



NEWS RELEASE

Nikko City Tourism Association

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November 10th, 2024

~Celebrating the Quarter-Century Milestone Anniversary~

We will welcome guests with various events to commemorate the 25th anniversary of the registration of "Shrines and Temples of Nikko" as World Heritage sites.



Nikko City is proud of its "Shrines and Temples of Nikko" as UNESCO World Heritage Site, and this Site boasts of its picturesque and famous buildings such as Nikko Toshogu Shrine, Nikko-zan Rinno-ji Temple, and Nikko Futarasan-Jinja Shrine, as well as the cultural landscape formed by the surrounding natural environment.

It was 1:05 am on December 2nd, 1999, when those concerned gathered under the winter sky received the exciting news from the 23rd World Heritage Committee that the "Shrines and Temples of Nikko" were to be inscribed on the World Heritage List. Those who knew the situation at that moment say that the excitement was so great that it blew away the cold.

During the quarter century since then, we have had many domestic and international guests, and on December 4th, 2024, we will celebrate the 25th anniversary of our registration. To make this commemorative year more exciting, we, Nikko City Tourism Association, established the Executive Committee for the 25th Anniversary of the World Heritage Registration in partnership with those who are related to the shrines and temples, and various groups and associations in Nikko area.

Also, the committee will hold a variety of commemorative events in cooperation with various event organizers in Nikko. We hope you will come to Nikko and enjoy many of the events we have planned for the 25th anniversary.

An outline of the commemorative events is provided as per the attached sheet.

Commemorative events and experiences

An experience of Japan's traditional culture regarding the deity and history of Nikko

~An immersive experience of Japan's traditional culture woven together at Shrines and Temples of Nikko~

Nikko is a historic place that has flourished as a sacred place of mountain worship since ancient times. Various events are provided for foreign visitors to Nikko, which are associated with the historical significance and background of each shrine and temple of Nikko. Please check each website for more details.

[Contents to experience Japan's traditional culture]
Reservation only. Online application is required to join.

● My Shogun Story Ogasawara-Ryu Experience

The Ogasawara-Ryu etiquette, which has been passing down the proper behavior of samurai for over eight centuries, consists of three styles: etiquette, archery, and horseback archery. In etiquette, people learn how to stand, walk, sit, eat, and so on, while also forming the mind of a martial artist and learning to eliminate unnecessary movements and refine them in daily actions.

Period: December 1, 2024
Location: Nikko Toshogu Shrine Butokuden
Fee: 50,000 yen (tax included)
<https://nikko-shogun-story.com/event/ogasawara-ryu/>

● Experience Goma Prayer at Rinno-ji Temple on Mt. Nikko and Special Breakfast Plan at TAIKOBO

Goma Kito is a traditional prayer ceremony that is held daily at Nikko-zan Rinno-ji Temple and features the impressive image of Acala flickering in the flames. In this special plan, you will receive a precise explanation from a specialist guide, visit a special place that is usually off-limits, morning prayer, and a specially arranged Nikko traditional vegetarian breakfast.

Period: November 30, 2024
Location: Nikko-zan Rinno-ji Temple Daigomado, Sanbutsudo, and Taikobo
Fee: 12,000 yen (tax included)
<https://nikko-shogun-story.com/rinnojitemple/gomaprayeratrinnojitemple/>

Image

• My Shogun Story
Ogasawara-Ryu Experience



• Experience Goma Prayer
at Rinnoji Temple and
Special Breakfast Plan at
TAIKOBO



The first public exhibition of secret Buddha statues "Five Great Kings"

To commemorate the 25th anniversary of the registration as the World Heritage Site, secret Buddha statues "Five Great Kings" will be unveiled for the first time ever. Those statues were made in Edo era, and those are said to bring good health and prosperity. Buddha "Five Great Kings" were worshipped by the founder of Nikko, Shodo Shonin,

Period: April 1, 2024 - March 31, 2025

Location: Nikko-zan Rinno-ji Temple Sanbutsudo

Price: Sanbutsudo admission ticket Adults 400 yen / Children 200 yen

<https://www.rinnoji.or.jp/news/20240403.html> ※Japanese page

Image



Handcrafting of 'My Omamori (amulet)' Experience at the World Heritage Site, Nikko-zan Rinno-ji Temple [For Groups Only]

We will offer group travelers the experience of making their own amulets by hand. This is an experience which participants can write their wish on an amulet, make an amulet using amulet paper with a design of choices, and have a monk pray for it on the spot.

