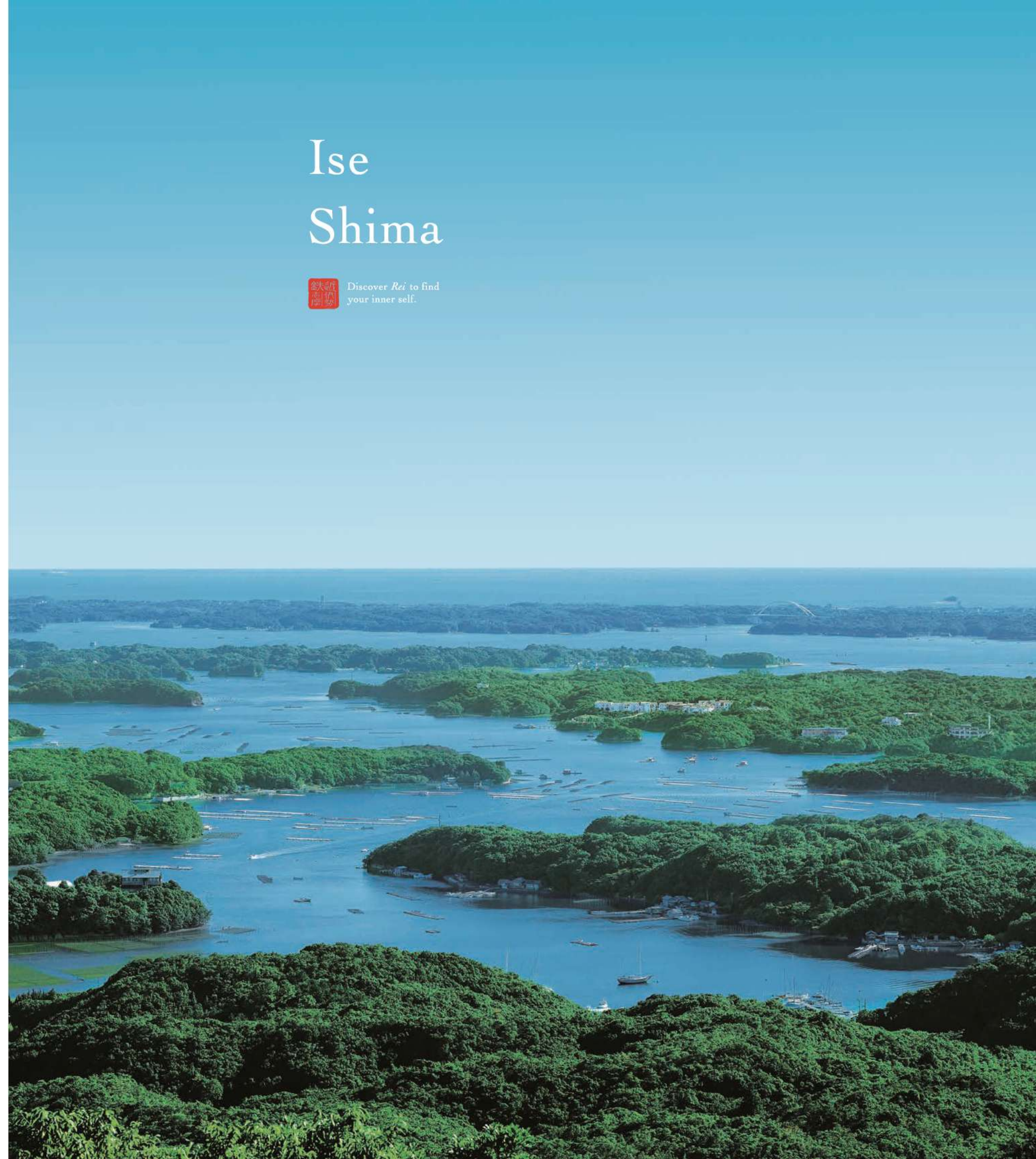


Ise Shima



Discover *Rei* to find
your inner self.



The Japanese spirit of *Rei*—courtesy

礼
[Rei]

Rei means gratitude for the blessings of nature and people's deeds, respect paid between people, or prayers to the gods. Ise is known as a home of Japanese people's hearts, because it is believed that the god who visited the Shima Peninsula chose this place to live for the rest of his life. He was believed to have been overwhelmed by the natural beauty: the waves of the beautiful ocean, the lush greenery that covered the mountains, and the stunning sunlight that shone through the trees. In the 2,000 years that have passed since then, the *Rei* spirit has always been upheld in Ise. Toba and Shima, located near the mouth of Ise Bay, both have excellent fishing grounds fed by the warm currents of the Pacific Ocean.

According to historical archives, Toba and Shima used to make up a state responsible for supplying food to the Imperial Court, and people in this area have always appreciated the natural bounty to be found in this area. This *Rei* spirit is the basic philosophy of the local people who are very hospitable to visitors from outside. They have preserved this place as a home of the Japanese people's hearts throughout their lives, and always with great courtesy.

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Traditional, but always new

Ise Jingu

There are 125 buildings in total in the Ise Jingu complex, including the two main sanctuaries: Naiku and Geku. Amaterasu Omikami, ancestor of the Imperial family and deity of the sun, adored by the nation as their guardian, is enshrined in Naiku. And Toyouke-no Omikami, the deity who provides sustenance for Amaterasu Omikami and the guardian who protects people's basic necessities as well as industries, resides in Geku.

Ujibashi Bridge connects common lives and the spiritual home of the deities: Ise Jingu, and this bridge is where the spiritual journey begins.

After crossing this bridge, visitors go through the majestic *torii* gate, purify themselves at the ablution pavilion or in the Isuzugawa River, and go through the second *torii* gate to enter the area considered a sanctuary. This ritual is believed to let visitors feel that they have been purified not only physically but also mentally.

This bridge is replaced every 20 years as part of a 1,300 year-old ritual called *Shikinen Sengu* regardless of whether there is any actual damage. In this ritual, many other features of Ise Jingu, such as pavilions and votive objects, are also replaced, in order to continue the ritual of preserving old important items. This custom is based on the spirit of *Tokowaka*, which is to preserve a style by showing them in new way of look. Visiting Ise Jingu, where the spirit of connecting the dots of past, present and future will surely guide you to explore your true inner self.



