



Good 42° fortune 42° une Activity



servation:necessary at least two days in advance (by 18:00)

Address:1940 Nakamachi, Matsusaka City/Regular holidays:Not fixed

narge:[adult]6,800 yen, [elementary school student or younger child]6,000 yen

address:647-25 Ohamacho, Toba City (Ohama Fishing Port) / Regular holidays:open 365 days a year

2 Sea Kayaking and

Sea Kayaking

coasts and nearby mountains!

4 Outdoor Activities

Nature Experience

landscapes unique to Ise-Shima!

Enjoy a variety of outdoor and nature

experience programs to feel the four

A safe kayaking experience program is

offered here. Sail into the sea of the umashi

kuni, an ancient Japanese term for a province

region blessed with beautiful nature and delicious food, surrounded by magnificent ria

Taso Shirahama is a relaxing beach with

natural white sands, where you can fully

refresh yourself and then actively try

marine activities between the sea and sky!

5 Fishery Experience and Ama Hut

Learn fishing from fisherpeople and ama

(female skin divers) by helping them at work,

and enjoy cooking some local specialties using freshly caught seafood and eat them

together in their hut! This experience is

6 Fishing and Rocky Beach Experience

Experience fishery practices and life in a

ishing village! Interact with marine life

which you can catch in a reproduced pool

of seaswater typically seen at low tide!You

can also enjoy fishing and craft activities

commended for outdoorsy people.

seasons in Ago Bay filled with great natural

ration:necessary at least one day in advance (by 16:00)

:Tomoyama Park, 2199 Daiocho-Nakiri, Shima City

SUNNY COAST KAYAKS (サニーコーストカヤックス)

ration:acceptable even on the day of your visit

Guest House AMARGE (ゲストハウス AMARGE)

Charge:at least 200 yen/Reservation:Check the website. Address:465-14 Hamajimacho-Hamajima, Shima City

ecessary at least two days in advance

Regular holidays:open 365 days a year / TEL:0596-43-4111

TEL:0599-53-1002 / Mail:info@umihozuki.org

Umihozuki(海ほおずき)

Address: 395 Ijikacho, Toba City / Regular holidays: irregular holidays

s:Tasoura, Minamiise Town / Regular holidays:open 365 days a year

s:1007-17 Gokashoura, Minamiise Tow

Regular holidays: year-end and New Year holiday

L:0599-66-1919 / Mail:sunnycoastkayaks@g

Regular holidays:irregular holidays

Utsukushiya (うつくしや/東村呉服店)

TEL:0598-21-0220 / Mail:rion-88@mctv.ne.jp



36 Home Cooking and Strolling on

the Island with a Local Guide 'ou will take a boat to visit "Toshijima," an island of fisherpeople, where you can go on a walking tour with a local guide. Enjoy communication with local people and home-cooked meals unique to the island!

TANIO Toshijima (たんと各志島) Charge:16,000 yen (including lunch),1,100 yen(Round-trip bording ticket) Reservation:necessary at least two days in advance Address:832 Toshicho, Toba City / Regular holidays:December 28 through January 3



Cruising Seafood Restaurant

On a yakatabune, which is a traditional apanese roofed pleasure boat with an out-of-ordinary atmosphere, you can enjoy beautiful views of Toba Bay and selected

Yakatabune Okita (鳥羽 海鮮料理 屋形船 おきた) Charge:at least 4,180 yen

on acceptable even on the day of your visit Address:1-2383-51 Toba, Toba City Regular holidays:open 365 days a year / TEL:0599-25-7133



38 All-You-Can-Eat Oyster Huts

Oysters are popular winter food in Toba Why don't you enjoy oysters with a soft and resilient texture in kakigova (ovster huts) until you gorge yourself on them?

All-You-Can-Eat Oyster Huts (牡蠣小屋体験)

Reservation:acceptable even on the day of your visit Address:Check the website. / Regular holidays:Check the website. TEL:0599-25-3019 (Toba Tourism Association)



Wisit to a Bonito Smoking Hut

You will visit a katsuoibushigoya (bonito smoking nut) to learn how bonito havé been traditionally smoked in this area. You can also taste bonito stock and enjoy tasty okakagohan, rice mixed with dried bonito flakes which is cooked in an earthen pot. Feel Japanese food culture!





