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Higashi-Matsushima City
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Transportation Guide

Tokyo Tohoku Shinkansen 95 mins.

Sendai Airport Sendai Airport Access Line 26 mins.

Sendai Airport IC Sendai Tobu Road and Sanriku Expressway 40 mins.

Travel time by car It takes 40 minutes from Taiwa IC to Naruse Oku-Matsushima IC by ordinary roads.
It takes 45 minutes from Sendai Minami IC to Naruse Oku-Matsushima IC via the Sendai Tobu Road.

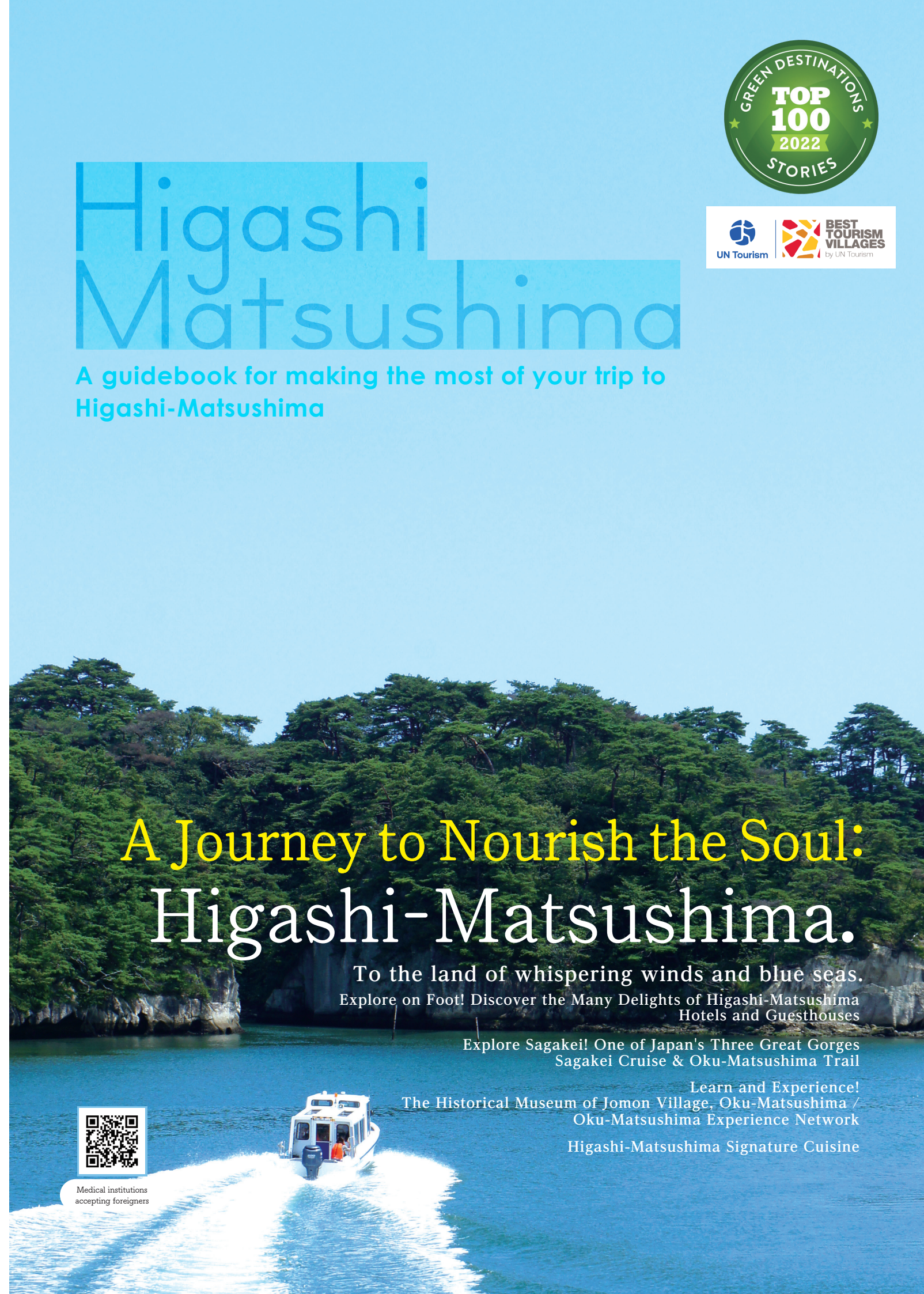
Taxi information

| | |
|--|--|
| ● Yamoto Taxi TEL.0120-02-3181 | ● Higashi-Matsushima Marusen Taxi TEL.0120-44-2188 |
| ● Oku-Matsushima Kanko Taxi TEL.0225-88-3048 | ● Anshin Taxi TEL.0225-98-7177 |