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1 2 3

1. *Shikinen Sengu*: a ritual conducted every 20 years to update Ise Jingu's properties, including pavilions and votive objects. The next one will be in 2033. 2. Higoto Asayu Omike-sai Festival held every day 3. At Naiku Kagura-den, a dance called Okagura is devoted to the deity. Visitors can receive prayers (Okagura or Mike) if they offer a donation.



Appreciation deeply rooted in the heart

We tend to forget to pay attention to and appreciate small everyday things in our busy lives. For example, we forget how blessed we are living today and can continue living tomorrow.

At Ise Jingu, as many as 1,500 religious events are held annually, and the most important one is the Kanname-sai Festival in October, where people contribute the first rice crop of the year to the deities and give thanks for the blessing of nature.

In Japan, people have eaten rice as their staple food since ancient times, and therefore this ceremony probably means they are showing their gratitude for being alive, something we often take for granted but is very important. Ise Jingu provides us with an opportunity to be aware of the important basic things in life through the form of religious events.



©Jingu Administration Office

- 1
- 2
- 3

1. Geku, which enshrines Toyouke-no Omikami, the guardian deity who protects people's basic necessities as well as industries 2. A spiritual moment when the sun rises from the center of Ujibashi Bridge around the winter solstice time 3. A rice planting festival at Izawanomiya, an annex jinja of Ise Jingu (one of the three greatest rice planting festivals in Japan, Nationally Designated Important Intangible Folk Cultural Property)



Mt. Asama Kongosho-ji Temple is known as a hidden temple of Ise Jingu, and a historical building that represents the syncretization between Shintoism and Buddhism. It appears in a local folk song of Ise, which goes "If you go to Ise, you have to climb Mt. Asama. If you don't, you've only managed half the pilgrimage."

A casting of bright sunlight on the “married” rocks

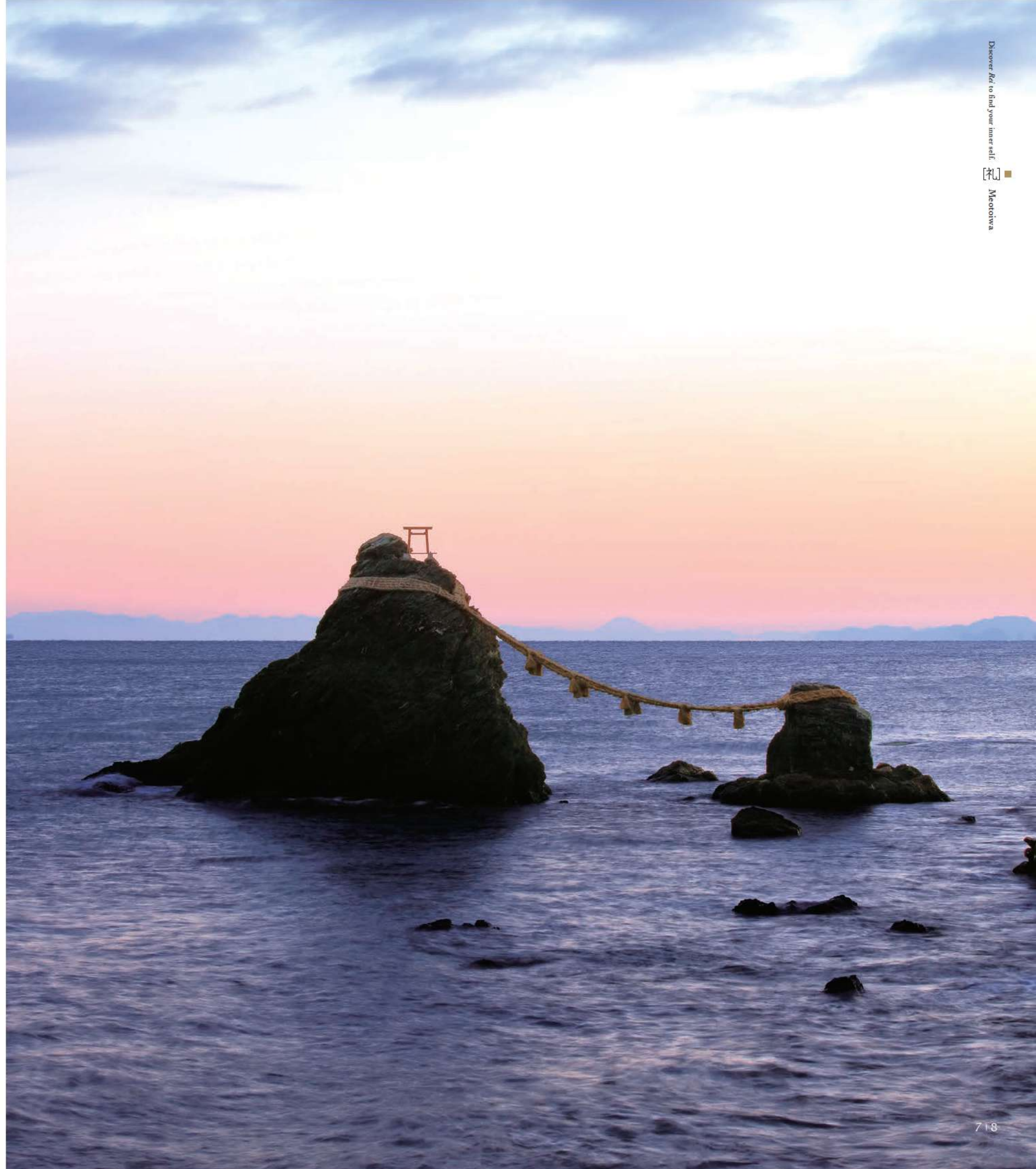
A sunrise reflected on the surface of water is beautiful. One of the most well-known viewing spots for this in Ise is the site of Meoto-iwa (the wedded rocks). The view when the warm sunlight rises between these “husband and wife” rocks is both breath-taking and awe-inspiring. They are located just off Futamiura Beach, which is traditionally known as a sacred place to purify one’s body before visiting Ise Jingu. Some people still maintain this tradition and conduct this ritual while enjoying the morning sun. Japan followed the lunar calendar until 1872, along with the Ise Calendar created for local agricultural practices.



