

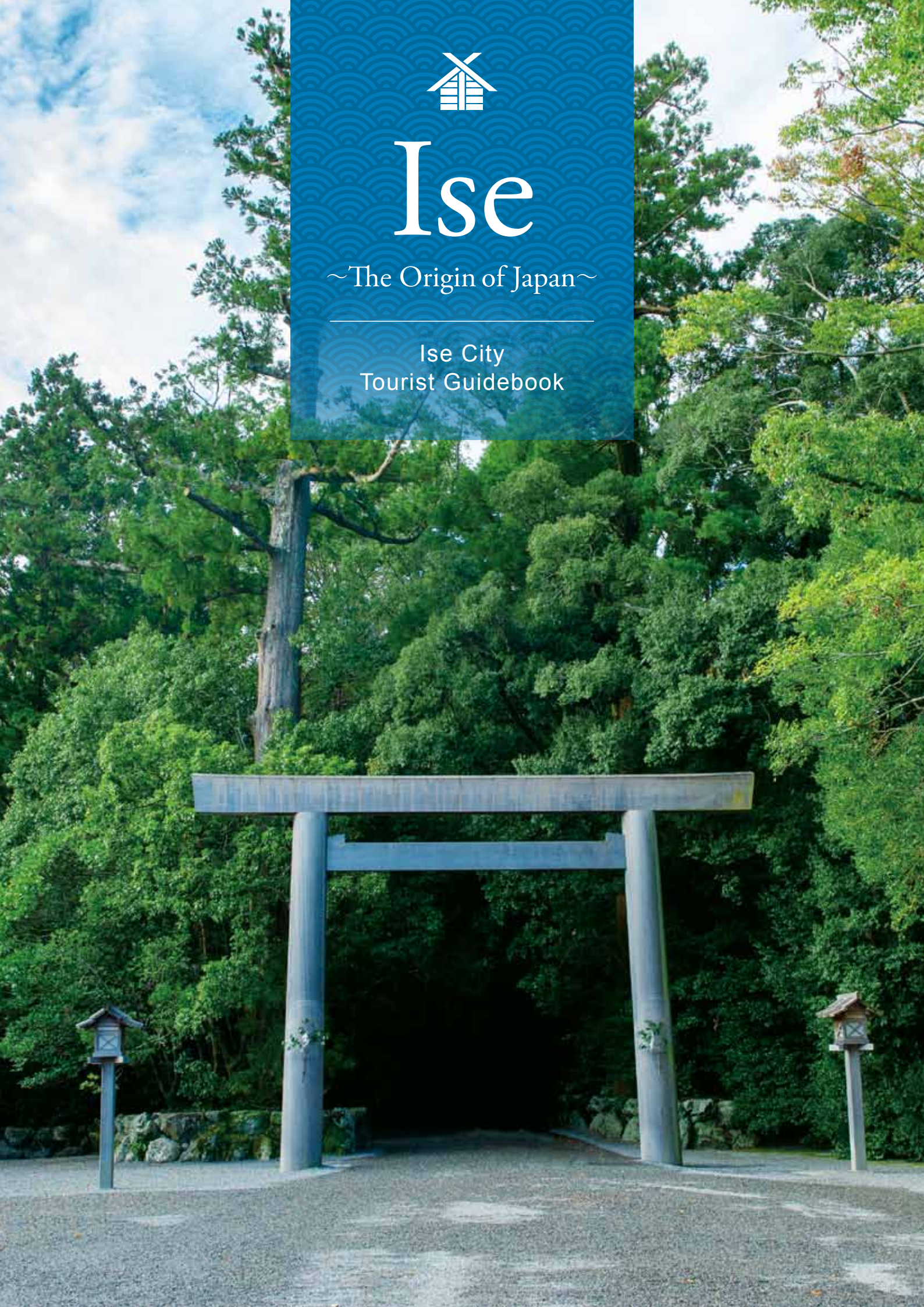


# Ise

~The Origin of Japan~

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Ise City  
Tourist Guidebook





Welcome to Ise City

## Where Myth and History Live Side-by-side

Ise City is located near the heart of the Japanese archipelago, rich with nature and boundless nourishment. It is the home to Ise Jingu, a Shinto shrine known as the spiritual home of the Japanese, and it is here that the stories of Japanese myth still live and breathe. Since ancient times, pilgrims have gathered here in Ise from across the country, interacting and exchanging ideas. In this way, Ise has served as a cultural crossroads, spreading a diverse array of ideas and beliefs closely tied to Japanese spirituality. Even today, the city remains a cultural touchstone for the people of Japan as the origin of Japan, and it welcomes eight million visitors every year.

A sacred land for 2,000 years.  
Praying to the *kami*  
for peace in this land.

Shogu

### Ise Jingu Naiku (Kotaijingu)

The people of Japan have been cultivating rice since before written history, so they understand the necessity of having fertile ground, moderate rainfall, and the gentle light of the sun. Within Ise Jingu's Naiku, or Inner Shrine, is enshrined the goddess Amaterasu-Omikami, the highest ranked *kami* – a type of deity – in the Japanese pantheon. Amaterasu-Omikami stands as goddess of the Sun, the source of all life. According to Japanese myth, Amaterasu-Omikami has been the ancestral *kami* of the Imperial Family for more than 120 generations of emperors and empresses, and she is worshipped as the guardian of the Japanese people. Here for 2,000 years people have been praying for a rich rice harvest, for peace across the land, and for the safety of the nation. The Naiku is inscribed on the hearts of the people of Japan as a sacred place to raise their voices in serene prayer.

(See Area Guide on page 12.)



Isuzugawa Mitarashi



Kaguraden



Kazahinomi-no-miya Bridge





Offering thanks and  
prayers for the  
blessings of nature.  
Every day for 1,500 years  
– without fail.

Shogu

## Ise Jingu Geku (Toyo'uke-daijingu)

Toyo'uke-no-Omikami is the name of the *kami* worshipped here at Ise Jingu's Geku, or Outer Shrine. Toyo'uke-no-Omikami – the goddess of agriculture and industry – was enshrined here so she could offer food to Amaterasu-Omikami. Food is offered to the *kami* in rituals conducted at the Geku twice a day, in the morning and evening, with offerings including rice, dried skipjack tuna, fresh fish, seaweed, vegetables, fruits, salt, water and sake. Everything from the food to the dishes is made exclusively for the use of the *kami*, and the food is prepared using special fires and pure water drawn from the well located within the shrine. This ritual was begun when the Geku was first established around 1,500 years ago. Since then, it has been performed every single day without fail, through both war and natural disaster, out of gratitude for the blessings of nature being received and in prayer for the future survival of the people.

(See Area Guide on page 14.)

## Shinto – the Home of the Japanese Soul

### Arising from reverence and gratitude

The Shinto religion is native to Japan and has been passed down since time immemorial. Within its tenets lie many of the philosophies of the Japanese people. Shinto is not a monotheistic religion, and it has neither doctrine nor scripture. In Shinto, the *kami* are found within all things, from nature and natural phenomena to people's own ancestors. Shinto emerged from the ancient peoples' experiences with the natural world and their relationships with others – from their reverence of the power of nature, and from their gratitude for the blessings nature brings.

### The *kami* also bring nature's fury

The *kami* born from nature are not always tranquil and serene. While the sun nurtures all life, it sometimes brings drought and famine. While the ocean was the cradle of life on Earth, it sometimes becomes enraged and strikes out with a tsunami, wreaking destruction. The Japanese people looked upon such events as resulting from the fury of the *kami*, and they worship those *kami* as *aramitama*, or wrathful spirits. People pray for blessings from the *kami*, and show their reverence of them, through regular festivals and ceremonies.

### Yaoyorozu-no-kami – the infinite *kami* watching over Japan

In addition to the *kami* of nature, Shinto is home to a variety of other *kami*, including those responsible for clothing, food, and shelter; those who provide people with a livelihood; and those who gave birth to the country itself. Others enshrined as *kami* include historical figures who did great things for the country or their local region and the spirits of ancestors who watch over their descendants. The term *Yaoyorozu-no-kami* means literally “eight million gods”, but it refers to the innumerable number of *kami* of Japan and perfectly captures the divine ideals of Japan.

### Purify the body and mind before visiting the shrine

*Kami* are worshipped within the many shrines across Japan, all of which serve as centers of faith where believers can pray for continued health and express their gratitude to the particular *kami* enshrined there. The *kami* reside within mirrors, swords, stones, trees, waterfalls and more, and they abhor impurity and contamination. This is why shrines are protected by *torii*, gates that demarcate the boundary between the secular and sacred worlds, and why worshippers purify their hands and mouths at basins located at the entrances to shrine grounds.



