

# The Kyoto of the North

**FUKUI** A Spacious, Comfortable MICE Destination

諸國  
各橋奇覽  
ふくいの橋  
北の奇蹟



Fukui Bridge in Echizen Province by Katsushika Hokusai, Japan's most famous Ukiyo-e artist



# *The Lovely Countryside of Fukui*

Just an hour and a half from Kyoto by train, Fukui offers a taste of the old-fashioned beauty of rural Japan.





# MICE in FUKUI

## A Spacious, Comfortable MICE Destination

Fukui offers convenient urban MICE options in Fukui City, with venues located in this compact city and near Fukui Station, as well as luxurious resort MICE options in the hot spring town of Awara Onsen, with convention facilities. No matter which you choose, you're sure to have an unforgettable MICE experience.

### Urban MICE



Distinctive, practical meeting sites near Fukui Station



Unique MICE possibilities with a traditional Noh stage!



Outstanding hospitality in a luxurious space

### Resort MICE



MICE in the hot spring town of Awara Onsen



Superb convention venues at *ryokan* hotels



Sumptuous *ryokan* hotel meals

# Tradition

## Crafts and Sake

### One of Japan's Leading Craft and Sake Production Regions

Fukui is famous for crafts and manufacturing, with seven local crafts officially designated as Traditional Craft Products. The prefecture also boasts over thirty different sake breweries — while you're here, try some of this excellent local sake, brewed with the newly developed Sakahomare sake rice.



### The Stars of the Sea of Japan

Echizen Gani crab is a top brand of snow crab known throughout Japan: crab lovers from around the country come to Fukui to enjoy Echizen Gani crab when crab season begins each November. Local Wakasa Fugu blowfish is likewise a beloved seafood treat.







# Attractions

Adorn Fukui Night with Authentic Performance

**Katsuyama Sagicho, a Festival with Over 300 Year of History**

For more than three centuries, this famously festive event has served as a prayer for a bountiful harvest and for protection from fires.

The delightful music and dancing at this festival are a major draw for visitors.

Katsuyama Sagicho Festival



Unpinjishi Lion Dance



Geisha Entertainment



The Grace Jets, a World-Class Cheerleading Squad

Photo by



Cheer Dream Project



## Outdoor Activities

From beaches to rivers to mountains, there's plenty to enjoy in the great outdoors all year round!



Tree Picnic Adventure Ikeda



Skijam Katsuyama



Excavating Fossils in Katsuyama



Sea kayaking

## Craft-Making Experiences

Fukui is known for traditional crafts and manufacturing — try making your own crafts as a one-of-a-kind souvenir!



Make Wakasa Chopsticks



Make Echizen Washi Paper



Make Echizen Pottery

## Cultural Experiences

Experience Japanese culture firsthand, including Zen meditation at Eiheiji Temple!



Geisha Kimono Dress-Up



Zen Meditation



Sake Brewery Tours



Tea Ceremony



## Sightseeing Destinations

Explore the ancient world of dinosaurs, visit beautiful scenery, and eat incredible food, all in Fukui!



Fukui Prefectural Dinosaur Museum



The Five Lakes of Mikata



Seafood Market "Nihonkai Sakanamachi"



Ichijodani Asakura Clan Ruins



Tojinbo Cliffs



Eiheiji Temple

## Itinerary Suggestions

### Day Trips

#### Itinerary 1

### *Fukui Grand Tour*

Dinosaur Museum ▶ Eiheiji Temple ▶ Tojinbo Cliffs

#### Itinerary 2

### *Zazen Seated Meditation and Making Echizen Pottery*

Zazen at Eiheiji Temple ▶ Echizen Pottery Village ▶ Oda Shrine

#### Itinerary 3

### *Traditional Crafts and Craftmanship*

Glasses Museum ▶ Echizen Washi Village ▶ Takefu Knife Village

#### Itinerary 4

### *Visit the Wakasa Area*

Make Wakasa Lacquered Chopsticks ▶  
Pleasure Boat Ride along the Sotomo Coastline

### Overnight Trips

#### Itinerary 1

### *Explore the Echizen Area*

#### Day 1

Ichijodani Asakura Clan Ruins ▶ Eiheiji Temple ▶  
Tojinbo Cliffs ▶ Overnight Stay in Awara Onsen

#### Day 2

Dinosaur Museum ▶ Hakusan Heisenji Temple ▶  
Walk around Ono City ▶ Sake Brewery Tour

#### Itinerary 2

### *Explore the Wakasa Area*

#### Day 1

Kehi Jingu Shrine ▶ Tsuruga Red Brick Warehouse ▶  
Rainbow Line ▶ Varve Museum ▶ Overnight Stay in Obama

#### Day 2

Myotsuji Temple ▶ Pleasure Boat Ride along the Sotomo  
Coastline ▶ Make Wakasa Lacquered Chopsticks

For more information, scan this QR Code! ▶

[http://bit.do/fukui\\_information](http://bit.do/fukui_information)





## Subsidies We Offer

Up to **¥ 12,000,000**  
(Roughly \$113,000US)



Scan this QR Code for more information. ▶  
[http://bit.do/fukui\\_mice\\_en](http://bit.do/fukui_mice_en)

