

Access to NOBEOKA

* shows only major interchanges (IC) and junctions



By train

- **JR Hakata Station – JR Nobeoka Station**
Approximately **4** hours
From JR Hakata Station, take the "Sonic" express train to Oita Station, then board the "Nichirin" express train to Nobeoka from the same platform.
- **JR Oita Station – JR Nobeoka Station**
Approximately **2** hours
From Oita station, take the "Nichirin" express train to Nobeoka.
- **JR Kagoshima Central Station – JR Nobeoka Station**
Approximately **3** hours
From Kagoshima Central Station, take the "Kirishima" express train to Miyazaki Station, then, from the same platform, board either the "Nichirin" or "Hyuga" express train to Nobeoka.
- **JR Miyazaki Station – JR Nobeoka Station**
Approximately **1** hour
From Miyazaki Station, board the "Nichirin" or "Hyuga" express train to Nobeoka.

By car

- **From Fukuoka City : Approximately 3 h 30 min**
From Fukuoka IC take the Kyushu Expressway heading south. Transfer to Oita Expressway at Tosu Junction. At Hiji Junction, continue on Oita Expressway heading south to Miyazaki, passing through Oita Mera IC. Take the East Kyushu Expressway south to Nobeoka City.
- **From Kagoshima City : Approximately 3 h 30 min**
From Kagoshima IC, take Kyushu Expressway north. At Ebino Junction, proceed onto East Kyushu Expressway, north to Nobeoka City.
- **From Oita City : Approximately 1 h 30 min**
From Oita IC, take East Kyushu Expressway south to Nobeoka City.
- **From Kumamoto City : Approximately 2 h 30 min**
From Route 57, continue onto Route 325. Proceed on Route 218 via Takachiho Town, then take Kitakata-Nobeoka Road to Nobeoka City.
- **From Miyazaki City : Approximately 1 h 15 min**
From Miyazaki West IC, take East Kyushu Expressway north to Nobeoka City.

Nobeoka Profile



In a world of mythology where the gods descend to the earth, Nobeoka is a "hybrid city" that blends the old and the new. It is a town built among castle ruins, but also features factories that use the latest technology. Nobeoka is surrounded by mountains, rivers, and even the ocean. Nobeoka has also been called a "Gourmet Town" because of its delicious yet reasonably priced food and sake.

