



PRESS RELEASE

Walking tours with an English-speaking guide starting from Tuesday, March 14, 2023

**A two-hour program for inbound guests
around Shikemichi and Endoji area is held every Tuesday**

- **Foreigners can experience Nagoya, where history, traditions, and culture are condensed! -**

Nagoya, Japan – February 13, 2023 - Nikko Style Nagoya (Location: Nakamura-ku, Nagoya-shi, Aichi; General Manager: Kuniyuki Nishi) has established a partnership with Nanobo Inc. (Location: Nakagawa-ku, Nagoya-shi, Aichi; Co-representative Directors Elisabeth Llopis and Lena Yamaguchi; hereinafter “Nanobo”). As part of the expansion of services for foreign tourists visiting Japan, Nikko Style Nagoya and Nanobo will start offering a walking tour "Old Town Nagoya Walking Tour + Tea" with an English guide from March 14, 2023 (Tuesday).

Starting from Nikko Style Nagoya, the event will be held every Tuesday from 10:00 a.m. around the Shikemichi area near the hotel, where the townscape from the Edo period remains, and the typical downtown shopping street of Nagoya, the Endoji shopping street. Nanobo's Lena or Elly will serve as a guide for an activity that lasts about 2 hours.



Tour scenery image

The two people in the left center of the photo are Elly (left) and Lena (right)

The Shikemichi neighborhood, which still retains its original form as a merchant town of Nagoya Castle since the Edo period, and the Endoji shopping arcade, one of the oldest shopping arcades in Nagoya, has a retro downtown atmosphere. The two adjacent "towns" within walking distance from the hotel are condensed with the "many interests of foreign tourists" such as history, tradition, culture, and the feel of authenticity.

In particular, this tour was planned with the hotel and Nanobo for visitors to Japan who have a limited amount of time to stay, so that they can easily experience authentic Nagoya and Japan.

Tours are by appointment only and depart from the hotel lobby. First, the tour will visit Sengen Shrine at the southern

end of the Shikemichi area, and enter a quaint townscape that will make guests feel like they have slipped back in time 300 years ago. In addition to explaining the origins of the town and the characteristics of the buildings, the guide will introduce various topics such as the scenery behind the alleys.

In the middle of the tour, at the end of Shikemichi and Endoji shopping street, "Mirume Shinryoku Sabo", guests can experience Japanese tea brewing and enjoy handmade Japanese sweets.

In the Endoji Shopping Street, the guide will introduce Nagoya's cafe culture and many famous shops. At Endonji Temple and Kotohira Shrine along the shopping street, guests can feel the unique atmosphere of Japan. After walking about 2 kilometers from the hotel, the tour ends near the Endoji intersection around noon, where guests are free to disperse.

Not only foreigners, but also Japanese people who are interested in English and walking around town, and those who aspire to become interpreter guides are welcome to participate.

At Nikko Style Nagoya, we would like to continue to improve our hospitality and convenience for foreign travelers, with the understanding and assistance of experts who support travel to foreigners visiting Japan and neighboring regions.

