

# KOCCHIAWAITS





4 | 10 MUST-SEES IN KOCHI!

**Sunday Market** 

The longest street market in Japan

Held for over 300 years, on Sunday morning and afternoon this beloved 1.3km market takes over one of the main streets in Kochi City, starting right by the castle gates. Explore the 300 stalls that sell everything from fresh produce and tasty snacks like imoten (bite-sized sweet potato tempura) and veggie-based inaka-sushi, to beautiful Tosa knives, local crafts and dozens of other tempting delights.





Shimanto River Valley
Japan's last free-flowing river
Starting from a source deep in the mount

Starting from a source deep in the mountains, the Shimanto makes its way to the Pacific Ocean 196km away, gently snaking through the Shimanto River Valley area. Don't miss the iconic chinkabashi (submersible bridges) as you kayak, SUP or swim in the clean water, or enjoy the views on a long bike ride along the river. Be sure to try the locally-caught ayu sweetfish or unagi eel!

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Walking the Shikoku 88 Temple Pilgrimage

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This 1,400km route takes pilgrims on a meditative journey to 88 sacred sites around the island of Shikoku, as set out by the Buddhist monk Kukai. 16 of the temples along the pilgrimage route are in Kochi, with several sub-sections that can be walked in one day, for adventurous travelers who want to get a taste of this ancient trail. Wave to the white-clad pilgrims you are sure to see along their walk and visit the historic temples that have been their destination for centuries.

Katsurahama
Picture-perfect beach w

Picture-perfect beach watched over by local hero Sakamoto Ryoma

This sandy beach flanked by pine trees is one of the most iconic spots in Kochi Prefecture. The beach has been a popular moon-viewing spot since ancient times. Stop and say hello to the 13.5m-tall statue of Sakamoto Ryoma and enjoy the panoramic ocean views. .

# O MUST-SEES IN KOCHI!

鰹のたたま

Katsuo no Tataki

Kochi's soul food

When in Kochi you must try this local favorite! Juicy fillets of bonito are seared over a straw fire, then served in generous slices with toppings like garlic, green onion and tangy ponzu sauce.



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A night on the town in Kochi City Party like a local

rate bre thre City

People in Kochi are known for having one of the highest sake consumption rates in Japan, often choosing local brews from the 18 breweries scattered throughout the prefecture. Kochi City has lots of bars, food stalls and restaurants to choose from, so you are sure to have a memorable night out. If you can, try the traditional bekuhai drinking game, with special cups that can't be put down until empty.

Makino
Botanical Garden
Explore one of Japan's best botanical

The Kochi Prefectural

Explore one of Japan's best botanica gardens

The Kochi Prefectural Makino Botanical Garden honors the late Kochi-born botanist Dr. Tomitaro Makino, known as the father of Japanese botany. Take a stroll through gentle winding paths blooming with over 3,000 plant species, from rare exotic flowers to wild endemic varieties discovered by Dr. Makino.



Kengo Kuma's Architecture

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Beautiful buildings designed by Kengo Kuma in a town above the clouds

The mountain town of Yusuhara is dotted with architectural wonders designed by famous architect Kengo Kuma, who created the main stadium for the 2020 Tokyo Olympic Games.

Don't miss the magical library!







#### A citrus beloved by chefs

Kochi is the biggest producer of this tart citrus fruit, which has a bright, refreshing flavor that has enchanted chefs worldwide. Besides being used to make delicious drinks and sweets, yuzu vinegar is an essential part of local dishes, even used to flavor rice for Kochi's iconic inakasushi (country-style sushi). You will find a variety of sauces and dressings featuring yuzu, which make excellent souvenirs

## Inaka-sushi

#### Sushi-without fish?

This "country-style" sushi was developed in the mountainous areas of Kochi.
Unusual vegetables like mountain potato stems (ryukyu), Japanese ginger (myoga), and fresh bamboo shoots are preserved and served on top of rice flavored with yuzu vinegar.
Light and healthy, this is a must-try!





