

Practical Travel Guide - 203

# SENDAI, MATSUSHIMA and HIRAIZUMI



Japan National  
Tourism Organization  
日本政府観光局



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In collaboration with  
Tourist Information Centers in the area



**Sendai** (仙台), pop. 1,090,263 (as of Oct. 2019), the old castle town of the Date clan, provides a typical example of Tohoku culture (northeastern part of Honshu). Sendai is nationally known for its gala “Star Festival” in early August.

**Matsushima** (松島), or Pine-clad Islands, noted for its scenic variety, is one of Japan’s three most celebrated scenic spots, along with Miyajima near Hiroshima and Amanohashidate near Kyoto. Matsushima is the name given to the whole area surrounding Matsushima Bay, which extends for 17 km from east to west and 13

km from north to south. The bay forms the innermost part of Sendai Bay, bounded by Oshika Peninsula. Countless large and small pine-clad islands are scattered in the bay, presenting an ever-changing landscape to the traveler circling the bay by sightseeing boats. The view is most breathtaking just before sunset.

**Hiraizumi** (平泉) is what remains of a centuries-old town similarly constructed to the ancient capital Kyoto, by the Fujiwara family, the then-powerful clan. It is renowned as the site of Chuson-ji Temple.

**Access:**

**By Train**

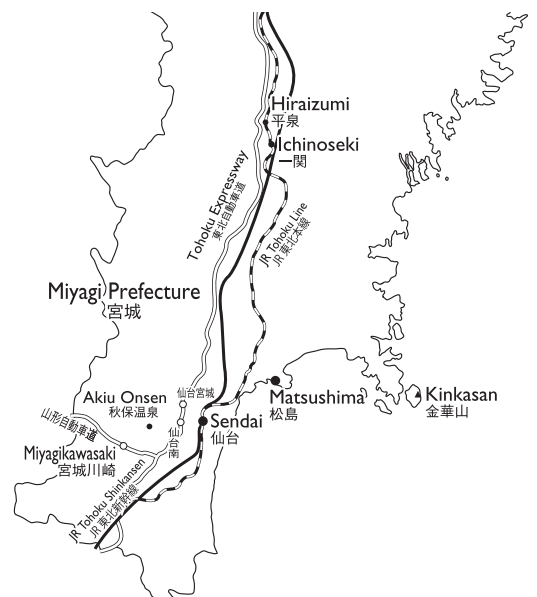
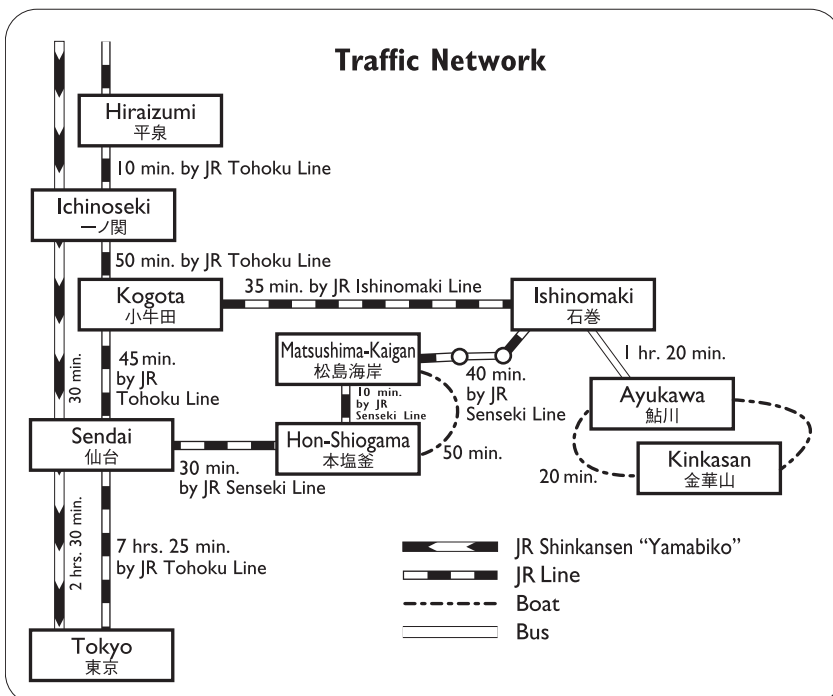
From (via)	To	By	Approx. Travel Time	Price
Tokyo	Sendai	JR Tohoku Shinkansen “Hayabusa” / “Yamabiko” / “Hayate”	1 hrs. 55 min. (Hayabusa)	¥11,410* (Hayabusa)
Sendai	Hon-shiogama	JR Senseki Line	30 min.	¥330
Sendai	Matsushima-Kaigan	JR Senseki Line	40 min.	¥420
Tokyo	Ichinoseki	JR Tohoku Shinkansen “Hayabusa” / “Yamabiko” / “Hayate”	2 hrs. 35 min. (Yamabiko)	¥13,060*
Ichinoseki	Hiraizumi	JR Tohoku Line (Local)	10 min.	¥200
Sendai (change at Ichinoseki)			2 hrs. 5 min.	¥1,980