Contact

Nobeoka Tourist Association

TEL: 0982-29-2155

Hours: 9:00am - 5:00pm / Closed: Sat, Sun, and holidays

Address: Cocoretta NOBEOKA 2F,
2-125, Saiwai-machi, Nobeoka City

<https://nobekan.jp/en/>

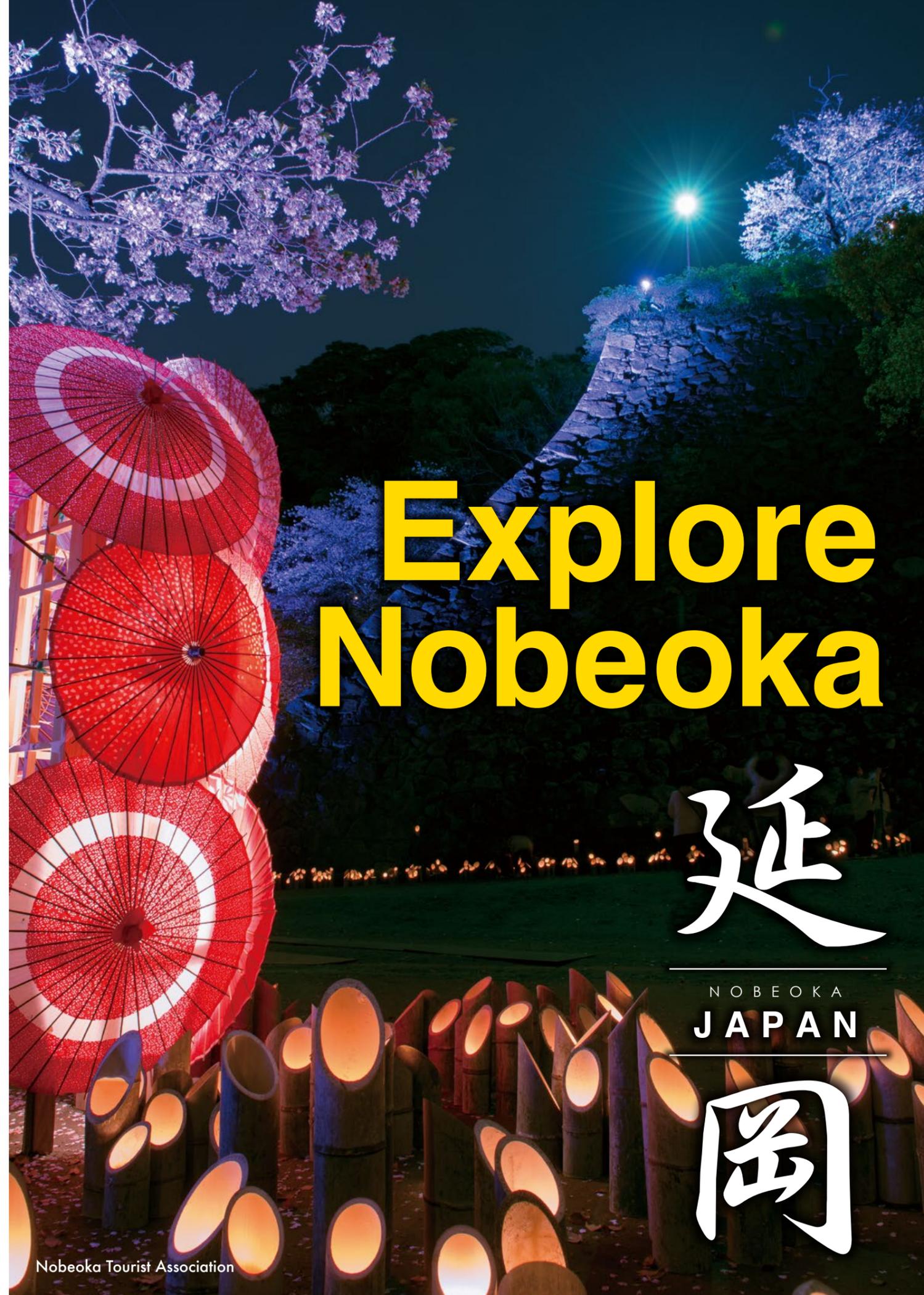


Nobeoka Souvenir Station

TEL: 0982-32-3706

Hours: 8:30am - 5:30pm / Open year around

Address: JR Nobeoka Station



Explore Nobeoka

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NOBEOKA
JAPAN

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Highly Recommended Gourmet dishes loved by the people of Nobeoka

チキン南蛮 **Chicken Nanban**

The Birthplace of "Chicken Nanban"

Chicken Nanban, a fried chicken cutlet dipped in sweet vinaigrette, was invented in Nobeoka in the 1970s. There are multiple versions of Chicken Nanban in Nobeoka, and the most popular version includes tartar sauce. Considered the soul food of Nobeoka, Chicken Nanban is not only offered in restaurants and bars, but various other kinds of establishments, such as cafes and sushi restaurants, which have also developed their own original recipes.

Breast Fillet or Thigh Fillet ?

Residents of Nobeoka are divided into two groups: those who like the rich taste of thigh fillet, and those who prefer the leaner taste of breast fillet.

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Let's eat Chicken Nanban!



Nobeoka's Chicken Nanban character "Chickinan Bancho"

Highly Recommended Gourmet dishes loved by the people of Nobeoka

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延岡辛麺 **Nobeoka Karamen**

For Spicy Food Lovers

Nobeoka "Karamen" is a spicy noodle soup made with a secret base. To make Karamen, chopped hot peppers, garlic, chives, and ground meat are added to the broth before an egg is mixed in. One of the soup's main characteristics is its slightly chewy "konyaku" noodles, which are made with both soba and wheat flour. There are increasing levels of spice to choose from.

Special Movie



Blair (AUS) and Erin (USA) arrive in Nobeoka, hoping to eat Chicken Nanban, the famous chicken dish that was invented there. They find themselves swept up in an exploration of the local cuisines, traditions, and legends that go above and beyond their expectations. Please join them in experiencing the unique and vibrant city of Nobeoka!

Please watch on YouTube » Search: Explore Nobeoka



Highly Recommended Gourmet dishes loved by the people of Nobeoka



伊勢海老

Ise Ebi Japanese Spiny Lobster

Spiny lobsters from the Hyuga-nada sea are famous nationwide.

