



The Land of Fire and Festivals: Summer in Japan

With summer just around the corner, we would like to introduce you to one of the best ways to enjoy your time in Japan during the warmer months. The season comes alive with festivals, known in Japanese as *matsuri*. From the iconic [Gion Matsuri](#) in Kyoto to the vibrant [Nebuta Matsuri](#) in Aomori, each region boasts its own unique and lively celebrations.



Attending a *matsuri* in Japan is not only a great way to get in touch with Japanese culture, it's also an opportunity to support the local community.

Visitors attending festivals support local economies and help preserve cultural heritage. They can do this by contributing to clean up operations and recycling waste, thus minimising environmental impact. It is a sustainable way to foster a deeper connection between tourists and the communities they visit.



Japanese *matsuri* are also a culinary hotspot, offering an array of tempting street foods that captivate the taste buds. A highlight of visiting any *matsuri* is stumbling onto a side street bristling with colourful *yatai* food stands. From grilled octopus dumplings to [yakitori](#) chicken skewers, you are bound to find something you will enjoy. One of the most iconic *matsuri* dishes is *kakigori*, a deliciously refreshing dessert of crushed ice and sweet syrups which guarantees relief from the summer heat.



Taking part in a *matsuri* is a great way to experience sights and sounds most visitors to Japan can't even imagine. However, a *matsuri* can offer so much more, the opportunity to taste the essence of community spirit that binds Japanese society together. Get swept up in this truly unique feeling and join in the festivities on your journey to Japan! Check out our blog post below to learn about the myriad of *matsuri* Japan has to offer.

Get in touch for your perfect summer getaway

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Blog Post

Head to our blog to read more about some of our favourite summer Matsuri in Japan!

[Read More](#)



Expert Profile: ANDREA

Read all about Andrea's summer highlights...



WHAT ARE YOUR FAVOURITE THINGS ABOUT SUMMER IN JAPAN?

The sounds of cicadas and the glass windchimes called *fuurin*. The fireflies, cold *somen* noodles, the summer festivals with street food and fireworks. Kyoto is great with its riverside *kawadoko* restaurants, Gion Festival and the mountain fires of the *Gozen no Okuribi* ceremony.

HOW CAN ATTENDING MATSURI SUPPORT LOCAL COMMUNITIES?

By attending festivals as visitors, not only we contribute to the local economy by spending our yen, but we also give motivation to the people involved in the organisation. The more people attend, the higher the stimulus to organise a memorable matsuri.

WHAT ARE YOUR FAVOURITE FESTIVAL STREET FOODS?

My favourite festival street foods are definitely *yakisoba*, *takoyaki* or octopus dumplings, *karaage* which is a Japanese version of fried chicken, and on the sweet side, *taiyaki*, a fish shaped cake usually stuffed with red bean paste.

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