

A Comprehensive Guide to Japan's Anime Spots for International Fans!
Definitive Edition of the Anime Tourism Guidebook

『るるぶ Anime Guide to Discovering Japan』

On Sale: November 27, 2026

JTB Publishing, Inc. (Address: Koto-ku, Tokyo / President and CEO: Hiroyuki Morisaki), a publisher of travel and lifestyle information within the JTB Group, is pleased to announce the upcoming launch of “*RURUBU* Anime Guide to Discovering Japan,” an English-language guidebook featuring iconic locations from Japanese anime series. The publication will launch on November 27, 2026.



Discover the Charms of Japan by Visiting Anime Spots

This guidebook is designed for international Anime fans visiting Japan, guiding them to the real-life places that inspired their favorite Anime series. The book covers various locations across Japan, with a primary focus on Tokyo, where many popular Anime stories take place. Featuring numerous scenes from actual works, readers can immerse themselves in the world of anime. To deepen readers' understanding of Japan, the book also includes columns exploring unique cultural aspects such as school life, cuisine, and local philosophies often depicted in anime. Additionally, the guide features a report from behind the scenes of anime production and introduces all 88 locations selected by the Anime Tourism Association as the “Anime Spots 88.”

Key Features

- The Anime Spots of “Umamusume: Cinderella Gray”: *Kasamatsu* Town, *Gifu* Prefecture
A comprehensive introduction to *Kasamatsu* Town and *Kasamatsu* Racecourse, which served as the model for “Umamusume: Cinderella Gray.” Includes an exclusive interview with the Director, *Takehiro Miura*.
- 7 Major Anime Spots in Tokyo
Guides to must-visit locations and anime-related attractions in Tokyo, including *Akihabara*, *Shibuya*, *Ikebukuro*, and *Shinjuku*.
- Exploring anime spots in & around Tokyo
Recommended stops for visitors to Tokyo, including *Taito* and *Sumida* wards.
- Exploring anime spots across Japan
Introducing areas attracting significant attention from fans, including *Chichibu*, a pioneer in anime-related travel, and *Gifu* Prefecture, which serves as a setting for various works.
- Column: Delve deeper into Japan!
An accessible introduction to Japanese culture and customs, including the cuisine seen in anime scenes, school life, and Japanese folklore.

<Products Details>

Title: るるぶ Anime Guide to Discovering Japan

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Where to Buy:

Japan: Bookstores nationwide and Anime specialty stores.

Overseas: Select bookstores and anime-related events.

【Amazon】

【Rakuten Books】

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