1

2

1. Hinjitsu-kan, in the Futamiura Beach area, used to be a hotel that served the Imperial Family and a host of other VIPs from a variety of fields. This beautiful example of Japanese architecture is now open to the public.
2. The Ise Calendar was created to follow the phases of the Moon, unlike the Gregorian Calendar that is commonly used in much of the modern world.





OKAGE
Yokochō

The street of the *okage-sama* spirit

Before a transport system was properly established, the people of Ise were renowned for welcoming exhausted travelers with warm hospitality. Many had risked their lives to travel to Ise, which, for most, was a once-in-a-life-time experience, and the people of Ise looked after them as they believed their good deeds would be recognized by the gods when the travelers visited the shrine. This *okage-sama* spirit of appreciation, which engenders respect for others, is the foundation of the warm atmosphere to be found on Okage Yokochō street.



Passing through clouds of steam to get to the Akafuku store, which offers the refined tastes of Ise

At around 5:00 a.m. every morning, steam suddenly appears on the empty street. This steam comes from the head store of Akafuku, a famous kind of sweet that originated in Ise. This consists of *mochi*, or sticky rice cake, with a fine, moist and moderately sweet *azuki* bean paste covering. Long on tradition, it was first made over 300 years ago.



Just as we take certain meals every day, the deities of Ise are dedicated two of their own: breakfast and dinner, along with *sake*. This *sake*, served at a daily ritual festival, is produced by the Hakutaka Brewery, and their special limited edition can be enjoyed at Hakutaka Miyake Shoten in Oharai-machi.



The craft beer of "Ise Kadoya Microbrewery," operated by the 21st generation owner of a long-established Japanese sweet shop, Kadoya Honten, famously won an IBA (International Brewing Awards), known as the Oscars of the beer industry. The Naiku-mae Store of the Ise Kadoya Microbrewery offers craft beers and oyster dishes.



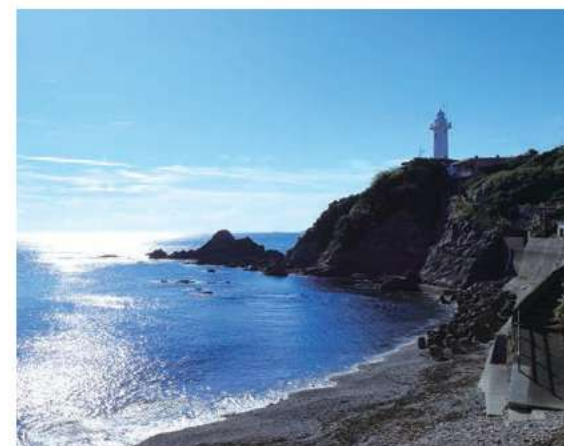
Fishing Village

Island country Japan— a culture connecting people with the sea

The Shima Peninsula, which features a number of ria inlets, is also home to many small fishing villages that, along with the islands in this area, boast a prosperous fishing industry. On Toshijima Island, one of the remote islands of Toba City, the local fish auctions are open to all-comers. Another small island that is part of the city, Kamishima, is also well connected to fishing, and was the location for the novel “Shiosai” written by one of Japan’s most famous authors, Mishima Yukio.



Appreciation shown for the many blessings received
from nature



Ise-Shima nostalgia—looking out
from a shining white lighthouse

After climbing to the top of the Daiozaki Lighthouse, standing proudly atop the cape of the Shima Peninsula, you can enjoy a splendid 360-degree panoramic view of the wide ocean and the historic townscape.



Luxury delicacy—
Mie brand Ise spiny lobsters

One of the main delicacies from the nutrition-rich Ise-Shima sea is Ise spiny lobsters. To prevent over harvesting, about a half of the year is designated a no-fishing period to assist in controlling levels of this natural resource. This comes from a philosophy of coexistence with nature, firmly rooted in this area.



Drying seafood blends seamlessly into
the scenery that attracts many artists

There are a number of shops with seafood products drying outside that line the way toward the Daiozaki Lighthouse. This area with its picturesque scenery is a magnet for artists.



Fresh oysters—milk of the sea for
eating right in the home of the shellfish

In Ise-Shima, you can find “oyster huts” where fresh oysters are served, and some of them actually have oyster fishermen there, grilling the carefully-selected oysters to perfection.



[Ama]
Female Diver



There is a fireplace in the hut where the *ama*, female divers, take a break and warm their bodies after diving. They also chat with other divers in the hut to relax. Satoumi-an on Azuri Beach is a place where visitors can listen to the divers' stories and eat a variety of different fresh tastes from the sea. This is an ideal place to learn about the local culture of *ama* divers.

[IST Co., Ltd - DMC Japan & Local Tour Operator in Mie -]



Living together with the sea

Ama, or female diver, is one of the most famous traditional professions for women in Japan. Their policy of "live together with the sea" means they gather only the amount they really need in order to avoid damage to the balance of god-given nature. You can see evidence of this environmental effort when you view the abundance of living nature below the waves here.



Ishigami-san, the god admired by *ama* divers—
only one wish per woman will be granted