Published by
Commerce and Tourism Division,
Industry Department,
Higashi-Matsushima City

5 Aza Shinmiyamae, Ono, Higashi-Matsushima,
Miyagi Prefecture 981-0303
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Website <https://www.city.higashimatsushima.miyagi.jp>
Email kanko@city.higashimatsushima.miyagi.jp

Commerce and Tourism Division,
Higashi-Matsushima City Website



Higashi Matsushima

A guidebook for making the most of your trip to Higashi-Matsushima

A Journey to Nourish the Soul: Higashi-Matsushima.

To the land of whispering winds and blue seas.
Explore on Foot! Discover the Many Delights of Higashi-Matsushima
Hotels and Guesthouses

Explore Sagakei! One of Japan's Three Great Gorges
Sagakei Cruise & Oku-Matsushima Trail

Learn and Experience!
The Historical Museum of Jomon Village, Oku-Matsushima /
Oku-Matsushima Experience Network
Higashi-Matsushima Signature Cuisine



Medical institutions
accepting foreigners

To the Land of Whispering Winds and Blue Seas.

The blue ocean punctuated with islands.
The seemingly endless blue sky.
The blue shockwave cutting through the sky with a trail of white smoke—the breathtaking acrobatic flight of the Blue Impulse.
Higashi-Matsushima is full of such captivating blue scenes.
As you explore the blue land of Higashi-Matsushima, you're sure to encounter unexpected moments of awe.

Selected as One of the Green Destinations Top 100 Stories

In September 2022, Higashi-Matsushima became the first city in Miyagi Prefecture to be selected as one of the Green Destinations Top 100 Stories, chosen by Green Destinations, an international certification body for sustainable tourism based in the Netherlands.

The city's efforts, such as the development of the Miyagi Olle Oku-Matsushima Course with collaboration between the public and private sectors, were recognized for meeting 15 international standards.



Best Tourism Village Certification

In October 2023, Oku-Matsushima was recognized as the first area in the Tohoku region to be certified as Best Tourism Village (BTv) by UN Tourism (Spain), a United Nations agency promoting sustainable tourism.

The region's efforts in nine areas, including the promotion and preservation of cultural resources, and sustainability in the economic, social, and environmental fields, were highly evaluated.

Embark on a Mesmerizing Journey to Matsushima Bay

Famous as one of the Three Views of Japan, Matsushima Bay offers not only stunning scenery, but also a wealth of natural beauty, providing various delights in gourmet cuisine, outdoor activities and more.

And when you delve into the stories of the people who have lived in this bay since ancient times, its allure deepens even further.

Once you visit, you'll want to come back again and again, so let the enchanting journey begin.

The stunning view of Matsushima Bay from the summit of Otakamori on Miyato Island

Miyato Island is located in the southern part of Higashi-Matsushima, and is part of an area known as "Oku-Matsushima."



In 2018, Higashi-Matsushima was chosen as one of 29 municipalities nationwide as an SDGs Future City by the Cabinet Office.



In 2022, Higashi-Matsushima was chosen as a Decarbonization Leading Area by the national government. The city is promoting regional revitalization by using local resources to produce and consume renewable energy locally.

Explore on Foot! Discover the Many Delights of Higashi-Matsushima.

~Nihama Cape~

~Omagari Beach Blue Koi Carp Streamers Project~

~Nobiru Coast~

~Omagari Beach Shishimai~

みちのく潮風トレイル
Michinoku Coastal Trail



~Cycling Road on the West Side of the Coastal Green Park~

Hike the Tohoku Coast.