The Shoden and Kodenchi

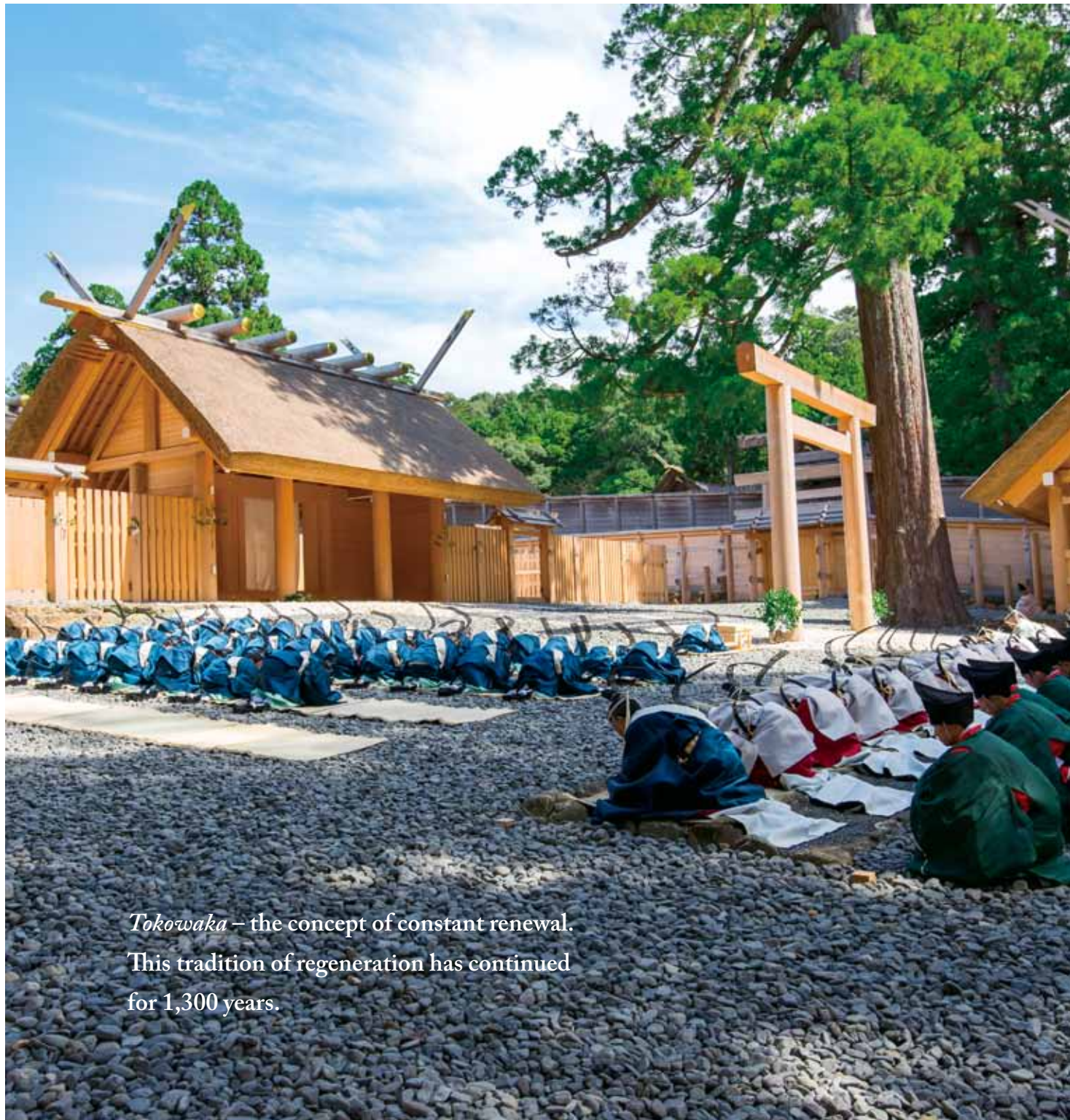


Daini Torii



Shin'nomihashira-oiya at the Kodenchi, a structure protecting the sacred pillar



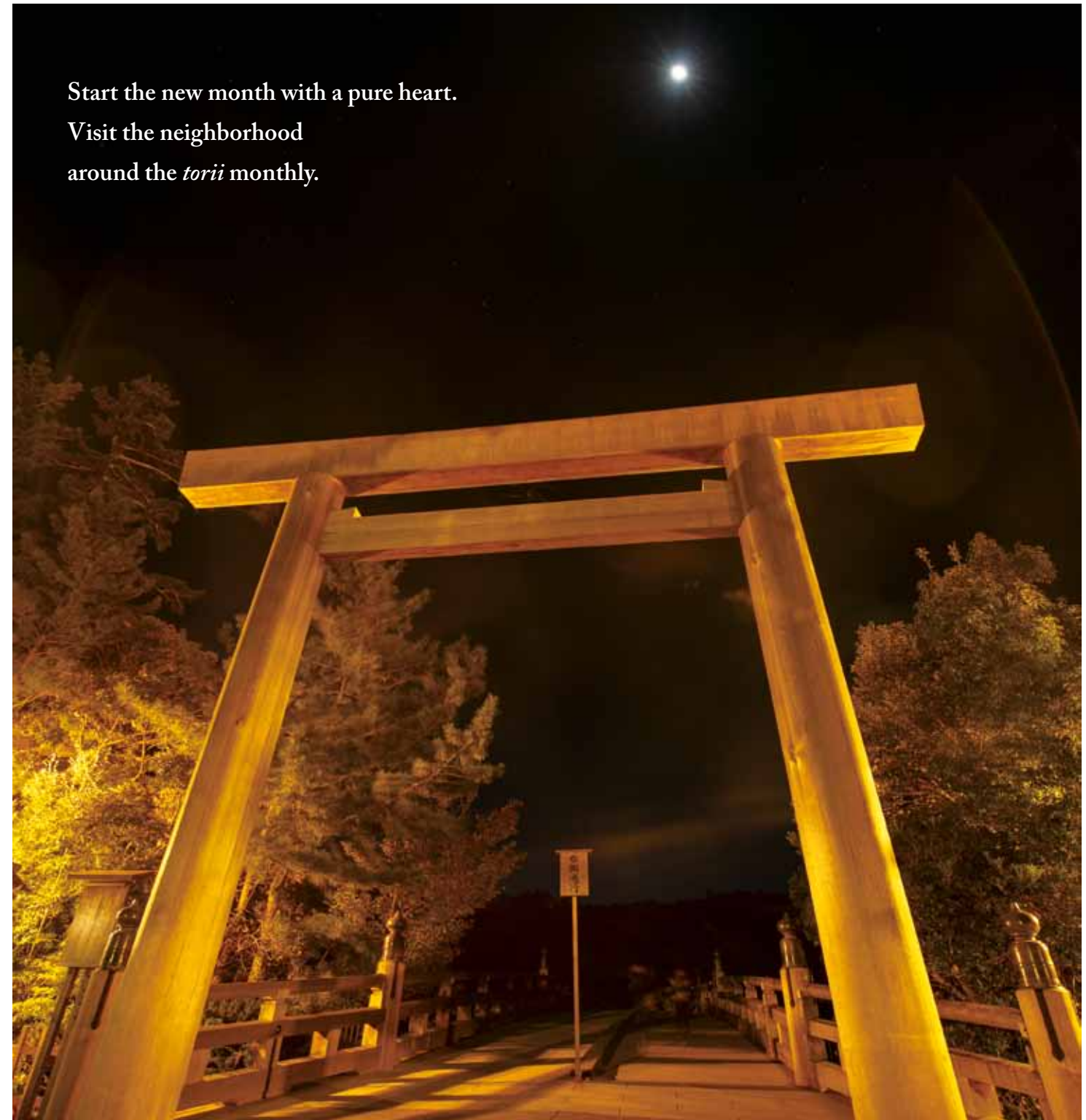


*Tokowaka* – the concept of constant renewal.  
This tradition of regeneration has continued  
for 1,300 years.

The *naiku hohei* ritual during the Shikinen Sengu

## Shikinen Sengu

Every twenty years, the *kami* of Ise Jingu is transferred to a newly constructed shrine in a ritual called the *Shikinen Sengu*. The new shrine is built using traditional techniques, and the furnishings of the shrine are also made anew. This ensures that the shrine remains in a state of *tokowaka*, or eternal youth, thereby symbolizing people's hopes for the continued and perpetual existence of the *kami*, the people, and the nation. A great number of festivals are held and rituals are performed to prepare for the transfer of the *kami*. The people of Ise are at the heart of many of those lively events, including the *Okihiki* Festival, during which cypress logs are dragged through the city to the shrine. A large amount of cypress wood is required to reconstruct the main shrine building, but after the trees are harvested, seedlings are planted and are carefully nurtured for future harvest. Old timber is also reused in shrines and other places around Japan. In this way, the *Shikinen Sengu* also serves as a festival celebrating the regeneration of trees, and as a symbol of Japan's close connection to wood.



Start the new month with a pure heart.  
Visit the neighborhood  
around the *torii* monthly.

## Tsuitachi Mairi

*Tsuitachi Mairi* is a custom at Ise Jingu that involves getting up early on the first day of the month to visit the shrine. Worshippers give thanks to the *kami* for keeping them healthy through the previous month and offer prayers for a similar outcome in the coming month. Many local customs from previous generations are still practiced in the modern day. One such custom involves visiting the shrine monthly to start the new month with a clean spiritual slate. Visitors are rewarded by being able to visit the shops in *okage-yokocho* – a side street located in the middle of the Oharai-machi around the gate to the Naiku – many of which open early in the morning on those days. Shrine visitors are welcomed with monthly special sweets, rice cakes, and bowls of rice porridge. It is a truly festive atmosphere. It is a testament to the symbiotic relationship between the city and the shrine, and to the hospitality of the community.