Taso Shirahama Beach





(Toba) You can fully enjoy barbequed local seafood while listening to *ama* (female skin divers) talking about their history and fishing experiences in an amagoya (hut of ama). It is also fun to do a local dance with

Ama Hut HACHIMAN (海女小屋はちまんかまど)

Charge: at least 3.850 ver rvation:necessary at least one day in advance Address:819 Osatsucho, Toba City/Regular holidays:Check the website. TEL:0599-33-1023/Mail:info@amakoya.com



(P) Ama Hut Experience (Toba)

Enjoy barbecued local seafood while listening to Ama divers (female skin divers) talking about their history and fishing experiences in an Amagoya (ama divers' wooden hut). The second hut is on the edge of a cliff and offers a panoramic view o the ocean (access is perfectly safe though!)

Ama Hut Osatsu Kamado (相差かまど)

Reservation:necessary at least one day in advance (by 16:00)
Address:1238 Osatsucho, Toba City/Regular holidays:Check the website. TEL:0599-33-6411 / Mail:amabunka.o@bz03.plala.or.jp





20 Walking Tour

Many women pay a visit to a Shinto shrine known as "Ishigami-san", which is believed to help them fulfill their wishes with its mystical power. Why is that so? Explore Osatsu local culture. (For a group with an interpreter guidance is provided only in Japanese).

Osatsu Ishigami-san guided tour (相差石神さんガイド) Charge: 2,000 yen/Reservation: Scan the QR code to access the v Address: 1238 Osatsucho, Toba City TEL:0599-33-7453 / Mail:amabunka.o@bz03.plala.or.jp



21 Ama Hut Experience (Shima) You can fully enjoy barbequed local seafood while listening to ama (female

skin divers) talking about their history and fishing experiences in an amagoya (hut of ama). You can also have dinner hére!

Address: 2279 Shimacho-Koshika, Shima City Regular holidays:December 30 through January 1 TEL:0599-85-1212 / Mail:info@kanko-shima.con



Charge: at least 1.700 ven

Address: 580 Futamicho-E. Ise City

Food Experience

tea ceremony. Enjoy Japanese culture in Matsusaka blessed

with atmospheric historical and cultural streetscapes!

1 Sea Kayaking and

Stand Up Paddle

eel the sea of Toba through kayaking and

sail even to uninhabited islands and private

beaches around! You can also enjoy lunch

and coffee in the middle of great nature.





41 Matsusaka-Style Sukiyaki Experience

You can experience Matsusaka-style sukiyaki, a Japanese hot pot dish popular in Matsusaka which is made with beef grilled only with sugar and soy sauce (without using any water). Make sukiyaki on your own and then enjoy it with the help of an instructor!

7 Toba Bay Cruise and Irukajima

You can take a sightseeing cruise around Toba

Bay and visit Irukajima (Dolphin Island) to

enjoy "dolphin and sea lion shows" as well as

8 Kashikojima España Cruise

You can enjoy a 50-minute cruise around

Ago Bay dotted with lush green islands. The

sightseeing boat you will take, named the

Esperanza,looks like an elegant classical Spanish

You can rent a small boat to take a cruise around

"Kashikojima," the largest island in Ago Bay. While

surface of the sea as well as photography at many

With the help of a guide, you can experience

takigyo (Japanese-style meditation under a

waterfalls) in the forest called "Shirataki no Mori," where practitioners of Shugendo used to have

training in the past. Traditional costumes are

Even beginners can safely enjoy river canoeing

with an instructor! In summer, you can also try

but Japan is culturally unique because it is the

only country where everybody in a family uses

his or her own chopsticks. Make your original

photo spots, such as a low bridge which only smal

ship in the Age of Exploration.

observation of adorable sister otters.

YACHIYO, Kappou & Ryokan (割烹旅館八千代)

Shima Marine Leisure (志摩マリンレジャー)

vation:acceptable even on the day of your visit

ddress:Toba Office (located at Toba Marine Terminal),1-2383-51 Toba, Toba City

Address: Kashikojima Office, 752-11 Agocho-Shinmei (Kashikojima), Shima City

Ocruising

boats can go through!

available for rent

Takigyo Meditation

cessary at least two days in advance

WRiver Canoeing

diving into the river!

Entrada Kashiko iima (Entrada 賢島)

Takigyo Meditation (滝行体験)

ress:635-3 Funatsucho, Toba City

gular holidays:open 365 days a year

rvation:acceptable even on the day of your visit

Charge: 11,000 yen/Reservation: necessary at least two days in advance Address: 1295 Tonomachi, Matsusaka City Regular holidays:irregular holidays TEL:0598-21-2501 / Mail:front@yachiyo-web.co.jp

Nature Activity



Kamenarien (亀成園)

Reservation:necessary at least one day in advance (by 18:00) Address:819 Shinmachi, Matsusaka City / Regular holidays:Sundays TEL:0598-21-0701 / Mail:Make contact through the website.

róasting and enjoying it.



