

Trends in Japan

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Raking in Good Fortune

Wishing for a Good Year at the "Rooster Market"

Japan is home to numerous annual events with an ancient pedigree. One of these is the Tori no Ichi, or "rooster market," held on the days designated "days of the rooster" under the traditional calendar in November each year. Dating back to the Edo period (1603-1868), the markets are held at temples and shrines where people go to wish for happiness, good fortune, and success in business. The markets are famous for the brightly decorated bamboo rakes called *kumade* that are sold there.



The Tori no Ichi (rooster market)



A kumade rake is said to bring good fortune.



To no imo (big taros).



Kirizansho chewy candy.

Kinugawa Bathes in the Spotlight

Spa Resort Easily Accessible from Tokyo



The Spacia express train.

Kinugawa Onsen is a prominent hot spring resort on the upper reaches of the Kinugawa River, the longest river in Tochigi Prefecture. Located a mere two hours from the center of Tokyo by train, Kinugawa is a long-established tourist destination that attracts visitors the whole year round. In addition to the excellent natural *onsen* (hot springs), Kinugawa has a full complement of other attractions for visitors to enjoy, including walking trails and rafting trips that provide beautiful views of the river canyon.



Kinutanoyu, where visitors can enjoy a footbath. (C)Tourism Association of Kinugawa-Kawaji Hotspring



The Kinutateiwa Great Suspension Bridge. (C)Tourism Association of Kinugawa-Kawaji Hotspring



Kinu no Seiryu sweets. (C)Torahiko Seika Inc.



The Asaya Hotel offers rooms with private open-air baths. (C)Asaya Corporation

The Kanto Lantern Parade

Akita Festival Lights Up the Night Sky



The Kanto Festival lights up the night sky.

Akita Prefecture is located in the Tohoku region of northern Honshu, Japan's main island. One of the highlights in the region's calendar is the Kanto Festival, a 250-year-old spectacle in which thousands of lanterns are paraded through the streets suspended from giant bamboo frames. The sight of more than 200 of these frames lining the streets has made the Kanto Festival one of the most famous festivals in the region. Every year the event attracts tens of thousands of visitors from all over Japan, and even some from overseas.



A delicious *kiritampo* hotpot.



Akita's famous Inaniwa udon.



Spectators are thrilled at the display of skill.