September to mid-April is lobster season and many spiny lobsters can be found in ports all around Nobeoka. Spiny lobsters caught in Nobeoka have a fresh and rich taste. The best way to prepare spiny lobsters is to grill them with salt or eat them raw as sashimi.



ひむか本サバ

Himuka Honsaba

Miyazaki Brand-name Mackerel that won Prime Minister Award

It is well known that Mackerel are difficult to farm because of their fragile nature. However, in Nobeoka's Kitaura area, Himuka Honsaba are bred under controlled conditions and exported once they grow to over 400g. To ensure that the fish's stomach is empty when it is exported, they are not fed for at least 7 days prior. This results in a mellow tasting, odorless fish with a wonderful texture. It is popular to serve it as sashimi!



のべおか岩ガキ

Nobeoka Iwagaki Oyster

Large, Rich, and Creamy!

Nobeoka Iwagaki Oysters, which are in season from spring throughout summer, are also called "Summer Oysters." It's best to eat them after being grilled over a charcoal barbecue. Nobeoka Iwagaki Oysters are farmed on fishing grounds where the Kuroshio Current meets nutritious water from mountains, making them large, rich, and creamy! During the season, many people enjoy Iwagaki Oyster Festivals in the region.

Highly Recommended Gourmet dishes loved by the people of Nobeoka



鮎料理 **Gourmet Ayu**

Enjoy the taste of autumn at Ayu restaurants along Gokase River

There are many traditional ways to prepare Ayu, a kind of sweetfish. You can grill the fish with salt or miso, or cook it up with some rice. Grilled Ayu with miso is a local specialty!



Nobeoka Mitsukura Breweries

Nobeoka, a city situated in Miyazaki prefecture in Kyushu, is known as the “City of Rivers” where clear water flows. There are three breweries that make different kinds of liquor: Craft Beer (Miyazaki Hideji Beer), Sake (Sentokushuzo), and Shochu (SATO SHOCHU). “Nobeoka Mitsukura” is a union formed by all three of them, to improve craftsmanship and promote the region.



宮崎ひでじビール

Hideji Beer Craft Beer Brewery
Miyazaki Hideji Beer Co.,Ltd.

The Hideji Beer brewery is located at the base of Mt. Mukabaki. They brew beers ranging from traditional styles enjoyed around the world to the truly original Hideji brew, all created with ingredients grown locally. This makes Hideji a true Japanese craft beer. Hideji Beer has won many national and international prizes for their great products.



千徳酒造

千徳 Sake Brewery
Sentokushuzo Co., Ltd.

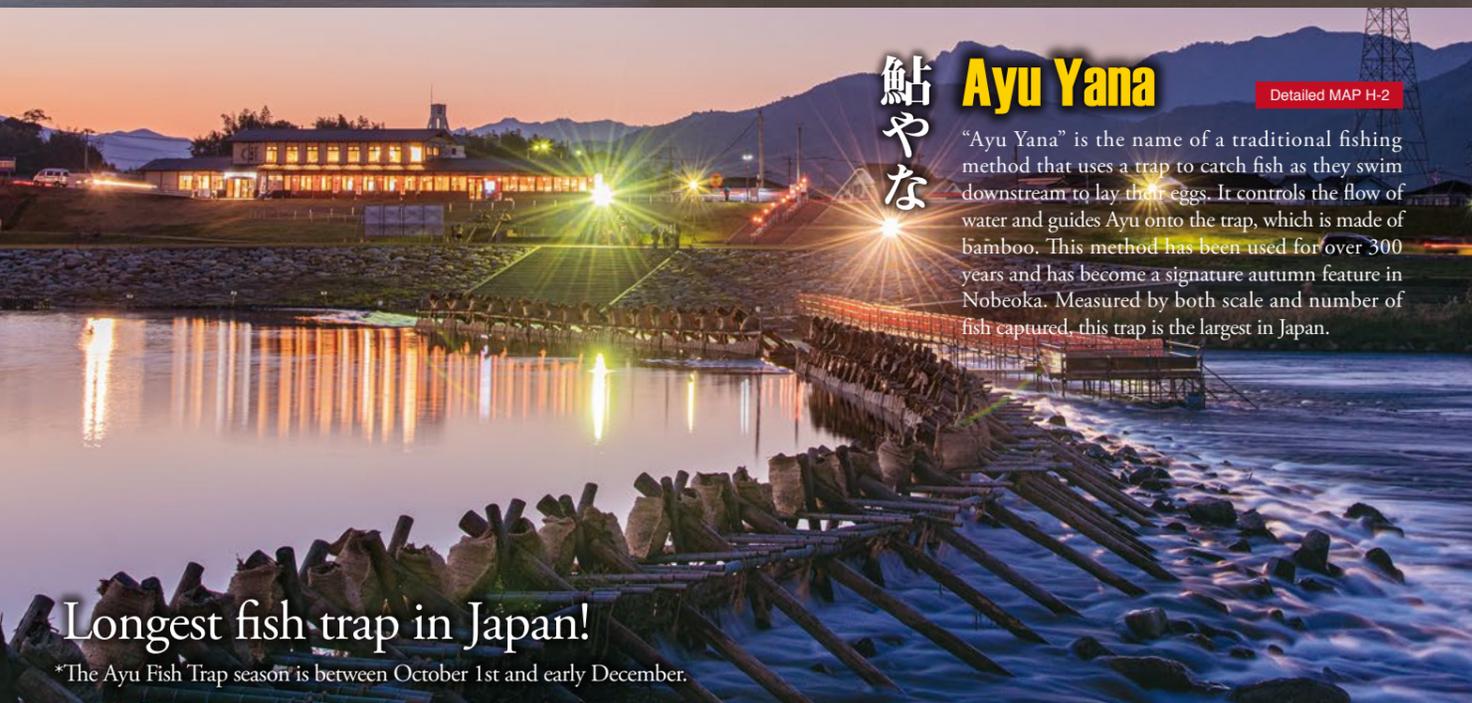
Sake (rice wine) is made from rice and water utilizing microbes such as yeast and koji-mold. Sentokushuzo is the only specialized sake brewery in Miyazaki Prefecture and has over 100 years of history. Making sake requires high level fermentation techniques. Sentokushuzo continues to brew delicious sake that is loved by both foreigners and locals alike.



