

Chiba Update

Chiba MICE Newsletter



No.001

Cherry Blossom at Sakura Hiroba, Makuhari

Chiba Convention Bureau to participate in the upcoming IMEX Frankfurt

In order to promote Chiba in the international market and attract organizers of MICE events, the Chiba Convention Bureau will again participate in IMEX Frankfurt, to be held at Messe Frankfurt in Germany from May 14 to May 16, 2024. The annual event is the largest trade show of its kind in Europe, where 3,800-plus global meeting planners will connect with 2,900 suppliers from across the world under one roof, building powerful working relationships to create better events, meetings, and experiences.

The Chiba Convention Bureau will participate as part of the Japan National Tourism Organization (JNTO).

Visit CHIBA at booth #B430.

Contact Chiba Convention Bureau at request@ccb.or.jp.



Photos taken IMEX2023

JNTO on Sustainable Japan

Japan is highly evaluated as travel destination in the world. It ranks 1st in the World Economic Forum's Travel & Tourism Development Index. Japan prides itself on green and efficient transport network, as well as having the highest number of participating universities in Asia dedicated to sustainability.

In order to promote sustainability, The Japan National Tourism Organization has published an e-book featuring sustainable measures being performed by cities and prefectures.

Chiba is among the featured prefectures in the published e-book:

https://www.japanmeetings.org/doc/Sustainable%20Japan_english_02.pdf

Please check the promotional video here:

<https://www.youtube.com/watch?v=wcqcAfCaG4c>



CHIBA^{No. 3}

Chiba Prefecture, home to Narita International Airport, is also just a short distance from Haneda Airport. These two airports, Japan's top two in terms of passenger numbers, offer outstanding access to destinations within Japan and around the world. Chiba's own visitor resources include traditional townscapes, sake breweries, hot springs, and celebrated theme parks. Popular sports events take full advantage of Chiba's abundant nature and unique characteristics.

Chiba Pref. 6.28 million people
Prefecture GRP 21.3 trillion yen



SUSTAINABLE DEVELOPMENT GOALS



JR-East Hotel Mets Premier Makuhari Toyosuna opened

A new hotel facility, the JR-East Hotel Mets Premier Makuhari Toyosuna has opened March 2024. Located just in front of Makuharitojosuna Station on the JR Keiyo Line features a total of 229 rooms, a barbecue terrace, and a railway experience room.

The JR-East Hotel Mets Premier Makuhari Toyosuna is the third facility which recently opened in the area of Makuhari where the largest convention complexes in Asia, Makuhari Messe, a venue for the Tokyo 2020 Olympic Games and the Paralympic Games. In addition to Hotel Mets Premier Toyosuna are two new other facilities opened nearby namely Hotel Shuranza Makuhari Bay, which opened in December 2022, and Makuharitojosuna Station on the JR Keiyo Line which opened in March 2023.

Since the area is only a ride away from Tokyo Disney Resort and Tokyo Station, it offers even more attractive options for Disney goers as well as people attending events, meetings, and conventions, as well as those watching baseball games, shopping fanatics, and alike.

Beauty at its peak

Cherry Blossoms at Sakura Hiroba, Kaihin Makuhari

A few steps away from JR Makuhari Toyosuna Station and JR-East Hotel Mets Premier is a park lined up with Sakura trees or cherry blossom trees, called Sakura Hiroba. This Sakura oasis was designed by a popular architect, Tadao Ando. Opened in 2006, there are more than 500 cherry trees that bloom in Spring, which, when viewed from the top, look like a carpet of pink beauties.



|| SPECIAL FEATURES

A brief stop at Kyonan-machi (Kyonan Town)

Located in the south-western portion of the Boso Peninsula in Chiba, Kyonan-machi was founded in 1959 when the three villages of Katsuyama, Hota, and Sakuma were combined. With a population of approximately 7,300 and a total area of 44.9 square kilometers, it enjoys a moderate and comfortable climate year-round.

Sakuma Dam

Sakuma Dam was basically built for agricultural purposes. Due to the many recreational facilities constructed around the dam, this became one of the tourist destinations in the area. Because of the good climate and the variety of cherry blossom trees, plum trees, daffodils, and other flowering plants, flower viewing can be enjoyed here much longer than in many other places.

Mt. Nokogiri

Mt. Nokogiri (also called Nokogiriyama) is one of the most beloved sightseeing spots in Chiba Prefecture. With a quick ride on the “ropeway” cable car, visitors can access the hiking trails found on the grounds of Nihon-ji Temple, and along these trails is where you’ll find the mountain’s famed vistas and Buddhist monuments.



Nihonji-Temple

Located in Mt. Nokogiri, visitors can spend a day exploring the stone monuments. There are two massive Buddhist monuments that await visitors here: the Hyaku-shaku Kannon, carved directly into a sheer rock face, and the Nihonji Daibutsu, the largest free-standing stone Buddha in all of Japan.

Roadside Station, Hota Elementary School

A former elementary school turned roadside station where lodging, recreation, food, and shopping for local produce can be enjoyed.



Cultural Experience

Ukiyo-e Hanga Experience at Hishikawa Moronobu Memorial Museum

‘Hanga’ is a Japanese word for print. The Ukiyo-e hanga, or ukiyo-e prints, is an artistic expression in which an artist, a woodblock carver, and a printer come together to work as one. The artist draws the original drawing, the carver carves it into a woodblock, and the printer, using paint or ink, transfers it to paper or cloth to complete the art work.



During the Edo period, Ukiyo-e artist Utagawa Hiroshige visited Mt. Nokogiri in Chiba. He was mesmerized by its scenery and created various ukiyo-e sketches. The one in the photo is one of the ukiyo-e prints created based on the sketches made by Hiroshige during the trip. It shows an unusual composition of Mt. Nokogiri seen from the mountainside. The floating island of Katsuyama is also clearly depicted on the left-hand side of the sea.

Experience the multicolored printing of ukiyo-e prints under the guidance of a professional Edo woodblock carver and printer as your instructors. The Hanga experience is also available for other locations upon request.

Please contact the Chiba Convention Bureau for details.



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