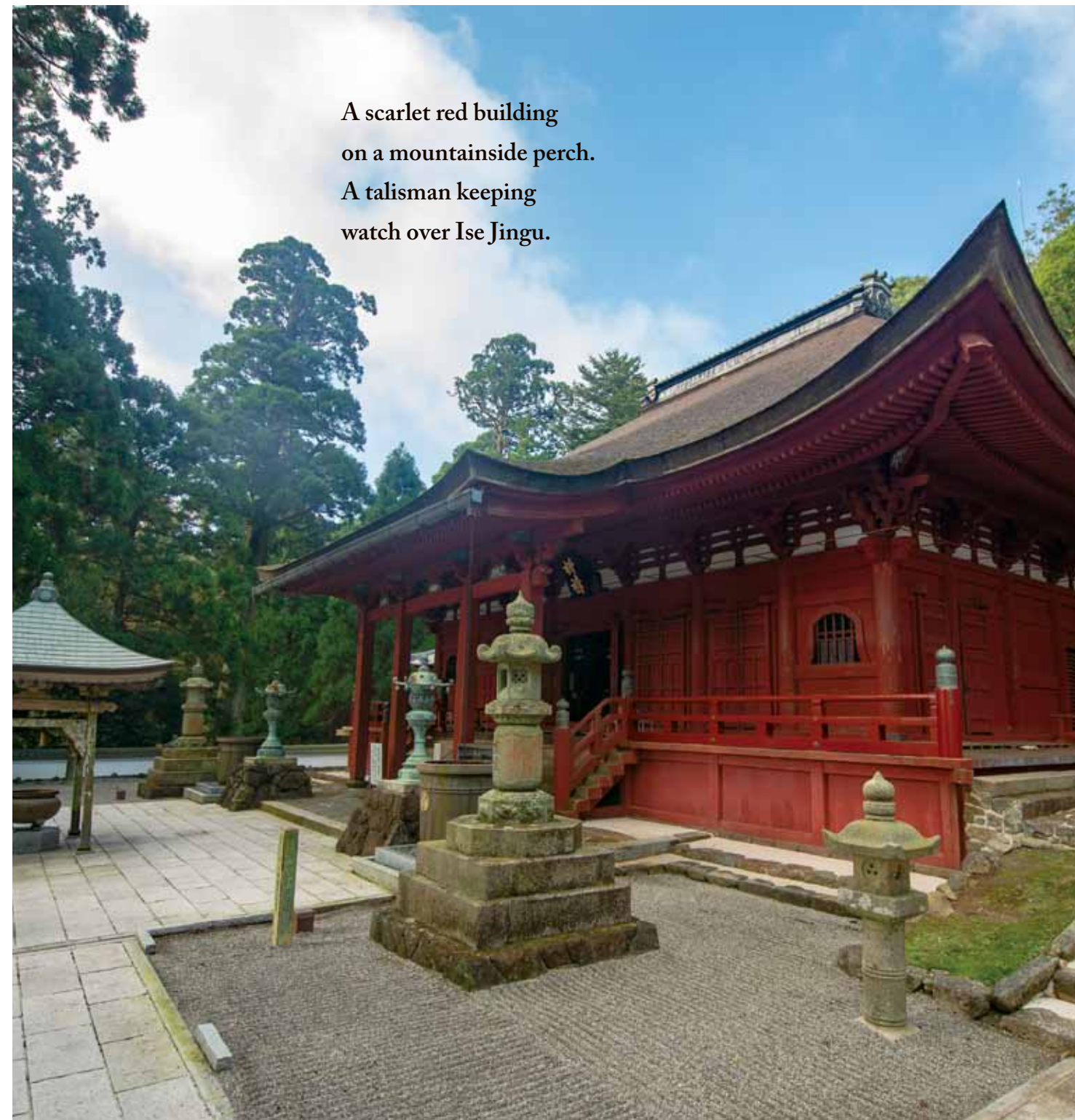




Where ancient travelers purified themselves, two rocks rise from the ocean. Thick ropes mark a sacred barrier and symbolize the bond of marriage.



A scarlet red building on a mountainside perch. A talisman keeping watch over Ise Jingu.



### The Meoto Iwa (the married rocks) – Futami Okitama Shrine

Travelers making their way to Ise Jingu would gather here at Futamiura to purify themselves in the ocean waters before completing their pilgrimage. Futami Okitama Shrine is located on the eastern edge of the seashore here, and enshrined within is Sarutahiko-no-Okami, the *kami* of guidance. What makes the Futamiura landscape even more divine are two rocks—one smaller than the other—known as the Meoto Iwa. They are bound together by five intertwined ropes 10 centimeters thick and 35 meters long—creating a symbol of marriage. It also forms a *torii* for those worshipping the morning sun and a spirit stone called the *okitama shinseki* that lies below the surface of the bay, calming the waters. For approximately a month around the summer solstice, visitors can watch the sunrise from the waters beyond and between the two rocks. Similarly, the full moon can be seen to rise from between the rocks from October to January. Around the shore can be found a number of statues of frogs—the *futami kaeru*—which are said to serve as messengers to Sarutahiko-no-Okami.

(See Area Guide on page 18.)

### Asamadake

The ancient Japanese discipline of *onmyodo* taught that the northeast was the direction in which lay the origin of bad things. A Buddhist temple called Asamadake Kongoshoji lies to the northeast of Ise Jingu, which stands guard protecting the shrine from evil. It was once a custom among pilgrims to visit the temple after they prayed at the shrine. The scarlet-painted main hall and arched bridge stand in vivid yet dignified contrast to the green of the surrounding trees. Meanwhile, the observatory offers a view of Ise Bay, and on a clear day, the silhouette of Mount Fuji can be seen off in the distance. At the height of 555 meters, hikers can enjoy a pleasant climb from the foot of the mountain to both the temple and the summit. Get a reminder of your hike by sending yourself a postcard from the “post box in the sky” at the observatory of Ise-shima Skyline near the top of the mountain.

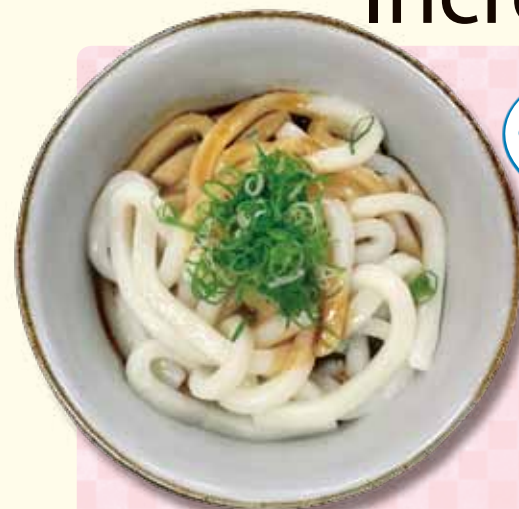
(See Area Guide on page 20.)





Discover some culinary gems as you walk through the city.

# Ise's Exquisite Cuisine and Incredible Souvenirs



Super-thick, chewy noodles coated in black sauce.

## The soul food of Ise Ise Udon

Tamari partnered with *dashi* creates a black sauce with a huge impact. Traditionally served hot, but recently, chilled and other variations are also available at some restaurants.

## Local cuisine from local fishermen Tekone-zushi

This traditional dish is made up of slices of freshly caught skipjack tuna marinated in soy sauce and paired with sushi rice. It is said the ingredients are heartily mixed together by hand.



Can also be made with Pacific bluefin tuna and other fish!

Eat in or get some as a gift?

## Ise Gourmet Cuisine

Ise's cuisine is something that every visitor must experience, whether you try Ise udon, *tekone-zushi*, or the myriad array of other seafood available. All you need to do is figure out where to start!

Made with ingredients from the Ise-Shima region and the pure waters of the Miyagawa and Isuzugawa rivers.

### Local sweets, loved by locals

#### Panju

This baked snack is a cross between bread – or *pan* – and manju, a type of bun filled with a sweet bean paste. It is said to have been developed back in 1901. Alongside the classic *an* bean filling, green tea and other flavors are also available.



### A dish from the staff meals

#### Ama-tare Kara-age

The *tare* coating is made from traditional tamari, a type of soy sauce used in making Ise udon. This *kara-age* dish, essentially fried chicken, is born in Ise with a rich, mellow flavor.



### Kushidango – another Ise favorite

#### Mitsudango

Soft dumplings made of rice flour are coated in a sweet sauce reminiscent of days of old. Two sauces are available, one made from brown sugar, and one made from fine-grained *wasanbon* sugar, which has a subtle hint of sourness.



### Appreciating the bounty of nature

#### Mikedon – a popular dish made near the Geku

*Dondonbi* which recreates the fires lit at the Geku on New Year's Eve and *Ise-chadon* with red snapper are the basics. In addition, each shop has its own original rice bowl dishes.



### The culinary symbol of the Ise-Shima region Ise-ebi

Japanese spiny lobster is known as *Ise-ebi* here, and it symbolizes the true taste of Ise-Shima in autumn and winter. Can be eaten live, grilled, steamed, or in a variety of other ways, both Japanese-style and otherwise.



### Worthy of a sacred offering Abalone

Abalone are harvested from spring to summer in the waters off Ise-Shima, and they are some of the area's most famous, and expensive, products. Gathered by the famous traditional *ama* divers of Toba and Shima.



### Mie Prefecture – Japan's 3rd largest tea producer Ise Tea

Mie Prefecture stretches from north to south, and tea cultivation here takes advantage of the geographic characteristics of the region. The area is famous for its umami-laden *kabuse-cha*, *sencha*, and *fukamushi-sencha*.



### A rare culinary tradition Same-no-tare

Dried shark or *same* is a local specialty that has been used for shrine offerings since ancient times. Available salted or with a sweet sake sauce flavor. Toast it lightly and eat.

Explore Ise's rich selection of natural and historical products, from delicious seafood from local waters to traditional handicrafts made with heart.



Charming, colorful goods with modern designs

### Traditional fabrics of Ise province Ise Momen

Ise cotton products were once sold across the country by the merchants of Ise. Its soft touch and traditional colors, patterns, and textures were much loved.



Made from the Japanese snowbell and myrtle wood!

### The warmth of wood Ise Gangu

These colorful *kendama*, yoyos, and other toys are popular souvenirs among worshippers on their pilgrimage to Ise.

Beautiful traditional artisanship

## Ise Souvenirs

### Traditional Japanese paper used in the creation of shrine amulets

#### Ise Washi

This sacred paper has been used for more than 100 years for the creation of the shrine amulets known as *Jingu Taima*. Customers can also find products with more modern designs.



