

Experience a Tea Ceremony in Ikoma, the Home of Tea Whisks

2025
Friday, October 24

The land of Ikoma, Nara, is considered the birthplace of the tea ceremony—and for over 500 years, since Japan's Muromachi period, it has been celebrated as the production center of authentic Takayama chasen (tea whisks). At Nakamoto Sake Brewery, a long-standing family brewer founded in 1727, we invite you to indulge in an authentic experience of Japan's special cuisine and cultural traditions. No formal etiquette required—this gathering warmly welcomes tea ceremony beginners.

Experience fee (per person) :: **¥86,000** when booking for 2 people (Dinner included) ※Round-trip transfers included from Nara City and Ikoma City.

Date	ITINERARY
2025 Oct. 24 (fri)	<p>Transfer by taxi from Nara City or Ikoma City to Nakamoto Sake Brewery.</p> <p>16:00 Meet at Nakamoto Sake Brewery · Welcome drink upon arrival ※The venue is "Sahorō", a renovated main house over 100 years old</p> <p>16:05 Live demonstration of Takayama chasen making (Explanation by one of just a dozen chasen masters in Japan)</p> <p>17:00 Dinner (Special kaiseki meal paired with sake, hosted by a long-established sake brewery)</p> <p>★The "kuramoto" (brewery owner) will introduce and explain approximately three types of sake paired with the dishes.</p> <p>★During meal time, additional sake refills are available.</p> <p>19:00 A special evening tea gathering experienced by candlelight (A casual tea gathering with chairs and tables) After the tea gathering, guests will receive a souvenir.</p> <p>19:45 End of the program and dispersal After the visit, return by taxi to Nara City or Ikoma City.</p>

Cancellation Fees

30% of the experience fee for cancellations made 4–2 days before the departure

50% of the fee for cancellations made 1 day before the departure

100% of the fee for cancellations made on the day of departure

■ Access to Nakamoto Sake Brewery
Approximately 30 minutes by taxi from JW Marriott Hotel Nara



※fee (per person) : **¥83,000** when booking for 3 to 4 people
fee (per person) : **¥80,000** when booking for 5 to 6 people
fee (per person) : **¥79,000** when booking for 7 to 8 people

■ Maximum number of participants per session: 8

■ Minimum number of participants: 2

■ Application Deadline: 7 days prior to the departure date of each tour (However, applications will close once the maximum capacity of 8 participants is reached.)

■ Scheduled Taxi Service: Ikoma Kotsu Co., Ltd.

■ Meals: 1 dinner included

■ Tour Guide: An English interpreter will assist at Nakamoto Sake Brewery

■ Accessibility: Due to the traditional nature of the old folk house, certain areas may not be accessible for wheelchair users.

What's included in the experience fee	<p>① Meal charges: 1 dinner</p> <p>② Welcome drink and beverages during dinner (approximately three types of sake) ※Notes: Additional pours of sake are available. ※For those who prefer not to drink alcohol, soft drinks are provided.</p> <p>③ All activity fees included in the experience</p> <p>④ Souvenirs: Takayama chasen, matcha canister, and sake named "Nagayao"</p> <p>⑤ On-site English interpretation ※Please note: No refunds will be given even if portions of the included items are unused due to customer preference.</p>
What's not included in the experience fee	<p>Other items not listed above (e.g., ...)</p> <p>① Personal expenses (e.g., drinks ordered individually)</p> <p>② Medical costs related to injury or illness</p>

●Travel Planning & Operation/Contact & Inquiries : Ikoma Kotsu Co., Ltd. (Ikoma Kotsu Travel Service)

630-0201 1835-1 Oomicho, Ikoma City, Nara

Registered under Nara Prefecture Travel Agency No. 2-93 Member of ANTA (All Nippon Travel Agents Association)
Email: its@m3.kcn.ne.jp Fax: +81-743-75-4440 (Attn: Mr./Ms. Itoh)

Business Days & Hours: Monday to Friday 9:30 AM-6:00 PM (Closed on Saturdays, Sundays & Public Holidays)

Please note:: Requests for cancellations or changes received on non-business days or outside office hours will be processed on the next business day. Certified

Certified General Travel Services Manager: Hidenori Ikeda, Person in charge: Yoshinori Ito

※In Japan, the certified travel service supervisor is the person responsible for customer bookings at the office. If you have any questions regarding your travel contract or what has been explained by our staff, please feel free to direct your inquiries to the certified supervisor listed above.

