

Practical Travel Guide - 203

# SENDAI, MATSUSHIMA and HIRAIZUMI



日本政府観光局 (JNTO)  
Japan National Tourism Organization

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



**Sendai** (仙台), pop. 1,069,434 (as of Nov. 2013), 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 Chuson-ji Temple.

**Access:**

To	From (via)	Type of transportation	Time required	One-way fare
Sendai	Tokyo	JR Tohoku Shinkansen "Yamabiko" "Hayate"	1 hr. 40 min.–2 hrs. 30 min.	¥10,590
Sendai	Tokyo or Shinjuku	Highway Bus	5 hrs. 30 min.	¥3,000–¥5,600
Hon-shiogama	Sendai	JR Senseki Line	20–30 min.	¥320
Matsushima-Kaigan	Sendai	JR Senseki Line (partly halted) and Bus	30–40 min.	¥400
	Shiogama Port	Ferry Boat	50 min.	¥1,400 (2nd. class)
Ichinoseki	Tokyo	JR Tohoku Shinkansen "Yamabiko" "Hayate"	2 hrs. 10 min.–2 hrs. 50 min.	¥12,470
Hiraizumi	Ichinoseki	JR Tohoku Line	10 min.	¥190
	Sendai (change at Ichinoseki)		1 hr. 40 min.–1 hr. 50 min.	¥1,890

**[To / From Sendai – Tokyo by Tohoku Kyuko Bus]**

**<To Sendai>**

Bus leaves from Tokyo Sta. Yaesu South Exit Bus Stop (next to Yaesu-dori Police box on Yaesu Street or next to the No. 22 exit of Yaesu underground shopping street, the Rose Road). Time required: 5 hrs. 30 min. Fare: ¥3,000–¥5,600 one way (Seat reservation necessary at travel agencies)

**<To Tokyo>**

Bus leaves from Sendai Sta. West Exit Bus Stop No. 22 (at the front of Sendai Hotel) on Aoba-dori Street.

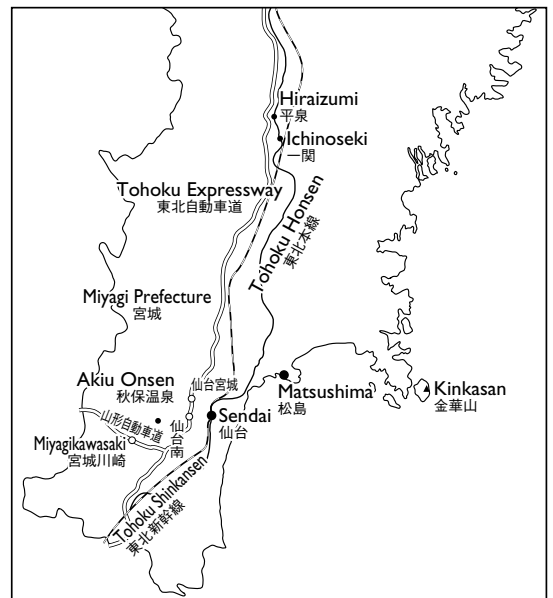
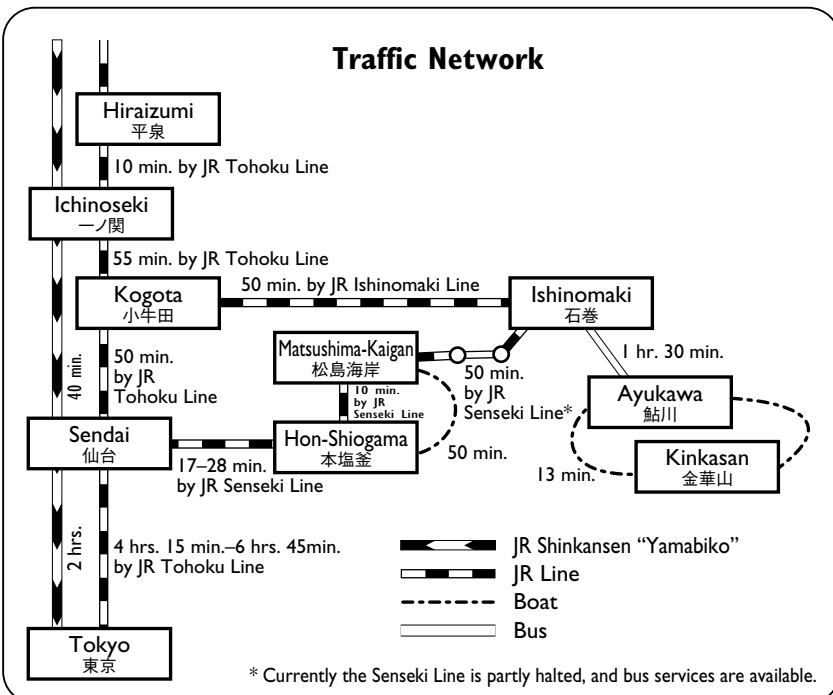
**Timetable**