\*Fare + express charge (with seat reservation, normal season)  
\*\*Reservation required.

**By Bus & Ferry**

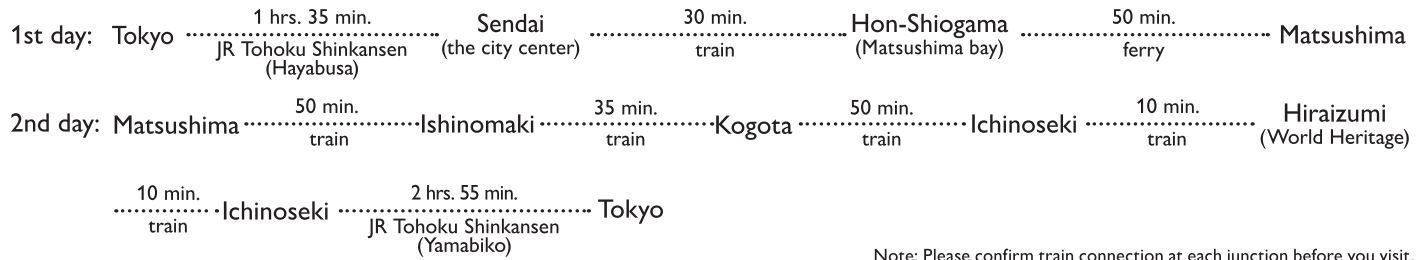
From	To	Approx. Travel Time	Price	Ticketing & Operator
Tokyo Sta.	Sendai Sta.	5 hrs. 35 min.	¥3,500 -	Japan Bus Online (Tohoku Express Bus)
Shinjuku Sta. (Tokyo)	Sendai Sta.	5 hrs. 50 min.	¥3,500 -	Japan Bus Online (JR Bus Tohoku)
Shiogama Pier (Marine Gate Shiogama*)	Matsushima Pier**	40–50 min.	¥2,000 (2nd Cl.)	“Basho Cruise” by Marubun Matsushima Kisen

\*10 min. walk from Hon-shiogama Sta. on JR Senseki Line. / \*\* 8 min. walk from Matsushima-Kaigan Sta. on JR Senseki Line. (See map on p.4)  
Note: The price may vary depending on your departure date & time.



\*See p. 5 for admission and opening times.