## Major International Events

Month/Year	Name of Conference	City	Participants
Apr. 2017	2017 International Congress on Advances In Nuclear Power Plants (ICAPP 2017)	Fukui	350
Jun. 2017	EM-NANO 2017: The 6th International Symposium on Organic and Inorganic Electronic Materials and Related Nanotechnologies	Fukui	300
Mar. 2018	Forum for Nuclear Cooperation in Asia (FNCA) Symposium 2018	Tsuruga	100
Mar. 2018	The 6th Asian Symposium on Emulsion Polymerization and Functional Polymeric Microspheres	Fukui	150
Mar. 2018	The 6th Japan-Russian Neurosurgical Symposium	Awara	130
Sep. 2018	The 73rd Annual Meeting of the Japanese Society of Physical Fitness and Sports Medicine	Fukui	2,000
May. 2019	The 32nd International Symposium on Space Technology and Science (ISTS) Fukui Conference	Fukui	1,100

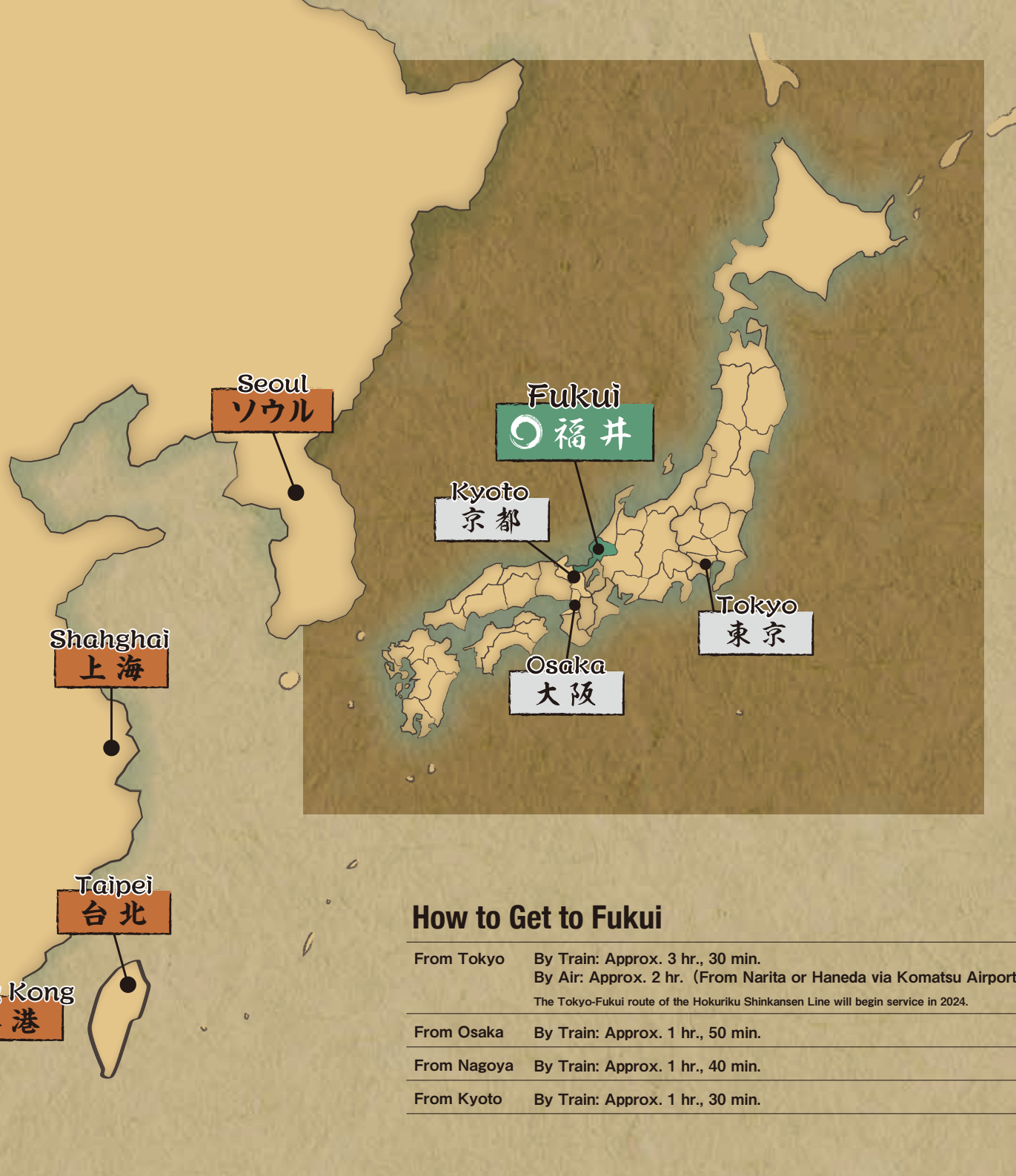
### Contact Information

#### Fukui Prefectural Tourism Federation

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### How to Get to Fukui

From Tokyo    By Train: Approx. 3 hr., 30 min.  
By Air: Approx. 2 hr. (From Narita or Haneda via Komatsu Airport)  
The Tokyo-Fukui route of the Hokuriku Shinkansen Line will begin service in 2024.

From Osaka    By Train: Approx. 1 hr., 50 min.

From Nagoya    By Train: Approx. 1 hr., 40 min.

From Kyoto    By Train: Approx. 1 hr., 30 min.