Tokyo Sta.	Sendai Sta.	Sendai Sta.	Tokyo Sta.
10:30	▶ 15:57	8:03	▶ 13:30
15:00	▶ 20:27 *1	9:33	▶ 14:55 *1
17:00	▶ 22:27	14:03	▶ 19:20
23:40	▶ 5:12	15:48	▶ 21:30 *2
23:55	▶ 5:32 *1	23:43	▶ 5:15
		23:58	▶ 5:35 *3

\*1: Operated only Friday to Sunday.

\*2: Operated only Thursday and Saturday.

\*3: Stops at Hamamatsucho Sta. and Tokyo Teleport (Odaiba-mae) after stopping at Tokyo Sta. Operated only Friday to Sunday.



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

1st day: Tokyo ..... 1 hr. 40 min. – 2 hrs. 30 min. JR Tohoku Shinkansen ..... Sendai (sightseeing in the city) ..... 30 min. train ..... Hon-Shiogama (sightseeing in Matsushima bay) ..... 50 min. ferry ..... Matsushima-Kaigan

2nd day: Matsushima-Kaigan ..... 50 min. train and bus ..... Ishinomaki ..... 1hr.30 min. bus ..... Ayukawa ..... 15 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. 10 min. – 2 hrs. 50 min. JR Tohoku Shinkansen ..... Tokyo

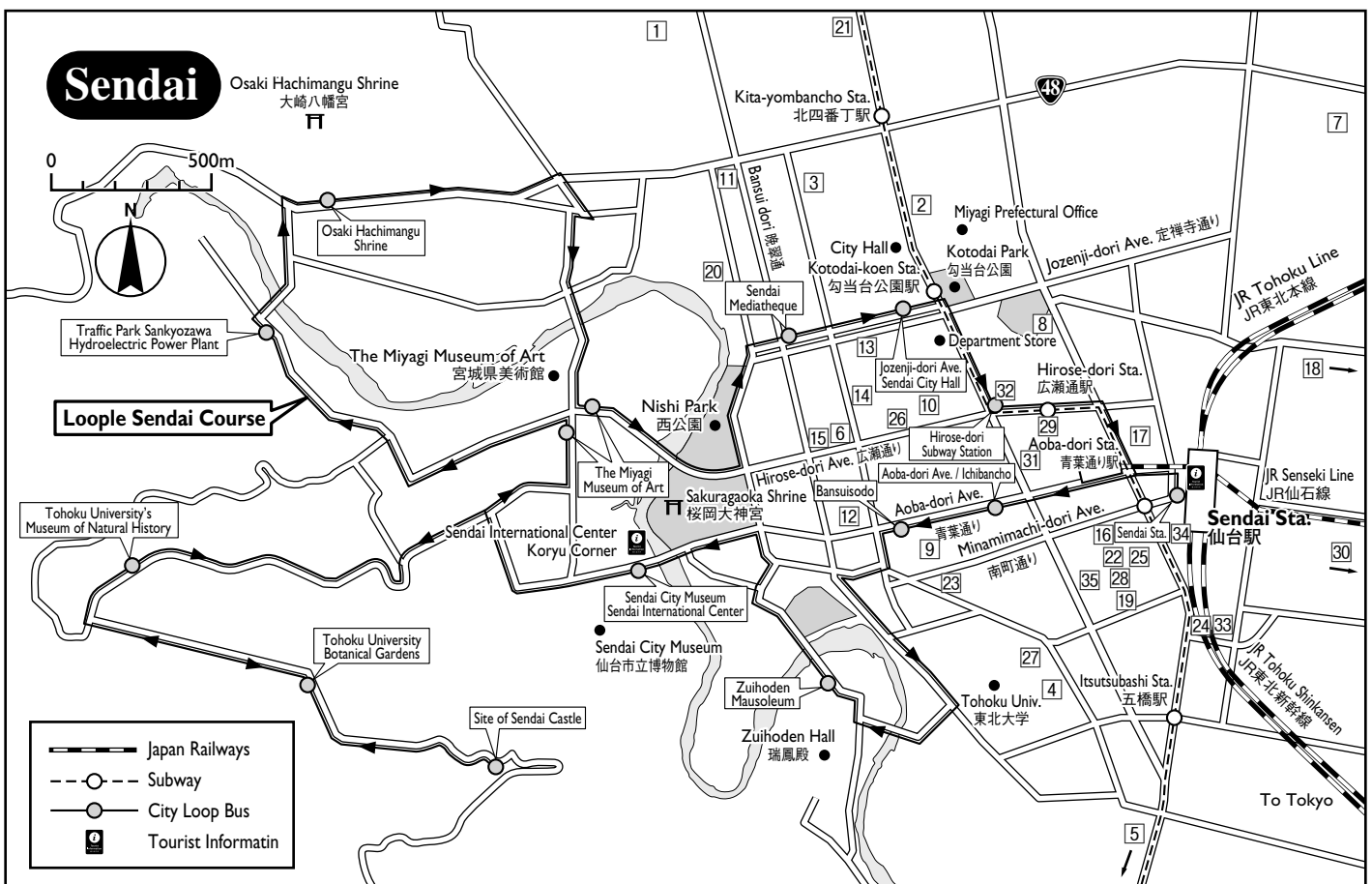
\*Please confirm the timetable before you visit.