#### Bekuhai

Try this fun game where you spin the dreidel to determine which "trick" cup to drink from

# 土

## Tosa Sake

#### Discover Kochi's 18 sake breweries

No meal or okyaku (celebration) in Kochi is complete without a few glasses of sake. Known collectively as Tosa sake (from the former ruling domain name), the breweries dotted around the prefecture tend to create dry, crisp brews with a smooth and clean finish, made to enhance the flavors of local dishes. A number of breweries offer tours and tastings, so you can stop by to sample their sake while exploring.





#### Splurge on fresh alfonsino

With their golden eyes and bright red color, these deep-sea fish are highly prized in Japan, and the Muroto area of Kochi boasts an abundant catch. Be sure to try this luxurious fish between December to February and June to July, when they are at their plumpest.



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舎寿





## Tosaiiro Chicken

#### A native breed packed with flavor

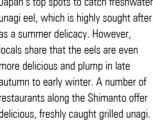
A heritage breed raised in Kochi, Tosajiro chickens are allowed plenty of space to roam, which not only ensures a good quality of life but also that their meat is high in protein and low in fat. Unlike most chicken destined for the table, which are shipped out at two months, Tosajiro are carefully reared for 5 months. Whether broiled, roasted or grilled, the meat is sensational. Vegetarians can try their eggs instead, which have a rich flavor.



## Unagi (Eel)

#### Fresh from the river

The pure Shimanto River is one of Japan's top spots to catch freshwater unagi eel, which is highly sought after as a summer delicacy. However, locals share that the eels are even more delicious and plump in late autumn to early winter. A number of restaurants along the Shimanto offer delicious, freshly caught grilled unagi.





#### The "miracle" wagyu!

Tosa Akaushi beef is only produced in Kochi and is limited to about 500 head of cattle per year, making it a rare treat that is almost impossible to find outside the prefecture. The meat is highly rated, as this prized beef is said to have 2 to 4 times the umami and sweetness of more commonly available black-haired wagyu

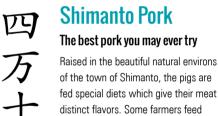






#### Getting started at "Kochi's Kitchen"

Foodies visiting Kochi City must make at least one visit to Hirome Market, where locals and visitors from around Japan and abroad come together to sample the region's culinary delights. The covered market has dozens of food stalls with everything from Kochi favorites like katsuo no tataki to Indian and Italian dishes. Order at whichever stall takes your fancy (along with a few glasses of local sake), then grab a spot at the big communal tables. Unusually for Japan, folks in Kochi are not shy about joining a table with other people, and conversation soon starts to flow as freely as the drinks. The bustling atmosphere makes this is a great place to start an evening out.



of the town of Shimanto, the pigs are fed special diets which give their meat distinct flavors. Some farmers feed them chestnuts, barley and imo-kenpi (a local snack made of fried sweet potatoes) to produce a sweeter meat, while others thrive on a diet of locallygrown Niida rice, which makes the meat juicy and tender.





## Aisukurin

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#### An old-school sweet treat

Halfway between ice cream and sorbet, this chilly treat made from eggs, sugar and powdered milk has been the quintessential snack for sweet tooths in Kochi for over 100 years. Look for the colorful, parasol-covered stands, where you can purchase this local version of ice cream in an array of different flavors.

