熱海観光局
ATAMI Tourism Bureau

Atami Tourism Bureau **https://visitatami.com/en/top**
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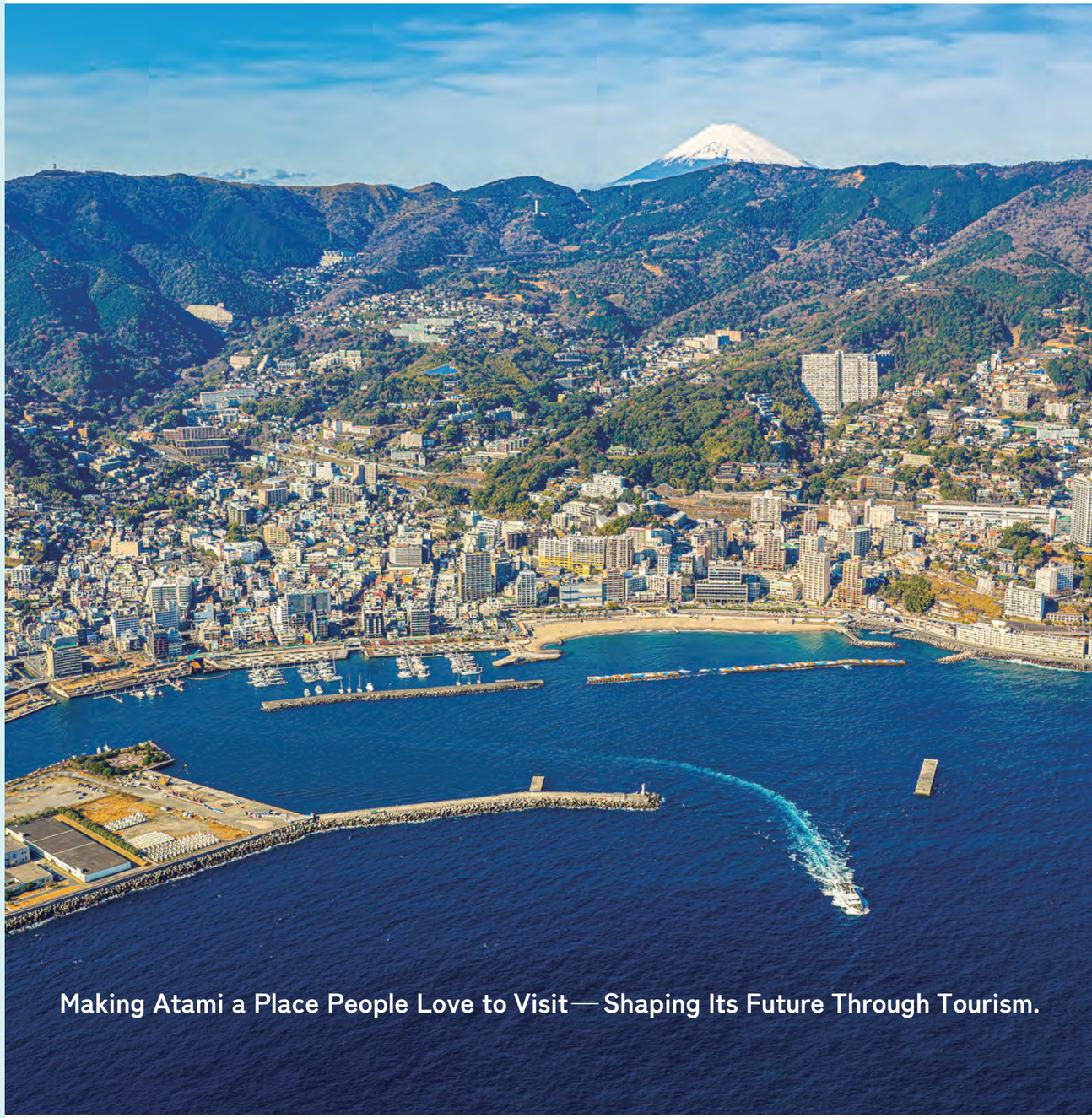
Atami Tourism Bureau Media Kit ©ATAMI Tourism Bureau

