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Kumamoto Prefecture



The Land of Fire

Kumamoto Prefecture, located in the center of Kyushu Island, features spectacular scenery from both the mountains and the sea, including Aso, with one of the world's largest calderas and many other natural wonders, and Amakusa, with its gorgeous coastlines and sunsets. In Kumamoto, people can enjoy the beauty of nature at its fullest.

Kumamoto is also full of history and culture. Not only can you visit Kumamoto Castle, one of the top three premiere castles in Japan, you can also explore places like Manda Coal Mine and Misumi West Port, both of which have recently been designated as World Heritage Sites. People have also been attracted to Kumamoto by the food, alcohol, and hot springs provided by our bountiful land and water sources.

We hope you enjoy KUMAMOTO PREFECTURE!

Our mascot, "KUMAMON", was born in conjunction with the opening of the Kyushu Shinkansen line, and he has since been designated as both "Sales Manager" and "Happiness Manager" of Kumamoto Prefecture. He has visited numerous places both inside and outside of Japan in order to share the many charm points of Kumamoto with the world.

The Kumamoto Image Content Study Group is researching effective image content for transmitting information outside of Japan in order to increase the number of tourists from outside Japan, as well as to expand sales channels for products made in Kumamoto.

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