Wooden talismans that make the most of the grain

#### Ise Ittobori

These wooden sculptures were originally made by the carpenters of Ise Jingu, who used leftover wood from building the shrine structures to create carvings of the Seven Lucky Gods, the signs of the Chinese zodiac, and other figures.

### A traditional craft revitalized at the turn of the 21st century

#### Ise Shunkei

This lacquerware native to Ise was first made during the Muromachi period, the era that spanned the mid-14th to late 16th centuries. They included rugged and convenient trays, nested-boxes, and other everyday items.



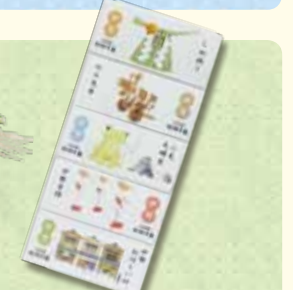
### Delicate carvings of incredible workmanship

#### Ise Netsuke

These fasteners were designed to hang pillboxes and tobacco pouches from kimono belts. Made from the beautiful wood harvested from Japanese box trees grown on Mt. Asama.

### Fresh and healthy vegetables and fruit Ise produce loved by locals

The warm climate, abundant rainfall and fertile ground of Ise allow for the cultivation of many agricultural products. Popular souvenirs include strawberries, mini-tomatoes, and *yokowa-imo*, a type of root vegetable with sticky texture and rich flavor. Rendaiji persimmons have been cultivated for around 300 years and are considered a natural treasure of the Ise area, marked by soft flesh and a mellow, melt-in-the-mouth sweetness.

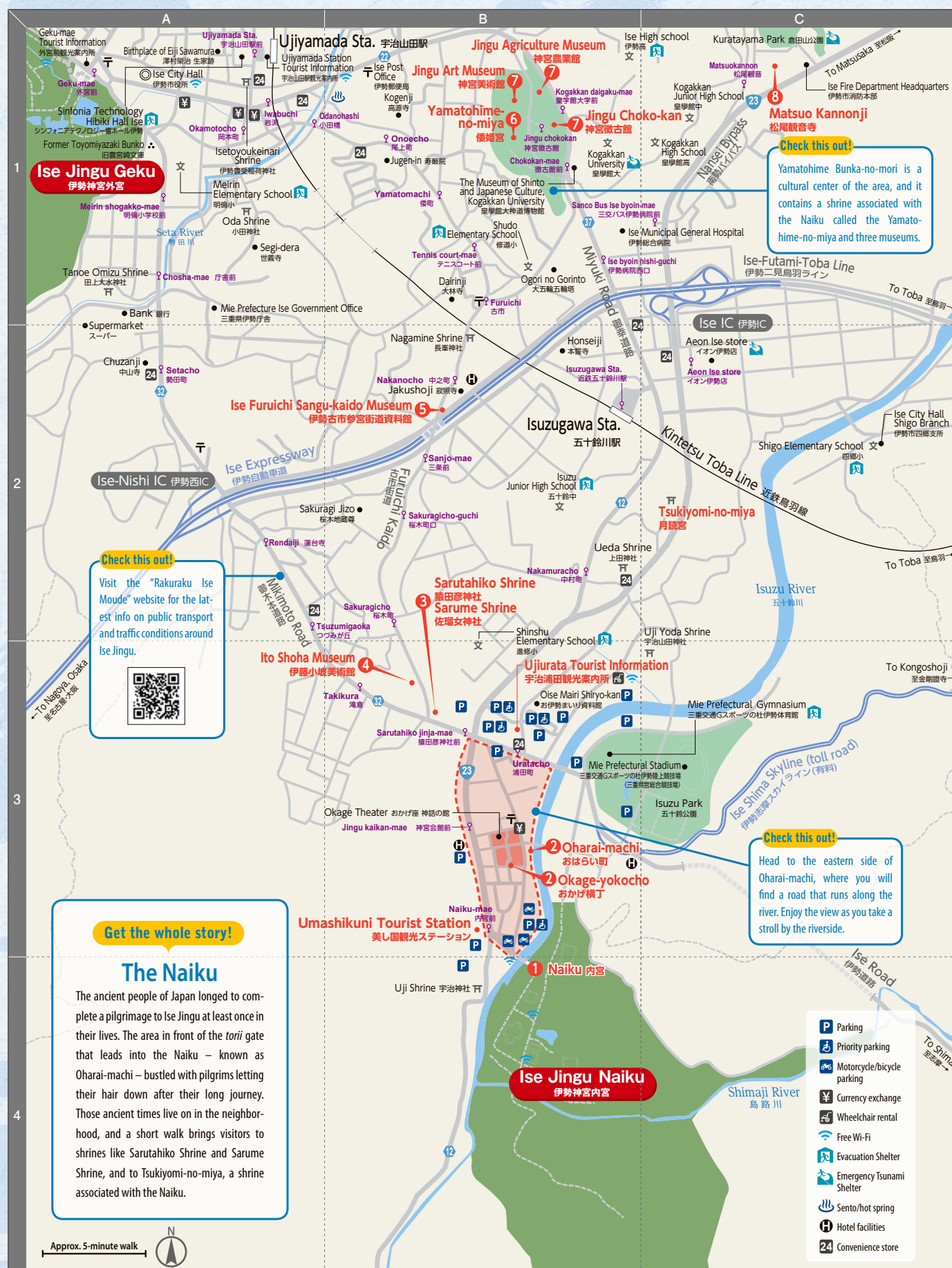


### Traditional sweets that make good emergency rations Ise Shofuku Yokan

These snacks are storable for around five years, making them useful as emergency rations as well. They come in five package types displaying different cultural motifs from Ise.



# Around the Naiku



**Check this out!**  
Yamatohime Bunka-no-mori is a cultural center of the area, and it contains a shrine associated with the Naiku called the Yamatohime-no-miya and three museums.

**Check this out!**  
Visit the "Rakuraku Ise Moude" website for the latest info on public transport and traffic conditions around Ise Jingu.

**Get the whole story!**

## The Naiku

The ancient people of Japan longed to complete a pilgrimage to Ise Jingu at least once in their lives. The area in front of the *torii* gate that leads into the Naiku – known as Oharai-machi – bustled with pilgrims letting their hair down after their long journey. Those ancient times live on in the neighborhood, and a short walk brings visitors to shrines like Sarutahiko Shrine and Sarume Shrine, and to Tsukiyomi-no-miya, a shrine associated with the Naiku.



## 1 Worshipping the patron *kami* of Japan Ise Jingu Naiku (Kotaijingu)

Ise Jingu is considered the home of the Japanese soul. Although it is officially entitled "Jingu", Ise Jingu is actually made up of a total of 125 shrines. The Naiku is dedicated to the worship of Amaterasu-Omikami, traditionally considered to be an ancestor to the Imperial family. Tradition also tells us that the shrine was first founded on the banks of the Isuzugawa River in the year 4 B.C.

1 Ujitachicho, Ise City **MAP** B-4 ☎ 0596-24-1111 (Shrine offices)  
☎ Jan-Apr 5AM-6PM, May-Aug 5AM-7PM, Sep 5AM-6PM Oct-Dec 5AM-5PM

## 2 Having fun after visiting the Naiku Oharai-machi & Okage-yokocho

Oharai-machi grew up outside the *torii* to the Naiku, and traditional architecture can be seen on the shops that line the stone-paved streets. Okage-yokocho lies in the heart of the neighborhood, and visitors to the area can enjoy watching drummers play *taiko*, see *kamishibai* performances, and more.

☎ Okage-yokocho Ujimazaikecho & Ujinakanokiricho, Ise City **MAP** B-3  
☎ 0596-23-8838 (Okage-yokocho General Information) ☎ Opening times differ by shop



## 3 The *kami* who shows the way Sarutahiko Shrine & Sarume Shrine

In the Shinto religion, Sarutahiko-Okami was one of the first *kami* to appear in the universe, and he has come to be known as the *kami* of guidance – he who shows people the correct path to take. Sarume Shrine is the home of the *kami* of the arts and entertainment. Many visitors come here to pray for luck in finding a spouse, or to improve their skill at something they are learning.

☎ 2-1-10 Ujijura, Ise City **MAP** B-3 ☎ 0596-22-2554 ☎ Open to the public

## 4 An Ise artist of the Meiji Period Ito Shoha Museum

Come see the works of artist Ito Shoha (name in Japanese order), the woman who stood at the heart of the traditional painting style known as *Kyoto gadan* in the late 19th and early 20th centuries. The building was designed in the traditional Ise warehouse style, giving it a relaxed, tranquil feel.

☎ 2-4-65 Ujijura, Ise City **MAP** B-3 ☎ 0596-22-2554  
☎ 9:30AM-4PM Closed Mondays and Tuesdays ¥ Adults: 300 yen

## 5 Experience the prosperity of the old market town Ise Furuichi Sangu-kaido Museum

The Furuichi neighborhood served as a place for Ise pilgrims to consume normal food again, and it was once home to one of the three biggest red-light districts in Japan. The Sangu-kaido is the road connecting the Geku and Naiku; this museum teaches visitors all about the history of the road and displays historical items and videos about the red-light district and Ise-style kabuki drama.

☎ 69 Nakanochi, Ise City **MAP** B-2 ☎ 0596-22-8410  
☎ 9AM-4:30PM Closed Mondays (or on the day following national holidays) ¥ Free admission



## 6 A Naiku-affiliated shrine to Yamatohime-no-mikoto Yamatohime-no-miya

Located on a hill that is home to a number of shrine museums. Enshrined within is the *kami* Yamatohime-no-mikoto, who tradition tells us was the daughter of Emperor Suinin, the 11th emperor of Japan. She is said to have founded Ise Jingu in the Ise area as a place to worship the goddess Amaterasu.