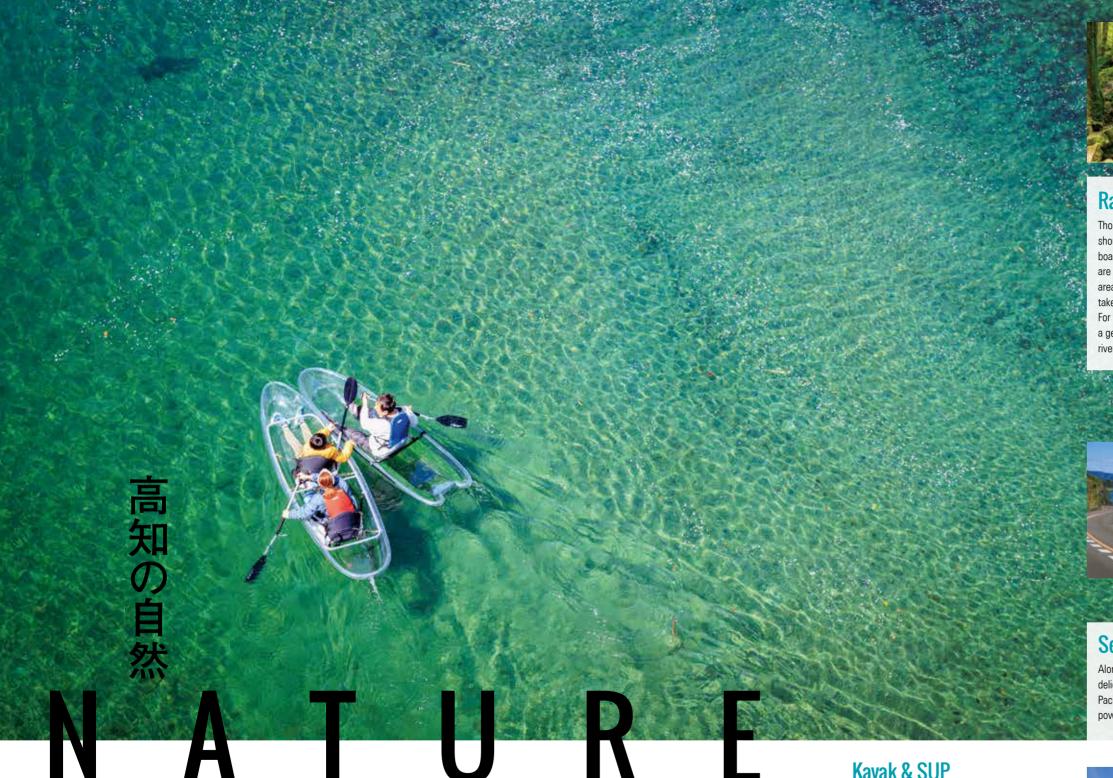




## Yatai Gyoza

#### Potstickers (and more)

Looking for a special night out in Kochi City? Head to the Nijyudaimachi area, where you will find rows of openair yatai street food stalls offering wallet-friendly eats, drinks and tons of atmosphere. Be sure to stop at the famous Yasube stall, for a plate of their sizzling gyoza potstickers.



From deep green forests to emerald blue rivers and crystal-clear oceans. Kochi's pristine nature offers a surprising diversity of landscapes. You can go hiking through karst-strewn highlands in the morning, kayak down a pure river in the afternoon and finish the day watching the sunset from a sandy beach. There is so much for outdoor enthusiasts and nature lovers to discover!

## **Hiking**

Kochi offers hiking and walking trails for visitors of all levels. From thrilling ascents of the peaks of the Shikoku Mountains to shorter forest bathing trails, sub-sections of the famous Shikoku 88 Temple Pilgrimage or riverside treks ending at waterfalls, you will want to make sure to pack your hiking

## Rafting

Those looking for the thrill of white water should head to the Yoshino River, which boasts some of Japan's best rapids. There are plenty of rafting tour operators in the area between Otoyo and Oboke ready to take you on an adrenaline-filled adventure. For those who prefer calmer waters, take a gentle ride down the Shimanto or Niyodo rivers instead.



## **Cycling**

The All Round Shikoku circuit is a bucket list ride for cyclists looking for an off-the-beaten-track adventure on two wheels. With close to half of the 1000km route passing through Kochi Prefecture (including what we humbly believe to be some of its most spectacular sections), it's safe to say that Kochi is a strong contender for those considering a multi-day bike trip in Japan.



## **Sea Salt Making**

Along the coast you can make your own delicious sea salt with sea water from the Pacific Ocean, naturally dried using the power of the sun!



Kochi Prefecture offers a selection of challenging golf courses, ranging from championship-level greens framed with palm trees and Pacific Ocean views, to hidden gems tucked away in the lush valleys and mountains.



Kochi is blessed with two of the cleanest rivers in Japan, making it an ideal destination for adventurous travelers (and kids!) seeking exciting excursions on the water. Float down the gentle currents of the Shimanto River as you paddle a kayak or SUP board, or feel like you are floating in the air on one of the clear kayaking tours of the Niyodo River.