Regarding Participation Application

If you agree to the travel conditions outlined in this brochure and the terms and conditions listed below, please scan the QR code on the right to submit your application.

Reservation & Application Form



travel conditions

■ Application Procedure

(1) Please complete the application form with the required information and mail it to us. At the same time, please transfer the participation deposit to the designated bank account. ※ The deposit will be treated as part or all of the travel fee, cancellation fee, or penalty.

(2) If you make your reservation via telephone or other communication methods, you are required to submit the application form and pay the deposit within three business days, counting from the day following the date when we confirm your reservation. If the deposit is not received within this timeframe, the reservation will be considered canceled. (If you decide to cancel, please let us know.)

(3) If you have a physical or psychological disability, are traveling with an assistance dog, are currently experiencing poor health, are pregnant, or require any other special consideration, please inform us of this at the time of booking the travel contract. We will accommodate your needs within the limits of what is reasonable and feasible. Please note that any additional costs incurred as a result of arrangements made specifically for you will be borne by you.

(4) At the start of the trip, individuals under 15 years of age must be accompanied by a parent or legal guardian. Applicants aged 15 or older and under 20 years must submit a consent form signed by a parent or legal guardian at the time of application.

(5) This tour is a package tour planned, marketed, and conducted by Ikoma Kotsu Co., Ltd. (Ikoma Kotsu Travel Service, hereinafter referred to as “the Company”). Customers participating in this tour will enter into a Subscription-Type Package Tour Contract (hereinafter referred to as “the Tour Contract”) with the Company. The Tour Contract shall become effective upon the Company’s acceptance and receipt of the applicable deposit, and the date of effectiveness shall be deemed to be the date on which the Company receives the deposit.

(6) Terms and Conditions for Customers Who Wish to Conclude the Tour Contract via a Communications Contract

①The Company may accept reservations for the tour contract via telephone, mail, facsimile, Internet, or other means of communication, on the condition that payment of a portion of the tour price (e.g., the deposit) is made by a card member (hereinafter referred to as “Member”) of a credit card company affiliated with the Company (hereinafter referred to as “Affiliated Company”) without the Member’s signature (hereinafter referred to as a “Communications Contract”). However, the Company may not accept such reservations if, for business reasons such as the absence of a merchant agreement—including one that allows signature-less handling—with the Affiliated Company, or for other operational reasons.

②When applying under a Communications Contract, the Member must provide the Company with the name of the package tour and the intended departure date, as well as their card type, membership number, card expiration date, and other relevant details.

③The Communications Contract shall be concluded at the time when the Company issues notice of its acceptance of the contract. However, if such notice of acceptance is made by email, fax, voicemail, or other similar means of communication, the contract shall be deemed concluded at the time when the notice reaches the Member.

④Under a Communications Contract, the “Card Use Date” means the date on which the Member or the Company becomes obligated to fulfill the payment of the tour price (e.g., deposit) or any refund liability under the Package Tour Contract. In the former case, this shall be the date of contract formation, and in the latter case, the date on which the Member requests cancellation.

■ Tour Price, Additional Tour Charges

The tour price that serves as the basis for calculating the deposit, cancellation fee, and change compensation shall mean the total amount of the tour price including any additional tour charges. Additional charges include (1) the single supplement fee and (2) accommodation fees incurred due to extended stays.

■ Final Itinerary

A final itinerary detailing confirmed flight numbers and hotel names will be provided no later than the day before the start of the tour. However, if the application is made within seven days prior to the tour start date, the final itinerary may be delivered on the day the tour commences. In the meantime, prior to delivery, we remain available to explain the current status of arrangements upon request.

