



Yamabushido

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The Value We Provide

1. Our Purpose

Our mission is a transformative yamabushi experience. We provide visitors with experiences that incorporate the ancient rites of passage of life. We aim to contribute to the livelihoods of our visitors by providing them with opportunities for self-transformation that they can apply in their daily lives after they return home. We also contribute to natural, cultural, and economic sustainability through our programs and operations to ensure that the communities in which we operate can continue to meet the needs of society.

2. How We Build Value

Where possible, Yamabushido is dedicated to opening up the traditional yamabushi (mountain ascetic) practices of Dewa Sanzan to people from all around the world. The programs offered to international participants are based on the same spiritual training that Japanese speakers undertake for personal growth and reflection.

While the core elements of prayer and spirituality remain unchanged, Yamabushido programs are designed to let participants experience these traditions directly, allowing the essence of the practice to resonate deeply with both body and mind.

At the foot of Dewa Sanzan lies the Toge pilgrim lodging district, which has flourished for over a thousand years thanks to the strong bonds between pilgrims and the shukubo pilgrim lodges. However, in recent years, the aging of the pilgrim groups that visit the mountains, and a decline in religious engagement have reduced the number of shukubo from 300 to just 26, casting a shadow over the local economy and the preservation of cultural heritage.

Yamabushido plays a vital role in protecting these precious traditions and supporting the local community for future generations. By welcoming new visitors from around the world through its experiential programs, Yamabushido helps revitalize the region, creating new flows of people and economic activity. Our team

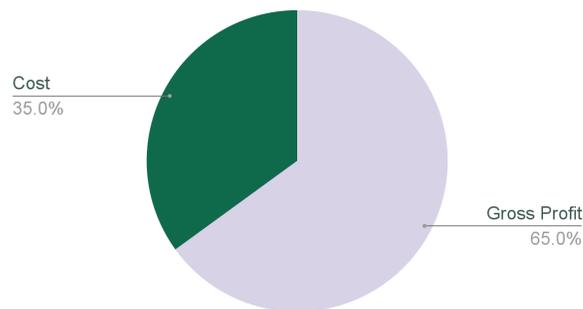
is also full of practicing Yamabushi, and we work in close relationships with the local people.

3. Where Your Money Goes

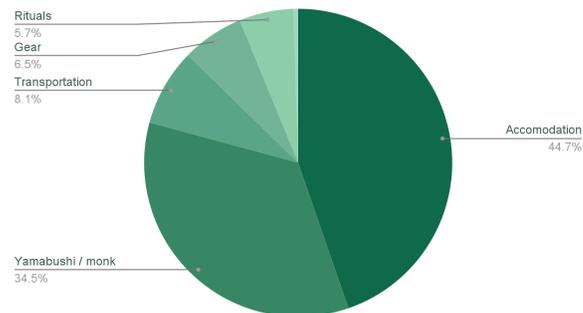
We aim for fair pricing that is sustainable for both the local community of Toge. To that end, this year's product prices are 35% cost and 65% gross profit.

Of the total price, 35% is used directly for the actual operation of our

The structure of pricing



Cost Breakdown of Masters Yamabushi training



programs—this includes local materials, labor costs for guides and monks, and facility fees. The remaining 65% is allocated to fair compensation for employees, sustainable business operations including preparation for contingencies, and active contribution to the local community. This is the minimum level necessary to break away from the conventional low-productivity structure of the tourism industry and to sustain the organization during a period of transition from deflation, and is not merely about profit seeking. Your patronage directly supports the maintenance of high-quality services, the establishment of a stable management foundation, the

revitalization of the local economy, and the preservation of traditional culture.

4. Community Impact

- Megurun, which manages Yamabushido, together with the local community association, applied for and received [the Green destination top 100 sustainability certification, a certification](#). For the expenses of this application, Megurun donated USD \$1,512 to the Toge Self Governance and

Promotion Association, the main entity of this application which is working on town development in Toge.

- The company also invested in the long-term prospects of the community by acquiring a pilgrim lodge that had lost its successor.

5. Join Our Story

For detailed information and program inquiries
We look forward to welcoming you to our initiative.

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