Gastronomy Tourism in NARA

Governor of Nara Prefecture

Shogo Arai

14 December 2022
Challenges of Nara

For long stay: 6As

- Appetite
- Accommodation
- Amusement
- Attraction
- Access
- Achat
To make Nara More Attractive destination

Visit Rate Ranking by Prefecture (2019)

<table>
<thead>
<tr>
<th>Prefecture</th>
<th>Visit Rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tokyo</td>
<td>47.2</td>
</tr>
<tr>
<td>Osaka</td>
<td>38.6</td>
</tr>
<tr>
<td>Chiba</td>
<td>35.1</td>
</tr>
<tr>
<td>Kyoto</td>
<td>27.8</td>
</tr>
<tr>
<td>Nara</td>
<td>11.7</td>
</tr>
<tr>
<td>Aichi</td>
<td>9.0</td>
</tr>
</tbody>
</table>

Nara is 5th out of 47 prefs.

To foster professionals both in food and agriculture

Food Creative Course
Training future culinary professionals of food with knowledge of agriculture and produce.

From Farm to Table

Agri-Management Course
Training future agricultural professionals with advanced agricultural skills and an excellent sense in agricultural management.
Remake Central Wholesale Market

The Central Wholesale Market will be a place where people can enjoy not only “Food,” but also “Culture” and “Sports.”
101 restaurants recommended by the MICHELIN Guide, including:

- MICHELIN Two Stars restaurants : 4
- MICHELIN One Star restaurants : 18
- Bib Gourmand restaurants : 22
- MICHELIN Green Star restaurants : 5
“Gurutto Auberge Nara” tour
(“Gurutto” means round/circular.)

➢ Auberge promotion
Gastronomy tourism to tour local auberges and savor authentic local cuisine

- Ume, yamazoe
- Komorebi
- TOMIMOTO
- Soni Kodama Resort Tawa
- NIPPONIA TawaramotoMarutoShoyu
- Yunotani Senkei
- Gojo GENBEI/YANASEYA
- L’Auberge de Plaisance Sakurai
- NIPPONIA HOTEL NARA NARAMACHI
- Auberge in the forest ki-ra-ra
- Okuasuka Sarara
- KANAU
Thank you, and enjoy Nara