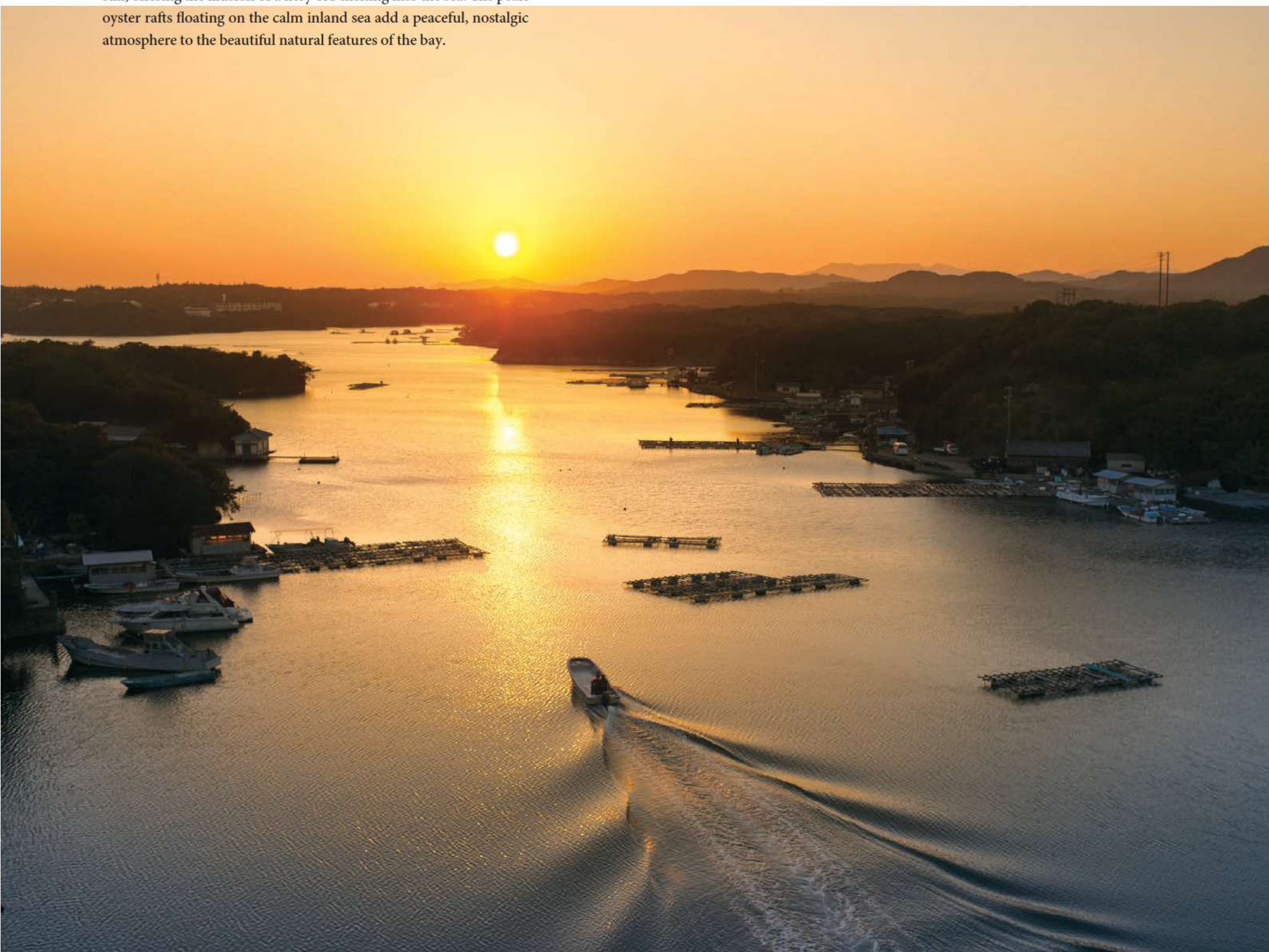
Ama divers used to pray to Ishigami-san, the god enshrined at Shinmei Shrine, for safety when fishing. This is the reason why it is believed that this god grants one wish to each woman.

[Shinmei Shrine]

The sun melting into the sea as evening approaches

Ago Bay

Ago Bay is characterized by islands of different sizes and its beautiful ria inlets. The magnificent scenery here with its lush greenery gradually turns into something quite dramatic along with the setting sun, offering the illusion of a fiery orb melting into the sea. The pearl oyster rafts floating on the calm inland sea add a peaceful, nostalgic atmosphere to the beautiful natural features of the bay.



Relaxing yet exciting cruise on the calm sea

The Esperanza is a large cruise boat used for special sightseeing trips of 50 minutes around Ago Bay. This is a relaxing yet exciting cruise, featuring the calm sea and comfortable offshore sea breezes. During the cruise, the boat stops off at a model pearl factory to allow visitors to observe the nucleus feeding process of cultured pearls.

[\[Kashikojima España Cruise\]](#)



Elegant experience on a lounge-style cruiser

Lounge Cruise Shima offers a trip on a compact boat around scenic Ago Bay. Enjoy the sound of the waves lapping hard against the boat, as you lounge on the open upper deck on this charter cruise. Further options, such as finger food and sparkling wine, are also available to make the experience just a little more special.

[\[Shima Kanko Hotel\]](#)



Pearl

Shine of pearls, a natural gem cultivated by the sea

About a hundred years ago, when pearls were as valuable as they were rare, with just one pearl found in every thousand or so shells, Mikimoto set about succeeding in the culturing of pearls with the strong intention of bringing their beauty to women all over the world. Mikimoto Pearl Island in Toba City is the very place where this groundbreaking company started.



Learn the secret of the pearl's beauty

The shop on the island has a wide selection of stunning pearl products. These include Mikimoto brand items and original jewelry sold exclusively on the island. Cosmetic products containing traces of pearl are also available here.



Get involved in the world of pearls

Shinju-no-Sato is a workshop run by a pearl culture company in the Ago Bay area, and offers the experience of extracting pearls. These pearls cultivated in a ria inlet can be processed into accessories here.

[[Pearl Workshop "Shinju-no-Sato"](#)]



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Pearl oyster rafts floating on the calm sea

The scenic beauty of pearl oyster rafts is one of the main features of the home of pearls. They float on the calm sea, offering a gentle nostalgic atmosphere, somewhat unique to Japan.



Zen
in
Daiji-ji

Sink into a deep meditative state

Nakiri in Shima is a fishing town where visitors can enjoy a host of attractions, such as shopping, tasting local seafood, and visits to a lighthouse. Daiji-ji Temple in this town is known as Shima's *Ajisai* (hydrangea) Temple as it boasts approximately 1,500 hydrangea shrubs that bloom in June every year. When engaging in Zen meditation in this temple of a quiet fishing town, you will be relieved of all distracting thoughts and enter a state of deep relaxation.



