

Get to Know Gifu



The Heartland of Japan

Located in the geographical center of Japan, Gifu Prefecture is defined by the majestic mountains of the Hida region in the north and the expansive plains and crystal clear flowing rivers of the Mino region in the south.

All Japanese hold a warm place in their hearts for the gifts of Gifu. From the tidy, ashlar lanes of the historic district of Takayama and other pockets of old Japan, to Gifu Castle, which renowned feudal warlord Oda Nobunaga used as his base from which to unite fiercely independent clans into a single nation, to the sloping thatched-roof houses of UNESCO World Heritage Site Shirakawa-go—and much more—Gifu embodies the essence of all that makes ancient Japan so alluring.

Hot springs—called *onsen*—are abundant. The Okuhida Hot Spring Villages region is home to the most open-air *onsen* baths of any region in Japan.

Gero Hot Spring, one of Japan's three most famous, dates back more than a thousand years.

Contemplate the dramatic natural scenery while soaking in a comforting, spiritually and physically rejuvenating *onsen* bath.

That's just the beginning in Gifu. Then there are the foods, the festivals, the architectural wonders, the traditional hand-honed crafts, the old style *ryokan* inns, the kindness and generosity of the locals, and the distinctively Japanese form of "leave-everything-up-to-us" hospitality known as *omotenashi*.

It all awaits you in Gifu, the heartland of Japan.

Book your trip to Gifu today!

Getting to Gifu is quick, comfortable, convenient, safe and easy!

A main gateway to Gifu is Nagoya's Central Japan International Airport.

Or speed your way there on the famed Tokaido Shinkansen "bullet train."

Gifu Station is just a 20-minute local train ride from Nagoya

Station, while Takayama

Station is just over two hours from there.



Gifu Travel Guide on the Web <http://travel.kankou-gifu.jp/en>



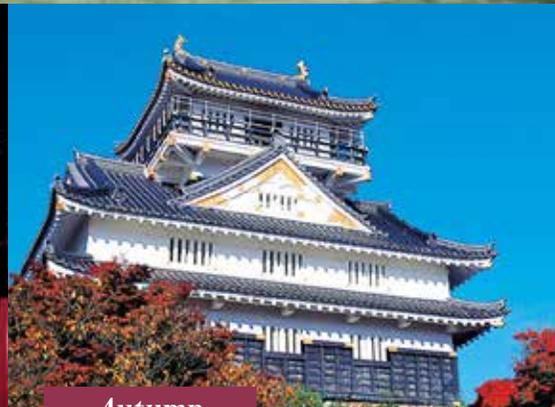
Springtime

The cherry blossoms are all in bloom, and tender Hida beef, the Takayama Festival and more are all yours. The puffy pink petals of the trees reflect and dance in sparkling waters below. Gifu in spring excites all the senses.



Summertime

Take a hike in the mountains and see the sunrise in the cool of the dawn. Slip into a cotton *yukata* robe and join the spirit-filled Gujo Dance. Thrill at *hanabi*, or fireworks displays. Gifu in summer is delightful.



Autumn

Marvel at mountains aflame in bright reds and golden pastels. Enjoy the architectural wonders of Gifu castle. Experience the excitement, drama and colorful *kimono* of local *kabuki*. Gifu in autumn is picture perfect.



Wintertime

Step into the fairy tale setting of ancient Shirakawa-go, a UNESCO World Heritage Site. Take part in winter sports, which attract skiers and snowboarders from everywhere. Gifu in winter is a wonderland.