☎ 5 Kusubecho, Ise City **MAP** B-1 ☎ 0596-24-1111 (Shrine offices)  
☎ Jan-Apr 5AM-6PM, May-Aug 5AM-7PM, Sep 5AM-6PM, Oct-Dec 5AM-5PM



## 7 Experience spiritual culture at the *Jingu* museums Jingu Choko-kan/Jingu Agriculture Museum/Jingu Art Museum

The Jingu museums are comprised of three separate facilities, including the artifact museum, a registered tangible cultural property of Japan. Learn about the history of Ise Jingu, and see exhibits of sacred garments and other treasures used during the *Shikinen Sengu* ritual. The uniquely designed buildings are another highlight of a visit here.

☎ 1754-1 Kodakushimotocho, Ise City **MAP** B-1 ☎ 0596-22-1700 (Jingu Choko-kan/Agriculture Museum)  
☎ 0596-22-5533 (Jingu Art Museum) ☎ 9AM-4PM Closed Thursdays ¥ Adult access to all three museums: 700 yen



## 8 Japan's oldest temple dedicated to warding off evil Matsuo Kannonji

This temple is said to have been founded during the Nara period by a Buddhist priest named Gyoki, and its connection to the legendary Dragon King is said to help visitors ward off evil, protect them from disaster, and help them find marriage. Popular souvenirs include Dragon King talismans and five-colored *ema* tablets painted with the character for "bond".

☎ 156-6 Kusubecho Matsuyama, Ise City **MAP** C-1 ☎ 0596-22-2722 ☎ 8AM-4PM



## Ise Trivia Some interesting local tidbits



### The 125 Shrines of Ise Jingu

The term Ise Jingu officially refers to 125 different shrines, from the Naiku and Geku to 14 affiliated shrines, 43 auxiliary shrines (*sessha*), 24 subordinate shrines (*massha*), and 42 local shrines (*shokansha*).

### Shimenawa

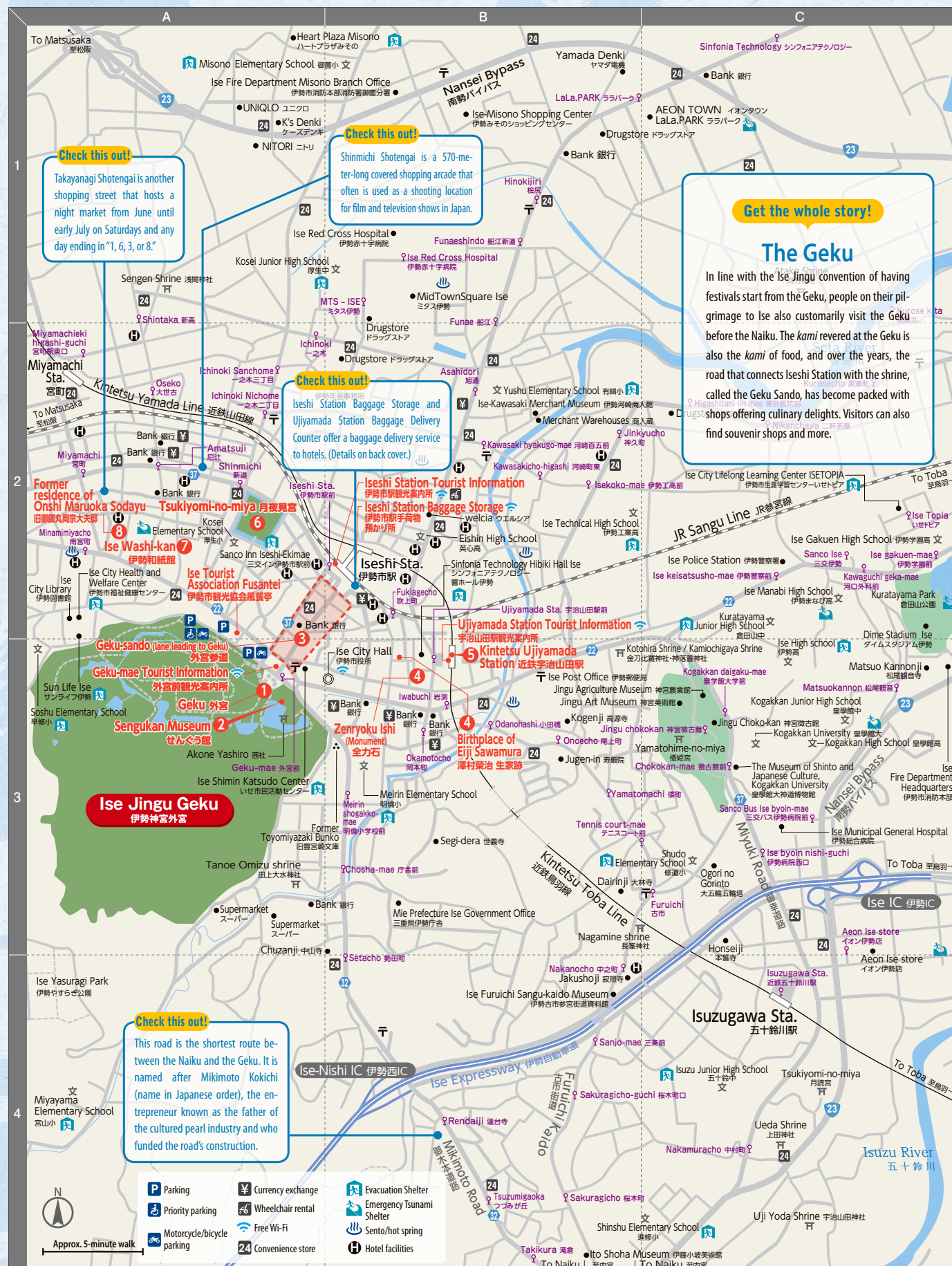
*Shimenawa* are used to welcome the deity called Toshigami. They are typically displayed over the New Year holiday, before being removed after January 7 or 15 (depending on the regions). However, in the Ise-Shima area, in line with local tradition, they are displayed in home entrances year-round to pray for good health. Ise *shimenawa* are characterized by the left side of the rope being thicker than the rest.



\*Holidays above generally omit year-end holidays, golden week, O-bon, and temporary closures.



# Around the Geku



## 1 Worshipping the *kami* of the necessities of life Ise Jingu Geku (Toyo'uke-daijingu)

Toyo'uke-no-Omikami is the *kami* of clothing, food, shelter, agriculture, and industry, and she is worshipped here at the Geku, known locally by the nickname *Geku-san*. After a seven-minute walk from Ise Station, visitors find the sacred *sando* surrounded by massive trees.

279 Toyokawacho, Ise City MAP A-3 ☎ 0596-24-1111 (Shrine offices)  
Jan-Apr SAM-6PM, May-Aug 5AM-7PM, Sep 5AM-6PM, Oct-Dec 5AM-5PM



## 2 Discover the history of the *Shikinen Sengu* Sengukan Museum

The *Shikinen Sengu* has been performed for 13 centuries, and the Sengu Museum has a full-size model of the Geku's main shrine, exhibits describing the process through which sacred garments and other treasures used in the *Shikinen Sengu* are made, and a variety of other materials connected to the ritual.

126-1 Toyokawacho Maeno, Ise City MAP A-3 ☎ 0596-22-6263  
Entry 9AM-4PM (Exhibits close at 4:30PM) Closed second and fourth Tuesday of the month (or on the day following national holidays) ¥Adults:300yen



## 3 The Entrance to Ise – Starting the pilgrimage from the Geku Geku-Sando

This *sando* – or approach road – stretches about 400 meters from Ise Station to the Geku. The road is lined with traditional hotels, restaurants, souvenir shops and more, and it was once known for being in the top three streets in Japan for the number of hotels built here. More dining establishments are operating into the night nowadays, and the *sando* continues to become more and more lively.

Honmachi, Ise City MAP A-2 ☎ 0596-28-4933 (Ise Kikuchi – The Geku Sando Development Association)  
Open year round \*Each shop sets its own holidays.



## 4 A famed baseball pitcher from Ise Birthplace of Eiji Sawamura & Zenryoku Ishi

Baseball pitcher Eiji Sawamura left his mark on Japanese baseball history. A stone monument inscribed with a quote by Sawamura was built near his birthplace in the Meirin Shotengai in 2017 to mark the 100th anniversary of his birth.

1-11-14 Iwabuchi, Ise City MAP B-3  
Open to the public



## 5 A nationally registered tangible cultural property Kintetsu Ujijamada Station

This station was established in 1931 as the terminal of the Sangu Express Electric Railway line to Ise, and the three-story structure is built of steel-reinforced concrete. It has a terracotta-style exterior, and the site is still home to a bus turntable and the old fire watch tower.

2-1-43 Iwabuchi, Ise City MAP B-3 ☎ 0596-28-2767



## 6 A Geku-affiliated shrine Tsukiyomi-no-miya

The *kami* enshrined here is Tsukiyomi-no-mikoto, a younger brother of Amaterasu-Omikami, the same as is worshipped at the Naiku-affiliated Tsukiyomi-no-miya. The holy area is surrounded by trees that are hundreds of years old, and visitors experience a sense of tranquility rarely found in an urban setting.

1-3-19 Miyajiri, Ise City MAP A-2 ☎ 0596-24-1111 (Shrine offices)  
Jan-Apr 5AM-6PM, May-Aug 5AM-7PM, Sep 5AM-6PM, Oct-Dec 5AM-5PM



## 7 Learn the roots of traditional Ise washi Ise Washi-kan

This museum is found on the grounds of Taiho Washi Kogyo, the company that produces the traditional Japanese paper – or *washi* – used to make the sacred talismans offered by Ise Jingu. Visitors can see exhibits showing the tools used to make the traditional paper and can purchase various types of Ise *washi*.

