



Your guide to Japanese summer festivals

Summer in Japan is all about matsuri (Japanese for festivals). Our latest campaign spotlights some unique festivals throughout Japan, and some are steeped in history, such as the Hakata Gion Yamagasa's float parades and races.

There are also festivals boasting exciting fire performances, like the Hifuri Shinji where the night is illuminated by the swinging of flaming ropes, and even festivals that you can join in, like the giant tug-of-war event of Kawachi Otsunahiki.

If you love festivals, our matsuri campaign will be your guide to all aspects of a Japanese festival, including tips on how to participate in unique ways!

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Tatemon Festival, Toyama Prefecture

Be awed by the towering lantern-lit floats that parade the streets of Uozu. The Tatemon Festival in August is one of 33 Japanese festivals registered as UNESCO Intangible Cultural Heritage in which floats are paraded through town. Established about 300 years ago, Uozu's Tatemon Festival features 7 gigantic floats designed to look like boats with their 16m-high poles lined with 90 lanterns. The floats are paraded along the street to pray for a bountiful catch and safe navigation.

[Tatemon Festival, Toyama Prefecture >](#)



Ueno Tenjin Festival, Mie Prefecture

Head to the Iga Ueno Tenjin Shrine for a boisterous festival that includes the boisterous taiko drums, blazing lanterns, and oni (demon) processions. The festival dates back nearly 400 years and is dedicated to Sugawara Michizane – the Japanese deity of education enshrined at Tenjin Shrine. Held in late October, the main event is the procession which features a parade of two mikoshi (portable shrines) followed by a procession of over a hundred oni and 9 magnificent danjiri (festival floats) through the castle town of Iga Ueno.

[Ueno Tenjin Festival, Mie Prefecture >](#)



The wind-bell festival in Sannoji Temple, Fukuoka Prefecture

Make a wish and hang it on a wind chime to make it come true! Sannoji Temple in Fukuoka, held from May till October, is famous for its Sannoji Furin Matsuri, where over 3,000 colourful glass wind chimes decorate the temple. The tinkling sound of the wind chimes echoes throughout the temple, creating a soothing summer soundtrack. You can get your own wind chime here and attach a strip of paper with your wishes written on it.

IMPORTANT NOTIFICATION

We would like to inform you that you may check Japan's latest updates on the COVID-19 situation from the website in the link below. Please refer to it to see how your plans to visit Japan may be affected.

[CORONAVIRUS \(COVID-19\) ADVISORY INFORMATION](#)

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