Discover the Wonders

Journey in Miyagi

A lively city with one million people

Sendai area

Indulge in delicacies at one of the three most scenic spots in Japan

Matsushima area

Experience nature and country life

Osaki, Kurikoma and Tome areas

Enjoy abundant marine products off the rugged coastline

Ishinomaki and Kesennuma areas

Relax amongst the surrounding nature and hot springs

Shiroishi and Zao areas
A lively city with one million people

仙台 area 仙台エリア

It has been 400 years since Date Masamune constructed Sendai Castle. Sendai was the largest and proudest castle city in Northern Honshu (the main island of Japan). It is known as the City of Trees with rows of zelkova and ginkgo trees, with natural surroundings such as the Hira River and Mt. Aoba-yama. You can enjoy walking around historic places and shopping malls extending east-west and north-south in fresh air.

Sendai Castle

This castle was completed on Mt. Aoba by Date Masamune in 1603. It was reconstructed on a similar site, taking back to the old castle, was burned in the bombing during World War II, it was reconstructed to its original appearance.

Sendai Umimirai Aquarium (Miyagi, Sendai City)

Open in July 2015, the new aquarium has as all with a stuck, and the Moray Eel, an exhibition of the Hira River ecosystem, deep-sea fish and sea fan stars, and opportunities to interact with some of the animals, including feeding and walking amongst the penguins. There is also a food court on the first floor.

Zoohiden Mausoleum (Miyagi, Sendai City)

A mausoleum for Date Masamune constructed by Date Tadamune, the second lord of the Sendai domain in 1637. The original construction was the gregarious and splendid Mausoleum style. This rare construction conserves the pith of the Date clan. It is crowded with worshippers wishing for health and prosperity on January 14 every year when the Omatsuri (cultural festival) takes place.

Zuho-den Shrine (Miyagi, Sendai City)

This shrine was erected northwest of Sendai Castle by Date Masamune. The building features the gorgeous and splendid Mausoleum style. This rare construction conserves the pith of the Date clan. It is crowded with worshippers wishing for health and prosperity on January 14 every year when the Omatsuri (cultural festival) takes place.

Oral Hachimangu Shrine (Miyagi, Sendai City)

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Sendai City Museum (Miyagi, Sendai City)

This museum has a collection of about 90 thousand items on Sendai, including cultural pieces contributed by the Date clan. Do not miss seeing the items related to the Marine Museum, which has a rich and diverse collection of marine life, as well as a full-scale display of a famous painting by Date Masamune, which is an important cultural property.

Tourist information

Sendai City Tourist Information Center (JR Sendai Station 2F)
tel.022-222-4069
Sendai International Center Katsuyama Corner
tel.022-265-2471

Loople Sendai (Miyagi, Sendai City)

 Sightseeing circular route buses depart from JR Sendai Station at intervals of 15-30 minutes. On this bus, you can efficiently tour around sightseeing spots in the city center.

One-day ticket: ¥200 for adult and ¥10 for child 10 years or younger.
One-day ticket: ¥270 for adult and ¥130 for child 12 years or younger.

Sendai Tanabata Festival (Miyagi, Sendai City)

A traditional event that has continued since the times of Date Masamune. It is regarded as one of the three best festivals in the Tohoku region. In the central area, the drum and dance streets fill the host town. The等活动 is held in the Sendai Park. This is the most crowded with many spectators. Tanabata lanterns place on August 6th, 7th, 8th, and 9th.

Sendai Pageant of Starlight (Miyagi, Sendai City)

Sendai Pageant of Starlight (Miyagi, Sendai City)

Electric light decorations light up the street and a star shower from the sky to light up the Starlight Pageant. The street is decorated with approximately one million lights from December 18th to 31st.

Hotels

Hotel Hachi (Miyagi, Sendai City)

Near JR Sendai Station, there are many hotels ranging from reasonable to high prices. You can choose from among the hotels according to your needs. Nowadays there are some hotels with large natural hot spring baths.

Kokubuncho (Miyagi, Sendai City)

This is the largest forest of trees in the Tanaka region with over 3,000 restaurants. It is crowded with business people and others on weekends.

Vindrom Ichibancho

S-PAL In JR Sendai Sta., Shopping street (Miyagi, Sendai City)

Streets from JR Sendai Station to Jorasokuten Avenue in Kuranomachi Avenue from a large shopping area that consists of six arcades. Near the Station there are volume sellers of home electronics, which are very crowded.