This year, in honor of the Year of the Dragon, the limited editions of amulet designs, which is described in the ceiling paintings of dragons in Taiyu-in Mausoleum and Daigomado, can be chosen. (First come, first served)

Period: All year round *Reservations required

Location: Nikko-zan Rinno-ji Temple, Shiunkaku

Fee: 1,500 yen per person

Inquiries: +81 288-22-1525 (Nikko City Tourism Association)

Image



"Nikko Green Slow Mobility" Digital Stamp Rally

A digital stamp rally is being held. This stamp rally runs with "Green Slow Mobility" which is an environmentally friendly vehicle, and it goes through Shrines and Temples of Nikko. English version website for this rally is exclusively prepared for foreign tourists, and the original "three-wise-monkeys strap" is offered as a prize of rally.

Period: Until November 21, 2024

Location: Nikko Station - Temples and Shrines of Nikko- Around Kanmangafuchi Abyss

Fee: Free of charge to participate, but a fare must be paid when riding "Green Slow Mobility"

https://qlclear.cloud/tochinavi/nikko_gsm_stamprally2024

Image



Gift campaign for foreign visitors to Japan

To commemorate the 25th anniversary of the World Heritage registration, tourists who take some photos including 3 objects below and post it on social media using their smartphones or other devices, will receive a pair of original chopsticks from East Japan Railway Company.

Object 1: Miniature model of Yomeimon gate of Nikko Toshogu Shrine

Object 2: Miniature model of Five story pagoda of Nikko Toshogu Shrine

*Above 2 miniature models are displayed at near the ticket counter of JR Nikko Station.

Object 3: JR Nikko Station building

*This campaign is limited to the first 1,000 people. While supplies last.

Period: Until December 31, 2024

Location of objects: Around JR Nikko Station ticket counter

Location to get a gift: JR Nikko Station ticket counter

Image



The World Heritage Shrines and Temples of NIKKO, Stamp Collecting Board

This is a stamp rally project for tourists collecting stamps at shrines, temples, and accommodation facilities in the World Heritage area. Depending on the number of stamps collected, original freebies are given.

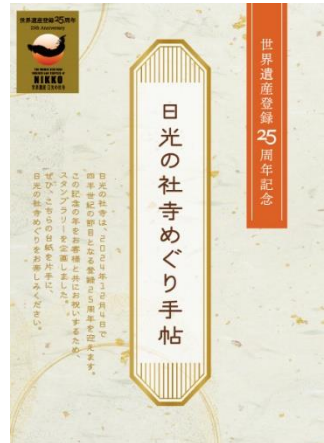
Period: Until December 25, 2024

Location: Shrines and Temples of Nikko as World Heritage, and applicable accommodation facilities

Inquiries: +81 288-22-1525 (Nikko City Tourism Association)

<https://www.nikko-kankou.org/spot/1653>

Image



Display of 25th Anniversary Monument

Commemorative monument will be installed at several places rotating in the city to celebrate the 25th anniversary of the World Heritage registration. Please enjoy taking photos with this monument.

Period: October 25, 2024 to early August 2025

Location: The World Heritage Shines and Temples of Nikko, Tobu Nikko Station Square, JR Nikko Station etc.

Inquiries: +81 288-22-1525 (Nikko City Tourism Association)

[https://www.nikko-](https://www.nikko-kankou.org/storage/upload/Nikko%20area%20documents/DisplayEng.pdf)

[kankou.org/storage/upload/Nikko%20area%20documents/DisplayEng.pdf](https://www.nikko-kankou.org/storage/upload/Nikko%20area%20documents/DisplayEng.pdf)

Image



Post on social media with the tag "#nikko25"

Tourists who post on social media with "#nikko25" will receive a limited edition of original card. Cards are available in three languages: Japanese, English, and Traditional Chinese. (First come, first served)

Social media applied: Instagram, Facebook, Twitter, and etc.,
Place of redemption: TOBU Nikko station Tourist Information Center
JR Nikko station Tourist Information Center
mekke Nikko Kyodo Center Tourist Information Center
Inquiries: +81 288-22-1525 (Nikko City Tourism Association)

Image



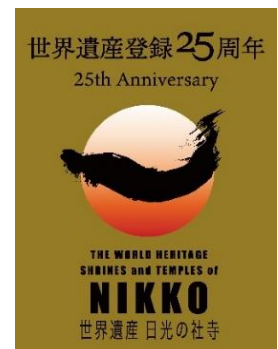
Nikko Anniversary Week

Is it acknowledged that both date of designation of Nikko National Park, and the date of registration of "Shrines and Temples of NIKKO" as a World Heritage Site, are "December 4th"?

