

## Onsen MICE offers visitors all-in-one unique venues



Yamagata Maiko

A "unique venue" is an increasingly important criteria when considering where to host an international conference. This often means holding receptions in historic buildings or museums. A traditional Japanese hot spring hotel is another option: a unique venue where you can enjoy the unique atmosphere for the whole event.

The hot spring facilities in Yamagata are all-in-one unique venues, providing meeting rooms, exquisite Japanese cuisine in their banquet rooms, and accommodation on-site in traditional Japanese rooms.

Participants from all over the world, tired from a day of travel or meetings, will be able to relax and enjoy the hot spring spa and authentically Japanese culinary delights. After which, they will no doubt awake refreshed and ready for business!



Yamagata Sake Museum

## Access to Yamagata

### Transportation to Yamagata City

#### By train

Tokyo Sta. — Yamagata Shinkansen (2 hr 30min) — Yamagata Sta.  
 Tokyo Sta. — Tohoku Shinkansen (1 hr 30min) — Sendai Sta. — Senzan line (1 hr 10min) — Yamagata Sta.

#### By bus

Sendai — Express bus (1 hr 5min) — Yamagata  
 Tokyo — Express bus (5 hr 50min) — Yamagata  
 Nigata — Express bus (3 hr 30min) — Yamagata

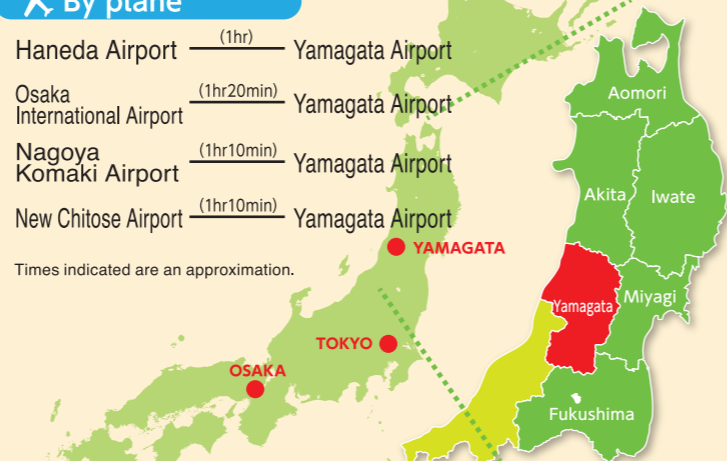
#### By car

Tokyo (Urawa honsen / Kawaguchi JCT) — Tohoku Expressway 3hr (315km) — Murata JCT — Yamagata Expressway 30min (35km) — Yamagata Zao I.C.  
 Sendai/miyagi I.C. — Yamagata Expressway 3hr (315km) — Murata JCT — Yamagata Expressway 30min (35km) — Yamagata Zao I.C.

#### By plane

Haneda Airport — (1hr) — Yamagata Airport  
 Osaka International Airport — (1hr20min) — Yamagata Airport  
 Nagoya Komaki Airport — (1hr10min) — Yamagata Airport  
 New Chitose Airport — (1hr10min) — Yamagata Airport

Times indicated are an approximation.



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Website

## Yamagata Onsen MICE

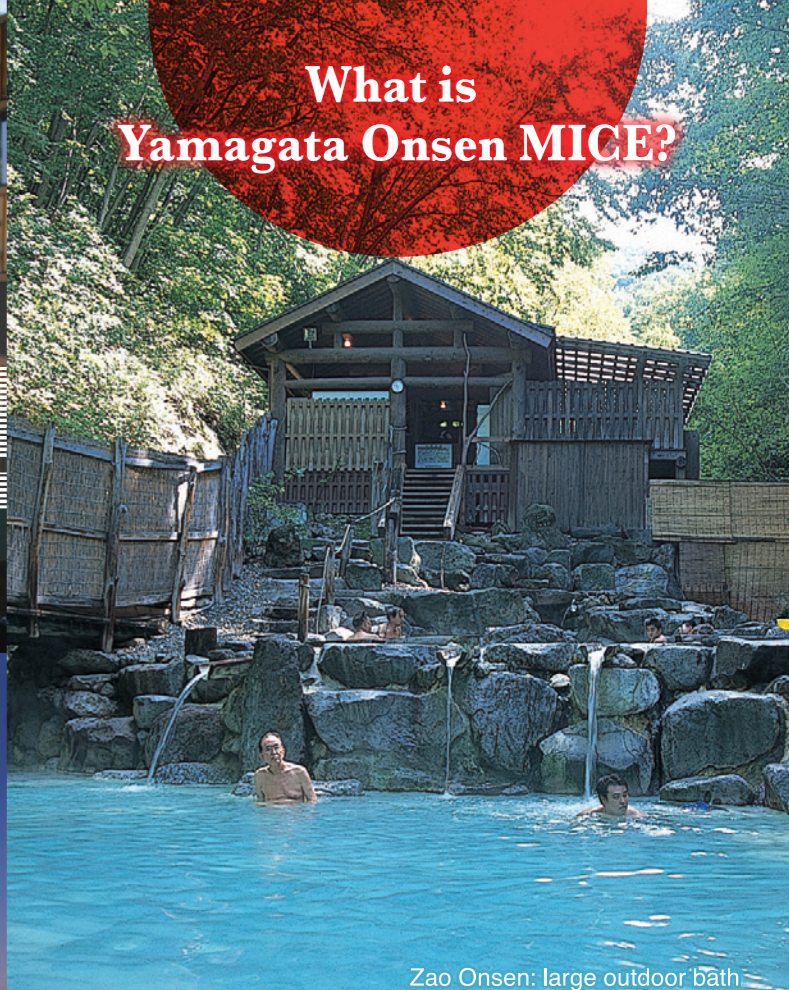
International Conference, Traditional Japanese Inn



