



Photo provided by Nikko-zan RINNO-JI Temple

EXPERIENCE NIKKO

TOBU RAILWAY X COFFEE PROJECT

NIKKO WORLD HERITAGE HIGHLIGHT-TOUR

This guided tour takes you around Nikko Toshogu Shrine and Rinnoji Temple (Sanbutsu-do) which are registered at UNESCO World Heritage sites. Nikko Toshogu Shrine and Sanbutsu-do are characterized by elaborate carvings, magnificent architecture, and deep ties with the nature of Nikko, but they are also sacred spots that contain the intentions and wishes of those in power at that time, which cannot be well understood by just looking at them. Would you like a guided tour with a government certified tour interpreter to understand the history behind them and to have a special experience? You cannot get them from books or internet search.

Date and time	Every Friday, starting at 10:00 am
Meeting point	In front of Tobu Nikko Station Tourist Center
Itinerary	Start a tour at 10:00 am from Tobu Nikko Station ⇒ Shinkyo Bridge (Sacred Bridge) ⇒ Rinnoji Temple (Sanbutsu do) ⇒ Nikko Toshogu Shrine (It takes about two hours and a half.)
Reservation	Please scan the QR code on the right and make a reservation for a tour.
Tour capacity	8 person (First come, first served.)
Tour fee	Please check from the reservation page

*Tour itinerary and fee may be subject to change in the future.

*This tour is conducted in English only.

X
TOBU RAILWAY
X COFFEE PROJECT
TOUR
RESERVATION



TOTAK
WEB SITE



Nikko Coffee
WEB SITE



About the Spacia X
Cafe Counter
WEB SITE



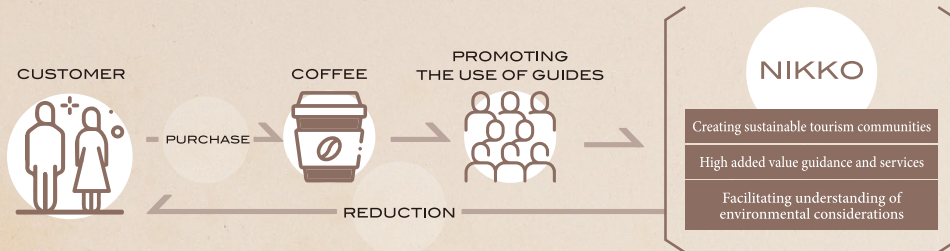
X
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Your Coffee Will Create the Future of Nikko.

SPACIA X
Tobu Limited Express

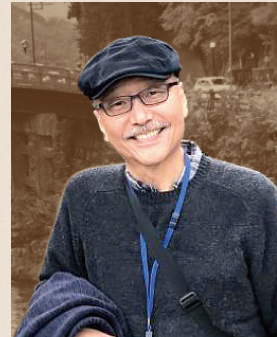
ABOUT TOBU RAILWAY X COFFEE PROJECT

Your Coffee Will Create the Future of Nikko.



We will utilize a part of the sales from coffee purchased in Spacia X cars to safeguard the nature, history and culture of Nikko as well as to promote the use of guides. By facilitating a guiding opportunity, we will achieve not only fostering tourism human resources, which is a pressing issue for the communities, but also enhancing the value of customers' experiences while visiting Nikko as well as their understanding of environmental considerations taken by the communities, which establishes a connection between the region and customers.

THOUGHTS OF TOTAK GUIDES



Eiji Maruta,
Chair TOTAK (Certified tour guide association in Tochigi)

QUALIFICATIONS
Certified English speaking tour guide

OVERVIEW OF ACTIVITY RESULTS
Serves as a guide for overseas guests mainly to Nikko.

Profile of TOTAK

We are a group of certified guides in Tochigi prefecture formed in 2008. We exchange information, hold seminars, practice presentations and Q&A sessions in English to maintain our language skills, and most importantly, we work tirelessly to be engaging guides.

The environment and circumstances surrounding TOTAK

There was a three-year blank due to the covid 19, but inbound visitors have sharply increased now, times have changed. We used to depend on travel agents, however, more overseas visitors come who are independent travelers seeking guides now. There is no connection between the guests (demand) and the guides (supply).

Our thoughts on this project and a message to riders

We would like to take some of passengers who love to walk around Nikko after getting information on Nikko from us. We don't want to interrupt the passengers who are relaxing in the train, but it might be very useful for the passengers who need information before arrival to Nikko. If you need a guide, let us know. Thank you.



THOUGHTS OF THE NIKKO COFFEE



Kyoji Kazama,
Representative Director of
Kazama Integrated Services, Ltd.

QUALIFICATIONS
Expert coffee roaster, community producer, community revitalization evangelist

OVERVIEW OF ACTIVITY RESULTS
In addition to developing "Nikko Coffee" cafes by renovating vacant houses chiefly in the Nikko/Kanuma area, we support other entrepreneurs, provide support for people utilizing vacant houses, and work at other projects aimed at revitalizing the community.

Profile of Nikko Coffee

"The history of Nikko, loved by many people of culture, begins here..." The construction of the UNESCO site "Shrines and Temples of Nikko" meant that a great many craftsmen were recruited from all over the country, and works they created last to this day. That culture of making things has spread in various forms, and has taken root in communities. Amidst that history, Nikko Coffee pursues high-quality products and services. And through our cafes, we seek to create and disseminate local culture, and work to create new local communities with our visitors.

The environment and circumstances surrounding Nikko Coffee

Thanks to all of your support, we now have not just domestic visitors to the Nikko area, but many visitors from around the world. Nevertheless, when we consider the region as a whole, we must acknowledge the problem of overtourism impacting tourist sites, in addition to the lack of human resources in the industry compounded by the low birthrate and aging population. In considering the sustainability of communities in the years to come, we hope to harness the power of the community in the global era and engage in issue-solving projects together with people in the community.

Our thoughts on this project and a message to riders

Why do people want to go to Nikko? A single cup of coffee might be the impetus for new discoveries, encounters, and excitement about Nikko among visitors, and these might make them captives to the unknowable allure of Nikko. Leveraging community ties to make the Nikko World Heritage site into a community asset. Our hope is that Nikko becomes an ever familiar place to people.



INITIATIVE DETAILS TOBU RAILWAY X COFFEE PROJECT

PROMOTING THE USE OF GUIDES

A guide will serve on the Spacia X used by visitors from abroad

the most and we promote the use of a guide by providing guiding services

for their tour in Nikko. The guide will also offer you a special tour right after

the Spacia X arrives at Tobu Nikko station. Please see the backside of the pamphlet for more details.



PERIOD
From Friday 25th April 2025 to Friday 27th November 2026 (Scheduled)

DATE AND TIME
Every Friday, Spacia X No. 1,
8:25am riding from Kasukabe Station to Tobu Nikko Station
(Due to scheduling difficulties and other circumstances, guides may not be present on the train.)