

Promoting Lake-Based Bicycle Tourism Based Around Lakes

The Shiga Prefectural Government's Efforts Around BIWAICHI

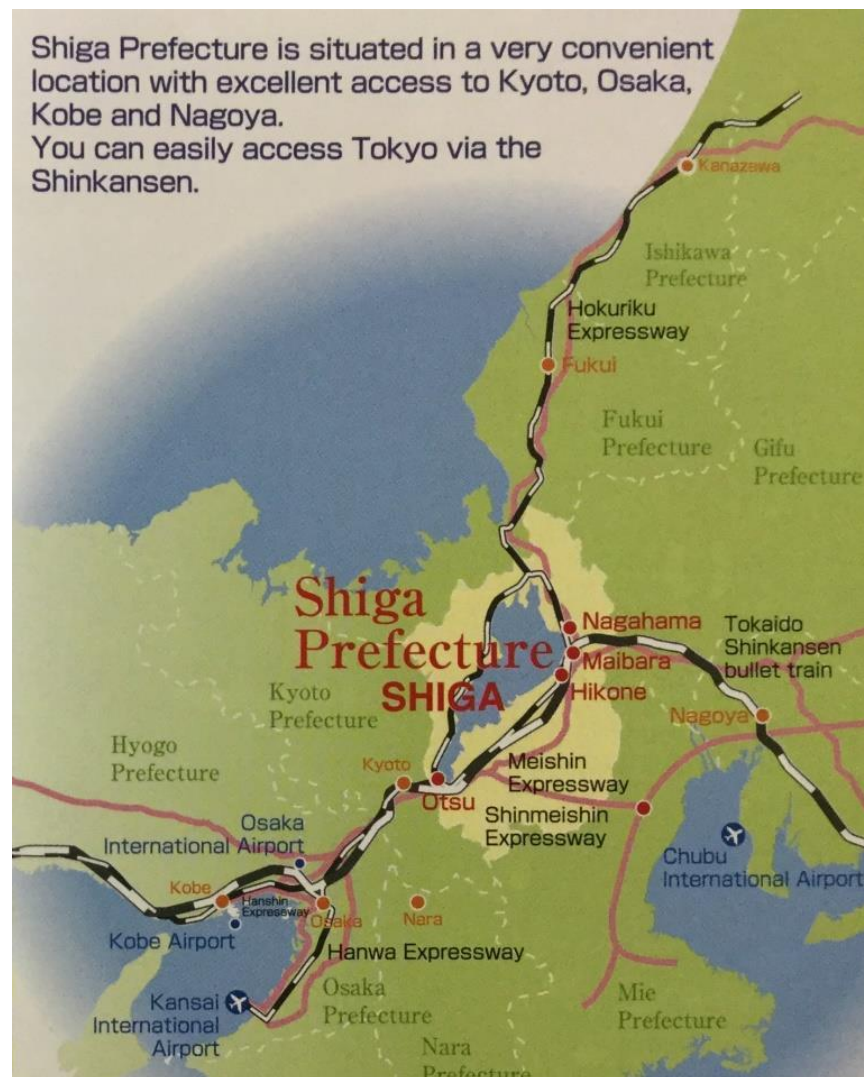


Shiga Prefecture

Only 10 minutes from Kyoto

Lake Biwa

The greatest lake in Japan



Cultural and natural landscape



Historic heritage



Ancient Capital
older than Kyoto



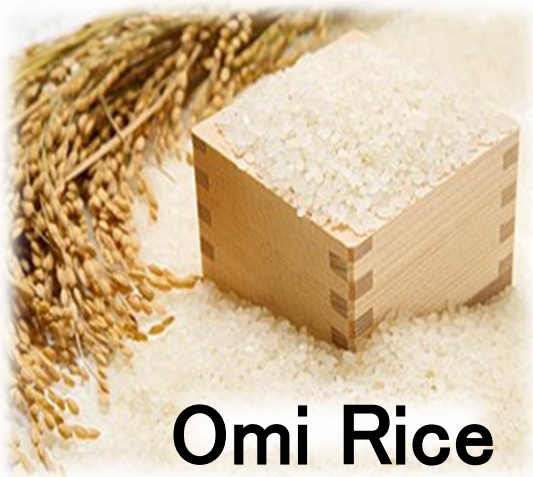
Omi Beef



Japanese Sake



Japanese Sweets



Omi Rice

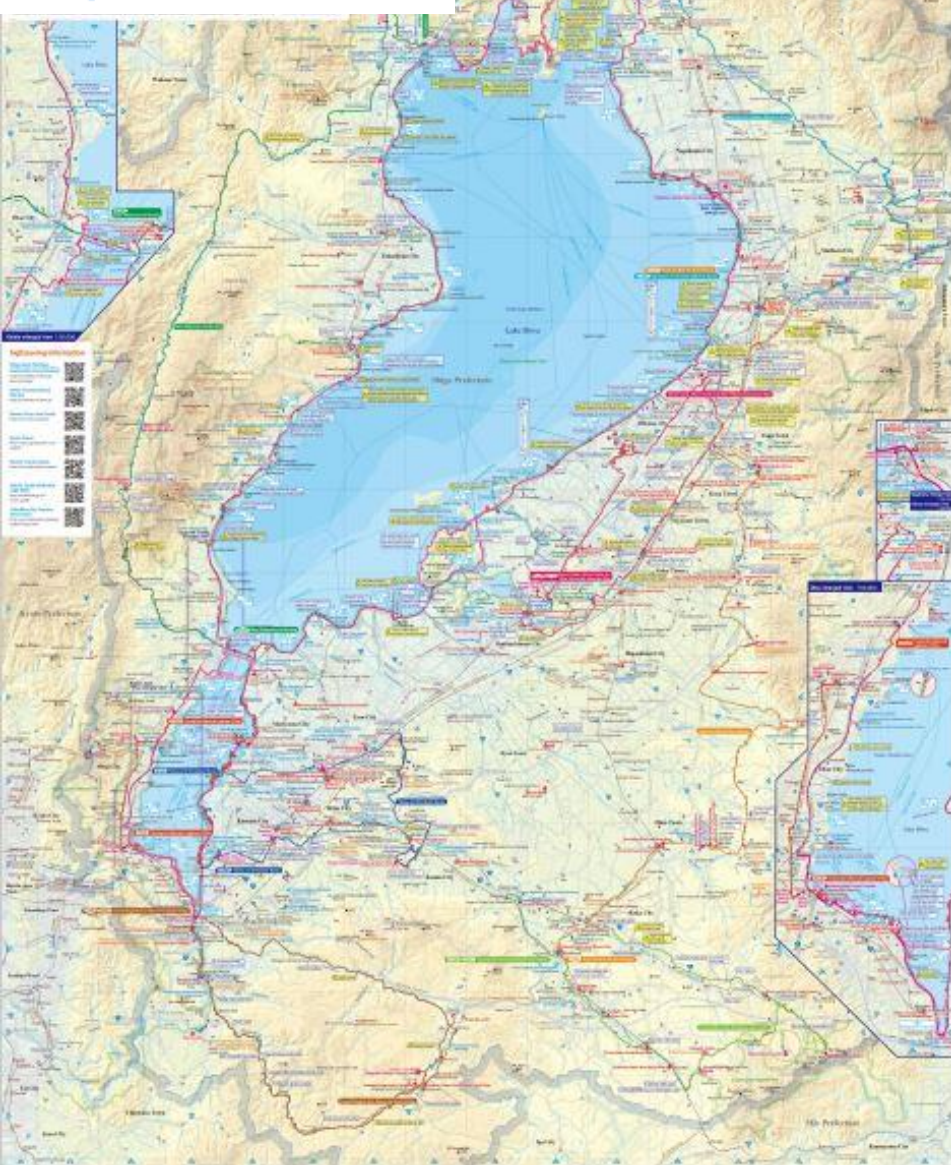
Fish from Lake Biwa



Shiga is where bicycle use was first promoted

Yokaichi (now Higashiomi) became the first bicycle city in Japan in 1973





BIWAICHI



**Cycling around
Lake Biwa (200Km)**

Experience Japanese
Culture

= Aiming at regional development through a pleasant cycling setting =

