

PG-203

# SENDAI, MATSUSHIMA and HIRAIZUMI



JNTO Website : <http://www.jnto.go.jp>

Tourist Information Center (TIC)

10th Fl., Tokyo Kotsu Kaikan Bldg., 2-10-1,

Yurakucho, Chiyoda-ku, Tokyo 100-0006

Tel. (03)3201-3331



"YOKOSO" means "welcome"

**Sendai** (仙台), pop. 1,027,000, the old castle town of the Date clan, provides a typical example of Tohoku culture (northeastern part of Honshu). Sendai is nationally known for its gala "Star Festival."

**Matsushima** (松島), or Pine-clad Islands, noted for their scenic variety, is one of Japan's three most celebrated scenic spots, along with Miyajima near Hiroshima and Amanohashidate near Kyoto. Matsushima is the name given to the whole area surrounding Matsushima Bay, which extends for 17 km from east to west and 13 km

from north to south. The bay forms the innermost part of Sendai Bay, bounded by Oshika Peninsula. Countless large and small pine-clad islands are scattered in the bay, presenting an ever-changing landscape to the traveler circling the bay by pleasure boat. The view is most breathtaking just before sunset.

**Hiraizumi** (平泉) is what remains of a centuries-old town similarly constructed to the ancient capital Kyoto, by the Fujiwara family, the then-powerful clan. It is renowned as the site of Chusonji Temple.

**Access:**

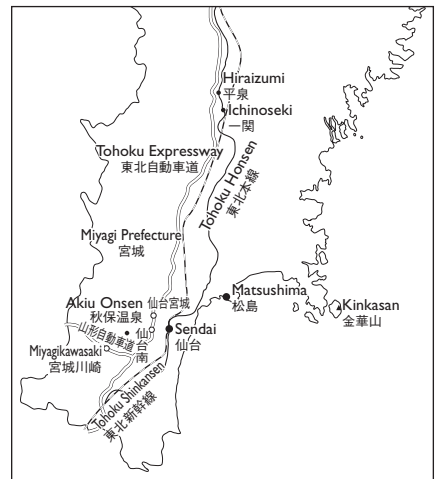
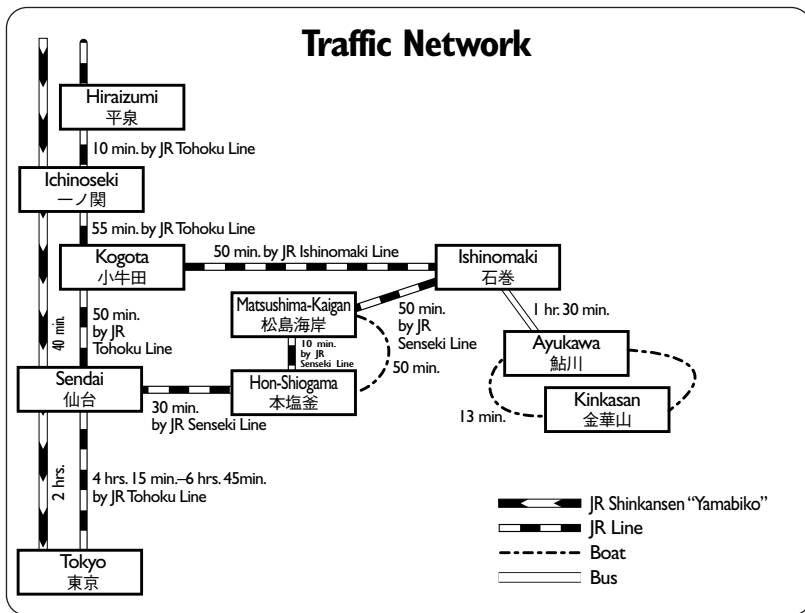
To	From (via)	Type of train	Time required	One-way fare (¥)
Sendai	Tokyo	JR Tohoku Shinkansen "Max Yamabiko" "Yamabiko" "Hayate"	1 hr. 38 min.-2 hrs. 29 min.	10,590
Sendai	Tokyo or Shinjuku	Highway Bus	5 hrs. 30 min.-7 hrs. 30 min.	6,210
Hon-shiogama	Sendai	JR Senseki Line	17-30 min.	320
Matsushima-Kaigan	Sendai	JR Senseki Line	27-47 min.	400
	Shiogama Port	Ferry Boat	50 min.	1,420 (2nd. class)
Ichinoseki	Tokyo	JR Tohoku Shinkansen "Yamabiko" "Hayate"	2 hrs. 10 min.-2 hrs. 50 min.	12,470
Hiraizumi	Ichinoseki	JR Tohoku Line	7-9 min.	190
	Sendai (change at Ichinoseki)	JR Tohoku Line	1 hr. 37 min.-1 hr. 49 min.	1,890

**[To Sendai from Tokyo by Bus]**

From Hamamatsucho Bus Terminal (1st Fl., World Trade Center Bldg., in front of JR Hamamatsucho Sta.), Tokyo Sta. Yaesu-guchi Side (Bus Stop: next to Yaesu-dori Police box on Yaesu Street) and Ueno Sta. (Bus Stop: in front of 'au' shop Ueno) by Tohoku Kyuko Bus. Time required: 5-8 hrs. Fare: ¥6,210 one way (Seat reservation necessary at travel agencies).

