November 26, 2026
JTB Publishing, Inc.

From "Anime Spots" to Hidden Gems Across Japan: A New English-Language Anime Tourism Guidebook Launches to Drive Inbound Travel to Regional Japan!
The JTB Group and the Anime Tourism Association Partner to Foster New Inbound Demand and Cultural Understanding

Rurubu Anime Guide to Discovering Japan to be released on November 27

JTB Publishing, Inc. (Koto-ku, Tokyo; President and CEO: Hiroyuki Morisaki), under the supervision of the Anime Tourism Association and in collaboration with JTB Corp., is pleased to announce the release of *Rurubu Anime Guide to Discovering Japan*, an all-English guidebook designed for international fans of Japanese anime, on Friday, November 27, 2026.

In response to the growing number of international tourists visiting Japan inspired by anime, this guidebook introduces not only anime related spots scattered across the country, but also unique Japanese customs and etiquette for visiting these locations to deepen readers' understanding of the culture. By using anime as a gateway, we aim to expand the interests of international travelers to local regions, creating opportunities for them to encounter local culture, cuisine, and lifestyle, thereby promoting regional travel and sustainable inbound tourism.



■Connecting the Rising Demand for Anime Pilgrimages to Regional Exploration and Revitalization

Against the backdrop of global popularity for Japanese anime, an increasing number of international travelers wish to "visit the settings of their favorite works" and "see the same scenery as the characters." Furthermore, there is significant potential for these travelers to expand their interests beyond the filming locations to include local culture, history, cuisine, and the daily lives of

residents. However, there is a trend for visits to be concentrated in a few well-known spots. There is a pressing need to create new tourism demand that encourages travel to regional areas and fosters local experiences and consumption.

While local governments and tourism organizations have been working to promote information about anime-related works and their settings, information that introduces these sites across Japan in a comprehensive way to inspire future travel remains limited. The challenge has been to bridge the gap between anime-inspired interest and actual travel to regional destinations.

Addressing these challenges, JTB Corp. —which promotes "Inbound VISION 2030" to create new purposes for visiting Japan and generate foot traffic to regional areas through co-creation—and JTB Publishing, with its half-century of experience in producing guidebooks, have partnered to create this book. By using globally beloved Japanese IP content as a gateway, we aim to broaden the interests of international travelers to all corners of Japan, fostering new human flow and generating experiences and consumption in local communities.

■Key Features

▼The Anime Spots of "Umamusume: Cinderella Gray": Kasamatsu Town, Gifu Prefecture

A comprehensive introduction to *Kasamatsu* Town and *Kasamatsu* Racecourse, which served as the model for **"Umamusume: Cinderella Gray."** Includes an exclusive interview with the Director, *Takehiro Miura*.



▼7 Major Anime Spots in Tokyo

Guides to must-visit locations and anime-related attractions in Tokyo, including *Akihabara*, *Shibuya*, *Ikebukuro*, and *Shinjuku*.



▼Exploring anime spots in & around Tokyo

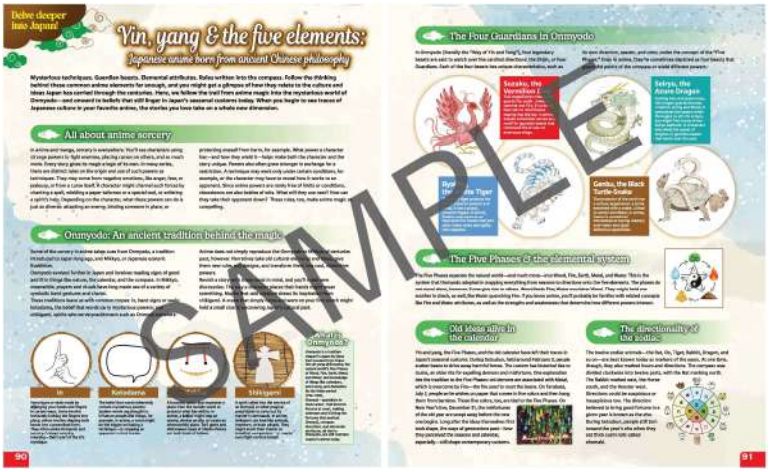
Recommended stops for visitors to Tokyo, including *Taito* and *Sumida* wards.

▼Exploring anime spots across Japan

Introducing areas attracting significant attention from fans, including *Chichibu*, a pioneer in anime-related travel, and *Gifu* Prefecture, which serves as a setting for various works.

▼Column: Delve deeper into Japan!

An accessible introduction to Japanese culture and customs, including the cuisine seen in anime scenes, school life, and Japanese folklore.



■Products Details

Title: るるぶ Anime Guide to Discovering Japan
Price: 2,750 JPY (Tax included)
Trim Size: 210mm×257mm
Pages: 96 pages (full-color)
On Sale: November 27, 2026
Imprint: JTB Publishing, Inc.
Where to Buy:

Japan: Bookstores nationwide and Anime specialty stores.
Overseas: Select bookstores and anime-related events.

【Amazon】 https://www.amazon.co.jp/dp/4533175600

【Rakuten Books】https://books.rakuten.co.jp/rb/18817069/

＜Contact＞
Brand and Sustainable Strategy Team, JTB Publishing
✉ pr-team@rurubu.ne.jp