### **Kashiwa Island**

#### White sand and emerald water

Located on the southwestern edge of Kochi Prefecture, this tropical paradise is surrounded by water so clear that boats look like they are suspended in the air. Kashiwa Island is part of Ashizuri-Uwakai National Park, and attracts many divers, as 1000 of the 3500 fish species in Japan can be found in the coral reefs that surround this little 4km-long island. Relax on the white sand beach or enjoy swimming, snorkeling and other ocean activities.





## Shikoku Karst **Natural Park**

#### A magical highland retreat

The Tengu Highlands area of this natural park is on the ridge line between Kochi and Ehime prefectures. Reaching up to 1485 meters in elevation, the plateau is dotted with spiky karst rock formations, which can only be found in three places in Japan. Trekking along the various hiking trails and forest bathing therapy road, you are likely to eventually come across herds of cows. Stay overnight at the luxurious high-altitude lodge, as the dark skies offer excellent stargazing opportunities.



## **Yoshino River** World-class rapids

Stretching across 194km of Shikoku, the Yoshino is well-known in Japan as the country's wildest river, with thrilling rapids that attract white water rafting enthusiasts. It was even chosen as the location for the 2017 World Rafting Championships. Book a tour with one of the many local rafting companies and prepare for a

# PRISTINE BOUNDLESS NATURE!

## Irino Beach Natural art and mirrors

Stretching for four kilometers, the beach's clean white sand backed by pine forest attracts photography fans, who come to capture the moment when the tides create enchanting mirror-like sheets of water that reflect the colors of the sky and people walking on the surface. In early May, the Sunabi Museum's yearly T-Shirt Art Exhibition turns Irino Beach into a grand natural art installation featuring around 1000 shirts, each designed by a different artist. The long lines of t-shirts fluttering in the sea breeze make for quite a surreal



## **Shimanto River**

#### Japan's best kept secret

The 196-km Shimanto River is the longest in Shikoku and is also Japan's last remaining free-flowing river. Local residents protect this important ecosystem, best symbolized by the stocky chinkabashi (submersible bridges), designed to blend into the environment and stand up to flooding. Many visitors choose to experience the Shimanto by kavak, raft or SUP, but you can also enjoy a cruise on traditional yakatabune leisure boat or follow the curves of the river by





## Niyodo River

#### Unforgettable glowing blue

The Niyodo River runs for 124km, from deep in the mountains of Shikoku and out into the Pacific Ocean. It consistently ranks as the purest river in the country, and so is often referred to as "Japan's most beautiful river." Springing out from beneath the ground from around 1500m above sea level, the river's water purity barely changes from its source to the downstream area. This flowing ribbon is a dazzling cobalt blue, which has given rise to the nickname "Niyodo Blue."

## **Cape Muroto**

#### Learn about the geological power of the Earth

Designated a UNESCO Global Geopark in 2011, the Muroto Peninsula is a hub of geological activity, with areas where the ground continues to rise as tectonic plate activity push up the seabed. At Cape Hane, you can walk through rock formations that were once a part of the seafloor and spot fossils of ancient sea creatures. Meanwhile at Cape Muroto, visitors can wander along paths that were once part of the seafloor, now surrounded by subtropical plants such as sea figs, large night-scented lilies and ubame oaks.







### loki Cave

#### Aki City's hidden gem

A very short walk from loki Station takes you to a natural tunnel with fossilized shells embedded in the rocky walls, that opens into a wonderous hidden cave, carved by the ocean millennia ago. The canyon walls that extend beyond the cave are cloaked with a thick carpet of mostly tropical ferns. The diversity of ferns (over 40 species!) is so unique that it was recognized as a National Natural Monument in 1926. A small river runs through the cave and connects 3 waterfalls hidden among the delicate emerald hues of the fluffy ferns.