**Suggested Trip Route (2 days):**

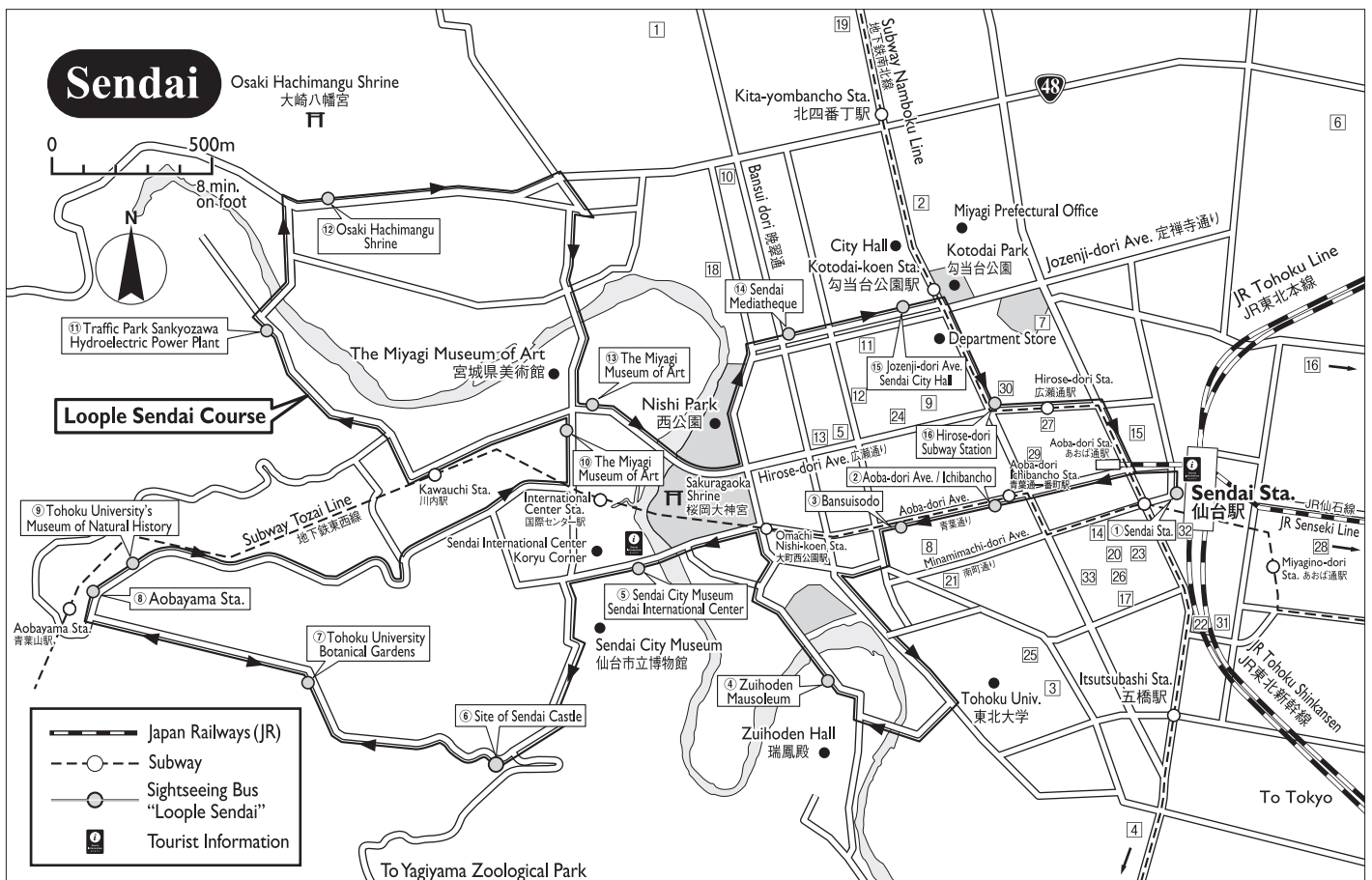


**SENDAI**

**“Aobajo”—Site of Sendai Castle (仙名城跡)** can be reached in 20 min. by sightseeing bus service “Loople Sendai” from Sendai Sta. The castle was built on the top of 132-m-high Aobayama hill in 1601 by Date Masamune, a powerful lord of the northern provinces. It was famed as an impregnable fortress at that time, guarded by the high rock walls of Hirosegawa River to the east and the deep Tatsunokuchi Valley to the south. The castle served as a residence of the Date family for 270 years. The castle grounds are now a park, and Gokoku Shrine and Aoba Castle Exhibition Hall stand on the site of the destroyed main keep. Nearby is the bronze equestrian statue of Masamune in full armor. From here you can command the whole city and the Pacific Ocean. To the rear of the castle grounds, a 110 m-long bridge over the valley leads to **Yagiyama Zoological Park**. [Park details] Open: 9:00–16:45 (enter by 16:00), –16:00 (enter by 15:00; Nov.–Feb.). Closed: Mon. (or the following day after the holiday when Mon. falls on a national holiday) & Dec. 28–Jan. 4. Admission: ¥480.