Atami City
Media Kit

ATAMI, JAPAN

熱海観光局
ATAMI Tourism Bureau



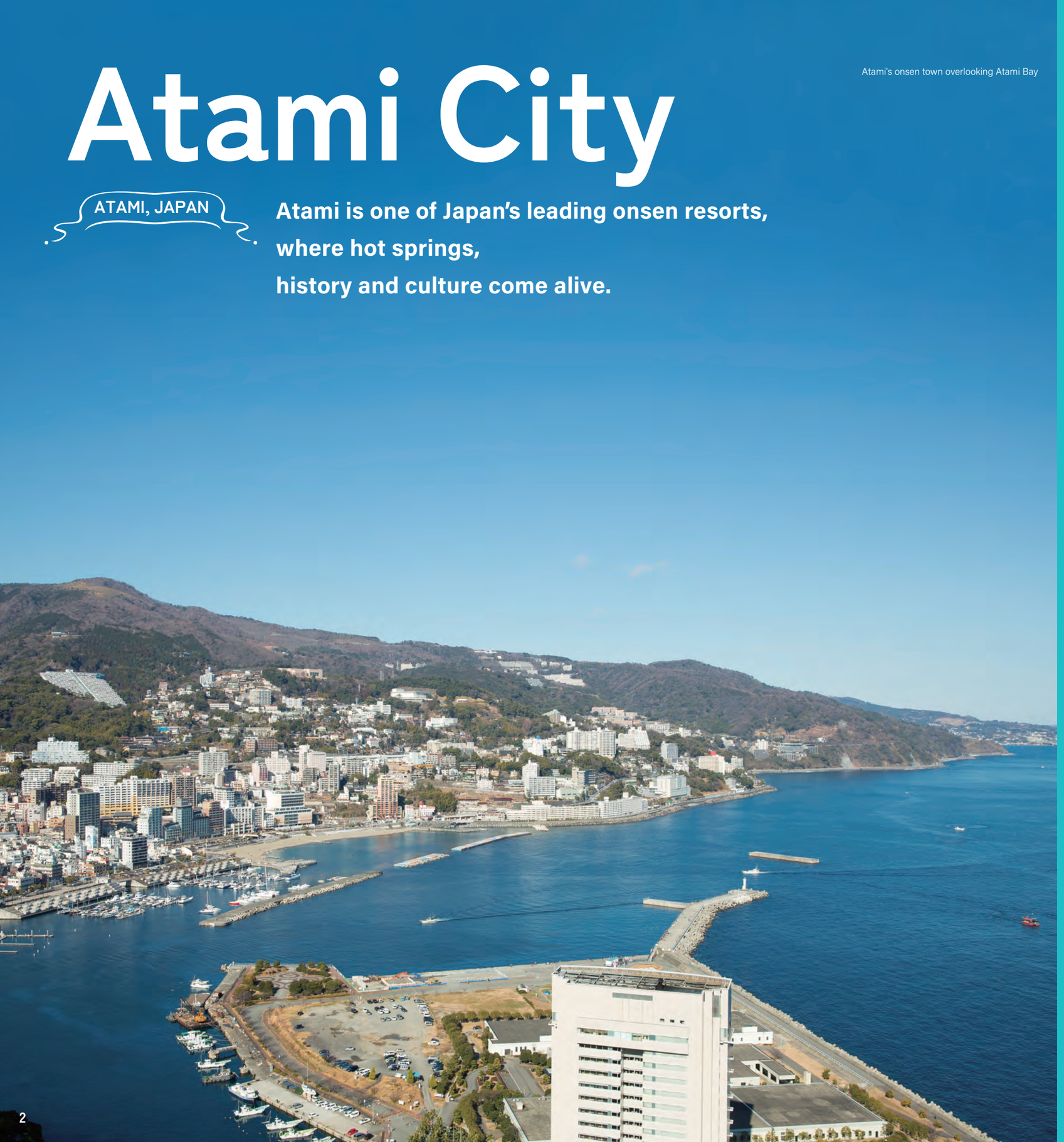
Making Atami a Place People Love to Visit — Shaping Its Future Through Tourism.

Atami City

ATAMI, JAPAN

Atami is one of Japan’s leading onsen resorts,
where hot springs,
history and culture come alive.

Atami's onsen town overlooking Atami Bay





Atami Sun Beach



Open-air bath with ocean view

Destination Story

One of Japan’s Leading Onsen Resorts Where Sea, Mountains, and Onsen meet History and Culture.

Atami is an onsen resort in Shizuoka Prefecture, located roughly midway between Tokyo and Osaka. Despite its small population of around 32,000 (2025), it is one of Japan's leading resort destinations, welcoming more than 10 million visitors a year.

Atami is just 35 minutes from Tokyo Station by Shinkansen. Step out of the station and the blue waters of Sagami Bay spread out before you, with green mountains rising behind and steam drifting through the onsen town. This distinctive landscape, where the sea, mountains and onsen are all within easy reach, has drawn people here for centuries.

