

(1) 海外への発信・ロンリープラネットとの提携

■海外への発信

- ①日本観光振興協会「観るなび 酒蔵ツーリズム」サイトにて、酒蔵英語サイトで情報を発信 <https://www.nihon-kankou.or.jp/sakagura/english/>
- ②ロンリープラネット等、海外発信サイトと連携

■「ロンリープラネット」との連携

(令和3年度 国税庁 日本産酒類海外展開支援事業費 補助金ブランド化事業)

- ①「酒蔵ツーリズム」の取り組みを発信

「ロンリープラネット」とは

特に個人旅行者向けの情報に強みを持っている世界最大のガイドブック。近年は紙のガイドブックに留まらず、オンラインでの展開も拡張しており、月間ユニークビジター数は1300万を超え、ページビューは4400万以上



■海外展示会への出展

(令和3年度 国税庁 日本産酒類海外展開支援事業費補助金ブランド化事業)

- ① 令和3年度は、ドイツを中心に海外展示会へ出展・プロモーション活動を展開

(2) 海外への発信・ロンリープラネットとの提携

参考資料 2



Secrets of sake: The history and traditions of Japan's national drink

JESSICA KORTEMAN 2 FEBRUARY 2022
Lonely Planet Writer



A unique culture has arisen around sake that has earned it a deserved place at just about every important Japanese occasion © Getty Images

Sake has existed for as long as history has been recorded in [Japan](#) (and odds are a lot longer). In that time, a unique culture has arisen around this signature drink that has earned it a deserved place at just about every important occasion.

So significant is sake brewing to Japan's national culture, a traditional method of making sake is soon to be registered as an intangible cultural asset.

Here we'll discover how rice wine is made, the history that surrounds it, and explore some of the ways sake maintains its cultural, social and historical significance through everyday culture and ritual.

参考：<https://www.lonelyplanet.com/articles/secrets-of-sake>

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A sake tour of Japan: Get a taste of the nation's best nihonshu

JESSICA KORTEMAN 2 FEBRUARY 2022
Lonely Planet Writer



With approximately 1,500 breweries in Japan, there's a local sake around almost every corner © Getty Images

Japanese sake, or *nihonshu* as it is known in [Japan](#), is the country's representative drink. With approximately 1,500 *kura* (breweries) spanning the archipelago, there's a *ji-zake* (local sake) around almost every corner.

<https://www.lonelyplanet.com/articles/sake-tour-of-japan>

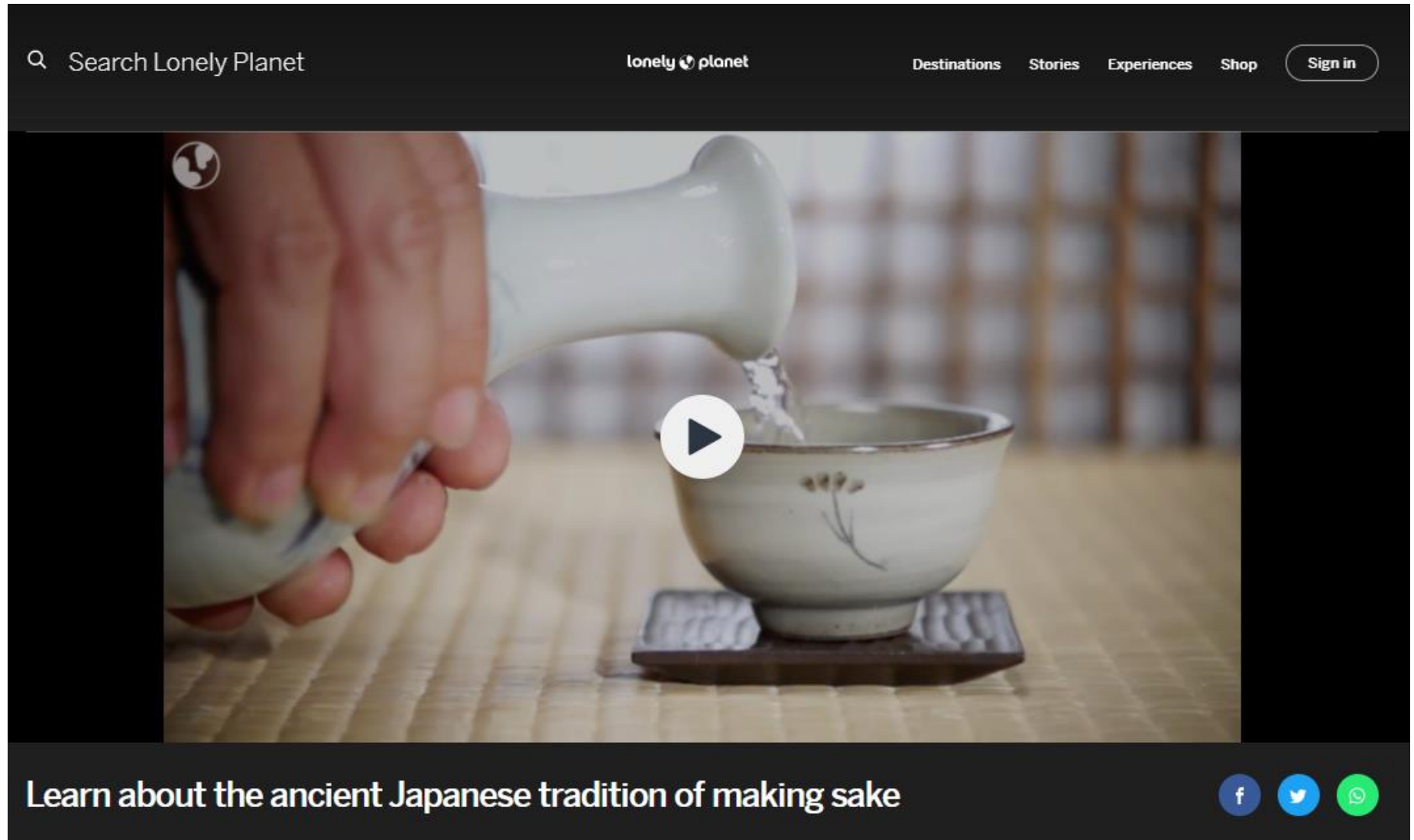
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日本酒蔵ツーリズム
Sake Brewery Tourism

(3) 海外への発信・ロンリープラネットとの提携

参考資料 2



The image shows a screenshot of a video player on the Lonely Planet website. The video content depicts a hand pouring sake from a white ceramic pitcher into a small, decorated sake cup (sakazuki) which is placed on a dark wooden stand. The background is a blurred wooden lattice. The video player interface includes a search bar at the top left with the text "Search Lonely Planet", the Lonely Planet logo in the center, and navigation links for "Destinations", "Stories", "Experiences", and "Shop" on the right. A "Sign in" button is also visible. A play button is centered over the video. Below the video, the text "Learn about the ancient Japanese tradition of making sake" is displayed, followed by social media sharing icons for Facebook, Twitter, and WhatsApp.

参考：<https://www.lonelyplanet.com/video/learn-about-the-ancient-japanese-tradition-of-making-sake/v/vid/1439>