Sendai-izumi Premium Outlets (Miyagi, Sendai City)

Located near the city center, the Sendai-izumi Premium Outlets are a popular destination for shopping. The outlet offers various luxury brands and household goods. It is located near the city center, making it a convenient and popular destination for shopping.

Seitaike Port Sendai (Miyagi, Sendai City)

The largest outlet mall in Tohoku, featuring approximately 120 shops and restaurants. The mall is located near the Sendai Station and offers a mix of local and international brands, making it a popular destination for shopping.

Bee tongue

Bee tongue is a specialty of Sendai. They are popular due to their unique, rich taste and the tongue's rich aroma. A mast is a set of grilled beef tongue slices, baked barley and rice, and an alcoholic drink.

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Enjoy the beauty of one of the three great scenic spots of Japan, an area closely connected to the great haiku poet Matsuo Basho and offers delicious cuisine.

**Matsushima area**

When Basho visited Matsushima on June 25, 1689, he wrote that Matsushima was the greatest scenery in Japan in his book of travels in the Tōhoku region. The view of Matsushima, with its over 260 small islands, is nothing short of being one of three great scenic spots of Japan. It is also beautiful when lit by the moonlight, or covered with snow. It has various delicious delicacies, including oysters.

**Tourist Information**

- **Matsushima Kaigan Station: V Information Center**
  - Tel: 022-354-2263

**Sightseeing at Matsushima Bay**

There are two famous views in Matsushima Bay, including visible islands in the bay and the famous islands near the shore. You can also take a boat tour to see the islands up close.

**Shiogama Shrine**

This shrine has a history of over 1200 years as the shrine of the highest rank in the Tōhoku region. The present shrine was reconstructed in 1650 by the Shimadzu family.

**Tamonzan**

This is one of the finest scenic spots in Japan, offering a beautiful view of the sea and the islands around it.

**Entsuin Temple**

This is a temple in the style of Daitokuji, a subtemple of Daitoku-ji Temple, with the hall of the main hall and the temple buildings.

**Sagaké Cliff**

This is one of the three great scenic spots of Japan, offering a breathtaking view of the sea and the islands.

**Kanran-tei**

This is a tea house in the style of a traditional Japanese tea house, with a view of the sea and the islands.

**Matsushima Sushi Bar**

Enjoy fresh, locally caught sushi with a view of the sea and the islands.

**Matsushima Date Masamune Historical Museum**

This museum houses the Date family's cultural treasures, including works of art and historical artifacts.

**Tohoku History Museum**

This museum covers the history of the Tohoku region, including the Edo period and the Meiji period.
Experience nature and country life

Osaki, Kurikoma and Tome areas

The northern area of Miyagi Prefecture is a vast agricultural area. It is the center of agriculture, forestry and stock farming. In “Food Kingdom Miyagi,” Experience rice farming, vegetable cultivation, local craft making, etc., while enjoying exchanges with local people. Hot spring resorts such as Naruko, Hanayama and Kurikoma will become unforgettable.

**OSAKI**

Narukyo Gorge (Osaki City)

A 2.5 kilometer long, 100 meter deep gorge along the Osani River and midway between the Naruko Gorge and Nakayamaara. One of the well-known scenic sites in the prefecture, particularly famous for its bird watching.

Naruko Onsen (Osaki City)

A hot spring resort with a history of more than 1,500 years, known for its high-quality water and beautiful scenery. The resort offers a variety of hot spring baths, including open-air baths and indoor baths.

**KURIKOMA**

Sekaiyachi Wild Flower Garden (Kurikoma City)

At the south foot of Mt. Kurikoma, spreading across, is the largest marshland in Japan, with Japanese beach grass surrounding it. The days when the blossoms of the marsh in the early summer are particularly famous.

Kurikoma Kogen Onsenkyo

This resort area is famous for its two hot springs located at Mt. Kurikoma and at Hanayama Gorge.

**TOME**

Meji Village Museum of Miyagi (Tome City)

The Meji Village Museum is located in the north of the town of Meji, and is a small village museum with traditional Japanese houses and gardens.