1-10-30 Ozeko, Ise City MAP A-2 ☎ 0596-28-2359  
9:30AM-4:30PM Closed Weekends (Events held second Saturday of the month, reservations required.) ¥Free admission



## 8 A home that welcomed pilgrims Former residence of Onshi Maruoka Sodayu

*Onshi* was the name used to describe the people who provided lodgings and information to those visiting Ise on pilgrimage. There were once 800 *onshi* residences in the city, but this is the only one that remains. When open to the public, visitors can tour the inside of the residence and see various materials from the past.

1-9-7 Miyamachi, Ise City MAP A-2 ☎ 0596-27-0455 (Takahashi)  
Normally closed, but opens to public for events multiple times a year ¥Free admission when open



## Ise Trivia Some interesting local tidbits

### How to purify your hands and pray to *kami*

Before entering the shrine grounds, visitors must cleanse themselves by washing their hands at the *temizuya*. First, take the ladle in the right hand and use it to pour water over the left hand. Then repeat the process with the opposite hand. Cup your left hand and fill it with water from the ladle, then rinse your mouth with the water, and wash your left hand again. Finally, clean the handle of the ladle by filling it, then holding it vertically to allow the water to pour out. When praying to *kami*, the formal custom is to bow twice, clap twice, then bow once again.



### Shrine goods

Ise Jingu is considered to be the most sacred of Japanese shrine complexes. Pilgrims purchase talismans and other items at shrines and display them in *kamidana* at their homes, with the items from Ise in the front, followed by items from the local *ujigami* shrines, then other shrines. Amulets and talismans can be purchased from the Naiku and Geku at their respective *kaguraden* facilities.

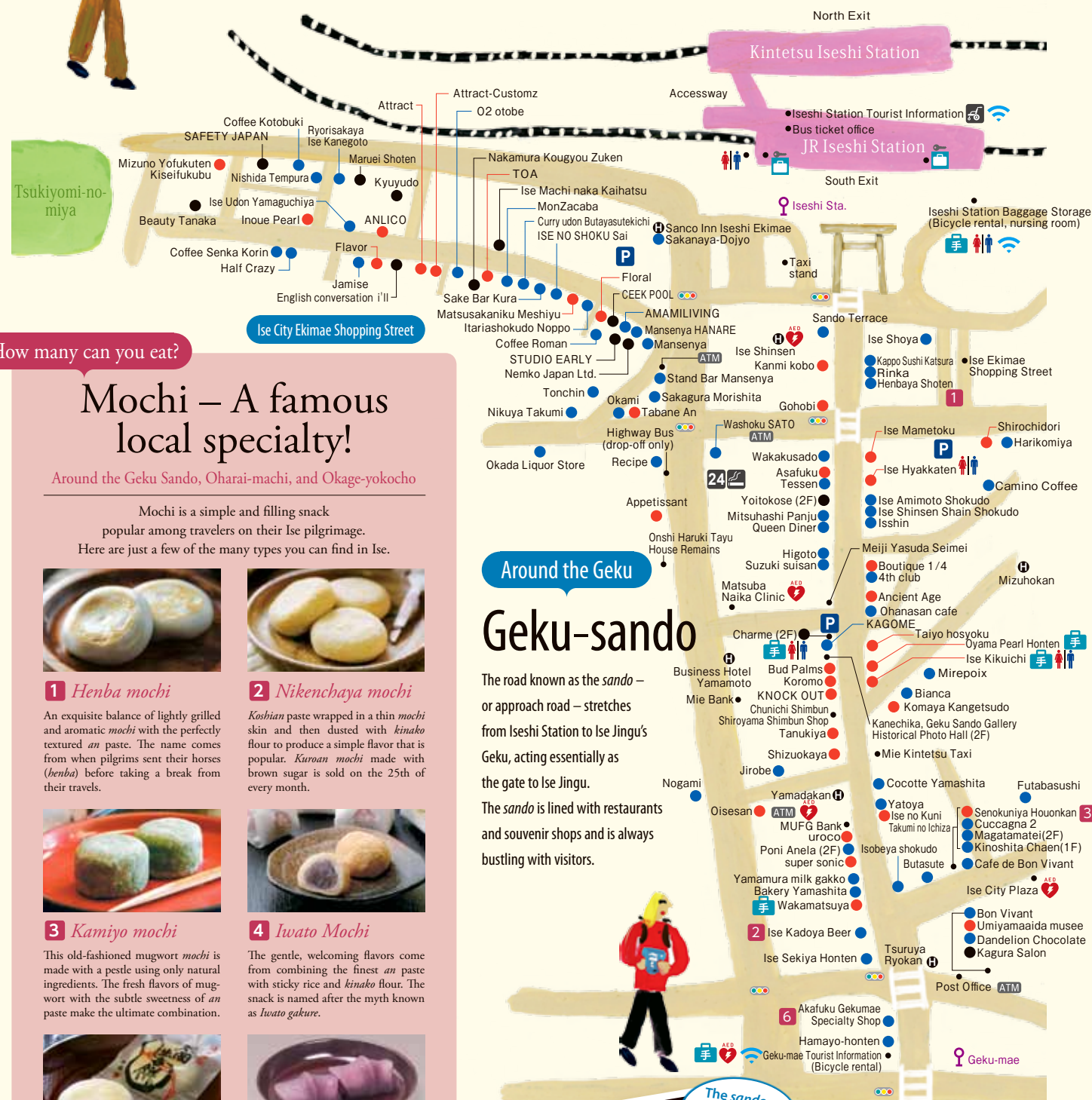
\*Holidays above generally omit year-end holidays, golden week, O-bon, and temporary closures.



Eat, take photos, and enjoy a walk through town!

# Sando Guide Map

The *sando* is packed with things to see, buy, and eat!



How many can you eat?

## Mochi – A famous local specialty!

Around the Geku Sando, Oharai-machi, and Okage-yokocho

Mochi is a simple and filling snack popular among travelers on their Ise pilgrimage. Here are just a few of the many types you can find in Ise.



### 1 Henba mochi

An exquisite balance of lightly grilled and aromatic *mochi* with the perfectly textured *an* paste. The name comes from when pilgrims sent their horses (*henba*) before taking a break from their travels.



### 3 Kamiyo mochi

This old-fashioned mugwort *mochi* is made with a pestle using only natural ingredients. The fresh flavors of mugwort with the subtle sweetness of *an* paste make the ultimate combination.



### 5 Taiko shusse mochi

The name comes from words of praise offered by Toyotomi Hideyoshi, a famous political figure in 16th century Japan. High-quality *an* is wrapped in freshly made *mochi*, and then each one is grilled by hand.



### 2 Nikenchaya mochi

*Koshian* paste wrapped in a thin *mochi* skin and then dusted with *kinako* flour to produce a simple flavor that is popular. *Kuraan mochi* made with brown sugar is sold on the 25th of every month.



### 4 Iwato Mochi

The gentle, welcoming flavors come from combining the finest *an* paste with sticky rice and *kinako* flour. The snack is named after the myth known as *Iwato gakure*.



### 6 Akafuku mochi

This *an*-covered mochi sweet has been made for more than 300 years. Shaped to resemble the shallows of the Isuzu River, the three ridges in the paste represent the pure waters, while the mochi symbolizes the pebbles that lie on the river bed.

## Around the Geku Geku-sando

The road known as the *sando* – or approach road – stretches from Ise Station to Ise Jingu's Geku, acting essentially as the gate to Ise Jingu. The *sando* is lined with restaurants and souvenir shops and is always bustling with visitors.



The *sando* at night is a must-see!

## Cuisine on the way

Geku sando  
Oharai-machi  
Okage-yokocho



### Croquettes

The perfect, easy-to-eat snack. Many glorious types available, including versions with Matsusaka beef and *Ise-ebi*, or spiny lobster.



### Skewers

The rich variety of skewers include seafood, Matsusaka beef, Ise pork and other famous specialties of the Ise-Shima region.



### Kamaboko

Hot and tender when fresh out of the oil! Experience delicious fish flavors the moment you place one in your mouth.



### Nikuman

Steamed buns with delicious fillings of Matsusaka beef, Ise pork and more. A perfect snack for a chilly day!



### Soft ice cream

The classic summer snack. Try Japanese styles like Ise tea, tofu, and the rare Ise tamari soy sauce flavor too!

## Around the Naiku Okage-yokocho

Named after people's gratitude and appreciation – or *okage* – towards the shrine. Visitors get the genuine Ise experience in this neighborhood full of reconstructed and reproduced Edo and Meiji period buildings.



Always bustling with people!

## Around the Naiku Oharai-machi

This tourist spot grew up in the neighborhood around the *torii* gate to the Naiku, and it offers plenty of souvenir stores, old confectionery shops, and the traditional hotels known as *ryokan*. The stone-paved road is around 800 meters long and connects to the Ujibashi, the bridge that leads into the Naiku.

## Check out Okage-yokocho!



### The Okage-yokocho maneki-neko statues

Statues of *maneki-neko* both large and small can be found scattered around Okage-yokocho. Every year, *maneki-neko* are brought from around Japan for a festival held in September.



### Kamishibai

People of all ages love to watch *kamishibai*, or "paper plays", and visitors can watch the nostalgic performances here in Okage-yokocho. (Plays are performed on weekends and over the New Year holidays.)



### Shin'on Daiko

Drummers come from around the country to present performances in thanks for the divine blessings they receive. Performances are held in the Taiko Yagura in Okage-yokocho. (Performances held on weekends and over the New Year holidays.)