[Dashi]
Bonito
Flakes

Discover the taste of *dashi*, an important element in Japanese cuisine

Dashi is a simple and savory Japanese stock generally made from dried kelp or *katsuobushi* (smoked bonito flakes). As bonito used to be the most regularly caught fish by local fishermen in Nakiri, a number of *katsuobushi* shops existed here partly because frozen food technology had not been developed at that time. One of these shops, Katsuo-no-Tempaku, has manufactured their products for decades using the same traditional method, and now offers visitors a tour to see *katsuobushi* making in an authentic bonito smokehouse.



Living with the sea— the lifestyle of Ise-Shima

Sea kayaking is a really great way to navigate the calm seas around Toba. Explore the ria inlets up close and view the fishing boats and cruise ships from a safe distance. Paddle your kayak slowly and glide effortlessly across the clear waters. This wonderful activity amidst the glory of nature will be the highlight of your travel itinerary. No need to rush to grab your camera as beautiful scenery is constantly surrounding you.

[Kaito Yumin Club]



Floating experience on the sea

Water Balls offer a new and fun way to enjoy the sea. You can just roll and balance, or check out what is happening below the surface.

* Two people per ball required

[Shima Nature School]



Dive with *Ama* female diver

A deep-sea exploration experience with *Ama*, an expert diver on the local marine life in Ise-Shima. After landing, you can enjoy charcoal-grilled seafood lunch cooked by *Ama*.

[IST Co., Ltd - DMC Japan & Local Tour Operator in Mie -]



Rediscover your inner comfort zone

[Shima Spain Village]

Under the concept, “rediscovering yourself,” this village offers a liberal and fun-loving atmosphere, typical to the Mediterranean. Visitors are encouraged to explore themselves to find their inner comfort zone. The complex consists of a theme park, Parque España, as well as other great resort facilities. Have fun and relax in this unique entertainment experience.



Marvelous views and warm hot springs—
Soak yourself in relaxation

Himawari-no-Yu is a natural hot spring resort, which features outdoor baths with commanding views of Izounoura Bay.



So many really exciting attractions

Hands-on marine life experiences

Encounter rare creatures of the deep

[Toba Aquarium]

A half century has passed since this aquarium was first established and it has continued to develop and expand. Started with just 50 species as exhibits, it has gradually grown to its current level of over 1,200, making it the aquarium with the greatest number of species in Japan. It is also well known as the only aquarium in Japan that has a dugong.



Unforgettable experience of playing with dolphins

[Dolphin Island]

On this island, named Dolphin Island because of its dolphin-like shape, visitors can enjoy a variety of interactive activities including taking photos with dolphins.



Closeup look at the creatures of the deep in a user-friendly aquarium

[ISE Sea Paradise]

The main concept of this aquarium is interaction with marine creatures. Visitors can not only see the wildlife, but also shake hands with and touch animals, like seals, otters, penguins, and sea lions.



Experience a history closely connected to the sea

[TOBA SEA-FOLK MUSEUM]

This museum introduces the past, present and future of the ocean, which the people of Ise-Shima have long coexisted closely with. It offers opportunities to learn about sea-related culture, with activities such as craft making with seaweed and seashells, and seaweed filtering.



A panoramic view of god-given nature

Overlapping blue and green features of Ise-Shima

[Mt. Yokoyama Observatory]

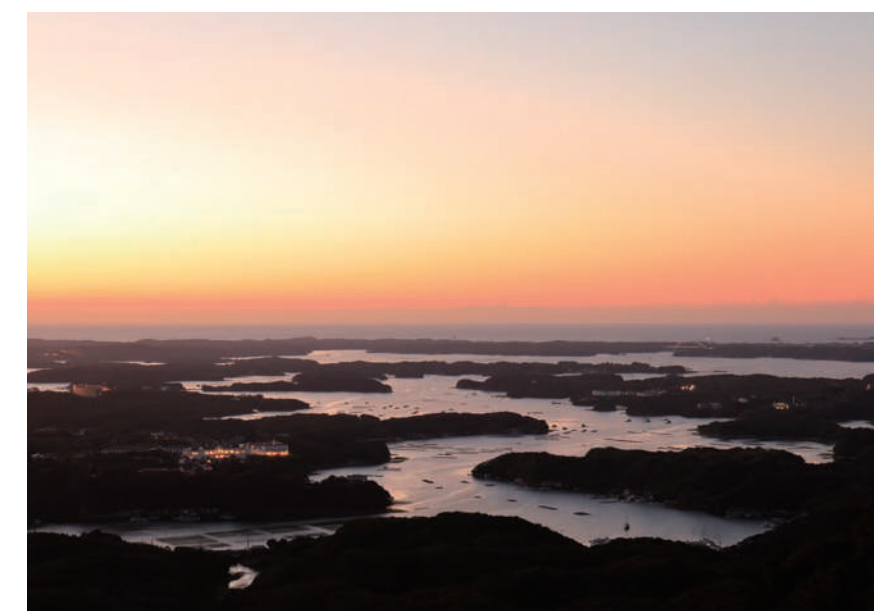
This cypress observatory is perfectly located to overlook Ise-Shima, and offers a magnificent panoramic view of the blend of beautiful blues and greens beloved by the gods. This picturesque setting with the gorgeous ria coastline and the around 60 small islands is extremely impressive. Seasonal drinks are available in the café adjacent to the observatory.



Overlooking Ise Bay from the city of Toba at 500m above sea level—driveway to the heavens

[Mt. Asama Observatory]

Located on Mt. Asama, the Ise-Shima Skyline, a 16.3km stretch of road connecting Ise and Toba, is known as “driveway to the heavens.” Sitting atop the mountain is the Mt. Asama Observatory, where you can enjoy panoramic views and a relaxing foot spa.



White balls soar into the wide blue sky

A top-class resort-style golf course
strategically designed to utilize the contours of the ria inlets

[\[Kintetsu Kashikojima Country Club\]](#)

This country club is a sophisticated, prestigious golf course, boasting a proud 50-year history since its establishment in 1969. The course, by master designer Osamu Ueda, was tactically created to take advantage of the distinctive natural coastline of ria inlets, and sits in a picturesque location surrounded by the beautiful sea and greenery of the Ise-Shima National Park. It was used for U.S. female professional tournaments for ten years from 2006.