佐藤焼酎製造場

サト Shochu Distillery
SATO SHOCHU Inc.

Shochu is a popular liquor in Japan, which Miyazaki Prefecture is famous for producing. There are various ways to enjoy shochu. SATO SHOCHU is a distillery located on the banks of the Hourai River. The distillery uses traditional techniques to produce shochu with natural ingredients, such as rice, barley, sweet potato, and chestnut.



鮎やな **Ayu Yana**

Detailed MAP H-2

“Ayu Yana” is the name of a traditional fishing method that uses a trap to catch fish as they swim downstream to lay their eggs. It controls the flow of water and guides Ayu onto the trap, which is made of bamboo. This method has been used for over 300 years and has become a signature autumn feature in Nobeoka. Measured by both scale and number of fish captured, this trap is the largest in Japan.

Longest fish trap in Japan!

*The Ayu Fish Trap season is between October 1st and early December.



Highlight **Ochi Ayu**

Ayu that swim downstream to lay their eggs are called “Ochi Ayu”. You can also see people catching Ayu at the trap!

Activities

Explore NOBEOKA

Big PAC-MAN !!!

パッくん岩

Pakkun Rock

MAP B-1

Pakkun Rock is a huge rock that looks just like PAC-MAN, the famous video game character. Pakkun also means "opening a big mouth" in Japanese. The rock is about one and a half hours away from Shishigawa camping site in the northern part of Nobeoka. Pakkun Rock has become a tourist attraction, because it is a great spot to take pictures to share on social media.

祝子川溪谷

Houri River Valley

MAP A-2

Beautiful clear water!

The Houri River Valley was formed by a water stream cutting through granite. The amazing clarity of the water accentuates the beauty of the surrounding forest. The splendor of the valley continues as the seasons change. In summertime, you can enjoy stream fishing, river activities, and camping.

神さん山

Mt. Kamisan

MAP A-3



You can find an ancient cavern formed by two huge rocks supporting each other on Mt. Kamisan. One is 24 meters high, while the other is 15 meters high. There is also a 2 meter tall triangular rock in the gap between the two caverns. Due to its mysterious shape, this place is known as a spiritual power spot.

キャニオニング

Canyoning

MAP A, B-3



Surrounded by beautiful trees, clear skies and pure water, you will find a wonderful world that you have never experienced in the Houri River Valley. Let's go on an adventure! Enjoy swimming, jumping and sliding like a child there!

Houri River Hot Spring "Bijin no yu"

MAP B-3



Get silky, smooth skin!