**Osaki Hachimangu Shrine (大崎八幡宮)**, next 20 min. from the site of Sendai castle by “Loople Sendai” bus or 20 min. by local bus from Sendai Sta., is famous for the architectural beauty of its black-lacquered main building and has been designated as a National Treasure. The shrine was originally established in Mizusawa, the south of Iwate Pref., in Heian period (end of 8th–12th century). After then it was moved to the city of Osaki, the north of Sendai, in Muromachi period (end of 12th–16th century) and its present name “Osaki Hachimangu” was getting common. Finally, the shrine was moved in 1607 to its present site by Date Masamune.

**Zuihoden Hall (瑞鳳殿)**, 15 min. by “Loople Sendai” bus from Sendai Sta. to Zuihoden-mae Bus Stop and a 10-min. walk, is the mausoleum of the Date family. Its Main Hall and Oratory Hall, recently reconstructed in quite gorgeous style decorated by black-lacquered and gold leaf known as the Momoyama style, are renowned for their imposing architectural beauty. Open: 9:00–16:30, –16:00 (Dec.–Jan.). Closed: Dec. 31. Admission: ¥550.



Numbers 1 – 33 correspond to the “Accommodations” list on page 6/6

**Sightseeing bus service “Loope Sendai”**

The hop-on hop-off bus service offers easy access to major sightseeing spots in the city center. 1-day pass: ¥630  
<http://loople-sendai.jp/en/>

**[Guide to “Loope Sendai” Bus]**

**AER** (アエル), 3 min. walk from ① Sendai Sta. bus stop, located north of Sendai Sta., is a Sendai City landmark. There are many shops and restaurants inside. On the 31st floor, you can view Sendai City from the observatory.

**Bunka Yoko-cho** (文化横町), ② Aoba-dori Ave./Ichibancho bus stop, is a side street with various kinds of restaurants.

**Sendai City Museum** (仙台市博物館), 3 min. walk from ⑤ Sendai City Museum/Sendai International Center bus stop, houses about 97,000 historical and cultural artifacts including National Treasures and Important Cultural Properties. Open: 9:00–16:45. Closed: Mon., day following a national holiday & Dec. 28–Mar. 31. Admission: ¥460.

**Aobajo Shiryo Tenji-kan** (青葉城資料展示館), ⑥ Site of Sendai Castle bus stop, is a museum exhibiting many historical artifacts (swords, letters and the like) related to the Date family. In the Hi-Vision Theater you can see detailed computer graphics images of the recreation of Sendai Castle. Open: 9:00–17:00, –16:00 (Nov. 4–Mar. 31). Admission: ¥700.

**Botanical Gardens, Tohoku University** (東北大学植物園), short walk from ⑦ Aobayama Botanical Gardens Gate bus stop, is a virgin forest of fir trees populated with many kinds of scarce wild plants, flowers, birds and small animals (squirrels, foxes, hares). Open (from Vernal equinox day–Nov.): 9:00–17:00. Closed: Mon. (or the following day after the holiday when Mon. falls on a national holiday) and in winter (from Dec. to late Mar.). Admission: ¥230.

**Museum of Natural History, Tohoku University** (東北大学理学部自然史標本館), 1 min. walk from ⑨ Tohoku University's Museum of Natural History bus stop, exhibits its research results and knowledge for nature and evolution of life on earth. Their specimen collections (fossils of every geologic period, rocks and minerals from around the world, and topographical maps of mainly Asia) are of especially fine quality. Open: 10:00–16:00. Closed: Mon. (or Tue. when Mon. is a national holiday) & New Year holiday. Admission: ¥150.  
 URL: <http://www.museum.tohoku.ac.jp/english/>

**The Miyagi Museum of Art** (宮城県美術館), short walk from ⑩/⑬ The Miyagi Museum of Art bus stop, houses a collection of about 5,600 of works by both Japanese and non-Japanese artists. Open: 9:30–17:00 (enter by 16:30) Closed: Mon. (or the following day after the holiday when Mon. falls on a national holiday) and some maintenance periods including New Year holiday. Admission: ¥300.  
 URL: <http://www.pref.miyagi.jp/site/museum-en/>

