

# 銀座 GINZA

銀座



Symbol of Ginza, the "Wako" clock tower located at the Ginza 4-chome intersection

## What kind of town?

Ginza is a world-class commercial district, ranked with NY 5th Avenue and the Champs Elysées in Paris. It is known as a sophisticated district for grown-ups district where "first-class" gathers. In the central area, there is the Ginza 4-chome intersection of Chuo-dori and Harumi-dori, with long-established department stores representing Ginza such as "Wako" and "Ginza Mitsukoshi" on its corner. Along the Chuo-dori, apart from other department stores and luxury brands, you can find many long-established gourmet restaurants and famous shops. In addition, new commercial facilities have been opening up one after the other recently, drawing attention as a place that not only offers long-established shops but also as a place to find the latest trends. It is a district where you can enjoy the new and the old at the same time.



1. "GINZA PLACE" opened in September 2016(right) 2. Many people from Japan and overseas visit the "Tokyu Plaza Ginza", which has as its theme Japanese "tradition and innovation"



1. The pedestrians paradise held on weekends. You can enjoy sightseeing in leisure while relaxing
2. The parfait of "Ginza Sembikiya". It is also a real pleasure to enjoy the taste of long-established shop
3. At the "Kobikicho Hiroba" located in the underground of Kabuki-za, you can enjoy products and food associated with Kabuki
4. The willows swaying elegantly in the air are symbolic of Ginza



## How to enjoy

There are two main ways to enjoy Ginza. First, shopping and dining at the long-established restaurants and luxury brand stores. There are many old shops (established more than 100 years ago) in Ginza, gourmet restaurants that have been popular for many years, and you can also find articles made with a brilliant craftsmanship. Since Ginza offers world-renowned high-class brands as well, you can also do "brand-cruising".

The other way to enjoy is to experience both Japanese tradition and trends. Seeing Kabuki performance is definitely a unique experience. If you want to feel modern Tokyo, go to the large shopping facilities that have recently opened one after the other such as "Tokyu Plaza Ginza", "GINZA PLACE", and "EXIT MELSA". They have all the latest Japanese fashion items and gourmet.

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1. "Kabuki-za". The Japanese-style garden on the rooftop is also a must-see!  
2. Luxury brands together in the "Harumi-dori" and "Ginza Marronnier-dori"

## Must-visit tourist spots

Gourmet		Shopping	
Ginza Bairin	→P.58	Tofuro Yumemachi Kouji Ginza 1chome Shop	→P.59
Tempura Kondo	→P.58	Ginza Budonoki	→P.60
Rengatei	→P.59	Ginza Sembikiya Ginza Main Store Fruit Parlor	→P.61
		Tokyu Plaza Ginza	→P.55
		Tokyo Kyukyodo Ginza Main Shop	→P.56
		Ginza Itoya	→P.57