Yubikan (Tome City)

This is a historical site named after the famous writer Yukio Mishima, who lived in this area in the 1960s. The house is now a museum and a cultural property.
Enjoy abundant marine products off the rugged coastline

**Ishinomaki and Kesennuma areas**

Various views can be seen from the rugged coastline of Miyagi Prefecture—from Ishinomaki to Oshika Peninsula. Minami Sanriku and Kesennuma and the abundant marine products vary from area to area. The Ishinomaki and Kinkasan areas have plentiful catches of sea squirts, sea urchins, and saury. Minami Sanriku and Kesennuma areas have catches of shark fin, tuna, and abalone. Enjoy the gourmet food each area has to offer.

**Ishinomaki Maeda Museum (Ishinomaki City)**

You can find popular characters created by Ishinomori fans also enjoy the cafe. This museum has a library with lots of comic books and video material.

**Kinkasan Island (Ishinomaki City)**

This is a divine mountain island with a 26-kilometer perimeter, and monkeys and deer living in the primal forests. Kogarayama Shrine, located on a mountain side, is one of the three major sacred places in the Tohoku region, and is also the birthplace of the war god, Hachiman. During the cherry blossom season, a festival is held where people can go on a boat tour and see the beautiful sight of the cherry blossoms. The island also has a large number of rare plants and animals, and there are many places to enjoy the picturesque scenery. In addition, there are many opportunities to enjoy traditional cultural activities such as folk dances and local music.

**Tashirojima, Cat Island (Ishinomaki City)**

On Tashirojima Island, cats are believed to bring good luck in the form of large catches for local fisherman. Therefore, they have been revered since long ago. Hachimana Shrine on the island was built to honor the animals, which can be found all over the island. Many tourists visit the island to see the cats for themselves, and there is a festival and cat-related products that are sold.

**Kamiwazakura (Minami-Sanriku Town, Ishinomaki City)**

Scenic area with a local legend that god spilt the cliff in half. Spectacular to see the waves raging violently through the gap in the cliffs.

**Mt. Togusenjo (Kesennuma City)**

A mountain with an elevation of 711 meters, and wild azalea (Rhododendron keiskeanum) which are said to be the largest group of azaleas in Miyagi Prefecture. From mid-May to early June is the best season for seeing them.

**Iwaisaki (Kesennuma City)**

The southernmost point of land in the Sanriku Fukue National Park is famous for the rocks that spout sea water. At ebb tide when the waves are especially turbulent, the spray of water is even more dynamic.

**Rias Ark Museum of Art (Kesennuma City)**

The museum opened fully in April 2013 with the addition of a new permanent exhibition “Record of the Great East Japan Earthquake and Tsunami Disasters in History.” Tsunami disasters and the history of the local area are presented in an easy-to-understand display of records and memories of the earthquake.

**Ishinomaki and Kesennuma fishing ports**

Off the Sanriku coast, there are abundant marine treasures. The Ishinomaki and Oshika Peninsulas areas are home to the Kinkasan-Sanriku fishing grounds, one of the world's largest fishing grounds. Kinkasan-Sanriku is also famous for the catch of sea urchins, abalone, tuna, saury, and dried shark fin.

**Shark fin (in Kesennuma City)**

Kesennuma City is known for the production of dried shark fins that are popular as a high class Chinese food ingredient. You can enjoy various dishes of dried shark fin including sukiyaki and ramen noodles here.

**Sea squirt (in Ishinomaki City)**

Sea squirts are also called sea grapes. It is a delicacy in spring and summer in Japan. You can also eat them in Japan.

**Saury (in Minami-Sanriku Town and Ishinomaki City)**

Ogama and Hanto Islands are rich in saury. The saury here is delicious, but it can be a bit challenging to eat, as it is a bulky fish.
Relax amongst the surrounding nature and hot springs

Shiroishi and Zao areas

Shiroishi was constructed as a castle town of Katakura Kiyuya, the right-hand subject of Date Masamune. Specialities of this area include umen noodles, Japanese paper, kokeshi dolls, and other products that have been handed down from the feudal age. To the west is Shichikashuku, to the north is Ozawara, Shinwara, and to the east is Marumori, all historic towns. You can leisurely soak in the hot springs at the foot of the Zao mountains.

Zao/Okama (Zao Town)

A crater lake that is a symbol of Zao, with a diameter of about 1.6 kilometers and a water depth of about 35 meters. It is also called "Okamaru" (blue of five colors) because the color changes several times a day depending on the angle of the sunlight.

