



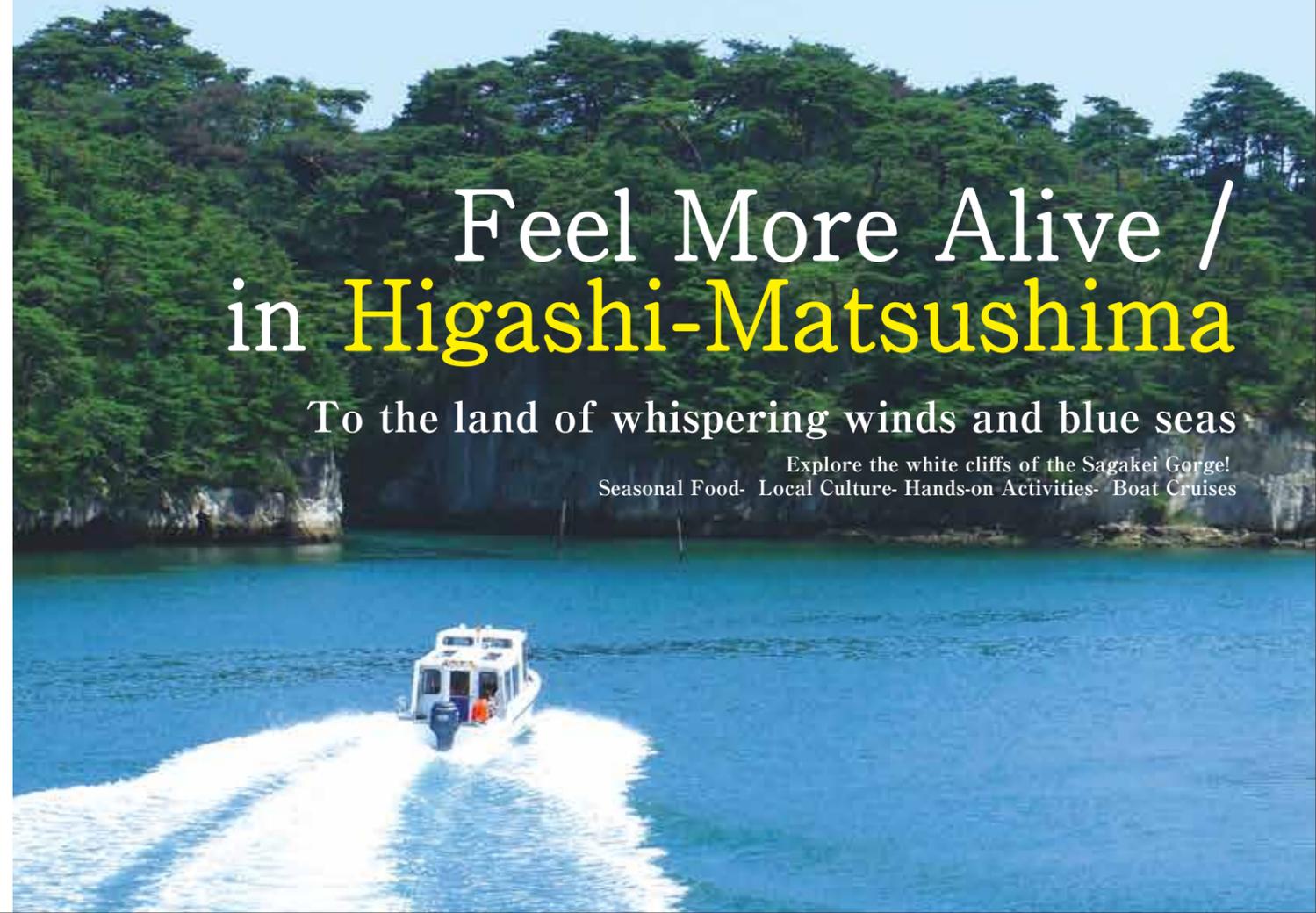
Higashi Matsushima

your Higashi-Matsushima guidebook!

