

INCENTIVE & UNIQUE VENUES IN FUKUI

Make It Happen in Fukui

A Memorable, Special Experience and Unique Venues

Private receptions at unique venues, excursions to experience traditional and state of the art industries, and special events celebrated citywide.

We offer the perfect attractions for incentive travel from Singapore.

 Fukui Prefecture (Japan)

 MICE & Incentive Travel Proposal Materials

 Fukui Prefectural Tourism Federation

WHY CHOOSE FUKUI FOR INCENTIVE TRAVEL?

Three Reasons to Choose Fukui Prefecture for MICE and Incentive Travel



01

Exclusive Use of Historical Heritage Sites

Exclusively rent authentic historical sites, such as the Ichijodani Asakura Clan Ruins, a National Special Historic Site. We can make your outdoor banquet or special event a reality.



02

Experience Tradition and Craftsmanship

More than just sightseeing, we take you behind the scenes at workshops and factories—from textiles factories and sake breweries to traditional crafts—offering enriching experiences that will connect you with research and business.



03

Special Events Throughout the City

Take over the all-weather plaza in front of Fukui Station. We'll welcome you with a variety of performances designed to foster a sense of belonging among participants, including projections on a large video screen and live jazz performances by local musicians.

UNIQUE VENUE 01

Ichijodani Asakura Clan Ruins Private Outdoor Banquet in a Historic Setting

Enjoy exclusive use of the Ichijodani Asakura Clan Ruins, the site of a castle town from the Sengoku period (approximately 450 years ago). With special tents and food trucks set up in the plaza in front of the Karamon Gate, you can host a magical outdoor reception.

- ✓ An extraordinary space reserved exclusively for your MICE event, featuring a nationally designated Special Historic Site
- ✓ Fukui local sake tasting & food stalls / food trucks featuring local ingredients
- ✓ Take commemorative photos while wearing rental samurai costumes (happi, helmet, and sword)

From around 1,500,000 yen / Outdoor Banquet *Subsidies are available



AWARDS & CEREMONY

Celebrating on a Special Stage Set Against a Historic Backdrop

A Memorable Awards Ceremony

Hold the awards ceremony and presentation on an open-air stage at a historic site. The special memory of “receiving an award at a historic landmark” will strengthen participants’ loyalty.

- 🏆 A special stage perfect for corporate incentive award ceremonies and events
- 🌐 A spatial design that fosters a sense of unity and interaction among international participants
- 🏛️ Collaboration with the adjacent Museum also deepens visitors’ understanding



SPECIAL ENTERTAINMENT

Travel Back in Time to the Warring States Period: A Spectacular “Matchlock Gun Demonstration”

As a highlight of the reception, the Echizen Matchlock Gun Preservation Society performed an authentic demonstration. The thunderous roar and billowing white smoke that echoed throughout the venue at the command “Fire!” left a vivid impression on the attendees.

- 🔥 A spectacular display of sound and power that echoes throughout the entire valley
- 🏯 Traditional cultural attractions that truly shine because they’re set against the backdrop of authentic historic sites
- 📸 Photogenic moments that captivate participants

From around 350,000 yen / Matchlock Gun Demonstration

*Subsidies available



UNIQUE VENUE 02

Unique to Fukui, a Sake-Producing Region: The Japanese “Enkai” Style

In Fukui Prefecture, home to numerous sake breweries, you can also participate in a “Kagami-biraki” ceremony, traditionally held during celebratory events. The “Enkai” festivities, where participants wear traditional festival jackets (happi), are always a huge hit. Another popular attraction is the opportunity to write your name in kanji characters.

- ✔ An authentic kagami-biraki experience with local sake from Fukui
- ✔ A Kanji-style calligraphy workshop that's hugely popular with everyone from adults to children



From around 120,000 yen / Japanese Calligraphy Corner

From around 13,000 yen /
per person for food and drink

From around 150,000 yen /
Facility usage fee

From around 33,000 yen /
Sake Kagami-biraki

*Subsidies available

UNIQUE VENUE 03

A Unique Private Venue at a Sophisticated SAKE Establishment

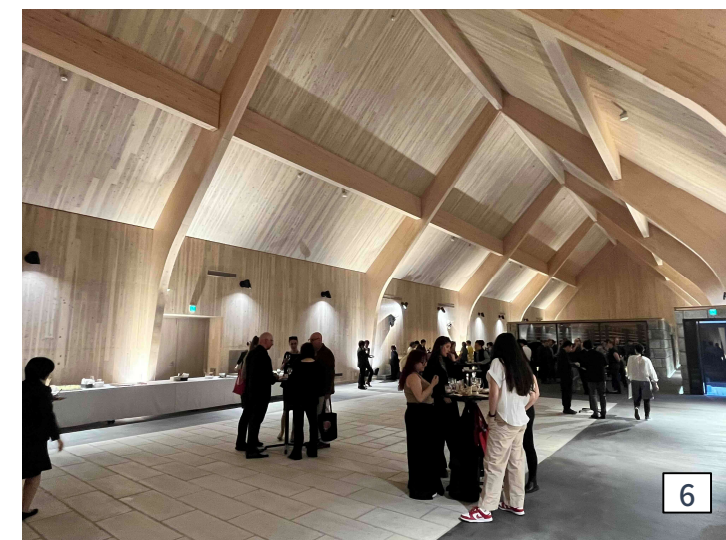
A unique private venue called “ESHIKOTO” at the sake brewery famous for its “Kokuryu” brand. Here, you can host a party while enjoying views of Fukui’s unspoiled countryside, featuring a sparkling sake cellar and French cuisine made with an abundance of locally grown vegetables.

