

# Kusatsu ONSEN in JAPAN

Kusatsu Town — an onsen paradise — introduces you  
to the special world of Japanese hot springs.



草津温泉

# Do you know what an onsen is?

ONSEN ≠ HOT SPA

Even as interest in Japan grows, there is one major feature of the country which may still be a secret: the "onsen", or hot spring. Like Mt. Fuji, the cherry blossoms, and judo, onsen is a symbol of Japan. But unlike an ordinary hot spa, onsen is a unique cultural and spiritual world. And, while serving as an ideal form of leisure, onsen also has recuperative and beautifying benefits. The day when the word "onsen" becomes internationally recognized is not off!

## ■ Catching the wave from the world to Kusatsu

Kusatsu Onsen is appreciated among the Japanese as a first-rate hot spring resort. In order to help spread word of the resort's charms among the international community, the people of Kusatsu—both government officials and ordinary townspeople alike—are making every effort to help overseas visitors feel right at home. Kusatsu's location in the highlands makes it a treasure trove of alpine flora. And the town boasts such must-see attractions as unique views of volcanic zones and cultural assets that give visitors a sense of the region's rich history. However, it is the town's fabulous hot springs that are the focus of Kusatsu's effort to gain wider international recognition. This effort is dubbed "HOT SPRING ONSEN-ISM", and a new logo bearing this slogan has also been created for the convenience of overseas visitors.



The HOT SPRING ONSEN-ISM logo invites visitors to make use of various services and amenities in Kusatsu.

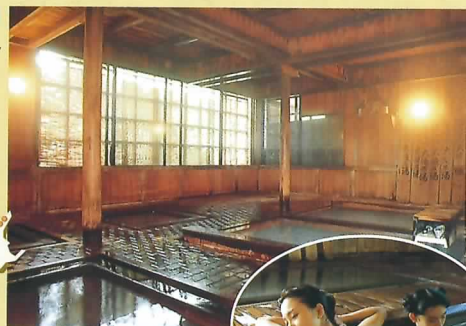
## ■ Japan: an archipelago of onsen

Two-thirds of Japan's territory is mountainous, and most of these mountains were formed through volcanic activity. Thanks to this activity, we are now able to enjoy the benefits of hot springs in some 3,000<sup>※1)</sup> locations throughout the country. With many offering beautiful views of verdant mountains or the sea, they have become places to rest the mind and body.

※1) These locations are defined as hot springs having accommodations.

Some 3,000 hot spring areas

Map of hot springs in Japan:  
From Nyuyoku no Kaitai Shinsho  
by Makoto Matsudaira  
(base map from the Geological  
Survey of Japan)



**Otaki-no-yu:** A municipally operated bathhouse that lets you try various traditional bathing methods.



## Enjoying a hot spring bath (Ahhhhh...!)

Japanese baths differ from those in the West in that the tubs are deeper and they have a separate area for washing the body (called "araiba"). First wash your body at the araiaba and then get into the bath, remembering to sit so that the water comes up to your neck. As you relax in the deep tub, let the water's warmth penetrate deep into your body. This will wash away your fatigue along with the dirt.

