

For International Travel Professionals

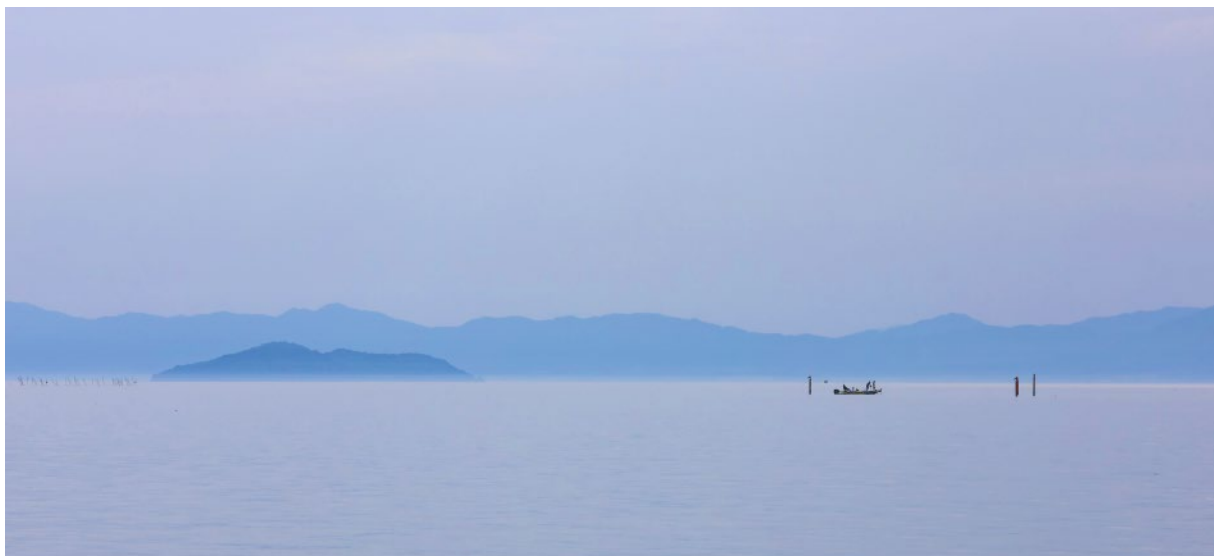


Featured Experiences:
Nagahama, Shiga

Travel Design &
Destination Coordination



September 2026



WHO WE ARE

FROM LAKE BIWA, INTO RURAL JAPAN.

KONOMICHI is a travel design and destination management company based in Northern Lake Biwa, Shiga, with deep local connections in Nagahama and the surrounding region.

We work with international travel professionals to design and coordinate journeys shaped around their clients — from private FIT travel and special-interest programs to educational and professional groups.

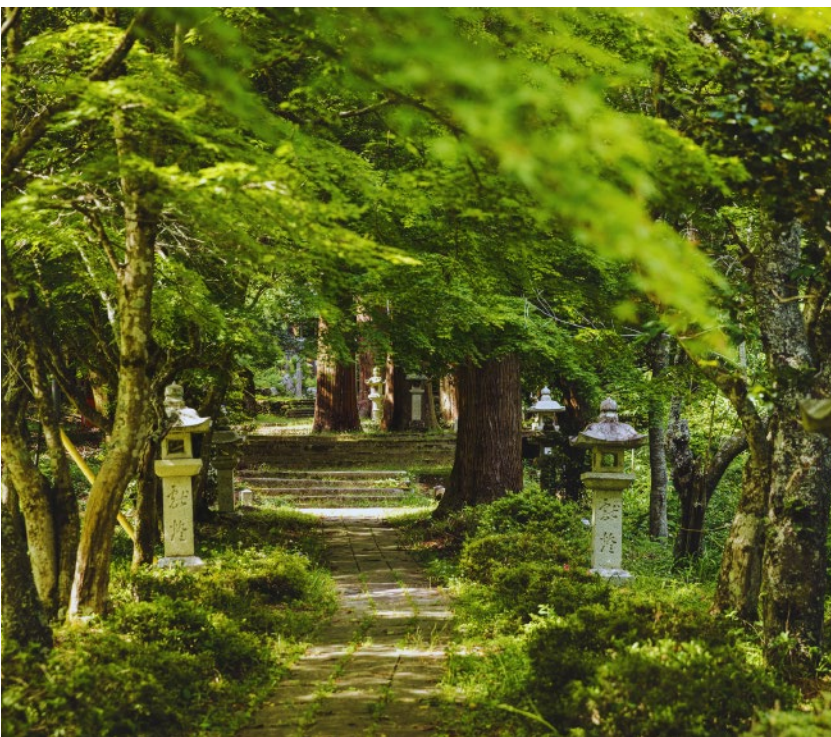
Our role goes beyond arranging places to visit. Through local knowledge, trusted relationships, and hands-on research, we connect travelers with the people, landscapes, traditions, and everyday life that give a place its meaning.

Rooted here, we also research and design journeys across Shiga and neighboring regions.