**Timetable (daily)**

Hamamatsucho BT	Tokyo Sta.	Ueno Sta.	Sendai
11:00	.....	11:15	.....▶16:50
22:40	.....	23:00	.....▶23:13
		23:55	.....▶5:30
			following Day
16:50	.....	16:35	.....▶11:00
6:22	.....	6:02	.....▶5:49
5:45	.....	5:30	.....▶23:55
			following Day



**Suggested Trip Route (3 days):**

1st day:	Tokyo	..... 2 hrs. Shinkansen "Yamabiko" .....	Sendai	..... 30 min. train .....	Hon-Shiogama	..... 50 min. ferry .....	Matsushima-Kaigan				
2nd day:	Matsushima-Kaigan	..... 50 min. train .....	Ishinomaki	..... 1 hr. 30 min. *bus .....	Ayukawa	..... 13 min. ferry .....	Kinkasan (sightseeing on Kinkasan Island)	..... 13 min. ferry .....	Ayukawa	..... 1 hr. 30 min. *bus .....	Ishinomaki
3rd day:	Ishinomaki	..... 50 min. train .....	Kogota	..... 55 min. train .....	Ichinoseki	..... 10 min. train .....	Hiraizumi (Sightseeing in the city)	..... 10 min. train .....	Ichinoseki	..... 2 hrs. 45 min. Shinkansen "Yamabiko" .....	Tokyo

\*Please confirm the timetable before you visit.