In a rich natural environment, parents and children can enjoy walking and athletics by going down from the second to the first area using ropes and logs among mountain

22 Athletics "Ninja Forest Adventure"

Charge:Check the website. / Reservation:acceptable even on the day of your visit Address:1201-1 Futamicho-Mitsu, Ise City Regular holidays:open 365 days a year EL:0596-43-2300 / Mail:t-nakade@ise-ninjakingdom.jp



🌌 🙉 Aquarium (Ise)

Theme Park

This aquarium is oriented toward "interaction with sea animals." You cannot help smiling if you see sea animals up close

ISE Sea Paradise (伊勢シーパラダイス)

Address: 580 Futamicho-E, Ise City Regular holidays:open 365 days a year / TEL:0596-42-1760



24)Aquarium (Toba)

This aquarium, which houses the greatest number of species (about 1,200) in Japan, is the only Japanese aquarium with a dugong! On top of that, it is also the only aquarium in japan with African manatees!

Toba Aquarium (鳥羽水族館)

servation:acceptable even on the day of your visit Address:3-3-6 Toba, Toba City Regular holidays:open 365 days a year / TEL:0599-25-2555



streetscapes are reproduced, is full of great

photo spots. A variety of attractions, real Spanish dancers and mascots are enjoying oopularity here. Shima Spain Village (志摩スペイン村)

Address: 952-4 Isobecho-Sakazaki, Shima City

TEL:0599-57-3333 / Mail:hansoku@parque-net.com

Local Iour



34 Local Tours (Iseshima area) By joining the tours, you can experience a

variety of things, such as diving with real ama (female skin divers) in the sea of Ise-Shima and local culture of the area.

IST – DMC Mie & Japan (伊勢志摩ツーリズム)

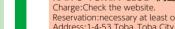
vation:necessary at least one day in advance (by 16:00) ss:510-86 Kusubecho, Ise City/Regular holidays:open 365 days a yea

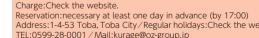


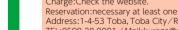
TEL:0596-20-2290 / Mail:tourism@iseshima-t.com



rvation:necessary at least one day in advance (by 17:00) Address:1-4-53 Toba, Toba City/Regular holidays:Check the websi TEL:0599-28-0001 / Mail:kurage@oz-group.jp









Craft

chopsticks!

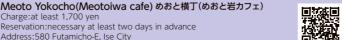
harge:7,800 yen/Reservation:[through the website] necessary at least two days i

advance[by e-mail] acceptable even on the day of your visit and the day before it

ddress:1569 litakacho-Shimotakino, Matsusaka City/Regular holidays:open 365 days a year

13 Chopsticks Making 26 Bracelet Making Chopsticks have been widely in use in Asia,

Make your own bracelets with Ise-Shima pearls, gemstones and *Iga-kumihimo* known as traditional braided cords which are as tough as the sacred ropes around the Meotoiwa (Wedded



Charge:1,000 yen/Reservation:acceptable even on the day of your visit Address:1-9-28 Kawasaki, Ise City Regular holidays:year-end and New Year holidays

Pearl Accessory Making



ervation:acceptable even on the day of your visit Address:101 Isshikicho, Ise City/Regular holidays:open 365 days a year



Accessory Making Extract pearls from your favorite pearl oysters caught

31 Pearl Extraction and

in the sea! What pearls you will get depends on luck because they are really different in color, size and shape. Make your original pearl accessories!

30 Learning through Experience

At this museum, you can learn about the history

and culture of fisherpeople, ama divers and sea-

related things in Toba and Shima as well as other

parts of Mie Prefecture. On Saturdays, Sundays and

public holidays, you can even gain some experience

of making handicrafts with shells and seaweed!



Matsusaka with a striped patterns, which is made using threads dyed with natural



Ama Hut SATOUMIAN (海女小屋体験施設 さとうみ庵)

every Tuesday, Thursday and Sunday (for one hour from 13:30)) ** You need to come with an interpreter if you do not understand Japanese.