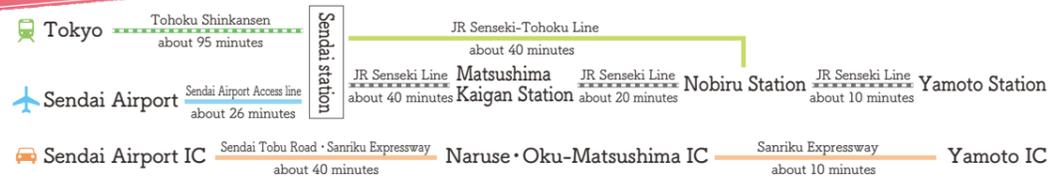
Feel More Alive / in Higashi-Matsushima

To the land of whispering winds and blue seas

Explore the white cliffs of the Sagakei Gorge!
Seasonal Food- Local Culture- Hands-on Activities- Boat Cruises



Transportation Guide



Travel Time By Car
It takes about 40 minutes from Taiwa IC to Naruse Oku-Matsushima IC by expressway
It takes about 45 minutes from Sendai Minami IC to Naruse Oku-Matsushima IC via the Sendai Tobu road

※Be careful when driving as there are many large trucks engaged in reconstruction work.

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



"Higashi-Matsushima Jikan"
Facebook QR
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Higashi-Matsushima City



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Higashi-Matsushima City

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5 Shinmiyamae, Ono Aza, Higashi-Matsushima City, Miyagi Prefecture 981-0303
TEL.0225-82-1111(Switchboard, Japanese Language Only) FAX.0225-87-3804
Homepage <http://www.city.higashimatsushima.miyagi.jp>
Email kanko@city.higashimatsushima.miyagi.jp

To the land of whispering winds and blue seas

Hike up through the forests of a small mountain called Otakamori until you reach a panoramic overlook.

The blue sky and blue sea stretch out endlessly before you, punctuated only by islands and clouds. Let the blues of nature drive your blues away.

Refresh your mind and body in the cool sea breeze.

You will be warmly welcomed by the people of Higashi-Matsushima.

Fascinating Tour of Matsushima Bay

Since ancient times, Matsushima has been well known as one of the three most famous scenic sights in Japan.

In addition to its beautiful landscape, Matsushima offers an abundance of nature, a variety of seafood delicacies and many enjoyable activities.

If you look back to the time when ancient people lived their lives with bounty from the nearby sea, you will better understand the allure of Matsushima.

Each of the four seasons offers its unique taste in cuisine. Landscapes change with the passing of time, but the kindness and hospitality of the people remain unchanged.

Let's start this fascinating tour which will make you want to come back time and again.

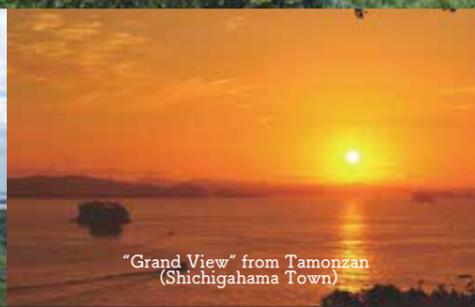
"Spectacular View" of Matsushima Bay from the Otakamori Observatory

Four Most Beautiful Views of Matsushima Bay

You can enjoy different views of Matsushima Bay from the north, south, east and west, as best exemplified by Otakamori located to the east of the bay.



"Beautiful View" from Tomiyama (Matsushima Town)



"Grand View" from Tamonzan (Shichigahama Town)