This hot spring is situated at the foot of Mt. Okue, and has come to be called "bijin no yu," or "spring of beauty." You can enjoy gazing up at beautiful mountains while soaking in the sodium-ion and hydrogen carbonate-ion rich water in the indoor and outdoor baths. The water is known to break down sebum and washes the pores clean, resulting in perfectly smooth skin. The hot spring is also known to relieve the symptoms of rheumatism and neuralgia. There are various leisure spots nearby where you can go mountain climbing or camping before you relax in the bath.

祝子川温泉
「美人の湯」

Activities

Explore NOBEOKA

カヌーツーリング

Canoe Tours

MAP A,B-6

The rivers that emanate from Sobo-katamuki Quasi-National Park have abundant, high quality water, making them perfect for canoeing, swimming, or fishing.

Highlight

Watching fireflies from a canoe!

While riding on a canoe down a majestic channel of the Kitagawa River, you can view fireflies in Japan's largest habitat for Genji Fireflies.

Nobeoka is a famous scuba diving spot in Kyushu enjoyed by divers from all over Japan.

Thanks to the Kuroshio Current, the water in the southern section of Nippo Coast Quasi-National Park is warm and clear, making it the perfect habitat for many varieties of coral as well as tropical fish. It is famous for underwater caves and colorful soft coral. It is also one of the largest habitats of Osuribachi coral in Japan, making it a top-class spot for scuba diving. If you wear a dry suit, you can enjoy this sea paradise any time of the year, even in the fall or winter!



Marine Life

The ocean in Nobeoka is well known as a habitat for numerous species of fish. The popular Frogfish and Clownfish can be found there.



Japan's Best Osuribachi Coral

The massive stretch of Osuribachi coral off the coast of Shimanoura Island is the largest in Japan.



スキューバダイビング

Scuba Diving

MAP C,D-7,8

Fun for everyone!

Snorkelers can enjoy the calm ocean at Urashiro Bay and observe over 100 kinds of natural coral around Shimanoura Island. It is recommend to everyone, including first time snorkelers and children.



Snorkeling

シュノーケリング

MAP D-7



Cruising

クルージング

Highlight

Pass through a massive stone arch on a boat!

MAP C-8



Enjoy a fresh sea breeze!

Take a guided ferry tour to the remote islands of Shimanoura and Takashima. View impressive rock formations along the way while observing unique coral reefs with glass-bottom viewboxes.



Sobo Katamuki Quasi-National Park

Known as “Kyushu’s Last Hidden Spot,” the park’s natural features remain unspoiled. A large range of granite mountains known as “Hoko Peak,” “Mt. Hiei,” “Yahazu Peak,” and “Mt. Mukabaki,” surround Mt. Okue.

大崩山 Mt. Okue

MAP B-2

There are many routes to satisfy advanced mountain climbers!

At an altitude of 1,644m, Mt. Okue is the featured mountain of the Sobo Katamuki Quasi-National Park. The area offers extensive cliffs, natural forests, and a variety of trails for climbers. Many rare plant species can be found along the trails and visitors can enjoy the magnificent colors of every season.

愛宕山の夜景 City Lights at Mt. Atago

MAP F-5

There is a legend that a god and goddess of Japanese mythology named Ninigino Mikoto and Konohana Sakuyahime met and were married on Mt. Atago. There is a monument at the summit to symbolize this myth, and it has become a popular date spot. On the mountain’s summit, there is an observation tower where you can enjoy a spectacular night view of Nobeoka City and the Hyuga-nada Sea.



Fun Facts Lock Monument

Couples come to Mt. Atago to put a padlock on a heart-shaped monument, which becomes a symbol of their devotion to one another.

鏡山 Mt. Kagami

MAP B-7

Enjoy a spectacular panoramic view overlooking Nippo Coast Quasi-National Park from Mt. Kagami.



Nippo Coast Quasi-National Park

Nippo Coast Quasi-National Park consists of a saw-toothed coastline that extends 120 kilometers from Saga no Seki Peninsula of Oita Prefecture to Mimitsu Coast of Miyazaki Prefecture. Swimming beaches and camping areas are available throughout.

Shimo Aso Beach

MAP C-8

The most beautiful beach in Kyushu!

Shimo Aso Beach is located in the middle of Nippo Coast Quasi-National Park. It features picturesque, clear ocean water and a white sandy beach. Miyazaki’s northernmost beach, it has been selected as the best swimming beach in Kyushu by the Ministry of the Environment.