**SENDAI**

“Aobajo”—Site of Sendai Castle (仙台城跡) can be reached in 20 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 enter 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.

**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.) Closed: Dec. 31 Admission: ¥550



Numbers 1 – 36 correspond to the “Accommodations” list on page 6/6

**Tourist City Loop Bus, "Loople Sendai"**

The loop bus stops at 15 different tourist spots in the city. You can ride and get off as many times as you want. 1-day pass: ¥600

**[Guide to Loople Sendai Buses]**

**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.

**Bunka Yoko-cho** (文化横町), Aoba-dori Ave./Ichibancho Bus Stop, is a side street with various kinds of restaurants.

**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: Mon., day following a national holiday, & Dec. 28–Jan. 4 Admission: ¥400

**Aobajo Shiryo 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: 9:00–17:00, –16:00 (Nov. 4–Mar. 31) Admission: ¥700

**Botanical Gardens, Tohoku University** (東北大学植物園), Short 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. (or Tue. when Mon. is a national holiday) & Dec.–Mar. Admission: ¥220

**Museum of Natural History, Tohoku University** (東北大学理学部自然史標本館), 1-min. 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. (or Tue.

when Mon. is a national holiday) & Dec. 28–Jan. 4 Admission: ¥150 <http://www.museum.tohoku.ac.jp/english/index.html>

**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 4,200 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, or Tue. when Mon. is a national holiday) & Dec. 29–Jan. 3 Admission: ¥300 <http://www.pref.miyagi.jp/site/museum-en/>

**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, workshops, 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, & 4th Thu. (library: Mon., the day following a holiday, the last day of the month & Dec. 28–Jan. 4) <http://www.smt.jp/en/>

**Johzenji Street** (定禅寺通), 15-min. 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.

**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 2,700 restaurants. It is especially worth eating the famous 'gyu-tan' (ox tongue) dishes because Sendai is known as its birthplace.

**Marble Road Oomachi** (マーブルロードおおまち), 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.

**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**

**Akiu Onsen** (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 Tohoku. Rairai Gorge situated nearby affords a beautiful landscape in the springtime with fresh new leaves and autumn foliage enjoyable in the fall.

**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.

**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 hundred most famous waterfalls in Japan. Nearby is a botanical garden with over 15,000 plants and flowers.

**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.

**Rairai Gorge** (磊々峽), 55 min. by bus from Sendai Sta. to Nozokibashi Bus Stop, is located at the entrance to Akiu Onsen and is filled with strangely shaped boulders and rocks.