**Sendai Mediatheque** (せんだいメディアテーク), short walk from ⑭ Sendai Mediatheque bus stop, provides a base for art and film activities, as well as public facilities such as gallery, theater, studio, workshops, and a library to help people communicate with each other freely through their media of interest. [Mediatheque] Open: 9:00–22:00. Closed: 4th Thu. from Jan. to Nov. & Dec. 29–Jan. 4. [Library] 10:00–20:00, –18:00 (Sat., Sun. & Hol.). Closed: Mon. (or the following day after the holiday when Mon. falls on a national holiday), 4th Thu. from Jan. to Nov. (or the following day after the holiday when the 4th Thu. falls on a national holiday) & Dec. 28–Jan. 4.  
 URL: <http://www.smt.jp/en/>

**Johzenji Street** (定禅寺通), 15 min. walk from Sendai Sta. or getting off at ⑮ Jozenji-dori Ave./Sendai City Hall bus stop or ⑭ Sendai Mediatheque bus stop, runs about 700 meters and is famous for its special events held throughout the year; Aoba Matsuri in May, Tanabata (Star Festival) Parade in August, Jazz Festival in September, and tree-lined street illumination in December.

**Kokubuncho** (国分町), short walk from ⑮ Jozenji-dori Ave./Sendai City Hall bus stop, is the largest city center in northeast Japan, and features about 2,700 restaurants. It is especially worth eating the famous ‘gyu-tan’ (ox tongue) dishes because Sendai is known as its birthplace.

**Marble Road Oomachi** (マーブルロードおおまち), 5 min. walk from ⑯ Subway Hirose-dori Sta. bus stop, is an arcade street paved with marbles. You can enjoy walking along and watching stained glass and objet d'art and listening to pipe organ music.

**Clis Road** (クリスロード), 5 min. walk from ⑯ Subway Hirose-dori Sta. bus stop or ① Aoba-dori Ave./Ichibancho bus stop, is also a bustling arcade street housing various shops on the opposite side of Marble Road Oomachi heading toward Sendai Sta.

**AKIU**

**Akiu Onsen** (秋保温泉), 55 min. by bus from Sendai Sta. to Akiu Onsen Yumoto bus stop, located about 13 km west of central Sendai, Akiu is one of three most famous hot springs in Tohoku.

**Rairai Gorge** (磊々峽), 55 min. by bus from Sendai Sta. to Nozokibashi bus stop, is located at the entrance to Akiu Onsen and is filled with strangely shaped boulders and rocks. The gorge also affords a beautiful landscape in the springtime with fresh new leaves and autumn foliage enjoyable in the fall.

**Akiu Handicrafts Village** (秋保工芸の里), about 20 min. walk from Akiu Onsen Yumoto bus stop, workshops for traditional kokeshi dolls, Sendai ‘tansu’ (cabinets and chests) and fossil woodwork stand in rows, allowing visitors to shop and watch the craftspeople at work.

**Akiu Otaki Falls** (秋保大滝), 90 min. by bus (weekends only) from Sendai Sta. to Akiu Otaki about 20 min. walk from Akiu Onsen Yumoto bus stop, at 6 meters wide and 55 meters high, is one of the hundred most famous waterfalls in Japan. There is a botanical garden with over 15,000 plants and flowers near Akiu Otaki Falls.

**MATSUSHIMA and KINKASAN ISLAND****SHIOGAMA**

**Shiogama Shrine** (鹽竈神社), 15 min. walk from Hon-Shiogama Sta., stands on a wooded hill in the city center of Shiogama. The shrine, its current buildings were reconstructed in 1704, has long been revered as the abode of the guardian deities of seafarers and expectant mothers. The main approach through the stone Torii gate is up a set of steep stone stairs and under two more gates to the Main Hall. It is a good place to get a fine view of Shiogama Bay. In the vicinity are a 600-year-old holly tree, a stone sundial with Roman numerals presented in 1792, and a huge ancient copper lantern. The museum attached to the shrine displays swords, armor and old documents. Also on display are materials connected with salt

manufacturing and fishing from the Stone Age to the present day. [Museum] Open: 8:30–17:00, –16:30 (Feb.–Mar., Oct.–Nov), –16:00 (Dec.–Jan.). Admission: ¥200.