A seaside golf course reveling views of Ago Bay
and the Pacific Ocean

[\[Kintetsu Hamajima Country Club\]](#)

This grand resort golf course, located in Ise-Shima National Park, boasts magnificent views over Ago Bay and the Pacific Ocean. The course layout features a stark contrast between the beautifully crafted white sand bunkers and greens, highlighting the transitions between the four seasons.



Magnificent and sumptuous "Ise Spiny Lobster with Sauce Américaine," a signature dish at Shima Kanko Hotel

For the most memorable of hotel stays

The most delicious bounty from the sea for a first-rate dining experience

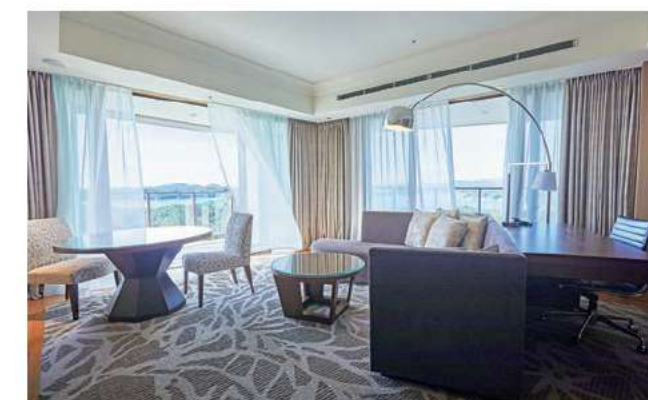
[[Shima Kanko Hotel](#)]

If you are looking for a relaxing quality time away from your busy everyday life, Shima Kanko Hotel is the ideal place. Since its establishment in 1951, this hotel has maintained an elegance and tradition all its own, particularly well represented in its full course menus created by chefs using the full bounty of seafood from the waters around Shima. In 2016, it served as the venue for the G7 Ise-Shima Summit, proudly offering world leaders a variety of delicious tastes of locally produced fare.



Restaurant La Mer The Classic

In Shima Kanko Hotel The Bay Suites, all the rooms are spacious suites of over 100 m² in size, all of which are equipped with elegant furniture and fittings to offer guests a superior visiting experience.



One of the hotel's specialties is a thick and juicy abalone steak with a rich buttery flavor, specially prepared from the hotel's traditional recipe.



Another signature dish of the hotel is a risotto featuring a collaboration of the tastes of sea and land. It is served with Matsusaka Beef fillet, whose juices combine beautifully with the bonito *dashi* stock poured over it.



An abundance of nature makes for the very best memories

[[Miyako Resort Shima Bayside Terrace](#)]*

The outstanding feature of this hotel is its elevated location offering panoramic views of Ago Bay. Enjoy the view from a room filled with a gentle breeze, soft light, and the exquisite tastes of seasonal delicacies. Sit back and indulge yourself with all you desire.

A Japanese passion—hot spring relaxation

Observing the changing phases of Ago Bay

[Kashikojima Hojoen Japanese Inn]

Kashikojima Hojoen's open-air baths boast stunning views of the surrounding nature of Ago Bay. Indulge yourself by relaxing in hot water and viewing the panorama of pearl oyster rafts and ria inlets.



Kaiseki Dinner with fresh seasonal ingredients beautifully cooked, served and presented



Enrich yourself during your journey

[Miyako Resort Okushima Aqua Forest]*

This hotel has a variety of attractions, including Tomoyama-no-Yu (a natural hot spring), Aqua Palace (an amusement pool area containing a 25m pool), and spa treatments to enhance the beauty of the skin. There is also a telescope on the hotel premises as an added attraction on clear and cloudless nights.



Hot spa hopping experience with three large baths

[Toba Seaside Hotel]

This hotel has three kinds of large bath: Migiwa-no-Yu, with sauna and jet bath; Kazami-no-Yu, overlooking Toba Bay; and Misaki-no-Yu, with an open-air bath very close to the sea. Take your time and visit all three.





Gourmet

Delicacies from the mountains, plains and sea of Mie, a place blessed by nature's bounty

Nutrient-rich water flows from the mountains, via the plains to the sea, and plays a major role in the culture that has long supported the “treasury of food” of Ise. In the past, the Shima region, especially, was known as “Miketsu-kuni,” a state responsible for supplying food to the Imperial Court. The water of this cold region is a key ingredient in the making of Japanese Sake.



Matsusaka Beef is at the very pinnacle of meat production, and is one of the best brands of *Wagyu* (Japanese beef) in Japan. Due to the low cooking temperatures needed to melt the fat of this beef, it exhibits a sublime mildness that will blow you away.

[\[Matsusaka Beef Wadakin\]](#)
1878 Nakamachi, Matsusaka City, Mie



When you view the over 200 year-old building that houses this hotel, you may feel you have traveled back in time. The hotel offers local sake in wine glasses.

[\[Asakichi Ryokan\]](#)
109 Nakano-cho, Ise City, Mie

Bounty from the sea around Ise-Shima



This hostelry offers a wide variety of seafood, including Ise spiny lobsters, from Ise-Shima in a variety of forms, e.g. sashimi, fried and grilled.

[\[Ama Hut Toba Hamanami\]](#)
1-6-18 Toba, Toba City, Mie



This eatery serves local marine delicacies, like oysters and turban shells, grilled by local fishermen.

[\[Grilled Oyster Takashimaru Kakikko\]](#)
1-12 Imaura, Uramura-cho, Toba City, Mie



This restaurant serves sushi with seasonal fresh fish caught locally, and is very popular among local fishermen.

[\[Sushi Akatsuki\]](#)
1F Coop Oishi, 1460-2 Koka, Ago-cho, Shima City, Mie



Sawara (Spanish mackerel) has a mild fatty taste that melts easily on the palate. The sushi made with this delicious fish tastes especially amazing when eaten on the island.

[\[Misaki\]](#)
415 Toshi-cho, Toba City, Mie

Fisherman's Food



Tekone Sushi is well known as fisherman's food in the Shima region. It is made up of sashimi soaked in a soy-sauce based sauce laid over vinegared rice.