**MATSUSHIMA and KINKASAN ISLAND****SHIOGAMA**

**Shiogama Shrine** (塩竈神社), 15-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.–Sep.), –16:30 (Oct.–Nov & Feb.–Mar.), –16:00 (Dec.–Jan.) Admission: ¥200

**MATSUSHIMA**

**Zuigan-ji Temple** (瑞巖寺), 8-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.), –16:00 (Feb., Nov.), –16:30 (Mar., Oct.), –17:00 (Apr.–

Sep.) Admission: ¥700

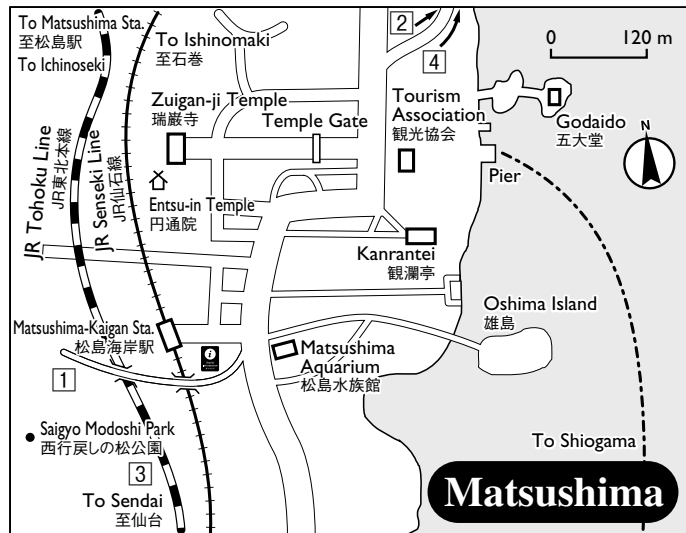
**Godaido** (五大堂), 10-min. walk from Matsushima-Kaigan Sta., lies on a pine-clad islet. Rebuilt by order of Masamune Date, the worship hall is reached by 2 short bridges. The islet often appears in pictures as the symbol of Matsushima and is registered as an Important Cultural Property.

**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.), –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: 9:00–17:00, –17:30 (Nov.–Feb.), –16:30 (Aug.) Admission: ¥1,400

**Saigo Modoshi No Matsu Park** (西行戻しの松公園), 20-min. walk up the slope behind Matsushima-Kaigan Sta., is the most visited park in Matsushima, located in the elevated ground. The park commands a nice panoramic view of the Matsushima bay. Crowds flock to the park in the spring time to enjoy the cherry blossoms.