- ✔ An extraordinary space exclusively for your MICE event, featuring a stylish sake brewery facility available for private rental
- ✔ There is also an auberge on the premises where guests can stay overnight.
- ✔ There are also limited-edition sake varieties available exclusively at this facility,

From around 420,000 yen / Facility usage fee

From around 15,000 yen / per person for food and drink

*Subsidies available



HANDS-ON EXCURSION 01

Experience Traditional Industries and Techniques Limited-Time Tour of a Retro Textile Factory

Visit a Tyrolean ribbons factory—a rare find in Japan. This premium tour offers a glimpse into the behind-the-scenes world of manufacturing and the craftsmanship involved, all while listening to the sound of shuttle looms that have been in operation for over half a century.

- 🔧 An intellectual experience: Learning the mechanics of “mon-gami,” the origin of programming
- 🎧 Audio guide & English-speaking interpreter for smooth communication
- 🛒 You can also buy stylish ribbon souvenirs at the factory outlet

From around 7,000 yen / per person for each course *Subsidies available



TAILORED EXPERIENCE

Hands-on excursions you can choose freely based on your interests



Kubota Sake Brewery & Local Sake Tasting

Visit a long-established sake brewery founded in 1753. Learn about the process of making sake using clear groundwater and locally grown rice, and enjoy a tasting in the brewery's modern facility.



Echizen Soba Noodle Making & Japanese Knives

Enjoy an authentic soba-making experience featuring Fukui's specialty, "Echizen Soba," followed by lunch. In the afternoon, visit a workshop where the craftsmanship of Echizen blades is brought to life.



Oku-Echizen Sweets & the Echizen Great Buddha

Make ice cream using fresh milk in a peaceful highland setting. Take a nature and culture tour featuring the "Echizen Daibutsu," a statue of magnificent proportions.

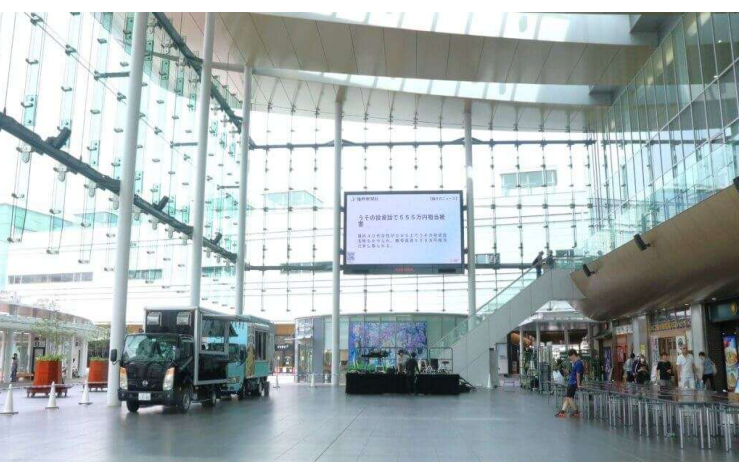


AMAZING LOCATION

An Extraordinary Experience: Renting Out an All-Weather Plaza in the Heart of the City

Exclusive use of “Hapi Terrace,” an all-weather plaza right next to Fukui Station, reserved solely for incentive program participants. Amid the open atmosphere of the atrium, the event could feature a spectacular production with live jazz performances and large-screen video displays. Nearby stands an impressive, life-sized Tyrannosaurus robot, creating a reception setting that truly reflects Fukui's identity as the "Dinosaur Kingdom."

- 📺 Projecting original footage on a large video screen to visually convey a sense of welcome
- 🎵 An open-air stage featuring live jazz performances that blends seamlessly with the bustling atmosphere of the city
- 🚶 A 1-minute walk from the station; a seamless route with zero travel stress



From around 50,000 yen / Facility usage fee
From around 80,000 yen / Jazz performance
*Subsidies available

LOCAL GASTRONOMY

Fukui's Exquisite Cuisine & Local Sake
Enjoy the Hospitality at Food Stalls and Food Trucks

We've reimagined Fukui's famous dishes—such as yakitori from the renowned restaurant “Akiyoshi” and sauce-covered pork cutlet rice bowls—in bite-sized portions for easy enjoyment. With multiple food trucks lined up side by side, we'll recreate the excitement of strolling through a street food market.

- 🍴 In collaboration with the Fukui Prefectural Tourism Federation, the food is served in portions that are easy for participants to eat
- 🍷 All-you-can-drink local sake from local breweries and original drinks
- 😊 A casual and friendly atmosphere fosters meaningful networking



Comprehensive MICE Support from the Fukui Prefectural Tourism Federation

The unique venues, banquet facilities, and excursions we've introduced can be customized to meet your needs. From applying for exclusive use of unique venues to coordinating with local businesses and food trucks, and arranging traditional performing arts, the Fukui Prefectural Tourism Federation provides robust, one-stop support.

*Generous subsidies are also available

Inquiries and Consultations

Please feel free to contact us regarding specific proposals, quotes, and consultations about on-site visits (fam tours) from Singapore and beyond.

 **Fukui Prefectural Tourism Federation**

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