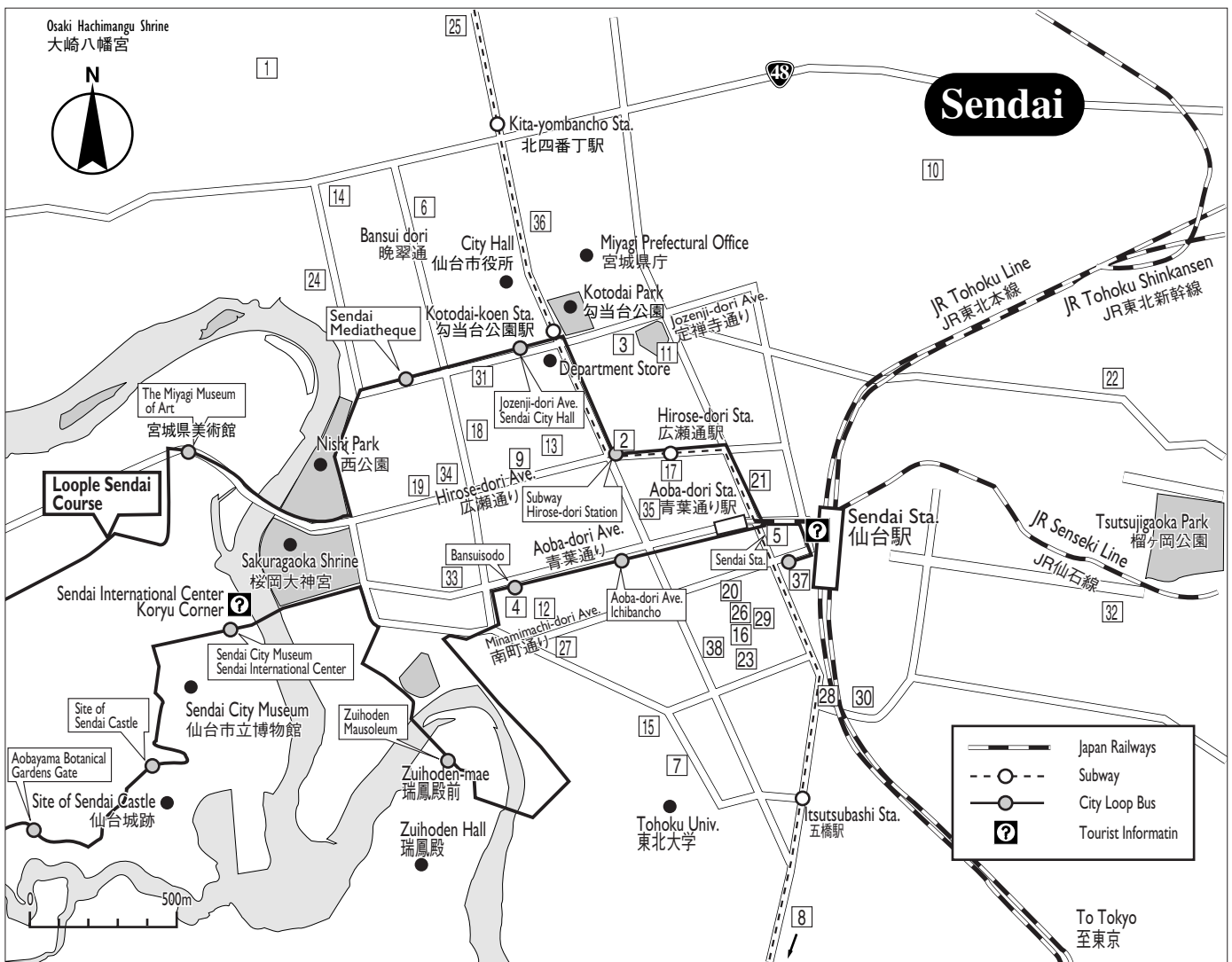
## SENDAI

**“Aobajo”—Site of Sendai Castle** (仙名城跡) can be reached in 22 min. by bus from Sendai Sta. The castle was built on the top of 132-m-high Aobayama hill in 1601 by Masamune Date, a powerful lord of the northern provinces. It was famed as an impregnable fortress at that time, guarded by the high rock walls of Hirosegawa River to the east and the deep Tatsunokuchi Valley to the south. The castle served as a residence of the Date family for 270 years. The castle grounds are now a park, and Gokoku Shrine and Aoba Castle Exhibition Hall stand on the site of the destroyed main keep. Nearby is the bronze equestrian statue of Masamune in full armor. From here there is a spectacular view of the whole city and the Pacific Ocean. To the rear of the castle grounds, a 110-m-long bridge over the valley leads to Yagiyama Zoological Park (Open: 9:00–16:45 enter by 16:00 (–16:00 entry by 15:00 Nov.–Feb.). Closed: Mon., Dec. 28–Jan. 4.

Admission: ¥400).

**Osaki Hachimangu Shrine** (大崎八幡宮), 20 min. by bus from Sendai Sta., is famous for the architectural beauty of its black-lacquered main building and has been designated as a National Treasure. Originally built in 1100 by a warrior general of the Minamoto Clan, the shrine was moved in 1607 from Toda-gun to its present site by Masamune Date. Admission: Free.

**Zuihoden Hall** (瑞鳳殿), 15 min. by bus from Sendai Sta. to Zuihoden-mae Bus Stop and then a 10-min. walk, is the mausoleum of the Date family. Its Main Hall and Oratory Hall, recently reconstructed in the Momoyama style, are renowned for their imposing architectural beauty. Open 9:00–16:30 (–16:00 Dec.–Jan.). Admission: ¥550.



Numbers 1–38 correspond to the “Accommodations” list on page 5/6

### Tourist City Loop Bus, “Loople Sendai”

The loop bus stops at 12 different tourist spots in the city. You can ride and get off as many times as you want.  
1-day bus pass: ¥600 Tel: (022)222-2256

### Guide to Loople Sendai Buses.

- ① **AER** (アエル), 3-min. walk from Sendai Sta. Bus Stop, located north of Sendai Sta., is a Sendai City landmark. There are many shops and restaurants inside. On the 31st floor, you can view Sendai City from the observatory.
- ② **Bunka Yoko-cho** (文化横町), Aoba-dori Ave./Ichibancho Bus Stop, is a side street with various kinds of restaurants.
- ③ **Sasabu No Sato** (笹生の里), Bansuisodo Bus Stop, is a shop with a factory producing Sasa-Kamaboko (Sendai’s famous traditional fish sausage). It’s worth dropping in and enjoying. Open: 8:30–18:30

(Apr.–Sep.), 8:30–18:00 (Oct.–Mar.). Closed: Jan. 1.

④ **Sendai City Museum** (仙台市博物館), 3-min. walk from Sendai City Museum/Sendai International Center Bus Stop, houses about 80,000 historical and cultural artifacts including National Treasures and Important Cultural Properties. Open: 9:00–16:45 (enter by 16:15). Closed: Monday, day following a national holiday, and Dec. 28–Jan. 4. Admission: ¥400.

⑤ **Botanical Gardens, Tohoku University** (東北大学植物園), 1-min. walk from Aobayama Botanical Gardens Gate Bus Stop, is a virgin forest of fir trees populated with many kinds of scarce wild plants, flowers, birds and small animals (squirrels, foxes, hares). Open: 9:00–17:00 (enter by 16:00) Closed: Mon. (if Mon. is a holiday, closed on the following day.), Dec.–Mar. Admission: ¥220.

⑥ **Aobajo Shiryō Tenji-kan** (青葉城資料展示館), Site of Sendai Castle Bus Stop, is a museum exhibiting many historical artifacts (swords, letters and the like) related to the Date family. In the Hi-Vision Theater you can see detailed computer graphics images of the recreation of Sendai Castle. Open: Daily 9:00-17:00 (Apr. 1–Nov. 3), 9:00–16:00 (Nov. 4–Mar. 30). Admission: ¥700.