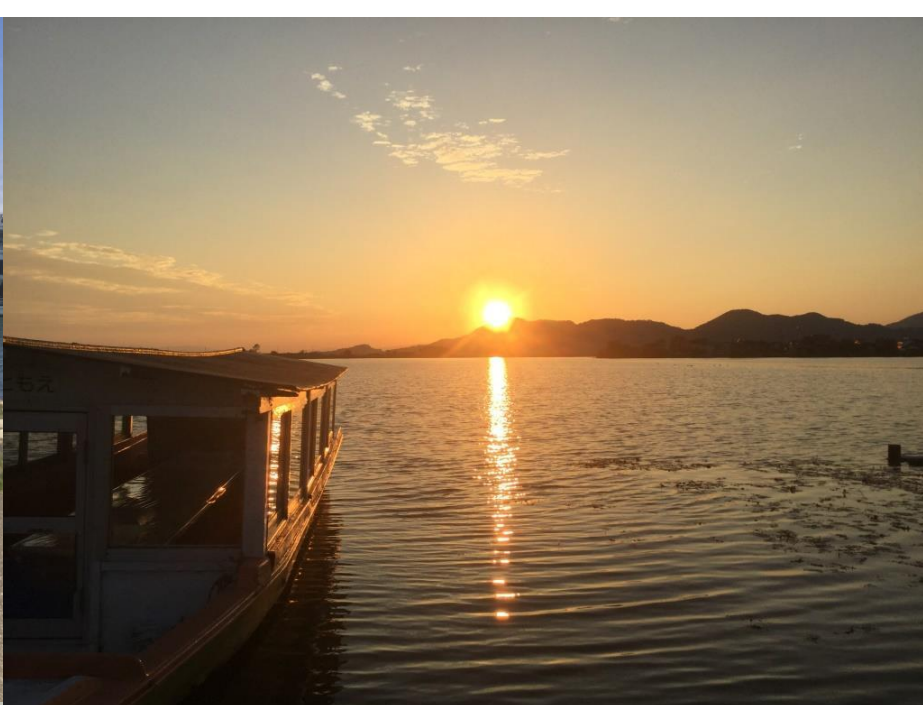


BIWAICHI Promotion Comprehensive Vision

BIWAICHI is a fun biking tour around the largest lake in Japan, Lake Biwa. It's about 200 km long.

In addition to BIWAICHI, Shiga is promoting BIWAICHI PLUS, a bike ride that allows participants to visit various places around Shiga and experience its fascinating features including its lifestyle, culture and heritage. The BIWAICHI Promotion Comprehensive Vision was drawn up in the hopes that BIWAICHI would help promote regional development. It imagines the ideal BIWAICHI as a story. Shiga Prefecture is working to realize this plan together with the people interested.







Creation of different lanes

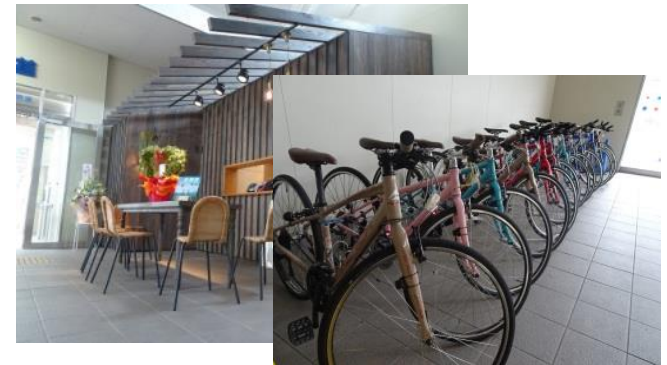
(for the coexistence of bicycles, cars and pedestrians)



Creation of Cycle Support Stations



Cooperation with other modes of transportation, such as boats and railroads, and creation of bicycle rental locations



Cruise × Cycling

Train × Cycling

Bicycle rental service
at The Shinkansen station

Development of new services



Cyclists can bring bicycle in the room



BIWAICHI APP

TOYOTA Rent a Car

ワンウェイサイクリング

ONEWAY Cycling

こんな、サイクリングはいかがでしょう？

ご自身のクルマに自転車を積み込みトヨタレンタリース店舗の店舗までお越しください。店舗を起点にびわ湖群をサイクリング行き着いた先の店舗で車をレンタル！レンタカーに自転車を積み込んで帰る店舗までお戻りいただき、ご自身のクルマでご帰宅ください。

ワンウェイなので景色がずっと新鮮です！
例えば、当社瀬所店もスタート！
近江大橋を経て滋賀湖岸を爽快にサイクリング！
当社は、近江八幡店からレンタカーで瀬所店まで 買い回り、お連れ様でした！
次回は、近江八幡を起点に北上してみませんか？

県内に3店舗、県内の最速は無料です。
色々な組み合わせで楽しみましょう。
(※本県内以外ではクルマのお借り、お返しはできません。)