Atami's history stretches back centuries. The Izunokuni Fudoki Itsubun, an ancient record of the Izu region, describes its hot springs as “sacred waters believed to heal the sick.”

Hashiri-yu, located in the Izusan area, is a rare cave hot spring said to have been flowing for some 1,300 years and was long revered as the sacred spring of Izusan Shrine.

In the Kamakura period, Minamoto no Yoritomo revered Izusan Shrine. During the Edo period, Tokugawa Ieyasu and successive shoguns cherished Atami's waters, giving rise to the tradition of Okumiyu, in which hot spring water was transported all the way to Edo Castle.

From the Meiji era onward, Atami developed as a villa and retreat destination for members of the Imperial Family, government leaders and cultural figures.

Along the way, the city cultivated its own refined traditions—from ryokan (traditional Japanese inns) and geigi culture to yoshoku (Japanese-style Western cuisine) and kissaten (traditional Japanese coffee shop) culture.

Atami's appeal lies in the way history and culture remain naturally woven into everyday life. Traditional onsen ryokan, classic kissaten, narrow lanes and long-established wagashi (traditional Japanese sweets) shops sit alongside contemporary cafés and dessert shops. Nostalgia and new ideas coexist throughout the city.

In recent years, Atami has also attracted growing attention from younger travelers and international visitors. Its nostalgic Showa-era streetscapes, seaside scenery, art, food and nature experiences are being rediscovered, opening up new ways to enjoy the city beyond its onsen. Close to Tokyo yet distinctly its own, Atami is a seaside onsen resort offering fireworks, history, art, food, and walkable streets within a compact setting. Every visit brings a new discovery.

About Atami Tourism Bureau

Making Atami a Place People Love to Visit — Shaping Its Future Through Tourism.

The Atami Tourism Bureau was established to promote sustainable tourism and destination development in Atami, Shizuoka Prefecture.
By making the most of Atami's rich tourism resources, the public and private sectors work together to implement strategic tourism initiatives for domestic and international markets.
Our aim is to support the local economy while enhancing the quality of life for residents.

GOALS

Making Atami a Place People Love to Visit — Shaping Its Future Through Tourism.

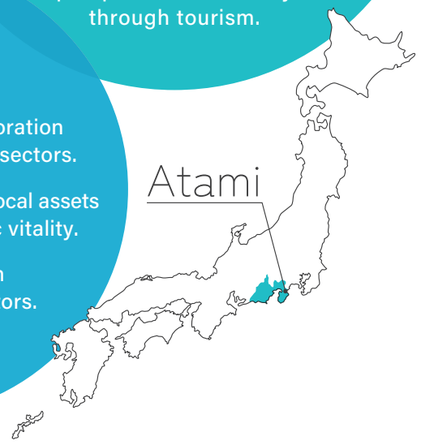
To make Atami a destination loved by visitors from Japan and around the world.
To build a sustainable and prosperous community through tourism.

MISSION

Build a platform for collaboration between public and private sectors.

Maximize the value of Atami's local assets and foster greater economic vitality.

Create value for both the community and visitors.



Atami's 6 Areas

Izu-Yugawara (Izumi)

A nature-rich *satoyama* area dotted with citrus orchards and hot springs.



Izusan

A place deeply rooted in Atami's history and onsen culture, where traditions remain alive.



Central Atami

The heart of Atami, where onsen, food, history and culture come together—perfect for exploring on foot.



Hatsushima Island

The closest inhabited island to the Tokyo metropolitan area, known for its ocean scenery, fresh seafood and local fishing-village cuisine



Izu-Taga

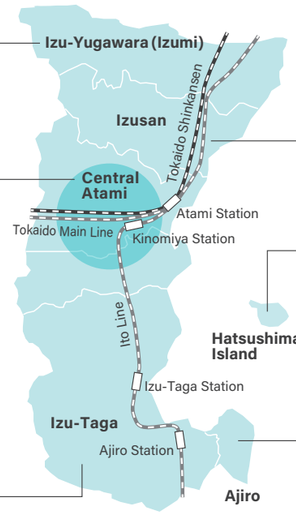
A scenic area known for its calm seas and hillside groves of daidai citrus.



Ajiro

A port town with the charm of a traditional fishing harbor and fresh local seafood.





Atami Tourism Bureau Operations

Key Activities — Data Marketing · Promotion · Area Development · Partnership

Core Activities

Marketing & Data Analysis

We track tourism-market and visitor-trend data to develop data-driven strategies.