You can gain some experience of making traditional handcrafted

products called *lse-netsuke*, which have been handed down as one of the

art forms representing Mie Prefecture. Using chisels, vou can easily create

your original handmade pendants from wood (This workshop is held on

Pendant Making







Shinju no Sato (真珠の里)

Charge: 1,650 yen/Reservation: acceptable even on the day of your visit Address: 1125-88 Shimacho-Koshika, Shima City TEL:0599-85-0515 / Mail:s.tamachan@extra.ocn.ne.jp

Toba Sea-Folk Museum (鳥羽市立 海の博物館)

Address: 1731-68 Uramuracho-Ogitsu, Toba City

harge:3,000 yen/Reservation:necessary at least two d Address:1711-2 litakacho-Mori, Matsusaka City TEL:050-7107-7847 / Mail:111piglatin@gmail.com

BBBQ and Glamping

ecessary at least two days in advance (by noon)

You can enjoy many one-day events, including surfing and barbeque, in this resort, which is only a one-minute walk from the beach. Have a great time through glamping in a rich natural environment!

12 Agricultural Experience

You can gain some experience of harvesting

all grown organically. Let's cook and eat

harvested vegetables and then try holding

fresh traditional vegetables which are

chickens, including Silkies, in your arms!

42 Handmade Hojicha Experience

You can gain precious experience of making

hojicha, a roasted Japanese green tea, from

ordinary green tea by using a type of earthen

pot called *horoku*. You will be definitely healed

by the elegant aroma and taste of hojicha while

Charge:at least 4,500 yer vation:necessary at least two days in advance (by 15:00)

Bicycles for Rent (Ise)
Enjoy cycling on a utility or electric bicycle

Geku-Mae Tourist Information Center (外宮前観光案内所)

Address:14-6 Honmachi, Ise City / Regular holidays:open 365 days a year

tion:acceptable even on the day of your visit

Address: 876 Agocho-Shijima, Shima City/Regular holidays: irregular holiday



to have a pleasant trip through Ise!

ORANGER CAFE wood (オランジェカフェ ウッド) ddress:325-2 Nakamuracho, Ise City



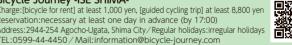
Why don't you go for a bicycle ride? Toba is an attractive port town with a pleasant

Toba Ichiban-gai(鳥羽1番街)

narge:600 yen (regular),1000 yen (electric) A 1000-yen deposit will be asked (fully refund) eservation:No prior reservation needed. Please bring a passport/ID Address:1-2383-13 Toba, Toba City/Regular holidays:Thursdays

Bicycles for Rent and Cycling You can rent a bicycle for cycling and even have a guided cycling trip through Ise-Shima National Park to enjoy its magnificent

visiting an *amagoya* (hut of *ama*). Bicycle Journey -ISE SHIMAharge:[bicycle for rent] at least 1,000 yen, [guided cycling trip] at least 8,800 yen deservation:necessary at least one day in advance (by 17:00)



landscapes. You can also get some cultural

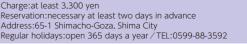
experiences by trying local foods and

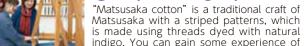




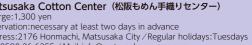


pearl farming rafts. Make your original accessories with those pearls, which exist nowhere else in the world! * Only available in Japanese





Matsusaka Cotton Center (松阪もめん手織りセンター)





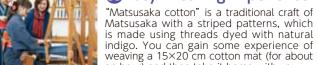
a typical fishing village.





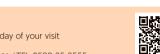
You can gain some experience of extracting pearls on

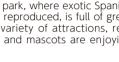
Pearl Miki (パール美樹) Charge: at least 3,300 year



an hour) and then take it home with you.









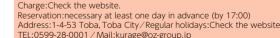


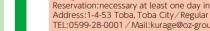


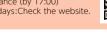


(I) Local Tours (Toba) You can go on different types of tours to experience marine activities, such as sea kayaking and fishing, as well as to fully enjoy culture of ama (female skin divers) in

KAITO YUMIN CLUB (海島遊民くらぶ)

