



First Premium Cultural Experience Tour in Kagurazaka

"Kagurazaka Refined Wander" Tour for Inbound Tourists Starts on April 1st

~Sharing traditional crafts and culture with affluent foreign visitors seeking authenticity~

Ikimachi Co., Ltd. (Headquarters: Shinjuku-ku, Tokyo; Representative Director: Keiko Hioki) and EDO KAGURA Co., Ltd. (Headquarters: Shinjuku-ku, Tokyo; Representative Director: Shinya Yamada) will start selling a premium tour called "Kagurazaka Refined Wander: Cultural Awakening Around Every Bend" targeting inbound tourists from April 1, 2024. This tour offers exclusive traditional crafts and cultural experiences in Kagurazaka, catering to affluent foreign tourists interested in authentic Japanese culture. Limited group sizes ensure sustainable tourism, focusing on offering experiences not previously available to the public.

"Kagurazaka Refined Wander Sales Site" 【URL】 <https://www.ninjakotan-travel.com/>



Tour and Stage at Yarai Noh Theater



Kumihimo Experience at Domyo



Various Geisha Entertainments

Sales Background and Content of "Kagurazaka Refined Wander"

"Kagurazaka Refined Wander" aims to introduce the splendid traditional crafts and culture of Kagurazaka to foreign tourists, with the goal of revitalizing these traditions. Organized by Ikimachi Co., Ltd. and marketed by EDO KAGURA Co., Ltd., the tour leverages Ikimachi's extensive network and esteemed reputation, built over 20 years in Kagurazaka. We provide exclusive experiences, offering access to traditional crafts and cultural activities previously unavailable to the public.

The tour includes stage experiences at the Yarai Noh Theater, Kumihimo Studio at Domyo, various geisha entertainments (including practice sessions, dining, and drinking), Ukiyo-e workshops at Takahashi Studio, Kagurazaka walking tour, and shopping at historical shops. We create highly satisfying premium tours by tailoring activities to travelers' preferences.

"Kagurazaka Refined Wander" exclusively offers private tours with small group sizes, enabling enriching communication with artisans and cultural figures, thus enhancing traveler satisfaction.



Ukiyo-e at Takahashi Studio



Kagurazaka walking tour



Shopping at historical shops

At the Yarai Noh Theater, a nationally registered tangible cultural property, tourists are offered a variety of experiences, including demonstrations of Noh by Noh performers, lectures on Noh theater, tours of the Yarai Noh Theater, including backstage, and the viewing of valuable Noh masks, and hands-on Noh experiences on the Noh stage. At 'Domyo,' a 370-year-old traditional braiding shop, tourists can experience making Kumihimo under the guidance of artisans. Additionally, in Kagurazaka, known for its 200-year history as a geisha district, tourists can talk with geisha at the private practice spaces 'Kenban,' not open to the public, and participate in 'Ozashiki Asobi' games with geisha at both exclusive high-end ryotei and more casual dining establishments.

Furthermore, Takahashi Studio offers explanations on how to appreciate Ukiyo-e, as well as hands-on Ukiyo-e making experiences under the guidance of artisans, with tourists taking home both an original Ukiyo-e and a fan and book cover featuring the Ukiyo-e created by the traveler as souvenirs. During the Kagurazaka walking tour and shopping at historic shops, guides well-versed in Kagurazaka's history and culture will take visitors shopping at long-established stores.

Future Developments

Ikimachi Co., Ltd. and EDO KAGURA Co., Ltd. present “Kagurazaka Refined Wander” as the first in a series planning to expand traditional cultural experiences further.

Kagurazaka, a unique town blending tradition and modernity within its 400-year history, offers special experiences not even available to Japanese locals to affluent international visitors, promoting the reinvigoration of traditional crafts, culture, and the local area. Maintaining a focus on sustainable tourism disconnected from over-tourism by limiting participant numbers and considering local residents, both companies aim to extend these experiences into 'cultural city development' and 'culture-based tourism' in other regions of Japan.

Sales strategies include collaboration with accommodation providers and travel agencies. Emphasizing that developing the tourism sector requires joint efforts to unearth and promote tourism resources. We are eager to partner with more accommodation providers and travel agencies to support the sale of “Kagurazaka Refined Wander.”

Company Profile

Company Name: Ikimachi Co., Ltd. (Planning company for “Kagurazaka Refined Wander”)

Representative: Keiko Hioki

Location: 40-3-104 Kitamachi, Shinjuku-ku, Tokyo, 162-0834

Established: September 2007

Business Activities: Regional cultural activities and cultural projects based in Kagurazaka, Tokyo

Company Website: <https://Ikimachi.co.jp/>

Company Name: EDO KAGURA Co., Ltd. (Sales company for “Kagurazaka Refined Wander”, Travel License: Regional No. 8490)

Representative: Shinya Yamada

Location: 1-31-16 Takadanobaba, Shinjuku-ku, Tokyo, 169-0075

Established: December 2021

Business Activities: Travel agency and clothing rental services for travelers

Company Website: <https://edokagura.com/>

Online Store: <https://www.ninjakotan-travel.com/> <https://ninjakotan.com/>

■Contact Information

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