Communications & Promotion

We strategically promote Atami's local assets and seasonal attractions to audiences in Japan and overseas.

Visitor Distribution across Atami

We highlight the distinct charm of central Atami, Izusan, Minami-Atami, Izumi and Hatsushima, encouraging visitors to explore more widely.

Business Support & Local Partnerships

Working with tourist-facing businesses and local groups to develop a welcoming environment and services for visitors.

Tourism Content & Local Product Development

To encourage visitor spending, we help develop distinctive local products, food, experiences, and events.

Visitor & Resident Satisfaction

We work to create a sustainable destination, a place warmly welcoming to visitors and comfortable for local residents.



Kiunkaku (Atami City Designated Tangible Cultural Property)



Atami Geigi Kenban



Red & White Dragons at Izusan Shrine

FEATURE 01

TRADITION

Onsen Heritage & Culture

From the legend of the Red and White Dragons to hot spring water prized by the shoguns, Atami has a rich history. It later became a retreat for modern literary figures, a popular destination for honeymoons and group travel during the Showa era, and a place where geigi culture continues to thrive today.



Hashiri-yu

Atami Culture and History Nurtured by Hot Springs

The history of Atami is, in many ways, the history of its onsen. Its story is said to begin with Hashiri-yu in the Izusan area. Hot water gushes from a cave in the mountainside, making it one of Japan's rare cave hot springs. For more than 1,300 years, it has been revered as sacred water.

Izusan Shrine preserves the legend of the Red and White Dragons, said to create the hot springs beneath the earth. Since ancient times, onsen have been more than places for healing the body; they have also symbolized vitality and renewal, sustaining people in spirit as well.

In the Kamakura period, the area became closely associated with Minamoto no Yoritomo and Hojo Masako and drew the devotion of the warrior class. In the Edo period, Tokugawa Ieyasu's love of Atami's waters helped establish the city as a prestigious onsen resort linked to the shogunate. Through the practice known as *Okumiyu*, Atami's hot spring water was even transported to Edo Castle, spreading its reputation across Japan.

In the Meiji era, the Atami Imperial Villa was established in 1888, and members of the Imperial Family and aristocracy, government leaders and cultural figures began visiting in increasing numbers. Villas and high-end ryokan overlooking the sea were built, and Atami flourished as one of Japan's leading resort destinations.

The city was also beloved by literary figures. Writers including Naoya Shiga, Junichiro Tanizaki and Osamu Dazai stayed in Atami, and places such as Kiunkaku still preserve the architecture and cultural atmosphere of that era.

Atami also has a distinctive geigi tradition. As the onsen town developed, geigi culture grew alongside its banquet culture, and Atami's geigi continue to play an important role in the city's cultural life today. At the Atami Geigi Kenban, visitors can experience dance and traditional performing arts, offering a glimpse into Atami's hospitality culture as it has been passed down to the present day.

During the Showa era, the honeymoon and corporate group-travel booms made Atami one of Japan's best-known tourism destinations and drove major growth across the city. Even today, Showa-retro signs, classic coffee shops and snack-bar culture preserve traces of that period throughout town.

Atami has built its history by welcoming new cultures in every era. Centered on its hot springs, its people, culture and stories continue to be passed from one generation to the next.

FEATURE
02
ENTERTAINMENT

Festivals & Entertainment

**Fireworks echoing across the bay,
the 1,000-year-old Kogashi Festival,
and a living geigi tradition: Atami's entertainment
has authentic traditional roots.**



Atami Kogashi Festival Float Competition



Atami Geigi Kenban — Hana no Mai Dance



Atami Fireworks Festival
(held at least 15 times a year)

Signature Events of Atami's Onsen Town

Atami offers entertainment unique to an onsen resort, with something to enjoy in every season and for every generation. The vibrant culture that developed alongside the city's onsen history remains part of everyday life today.

A signature event is the Atami Fireworks Festival. First held in 1952, this long-running festival takes place on Atami Bay throughout the year. The bay's bowl-shaped terrain, surrounded by mountains on three sides, creates powerful echoes and an immersive sense of sound. Huge fireworks launched over the water and the grand finale, the "Niagara in the Sky," have become iconic scenes of Atami.

In summer, the Atami Kogashi Festival Float Competition fills the streets with festival floats and the sound of drums. A beloved summer tradition for local residents, it also gives visitors the chance to experience the festival's energy firsthand.

Atami also preserves the *geigi* culture distinctive to traditional onsen towns. It is one of the few places in Japan where an active *geigi* community remains, with many performers still working today. Regular performances and hands-on programs at the *Geigi* Kenban make traditional performing arts accessible to visitors.

