

Beautiful Summer Destinations



Field of Lavender: Furano, Hokkaido

Hokkaido, at a latitude corresponding roughly to the area from southern France to northern Spain in Europe and to Boston in North America, has natural beauty on a grand scale and a comfortably cool summer season, making it a popular tourist destination. In Furano, located at the center of the prefecture, lavender plants in bloom color the fields purple from June through early August. Many visitors come and enjoy the picturesque scenery and the scent of lavender carried on the wind.



Kamikochi: Nagano Prefecture

The Japan Alps, with a series of peaks topping 3,000 meters (10,000 feet), are a grand repository of nature and attract many climbers. Kamikochi, located in a valley among the peaks, was introduced to people around the world through the glowing descriptions of Walter Weston (1861-1940), the British missionary who is called the father of modern mountaineering in Japan, and now attracts 1.2 million visitors annually. A ban on private cars has helped preserve the environment, and visitors continue to be captivated by the splendid scenery, such as the view of majestic peaks and the Azusa River from Kappa Bridge, a wooden suspension bridge.