The Michinoku Coastal Trail is a long-distance trail spanning 1,000 km along the Pacific coast from Aomori Prefecture to Fukushima Prefecture, with part of it passing through the coastline of Higashi-Matsushima. The greatest attraction of this trail is the abundance of dynamic coastal scenery. Along the Higashi-Matsushima section, you can see the Japan Air Self-Defense Force, Matsushima Air Base, home of the famous Blue Impulse acrobatic flight team, as well as enjoy the stunning views of Matsushima Bay by boat from Oku-Matsushima to the Urato Islands.



■Michinoku Coastal Trail

○Overall distance: 1,000km/Higashi-Matsushima: 21km
Note: Boat reservations between Miyato Island and the Urato Islands must be made at least 5 days in advance. (Be sure to check the boat operation schedule.)
Reservation contact: Natori Trail Center (022-398-6181)

Leisurely Explore Higashi-Matsushima

"Olle" is a term for walking tours that originated on Jeju Island, South Korea. Olle is a word from the Jeju dialect, meaning "a narrow path that connects the street to a house," and it has become synonymous with trekking courses. The appeal of Olle lies in enjoying walking while feeling close to nature, such as coastlines and mountains. Among the five Olle courses in Miyagi Prefecture, the Oku-Matsushima course takes you on a journey around Miyato Island, where you can experience both the history of the Jomon period and the surrounding natural beauty.

■Miyagi Olle: Oku-Matsushima Course

○Distance : 10 km / Time required : 4 hours / Difficulty : Intermediate
Course Map & Stamp Location : Aomina



~Otakamori~

Higashi-Matsushima / Accommodation

Lunch ... Facilities with this symbol can be used for lunch only. (please confirm by phone.)



Minshuku Kami-no-ie

Address: 16-1 Aza Tsukihama, Miyato, Higashi-Matsushima
Tel.0225-88-4141
Number of rooms: 8 rooms
IN 3:00 PM / OUT 10:00 AM
<https://okumatsushima.wixsite.com/kaminoie>



Minshuku Yamane

Address: 38 Aza Misaga, Miyato, Higashi-Matsushima
Tel.0225-88-3349
Number of rooms: 7 rooms
IN 2:00 PM / OUT 10:00 AM
<https://www.city.higashimatsushima.miyagi.jp/jikan/tomaru/yamane.html>



Minshuku Shinhamasou

Address: 31 Aza Misaga, Miyato, Higashi-Matsushima
Tel.0225-88-2045
Number of rooms: 5 rooms
IN 3:00 PM / OUT 9:30 AM
<https://ntqs941.wixsite.com/sinhamasou>



Shiosai-no-yado, Chidorikan

Address: 11-1 Aza Yokoyama, Miyato, Higashi-Matsushima
Tel.0225-88-2066
Number of rooms: 7 rooms
IN 3:00 PM / OUT 10:00 AM
<https://chidorikan.com/>



Bijiness Hotel Metro

Address: 1-7-6, Aza Ekimae, Ushiami, Higashi-Matsushima
Tel.0225-86-1751
Number of rooms: 6 rooms
IN 3:30 PM / OUT 12:00 PM
<https://bhotel-metro.com/>



Value the Hotel Higashi-Matsushima Yamato

Address: 215 Aza Yachi, Komatsu, Higashi-Matsushima
Tel.0225-84-1567
Number of rooms: Single: 337 rooms, Semi-double: 22 rooms, Twin: 41 rooms, Triple: 7 rooms
IN 3:00 PM / OUT 10:00 AM
<https://www.valuethotel.jp/yamato/>



Four Seasons Yamato

Address: 88-1, Aza Uramachi, Yamato, Higashi-Matsushima
Tel.0225-84-2377
Number of rooms: 60 rooms
IN 4:00 PM / OUT 10:00 AM
<https://fs-yamato.com/>



Sanko Ryokan

Address: 14-1 Aza Kawado, Yamato, Higashi-Matsushima
Tel.0225-82-3041
Number of rooms: 8 rooms
IN 3:00 PM / OUT 10:00 AM
<https://www.city.higashimatsushima.miyagi.jp/jikan/tomaru/sankoryokan.html>