■ Changes to the Travel Contract and Tour Price

Even after the travel contract has been concluded, the Company may, for reasons beyond its control—such as natural disasters, war, riots, government orders, cancellation of services by transportation or accommodation providers, substitutions for transportation services not in accordance with the original operational plan, or other unforeseeable circumstances—make changes to the itinerary, travel services, or other contract terms if deemed necessary to ensure the safe and smooth execution of the tour. The Company will promptly explain to the customer the unforeseeable nature of such circumstances and their causal link to the changes made. In such cases, the tour price may also be adjusted. If fares or charges of transport providers used by the tour have been revised due to significant economic changes beyond normal expectations, the tour price will be adjusted only by the amount of the difference. However, if the tour price is to be increased, the Company will notify the customer no later than 15 days before the day preceding the tour start date.

(2)When one customer in a group booking cancels their reservation, resulting in the remaining traveler occupying a room alone, the canceling customer will be assessed the applicable cancellation fee, and the remaining traveler will be required to pay a single-supplement fee.

■ Cancellation by the Customer (Travel Contract Termination)

The customer may cancel the travel contract at any time by paying the applicable cancellation fee specified below.

- Cancellation made from 20 days before the tour start date (10 days for day-trips) up to 8 days before the tour start date: 20 % of the tour price.
- Cancellation made from 7 days before up to 2 days before the tour start date: 30 % of the tour price.
- Cancellation made on the day before the tour start date: 40 % of the tour price.
- Cancellation made on the day of departure (before the tour starts): 50 % of the tour price.
- Cancellation made after the tour start date or failure to show without notice: 100 % of the tour price.

①Even if the cancellation is due to circumstances beyond the Company’s responsibility—such as issues arising from a loan or other travel-related procedures— a cancellation fee will still apply.

②The applicable cancellation fee shall be calculated based on the total amount of the tour price, inclusive of any additional charges.

■ Cases in Which No Cancellation Fee Applies (Cancellation by the Customer)

The customer may cancel the travel contract without being charged a cancellation fee in the following cases (including but not limited to):

- ① A significant change has been made to the travel contract. A “significant change” refers to any of the items listed in sections 1 through 8 under “Itinerary Guarantee.”
- ② An increase in the tour price has been imposed.
- ③ The Company fails to deliver the Final Itinerary by the specified date.
- ④ The implementation of the travel in accordance with the itinerary specified in the contract becomes impossible due to circumstances attributable to the Company.

■ Cancellation of the Travel Contract by the Company

The Company may terminate the travel contract under the following circumstances (including, but not limited to):

- ① The number of participants falls below the minimum required as specified in the contract. In such cases, the Company will notify the customer of the cancellation no later than 13 days prior to the tour start date (or 3 days for day-trips).
- ② The customer fails to pay the tour price by the deadline established by the Company.
- ③ Failure to meet the application requirements as set forth by the Company.
- ④ The Company determines that the customer’s illness, behavior, or other factors may impede the safe and smooth execution of the tour.

■ Liability of the Company

The Company shall compensate the customer for any damage caused by the Company or its travel arrangement agents due to willful misconduct or negligence. Liability for loss or damage to baggage shall be limited to 150,000 yen per traveler, except in cases where the Company or its agents are guilty of willful misconduct or gross negligence.In addition, the Company shall not be liable, in principle, for circumstances beyond its control—such as natural disasters, war, riots, itinerary changes or cancellation due to these, government orders, or other causes not attributable to the Company or its arranging agents—that result in harm to the customer.