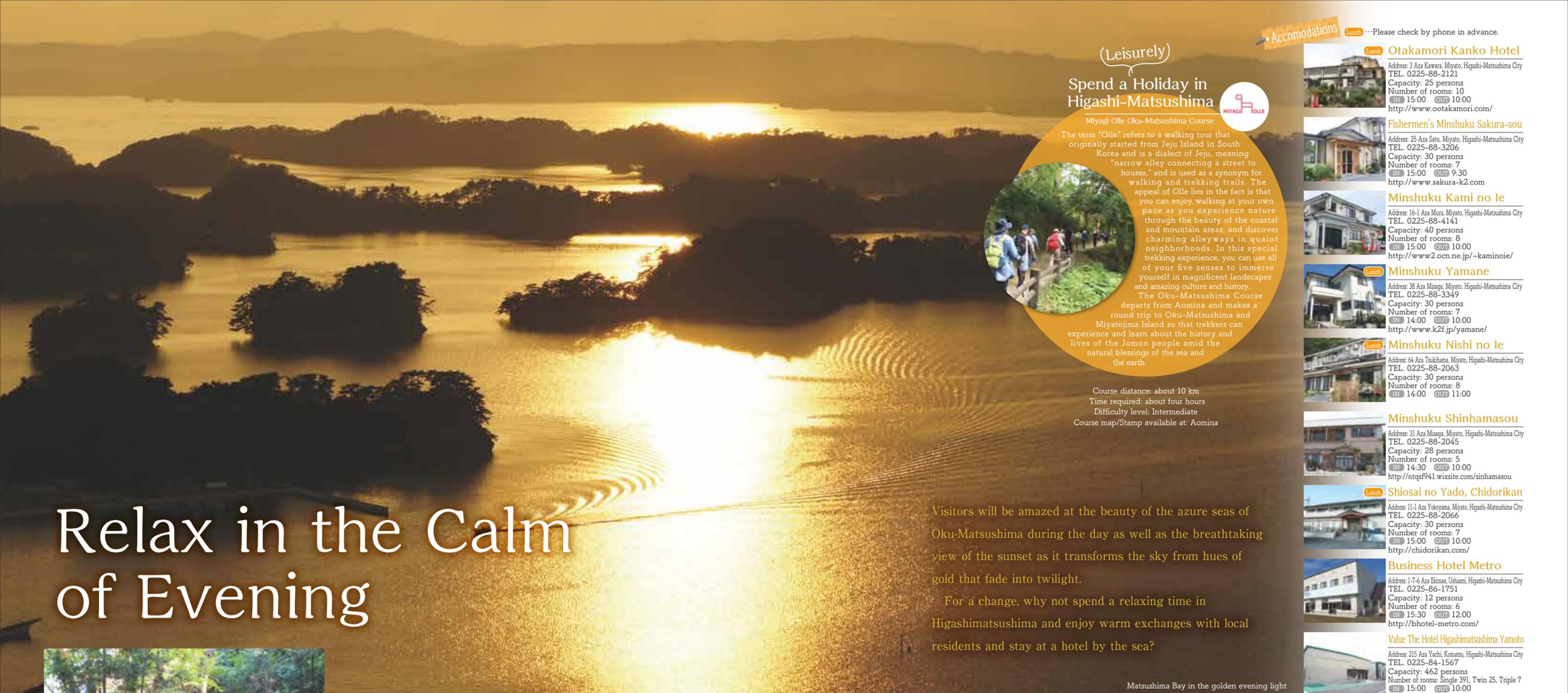


"Enchanting View" from Ogidani (Matsushima Town)

Internationally Renowned Matsushima Bay

The World's Most Beautiful Bays Club has a membership of the world's most outstanding bays, including Mont-Saint-Michel Bay and San Francisco Bay. In 2013, Matsushima Bay was approved for membership into this exclusive group, making it the first bay in Japan to receive this honor. In the following year, Toyama Bay was selected for membership to this group.





Relax in the Calm of Evening



Unexpected scenery appears in front of you

Miyato Island, the largest island in Matsushima Bay. At its center is Otakamori, a small mountain that is 105.8 meters (344 feet) tall. It takes about 20 minutes from the trailhead to the top. From the viewing platform are many of the 260 islands of Matsushima Bay. Otakamori (Gorgeous View) is one of the "Shitaikan," the 4 panoramic views of Matsushima Bay. The others are Tomiyama (Beautiful View) in Matsushima, Tamonzan (Dynamic View) in Shichigahama, and Ogitani (Mysterious View) in Matsushima. Otakamori is especially popular among visitors because from here the bay and islands of Matsushima resemble a miniature garden.