⑦ **Museum of Natural History, Tohoku University** (東北大学理学部自然史標本館), 1min. walk from Tohoku University's Museum of Natural History Bus Stop, exhibits its research results and knowledge for nature and evolution of life on earth. Their specimen collections (fossils of every geologic period, rocks and minerals from around the world, and topographical maps of mainly Asia) are of especially fine quality. Open: 10:00-16:00. Closed: Mon. (if Mon. is a holiday, closed on the following day), Dec. 28–Jan. 4. Admission: ¥150. For more information, <http://www.museum.tohoku.ac.jp/nh/>

⑧ **The Miyagi Museum of Art** (宮城県美術館), Short walk from The Miyagi Museum of Art Bus Stop, houses a collection of about 4,000 of works by both Japanese and non-Japanese artists. On the spacious premises are located 350 sculptures. Open: 9:30-17:00 (enter by 16:30). Closed: Mon. (except a holiday), Dec. 29-Jan. 3. Admission: ¥300. For more information, <http://www.pref.miyagi.jp/bijyutu/museum/index.html>

⑨ **Sendai Mediatheque** (せんだいメディアテーク), Short walk from Sendai Mediatheque Bus Stop, provides a base for art and film activities, as well as public facilities such as gallery, theater, studio, work-

shops, and a library to help people communicate with each other freely through their media of interest. Open: 9:00-22:00 (library 10:00-20:00, -18:00 Sat., Sun. & Holiday) Closed: Dec. 29-Jan. 3, and 4th Thursday. (library Mon., the day following a holiday, the last day of the month, Dec. 28-Jan. 4). <http://www.smt.city.sendai.jp/en/>

⑩ **Johzenji Street** (定禅寺通), 15min. walk from Sendai Sta. or getting off at Shiyakusho-mae Bus Stop or Sendai Mediatheque Bus Stop, runs about 700 meters and is famous for its special events held throughout the year: Aoba Matsuri in May, Tanabata (Star Festival) Parade in August, Jazz Festival in September, and tree-lined street illumination in December.

⑪ **Kokubuncho** (国分町), Short walk from Jozenji-dori Ave./Sendai City Hall Bus Stop, is the largest city center in northeast Japan, and features about 3,000 restaurants. It is especially worth eating the famous 'gyu-tan' (牛タン・ox tongue) dishes because Sendai is known as its birthplace.

⑫ **Marble Road Oomachi** (マールロードおおまち), 5-min. walk from Subway Hirose-dori Sta. Bus Stop, is an arcade street paved with marbles. You can enjoy walking along and watching stained glass and objet d'art and listening to pipe organ music.

⑬ **Clis Road** (クリスロード), 5-min. walk from Subway Hirose-dori Sta. Bus Stop or Aoba-dori Ave./Ichibancho Bus Stop, is also a bustling arcade street housing various shops on the opposite side of Marble Road Oomachi heading toward Sendai Sta.

## AKIU

1. **Akiu Hot Springs** (秋保温泉), 55 min. by bus from Sendai Sta. to Akiu Onsen Yumoto Bus Stop, located about 13 km west of central Sendai, Akiu is one of the three most famous hot springs in Japan. Rairai Gorge situated nearby affords a beautiful landscape in the springtime with fresh new leaves and autumn foliage enjoyable in the fall.

2. **Akiu Handicrafts Village** (秋保工芸の里), 55 min. by bus from Sendai Sta. to Akiu Onsen Yumoto Bus Stop, workshops for traditional kokeshi dolls, Sendai 'tansu' (cabinets and chests) and fossil woodwork stand in rows, allowing visitors to shop and watch the craftspeople at work.

3. **Akiu Otaki Falls** (秋保大滝), 85 min. by bus from Sendai Sta. to Akiu Otaki Bus Stop, at 6 meters wide and 55 meters high, is one of the three most famous waterfalls in Japan. Nearby is a botanical garden with over 15,000 plants and flowers.

4. **Futakuchi Gorge** (二口渓谷) 10 min. by car from Akiu Otaki Falls, this gorge extends over 8 km. The view from the bottom of the ravine toward the towering cliffs above is quite a sight to behold.

5. **Rairai Gorge** (磊々峡), 55 min. by bus from Sendai Sta. to Nozoki-bashi Bus Stop, is located at the entrance to Akiu Hot Springs and is filled with strangely shaped boulders and rocks.

## MATSUSHIMA and KINKASAN ISLAND

### SHIOGAMA

**Shiogama Shrine** (塩竈神社), 15–20 min. walk from Hon-Shiogama Sta., stands on a wooded hill in the city center of Shiogama. The shrine, said to have been reconstructed in 1607, has long been revered as the abode of the guardian deities of seafarers and expectant mothers.