■ Special Compensation

The Company provides compensation for certain damages to the customer’s life or baggage incurred during participation in the tour due to sudden and unforeseen external accidents, in accordance with the Special Compensation Rules of the Travel Agency Act. The compensation is as follows:

- Death Compensation: ¥15,000,000
- Hospitalization Allowance: ¥20,000 to ¥200,000, depending on the number of hospitalization days
- Outpatient Allowance: ¥10,000 to ¥50,000, depending on the number of outpatient days
- Baggage Damage Compensation: Up to ¥150,000 (with a maximum of ¥100,000 per item or pair)

Note: The above compensation applies only during the period of participation in the tour. If the itinerary specifies that the Company will not make any arrangements on a certain day, and it is clearly stated that no compensation will be provided for damages incurred on that day, the period of participation does not include that day.

■ Itinerary Guarantee

If any significant changes occur to the contract contents as listed below, the Company shall pay a compensation amount calculated by multiplying the travel price by the rate specified in the right column of the table below, in accordance with the provisions of the Travel Agency Act (Part on Package Tour Contracts). However, the compensation amount shall not exceed 15% of the total travel price (including any additional charges) per contract. Additionally, if the compensation amount per traveler is less than ¥1,000, the Company shall not provide compensation.

Significant Change in Contract Contents	Compensation Rate Before Tour Start	Compensation Rate After Tour Start
① Change of travel start or end date	1.5 %	3.0 %
② Change of destination (e.g., tourist spot or restaurant)	1.0 %	2.0 %
③ Change to a lower-class transportation or accommodation	1.0 %	2.0 %
(This shall apply only if the total cost of the revised class and facilities falls below that of the class and facilities specified in the Contract Document.)		
④ Change of transportation type or company	1.0 %	2.0 %
⑤ Change of departure or arrival airport within Japan	1.0 %	2.0 %
⑥ Change from a direct flight between domestic and international sections		
specified in the Contract Document to a connecting or indirect flight.	1.0 %	2.0 %
⑦ Change of accommodation type or name	1.0 %	2.0 %
⑧ Change of room type, facilities, or view	1.0 %	2.0 %
⑨ Other significant changes specified in the tour title	1.0 %	2.0 %

■ Responsibilities of the Customer

The customer shall be liable to compensate the Company for any damage caused by the customer's intentional or negligent acts, violations of laws or public order and morals, or failure to comply with the terms of the Company's regulations. Upon entering into the travel contract, the customer must use the information provided by the Company and endeavor to understand their own rights and obligations as well as other relevant provisions of the travel contract. If, after the tour has commenced, the customer recognizes that the travel services provided differ from those stipulated in the contract documentation, the customer must promptly notify the Company, its arranging agents, or the provider of the travel services at the destination.

■ Customer Substitution

The customer may be substituted, with the Company's consent, by paying the designated fee.

■ Notification of Accidents, etc.

If an accident or similar incident occurs during the tour, the customer must immediately notify the emergency contact as provided in the final itinerary. If immediate notification is not possible due to circumstances beyond the customer's control, the customer must notify as soon as such circumstances no longer prevent notification.

■ Handling of Personal Information

① The Company and its appointed travel service arrangers may use the personal information provided on the application form for communication with the customer and arranging transportation, accommodation, and other travel services. They may also provide such information to relevant service providers, within the scope necessary for arranging insurance that covers the Company's contractual responsibility or expenses in the event of accidents. Additionally, to facilitate the customer's shopping at their destination, the Company may electronically provide the customer's name and flight details to duty-free shops and similar merchants.

② The Company may share the customer's personal information—which may include address, name, telephone number, age, date of birth, gender, purchase history, and email address—with its group companies for joint use in product development, promotional activities, and communications with the customer, but only to the extent minimally necessary.

③ For more detailed information regarding the Company's handling of personal information, please refer to the policy available at our sales outlets or on our website.

■ Regarding the Agent-Organized Tour Contract Terms

Matters not specified in this set of conditions shall be governed by the Company's General Terms and Conditions for Agent-Organized Tour Contracts. If you wish to receive these terms and conditions, please request them from us. Under no circumstances will the tour be re-conducted. This document serves as the written disclosure of transaction conditions required under Article 12-4 of the Travel Agency Act, and in the event that a travel contract is formed, it also constitutes part of the contractual documents to be issued according to Article 12-5 of the same Act.