## CULTURE Kochi Prefecture's culture is deeply connected to climate and location. The lush forests (with 84% of the prefecture covered in trees) supports a long tradition of lumber production and carpentry, which continue to the modern day, most recently in Yusuhara's marvelous structures designed by world renowned architect Kengo Kuma. As part of the Shikoku 88 Temple Pilgrimage route, for centuries Kochi has welcomed pilgrims from across Japan (and now the world), which has fostered a culture of openness and hospitality toward visitors from all walks of life. The harmonious combination of a strong spirit of curiosity and joie de vivre, evident in the work of botanist Tomitaro Makino and the energetic Yosakoi dance festival. along with the desire to preserve beloved traditions like the over 300-year-old Sunday Market and craft of washi paper-making, is what makes Kochi Prefecture so special.

14 CULTURE



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The Shikoku 88 Temple Pilgrimage

Circling all four prefectures on the island of Shikoku, this long trail connects 88 sacred sites the monk Kobo Daishi (also known as Kukai) is said to have visited around 1,200 years ago. While the full journey spans around 1,400km, it is not necessary to walk the entire route to experience the meditative tranquility of the pilgrimage. Kochi is home to 16 of the temples along the route (temples 24 to 39), and the section that passes through the prefecture is known as the "place of ascetic training," as certain parts are quite arduous. Fortunately, there are also some shorter hikes between temples that can be done in one day, to get a taste of the pilgrimage in Kochi. Alternatively, simply opt to visit some of the temples while sightseeing, such as serene Chikurin-ji in Kochi City or quirky, art-filled Iwamoto-ji in Kubokawa. Be sure to pick up a nokyocho booklet and have it signed at each temple, for a beautiful calligraphed memory of your journey.

#### **List of Pilgrimage Sites in Kochi Pref.**

24. 最御崎寺 Hotsumisaki-ji temple

25. 津照寺Shinsho-ji temple

26. 金剛頂寺 Kongocho-ji temple 27. 神峯寺Konomine-ji temple

28. 大日寺Dainichi-ji temple

29. 国分寺Kokubun-ji temple

30. 善楽寺Zenraku-ji temple

- 31. 竹林寺Chikurin-ii temple
- 32. 禅師峰寺 Zenjibu-ji temple 33. 雪蹊寺Sekkei-ji temple

One of the 88 Temples

- 34. 種間寺Tanema-ji temple
- 35. 清瀧寺Kivotaki-ii temple
- 36. 青龍寺Shoryu-ji temple
- 37. 岩本寺Iwamoto-ji temple
- 38. 金剛福寺 Kongofuku-ji temple
- 39. 延光寺Enko-ji temple





Temple seal booklet (nokyocho)



梼原町の建築群隈 研吾

## Kengo Kuma Architecture

#### World-class marvels in a mountain town

The charming town of Yusuhara is home to several wooden structures designed by famous architect Kengo Kuma, who planned the main stadium for the 2020 Tokyo Olympics. Inspired by the town's retro kabuki theater, he designed six structures: the Yusuhara Town Office, Machi-no-Eki Yusuhara, Kumo-no-Ue-no Gallery, Kumo-no-Ue-no Hotel(currently under renovation), YURURI Yusuhara and the magical Yusuhara Community Library.



るさこい祭り

## Yosakoi

#### Kochi's exciting dance festival

The energetic Yosakoi dance festival takes over Kochi City every year from August 9th to 12th. Teams of perfectly synchronized dancers in elaborate, colorful costumes parade through streets and venues, moving to the beat of music based on a folk song called vosakoibushi . Visitors flock to see the vibrant dance performances by around 200 teams (and approximately 20,000 dancers) from Japan and all over the world. One of the characteristics that makes the Yosakoi festival such a spellbinding spectacle is that each team has vastly different costumes and choreography, bringing their own style to the performance.



# 牧野植物

#### The Kochi Prefectural Makino Botanical Garden

#### A stunning tribute to Japan's greatest botanist

This bloom-filled garden honors the late Kochi-born botanist Dr. Tomitaro Makino, known as the father of Japanese botany. Take a stroll through gentle winding paths lined with over 3,000 plant species, from rare exotic flowers to wild endemic varieties discovered by Dr. Makino. The organic architecture of the Makino Tomitaro Memorial Hall blends harmoniously with the landscape, and houses exhibits dedicated to his lifework. The Greenhouse has a rainbow of tropical plants year-round, and the cozy cafes are an ideal stop to rest among the greenery.