Of course the daytime scenery is great, but in evening, the bay dipped in deep red takes on a completely different character. At sunset, the contrast of the brilliant water and the silhouette of fishing boats and small islands resembles a black and white painting. To enjoy this impressive scenery it is best to linger, so we recommend staying at a local minshuku or ryokan inn. Why not stay at an inn to try their house special seafood dishes and experience the warm hospitality of the local people?



Bountiful seafood meals are the speciality of Oku-Matsushima inns

(Leisurely)

Spend a Holiday in Higashi-Matsushima



Miyagi Olle Oku-Matsushima Course

The term "Olle" refers to a walking tour that originally started from Jeju Island in South Korea and is a dialect of Jeju, meaning "narrow alley connecting a street to houses," and is used as a synonym for walking and trekking trails. The appeal of Olle lies in the fact that you can enjoy walking at your own pace as you experience nature through the beauty of the coastal and mountain areas, and discover charming alleyways in quaint neighborhoods. In this special trekking experience, you can use all of your five senses to immerse yourself in magnificent landscapes and amazing culture and history. The Oku-Matsushima Course departs from Aomina and makes a round trip to Oku-Matsushima and Miyatojima Island so that trekkers can experience and learn about the history and lives of the Jomon people amid the natural blessings of the sea and the earth.



Course distance: about 10 km
Time required: about four hours
Difficulty level: Intermediate
Course map/Stamp available at: Aomina

Visitors will be amazed at the beauty of the azure seas of Oku-Matsushima during the day as well as the breathtaking view of the sunset as it transforms the sky from hues of gold that fade into twilight.

For a change, why not spend a relaxing time in Higashimatsushima and enjoy warm exchanges with local residents and stay at a hotel by the sea?

Matsushima Bay in the golden evening light

Touring Oku-Matsushima with a local guide



"Otakamori Yakushido" is quietly nestled into the mountainside

The best way to get to know Higashi-Matsushima for the first time is with a local guide. The "Oku-Matsushima Volunteer Guides Association" members are expert about the local area and offer a 1 hour introductory tour (3000 yen per guide, reserve in advance.)

To experience all the Oku-Matsushima area has to offer with your own hands, take part in the Oku-Matsushima Experience Network. It offers a wide range of hands-on activities centered around the sea. Also visit the Historical Museum of Jomon Village which brings the culture of ancient Japan to life. (See pages 7 and 8 for details.)



Oku-Matsushima Volunteer Guides Association
Shinichi Kijima

Our coastline is among the top 100 in Japan, the Sagakei Gorge is one of the three greatest in the country, and Otakamori offers picturesque sunset views of Matsushima Bay. The landscape is enlivened by migratory birds and many species of flowers and plants. In addition there is a rich cultural heritage, including the shell mounds left behind by the pre-historic Jomon people, which is nationally recognized as an important intangible cultural folk property. We are looking forward to guiding you when you visit.

Oku-Matsushima Volunteer Guides Association

For inquiries, reservations, contact the Higashi-Matsushima Tourist Association
TEL.0225-87-2322

Accommodations Lunch Please check by phone in advance.

- 

Otakamori Kanko Hotel
Address: 3 Aza Kawara, Miyato, Higashi-Matsushima City
TEL. 0225-88-2121
Capacity: 25 persons
Number of rooms: 10
IN 15:00 OUT 10:00
<http://www.otakamori.com/>
- 

Fishermen's Minshuku Sakura-sou
Address: 25 Aza Sato, Miyato, Higashi-Matsushima City
TEL. 0225-88-3206
Capacity: 30 persons
Number of rooms: 7
IN 15:00 OUT 9:30
<http://www.sakura-k2.com>
- 

Minshuku Kami no le
Address: 16-1 Aza Mura, Miyato, Higashi-Matsushima City
TEL. 0225-88-4141
Capacity: 40 persons
Number of rooms: 8
IN 15:00 OUT 10:00
<http://www2.ocn.ne.jp/~kaminole/>
- 