遠方のサイクリングイベントへのご参加にもご利用ください。

近江タクシー

Seibu Group
でかける人もははる人へ

自転車まるごとタクシー

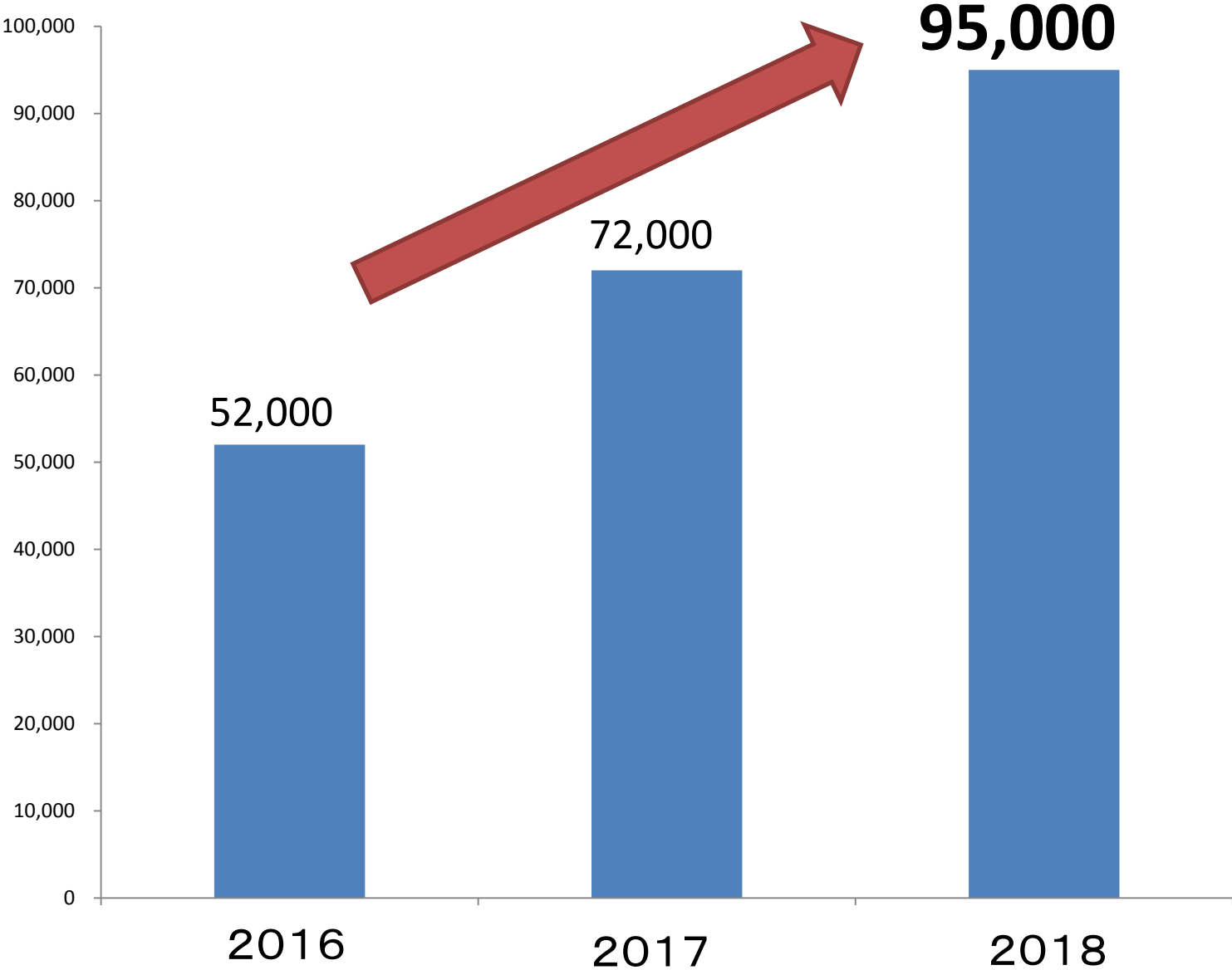
初心者でも安心ビワイチ！
近江タクシーでは自転車とお客車をそのまま目的地へお送りすることでサイクリストをサポートします！

An illustration of a black Toyota taxi with a bicycle rack on the back. A cyclist is standing next to the taxi, and another cyclist is riding a pink bicycle in the foreground. The background shows a road and trees.

Customized Rental Car plan for the cyclists

Taxi service for the cyclists

Number of Participants of Biwaichi cycling



How to leverage various cultural and natural landscape and historic heritage for Cycle tourism ? → Our Challenges