©The Kochi Prefectural Makino Botanical Garden





©The Kochi Prefectural Makino Botanical Garden

## Tosa Washi Paper

#### $\label{eq:Atlanta} \textbf{A tradition of quality}$

Kochi has been a major washi papermaking area for over 1000 years. Handmade Tosa washi is highly prized, durable and has been recognized as a traditional craft by the Japanese government.

You can join washi-making experiences at the Ino-cho Paper Museum, Tosa Washi Kogei Mura QRAUD or under the instruction of the Dutch-born washi master at Washi Studio Kamikoya.



Japanese Paper Museum in Ino

# 7曜市

## **Sunday Market**

#### Japan's Biggest Open Air Market

The Sunday Market stretches for 1.3km along a broad, palm tree-lined road, ending right at the foot of Kochi Castle. Every Sunday around 300 stalls line both sides of the road, running from early morning until mid- afternoon. The atmosphere is festive and friendly. Be sure to go hungry as there is plenty of tempting street food to try, from only-in-Kochi snacks like aisukurin (a local version of sorbet) and inaka-sushi (countrysidestyle sushi made with preserved veggies), to favorites like grilled yakitori chicken skewers and other fried delights. As you nibble away, check out the stalls selling everything from fresh fruit, vegetables and sweets, to things like bonsai, high-quality kitchen knives, crafts and more! Most of what you see for sale has been grown or made in Kochi. Often the sellers themselves grew or crafted their wares, and are happy to show off the fruits of their labor.



## TOSADEN TRAM LINE The trams that crisscross Kochi City are an unmissable feature, especially around the Harimayabashi area. With over 120 years of history, the Tosaden tram lines are the oldest in Japan, with both retro and modern trolleys, including a few from Norway and Austria.

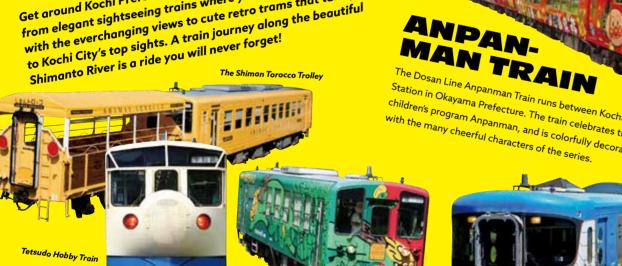
**TOURIST** TRAIN

Shikoku Tosa Toki no Yoake no Monogatari

This two-car touring train runs between Kochi Station and Kubokawa Station. The first car, named Kurofune, is decorated with motifs that recall the steamboat seen by Sakamoto Ryoma, the Kochi-born hero who played a major role in advancing Japanese society. The second car, Sorafune, evokes a futuristic feel with decorations nspired by the spaceships of science fiction.



Get around Kochi Prefecture on a variety of trains and trolleys, from elegant sightseeing trains where you can enjoy local cuisine with the everchanging views to cute retro trams that take you to Kochi City's top sights. A train journey along the beautiful Shimanto River is a ride you will never forget!



The Dosan Line Anpanman Train runs between Kochi Station and Okayama Station in Okayama Prefecture. The train celebrates the popular, long-running children's program Anpanman, and is colorfully decorated both inside and out

Three Yodo Line Brothers

The Shikoku Railway's Yodo Line runs along the Shimanto River in Kochi, and connects the western side of Kochi Prefecture with southern Ehime Prefecture. They operate three unique, beloved trains nicknamed the "Three Yodo Line Brothers". The Shiman Torocco is a two-car train, with one open-air carriage to allow for plenty of fresh air and views. The Kaiyodo Hobby train is inspired by mythical kappa, and was created in collaboration with famous figurine manufacturer Kaiyodo Co., Ltd. The most recent addition is the Tetsudo Hobby Train, modeled on the first generation of shinkansen bullet train cars.

# GOMEN NAHARI LINE

This line runs along the coast from Nankoku City to the town of Nahari. There are a few special open-deck trains scheduled regularly, that allow you to feel the sea breeze and get unimpeded views of the ocean along the way.