Ryokan Kogane-sou

Address: 12-1 Aza Nonaka, Yamato, Higashi-Matsushima
Tel.0225-82-2285
Number of rooms: 15 rooms
IN 4:00 PM / OUT 9:30 AM
<https://www.city.higashimatsushima.miyagi.jp/jikan/tomaru/koganeso.html>



KIBOTCHA

Address: 80 Aza Kameoka, Nobiru, Higashi-Matsushima
Tel.0225-25-7319
Number of rooms: 14 rooms
IN 3:00 PM / OUT 10:00 AM
<https://kibotcha.com>



Oku-Matsushima Lane Hotel

Address: 3-29-1 Nobirugaoka, Higashi-Matsushima
Tel.0225-86-2501
Number of rooms: 29 Rooms
IN 3:00 PM - 7:00 PM / OUT 10:00 AM
<https://okumatsushima.lanehotel.jp/>



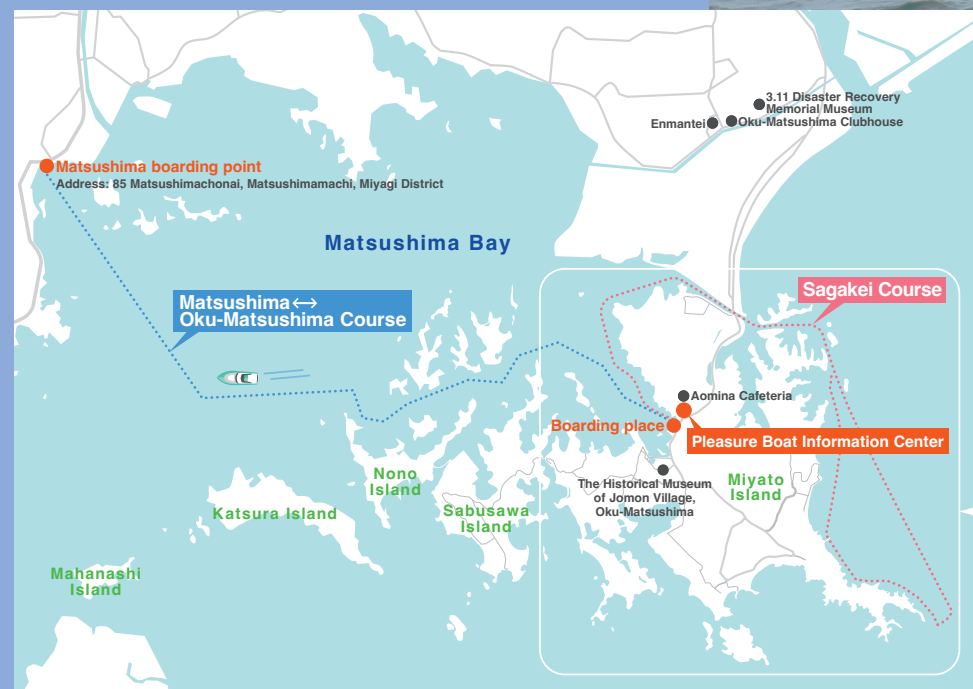
Irodori-no-oka Complex

Address: 2-25-2 Nobirugaoka, Higashi-Matsushima
Tel.0225-25-7577
Number of rooms: Single: 2 rooms, Twin: 2 rooms, Four-people room: 1 room
IN 4:00 PM / OUT 10:00 AM
<https://irodori.jmdo.org>

Explore Sagakei! One of Japan's Three Great Gorges

Adventure awaits
Nature walks and
pleasure boat cruises

Sagakei is one of Japan's Three Great Gorges, along with Yabakei Gorge in Oita Prefecture and Geibikei Gorge in Iwate Prefecture. It is located on a two-kilometer peninsula that juts out from the southeastern tip of Miyato Island. The towering cliffs, sculpted over the ages by rough seas, wind, and rain, are truly awe-inspiring. As well as hiking along the maintained walking courses, you can also take a pleasure boat to enjoy the breathtaking scenery from the sea.



Tetsu Sakurai
Oku-Matsushima Pleasure Boat Captain

The appearance of Sagakei changes with the seasons and weather, so no two days offer the same view. I hope you'll visit again and again to discover the best of Sagakei.