下阿蘇ビーチ

Events

Explore NOBEOKA

Nobeoka Tengaichi Takigi Noh Theater

Noh artists perform in front of the “Killer Stone Wall of a Thousand Invaders”

The Nobeoka Tengaichi Takigi Noh Theater, a world class traditional Japanese play put on at the outer courtyard of Nobeoka Castle’s ruins every October, uses ancient Noh masks which were handed down from Nobeoka’s previous feudal lords, the Naito family. This Noh play, performed by firelight in front of a stone wall called “Killer Stone Wall of a Thousand Invaders,” draws the audience into a mysterious world.

Detailed MAP D-4

のべおか天下二薪能



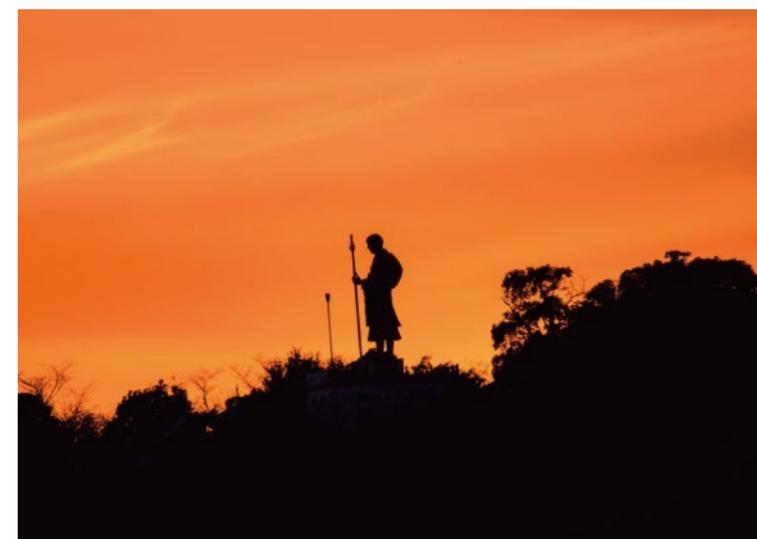
Imayama Daishi

Detailed Map A-5

今山大師



On Mt. Imayama stands Japan’s tallest statue of the Buddhist monk Kobo Daishi along with Nobeoka’s oldest Buddhist temple, Imayama Hachimangu, which was built in the year 717. Nobeoka Daishi Festival is held for three days in April and is one of the biggest spring festivals in Kyushu. On the last day of the festival the feudal lord’s parade is held. The festival is held on a Friday through Sunday in April.



Tengaichi Noh Masks

Highlight

66 Noh masks were donated to the Naito Memorial Hall by the Naito family, including 30 masterpieces by 6 craftsmen who have received the title of “Tengaichi”, the best in Japan, at their trade. This collection is considered extremely valuable all over Japan.



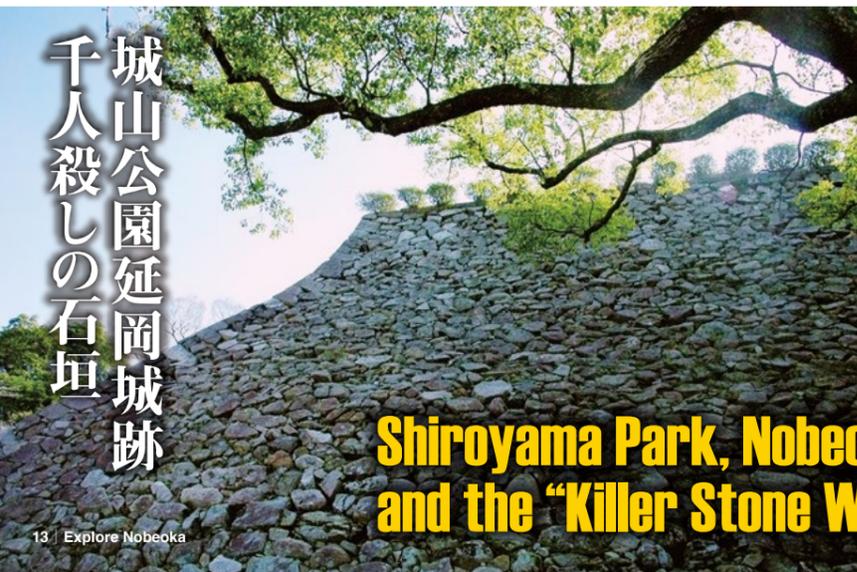
Shiroyama Park features the ruins of Nobeoka Castle, which was built in 1603. About 300 cherry trees bloom in the park every spring. One highlight is the “Killer Stone Wall of a Thousand Invaders.” It is said, that this wall will collapse and kill 1,000 enemies if a stone from the foundation is removed.