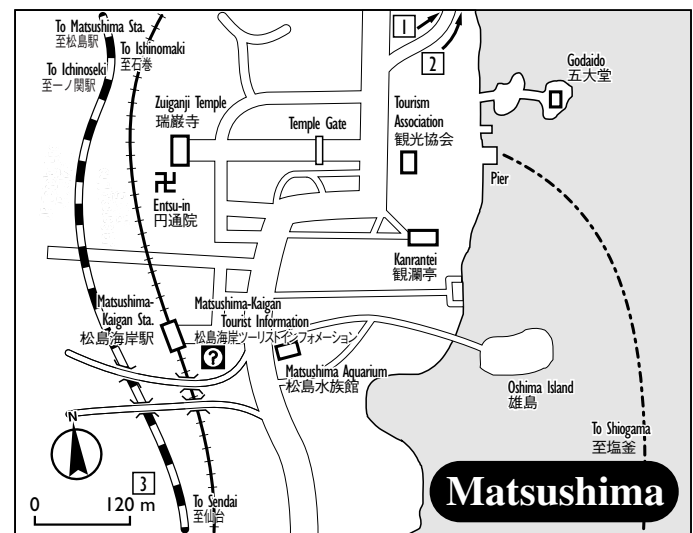
The main approach through the stone torii gate is up a set of steep stone stairs and under two more gates to the Main Hall. It is a good place to get a fine view of Shiogama Bay. In the vicinity are a 600-year-old holly tree, a stone sundial presented in 1792 by Shihei Hayashi, a then-noted scholar, and a huge ancient copper lantern.

The museum attached to the shrine displays swords, armor and old documents. Also on display are materials connected with salt manufacturing and fishing from the Stone Age to the present day. Open: 8:30–17:00 (Apr.–Oct.), 8:30–16:00 (Nov.–Mar.). Admission: ¥200.

### MATSUSHIMA

**Zuiganji Temple** (瑞巖寺), 5-min. walk from Matsushima-Kaigan Sta., is the most representative Zen temple in the Tohoku District and is also the family temple of the Dates, being originally rebuilt in 1604 by order of Masamune Date. In the eastern corner of the compound lies a temple museum displaying cultural properties associated with the temple and the Date family. Open: 8:00–15:30 (Dec.–Jan.), 8:00–16:00 (Feb., Nov.), 8:00–16:30 (Mar., Oct.), 8:00–17:00 (Apr.–Sep.). Admission: ¥700.

**Godaido** (五大堂), 10-min. walk from Matsushima-Kaigan Sta., lies on a pine-clad islet. Rebuilt by order of Masamune Date, the worship hall is reached by 2 short bridges. The islet often appears in pictures as the symbol of Matsushima and is registered as an Important Cultural Property.



Numbers 1–3 correspond to those on the Accommodations list on page 1/6

**Kanrantei** (観瀾亭) or Wavelet-Viewing Pavilion, 6-min. walk from Matsushima-Kaigan Sta., is situated on Cape Tsukimi near Matsushima-Kaigan Pier. This pavilion is a simple wooden tea house said to have been given by warlord Hideyoshi Toyotomi to Lord Date toward the end of the 16th century. Moved from Fushimi-Momoyama Castle, Hideyoshi's residence near Kyoto, the house has two rooms. The sliding screens in one of the rooms are said to have been painted by Sanraku Kano (1559–1635), one of the foremost artists of his time. In the garden stands a small museum exhibiting materials associated with the Date family. Open: 8:30–17:00 (Apr.–Oct.), 8:30–16:30 (Nov.–Mar.). Admission: ¥200.

**Oshima Island (雄島)**, 5-min. walk from Matsushima-Kaigan Sta., is a small picturesque island connected with the mainland by the vermilion wooden Togetsukyo Bridge. The island was once used as a retreat for priests, and no women were permitted to enter.