Insider tips from a veteran captain /

Here's what to
look out for!



Flowers Blooming on the Rocky Surfaces
Are a Highlight in Early Summer

If you get close to the rocks by boat and look carefully, you may spot small flowers blooming on the rock surfaces. These are "Sekkoku," an epiphytic orchid, and their blooming season is from late May to early June. Wild varieties of this plant have become quite rare nowadays.



Sekkoku

**One of the Three Views of Japan
[Matsushima - Oku-Matsushima Course]**
●Time required: 25 to 35 mins. one way

Fare (one-way): Adults 750 yen,
Elementary school students 400 yen
Operating days: Sundays
①Departure from Matsushima 10:30 AM
②Departure from Oku-Matsushima 12:30 PM

**One of Japan's Three Great Gorges
[Sagakei Course]**
●Time required: 60 mins.

Fare: Adults 2,000 yen,
Elementary school students 1,500 yen
Operating hours: 8:15 AM to 5:00 PM
Closed: Open all year round
(service may be canceled due to rough weather)
Minimum number of passengers: Saga-Mirai...5 adults
No.2 and No.5 Saga...3 adults

Inquiries and reservations



Oku-Matsushima
Pleasure Boat
Information Center
TEL.0225-88-3997

**Tsukihama
Beach**

●Tsukihama Beach

The relatively calm waves make it perfect
for family outings with small children.

Swimming Period Mid July to Late August

Inquiries Commerce and Tourism Division,
Higashi-Matsushima City
TEL.0225-82-1111



Tsukihama Beach

Learn and Experience! The History and Nature of Higashi-Matsushima

The Historical Museum of Jomon Village, Oku-Matsushima

A museum dedicated to
the wisdom of the ancient Jomon people
who lived in harmony with nature

Cross-section of an ancient shell mound



The museum houses many exhibits, including 3D models, that allow visitors to learn about the Jomon way of life.

Hands-on Activities

- Fire starting experience (150 yen)
- Magatama (comma-shaped pendant) making (400 yen)
- Deer horn strap making (400 yen)
- Angin (knitted cloth) making (400 yen)
- Accessory making (300 yen)
- Waist jewelry (replica) making (400 yen)

The Satohama shell mound is like a time capsule! In this location, which remains largely as it was in ancient times, you can discover the lives of the Jomon people who lived in close connection with the sea.

Kanae Doi
Exhibition Guide

The Historical Museum of
Jomon Village,
Oku-Matsushima

The Historical Museum of Jomon Village, Oku-Matsushima is located in the Satohama district of Miyato Island. The museum displays Jomon clay pots, bone tools, stone tools and costumes that were excavated from the Satohama shell mound. There are also hands-on activities where you can experience life as a Jomon person.

● 81-18 Aza Sato, Miyato, Higashi-Matsushima
● TEL.0225-88-3927

● 9:00 AM to 4:30 PM

■ Closed Wednesdays and during New Year's Holidays
Note: Reservations are required for hands-on activities

■ Admission fees : Adults 400 yen
High school students: 300 yen
Elementary and middle school students: 150 yen

August Summer Holiday Event
Come to Jomon Village!

October Oku-Matsushima
Jomon Village Festival

Historical Exploration
Bus Tour in Tohoku

November Let's Try Vine Weaving!

Day 1 : Collecting Vines
Day 2 : Vine Weaving

January Soba-Making Experience

Note 1: Fees are listed on the museum website.
Note 2: Contents are subject to change.
Note 3: Registration for the events starts in March.

Please click here for
the official website.▶



Featured Experience

「Jomon Salt Making」

Make salt using the same techniques as the Jomon people. First, you'll make salt-making pottery and boil sea water using the pottery. (Two-session course)



Oku-Matsushima Experience Network

Hands-on Experiences to Enjoy the Delights of Harvesting and Coastal Nature

We offer programs that fully capitalize on the rich natural environment of Higashi-Matsushima. These include fishing experiences taught by professional fishermen and marine experiences that allow participants to enjoy the ocean to its fullest. All instructors have completed training courses. In addition to individuals, we also welcome schools, corporations, and other groups.