Detailed MAP D-4

Shiroyama Park, Nobeoka Castle Ruins and the “Killer Stone Wall of a Thousand Invaders”

城山公園延岡城跡
千人殺しの石垣



延岡花物語
このはなウォーク

Nobeoka Flower Story “Kono Hana Walk”

In Nobeoka, you can experience spring a little bit early by participating in the Nobeoka Flower Story “Kono Hana Walk” event. In this event, people walk along the Kono Hana Road, which passes the famous plum trees of Honto Temple, the incredible cherry and canola blossoms along the banks of Gokase River, and the wild camellia of Shiroyama Park. You can enjoy performances by local artists, outdoor tea ceremonies, rickshaw rides, and browse local products during the Nobeoka Flower Story event.



MAP D-4,5

Explore Nobeoka MAP



Legend Symbols

Hiking	Scenery	Food	Hot Springs	Parking
Restroom	Accessible	Flowers	Park	Beach Activity

Railway

Michi-no-Eki Information [Roadside Stop]



Michi no Eki: Kitaura

Located next to Shimo Aso beach, fresh seafood products such as Hiougi Scallops are available. Other seafood products caught by local fishermen are available as well. There is also salty soft serve ice cream made with Kitaura Moon Salt. Moon Salt is a popular souvenir!

☎ 0982-45-3811

Hours: 9:00am – 6:00pm
Open year round
(Except the New Year holidays)
Address: 3337-1 Furue, Kitaura, Nobeoka City

<http://www.michinoeki-kitaura.com>



Michi no Eki: Kitagawa Hayuma

Kitagawa Hayuma has the largest selection of Nobeoka souvenirs anywhere! It is easy to access, located at the junction of Eastern Kyushu Expressway and Route 10. Soft serve ice cream made with the station's original recipe is very popular. Seasonal flavors such as "Kamaccha Soft Serve," made with green tea, and "Hyuga Natsu Soft Serve," made with local citrus fruits, are available.

☎ 0982-24-6006

Hours: 8:30am – 6:00pm
Open year around
Address: 5751-1 Nagai, Kitagawa, Nobeoka City

<http://www.kitagawa-hayuma.jp>



Nobeoka Souvenir Station

Located outside the ticket gate at JR Nobeoka Station, products from Nobeoka such as Chicken Nanban and local sake are available. An ice cream made with a byproduct of sake production from Sentoku Brewery is unique to the Nobeoka Tourism Product Station. Don't worry, its non-alcoholic, so children can enjoy it too!

☎ 0982-32-3706

Hours: 8:30am - 5:30pm
Open year around
Address: JR Nobeoka Station

<http://nobekan.jp/souvenir/>



Michi no Eki: Kitakata Yocchimiroya

An array of fresh fruits and vegetables from Kitakata are available here along with popular, original homemade ice cream. "Chiyohime," made with locally grown peaches, is the most popular flavor. From household items to gifts, you can browse a wide selection of goods.

☎ 0982-48-0808

Hours: 8:00am-6:30pm
Open year around
(Except the New Year holidays)
Address: 175-1 Kitakata-Mi, Nobeoka City

<http://www.yottimiroya.com/>

Asahi Kasei Nobeoka Exhibition Hall



Detail MAP H-8



延岡展示センター



This hall introduces Asahi Kasei Corporation's history and corporate philosophy, as well as public relations and community activities around the Nobeoka and Hyuga area. At the exhibition, guests can partake in hands-on tours and touch some Asahi Kasei products.