Alpine plants of Zao (Zao Town)

Beautiful alpine plants in various colors can be appreciated in Zao, the area is particularly well known as a outdoor setting. Daisetsu Ropeway (Kamikochi) with its small park flowers.

Nanokahara Plateau (Zao Town)

四合川高原（北相馬市）

This is a plateau spreading at the foot of the Zao Mountain Range. It has a vast grassland where you can see cattle eating grass. Dairy products from fresh milk are popular among tourists. You can also experience milking cows or producing dairy products.

Togatta Onsen (Zao Town)

Togatta Onsen is the oldest and largest hot spring in Zao.

Kamikochi Onsen (Shiroishi City)

Kamikochi Onsen is a small town located to the northwest of Zao.

Obara Onsen (Zao Town)

Obara Onsen is a small town with a beautiful view of the valley.

Gaga Onsen (Kamikochi Onsen)

Gaga Onsen is famous for its hot springs and is known for its hot springs bath.

Aone Onsen (Kawara Town)

Aone Onsen is a small town located to the southwest of Zao.

Zao Castle (Zao Town)

The castle was originally the residence of Katakura Kiyuya, a right-hand subject of Date Masamune. It was reconstructed in 2006 based on traditional Japanese architectural style according to historical data. There is a panoramic view of the Zao Mountain Range and the city area from its castle tower.

Shiroishi Castle (Shiroishi Town)

Shiroishi Castle is a castle town located near the coast.

Kokeshi (Zao Town and Shiroishi City)

Kokeshi dolls are unique to the Tohoku region and are made of wood.

COLUMNS

Umen noodles (Shiroishi City)

Umen noodles, a specialty of Shiroishi, are one of the "three Shiroishi white products" together with Japanese paper and arrowroot starch called "kuza.

Other resorts in Miyagi

Ski Resorts in Miyagi

- Miyagi Zao Echoski Resort (Zao Town)
- Miyagi Zao Sumikawa Snow Park (Zao Town)
- Miyagi Zao St. Mary Ski Resort (Kawara Town)
- Miyagi Zao Shirakawa Ski Resort (Shiroishi City)
- Miyagi Zao Shichikashuku Ski Resort (Shichikashuku Town)
- Oirinkai Ski Resort
- Unzeno Onsen Resort (Naruko Onsen, Osaki City)
- Yakushikai Family Ski Resort (Iwaki City)
- Spring Valley Echigo Hida ski Resort (Sendai City)
- Kizugawa Ski Resort (Sendai City)

Check out the website for more information on traveling in Miyagi.

- Miyagi Tourism Federation
  http://www.miyagi-kankou.or.jp/tourist_infoation/
- Tourism section of Miyagi Prefectural Government
  http://www.pref.miyagi.jp/kankou/
**Yamadera Temple**

*Yamadera (Yamadera City)*

Kokeshi has a simple and lovely face. There are several styles of kokeshi dolls in this prefecture: Naruko, Tegata, Yoko, Sakunami, and Hihitari.

**Sendai tansu (chest)**

This is a chest produced by craftsmen using a highly lacquering technique to enhance the beautiful grain of the wood and its soft and mellow sound. It is as sturdy as it is elegant.

**Matsukawa wind-bell**

This wind-bell was originally presented to the city of Sendai in the 17th century. It is a calming sound that makes a soft, soothing sound. It is made of wood and is often used in traditional Japanese music.

**Sendai shiro (god of luck)**

Sendai Shiro is a traditional pottery made in Sendai. It is known for its light and elegant design, often featuring floral or abstract patterns.

**Wakayamagaki fabrics**

Cotton fabrics widely used mainly in Wakayamagaki, Akita City, in the late 19th century and until the 20th century. They are characterized by their simple, deep blue and white designs. They are used not only for clothing but also for items such as ties and scarves.

**Tamamushi lacquerware**

This is a lacquer product that was originally made in the middle of the 20th century. It is characterized by its distinctive patterns and the use of natural ingredients such as plant-based red and black dyes.

**Sendai dagashi (commoner’s confectionery)**

Various kinds of colorful confectionery were created by commoners. Children enjoy these sweets made by hand and from the next using natural ingredients.

**Sake (rice wine)**

Good quality rice and water are essential to making good sake. Miyagi’s sake is famous for its exquisite taste and appreciated around the world.