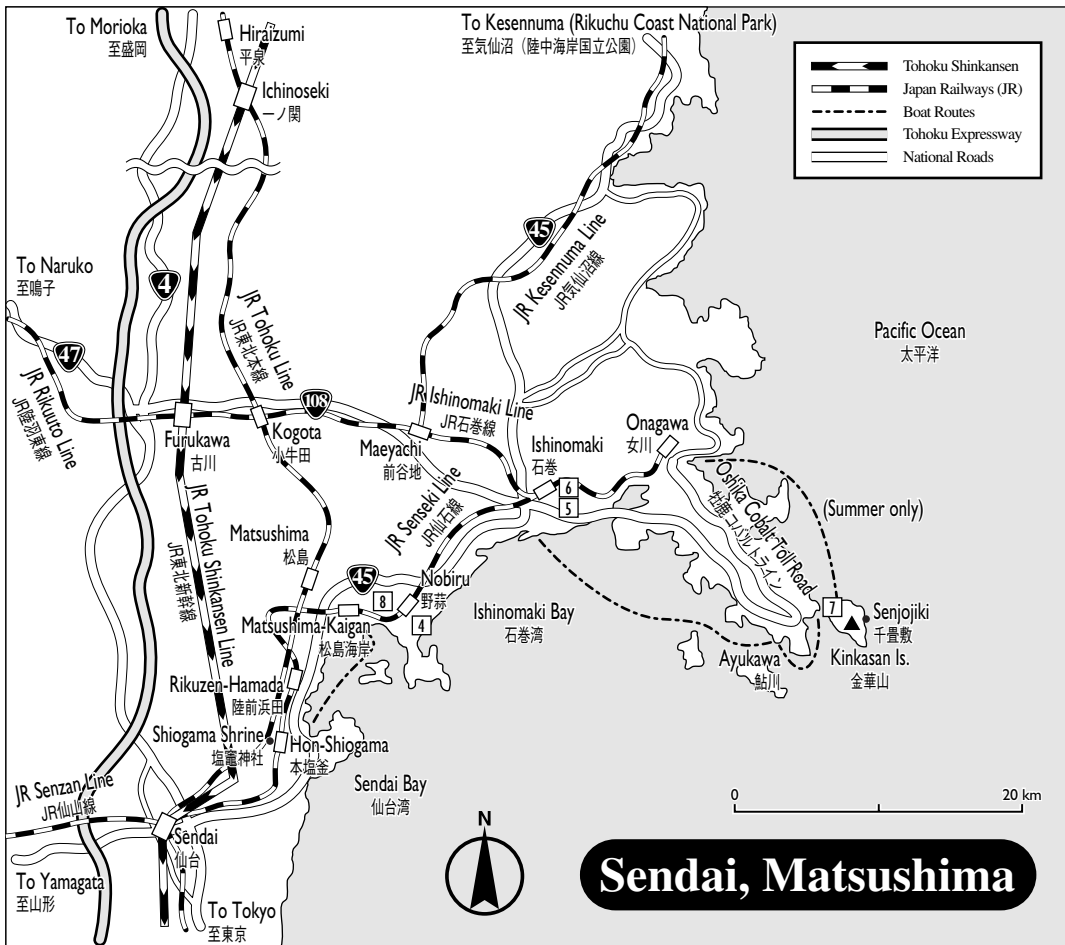
**Marinepia Matsushima Aquarium (マリンピア松島水族館)**, 3-min. walk from Matsushima-Kaigan Sta., keeps various species of freshwater, saltwater and tropical fish. Open: 9:00–16:30 (–17:00 on weekends and national holidays) in Nov.–Feb., 9:00–17:00 (–17:30 on weekends, national holidays and Jul. 17–Aug. 31) in Mar.–Oct. Admission: ¥1,400.

You can get more detailed brochures free at Matsushima Information Center. Tel: (022) 354-2263

**KINKASAN**

**Kinkasan Island (金華山)**, 13 min. from Ayukawa by ferry, lies off the southern tip of Oshika Peninsula. Mt. Kinkasan, alt. 445 m, is a pyramid-shaped small mountain in the center of the island, covered with dense forest, home to wild deer and monkeys. In spring, the entire mountain is covered in greenery. Halfway up the mountain stands Koganeyama Shrine, well worth a visit.

**Senjojiki (千畳敷)**, 3 hrs. on foot from the pier, extends along the



Numbers 4–8 correspond to those on the “Accommodations” list on page 5/6

island’s eastern shore. The name means “stretch of tatami-shaped rocks” although the translation does not do justice to the fantastic rectangular patterns of the rock formations.

**HIRAIZUMI**

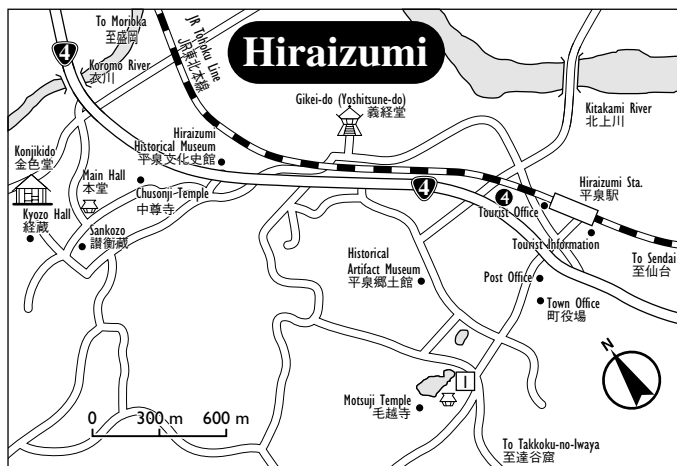
**Chusonji Temple (中尊寺)**, 5 min. by bus or 25-min. walk from Hiraizumi Sta., set amid thick woods, was originally founded by the Fujiwara family in 850. At that time, there were more than 40 buildings in the area, but most of those have been destroyed by war and fire. Remaining to this day are only Konjikido Hall and Kyozo Hall, reminiscent of its earlier splendor. Open: 8:00–17:00 (Apr. 1–Nov. 10 enter by 16:30), 8:30–16:30 (Nov. 11–Mar. 31 enter by 16:00). Admission: ¥800 (Including Konjikido, Kyozo Hall and Treasure House).

**Konjikido (金色堂) or Golden Hall:** Its name was derived from the fact that the hall was covered by gold leaf. The Naijin (Inner Chamber) of the hall has 3 altars. The remains of 3 rulers of the Fujiwara family—Kiyohira, Motohira and Hidehira, used to rest beneath the central altar.

**Kyozo Hall (経蔵) or Sutra Hall** was built in 1122. Buddhist Sutras used to be kept here, but these are now housed in Sankozo Hall.