In recent years, new events, markets and art programs have also emerged, drawing on Atami's retro streetscapes and onsen culture. The city continues to embrace new ideas while valuing the culture of its Showa-era onsen town.

By day, stroll the waterfront and shopping streets; by night, enjoy fireworks, onsen, bars and snack bars. Atami offers the many faces of onsen-resort entertainment, from traditional festivals to easygoing nightlife.



Hiking from Himenosawa Park to Jukkoku Pass with views of Mt. Fuji

FEATURE 03

OUTDOOR

Sea & Mountain Activities

Sagami Bay and the Mountains of Izu. Atami offers outdoor experiences that engage all five senses.

Atami: By the Sea, Among the Mountains, Close to Nature



SUP (stand-up paddleboarding)

Atami's appeal extends far beyond its onsen and walkable town. With the sea and mountains close together, the city offers a wide range of outdoor experiences within a compact area.

Along the coast, visitors can enjoy SUP, sea kayaking, diving, fishing and cruising—activities that make the most of Sagami Bay. Calm waters and a mild climate make it easy even for beginners to get out on the sea.

About 30 minutes by ferry from Atami Port, Hatsushima Island is a popular destination and the closest inhabited island to the Tokyo metropolitan area. Surrounded by subtropical plants and a relaxed resort atmosphere, visitors can enjoy fresh seafood and a variety of activities.

Inland, the mountains offer an abundance of natural scenery. Himenosawa Park offers athletic courses and hiking, while Jukkoku Pass, Kurodake and the Izusan area are popular for trekking. Trails reveal sweeping views over the sea and seasonal plants, and on clear days Mt. Fuji comes into view—scenery unique to Atami.

A short trip beyond the city center also brings you to quiet forests and *satoyama* landscapes, ideal for refreshing both body and mind in nature.

"Enjoy the sea, unwind in the mountains, and finish with an onsen soak." This combination is one of the luxuries that makes Atami special.

Mt. Fuji from the port on Hatsushima Island



Himenosawa Park Adventure Course



FEATURE 04

GOURMET

Atami Food & Cuisine

A food destination shaped by fresh seafood from Sagami Bay, citrus nurtured by the mild climate, *yoshoku* cuisine, and retro *kissaten* culture.



Flavors of Atami, Shaped by History and Culture

Surrounded by sea and mountains, Atami offers a diverse food culture, from fresh seafood and yoshoku to citrus and sweets.
Its distinctive culinary traditions have evolved alongside the city's long history as an onsen destination.



Seafood

Atami, Izusan, Ajiro and Hatsushima: Atami has several harbors, each with its own character. Horse mackerel, squid and mackerel and other fresh seafood are joined by port-town specialties such as dried fish and squid patties. In recent years, Atami Daidai Sakura Trout and other new local specialties have also emerged. From sushi and kaisendon seafood rice bowls to set meals with grilled dried fish, there are many ways to savor Atami's seafood bounty.



Yoshoku Culture

Atami's tradition of *yoshoku* (Japanese-style Western cuisine) dates back to the Showa era. As a resort destination frequented by members of the Imperial Family and cultural figures, Western culinary culture developed here early on. Today, retro *yoshoku* restaurants and classic *kissaten* coffee shops remain throughout the city, serving nostalgic favorites such as Napolitan spaghetti, omurice and curry.



Sweets & Wagashi

In Atami, *wagashi* confectionery developed from small *ocha-uke* sweets served with tea at *ryokans*. Long-established confectioners continue to preserve traditional flavors. Newer dessert shops opening around the station and Atami Ginza offer delectable novelties. Atami's sweets bring together the traditions of a hot spring town and fresh, contemporary sensibilities.



Chinese Food Culture

During the heyday of mid-century group travel, after ryokan banquets, the town came alive with merrymakers heading out for late-night ramen. Catering to demand, more Chinese restaurants opened. This left Atami with a delicious legacy of ramen, gyoza, and fried rice that visitors can readily enjoy.



Daidai & Izu Lemon

Atami's signature citrus fruit, *daidai* (bitter orange), is considered auspicious because its name evokes prosperity continuing from generation to generation. Its refreshing aroma and tartness make it a versatile ingredient in Japanese and Western sweets, cooking and *ponzu*, and in such drinks as *daidai* sours. Atami is also said to be where lemons were first cultivated in Japan. Sweets and drinks made with Izu Lemon have also been drawing attention.



