

福岡

八女

Savor the Art of Yame Premium Gyokuro and Master Craftsmanship

Yame Fukuoka

Yame Luxury Experience

A Luxury Journey through Exquisite Cuisine and Traditional Culture

For detailed tour information

← HERE

Yame is the home of Traditional Authentic YAME GYOKURO, Japan's finest green tea celebrated for its rich umami and elegant fragrance. The region also preserves traditional crafts such as Kurume Kasuri and lacquerware, along with the historic streets of merchant towns.

This tour invites you to savor an exclusive pairing of Yame Gyokuro and gourmet cuisine, stay in heritage-style buildings, and create crafts alongside master artisans. A luxury journey unique to Yame, where taste, history, and culture come alive through all five senses.

JAPAN

Fukuoka City

● YAME

Kyushu

Tavel in Comfort with a Private Driver and Guide.

Travel in comfort and ease with your private driver and professional interpreter-guide.

The Historic White — Walled Streets of Yame Fukushima

Around 150 preserved townhouses line the old streets of Yame Fukushima, many in the distinctive dozō style. Merging merchant elegance with artisans' workshop design, they reflect architectural traditions that have endured for more than three centuries.

Travel Next TN Co., Ltd

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茶

Tea

Traditional Authentic YAME GYOKURO

clear, refined aroma. A silky texture that lingers on the palate. A meditative moment in perfect silence. Celebrated as Japan's finest green tea, Traditional Authentic YAME GYOKURO is cultivated with hand-picking and time-honored methods, and served with the heartfelt hospitality of Yame's tea farmers. Protected under Japan's Geographical Indication (GI) system — like Champagne in France — its name, origin, and traditions are safeguarded for future generations.

Savor the First Drop of Traditional Authentic YAME GYOKURO.

Japanese Tea Appraiser

Yasuhiko Kiya

President, Kiya Hoyuen Co., Ltd.

At Sabō Seisui in Hoshino Village, guests savor Yame teas amid mountains, rivers, and seasonal blossoms. One of only 44 certified Japanese Tea Appraisers, Mr. Kiya shares his unrivaled expertise and passion, bringing the elegance of Yame tea to Japan and beyond.



Hospitality

Local ingredients
x
Kitaya sake
x
NIPPONIA HOTEL



Grand Chef
Masahiko Bungo

After leading kitchens at Kobe Bay Sheraton and Kitano Hotel, Chef Bungo became Grand Chef of NIPPONIA HOTEL Yame Fukushima Merchant Town in 2024.

Celebrated for his creativity, he reveals the full potential of each ingredient, creating cuisine that blends authenticity, seasonality, and innovation beyond French tradition.



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NIPPONIA HOTEL Yame Fukushima Merchant Town is a refined hideaway where historic merchant houses are brought back to life. Here, you are welcomed not as a guest, but as part of the living history woven into every detail.

Your culinary journey features seasonal ingredients nurtured by Yame's fertile soil, paired with award-winning sake from local brewery Kitaya. More than a meal, it is a celebration of taste, culture, and time itself – a feast for all five senses.

A Celebration of Taste, Culture, and Time.



Kitaya — Award-Winning Sake Brewery

With roots in the Edo period, Kitaya has crafted fine sake and shochu for over 200 years.

In 2013, its Daiginjo Gokujō Kitaya was named Champion Sake at the International Wine Challenge (IWC).



NIPPONIA HOTEL YAME FUKUSHIMA MERCHANT TOWN



Crafts

Encounters
with
Living Traditions

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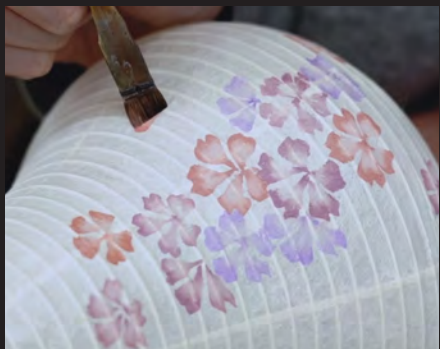
Meet Yame's master artisans through immersive encounters with living traditions –crafted for discerning travelers who seek authenticity.

- Watch a blacksmith forge elegant blades in the glow of fire.
 - Experience the beauty of Kurume Kasuri by creating your own tote bag with an artisan's guidance.
 - Try your hand at maki-e, the lacquer art once reserved for emperors and shoguns, celebrated worldwide as "Japan."
- More than a visit, this is a curated journey into living heritage—where true luxury is found in the rare and the real.

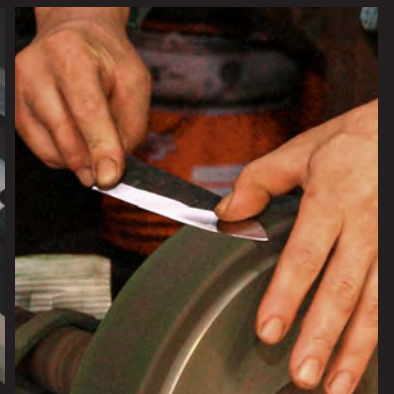
Create Hand in Hand with Master Artisans.



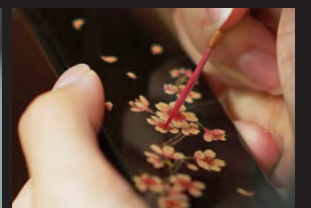
[Kurume Kasuri] **Nomura Textiles**



[Yame Lanterns] **Shiraki Crafts**



[Swordsmith] **Morihiro Forge**



[Lacquerware] **Urushi Studio Iwaya**