Cape Ashizuri. Located in Tosashimizu, this area was named Japan's first Marine Park in 1970 and is now recognized as a National Park, Home to around 15,000 marine animals of 350 species, the aquarium serves as a local research and preservation center.

















## A Guide to Kochi's Cultural Attractions

Lovers of history, art, wildlife and more are well-catered to at Kochi's museums, galleries, aquariums and gardens.

#### Monet's Garden Marmottan in Kitagawa Village

Wander through an impressive garden where you can literally immerse vourself in landscapes inspired by the works of famous French artist. Claude Monet. The Flower Garden, Water Garden and Garden of Bordighera all recreate different periods of Monet's art. This reimagined version of the artist's beloved home and gardens in Giverny is the only one in the world that the Claude Monet Foundation allows to bear his name.

#### **Kochi Prefectural** Ashizuri Aquarium SATOUMI

The newly renovated Ashizuri Aquarium opened to the public in July 2020, and focuses on the marine ecosystem of

#### The Kochi Castle **Museum of History**

Dive deep into Kochi's past through the 67,000 historical materials and artworks on display. You can use the multilingual audio quide accessible through your tablet or phone (available in English, Chinese, Korean, and Thai), to learn about the history behind the exhibits, such as ancient documents, samurai armor, and ancient arts and crafts.

#### The Museum of Art. Kochi At the Museum of Art, Kochi, you

can admire a collection of over 1,200 works by Marc Chagall. In addition, the museum houses a collection of over 41,000 works by about 440 international and Japanese artists, offering visitors an immersion into a variety of distinct styles of creative expression.

#### **Ashizuri Underwater Observation Tower**

The red and white retro Ashizuri **Underwater Observation Tower looks** slightly surreal, surrounded by the fantastically-shaped rocks of the Tatsukushi Coast in Ashizuri-Uwakai National Park. Built in 1972, it is one of the last buildings of its kind in Japan. After crossing the thin metal bridge, descend into the tower to get views of marine creatures freely swimming past the portholes.

#### Sakamoto Rvoma Memorial Museum

Kochi-born Sakamoto Ryoma played an important role in ending the samuraidominated fuedal age in 1867, leading Japan to be reborn as a modern nation. In addition to seeing Sakamoto's handwritten letters and documents related to the change of government up close, you can also enjoy learning about the history of the end of the Edo period through hands-on exhibits such as animations and models. Additionally, the view of the Pacific Ocean from the rooftop is spectacular. The uniquelyshaped, glass-walled main building is also one of the highlights.

#### Noichi Zoological Park of Kochi Prefecture

Noichi Zoological Park offers a glimpse into the life of creatures great and small from around the world, as it is home to 1.100 animals of 100 different species. One of the greatest features of this park is that it has been designed to closely mimic the natural habitat of the various animals, so that they roam freely and maintain their natural behaviors.

#### Yanase Takashi Memorial Hall **Anpanman Museum** and Poem & Märchen **Gallery**

The Anpanman Museum is a celebration of the superhero Anpanman, a character much beloved by children in Japan. Takashi Yanase, the character's creator, was raised in Kochi and the museum honors his legacy. Hugely popular among fans of the series (adults and children alike) the museum features many paintings the author created specifically for the

18 | FUN! TRAIN!

## **Access to Kochi**



20 Access to Kochi

## **TOKYO**

Haneda Airport about 1hr 20min

## **OSAKA**

Itami Airport

## NAGOYA (AICHI)

Nagoya Komaki Airport

## **FUKUOKA**

Fukuoka Airport



Centrair Intl. Kansai Okayama St. **Airport** Exp.Nanpu About 45min About 2hr 30min BUS About 2hr 30min Okayama **Airport** Exp.Nanpu About 2hr 30min BUS About 2hr 10min **Takamatsu** Exp.Shimanto, Nanpu Airport Kochi St. About 2hr 15min BUS About 2hr 50min **Tokushima Airport** Exp.Nanpu About 1hr 10min About 2hr 40min Matsuyama Exp.Nanpu Airport

