



Japan Now: June 2025

Japan Now is the email newsletter of the consular office of Japan in Anchorage

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The Longest Day, and the Beginning of Summer Heat in Japan

In Japan, the summer solstice, usually around June 21st, is the longest day of the year in terms of daylight. In cities like Tokyo, the sun rises at around 4:25 AM and sets at around 7:00 PM, giving about 14.5 hours of daylight. While this marks the peak of sunlight hours, it does not mean it's the hottest time of the year. In fact, the solstice often falls in the middle of the rainy season, known as *tsuyu*, when the skies are cloudy and the temperature are still relatively mild.

However, once the solstice passes and the rainy season ends, true summer begins. The days slowly start to shorten, but the heat continues to build. July and August bring hot, humid weather, marking the height of summer in Japan. In this way, the solstice serves as a seasonal turning point - signaling the transition from early summer to the intense heat and activity of midsummer.

In Anchorage, the summer solstice occurs around the same time, but the difference is dramatic - daylight can last nearly 19.5 hours!

While Japan moves from rain to heat, Alaska enjoys endless sunlight and cool temperatures.



Still bright at 10:30 PM - summer in Anchorage



Attendance at the Memorial Day Remembrance Ceremony

On May 26, 2025, Head Consul Hamada and staff of the Consular Office of Japan attended the Memorial Day Ceremony held at Fort Richardson National Cemetery.

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Head Consul Hamada’s Visit to Kenai



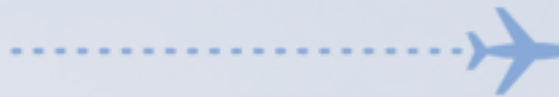
Meeting with KPEDD Executive Director Cassidi Cameron

Tour of Proposed AKLNG Site in Nikiski with AGDC

Interview



CONNECTING JAPAN AND ALASKA THROUGH TOURISM



ALEX WONG
VISIT ANCHORAGE ALASKA



With our office hosting a [Japan Alaska Tourism Seminar](#) in February, Visit Anchorage Alaska holding a media briefing on Alaska tourism in Tokyo this April, and Hawaiian Airlines launching a new route between Narita and Seattle in May that is sure to make Anchorage more accessible, there is a growing momentum around Alaska as a destination for Japanese travelers.

In light of these developments, we had the opportunity to interview two individuals who are building connections between Alaska and Japan through tourism.

Today, we are pleased to share the interview with one of them, Alex Wong, Tourism Development Asia Market Manager at Visit Anchorage Alaska.



At the Tokyo seminar held in April. Pictured in the center: Alex Wong

1. Could you start by telling us a little about yourself?

My name is Alex Wong, I was born in Honolulu, HI and grew up in Anchorage. I attended the Japanese Immersion Program from First Grade through High School and graduated from the program in 2003. I have Japanese ancestry and that portion of my family came from Kagoshima Prefecture a long time ago. I have had the pleasure of visiting Japan and number of times and it is one of my favorite countries to visit.

2. What is your role at Visit Anchorage?

I am the Tourism Development Asia Market Manager for Visit Anchorage Alaska. We like to think of ourselves as the match-maker between our clients, both domestic and abroad, and the many members that Visit Anchorage has. For instance, if a travel agent from Tokyo is looking for a unique Aurora viewing tour, I would connect them with one of several members who specialize in aurora viewing tours in Southcentral Alaska.

3. You recently participated in a media briefing on Alaska tourism in Tokyo. How was the reaction from the Japanese media?

In April, our Japan Market representative Takako Nambu, myself, and members/partners from the Alaska Railroad, A&P Tours, Greatland Adventures, and Hawaiian Airlines met with 29 members of the Japanese travel media in Ginza. Visit Anchorage hosted a dinner and presentation about all that Anchorage and Alaska have to offer tourists and adventure travelers. The event was well received and we have already had 4 or 5 articles published in various travel publications throughout Japan and online. We are looking forward to the full return of Japanese travelers to the Alaska Market.



With tourism industry representatives at the Tokyo media dinner.

4. After your visit to Japan, is there anything from Japanese tourism culture you would like to bring to Alaska?

I feel that Anchorage has one of the best tourism cultures out there. Our members excel at bringing great customer service in their respective industries and I am proud that our office is able to represent Anchorage and Alaska around the world. While I feel that our industry is already very good at this, if I could choose one aspect of Japanese tourism culture to continue in Alaska, it would be the spirit of Omotenashi. For those who do not know of Omotenashi, it is the Japanese mindset of hospitality centering around care rather than expectation. I think the place that perhaps best exhibits this concept outside of Japan is Alaska.



Meals at the seminar featuring Alaskan seafood and birch syrup

Tomodachi Daiko

Bon Odori& Yosakoi



夏祭り

2025 Japanese Summer Festival

Japanese Food



Iaido



Performances

Open
to the Public



- Date: Sunday, August 10th
- Time: Noon - 3PM
- Location: Kincaid Chalet

6998 Raspberry Rd
Anchorage, AK, US 99502

Co-hosted by : Japan Alaska Association and Consular Office of Japan in Anchorage

Website: www.alaskajaa.org, www.anchorage.us.emb-japan.go.jp

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The Consular Office of Japan in Anchorage and the Japan Alaska Association are co-hosting a “[2025 Japanese Summer Festival](#)” on Sunday, Aug. 10th, 2025, from noon to 3 pm at the Kincaid Chalet (Kincaid Chalet: 6998 Raspberry Rd, Anchorage, AK 99502). Please save the date and visit our booth!



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