Northern Lake Biwa is where our story begins.

Surrounding Lake Biwa, Japan's largest lake, the region has long been shaped by water. From mountain forests, water flows through rural villages, rice fields, and historic towns before returning to the lake — connecting landscape, food, culture, and ways of life. For us, this is not simply a destination. **It is the starting point for journeys into a quieter, deeper side of Japan.**

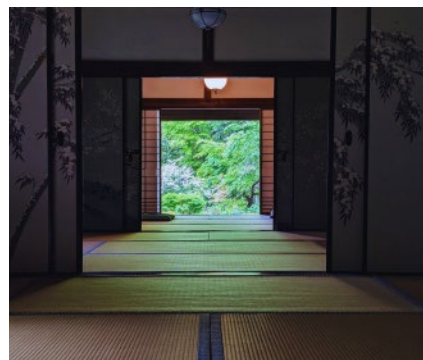
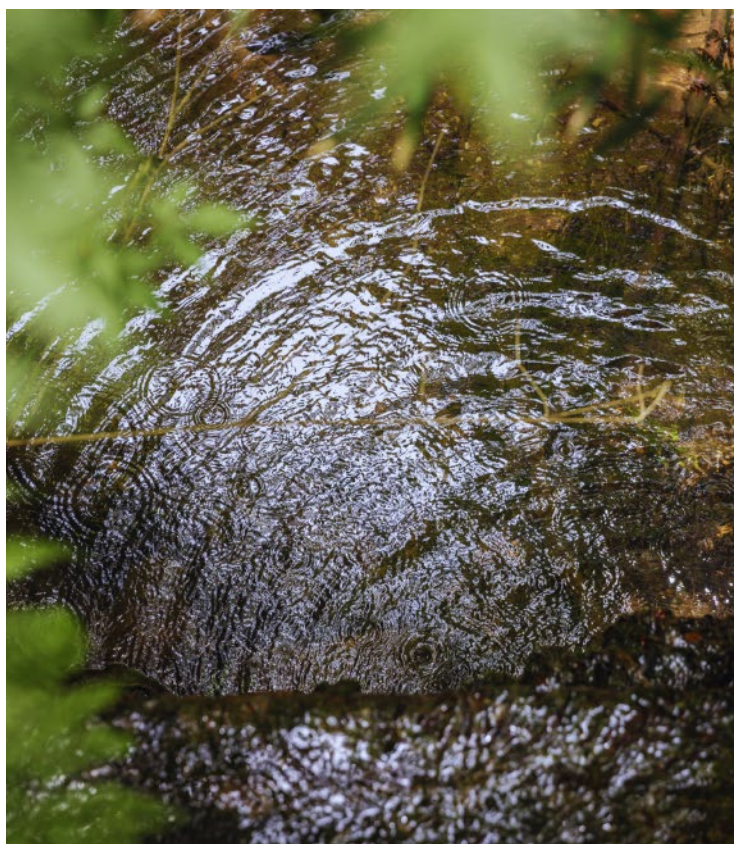




A Way of Life Shaped by Water

From forest to table, water has shaped the landscape, traditions, and everyday life of Northern Lake Biwa for generations.

These connections remain deeply rooted in the region today.



01 PRIVATE TOURS & EXPERIENCES

Biwako Backroads is our locally operated private tour brand in Northern Lake Biwa.

We create and operate immersive experiences with local guides, producers, artisans, and communities — from food and fermentation to walking, cycling, crafts, and rural life.

SELECTED WORK

Private Rural Tours • Since 2019

Tour Design • Guiding • On-site Delivery



02 STUDY & GROUP PROGRAMS

We design programs that connect groups with the people and places of the region.

Explore a historic brewing town with local producers, visit local businesses and communities, or take part in a summer camp. Each program is shaped around the group's interests and goals.

SELECTED WORK

Culinary & Cultural Program • 100 Guests • 2026

Program Design • Local Coordination • On-site Delivery



03 TRAVEL DESIGN

Give us a client brief, an idea, or an itinerary in progress.

We research what is possible on the ground — finding the right places, people, and experiences, then shaping them into a journey that can actually be delivered.

SELECTED WORK

Custom Itineraries • Shiga & Beyond

Itinerary Design • Destination Research • Local Coordination



COOK, EAT & CONNECT

Local Food & Brewing Culture in Kinomoto

Kinomoto, Nagahama

Approx. 6 hrs

Private 1-6 guests

All Seasons

Light Walking

Meal Included



VIEW TOUR
DETAILS

Set between the mountains and Lake Biwa, Kinomoto is a historic post town where abundant water and the local climate have nurtured a rich fermentation culture. Long-established sake and soy sauce producers continue their craft here today.

At Myorakuji Temple, join local residents in preparing a seasonal meal and sharing the table in a place that remains part of community life.

Afterwards, explore Kinomoto on foot, visiting local sake and soy sauce producers and discovering the town's living brewing traditions.

HALF-DAY OPTION (3 hrs)

Kinomoto brewery town walking tour without the temple meal is also available.