Japanese Style International Conference



## What is Yamagata Onsen MICE?



Zao Onsen: large outdoor bath

In Yamagata, it is possible to hold international conferences at an onsen hotel – a traditional hot spring facility. Uniquely Japanese, exclusively Japanese: Yamagata Onsen MICE (for international conferences) offers organizers and participants the opportunity to experience events at traditional Japanese venue that simply cannot be experienced anywhere else. An international conference with traditional Japanese hospitality is sure to satisfy all participants.

*Held in a hot spring facility, this will be a convention to remember.*

#### Case Studies



At Yamagata's hot spring hotels, Japanese banquet halls can be converted to conference rooms in addition to the permanent convention halls. Japanese banquet halls are floored with tatami mats, but it is possible to lay carpet over them to enter the room with shoes. The decorations, including the ceiling, are traditionally Japanese, offering a unique cultural experience.

## Meetings & Conferences in a tatami hall



Example of converted tatami room



Japanese-style conference room



Convention hall

## Why hold conferences in a hot spring hotel?



Most cities for international conferences are often large urban centers near international airports, or regional core cities. However, a little further from the beaten track, it is possible to experience traditional Japan more authentically in regional cities. Yamagata Prefecture has lots of different hot springs with unique characteristics. The hot spring hotels nearby are accommodation resorts with a Japanese spas that will satisfy and surprise even the most experienced international conference participants.

Japanese tatami room



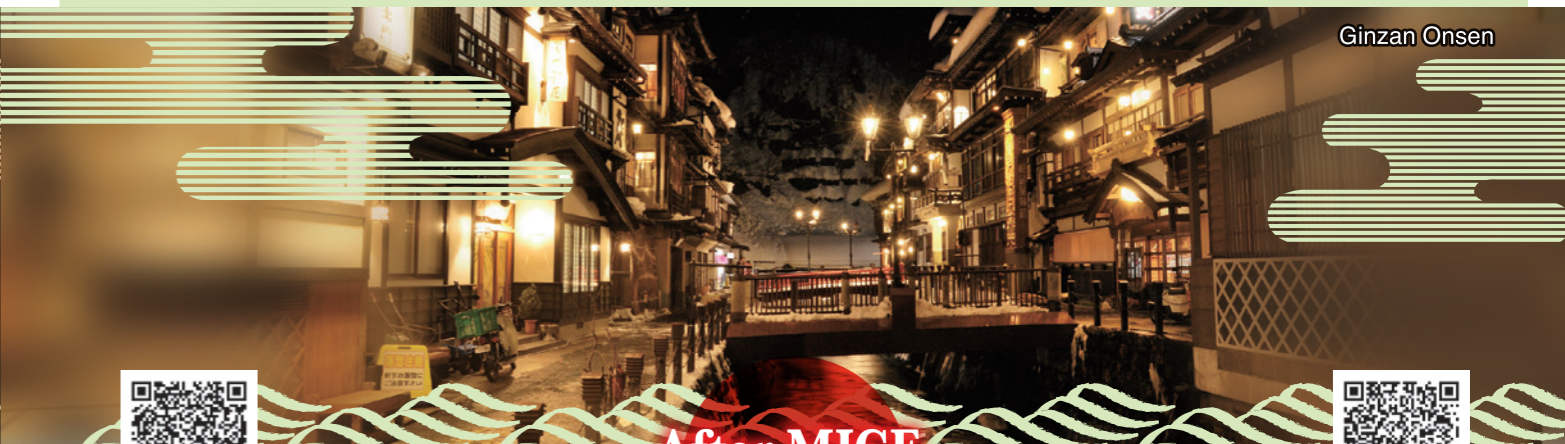
## Banquet

Japanese style banquet in tatami hall

Hot spring hotels serve traditional and authentic Japanese cuisine. Made with Yamagata's fresh and local ingredients, meals are well-received among guests from overseas. There is often a wide selection of local sake and wine available. The hotels will also discuss and cater for customers with dietary restrictions, including vegetarian dishes. Japanese cuisine is beautifully presented – delegates will be able to appreciate their meal on multiple levels.