**Zunda-mochi (rice cake)**

This is a specialty of Sendai made by boiling and grilling young rice into a paste called zunda, then putting it in mochi rice cake. It has a unique taste with a well-balanced combination of the flavorful rice and sweetness.

**Sasakamaboko**

High grade white fish such as rock fish or flounder are marinated in bamboo leaves (shio) and grilled. Thus, it was named sasakamaboko (spiced rock fish marinated). Fresh materials are carefully selected and grilled.
Recommended Suggested itineraries for Miyagi from Sendai Station

Sendai and Matsushima sightseeing route

**AM**
JR Sendai Station → (40 min. by JR Senseki Line) → arrive at JR Matsushima-Kaigan Station → Sightseeing at Matsushima (Godaido, Enshin Temple, Zuihoin Temple, etc.) → JR Matsushima-Kaigan Station → JR Sendai Station → lunch in the city

**PM**
Sightseeing in the center of Sendai City by Loople Sendai (Zuhouden, the ruins of Sendai Castle, Osaki Hachiman-gū, etc.) → JR Sendai Station

Matsushima Bay

The ruins of Sendai Castle (equestrian statue of Matsudaira)

Matsushima Bay cruise

Shiogama Shrine

Loople Sendai

Akiu Spa

Matsushima and Naruko Spa stay over itinerary

**AM**
JR Sendai Station → (40 min. by JR Senseki Line) → arrive at JR Matsushima-Kaigan Station → sightseeing in Matsushima (Godaido, Enshin Temple, Zuihoin Temple, etc.) → lunch in Matsushima

**PM**
JR Matsushima-Kaigan Station (40 min. on the JR Senseki Line) → JR Sendai Station (15 min. by Tohoku Shinkansen) → change at JR Furukawa Station → (40 min. on the JR Rinku Tozen Line) → arrive at JR Naruko-Onsen Station → walk around Naruko Spa town, bathe at spa → stay at Naruko Spa

Godaido

Narukyo Gorge

Naruko Spa Village

Center of Sendai City → Sendai-Miyagi IC → (Travel time: 30 min.) → Shiroishi IC → (Travel time: 10 min.) → sightseeing in center of Shiroishi City (visit Shiroishi Castle, experience wearing armor, eat Shiroishi Ureni no noodles for lunch, etc.) → (Sightseeing time: 30 min.) → Zao Echo Line → (Travel time: 40 min.) → Zao and Okama

Center of Sendai City → Sendai-Miyagi IC → (Travel time: 30 min.) → Shiroishi IC → (Travel time: 10 min.) → sightseeing in center of Shiroishi City (visit Shiroishi Castle, experience wearing armor, eat Shiroishi Ureni no noodles for lunch, etc.) → (Sightseeing time: 30 min.) → Zao Echo Line → (Travel time: 40 min.) → Zao and Okama

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Shiroishi Castle

Obara Spa

Shiroishi-Zao and Togatta Spa stay over itinerary by car

Center of Sendai City → Sendai-Miyagi IC → (Travel time: 30 min.) → Shiroishi IC → (Travel time: 10 min.) → sightseeing in center of Shiroishi City (visit Shiroishi Castle, experience wearing armor, eat Shiroishi Ureni no noodles for lunch, etc.) → (Sightseeing time: 30 min.) → Zao Echo Line → (Travel time: 40 min.) → Zao and Okama

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Note: For tourist information on Miyagi Prefecture, contact the following:
Miyagi Information & Tourist Information Center, 8-8-1 Honcho, Aoba-ku, Sendai 980-8570, Tel: 022-211-2822, Fax: 022-211-2823 E-mail: kairiku@pref.miyagi.lg
Tourism and Tourism Services Center, Toyko Office, Miyagi Prefectural Government, Association for the Promotion of Products of Miyagi Prefecture Miyagi Furusato Plaza, 1-5-2 Ishigaki Bubukou, Toyo-shi, Kita-ku, Tokyo 175-0011, Tel: 03-5964-3991, Fax: 03-8956-1013
Osaka Office, Miyagi Prefectural Government, Bureau of Tourism and Tourism Services Center, 1-3-1-800 Umeda, Kita-ku, Osaka 530-0003, Tel: 06-6341-7905, Fax: 06-6341-7906
Miyagi Tourism Information Center, 1-1-12-506 Minami Nijo Higashi, Chuo-ku, Sapporo 060-0052, Tel: 011-225-1155, Fax: 011-225-1156
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