Boat Handling Experience

Availability: All year round / Time Required: 1 hour /
Group Size: Minimum 4 people / Fee: 2,000 yen

Boat Fishing Experience

Availability: All year round / Time Required: Up to 3 hours /
Group Size: Minimum 4 people / Fee: 4,000 yen (includes bait)

● 74 Aza Tsukihama, Miyato, Higashi-Matsushima
● TEL.0225-88-2939 / 070-8952-1505
Note: Reservations are required for all activities.



Featured Experience

「Basket Fishing Experience」

A basket filled with bait is placed on the sea floor for a set amount of time, and then is pulled up to the surface. Various fish and shellfish can be caught depending on the season.



Gillnet Fishing Experience

Availability: All year round / Time Required: 1 hour /
Group Size: Minimum 4 people / Fee: 3,000 yen

Basket Fishing Experience

Availability: All year round / Time Required: 1 hour /
Group Size: Minimum 4 people / Fee: 2,500 yen

Note 1: Activities may be possible for groups smaller than the minimum size, so please consult with us well in advance of making your reservation.
Note 2: As the activities are operated by local fishermen, details may change.



Recommended Activity Calendar

We offer special events
that are different from
our regular events!

| | | |
|-------|---|----------------------|
| April | Oyster farming experience April: Seeding November: Harvesting | Two-session course |
| May | Golden Week Jomon Experience Week! Making purple dye from shellfish experience | |
| June | Jomon Fishing Experience ~ Making Fishhooks and Sea Fishing ~ Day 1: Fishhook Making Day 2: Sea Fishing | Two-session course |
| | Jomon Salt Making June: Making salt-making pottery September: Salt making | Two-session course |
| July | Let's Try Jomon Cuisine! ~ Sea Urchin ~ Jomon Workshop | Three-session course |
| | July: Pottery Making August: Open-Air Pottery Firing September: Jomon Cooking | |

Fishhook Making



Pottery Making



Higashi-Matsushima Signature Cuisine

📍Store 📍Location 🕒Opening hours 🚫Closed 📞Contact



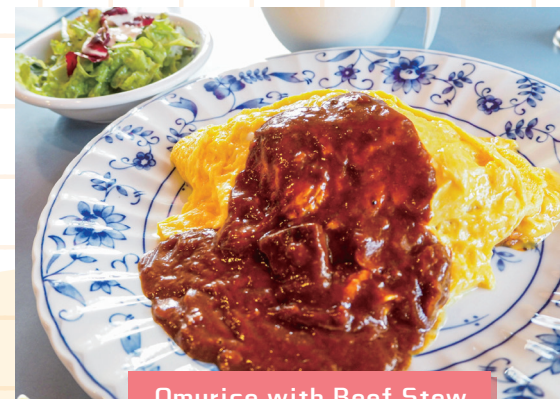
Arga Marina

Authentic Neapolitan pizza made with Italian flour and cheese, topped with plenty of seaweed from Higashi-Matsushima.

📍DITUFF
📍2-1 Aza Ariake, Akai, Higashi-Matsushima
🕒11:30 AM to 2:00 PM (Last Order) / 5:30 PM to 8:00 PM (Last Order)
🗓️Tuesdays and Wednesdays
☎️0225-90-3023

Blue Impulse Parfait

A parfait topped with a Blue Impulse cookie made from local wheat flour from Higashi-Matsushima.



Omurice with Beef Stew

The chicken rice is made with Higashi-Matsushima rice, and the slowly simmered beef sauce is exquisite.

📍Restaurant Paradise
📍24 Aza Kawado, Yamoto, Higashi-Matsushima
🕒11:00 AM to 2:00 PM / 4:30 PM to 9:00 PM
🗓️Wednesdays (open on public holidays, closed the following day)
☎️0225-82-2117

Seri Hot Pot

A hot pot featuring locally grown seri (Japanese parsley) as the main ingredient. Enjoy it with duck broth.

📍Sakanaya Rin
📍60 Aza Sakaemachi, Yamoto, Higashi-Matsushima
🕒Sunday to Thursday: 6:00 PM to 11:00 PM / Friday and Saturday: Until 12:00 AM
🗓️Irregular (please confirm by phone)
☎️0225-83-2312



Strawberry Trifle Parfait

A parfait packed with Higashi-Matsushima strawberries that is available for a limited time only. Inside, you'll find the popular chocolate gateau and custard pudding.