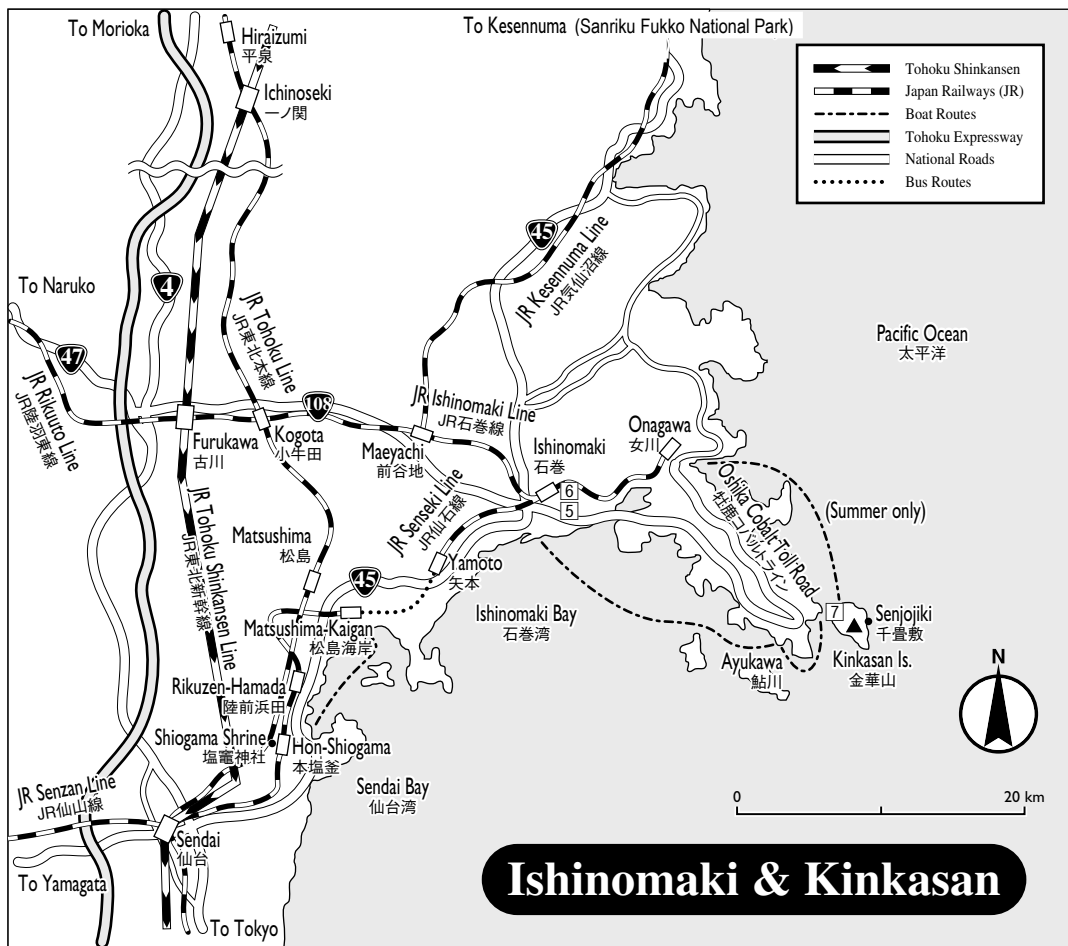


Numbers 1 – 4 correspond to those on the Accommodations list on page 6/6

**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 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.



Numbers 5 – 7 correspond to those on the "Accommodations" list on page 6/6

**HIRAIZUMI**

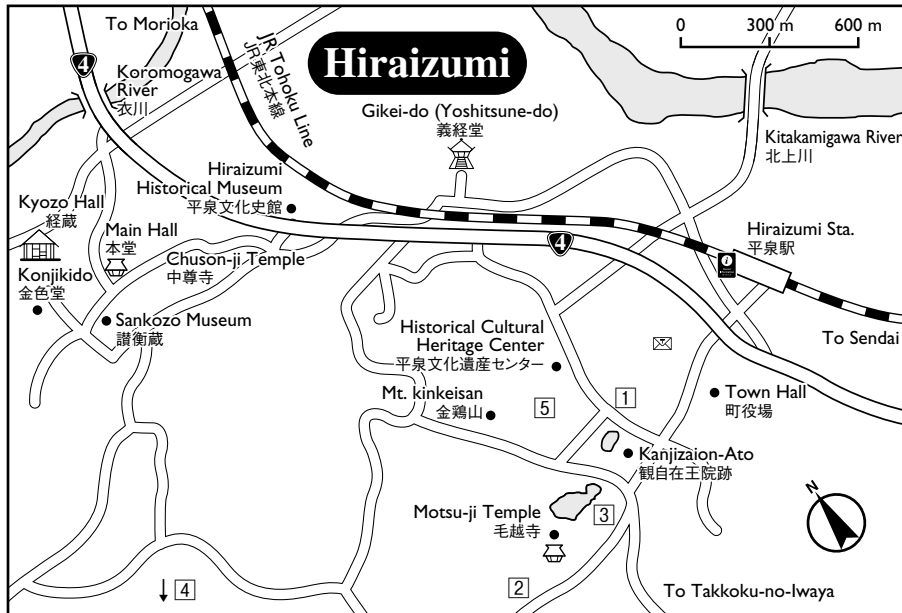
**Chuson-ji Temple** (中尊寺), 10 min. by loop line bus or 25-min. walk from Hiraizumi Sta., set amid thick woods, was originally founded by the Fujiwara family in 850. At that time, there were more than 40 buildings in the area, but most of those have been destroyed by war and fire. Remaining to this day are only Konjikido Hall and Kyozo Hall, reminiscent of its earlier splendor. Open: 8:30–17:00 (Mar. 1–Nov. 3 enter by 16:30), –16:30 (Nov. Feb. enter by 16:00) Admission: ¥800 (Including Konjiki-do, Kyozo Hall and Sankozo Museum)

**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 Museum.

**Motsu-ji Temple** (毛越寺), 3 min. by loop line bus or 10-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), –16:30 (Nov. 5–Apr. 4) Admission: ¥500



