

Premium Japan Travel Experience

travelmart.jp newsletter Vol.6 Sept., 2026



*** Our deepest condolences go out to those affected by the tragic accident in Nepal.
Our thoughts and prayers are with the victims and their families.**

TRAVELMART is a Japan-based travel agency, wholesaler and DMC specializing in premium and tailor-made travel experiences.

With more than 40 years of industry experience, we provide reliable, high-quality travel arrangements throughout Japan.

<https://www.travelmart.jp>

This newsletter is distributed to selected foreign travel agencies and travel advisors specializing in travel to Japan. (Distribution: Approximately 1,000 travel professionals)

If you are not the appropriate contact, we would appreciate it if you could forward this newsletter to the relevant department.

Dear Travel Industry Partner,

Greetings from Aizu-Wakamatsu, one of Japan's best-preserved samurai cities.

Here are the latest updates and travel information to help you plan and sell Japan travel.

<Recent Japan Travel Updates>

*** The new system of Japan's tax refund.**

Japan will overhaul its tax free shopping program for foreign visitors starting November 1, 2026. The shift is major: instant tax free shopping at stores will end, and all tourists must first pay the consumption tax and then, either claim a refund process at an airport or any authorized tax-refund counter before departure or, after receiving customs approval, file a refund claim upon returning home.

External link: <https://www.mlit.go.jp/kankocho/tax-free/content/001991247.pdf>

<2027 Events to watch (extract) >

*** The 10th Echigo-Tsumari Art Triennial 2027 (Art Festival)**

One of Japan's largest international contemporary art festivals and a unique opportunity to experience contemporary art in the rural landscapes of Niigata.

Tokamachi, Tsunan (Niigata Pref.), Jul. 17, 2027 - Nov. 7, 2027

External link: <https://www.echigo-tsumari.jp/en/>

*** KUROMORI KABUKI 2027 (Traditional performing art)**

Kuromori Kabuki is a traditional rural farmers' theater performance that has been held annually in the snow. (It's also known as Kabuki performance amid the snow.)

Sakata (Yamagata Pref.), Feb. 15, 2027 - & Feb. 17, 2027

External link (Japanese): <https://sakata-kankou.com/event/30719>

*** The 28th Aizu Painted Candle Festival "YUKI (snow)-HOTARU (firefly)" 2027**

A winter tradition where the snowy landscape is magically illuminated by the light of painted candles

Aizu-Wakamatsu (Fukushima Pref.), Feb. 12, 2027 - Feb. 13, 2027

External link: <https://fukushima.travel/destination/aizu-painted-candle-festival/63>

We are now accepting inquiries for tailor-made tours to these events.

<Local charms >

*** Samurai Culture Experiences in Aizu (Excerpt)**

<https://www.travelmart.jp/inbound/aizuexperiences.pdf>

Private tea ceremony experience

(A private tea ceremony can be specially arranged for your clients upon request)

External link: <https://book.fukushima.travel/products/e664e0c6-5c19-5f58-9d94-8f0239b3653d?lng=en-US>

*** Numajiri Kogen Lodge, a hotel connected to the history of mountaineering around the world**

Hotel Numajiri Kogen Lodge was previously run by Junko Tabei, the first woman to climb the world's highest mountain Mt. Everest, and it has been visited by Sir Edmund Hillary, one of the first two people confirmed to have reached the summit of Mount Everest.

It was renovated and reopened in November 2019.

Guests can enjoy relaxing hot springs, delicious meals cooked with local ingredients, and truly spectacular natural surroundings.

https://www.travelmart.jp/inbound/AIZU_Numajiri%20Kogen%20Lodge.pdf

<Now Accepting Inquiries for Travel Programs in winter of December 2026 onward>

Sample Itinerary:

=Experience authentic JAPOW Powder Snow Away from the Crowds=

Introduce your clients to one of Japan's best-kept skiing secrets in the Aizu region of Fukushima.

Highlights include:

- Exceptional light, dry powder snow ("JAPOW")
- Authentic samurai heritage
- Traditional hot spring resorts
- Fewer crowds and better value than Japan's major ski destinations

(External link: URABANDAI Ski Resort Guide)

https://www.urabandai-inf.com/en/?page_id=25017

<Our Travel Services>

As your trusted Japan travel partner, we offer:

- Reliable and detail-oriented travel operations
- White-label services with confidential net rates for travel professionals
- Fully customized itineraries throughout Japan
- Complimentary travel consultation
- Prompt responses and competitive pricing
- One-stop travel arrangements through our direct contracts with hotels, transportation companies, guides, and other local suppliers

Because we work directly with most suppliers, we can efficiently coordinate every aspect of your clients' journey while maintaining consistent quality and smooth communication.

Whether your clients wish to visit Japan's famous destinations or explore unique regional

experiences, we can create tailor-made itineraries to meet their interests.
To ensure consistently high service standards, we intentionally limit
the number of projects we accept.
We encourage you to contact us early for upcoming travel plans.

* In addition to travel arrangements, we can also arrange following services:

<Wellness & Medical Support>

- Acupuncture
- Shiatsu
- Massage
- Aromatherapy

We can also help coordinate access to trusted medical professionals and hospitals when needed.

<https://www.travelmart.jp/inbound/medical.htm>

<Real Estate Services in Japan>

Purchase, investment & management of real estate in Japan

<https://www.travelmart.jp/inbound/estates.htm>

<Let's Work Together>

If you are planning Japan travel for winter 2026-27 or beyond, we would be delighted to discuss
your clients' requirements and create a tailor-made proposal.

enquiry@travelmart.jp

We look forward to becoming your trusted travel partner in Japan.

Published by:

TRAVELMART / IMA Group Co., Ltd.

Email: travel@travelmart.jp

Tel: +81 242 24 6030 Fax: +81 242 24 6031

Address: 271-3 Yugawa Higashi, Kurokawa, Kozashi-machi,
965-0064 Aizu Wakamatsu, Japan