**Motsuji Temple (毛越寺)**, 7-min. walk from Hiraizumi Sta., was founded in 850. The garden of the temple is a good example of a Jodo-style garden, laid out in the style of “Jodo” or paradise according to the Buddhist principles. Open: 8:30–17:00 (Apr. 5–Nov. 4), 8:30–16:30 (Nov. 5–Apr. 4). Admission: ¥500.

**Takkoku-no-Iwaya (達谷窟)**, a cave reached in 15 min. by taxi from Hiraizumi Sta., is located en route to Gembikei Gorge. On the surface of a huge rock forming a steep cliff near the cave, faint traces



Number 1 corresponds to those on the “Accommodations” list on & page 5/6

of a carved image of Dainichi-Nyorai can be distinguished. According to history, the image is said to date from the end of the 11th century. Open from 8:00 to sunset (16:30 in winter, 18:00 in summer). Admission: ¥300.

**Accommodations:**

Name of facility	Tel.	Fax.	Room rate (¥)
<b>Sendai:</b>			
1 Maple Sendai YH (Y)	(022)234-3922	(022)234-3923	¥
2 Koyo Grand Hotel (H)	(022)267-5111	(022)265-2252	¥¥¥
3 Hotel Sendai Plaza (H)	(022)262-7111	(022)262-8169	¥¥¥
4 Sendai Excel Hotel Tokyu (H)	(022)262-2411	(022)262-4109	¥¥¥
5 Sendai Hotel (H)	(022)225-5171	(022)268-9325	¥¥¥
6 Acera Hotel Sendai (BH)	(022)263-7110	(022)263-7061	¥
7 Aisaki Ryokan (R)	(022)264-0700	(022)227-6067	¥
8 Sendai Dochuan YH (Y)	(022)247-0511	(022)247-0759	¥
9 Hotel Richfield Sendai (H)	(022)262-7755	(022)222-7611	¥¥
10 Sendai Chitose YH (Y) (W)	(022)222-6329	(022)265-7551	¥
11 Hotel Hokke Club Sendai (BH)	(022)224-3121	(022)265-5498	¥
12 Hotel Pearl City Sendai (BH)	(022)262-8711	(022)268-3492	¥
13 Hotel Universe Sendai (BH)	(022)261-7711	(022)261-7745	¥
14 Bansuitei Ikoiso (R) (W)	(022)222-7885	(022)223-2222	¥
15 Hotel Sumireh (H) (W)	(022)222-8100	(022)225-8100	¥¥
16 Chisan Hotel Sendai (H)	(022)262-3211	(022)262-3220	¥¥
17 Dormy Inn Sendai (H)	(022)715-7077	(022)715-7078	¥¥
18 Capsule Hotel Leaves (BH)	(022)261-8020	(022)261-8038	¥
19 Hotel Green Arbor (BH)	(022)213-8990	(022)213-9630	¥
20 Hotel Green Well (BH)	(022)216-6155	(022)216-6656	¥
21 Hotel Green Pacific (BH)	(022)221-8888	(022)221-8897	¥
22 Hotel Green Palace (BH)	(022)256-2691	(022)256-2626	¥
23 Hotel Green Mark (BH)	(022)224-1050	(022)224-1057	¥
24 Hotel Green Line (BH)	(022)217-8311	(022)711-1622	¥
25 Hotel Green City (BH)	(022)219-2691	(022)219-1560	¥
26 Hotel Central Sendai (BH)	(022)711-4111	(022)711-4110	¥
27 Hotel Bel Air Sendai (BH)	(022)217-8511	(022)217-8611	¥
28 Toyoko Inn Sendai Chuo Iti-chome Iti-ban (BH)	(022)726-1045	(022)726-1046	¥
29 Hotel Unisite Sendai (BH)	(022)716-0123	(022)716-1717	¥
30 Holiday Inn Sendai (H)	(022)256-5111	(022)256-5211	¥¥¥
31 Super Hotel City Sendai (BH)	(022)722-9000	(022)722-9001	¥
32 Sendai Sunplaza (BH)	(022)257-3333	(022)257-3331	¥¥
33 Sendai Washington Hotel (BH)	(022)222-2111	(022)222-2797	¥
34 Morino Hotel Sendai (BH)	(022)713-5888	(022)713-3666	¥
35 Hotel Richfield Aoba-dori (H)	(022)262-1355	(022)265-2890	¥¥
36 Sendai Business Hotel (BH)	(022)261-5711	(022)268-5620	¥
37 Hotel Metropolitan Sendai (H)	(022)268-2525	(022)268-2521	¥¥¥
38 Sendai Kokusai Hotel (H)	(022)268-1111	(022)268-1113	¥¥¥
<b>Akiu Onsen</b>			
Akiu Grand Hotel (R)	(022)397-3131	(022)397-3107	¥¥
Hotel Kiyomizu (R)	(022)397-2555	(022)397-2515	¥¥¥
Hotel New Mitoya (R)	(022)398-2301	(022)398-2242	¥¥¥
Oushu Akiu Onsen Rantei (R)	(022)397-1515	(022)397-1513	¥¥¥
Densho Sennen Yado Sakan (R)	(022)398-2233	(022)398-2168	¥¥¥
Ryokan Sansaiso (R)	(022)398-2646	(022)398-2423	¥¥
<b>Matsushima, Ishinomaki &amp; Kinkasan:</b>			
1 Matsushima Century Hotel (H)	(022)354-4111	(022)354-4191	¥¥
2 Hotel New Komatsu Kohutei (R) (More than 2 persons)	(022)354-5065	(022)354-5056	¥¥¥
3 Hotel Taikanso (R)	(022)354-2161	(022)353-3431	¥¥
4 Pila Matsushima Okumatsushima YH (Y)	(022)88-2220	(022)88-3797	¥
5 Ishinomaki Sunplaza Hotel (BH)	(022)93-3311	(022)93-3318	¥
6 Ishinomaki Grand Hotel (H)	(022)93-8111	(022)93-8110	¥¥
7 Kinkasan Koganeyama Jinja (S)	(022)45-2301	(022)45-2303	¥¥
8 Ryokan Sakuragawa (R)	(022)354-2513	(022)354-3706	¥¥
<b>Hiraizumi:</b>			
1 Motsuji YH (Y)	(0191)46-2331		¥