Icon Overview	Parking	24 Convenience store
● Souvenir shop	Priority parking	Free Wi-Fi
● Restaurant	Motorcycle/bicycle parking	Coin-operated lockers
● Accommodations	¥ Currency exchange	Baggage Storage
● Other	Wheelchair rental	ATM
● Toilets	Smoking area	AED



Three children in traditional Chinese clothing (one in black, two in red) standing outdoors, possibly on a stage or set.

A bowl of miso soup with two pieces of braised beef and a wooden chopstick.



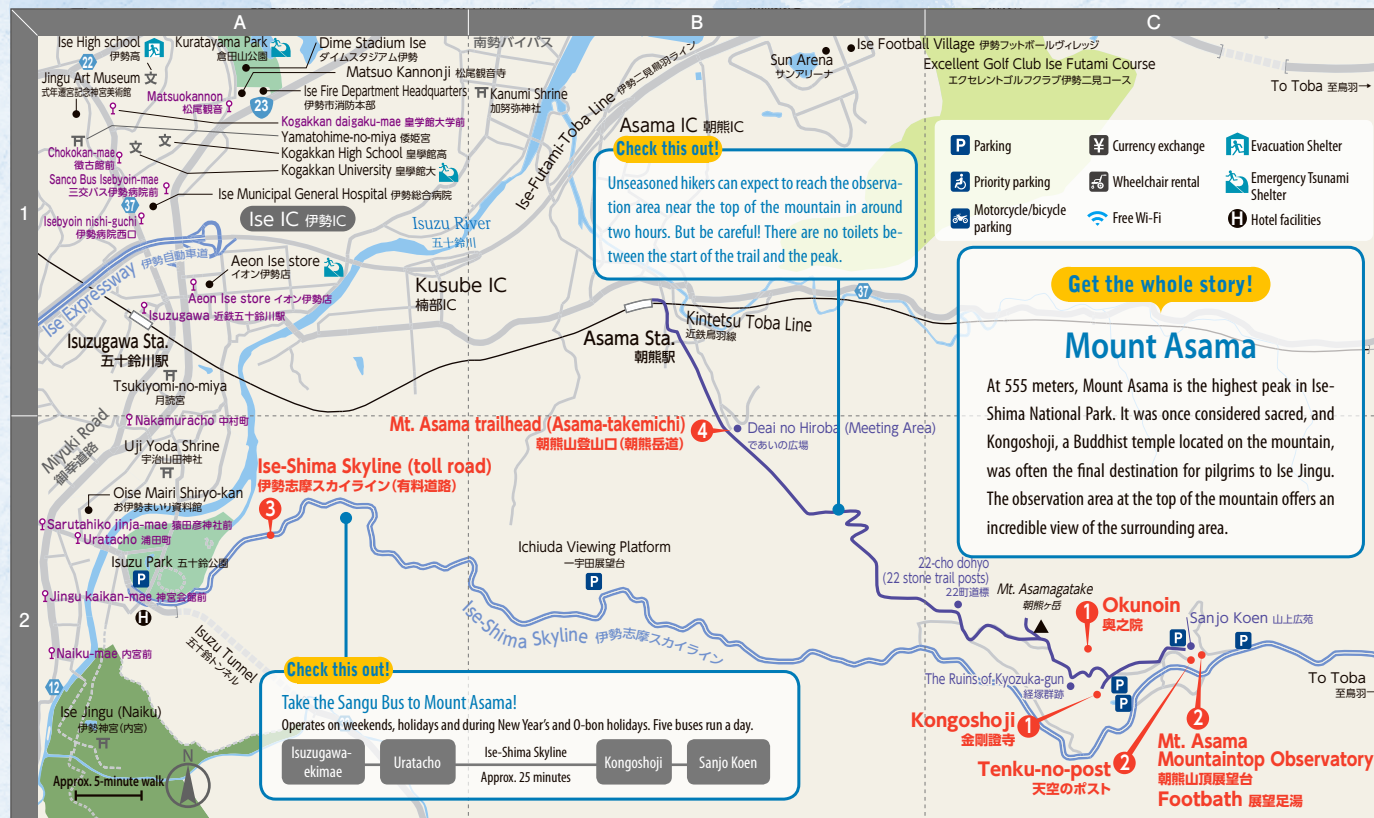
A photograph showing a row of three traditional Japanese houses. The houses have black walls and white trim around the windows and doors. They have steep gabled roofs. The house in the center has a small window with a yellow shutter. The houses are situated behind a low stone wall.



The greatest merchants of Edo-period Japan were said to come from Osaka, Omi, and here in Ise, and many of the major companies of today are connected to the Ise merchants of the past. Ise commerce developed at the port, the destination for goods being transported to Ise Jingu, and Japan's first paper banknotes were produced here during the Edo period.



# The Asamayama Area



## 1 The temple that protects Ise Jingu from Evil Kongoshoji & Okunoin

A line from a play called the *Ise ondo* says, "A pilgrimage to Ise without a visit to Asama is only half complete." Get a taste for the solemn atmosphere around the stupa on the *sando* to the Okunoin.

548 Asamacho, Ise City **MAP** C-2 ☎ 0596-22-1710  
9AM-3:45PM (Main temple hours) Open year-round



## 2 Captivating views from the peak Mt. Asama Mountaintop Observatory/ Footbath/Tenku-no-post

This scenic spot offers a view of Mt. Fuji on clear days. Hikers can take in the view of the Toba islands while enjoying a foot bath and can see the retro-style red "post box in the sky", the Tenku-no-post.

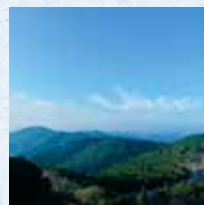
185-3 Asamacho Nago, Ise City **MAP** C-2 ☎ 0596-22-1248  
10AM-4PM (Foot baths) ¥ Adults: 100 yen (Foot baths)



## 3 Enjoy the scenery on the roads around Mt. Asama Ise-Shima Skyline (toll road)

The Ise-Shima Skyline stretches from Ise to Toba and offers incredible scenery throughout. Along the way, stop for a perfect view of Ise Bay. Crowds of people come on New Year's Day to watch the sun rise over the ocean.

Asamacho, Ise City **MAP** A-2 ☎ 0596-22-1810 (Ise toll gate)  
7AM-7PM \*Changes by season  
¥ Light, small and regular-sized vehicles: 1,270 yen



## 4 A hiking course with views aplenty Mt. Asama trailhead (Asama-takemichi)

Mt. Asama is 555 meters in height and the trail from the Deai-no-hiroba to the peak along Asama-takemichi is around 5.5 kilometers long, making this an easy hike even for beginners. From the peak, hikers can continue to Kongoshoji and the observation area. The trailhead is about a 10-minute walk from Asama Station.

Asamacho, Ise City **MAP** B-2 ☎ N/A



## Ise Trivia

Some interesting local tidbits

### The Ise Ondo

This song is said to have come from a working song that spread nationwide in which participants call out "Yatokose, Yoiyana!" It is still sung at celebratory occasions.

Don't miss Ise's beautiful nature or amazing events! /

# Ise Throughout the Year

Ise is home not only to the ceremonies and rituals connected to Ise Jingu but also to a wealth of other fun events and festivities. Numerous spots are popular among flower lovers, so why not stop by to see what's in bloom while you're here?



## Jingu Hono Grand Sumo

Late March to early April

A dedication ceremony held in the Naiku garden with a procession and rituals by top-ranked sumo wrestlers.



## Spring Ise-rakuichi Market

Mid-May

Open twice a year in Spring and Autumn, shoppers can pick up specialty goods from around the Ise-Shima area in this market in front of the Geku.



## Ise Jingu National Dedicatory Fireworks Festival

Mid-July (Saturday of the three-day weekend with Marine Day)

Fireworks masters from around the country gather to light up the night sky with around 10,000 fireworks.



Spring

Summer

Autumn

Winter

## Oise-san Marathon (Ise Half Marathon) – Mizuki Noguchi Cup

Early December

This popular race is held in the hometown of Mizuki Noguchi, gold medal winner in the women's marathon at the 2004 Athens Olympics.



## Ise Matsuri

Second weekend of October

City residents take part in this procession of carriages hauling lumber, drummers, mikoshi, and parades. It is one of Ise's biggest festivals.