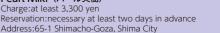








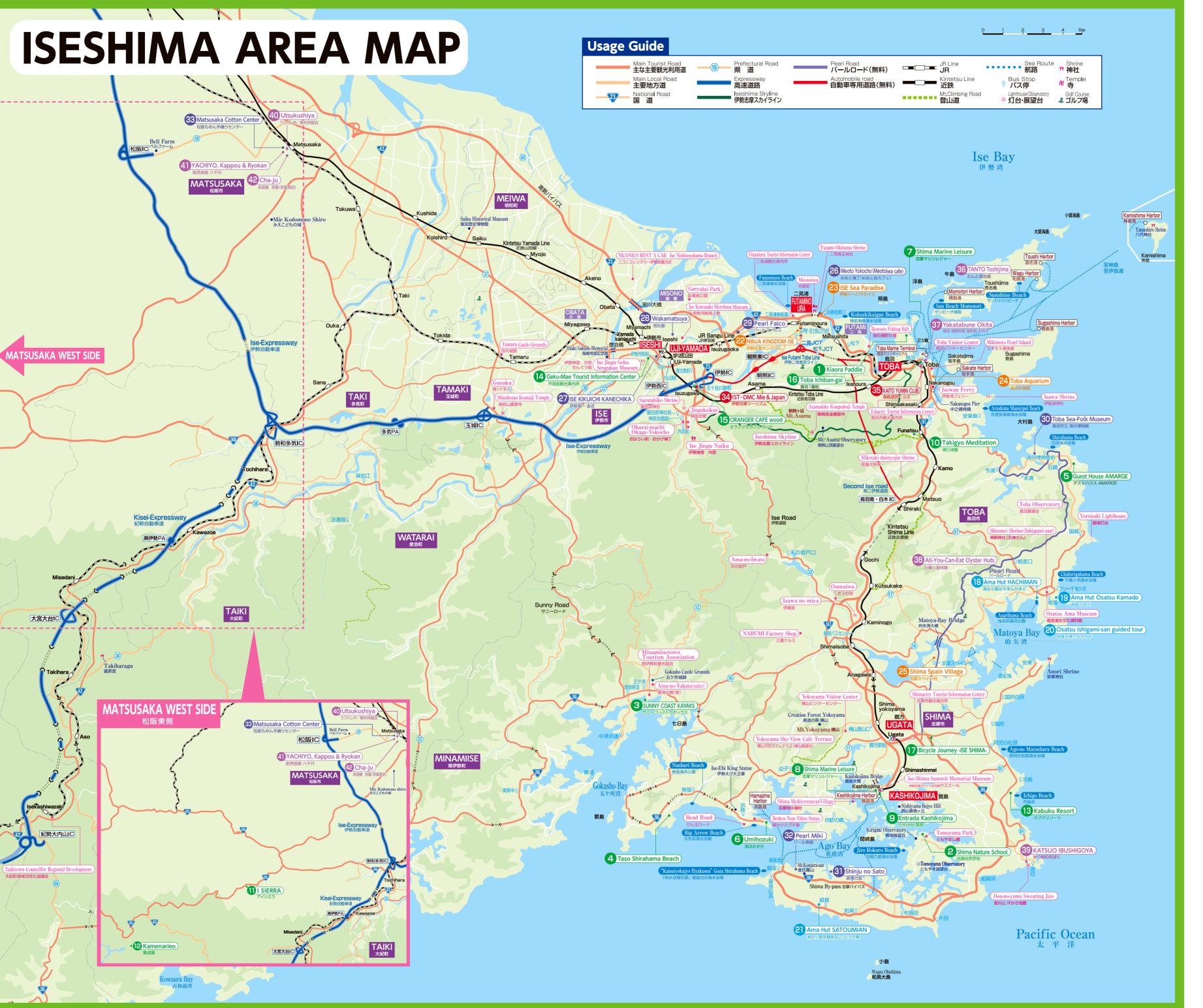






Address:2176 Honmachi, Matsusaka Ćity / Regular holidays:Tuesdays TEL:0598-26-6355 / Mail:info@matsusakamomen.com





Ticket Information

1Day Pass for Bus "Cen Bus"

Ise Toba MichikusaTicket



Adult **¥1,200**



Sanco Taxi Dispatch Center

0120(350)094

0596(28)3171

0599(43)0121

Kintetsu Taxi -Ise Office

-Toba Shima Office

Meitetsu Taxi

-Ise Office

0596(28)8221

-Toba Office

0599(25)2468

0596(20)3319

Car Rental

Nippon Rent-A-Car

-Ise Ujiyamada Office

-Shimaugata Office

0599(44)3919

● JAPAN RENT A CAR

-Ise Office

0596(27)1582

●TOYOTA MIE RENTAL & LEASING

-Ise Branch

0596(23)0100

0596(24)0100

0599(26)7100

-Ise Ujiyamada Station Branch

-Toba Station Branch

ORIX Rent-A-Car

-Ise, Kintetsu Uji-Yamada Rental Site

0596(28)0295

-Iseshi Ekimae Rental Site

0596(20)5543 -Kintetsu Toba Ekimae Rental Site

0599(25)3929

-Shima, Kintetsu Ugata Ekimae Rental Site 0599(43)1098

●NICONICO RENT A CAR

-Ise Nishitoyohama Branch

0596(38)1000

Medical Emergencies

Ise Local Area Emergency Medical Center

0596(28)1199

Toba Local Area Emergency Medical Center

0599(25)1199

Shima Wide Area Emergency Medical Center 0599(43)1199

Japanese Red Cross Ise Hospital

0596(28)2171