PEDALING THROUGH RURAL JAPAN

Satoyama Villages & Brewing Culture in Kinomoto

Kinomoto, Nagahama

Approx. 7 hrs

Private 1-4 guests

Mar-Jun / Sep-Dec

12 km E-bike



VIEW TOUR
DETAILS

Beyond Kinomoto's historic town center, quiet satoyama villages lie among rice fields, waterways, and forested hills.

Spend the morning exploring this rural landscape by e-bike, following quiet backroads through villages where agriculture, local faith, and everyday life remain closely connected to the land.

After lunch, return to Kinomoto and explore its historic streets on foot, visiting long-established sake and soy sauce producers and discovering how abundant mountain water has shaped the town's brewing culture over generations.



FARM TO TABLE & SATOYAMA LIFE

A Day with a Farming Family

Kamiyamada, Nagahama

Approx. 6 hrs

Private 1-5 guests

All Seasons

E-bike or Vehicle

Meal Included



VIEW TOUR
DETAILS

Kamiyamada is a small farming village tucked into the satoyama hills of northern Nagahama, where clear mountain water nourishes rice fields and local life.

Spend time with a local farming family and enjoy a home-cooked lunch featuring their own rice, vegetables, and seasonal ingredients.

Travel to the village by e-bike, or choose a car transfer for a more relaxed experience.

OPTIONAL • INDIGO DYEING

Create your own tenugui cloth with the host family using locally grown indigo — a fun hands-on experience for all ages.



WARRIORS & BLACKSMITHS

Tracing Samurai Legends around Northern Lake Biwa

Kinomoto—Kajiya, Nagahama

Approx. 7 hrs

Private 1-4 guests

Mar-Jun / Sep-Dec

Vehicle & Walking



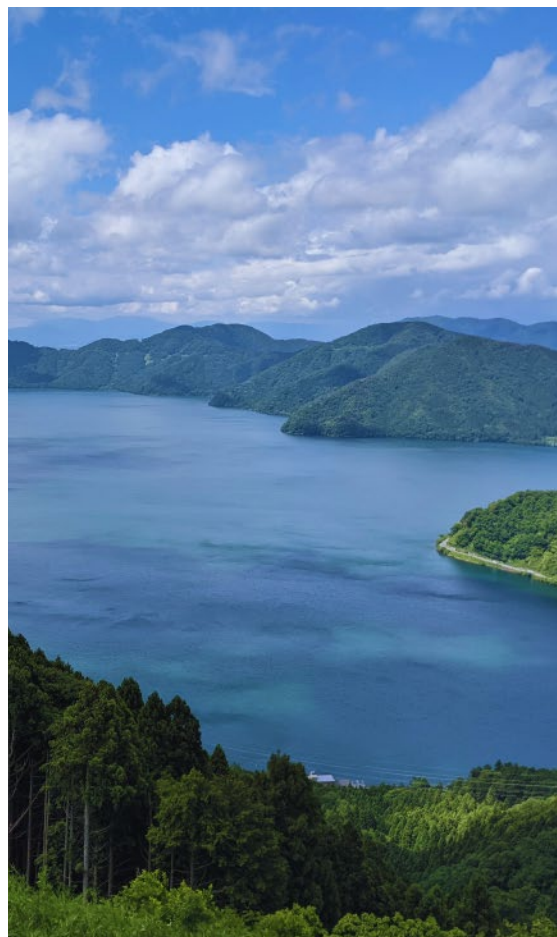
VIEW TOUR
DETAILS

Northern Lake Biwa played a strategic role during Japan's Sengoku period, and traces of that history still remain across its landscapes and communities.

Begin at Shizugatake, a historic battlefield overlooking Lake Biwa, then visit a small village shaped by centuries of local faith.

Continue to Kinomoto, an old post town on the Hokkoku Kaido, before heading deep into the countryside to Kajiya, a village with a centuries-old blacksmithing tradition.

Meet local people carrying this heritage forward and try traditional forging for yourself.





FOUNDER & TRAVEL DESIGNER

TAKAKO MATSUI-LEIDY

Takako founded KONOMICHI with a belief that rural Japan has much to offer the world — especially at a time when many local communities are facing change.

With extensive experience in tourism, international business, and cross-cultural work — and through building Biwako Backroads, her private tour brand in Northern Lake Biwa — she brings together an understanding of international needs, strong local relationships, and careful, hands-on coordination.

SELECTED HIGHLIGHTS

- *BBC World's Greatest Train Journeys - Local filming support & on-screen appearance in Shiga*
- *Lonely Planet Japan 2024 - Biwako Backroads featured*

VIEW PROFILE ON LINKEDIN →





LET'S START A CONVERSATION

From a single experience to a multi-day journey, tell us what you're looking for.
We'll help shape the right journey for your clients.

WORK WITH US

- Private FIT & Small Groups
- Tailor-made Itineraries
- Single Experiences or Multi-day Journeys
- Local Research & Coordination

GET IN TOUCH

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EXPLORE OUR TOURS
Biwako Backroads

