many festivals take place on the Noto Peninsula during the summer. The center of attraction for many of these festivals is the "Kiriko" sacred lanterns that are approximately 10m in height. These great lanterns dance wildly through the night sky, carried through the streets by young people. The Noto Town "Abare Festival" is particularly heroic and magnificent in nature.

Hospitality

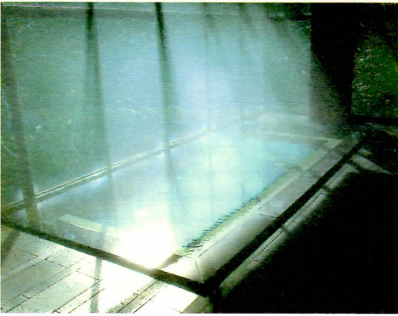


In Ishikawa Prefecture visitors are greeted with warm hospitality. In hot spring towns and in Kanazawa sophisticated services are offered, whereas in the Noto region their unpretentious hospitality is a soothing comfort. This is considered to be a reflection of *aenokoto*, a traditional festival of welcoming gods believed to be alive in the paddy fields to their house in order to show appreciation for good harvests.

While exploring the region, visitors can enjoy a wide range of traditional Japanese entertainment that is still alive today. "Noh-gaku," one of the typical performing arts of Japan has been enjoyed since the Edo period. The "Hosho-ryu" school of Noh was especially favored and at present, the "Kaga Hosho" performance has become widely known and continues to prosper. *Subayashi* is a traditional form of Japanese musical accompaniment involving such instruments as the "shamisen," traditional drums, flutes and other instruments. The one performed in Ishikawa is known nationally throughout Japan for its excellence.

The Kayotei

Kaga, Ishikawa



"Seat of Ennoblement," notable for its intimate setting and exquisite cuisine

The inn's 10 sukiya suites are arranged in the traditional style of a tea ceremony pavilion. With the sukiya style at its most discreet and understated elegance, the Kayotei offers exquisite intimate spaces influenced by the West in a nature setting known for inspiring the pearls of a haiku poet. The Kayotei inn is set at the beginning of a lovely walking trail following the perimeter of Kakusen Gorge, about a half-hour south of Kanazawa. Along the path is a thatched arbor dedicated to Haiku poet Basho Matsuo, who wrote of these trees and skies and waters in the 1600s.



Yamanaka Onsen is a hot spring town located far west of Tokyo and nearly on the Sea of Japan.

The Buddhist priest Gyoki first discovered Yamanaka's hot spring waters over a thousand years ago. In the 1970s, after years of consideration and study with an architect, craftsman, and a chef, the Kayotei inn was opened.

The staff at the Kayotei regard their mission as providing a "seat" for the very best of local art, culture and nature. Designed in the sukiya style of a tea cottage from the Muromachi Period (1333-1573), and graced with very subtle decorative touches, the Kayotei inn mixes antique tansu chests of drawers, low polished oak tables, hand-painted screens, traditional ceramic pieces and modern sculptural designs. There are two indoor communal baths sourced from natural hot springs. The baths are splendidly glassed in on three sides, providing guests with onsen views of natural forest sceneries.



Tadaya

A heritage spa in a spectacular ocean-side setting



Located in the renowned hot spring village of Wakura Onsen, the Tadaya is a traditional Japanese inn that features a classic one-story hiraya layout stretching toward Nanao Bay. Since it commenced operation in 1885, the inn has been run by the same family for five generations, offering visitors soothing open-air baths, delectable seasonal cuisine and the peace of mind close to nature.



Tadaya's 18-meter baths can accommodate men, women and families, providing splendid views of the bay beyond the wall-size windows. Outdoor baths, including the one located just 2 meters from the sea,

enable guests to experience a more direct connection with the area's breathtaking natural beauty.

Tadaya's sumptuous cuisine is prepared with fresh ingredients supplied by the farmers and fishermen of the nearby Noto Peninsula. The ever-changing menu features seasonal specialties, including sea bream in spring, rock oyster and abalone in summer, matsutake mushroom in autumn, and snow crabs and yellow tails in winter.

The various types of guest rooms each have a distinctive mood and focus on comfort and relaxation. While "Tsubaki An" rooms showcase the restrained beauty of classic Japanese design known as wabi, "Rikyu" rooms are based on early 20th century Taisho-style architecture that offers spacious interiors, luxurious furniture and ocean vistas. Located in an outlying building that overlooks the bay, the rooms will make visitors feel enveloped in the arms of the ocean.





