

Kashima Brewery Tourism[®], mastermind behind Japanese brewery tourism: Revitalising the community through simultaneous diffusion of local sake wines and local culture!

Kashima City, Saga Prefecture



Sake brewers playing a leading role in the committee



Sake Brewery PR Event

Background/Aims

- In 2011, a local brewery wins the top prize of “Champion Sake” at the IWC (International Wine Challenge)
- Following this win, a joint public-private tourism promotion organisation the “Kashima Sakagura Tourism Promotion Committee” was established with the aim of revitalising the local economy by disseminating integrated information about Kashima City’s sake breweries and historical streetscape, as well as sake brewing culture.

Project Outline

- The project carries out promotions combining the history and culture of local sake wines and the local area, and the “Sake Brewery PR Event” held every March has grown into one of the top sake wine events in Japan.
- The project also polishes local resources while involving a diversity of participants, including local residents, private companies, and local government agencies, etc.

Features

- Creating combined promotions of local sake wines—the area’s specialty product—and the local history and culture surrounding sake-brewing, the project is pioneering within “Japanese sake brewery tourism”.
- Pursuing management that proactively endeavours to secure independent funding and does not depend on local government agencies is giving birth to regional collaboration that transcends walls between local government agencies.

Results

- With local residents having independently established a tourism guide association and other initiatives, local resident-led efforts to create tourist destinations are taking root.
- Effort will be poured into attracting even more inbound tourists and developing excursion-type sightseeing contents with the aim of establishing year-round tourism.