<Tour Area>

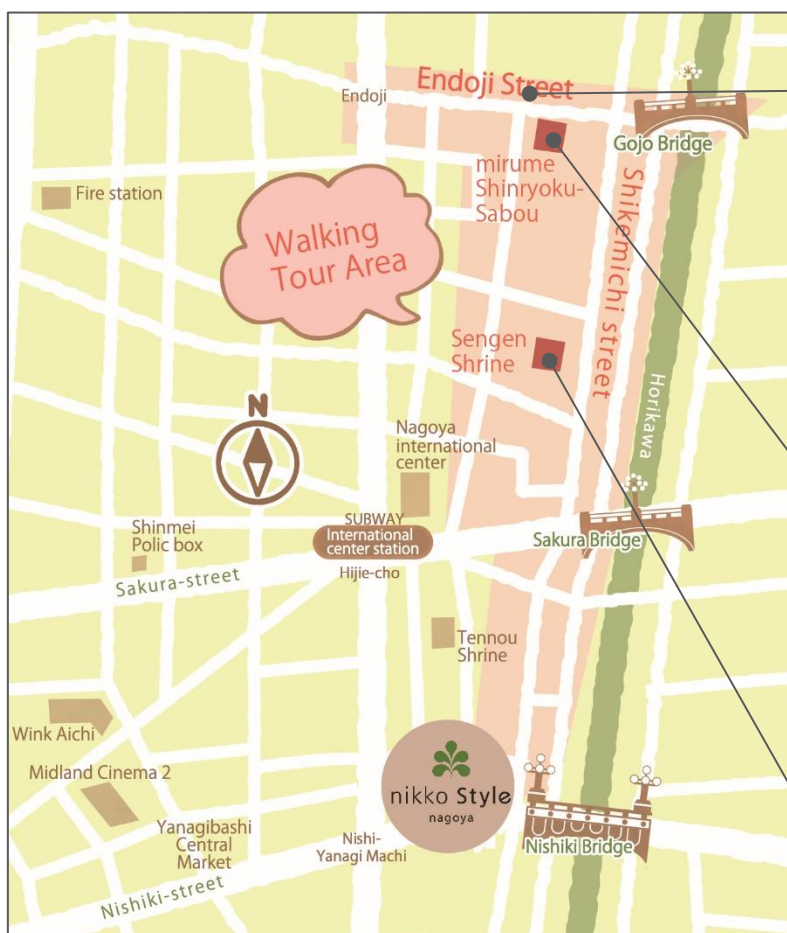


Photo from top right:
Endoji Shopping Street,
mirume Shinryoku Sabo (Japanese tea experience),
Sengen Shrine

Overview of “Old Town Nagoya Walking Tour + Tea”

Date: Every Tuesday starting March 14, 2023 (Tuesday)

Time: 10:00-12:00 (meeting time: 9:50)

Meeting place: Nikko Style Nagoya 1F Communal Lobby

(Address: 20-13, 5-chome Meieki, Nakamura-ku, Nagoya-shi, JAPAN 450-0002)

Capacity: 12 people (Minimum number of participants: 2 people)

◆ Participation fee (Consumption tax included)

General 5,200 yen per person / 5,000 yen for guests staying at Nikko Style Nagoya

*Advance reservation/payment required (until 21:00 the day before)

*An additional 300 yen will be added to the above for reception and payment on the day without a reservation.

(Participation on the day will be accepted only if there is space in the capacity. Please pay in cash.)

*There is no child rate. The participation age for the tour is 7 years and older.

*The price includes a Japanese tea experience (with sweets) at "mirume Shinryoku Sabo".

◆ Reservation method

Online Reservations: *Only online reservations are accepted.

<https://www.nagoyaisnotboring.com/tour/old-town-nagoya-walking-tour-tea/>

◆ Inquiries from customers

Nikko Style Nagoya Tel: +81-(0)52-211-8050 (Representative)

Official website: <https://nagoya.nikkostyle.jp/en/old-town-walking-tour/>

About Nanobo Inc.

Co-founded in January 2021 by Elisabeth Llopis and Lena Yamaguchi in Nagoya City, Aichi Prefecture. As an inbound tourism consulting company, we provide a wide range of services such as writing articles on tourism, SNS promotion support, and holding seminars for tour guides.

The company name comes from “Nagoya is not boring”, an experience and tour reservation platform for foreign tourists centered around Nagoya, which was launched in 2020.

<https://www.nagoyaisnotboring.com/>

About Nikko Style Nagoya

Nikko Style Nagoya opened on August 7, 2020 as a unique lifestyle hotel that focuses on coffee and music.

The world view of the brand is to provide a place for hotel guests and locals to gather and connect through cuisine, music, and art that are particular about local influences. We have a DJ booth and a fitness gym.

The 30-square-meter guest room has no partitions to create a spacious living space, focusing on relaxation and healing. In addition, traditional Nagoya crafts such as Arimatsu Shibori are incorporated throughout the hotel in a modern way, allowing you to feel the culture that has taken root in the area.

<https://nagoya.nikkostyle.jp/en/>

<Concept of Nikko Style>

Nikko Style invites customers who have a strong interest in culture, health, and the environment, and who seek new experiences, awareness, and discoveries, to move from staying at a hotel to spending time at a hotel. The hotel also provides a place for hotel guests and locals to gather and connect through cuisine, music, and art that are particular about local influences.

■ Media Contact

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