[\[Sushikyu\]](#)
20 Uji Nakanokiri-cho, Ise City, Mie



This fisherman's food is basically rice with bonito sashimi on top. It is usually eaten straight, and then with bonito *dashi* soup.

[\[Tanaka Ryori-ten\]](#)
250-1 Nakiri, Daio-cho, Shima City, Mie

Signature Food



Karaage-don, or fried chicken on rice, has been a very popular “signature food” for Ise locals. Many students and workers in particular are major fans of this food.

[\[Mampuku Shokudo\]](#)
2-2-18 Iwabuchi, Ise City, Mie



Ise *udon* noodles have long been very popular by visitors to Ise Jingu. Mameya's noodles are especially popular due to their down-home taste that has been safeguarded over the years.

[\[Mameya\]](#)
2-19-11 Miyajiri, Ise City, Mie



Souvenir

No shortage of memory-making opportunities of the rich culture of Ise-Shima

The Ise-Shima area is packed with a wide variety of terrific features, including historical Ise Jingu and the interesting lifestyles found in and around the coastal inlets. You will certainly not be short of amazing opportunities for making memories to take home with you.



The Celestial Postbox

Located at Mt. Asama Observatory on the Ise-Shima Skyline Driveway, this postbox is very popular as a “photo-op” spot. It has also been selected as a sacred spot for lovers.

[\[Ise-Shima Skyline\]](#)

185-3 Nago, Asama-cho, Ise City, Mie



Heart-shaped Stone

A heart-shaped stone can be found near the entrance to the Oharai-machi underground passage that leads to Naiku. It is believed by some that somebody secretly buried this naturally shaped stone specifically to fit in this space.

[\[Oharai-machi Underground Passage\]](#)

1 Ujiurata, Ise City, Mie



Ebiya's O-dashi

This is a selected Japanese *dashi* stock, using products from Mie, including Ise spiny lobster. Its stylish Japonesque package design is popular among foreign tourists who are seeking authentic Japanese tastes.

[\[Ebiya\]](#)

13 Uji Imazaike-cho, Ise City, Mie



Naminori-mamori Surfing Charm

Omamori is a Japanese lucky charm available at nearly all shrines. This charm bearing the image of a shark, which often appear in Japanese myths, represents a successful ride on the wave of life.

[\[Anori Shrine\]](#) 844 Anori, Ago-cho, Shima City, Mie

[\[Takeshi Nakatani Associates\]](#) (display only)

2-4-4 Kawasaki, Ise City, Mie



Yamamura Milk

Located in the shopping area in front of Geku, this milk shop offers Yamamura Milk's milk and sweets, such as ice-cream and custard pudding. The retrospective exterior is very popular for photo ops.

[\[Yamamura Milk Gakko\]](#)

13-6 Honmachi, Ise City, Mie



Ebiya's Banko-yaki Pottery

Banko-yaki is a type of traditional pottery of Mie, and this shop offers a modern version of this old favorite. This includes a tableware selection featuring Ise-Shima designs, such as *ama* divers and Ise spiny lobsters.

[\[Ebiya\]](#)

13 Uji Imazaike-cho, Ise City, Mie



Okage Dog Charm

This charm bears the design of a cute local character, the Okage Dog, and contains a wooden miniature dog inside. Great for you to carry, as well as your dog on its collar.

[\[Omiyage-ya\]](#)

52 Uji Nakanokiri-cho, Ise City, Mie



Ise Tea

Ise Tea has a quite distinctive taste and flavor. This shop sells tea measured out using a square sake cup. Free samples are offered here.

[\[Ujien, Naiku-mae\]](#)

47 Uji Imazaike-cho, Ise City, Mie

Model Course

1 A two-day course to learn the Japanese spirit of *Rei* A course to visit spiritual spots and to experience Japanese *Rei* spirit

Day 1



Meoto-iwa (the wedded rocks) P.7



Geku & Naiku P.3




Okage Yokocho Street P.9




Kashikojima Hojoen (stay) P.33


Day 2



Water Ball (Shima Nature School) P.22



Mt. Asama Observatory P.28



Mikimoto Pearl Island P.17

2 A two-day course of fun for the whole family Everyone in the family can enjoy each spot in their own way

Day 1



Toba Aquarium P.25



Sea kayak (Kaito Yumin Club) P.21



Miyako Resort Okushima Aqua Forest (stay) P.34

Day 2



Kashikojima España Cruise P.16



Shima Spain Village P.23



TOBA SEA-FOLK MUSEUM P.26

3 A two-day course to experience the local life and culture Hands-on experience to understand local culture of Ise-Shima

Day 1



Mt. Yokoyama Observatory P.27



Daiji-ji Temple P.19



Katsuo-no-Tempaku (smoked bonito flake making) P.20



Shima Kanko Hotel (stay) P.31

Day 2



Daiozaki Lighthouse P.12



Dive with Ama female diver (IST Co., Ltd. - DMC Japan & Local Tour Operator in Mie) P.22





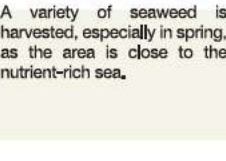



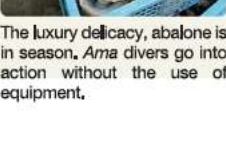







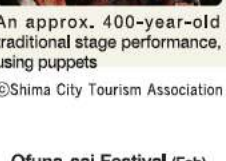



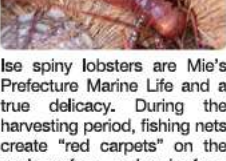

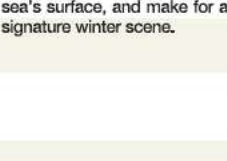






Ama Hut (Satoumi-an) P.13

Seasons Calendar

Seasonal attractions

Ise-Shima is filled with seasonal attractions that showcase the areas' nature, food, traditional local events, and Ise Jingu's events