<Asahi Kasei Koyo Club>

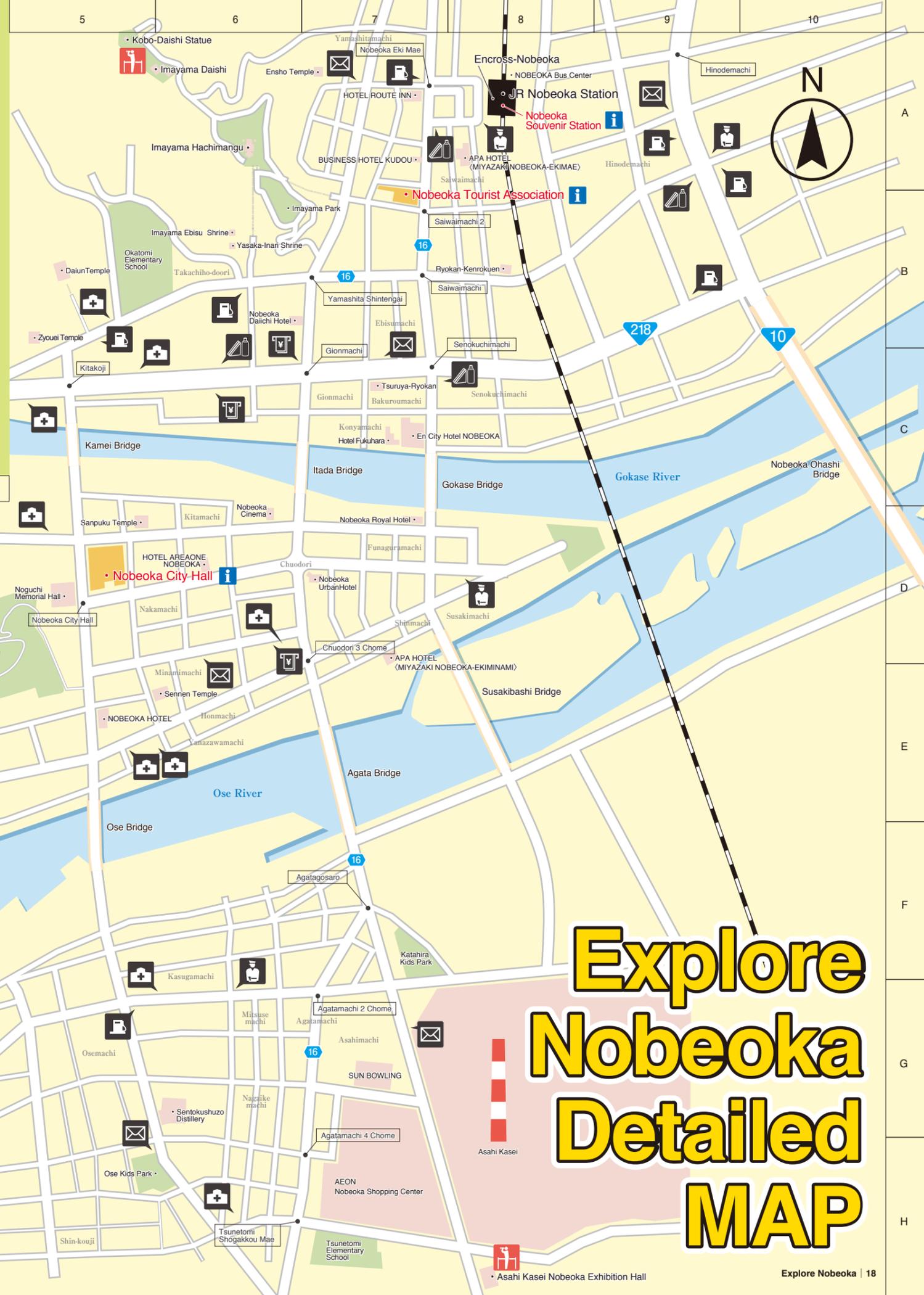
TEL / FAX (0982) 22-2070 / (0982) 22-4106

•Hours: 9am-12pm, 1pm-4pm

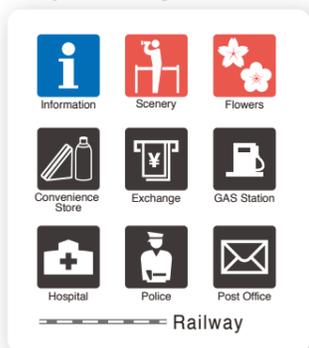
•Closed: Saturdays, Sundays, holidays, and New Years

•Address: 6-4100, Asahimachi, Nobeoka City

Visits on Saturday might be possible. Please contact the Exhibition Hall one month in advance for consultation. Plant tours require a reservation. Please contact the Exhibition Hall in advance.



Legend Symbols



Explore Nobeoka Detailed MAP