Minshuku Yamane
Address: 38 Aza Misaga, Miyato, Higashi-Matsushima City
TEL. 0225-88-3349
Capacity: 30 persons
Number of rooms: 7
IN 14:00 OUT 10:00
<http://www.k2f.jp/yamane/>
- 

Minshuku Nishi no le
Address: 64 Aza Tsukihama, Miyato, Higashi-Matsushima City
TEL. 0225-88-2063
Capacity: 30 persons
Number of rooms: 8
IN 14:00 OUT 11:00
- 

Minshuku Shinhamasou
Address: 31 Aza Misaga, Miyato, Higashi-Matsushima City
TEL. 0225-88-2045
Capacity: 28 persons
Number of rooms: 5
IN 14:30 OUT 10:00
<http://ntqsf941.wixsite.com/sinhamasou>
- 

Shiosai no Yado, Chidorikan
Address: 11-1 Aza Yokoyama, Miyato, Higashi-Matsushima City
TEL. 0225-88-2066
Capacity: 30 persons
Number of rooms: 7
IN 15:00 OUT 10:00
<http://chidorikan.com/>
- 

Business Hotel Metro
Address: 1-7-6 Aza Ekimae, Ushiami, Higashi-Matsushima City
TEL. 0225-86-1751
Capacity: 12 persons
Number of rooms: 6
IN 15:30 OUT 12:00
<http://bhotel-metro.com/>
- 

Value The Hotel Higashimatsushima Yamoto
Address: 215 Aza Yachi, Komatsu, Higashi-Matsushima City
TEL. 0225-84-1567
Capacity: 462 persons
Number of rooms: Single 391, Twin 25, Triple 7
IN 15:00 OUT 10:00
<http://www.valuethotel.jp/yamoto/>
- 

Business Hotel, Four Seasons Yamoto
Address: 88-1 Aza Uramachi, Yamoto, Higashi-Matsushima City
TEL. 0225-84-2377
Capacity: 120 persons
Number of rooms: 60
IN 16:00 OUT 10:00
- 

Miyoshi Ryokan
Address: 14-1 Aza Kawado, Yamoto, Higashi-Matsushima City
TEL. 0225-82-3041
Capacity: 25 persons
Number of rooms: 11
IN 15:00 OUT 10:00
- 

Ryokan Koganesou
Address: 12-1 Aza Nonaka, Yamoto, Higashi-Matsushima City
TEL. 0225-82-2285
Capacity: 38 persons
Number of rooms: 10
IN 16:00 OUT 10:00
- 

Kibotcha
Address: 80 Aza Kameoka, Nobiru, Higashi-Matsushima City
TEL. 0225-25-7319
Capacity: 68 persons
Number of rooms: 14
IN 15:00 OUT 10:00
- 

Okumatsushima Lane Hotel
Address: 3-29-1 Nobirugosaka, Higashi-Matsushima City
TEL. 0225-86-2501
Capacity: 68 persons
Number of rooms: 29
IN 15:00 OUT 10:00

Enjoy Sagakei Gorge, one of the three greatest gorges in Japan!

Start your adventure exploring the Sagakei by foot and by boat

The Sagakei Gorge is known as one of the three greatest gorges in Japan, along with Yabakei Gorge in Oita Prefecture and Geibikei Gorge in Iwate Prefecture. This peninsula is located at the southernmost part of Miyato Island. Over a long period of time the 20-40 meter tall (66 to 130 feet tall) cliffs have been carved into sculpture-like forms by waves and storms. There are two ways to truly experience the Sagakei. One is by setting out for an adventurous walk on the trail that begins in Ohama. The second is by taking an Oku-Matsushima Pleasure Boat.



Sagakei Gorge Boat Tours



Scenery from the Ohama Area Tosenbansho Ruins

The walking trail that overlooks the Sagakei Cliffs offers great views of uniquely shaped rocks set against the open ocean. At the end of the peninsula is Otomegahama where a beautiful sandy shore awaits you. It almost feels like your own private beach.