The year of 2024 marks the 90th anniversary of the registration of Nikko National Park and the 25th anniversary of the registration of "Shrines and Temples of Nikko" as a World Heritage Site. To celebrate this significant moment, various projects and events will be held in cooperation with stakeholders in nature, history, tourism, transportation, etc. to liven up this memorable year.

Period: November 29 to December 8, 2024
Location: In Nikko National Park, around the World Heritage Site "Shrines and Temples of Nikko"
Inquiries: +81 288-22-1525 (Nikko City Tourism Association)
<https://www.nikko-kankou.org/features/NAW> ※Japanese page

Image logo



Light up NIKKO 2024

This is to light up the World Heritage Site, Shrines and Temples of Nikko, allowing visitors to enjoy the fantastic night scenery of Nikko. This year, various events and food courts will be held to commemorate the 30th anniversary of Light Up Nikko.

Period: November 29 to December 1, 2024
Location: The World Heritage Site, Shrines and Temples of Nikko
Inquiries: +81 288-22-1525 (Nikko City Tourism Association)
<https://lightup-nikko.com/english>

Image



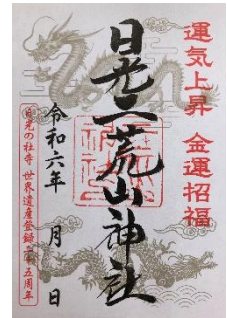
Commemorative products

Issue of special Goshuin (Certificate of praying at shrine)

Nikko Futarasan-Jinja Shrine, one of the shrines and temples of the World Heritage Site of Nikko, is issuing special Goshuin to commemorate the 25th anniversary of its registration as the World Heritage Site.

Period: Until December 31, 2024
 Location: Nikko Futarasan-Jinja Shrine
 Inquiries: +81 288-54-0535 * Only available in Japanese

Image



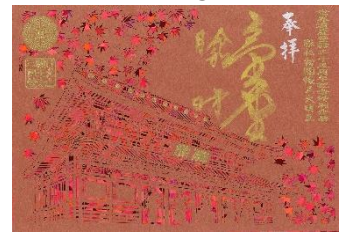
Issue of special cutout Goshuin (Certificate of praying at temple)

Nikko-zan Rinno-ji Temple, one of the shrines and temples of the World Heritage Site of Nikko, is issuing special cutout Goshuin to commemorate the 25th anniversary of its registration as the World Heritage Site.

Period: Summer design: From July 1, 2024
 Autumn design: From October 1, 2024
 *Both will end when Goshuin runs out
 Location: Nikko-zan Rinno-ji Temple
 Inquiries: +81 288-54-0531 *Only available in Japanese

Image

•Autumn Design



The 25th Anniversary of World Heritage Registration, Commemorative Goods for Sale

Various commemorative goods are now on sale. All goods are designed as souvenirs of visiting Nikko City in the year of 2024 which marks the 25th anniversary of World Heritage Registration of "Shines and Temples of Nikko".

Period: From late July 2024 *All items will end when they sold out.
 Location: mekke Nikko Kyodo Center Tourist Information Center, etc.,
 Items: Tote bag 2,800yen
 Lunch tote bag 2,300yen
 Magnet 700yen
 Sticker [small] 200yen
 Sticker [large] 300yen
 Poster 2,300yen *Additional 200 yen for a box
 Inquiries: +81 288-22-1525 (Nikko City Tourism Association)

Image



Limited Special Tour in Nikko with a licensed guide

Why don't you walk around the World Heritage Shrines and Temples of NIKKO, national park and other areas with a local guide?

For more details, please visit the website below.

Period: From the end of October in 2024 until the end of January in 2025

*Minimum number of participants is 2 people.

*Tour dates and prices vary depending on the tour.

*Reservations can be made on the day of the event.

Place:

[Nikko area]

<https://ars-tobuoptours.triplabo.jp/activity/en/LINKTIVITY-T9763>

<https://ars-tobuoptours.triplabo.jp/activity/en/LINKTIVITY-SWNA3>

<https://ars-tobuoptours.triplabo.jp/activity/en/LINKTIVITY-RG6WZ>

[Nikko National Park area]

<https://ars-tobuoptours.triplabo.jp/activity/en/LINKTIVITY-16ZAH>

[More Tour Information]

<https://ars-tobuoptours.triplabo.jp/home>

Inquiry: +81 288 54 0864 (TOBU TOP TOURS)

Image



[Contact for all inquiries regarding this press release]

Executive Committee for the 25th Anniversary of the World Heritage Registration
(Secretariat: Nikko City Tourism Association, Nikko Branch)

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