## The Flowers of Ise



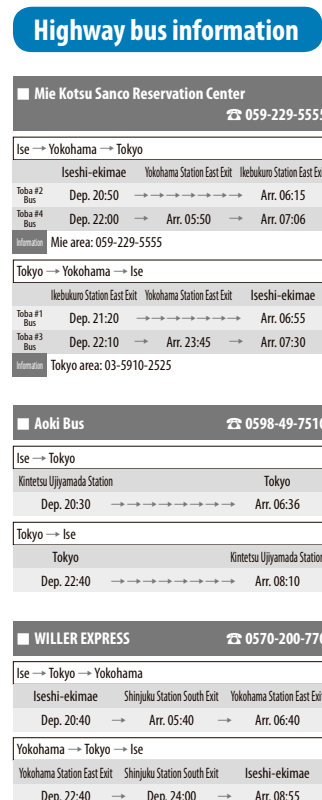
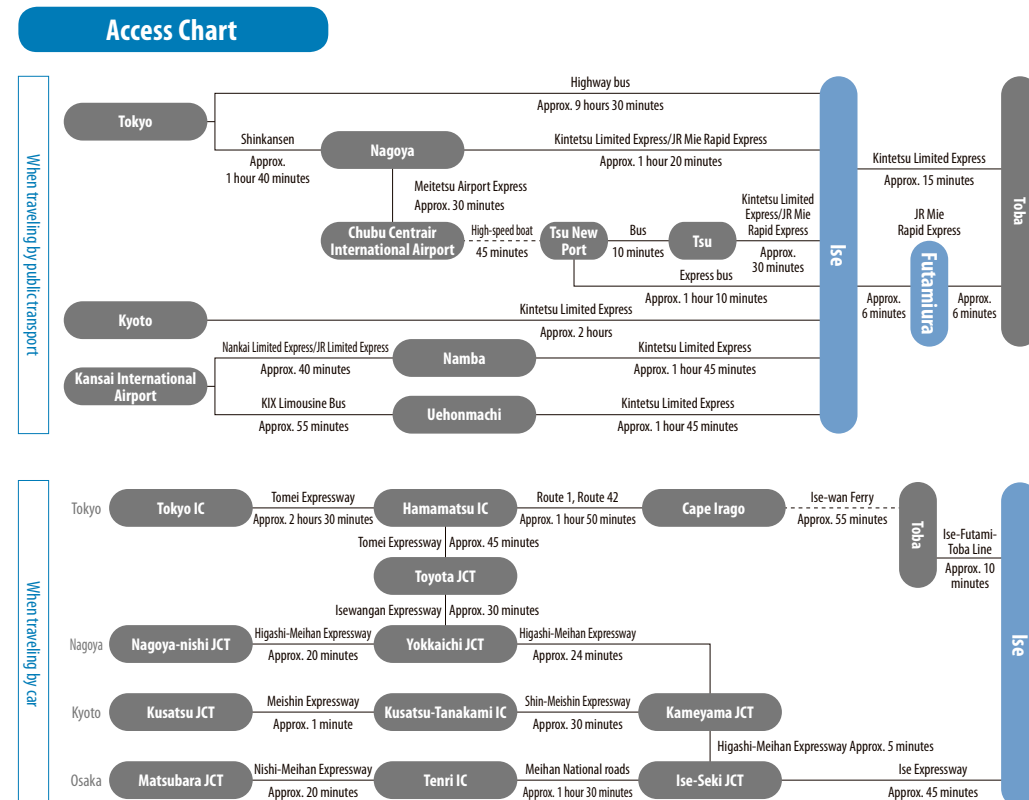
Cherry blossoms	Late March to mid-April	Miyagawatsutsumi Park, Suzugawa River, Naiku Gardens, Miyuki Road, Mt. Otonashi, Yokowacho
Azalea	Late April to early May	Matsuo Kannonji, Iso Shrine, Asama Sanjo Koen
Wisteria	Late April to early May	Geku Magatamaike Pond, Taikoji
Rose	Mid to late May, Mid to late October	Jingu Rose Garden

Iris	Mid-May to mid-June	Geku Magatamaike Pond, Futami Shobu Roman-no-Mori
Water lily	Late June to August	Asamadake Kongoshoji
Autumn leaves	Early to late November	Naiku Gardens
Plum	Late February to late March	Garyubai Park, Rikyuin Park



# Information

See the Access map for Ise and Transportation Quick Help Chart for info on how to travel around the city!



Iseshi Station		Ugata Station		Toba Station		Mt. Asama Peak		Kawasaki		Futamiura		Naiku		Geku	
Ugata Station	Kintetsu 38 min Sanco Bus 55 min JR 45 min	Ugata Station	Kintetsu 23 min Sanco Bus 30 min	Toba Station		Mt. Asama Peak		Kawasaki		Futamiura		Naiku		Geku	
Toba Station	Kintetsu 13 min JR 13 min Sanco Bus 37 min CAN Bus 60 min JR (Mie Rapid Express) 30 min														
Mt. Asama Peak															
Kawasaki	Sanco Bus 9 min JR 15 min	Sanco Bus 58 min JR 45 min	Sanco Bus 31 min JR 30 min												
Futamiura	JR 6 min Sanco Bus 22 min CAN Bus 42 min JR (Mie Rapid Express) 15 min														
Naiku	Sanco Bus 12 min JR 19 min CAN Bus 10 min JR (Mie Rapid Express) 65 min														
Geku	Sanco Bus 2 min JR 3 min CAN Bus 2 min JR (Mie Rapid Express) 6 min														
Ujiyama Station	Kintetsu 1 min Sanco Bus 3 min JR 3 min JR (Mie Rapid Express) 5 min														

### If a large-scale disaster strikes Ise City...

- First, find a safe place**
  - Large earthquakes can cause tsunamis to be generated. Evacuate to higher land or to a tsunami evacuation shelter. (Evacuation shelter locations can be found on the maps on pages 12, 14, 18, 19, and 20.)
  - Obtain correct information, and stay in your hotel or at an evacuation shelter until the situation calms down.
- How to obtain correct information**
  - Using a smartphone or other mobile device
    - Visit the Ise City website for emergency info and a list of evacuation shelters. Click on the automatic translation buttons at the top of the page to display the content in English, Portuguese, Simplified Chinese, Traditional Chinese, Korean, German, Italian, French or Thai.
    - Visit BOSAIMIE.jp for info on traffic, damages, and evacuation shelters. Available in Japanese, English, Portuguese, Simplified Chinese, Traditional Chinese, Korean, German, Italian, French or Thai.
  - When no smartphone or other mobile device is available
    - Information can be obtained at some convenience stores and gas stations displaying a "Disaster Return-Home Support Station" sticker, and at evacuation shelters and other sites.

### Tour Guides and Omotenashi Helper

#### Ise-san Tour Guide Association

Volunteer guides provide tours of Ise Jingu's Naiku and Geku.  
Price: Free \*Guests are responsible for the 1,000-yen fee for transport required to get to the shrine and 1,000 yen for lunch when tours take place between 12PM and 1PM.  
How to apply: Contact by fax or through the website at least seven days ahead of time.  
Phone/Fax: 0596-23-3323 (Gekumae Tourist Information)

#### Ise Omotenashi Helper

These helpers welcome pilgrims in wheelchairs and others requiring assistance in traversing stairs at Ise Jingu Naiku.  
Price: From 4,000 yen \*Depends on mobility and number of assistants required  
\*Service not available on Thursdays  
How to apply: Contact by email, phone, or fax at least seven days before planned visit.  
Phone: 0599-21-0550 (Ise-Shima Barrier-Free Tour Center) Fax: 0599-21-0585 Email: iseshima@barifuri.com

### Contact Numbers

#### Tourist Information Offices

Ujiyama Station Tourist Information	0596-23-9655
Ujiyama Tourist Information	0596-23-3033
Iseshi Station Tourist Information	0596-65-6091
Geku-mae Tourist Information	0596-23-3323
Futamiura Tourist Information	0596-43-2331

#### Other Tourism Associations

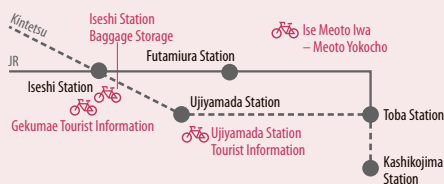
Ise City Tourist Association	0596-28-3705
Toba City Tourist Association	0599-25-3019
Shima City Tourist Association	0599-46-0570
Minami-Ise Tourist Association	0599-66-1717
Isheshima Tourism & Convention Organization	0596-44-0800
Isheshi Station Baggage Storage	0596-65-6861
Ujiyama Station Baggage Delivery Counter	080-5018-0476

For inquiries about information found in this pamphlet please contact:  
**Ise City Tourism PR Division 0596-21-5565**  
**Ise City Tourism Association 0596-28-3705**





## Great for sightseeing! Rental Bicycles



### Rates

- City cycles ..... Up to 4 hours: 800 yen, More than 4 hours: 1,000 yen
- Electric assist bicycles ..... Up to 4 hours: 1,500 yen, More than 4 hours: 2,000 yen
- Rental bicycle overnight fee ..... 100 yen

\*Please note that additional charges will be incurred if the bicycle is returned outside of hours. \*Electric assist bicycles are only available for rental at the Gekumae Tourist Information. \*Please contact each office for hours of operation and other details. (See page 23 for phone numbers.) \*Bicycles must be returned to the location from which they were borrowed. Please do not leave the bicycles in indiscriminate locations.

<https://ise-kankou.jp/StDocs/rentacycle/>

## Deliver your bags to the hotel!

## Baggage Delivery Services

JR/Kintetsu Ise Station (on the JR side)  
Kintetsu Ujijama Station

Deposit

Deliver

Hotels and ryokan inns within  
the city limits of Ise, Toba, and Shima.

Receive

Baggage can be deposited and delivered for individuals staying at lodgings in the Ise, Toba, and Shima areas (excluding some outlying islands). Deliveries are scheduled to arrive by 5PM.

### Baggage Desk:

Ise Station Baggage Storage (0596-65-6861)

Ujijama Station Baggage Delivery Counter (080-5018-0476)

Drop-off hours: From 9AM to 1:10PM (Or until 1PM at Ujijama Station)

Fee: 1,000 yen per piece of baggage \*As of October 2020

\*Baggage can be deposited for safekeeping between 9AM and 5:30PM for 500 yen per item. (Desk at Ujijama Station closes at 4PM.)

JR/Kintetsu Toba Station

Deposit

Deliver

JR/Kintetsu Ise Station (on the JR side)  
Kintetsu Ujijama Station

Receive

Baggage can be deposited at Toba Station Baggage Delivery Counter and picked up at Ise Station Baggage Storage and Ujijama Station Baggage Delivery Counter.

### Baggage Desk:

Toba Station Baggage Delivery Counter (080-6698-9622)

Drop-off hours: From 9AM to 12:30PM

Pick-up hours: 3PM to 5:20PM

Fee: 930 yen per piece of baggage \*As of October 2020

\*Geku-mae Tourist Information also accepts baggage for safekeeping between 8:30AM and 4:30PM.