The information center for sightseeing boats is a popular shopping spot where visitors can purchase locally-made products and souvenirs.

Sightseeing cruise fare

Adults: 2,000 yen, Elementary School children: 1,500 yen
 *Minimum number of passengers: 3 (However, the minimum number of passengers for the recently introduced "Saga Mirai" is five)
 ■Hours of operation: 08:30-17:00
 ■Open all year round
 *May be canceled due to stormy weather.

Inquiries • Reservations

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



Secret Recommendations from the Expert Captain /



Boat Captain Tetsu Sakurai

You'll enjoy seeing the plants that grow out of the cliff face, the wild birds which circle overhead, and of course, the strength of the cliff itself. The feeling here differs with the light and the waves, and the plants are always growing and changing. You'll never see the same landscape twice. I hope you'll return many times to explore the Sagakei.



Wild Flowers of the Sagakei

You may see unusual small flowers nestled in crevices atop the rocks. These are Sekkoku, a type of orchid native to Matsushima Bay. It is rare to find this plant in the wild and is one of the real rewards of visiting the Sagakei by boat. The Sekkoku flower blooms around the end of May to the beginning of June.



Sekkoku Orchid (Dendrobium moniliforme)



This section of coast was heavily damaged by the Great East Japan Earthquake and Tsunami. However, restoration work is progressing quickly and Tsukihama Beach is again open for swimming. As the waves are calmer here, the beach is well-suited for children and families.

Swimming Season: end of July to the end of August
 Inquiries: Higashi-Matsushima Tourist Association
 TEL.0225-87-2322



Explore the distant past! Learn with your hands

The Historical Museum of Jomon Village, Oku-Matsushima

Cross-section of an ancient shell mound

The museum dedicated to the wisdom of the ancient Jomon people who lived with nature

Shell mounds are like time capsules which reveal what life was like in the Jomon era. The Satohama area remains largely as it was in ancient times. You can look out upon the same sea the Jomon people once gazed upon as you learn about the life of these people who lived as one with the ocean.

The Historical Museum displays Jomon clay pots, bone tools, stone tools and costumes that were excavated from the "Satohama shell mound" on Miyato Island in Oku-Matsushima. The shell mound dates from the pre-historic Jomon period and is registered as a National Historic Site. This museum features hands-on activities to let you experience life in the Jomon period. There is also a historic site park where you can see pieces of pottery in the shell mound.

- 81-18 Miyato aza Sato, Higashi-Matsushima City
- TEL.0225-88-3927
- Museum Hours / 9:00~16:30
- Closed Wednesdays and during New Year's Holiday (Open other holidays)
- ※Reservations are needed for hands-on activities
- Admission Fees/ Adult ¥400
- High School Student ¥300
- Elementary and Middle School Students ¥150

Activity Menu

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

One of many displays of life in ancient Matsushima: a Jomon hunter pursuing a tuna in a dugout canoe



Historic site park



Recommended Experience Activities

Boat Handling Experience

Period: All year Journey Time: About 2 hours
Minimum participants: 4 persons Price: ¥1,500

Boat Fishing Experience

Period: All year Journey time: Under 3 hours
Minimum participants: 4 persons
Price: ¥4,000 including bait fee



Cruise Experience



Gillnet Fishing Experience

Period: All year Journey time: About one hour
Minimum participants: 4 persons Price: ¥3,000

Basket Fishing Experience

Period: All year Journey time: About one hour
Minimum participants: 4 persons Price: ¥2,500

Sea Kayak Experience

Period: Apr to Oct Journey time: 1.5 hours
Minimum participants: one person Price: ¥2,000

Seine (Dragnet) Fishing Experience

Period: May to Sep (except when the beach is open for swimming)
Duration: 1.5 hours
Participants: 40 or more Price: ¥50,000

Ocean Cruise Experience

Period: All year Journey time: About one hour
Participants: unlimited Price: ¥1,500

*Please call us beforehand if you are a small group.
*Experience Network activities are organized by the local fishermen and the contents are subject to change.

Basket fishing and gillnet fishing is especially popular with families. It's also fun to take a sea kayak out to see the far side of the islands.