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

**Takkoku-no-Iwaya** (達谷窟), a cave reached in 10 min. by taxi or bus (Apr.–Nov.) 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 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: 8:00–17:00 (Apr. 1–Nov. 23), –16:30 (Nov. 24–Mar. 31) Admission: ¥300

**Hiraizumi Loop-Line Bus “Run-Run”:** runs every 15–30 min. Fare: 1 Ride ¥140, 1 Day Free-Ride Ticket ¥400

Hiraizumi Sta. ..... 3 min. ..... Motsu-ji Temple ..... 3 min. ..... Yukyu no yu (Hot Spring) ..... 1 min. ..... Hiraizumi Cultural Heritage Center ..... 3 min. ....  
 Chuson-ji Temple ..... 4 min. ..... Takabachi Gikeido (Yoshitsune Hall) ..... 2 min. ..... Muryoko-in Temple Remains ..... 2 min. ..... Yanagi no Goshō ..... 2 min. ....  
 ..... Hiraizumi Sta.

**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/travell/guide/guideservice.html](http://www.jnto.go.jp/eng/arrange/travell/guide/guideservice.html)

**TOURIST INFORMATION**  
 (Visit Japan Information Network)

**Sendai International Center Koryu Corner:**  
 Aobayama, Aoba-ku, Sendai City, Miyagi  
 Open: 9:00–20:00 Tel. (022)265-2471  
 Closed: Dec. 29 – Jan. 3 & the regular holidays of 1 or 2 days a month

**Sendai City Information Office (Sendai Sta.):**  
 2F JR Sendai Station Building, 1-1-1 Chuo, Aoba-ku, Sendai City, Miyagi Tel. (022)222-4069  
 Open: 8:30–19:00, 9:00–17:00 (Dec. 31 – Jan. 3)

**Matsushima Information Center (Matsushima-Kaigan Sta.):**  
 7-1 Namiuchihama, Matsushimamachi, Miyagi-gun, Miyagi Tel. (022)354-2263  
 Open: 9:30–16:30, 8:30–17:00 (Sat., Sun. & national holidays)

**Ichinoseki Tourist Information:**  
 1 Ekimae, Ichinoseki City, Iwate  
 Open: 9:00–17:30 (–17:00 Dec. – Mar.) Tel. (0191)23-2350  
 Closed: Dec. 29 – Jan. 3

**Hiraizumi Tourist Information (Hiraizumi Sta.):**  
 76 Izumiya Hiraizumi Hiraizumi-cho, Nishiwai-gun, Iwate  
 Open: 9:00–16:00 Tel. (0191)46-2110

