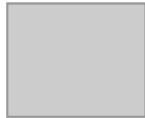




# Karuizawa to show travellers a different side of Japan at JAPAN EXPO Thailand 2025

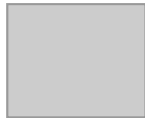
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## Karuizawa to show travellers a different side of Japan at JAPAN EXPO Thailand 2025

[Banzai Japan Music Video](#)

The area is one of Japan's most notable highland destinations

**As Japan works to promote its diverse regions, the highland province of Karuizawa takes its spot centre stage at JAPAN EXPO Thailand 2025 from 7th to 9th February at CentralWorld Bangkok.**

The picturesque resort town aims to attract more Thai travellers who seek natural and cultural experiences that are available throughout the year's four seasons.

Considering its position as a leading highland retreat for locals, Karuizawa remains relatively unknown in Thailand after attracting just 8,725 Thai visitors in 2023 per data from Nagano Prefecture.

This may change thanks to its participation at JAPAN EXPO Thailand.

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Karuizawa Tourism and Economic Affairs division chief Kazuto Sato explained: "Karuizawa is exhibiting at JAPAN EXPO Thailand 2025 because we see the opportunity for engagement and the potential to attract more Thais with a new destination in Japan that offers all-year round experiences in an unspoiled natural environment."

[Banzai Japan Music Video](#)

### **A cool and exhilarating retreat**

Karuizawa's popularity dates back to the late nineteenth century as a summer retreat for missionaries and diplomats based in Tokyo.

It soon attracted the upper echelons of Japanese society, including members of the Imperial Family, becoming the highland resort town of choice to escape Tokyo's blistering heat.

Located only 70 minutes by Shinkansen from Tokyo, Karuizawa is one of Japan's most renowned highland resorts and is located 1,000 metres above sea level at the foot of Mount Asama.

It is a fascinating oasis for those who cherish natural mountain landscapes, changing seasons, plus a vibrant food and shopping scene to round out the offering.

Its excellent ski slopes and long golfing season, which runs into December, have also proved popular with Japan's elite.

The town's rich cultural heritage also attracts writers, artists, filmmakers, and musicians year-round with its captivating art galleries and museums, plus an abundance of attractions that inspire creativity.

It's also home to the Karuizawa Tourist Hall, with its classic wooden exterior, and the nearby Alexander Croft Shaw Memorial Chapel which dates back to 1888, both open year-round.

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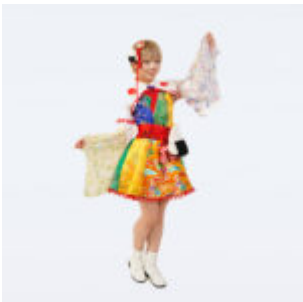
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