Oku-Matsushima Experience Network Instructor Fumiyo Ono

■ 74 Miyato Aza Mura, Higashi-Matsushima City
■ TEL.0225-88-2939 (also a fax line)
※Reservation required for all activities

Oku-Matsushima Experience Network

Experience the wonders of the sea with fishing, harvesting and boating activities!

Get to know the sea around Oku-Matsushima through different hands-on experiences including learning to fish from local expert fishermen. Interpreters may be required for non-Japanese speaking guests. All of the Experience Network instructors are fully trained to ensure this program is both informative and run safely.

Activity Calendar

May

Golden Week

● Jomon Period Experience Week!

● Jomon • Miyato Festival

Museum Admission • Activity Fee : Free!

August

Summer Vacation

● Come to Jomon Village!

October
● Oku-Matsushima Jomon Village Festival

Museum Admission • Activity Fee : Free!

※In addition, we will hold workshops and presentations.
We will post event information on the museum home page as soon as it is available.
※Contents are subject to change.

Fire starting experience



Magatama pendant making



Sea Kayak Experience



Discovery Center

View the future through exciting discoveries

Established in July 2014, with Science On a Sphere® (SOS), which was developed by the National Oceanic and Atmospheric Administration (NOAA). This amazing attraction is the only one of its kind in Japan and offers a live presentation for visitors.

For details, please check the official website.
<http://sos-discovery.com/>

- Museum Hours / 10:00~12:00, 14:00~16:00
- Running Time / ①10:10~ ②11:00~ ③14:10~ ④15:00~
- *Reservations required for Tuesday-Friday (minimum of five persons), and are not required for Saturdays and public holidays.
- 1-1 Onokajisawa, Higashi-Matsushima City
- TEL.0225-90-4083
- Closed Sundays, Mondays, National Holidays and during the New Year's Period
- Admission Fees/ Adult ¥300 High School Student or younger ¥150



Discovery Center Manager Koich Hashimoto

This center is the only place to see the "Science on a Sphere" in Japan. I hope you find this a good opportunity to think about the earth, the universe and environmental problems.



Get to know Higashi - Matsushima through Unique Local Delicacies



Top-quality nori seaweed made possible by pure water and a healthy coastal environment

Nori (sushi-grade seaweed) is a specialty of Higashi-Matsushima. This area has a long history of seaweed cultivation. Local producers have been perfecting their skills and know-how for more than 80 years. This seaweed is of such a high-quality it has won many prizes in competitions and even been offered to the Imperial Household many times. Baked seaweed and using nori as seasoning are traditional ways to enjoy it, but there are also unique local products like nori salad dressing, nori noodles, and even nori placed into ham and sausage.



Seaweed Fisherman
Futoshi Aizawa

Higashi-Matsushima seaweed has been loved by Japan's Royal family for a long time. We produce seaweed of the finest flavor, aroma and texture. I hope you will experience our nori seaweed while you are here.

Rich, Plump Oysters: the true taste of Matsushima

Seaweed and oysters produced in Matsushima Bay are renowned for their quality. The seawater is rich with minerals from two Class A streams flowing from the Ou Mountains. Higashi-Matsushima oysters are well-respected for their size, texture and taste. You can enjoy the oysters raw, but don't overlook them shell-grilled, fried or in a stew. Enjoy them at restaurants or purchase them direct from fishermen's markets by the water.



Unique!
Oyster Season
(October - March)



Steam-grilled Oysters

Oyster Shack "Kaisendo"

"Kaisendo," an oyster restaurant, is run by an oyster farmer in the Nobiru district. Here you can enjoy fresh Higashimatsushima-produced baked oysters. You can enjoy the rich flavor of oysters on the half shell by putting them on a hot plate, covering them, and steaming and roasting them. (1 kg (ca. 8 pcs.): 1,000 yen)

■71-38 Nobiru Minamiakasaki,
Higashi-Matsushima City
■TEL.0225-98-3715
■Business Hours / 11:00~15:00
■Closed Days / No scheduled holidays

Oyster Grilling Facility of the Oku-Matsushima Public Corporation

During oyster season, you can enjoy the exquisite flavor of oysters from Oku-Matsushima at this oyster stall. In summer, it becomes a barbecue facility.