Kissaten Culture

Atami's sophisticated kissaten culture developed to meet the tastes of discerning customers such as members of the Imperial Family and leading cultural figures. Long-established kissaten still have the air of a bygone era. At the same time, newer cafés offer menus featuring local ingredients. This natural blend of old and new sets Atami apart from other resorts.

FEATURE 05

CITY & CULTURE

City & Culture

**Museums, shrines,
shopping arcades and historic architecture:
in Atami, turn a corner and
you will find something new.**

History, Art & Exploring Atami on Foot

In Atami, the more you walk, the more you discover. Around every corner, the city's rich history meets its vibrant contemporary culture.



Great Camphor Tree (Okusu), Kinomiya Shrine



❖ MOA Museum of Art

Perched on a hill overlooking the sea, the MOA Museum of Art houses outstanding works from Japan and abroad, these include National Treasures and Important Cultural Properties. Famed for displays of Japanese artistic beauty and culture, it also has a fine Japanese garden and sweeping views over Sagami Bay.

❖ Atami Nanayu — The Seven Historic Hot Springs

Seven historic hot springs, known collectively as Atami Nanayu, are located in the town. Because each source has its own history and character, walking from one to the next is a great way to explore Atami and trace the roots of its onsen culture.





❖ Ieyasu-no-Yu

Tokugawa Ieyasu was known to favor Atami hot-spring water. Named in his honor, Ieyasu-no-Yu is a free foot bath outside Atami Station. At the beginning or end of a stay, it's an easy way to soak in onsen atmosphere.

❖ Atami Ropeway

A three-minute aerial ride from the lower station near Atami Port takes visitors to the mountaintop. Here you find Atami Castle and Atami Hihokan. From the observation area, panoramic views stretch across central Atami and Sagami Bay. On clear days, you might see Hatsushima, Izu Oshima and, in the far distance, the Boso Peninsula.





❖ Kinomiya Shrine

Kinomiya Shrine is one of Atami's best-known shrines. Its Great Camphor Tree (Okusu), more than 2,100 years old, is renowned as one of Japan's leading spiritual spots. With cafés and evening illuminations now part of the grounds, the shrine has also become popular with younger visitors and international travelers.



❖ Kiunkaku

Kiunkaku is a historic building that retains the cultured villa ambience of the Taisho and Showa eras. Its beautiful architecture, blending Japanese and Western influences, was admired by many leading literary figures in Japan.



❖ Shopping Streets

Atami's streets and alleys still retain the atmosphere of the Showa era. Around Atami Station, Heiwa-dori and Nakamise shopping streets, as well as Atami Ginza and the Nagisa-cho area in the city center, are dotted with old-fashioned coffee shops, bakeries, snack bars and small independent stores—offering a nostalgic glimpse of traditional onsen town culture.



❖ Izusan Shrine

Historic Izusan Shrine could be called the spiritual source of Atami. Closely associated with Minamoto no Yoritomo and his bride Hojo Masako, this shrine is where people pray for good fortune and matchmaking.



FEATURE
06
SEASONS & NATURE

Four Seasons & Nature

Flowering cherries in January to autumn leaves in December: nature colors every journey throughout the year. Atami is a city where flowers always bloom.

Flowers & Nature to Enjoy All Year Round

Experiencing the changing seasons together with the sea, mountains and hot springs is part of Atami's distinctive natural appeal.

Winter
January–March

Atami Plum Garden in flower, early-blooming Atami-zakura round the town, and views of Mt. Fuji from Jukkoku Pass make winter a time of flowers and crisp views. The flowering cherry trees on Itogawa Promenade are illuminated.



Atami-zakura (Itogawa Promenade)



Plum blossoms at Atami Plum Garden

Spring – Early Summer
April–June

Azaleas, roses, bougainvillea, jacaranda and fresh green foliage fill the city with color, making this an ideal season for strolling. In early June, the Jacaranda Promenade is illuminated at night, creating a dreamlike atmosphere quite different from daytime.



Jacaranda Promenade



Bougainvillea along the Itogawa River

Summer
July–September

Seaside greenery, a subtropical atmosphere, and activities on Hatsushima make summer the season to enjoy Atami's coastal delights. To enjoy the cool, a cable-car ride to Jukkoku Pass may also provide views of Mt. Fuji.



Atami Sun Beach



Hatsushima: Sky, Sea, and Swing

Autumn – Early Winter
October–December

Autumn foliage at Atami Plum Garden and around the MOA Museum of Art, Himalayan cherry blossoms, and migratory birds create Atami's distinctive late-autumn scenery. Thanks to its mild climate, Atami is also one of the last places in Japan to enjoy autumn colors.