**Accommodations:**

Name of facilities	Tel.	Room rate (¥)	Name of facilities	Tel.	Room rate (¥)
<b>Sendai:</b>			<b>Akiu Onsen</b>		
1 Maple Sendai YH (Y)	(022)234-3922	¥	Akiu Grand Hotel (R)	(022)397-3131	¥¥
2 Sendai Business Hotel (BH)	(022)261-5711	¥	Ryokan Sansaiso (R)	(022)398-2646	¥¥
3 Acera Hotel Sendai (BH)	(022)263-7110	¥	Hotel Kiyomizu (R)	(022)397-2555	¥¥¥
4 Aisaki Ryokan (R)	(022)264-0700	¥	Hotel New Mitoya (R)	(022)398-2301	¥¥¥
5 Sendai Dochuan YH (Y)	(022)247-0511	¥	Oushu Akiu Onsen Rantei (R)	(022)397-1515	¥¥¥
6 Morino Hotel Sendai (BH)	(022)713-5888	¥	Densho Sennen Yado Sakan (R)	(022)398-2233	¥¥¥
7 Sendai Chitose YH (Y)	(022)222-6329	¥			
8 Hotel Hokke Club Sendai (BH)	(022)224-3121	¥	<b>Matsushima, Ishinomaki &amp; Kinkasan:</b>		
9 Hotel Pearl City Sendai (BH)	(022)262-8711	¥	1 Resort Inn Matsushima (H)	(022)355-0888	¥
10 Smile Hotel (BH)	(022)261-7711	¥	2 Matsushima Century Hotel (H)	(022)354-4111	¥¥
11 Bansuitei Ikoiso (R)	(022)222-7885	¥	3 Hotel Taikanso (R)	(022)354-2161	¥¥
12 ARK HOTEL (BH)	(022)222-2111	¥	4 Komatsukan (R) (More than 2 persons)	(022)354-5065	¥¥¥
13 Super Hotel City Sendai (BH)	(022)722-9000	¥	5 Ishinomaki Sunplaza Hotel (BH)	(0225)93-3311	¥
14 Capsule Hotel Leaves (BH)	(022)261-8020	¥	6 Ishinomaki Grand Hotel (H)	(0225)93-8111	¥¥
15 Hotel Green Arbor (BH)	(022)213-8990	¥	7 Kinkasan Koganeyama Jinja (S)	(0225)45-2301	¥¥
16 Hotel Green Well (BH)	(022)216-6155	¥			
17 Hotel Green Pacific (BH)	(022)221-8888	¥	<b>Hiraizumi:</b>		
18 Hotel Green Palace (BH)	(022)256-2691	¥	1 Maizuruso (R)	(0191)46-3375	¥
19 Hotel Green Mark (BH)	(022)224-1050	¥	2 Osawa Onsen Ryokan (R)	(0191)46-2059	¥
20 Hotel Green Line (BH)	(022)217-8311	¥	3 Ryokan Iris Yu (R)	(0191)46-3323	¥
21 Hotel Green City (BH)	(022)219-2691	¥	4 Shizukatei (R)	(0191)34-2211	¥¥
22 Hotel Central Sendai (BH)	(022)711-4111	¥	5 Hotel Musashibo (H)	(0191)46-2241	¥¥
23 Hotel Bel Air Sendai (BH)	(022)217-8511	¥			
24 Toyoko Inn Sendai Chuo Iti-chome Iti-ban (BH)	(022)726-1045	¥			
25 Hotel Unisite Sendai (BH)	(022)716-0123	¥			
26 Hotel Grand Terrace Sendai Kokubun-cho (H)	(022)262-7755	¥¥			
27 Hotel Sumireh (H)	(022)222-8100	¥¥			
28 Unizo Inn Sendai (H)	(022)262-3211	¥¥			
29 Dormy Inn Sendai (H)	(022)715-7077	¥¥			
30 Sendai Sunplaza (BH)	(022)257-3333	¥¥			
31 Hotel Crown Hills Sendai Aobadori (H)	(022)262-1355	¥¥			
32 Koyo Grand Hotel (H)	(022)267-5111	¥¥¥			
33 ANA Holiday Inn Sendai (H)	(022)256-5111	¥¥¥			
34 Hotel Metropolitan Sendai (H)	(022)268-2525	¥¥¥			
35 Sendai Kokusai Hotel (H)	(022)268-1111	¥¥¥			

Accommodation rates are due to change by season or days. Please check the correct rates before you visit.

**Remarks:**

Numbers 1 - 35 correspond to those on the maps on pages 2/6, 4/6 & 5/6

H = Hotel	Rate for a twin room
R = Ryokan	Rate per person
BH = Business Hotel	Rate per person
Y = Youth Hostel	Rate per person
S = Sanro*	Rate per person

¥¥¥ = more than 15,000 yen  
 ¥¥ = 8,001 yen – 15,000 yen  
 ¥ = 8,000 yen or less

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

**Tourist Information Center (TIC)**

TIC of Japan National Tourism Organization is your helping hand while in Japan. Its main services are providing travel information and free literature on Japan such as tourist spots, transportation, and suggesting tour itineraries, etc.

1st Fl., Shin Tokyo Bldg., 3-3-1, Marunouchi, Chiyoda-ku, Tokyo  
 100-0005 Tel. 03-3201-3331  
 Open from 9 a.m. to 5 p.m. (Closed: Jan. 1<sup>st</sup>)  
<http://www.jnto.go.jp/eng/arrange/travel/guide/tic.html>

**Note:** Transportation expenses, admission fees and other charges may change due to the increase in the consumption tax rate to 8% from April 2014.

All information, including transportation schedules, fares, prices and accommodation charges, which is contained in this leaflet is based on data as of November 2013, and is subject to change without notice. While every effort is made to ensure the accuracy of all information, regrettably errors do occasionally occur. Therefore, you should check with organizations concerned for updated and accurate information on your chosen destination. JNTO shall not be liable for any loss or damage of whatever nature that may arise as a result, directly or indirectly, from the use of any of the information or material contained in this leaflet.