■5-1 Aza Kawahara, Miyato,
Higashi-Matsushima City (in Aomina)
■TEL.0225-88-3997



"Higashi-Matsushima oysters are both large and rich in flavor. We notice that people who try them once fall in love with them and return many times. Grilled oysters are wonderful, and be sure to try them fried, too!"

Staff of Oyster Shack "Kaisendo"



Unique!
Seaweed dishes.



Tempura Zaru Nori Udon

Nori Udon Noodles

Nori Udon is unique to Higashi-Matsushima. It contains a powder of nori seaweed, giving it a subtle and smooth hint of this sushi-grade seaweed. Many restaurants offer special nori udon dishes in addition to ordinary wheat noodles served on a bamboo tray (zaru.) Won't you try both and compare their flavors?

Restaurants Regularly Serving Nori Udon

- Chanko Haginoi 0225-82-2478
- Umai Kuidokoro Agora 0225-83-3399(Saturdays Only)
- Kappou Shibasono 0225-82-3321
- Yasubee Shokudo 0225-82-7152
- Smile Dining 090-2951-0220
- Enmantei 080-5579-3769

※Other restaurants offer nori udon by reservation only. For more information contact the Higashi-Matsushima Tourist Association (Tel: 0225-87-2322)



Nori Udon Salad
(Umaikudokoro Agora)



Half Nori Udon and Half Jougé Tsutsumi Soba Noodle
(Smile Dining)



Higashi-Matsushima Restaurant Association
Nobukatsu Omori

Eating chilled noodles is a perfect way to take the edge off the summer heat. I hope you try and compare all the different variations of noodles as some restaurants even prepare udon like salad!



Higashimatsushima, City of Hot Pots

In Higashimatsushima, you can eat oysters in a variety of ways that include oyster hot pot or baked oysters at "kakigoya" (oyster bars). With the abundance of oysters in Higashimatsushima, they are extravagantly used in various dishes so that oyster lovers can have their fill of this delicacy.



The red vertically long banners serve as a landmark

There is even sweets in the pot.



Earthen pot pudding

Enjoy various kinds of hot pot in addition to the traditional oyster hot pot in Higashimatsushima

List of restaurants (As of February 2020)

Restaurant Name	Contact Info	Specialty
Cafe Ochaya	0225-83-3772	Special à-la-carte menu
Restaurant Cobalt	0225-82-4859	Hot pot with special miso-based broth
Restaurant Sugawara	0225-83-3251	Diners will love this spicy hot pot
Chanko Haginoi	0225-82-2478	Hot pot filled with seasonal ingredients
Restaurant Paradise	0225-82-2117	Pot-au-feu with chicken-based soup
Comfort restaurant Sakanaya Rin	0225-83-2312	Hot pot made with pride from local products
Restaurant Paradise	0225-82-2117	Pot-au-feu with chicken-based soup
Michinoku	0225-82-7658	Sweet and excellent flavor of egoma-buta (pink feed with perilla leaves)
Pansy Confectionery Shop	0225-83-2253	Customers will be amazed!
Restaurant Agora	0225-83-3399	Hot pot of egoma-buta with a tasty salt-flavored soup
Pansy Confectionery Shop	0225-83-2253	Family-style "Earthen pot pudding"
Takasago Chojyu Miso Hongo	0225-83-7007	Superb home-made hot pot
Harappa	0225-24-6740	Locally produced fresh vegetables
Cast-iron Pot restaurant Toya	0225-98-7844	The special soup stock is amazing!
Harappa	0225-24-6740	Recommended hot pot materials produced in Higashimatsushima

*All items on the menu are subject to change according to season or special campaigns.
*Some minshuku (guest houses) serve hot pot dishes. Please ask at each minshuku for further information.
☺...Eating in ☺...Buying food for takeout