📍Bakery café Le nid'd rirondelle
📍17-1 Aza Chuo, Ono, Higashi-Matsushima
🕒Wednesday to Friday: 10:30 AM to 4:00 PM Saturday: 10:00 AM to 3:00 PM
🗓️Sundays, Mondays, and Tuesdays
☎️070-1145-4420



Pain de Campagne Made with All-Purpose Flour "Natsukogane" From Nobiru, Higashi-Matsushima

Pain de Campagne made using local all-purpose flour and homemade yeast from raisins. Traditional sweet breads such as anpan (sweet roll filled with red bean paste) are also available.

📍TARO BAKERY
📍171-5 Aza Tatemae, Akai, Higashi-Matsushima
🕒10:00 AM to 4:00 PM (Closes when sold out)
🗓️Sundays and Mondays
☎️0225-82-8349



Long-Life Miso Ramen

Features a rich broth made with the traditional flavor of the Higashi-Matsushima Long-Life Miso.

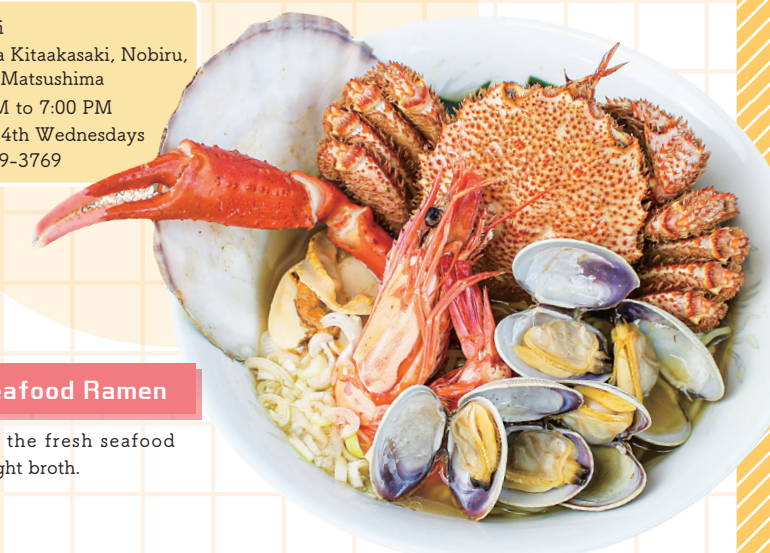
📍Aomina Cafeteria
📍5-1 Aza Kawahara, Miyato, Higashi-Matsushima
🕒11:00 AM to 3:00 PM (Last Order 2:30 PM)
🗓️Tuesdays
☎️0225-88-3997



Sea Urchin Rice Bowl (Mid-July to Mid-August)

A sea urchin rice bowl made with ample servings of fresh sea urchin. (The number of servings available depends on the day's catch.)

📍Enmantei
📍42-2 Aza Kitaakasaka, Nobiru, Higashi-Matsushima
🕒10:00 AM to 7:00 PM
🗓️2nd and 4th Wednesdays
☎️080-5579-3769



Seafood Ramen

Enjoy the fresh seafood and light broth.

Katsu Curry Set Meal

A katsu curry set meal made with ingredients sourced from Higashi-Matsushima.

📍Umai Kuidokoro Agora
📍19-1 Aza Kamininuma, Yamoto, Higashi-Matsushima
🕒11:30 AM to 2:00 PM (Last Order 1:45 PM) / 5:30 PM to 8:30 PM (Excluding banquets, etc.)
🗓️Irregular (please confirm by phone)
☎️0225-83-3399



Nori Udon

Udon kneaded with seaweed cultivated at the local Omagari Beach, Hama-no-Nori, which has been presented to the imperial household.

📍Chanko Hagino Co., Ltd.
📍29-2 Aza Kawado, Yamoto, Higashi-Matsushima
🕒10:00 AM to 2:00 PM / 3:30 PM to 9:00 PM
🗓️New Year's Day only
☎️0225-82-2478

