

Trends in Japan

Food & Travel

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The Many Splendors of Amami Oshima

Explore the Island's Rich Natural Surroundings



Kinsakubaru virgin forest.
(C)Amami City

Amami Oshima is an island lying in the southwest of the Japanese archipelago. Bounded by the Pacific to the east and the East China Sea to the west, Amami Oshima is ringed by beautiful coral reefs. The mild climate enables visitors to enjoy recreational activities including marine sports and camping.



Keihan. (C)Amami City



Amami Oshima is surrounded by beautiful blue ocean. (C)Amami City



Ohama-kaihin Park. (C)Amami City

New Ways to Enjoy the Key Ingredients of a Healthy Diet



Whole tomato salad. (C)Celeb de Tomato

Vegetables are always one of the most popular choices for people looking to improve their eating habits, and now novel ways of serving and eating vegetables are gaining popularity. From restaurants whose menus focus on specific vegetables to patisseries offering vegetable cakes and other sweet treats, innovative vegetable eating habits are entering the mainstream.



Green soybean cheesecake.
(C)pâtisserie Potager



Specially selected grilled pork with tomato juice.
(C)Celeb de Tomato



Green asparagus and vanilla mousse.
(C)pâtisserie Potager

Take a Journey Through 400 Years of History



Kumamoto Castle. (C)Kumamoto Prefecture

Kumamoto Prefecture, located on the southernmost of Japan's four main islands, Kyushu, boasts verdant natural surroundings and a rich historical heritage. Kumamoto Castle, one of the three most celebrated fortresses in the country, stands as a symbol of the prefecture. The castle was restored to mark its 400th anniversary in 2007. Buildings lost to warfare and the ravages of time were rebuilt using traditional construction methods; now, visitors from both Japan and overseas come to appreciate its awesome beauty. In 2008 it drew more than 2 million visitors, making it the most-visited castle in Japan for the first time in its history. Kumamoto's other attractions include the famous Kurokawa Onsen hot spring resort and Mount Aso, an active volcano with one of the largest calderas, or volcanic basins, in the world.



The caldera on Mount Aso. (C)Kumamoto Prefecture



Horse meat sashimi, a Kumamoto delicacy.



Kumamoto ramen.