		[Nature]	[Food]	[Ise Jingu Events]	[Local Events]
Spring	Apr			Spring Kagura-sai Festival (Apr)  This event is held to offer gratitude to the deities and pray for peace. Dances and other rituals are performed as part of the festival. ©Jingu Administration Office	Meoto-iwa (the wedded rocks) Rope Changing Ceremony (Shinto ritual) (May/Sep/Dec) [Ise City Futami Okitama Shrine]  The heavy rope, purified through a religious practice, is replaced by locals, while a special song is sung. ©VISIT ISESHIMA The Hometown of the Heart and Soul of Japan
	May				
Summer	Jun			Izawanomiya Rice Planting Festival (Jun)  One of the greatest rice planting festivals in Japan, held to pray for a good harvest.	Shiokake Festival (Oshima Festival) (Jul) [Wagu, Shima Town, Shima City]  A very dynamic festival of this port town, where boats and people splash sea water on each other, to pray for safety during fishing. ©Shima City Tourism Association
	Jul				
Autumn	Aug			Kanname-sai Festival & Hatsuobiki (Oct)  A ritual dedicated to Amaterasu Omikami. Newly harvested rice ears are loaded on floats and paraded through the city. ©Ise Gosengu Committee	Anori Bunraku Puppet Show (Sep) [Anori, Shima City]  An approx. 400-year-old traditional stage performance, using puppets. ©Shima City Tourism Association
	Sep				
Winter	Oct			Kinen-sai Festival (Feb)  A religious festival to pray for good grain harvests. The Emperor's envoy attends this festival. ©Jingu Administration Office	Ofuna-sai Festival (Feb) [Shofuku-ji Temple, Mt. Aonome, Toba City]  A festival to pray for an abundant harvest from the sea. ©Tourism Division, Shima City
	Nov				
Spring	Dec				
	Jan				
	Feb				
	Mar				



Limited
Express

Tourist Train— Premium Express Shimakaze

Best hospitality for a train journey

Shimakaze is a limited express train for tourists, designed to encapsulate the cool breeze of Ise-Shima. Offering top hospitality from start to journey's end in this region, you'll come away from the experience with special memories of a great train ride.



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2

1. Soft leather premium seats are designed to offer the height of comfort. The spacious seat lets you feel like you are reclining in your own living room. 2. A food menu is available with a variety of local specialties from areas near the route. The most popular is seafood pilaf, which contains delicious bounty from the sea of Ise.



Area Map

The map indicates the locations of the tourist and leisure spots introduced in this booklet for your trip to Ise, Toba and Shima.

Ise City

i-A Ise Jingu Naiku	→ P.1-6	i-I Hakutaka Miyake Shoten	→ P.10	i-Q Heart-shaped Stone	→ P.37
i-B Ise Jingu Geku	→ P.3-6	i-J ISE Sea Paradise	→ P.26	i-R Ebiya	→ P.38
i-C Mt. Asama Kongosho-ji Temple	→ P.6	i-K Mt. Asama Observatory	→ P.28	i-S Takeshi Nakatani Associates	→ P.38
i-D Hinjitsu-kan	→ P.7	i-L Asakichi Ryokan	→ P.35	i-T Omiyage-ya	→ P.38
i-E Futami Okitama Shrine (Meoto-iwa wedded rocks)	→ P.7-8	i-M Sushikyū	→ P.36	i-U Yamamura Milk Gakko	→ P.38
i-F Okage Yokocho Street	→ P.9-10	i-N Mampuku Shokudo	→ P.36	i-V Ujien, Naiku-mae	→ P.38
i-G Head store of Akafuku	→ P.10	i-O Mameya	→ P.36		
i-H Ise Kadoya Microbrewery Naiku-mae Store	→ P.10	i-P The Celestial Postbox	→ P.37		

Toba City

t-A Kamishima Island	→ P.11	t-F Toba Aquarium	→ P.25	t-K Ama Hut Toba Hamanami	→ P.36
t-B Toshijima Island	→ P.11-12	t-G Dolphin Island	→ P.26	t-L Grilled Oyster Takashimaru Kakikko	→ P.36
t-C Shinmei Shrine Ishigami-san	→ P.14	t-H Toba Bay Cruise & Dolphin Island	→ P.26	t-M Misaki	→ P.36
t-D Mikimoto Pearl Island	→ P.17-18	t-I TOBA SEA-FOLK MUSEUM	→ P.26		
t-E Kaito Yumin Club	→ P.21	t-J Toba Seaside Hotel	→ P.34		

Shima City

s-A Daiozaki Lighthouse	→ P.12	s-H Katsuo-no-Tempaku	→ P.20	s-O Kashikojima Hojoen	→ P.33
s-B Satoumi-an	→ P.13	s-I Shima Nature School	→ P.22	s-P Miyako Resort Okushima Aqua Forest	→ P.34
s-C IST Co., Ltd. - DMC Japan & Local Tour Operator in Mie	→ P.14, 22	s-J Shima Spain Village	→ P.23-24	s-Q Sushi Akatsuki	→ P.36
s-D Kashikojima España Cruise	→ P.16	s-K Ise-Shima Mt. Yokoyama Observatory	→ P.27	s-R Tanaka Ryori-ten	→ P.36
s-E Shima Kanko Hotel	→ P.16, 31	s-L Kintetsu Kashikojima Country Club	→ P.29	s-S Anori Shrine	→ P.38
s-F Pearl Workshop "Shinju-no-Sato"	→ P.18	s-M Kintetsu Hamajima Country Club	→ P.30		
s-G Daiji-ji Temple	→ P.19	s-N Miyako Resort Shima Bayside Terrace	→ P.32		

Matsusaka City

m-A Matsusaka Beef Wadakin	→ P.35
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Tourism Information



Ise City Tourist Association



Toba City Tourism Association



Shima City Tourism Association



Ise-Shima Kanko Navi

[Transportation]



Kintetsu Railway



Mie Kotsu Group



Kintetsu Kashikojima Country Club



Kintetsu Hamajima Country Club

[Leisure]



Shima Spain Village Parque España



Kashikojima España Cruise



Toba Bay Cruise & Dolphin Island



Ise-Shima Skyline

[Accommodation]



Shima Kanko Hotel
Miyako Resort Shima Bayside Terrace
Miyako Resort Okushima Aqua Forest
Kashikojima Hojoen
Hotel Shima Spain Mura



Toba Seaside Hotel

Kintetsu Railway Network Map