**Remarks:**

1 - 38 correspond to those on the maps on pages 2/6, 3/6 & 4/6

- H = Hotel Rate for a twin room. ¥¥¥ more than 15,000 yen
- R = Ryokan Rate per person. ¥¥ 8,001 yen - 15,000 yen
- BH = Business Hotel Rate per person. ¥ 8,000 yen or less
- P = Pension Rate per person.
- Y = Youth Hostel Rate per person
- S = Sanro\* Rate per person.
- PL = People's Lodge Rate per person.
- (W) = **Welcome Inn** member

Note: The Welcome Inns provide single rooms priced at 8,000 yen or less.

\* Shukubo or Sanro where visitors to a shrine or temple can stay overnight.

**W** **Welcome Inn Reservation Center (WIRC)** is here to help you book economical accommodations at participating inns throughout the country. Our participating establishments, called "Welcome Inns", comprise a range of accommodations from hotels, business hotels, Ryokan, minshuku, pensions and Shukubo (temple lodgings) to youth hostels. Most of them have guest rooms at rates which do not exceed ¥8,000 yen per night (excluding tax and service charges) for a single room.

#### Reservation over the Internet

Visit our website at <http://www.itcj.jp> and apply through our system.

Application deadline – generally 5 days ahead of your check-in date

#### Reservation at booking counters in Japan

To take advantage of our service, you must appear in person at any of the Welcome Inn reservation counters located at the Tourist Information Centers: Tokyo (10th fl. Tokyo Kofutsukaikan Bldg., 2-10-1, Yurakucho, Chiyoda-ku), Kyoto (9th fl. of JR Kyoto Sta.), Narita International Airport, Kansai International Airport.

**Welcome Inn Reservation Center**  
c/o International Tourism Center of Japan  
<http://www.itcj.jp>



**Goodwill Guide Groups** offer tourists from overseas local tours guided in English or other languages. The guides are registered with JNTO and display the badge shown. As they are volunteers, there is no charge for their service. You are only expected to pay for their transportation, admission to tourist facilities if you visit any and their meals if you eat with them.

**JNTO Website**

[www.jnto.go.jp/eng/arrange/essential/guideservice.html](http://www.jnto.go.jp/eng/arrange/essential/guideservice.html)



## TOURIST INFORMATION

(Visit Japan Information Network)

#### Sendai Tourist Information Center:

2nd fl., JR Sendai Station, 1-1-1, Chuo, Aoba-ku, Sendai City, Miyagi Pref.

Open: 8:30–20:00, 8:30–17:00 (Dec. 31–Jan. 3).

Tel. (022)222-4069

#### Sendai International Center Koryu Corner:

1st fl., Sendai International Center, Aobayama, Aoba-ku, Sendai City,

Miyagi Pref.

Tel. (022)265-2471

Open: 9:00–20:00. Closed irregularly & Dec. 28–Jan. 4.

#### Matsushima Information Center:

7-1, Namiuchihama, Matsushima Town, Miyagi-gun, Miyagi Pref.

Open: 9:30–16:30, 9:00–17:00 (Sat., Sun. and national holidays,

Apr.–Nov.).

Tel. (022)354-2263

#### Ichinoseki Tourist Information:

JR Ichinoseki Station, 67, Ekimae, Ichinoseki City, Iwate Pref.

Open: 9:00–17:30 (May–Oct.), 9:00–17:00 (Nov.–Apr.).

Closed: Dec. 30–Jan. 2.

Tel. (0191)23-2350

#### Hiraizumi Tourist Information:

61-7, Izumiya, Hiraizumi Aza, Hiraizumi Town, Nishiiwai-gun, Iwate

Pref.

Open: 8:30–17:00 Closed: Dec. 29–31

Tel. (0191)46-2110

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