

Press Release

September 27, 2024

Promotion Committee for the "Project to Build and Promote the International Brand of Nara Park, a Sanctuary Where the Highest Level of Tangible and Intangible Cultural Heritage Comes Together"

Nara, "the Heartland of Japanese sake"
Traditional Nara sake will be promoted to the world
at the Australian Sake Festival 2024!
The fascinating culture of Nara, which has been registered as a UNESCO
Intangible Cultural Heritage will also be introduced.

Promotion Committee for the "Project to Build and Promote the International Brand of Nara Park, a Sanctuary Where the Highest Level of Tangible and Intangible Cultural Heritage Comes Together" will be exhibiting at the Australian Sake Festival 2024, which will be held in Sydney, Australia from September 28th to 29th (local time) this year.

<2024 Australian Sake Festival Sydney> HP: <https://sake-festival.com.au/>



Saturday, September 28, 2024

11:00am-3:30pm

4:30pm-9:00pm

Sunday, September 29, 2024

2:00pm-6:30pm

Venue: Carriageworks, 245 Wilson St, Eveleigh NSW2015

Australia has a stable economy and population growth, and there is a high level of interest in Japanese food and traditional culture. Their desire to visit Japan and purchasing power are also high; a survey of visitors to last year's Sake Festival showed that 70% had been to Japan, and 87% of visitors said they were planning to or considering visiting Japan within the next 12 months. The average purchase



amount at the venue was high, at JPY 23,000 on average, in addition to JPY 6,000 admission fee. Sake exports from Japan are also growing, ranking 8th (National Tax Agency statistics, 2023). Last year, the Sake Festival (held in Sydney), which was held over two days, attracted approximately 6,500 visitors.

Currently, "traditional Japanese sake brewing" is aiming to be registered as an intangible cultural heritage by UNESCO. Among them, "seishu" (refined sake) is a cultural heritage that Japan can be proud of, originating from Shoryakuji Temple in Nara Prefecture during the Muromachi period. This time, we will be offering tastings and sales of 10 varieties of "Nara Sake", a seishu from Nara Prefecture. By introducing Nara sake as one of the great attractions of Nara, the "heartland" of Japanese history and culture, we aim to increase awareness of Nara sake and promote it both domestically and internationally as one of the attractions that will stimulate inbound demand for Nara Prefecture. At the Australian Sake Festival 2024 we will introduce Nara culture, which has been registered as an intangible cultural heritage by UNESCO, including "traditional Japanese sake brewing", "Washoku", "Nôgaku theatre" and "Japanese architectural craft ". In addition, we will promote and sell five new destination tours that have been developed and organized around the theme of "Wabicha/Tea Ceremony."

The "Project to Build and Promote the International Brand of Nara Park, a Sanctuary Where the Highest Level of Tangible and Intangible Cultural Heritage Comes Together" was selected as part of the FY2024 Japan Cultural Expo 2.0 Project (by commission) (hereinafter referred to as "Japan Cultural Expo 2.0").

This project will not only broadly promote the attractions of tourism centered on Nara's food, sake, history and culture, but will also work to create tourist content based on the theme of experiencing Nôgaku theatre, Gagaku, Japanese architectural craft and tea ceremony, which are closely related to Nara, and to disseminate information about the appeal of Nara Park, a sanctuary that is unique in the world and combines tangible and intangible cultural heritage.

【FY2024 implementation projects】

We will develop and verify five tour contents based on a new approach that fuses the highest level of tangible and intangible cultural assets, produced booklets and videos that tell the eternal history of Nara Park, a Sanctuary where tangible and intangible cultural assets come together, created multilingual tools that communicate and serve as the foundation for welcoming inbound tourists, developed human resources to welcome them, and conducted overseas promotions that reach inbound tourists directly.



Japan Cultural Expo 2.0 official website

Organizers: Social Science Lab, Japan Arts Council, Agency for Cultural Affairs, Government of Japan

The Promotion Committee for the "Project to Build and Promote the International Brand of Nara Park, a Sanctuary Where the Highest Level of Tangible and Intangible Cultural Heritage Comes Together" will be composed mainly of the following members and will work in cooperation with the local government, Nara Prefecture (Expo Promotion Office, Nara Prefecture Tourism Bureau, Nara Park Office).

Social Science Lab, Nara Prefecture Sake Brewers Association, NPO Nara Noh, Noriko Kawai (Representative of Noblesse Group), Kazuyuki Mizukami (Nara Sake Brewers Association), Masaaki Fujimaru (Regional Revitalization Bureau), Pilgrimage to Japan's Food heartland – NARA, Ururu Kaigo (Regional Revitalization Consultant, Director of Public Relations and Regional Collaboration Promotion)

For inquiries regarding this matter, please contact:

Public Relations Office of Promotion Committee for the "Project to Build and Promote the International Brand of Nara Park, a Sanctuary Where the Highest Level of Tangible and Intangible Cultural Heritage Comes Together (Social Science Lab, a public interest incorporated association)

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