Yamagata Maiko



Ginza Onsen



Introduction of Yamagata

## After MICE

After the conference, enjoy Yamagata!



Movies

### Outdoor adventures

Spring ~ Autumn / Cherry blossom, Cherry picking, Trekking, Autumn leaves  
Winter / Snow monsters, Ski, Snowboard



Snow Monster



Okama Crater

Cherry Picking

### Industrial visits

Oriental Carpet, Denroku Mame (Peanuts Snacks), Iron Casting, Wood Work



Oriental Carpet



Iron Casting

### Delicious local food

Fruits (cherry, pears, etc.), Taro root stew "Imoni", Yamagata beef, Soba noodles, Ramen noodles, Sake, Wine



Cherries



La France

"Imoni" Festival

### Traditional culture

Yamadera Temple, Ginza Onsen, Kaminoyama Castle, Traditional Crafts Workshop



Yamadera Temple



Kaminoyama Castle



Former Yamagata Prefectural Government Office "Bunshokan"



Pottery Workshop

### Festivals

"Hanagasa" Flower Hat Dance Festival, Human Shogi Festival



Flower Hat Dance Festival



Human Shogi

# Organizers and participants are all greatly satisfied with Onsen MICE!



Accommodation Info

In general, the accommodation plans for hot spring hotels include dinner and breakfast.

However, organizers of international conferences can ask for the conference room and banquet fees to be charged separately and for the accommodation fees to be borne by the participants, who can make their own decisions on the appropriate plan.

In addition, there are also rooms with Western beds, rooms with unit baths, and VIP rooms with attached open-air baths. Hotels can respond to numerous requests, including from guests who do not wish to use the shared baths.

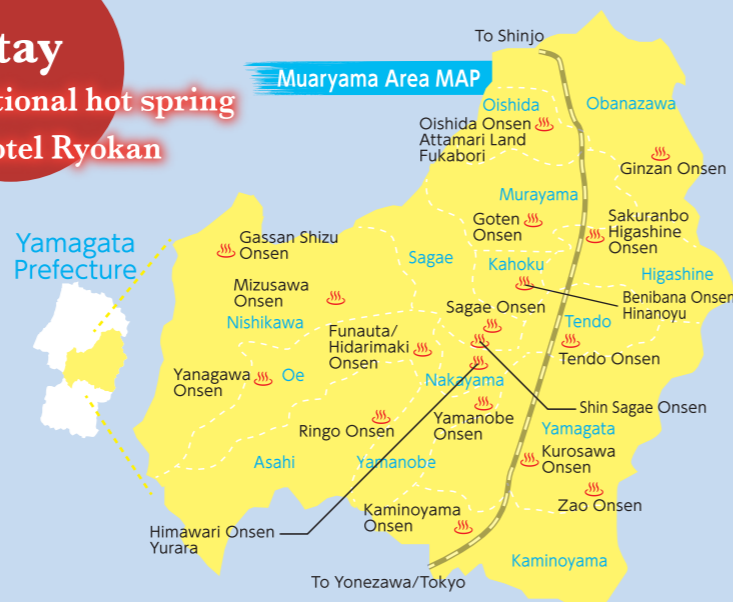


Japanese Western Style Room

Public Bath

## Stay

Stay in a traditional hot spring Onsen Hotel Ryokan



Muuryama Area MAP

Yamagata Prefecture



Contact us

## Support for Organizers

The Yamagata Convention Bureau supports organizers with preparations for a successful conference in cooperation with PCO (Professional Congress Organizer) members, travel agencies, event suppliers, and other stakeholders. Not only financial / material support, but we also provide venue recommendations, and accompany your site inspection.

### Main international conference support system

#### Subsidies for the holding conventions

For international convention of over 50 participants and domestic conventions (Yamagata city, Sagae city, Kaminoyama city Tendo city)  
(1) For participants residing in Japan (lodger): 1,500 yen per person  
(2) For participants residing abroad (lodger): 5,500 yen per person

#### Subsidies for transportation during convention

For international conventions with more than 50 participants, transportation subsidies will be given according to the number of participants. For example, between 50 and 1,000 participants, the subsidy given will be 100,000yen.

#### Subsidies for attractions

Subsidies up to 100,000 yen will be given for international conventions arranging attractions during dinner reception etc.



#### Display of welcome banners

Display welcome banners at the JR station or the airport.