Joetsu Shinkansen

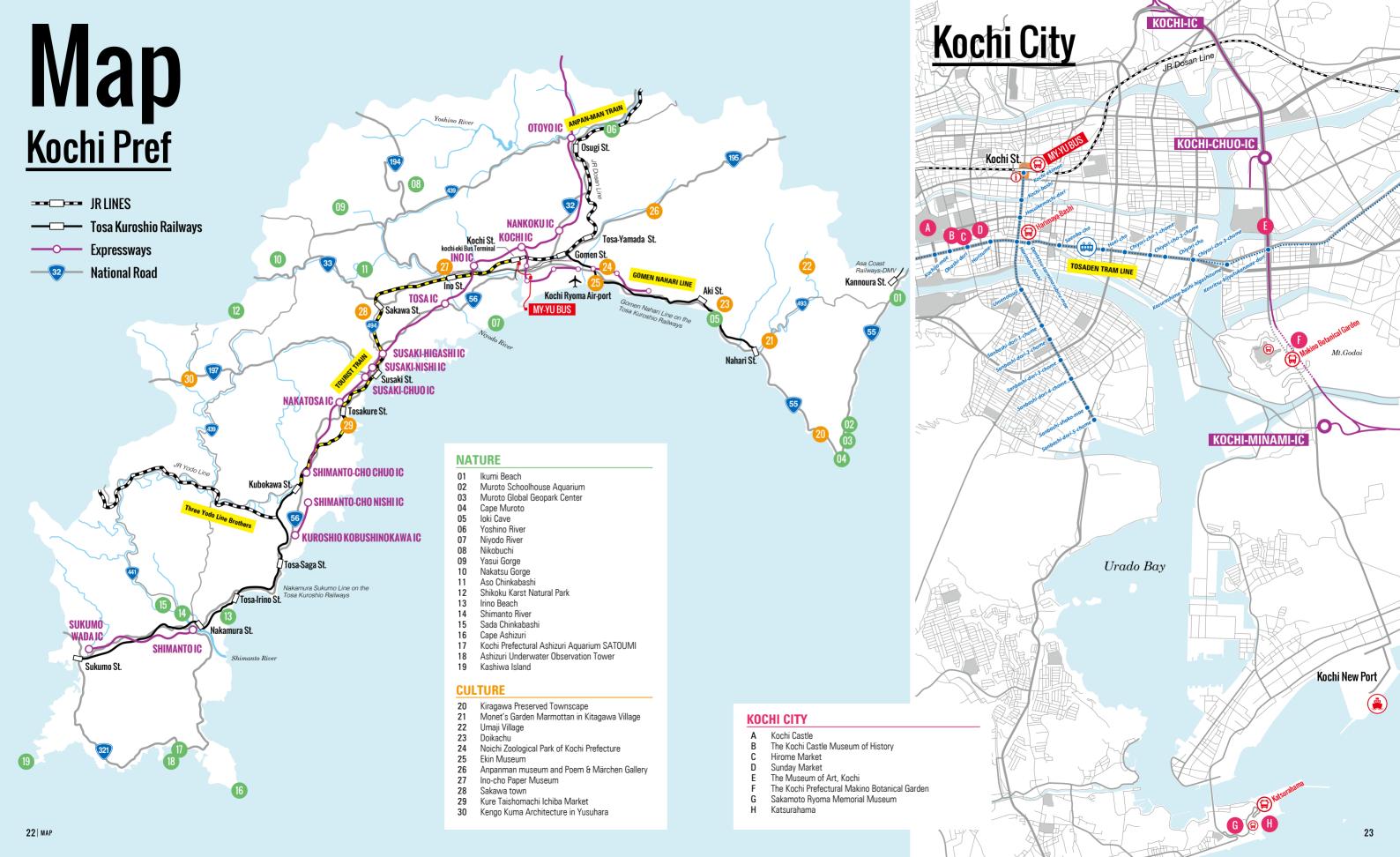
Tokyo St. Haneda Shinagawa St.

Shin-Yokohama St.

Japan

Tohoku Shinkansei

Narita Intl.





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The blessings of nature

Kochi Visitors & Convention Association

2025.3