Autumn foliage at Atami Plum Garden (from late November)



Autumn foliage at the MOA Museum of Art

SEASONAL EVENT CALENDAR

Atami Annual Event Calendar

ATAMI, JAPAN

January

Jan. 1–2
Yume-machi Odori Hana no Mai New Year Special Performance

Early Jan. – early Feb.
Atami-zakura Itogawa Cherry Blossom Festival

Jan. 17
Ozaki Koyo Festival

Early Jan. – early Mar.
Atami Plum Garden Plum Festival

Nov.–Feb.
Ajiro Onsen Himono Festival

February

Early Feb.–early Mar.
Hatsushima Fishermen's Seafood Rice Bowl Festival



March

Late Mar.–early Apr.
Atami Castle Cherry Blossom Festival

April

April
Nakano Kajikawa Park Weeping-Cherry Blossom Festival

Mid-Apr.–May
Himenosawa Park Flower Festival

Apr. 14–16
Izusan Shrine Annual Festival

April
Atami Odori

May

May 3–5
Atami Spring Beer Festival

Late May
Yukake Festival

Late May
Hatsushima Tokoroten Festival

June

Early June
Firefly Viewing Evening: Hatsukawa Stream, Atami Plum Garden

From June 1
Atami Jacaranda Festival



July

Mid-July–late Aug.
Beach season (Atami Sun Beach, Nagahama and Ajiro)

July 15–16
Atami Kogashi Festival Float Competition

Late July
Izu-Yugawara Onsen Summer Fireworks Festival (Izumi Park)

July 14–16
Kinomiya Shrine Annual Festival

Late July
Izusan Onsen Sea Fireworks Festival (Izusan Coast)

August

Early Aug.
Izusan Onsen Summer Sea Fireworks Festival

Aug. 14–15
Ajiro Onsen Furusato Festival

Aug. 16
Ajiro Onsen Sea Fireworks Festival

Aug. 12
Izu-Taga Sea Fireworks Festival & Beer Festa

Aug. 16
Izu-Taga 108 Floating Lantern Festival & Beer Festa



September

Late Sept.
Izusan Harvest Moon Poetry Gathering (Honoring Minamoto no Sanetomo)

October

Early Oct.
Yuzen Shrine Autumn Festival

Late Oct. – early Nov.
Atami Fish Festival

Oct. 19–20
Imamiya Shrine Annual Festival

November

December

Mid-Nov. – early Dec.
Atami Plum Garden Maple Festival



Year-round

Every weekend except in August
Yume-machi Odori Hana no Mai Dance

15+ times a year
Atami Fireworks Festival

Weekly
Atami Fish Market Saturday Night Market

2nd & 4th Sundays
Sunday Morning Market (Nagisa Koen Park)

Monthly except July & August
Nagahama Special Market

ITINERARIES

Sample Itineraries

ATAMI, JAPAN

ITINERARY 01 | Classic Street Strolling Tour

A classic one-day route for experiencing the essence of Atami. Discover seaside views, the history of the onsen town, shrines, retro shopping streets, and Atami's nightlife and snack-bar culture. The more you walk, the more of Atami you discover.

Ieyasu-no-Yu



Free foot bath outside Atami Station. Get a feel for Atami onsen at the outset of your journey.

About 15 min. on foot

Atami Sun Beach



This beach with a tropical resort atmosphere is popular both for sunrise views and for its night scenery.

About 10 min. on foot

Atami Ginza Shopping Street



Among newer shops, this historic shopping street has classic stores. It's great to wander and find culinary delights.

About 5 min. on foot

Oyu & Yuzen Shrine



Still today, steam rises at Atami Onsen's historic, original hot-spring site.

About 10 min. on foot

Kinomiya Shrine



A must-visit power spot in Atami: its Great Camphor Tree (Okusu) is more than 2,100 years old.

About 15 min. on foot

Handheld Fireworks



Handheld fireworks by the sea at Atami Sun Beach make for a memorable Atami experience.

About 5–10 min. on foot

Vintage Nightlife Quarter



Atami onsen town's Showa-era retro style comes alive after dark in welcoming neighborhood bars.

On foot, minutes or less.

Itogawa Promenade



Colored by seasonal flowers such as Atami-zakura and bougainvillea, this riverside walk is illuminated at night.

About 20 min. on foot

Atami Station Arcades



A great place for street food and souvenir shopping: a perfect way to round off a visit.