Kincha-ryo

The birthplace of formal Kanazawa cuisine

Overlooking the crystal-clear water of the Saigawa River, the Kincha-ryo is renowned as a historical inn-cum restaurant representative of the castle town of Kanazawa. Providing the best possible service for each and every customer has been a tradition since its foundation. The commitment to excellence has earned the Kincha-ryo the honor of welcoming members of the Imperial Family, successive prime ministers and former U.S. Secretary of State, Henry Kissinger.

In addition to the main building constructed in the 4,000 square-yard garden in the Meiji period, the Kincha-ryo features five detached teahouses on a 40-meter slope down to the Saigawa River.



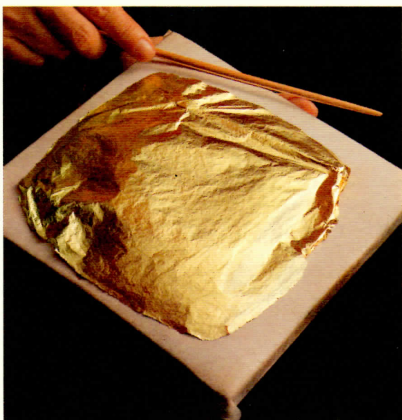
Particularly notable is the somber-walled O-chin, an ancient suite with a 150-year-old tea room attached.

Among Kanazawa locals, the Kincha-ryo is recognized for high-class private dining and the home of formal Kanazawa cuisine. After a long apprenticeship in Kyoto kitchens, Takeuchi Harujuro, the first-generation master of the Kincha-ryo, successfully incorporated the ideas of meals served before a tea ceremony into the cuisine of Kaga, now known as Kaga Kaiseki.

Essential to every Kaga meal is gori-jiru (a white miso soup containing an unusual but delectable little fish called gori), jibuni (a stew with generous amounts of meat and vegetables), and ama-ebi (small, sweet prawns served raw). It is important to note that fish are not taken from their tanks until a guest has placed an order at the Kincha-ryo.

Hakuichi

The pioneer of gold leaf arts, bringing the old and the new



Since its foundation Hakuichi Corporation has been presenting Kanazawa gold leaf, which has a long tradition dating back to the feudal ages, for modern life. The company is aiming to become a compound industry integrating various fields, such as the production and wholesaling of gold leaf and planning, production and sales of artistic craft works and processed products using Kanazawa gold leaf.



Kanazawa is the largest gold leaf production area in Japan, with a share of 98% of the gold leaf market and 100% of that of uwazumi (material of gold leaf), silver leaf and imitation

leaf. In the feudal age Ishikawa Prefecture was a realm of traditional crafts due to the cultural policy of the lord of the Kaga clan to promote the development of crafts. The Kanazawa gold leaf industry clearly owes today's success to this favorable climate in the past.

For centuries gold leaf has been used almost exclusively for religious ornamentation and traditional Japanese craft. Using the latest technology and contemporary design flair, Hakuichi has adapted this tradition to provide products of the highest quality that suit modern lifestyles, bringing the old and the new together in perfect harmony.

The Hakkokan functions as a space to enjoy the profound world of gold leaf that Hakuichi suggests. In the basement of the Hakkokan, the history of gold leaf and the pounding of gold leaf can be learned. In addition, a gold leaf craft class is provided so that visitors can try applying gold leaf to make their own artifact.

EXCEL AIR SERVICES INC.



As a part of the Real Japan alliance, EXCEL AIR SERVICES INC. is ready to make quality vacations in Japan more efficient and comfortable. The company owns seven helicopters ranging in capacity from four to eight passengers including Sikorsky S76 often used for VIPs. It is possible for travelers to charter a helicopter and fly to Ishikawa Prefecture as soon as they have gone through passport control in Narita. It takes about 90 minutes from Narita Airport to Ishikawa. This service is available upon request, enabling travelers to enjoy a pleasant domestic transfer.



La Chouette L.L.C



Although sake is associated with Japanese cuisine, wines goes with it as well as sake does. In fact, there are a large number of Japanese restaurants serving wine, which is a growing trend. La



Chouttel L.L.C can strongly be recommended as a supplier of high-quality bottles including a wide range of vintages. Guests can order their favorite bottles in advance so as to relish them at

their hotels. Of course, they are also available while traveling by train, car or helicopter. A quality bottle of wine will surely be a perfect complement to a unique travel experience in Japan.