ITINERARY 02 | Red & White Dragons: Atami History & Culture

Said to be the source of Atami's hot springs, the Red and White Dragons'bodies lie beneath Jukkoku Pass, their heads are under Izusan Shrine, and their mouths connect to Hashiri-yu. Destinations along the way touch on Atami's culture, history, and hot spring origins. Views of Mt. Fuji and magnificent artworks are an added bonus.

Jukkoku Pass



The sweeping views include Mt. Fuji and Sagami Bay.

About 15 min. by car

MOA Museum of Art



Attractive grounds and gardens, spectacular views, and artistic masterpieces await at this hilltop museum overlooking Sagami Bay.

About 5 min. by car

Izusan Shrine



This ancient shrine is associated with Minamoto no Yoritomo and his bride Hojo Masako. Tokugawa Ieyasu also worshipped here.

About 10 min. by car

Hashiri-yu



A rare example of a horizontal hot spring source in Japan, this is the birthplace of Atami's onsen culture, which dates back more than 1,300 years.

ITINERARY 03 | Nature & Scenic Drive

A scenic coastal drive for enjoying flowers and nature.

ACAO FOREST



Flowers and art come together in this garden resort overlooking the sea.

About 5 min. by car

Nagahama Seaside Park



Minami-Atami's prime waterfront park is a great place to relax beside gently lapping waves.

About 5 min. by car

Sea Fishing



Enjoy fishing the calm waters of Ajiro Port. At some spots, you can even have your catch prepared and served.

About 10 min. by car

Minami-Atami



Peaceful coastal scenery makes this laid-back area where time seems to move at a gentler pace.

Optional Trip | Hatsushima Island & Izumi



Hatsushima Island

About 30 minutes by ferry from Atami Port, Hatsushima is the inhabited island closest to Tokyo. In a relaxed island-resort setting, savor fresh seafood, enjoy snorkeling, diving, and other active leisure.



Izumi

A quiet hot spring area in northern Atami, surrounded by abundant nature. Its peaceful setting is ideal for therapeutic hot spring stays and longer visits, making it a relaxing addition to an Atami itinerary.

Media Support & Inquiries

Key Support Services Atami Tourism Bureau provides a range of support services for media professionals.

- Latest Tourism Information
- Tourism Assets & Image Library
- Filming Locations & Local Business Introductions
- Media Coordination
- Story Ideas & Theme Proposals
- Press Tours

Wide-ranging Atami story angles include hot springs, nature, history, culture, food, art, retro style, and more.
We can recommend story angles and reporting plans tailored to your theme, audience and media format.

Latest Tourism Information

We provide up-to-date information tailored to your media needs, including seasonal events, current topics, new facilities and local initiatives.

Tourism Assets & Image Library

We provide photos and video materials for use in news, publishing and web coverage.

Filming Locations & Local Business Introductions

If you have a theme in mind, we can introduce suitable filming locations, accommodation, restaurants, and activity providers.

Media Coordination

For travel magazines, web media, television, and other coverage, ask us to help with location arrangements, on-site support, and appointments with relevant contacts.

Story Ideas & Theme Proposals

Tailored to your publication and audience, we can propose Atami story angles on subjects such as onsen, nature, history and culture, food, art, Showa-retro culture, and workations.

Press Tours

We organize press tours for media professionals several times a year, offering opportunities to experience Atami's attractions firsthand.

Inquiries Atami Tourism Bureau **https://visitatami.com/en/top** Marketing Department **pr@atami-tb.com**

https://www.instagram.com/visitatami/
https://x.com/visitatami
https://www.facebook.com/profile.php?id=61581146092207
YouTube (Japanese only): https://www.youtube.com/@atami_tourism

Basic Information & Access



About Atami City

Location: Atami City, Shizuoka Prefecture Population: Approx. 32,000 (2025)
Area: 61.70 km² Districts: Izu-Yugawara (Izumi), Izusan, central Atami, Izu-Taga, Ajiro, Hatsushima

Access

Atami lies approximately 100 km from Tokyo Station and is as little as 35 minutes away by Hikari Shinkansen.
From Shinagawa Station, a major transfer point for Haneda Airport, the fastest journey takes just 29 minutes.
This seaside onsen resort is within easy reach of central Tokyo.

Tokyo Station → Atami Station
By Shinkansen: approx. 35 min. (Hikari) / 45 min. (Kodama)

Nagoya Station → Atami Station
By Shinkansen: approx. 1 hr. 20 min. (Hikari) / 1 hr. 50 min. (Kodama)

Shin-Osaka Station → Atami Station
By Shinkansen: approx. 2 hr. 15 min. (Hikari) / 3 hr. 5 min. (Kodama)