**MATSUSHIMA**

**Zuigan-ji Temple** (瑞巖寺), 5 min. walk from Matsushima-Kaigan Sta., is the most representative Zen temple in the Tohoku District and is also the family temple of the Dates, being originally completed reconstruction in 1609 by order of Date Masamune. In the eastern corner of the compound lies a temple museum displaying cultural properties associated with the temple and the Date family. Open: 8:00–15:30 (Dec.–Jan.), –16:00 (Feb., Nov.), –16:30 (Mar., Oct.),

\*See p. 5 for admission and opening times.

-17:00 (Apr.– Sep.). Admission: ¥700.

**Godaido** (五大堂), 10 min. walk from Matsushima-Kaigan Sta., lies on a pine-clad islet. Rebuilt by order of Date Masamune, the worship hall is reached by 2 short bridges. The islet often appears in pictures as the symbol of Matsushima and is registered as an Important Cultural Property.

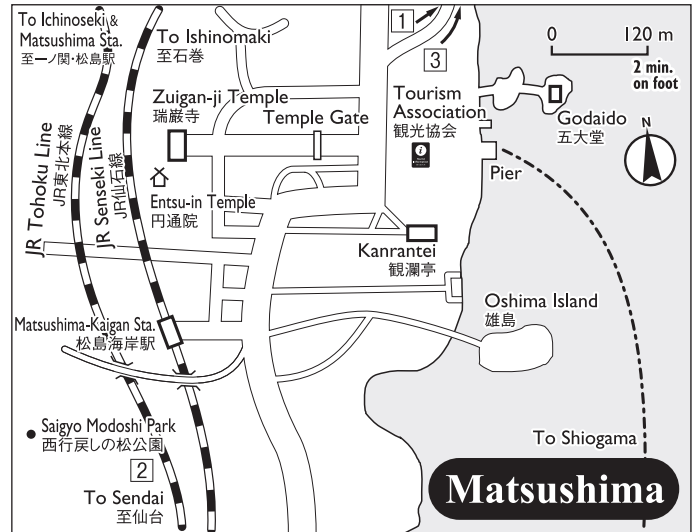
**Kanrantei** (観瀾亭) or Wavelet-Viewing Pavilion, 6 min. walk from Matsushima-Kaigan Sta., is situated on Cape Tsukimi (Moon-Viewing) near Matsushima-Kaigan Pier. This pavilion is a simple wooden tea house with two rooms said to have been given by warlord Toyotomi Hideyoshi to Lord Date toward the end of the 16th century. Moved from Fushimi-Momoyama Castle, Hideyoshi's residence near Kyoto. The sliding screens in one of the rooms are said to have been painted by an artist from the Kano school, one of the foremost painting school from late 15th century to mid 19th century. In the garden stands a small museum exhibiting materials associated with the Date family. Open: 8:30–17:00 (Apr.–Oct.), –16:30 (Nov.–Mar.). Admission: ¥200.

**Oshima Island** (雄島), 5 min. walk from Matsushima-Kaigan Sta., is a small picturesque island connected with the mainland by the vermilion wooden Togetsukyo Bridge (Moon Crossing Bridge). The island was once used as a retreat for priests, and no women were permitted to enter.

**Saigyo Modoshi No Matsu Park** (西行戻しの松公園), 20 min. walk up the slope behind Matsushima-Kaigan Sta., is the most visited park in Matsushima, located in the elevated ground. The park commands a nice panoramic view of the Matsushima bay. Crowds flock to the park in the spring time to enjoy the cherry blossoms.

**KINKASAN**

**Kinkasan Island** (金華山), lies off the southern tip of Oshika Peninsula. Mt. Kinkasan, alt. 444 m, is a pyramid-shaped small mountain in the center of the island, covered with dense forest,

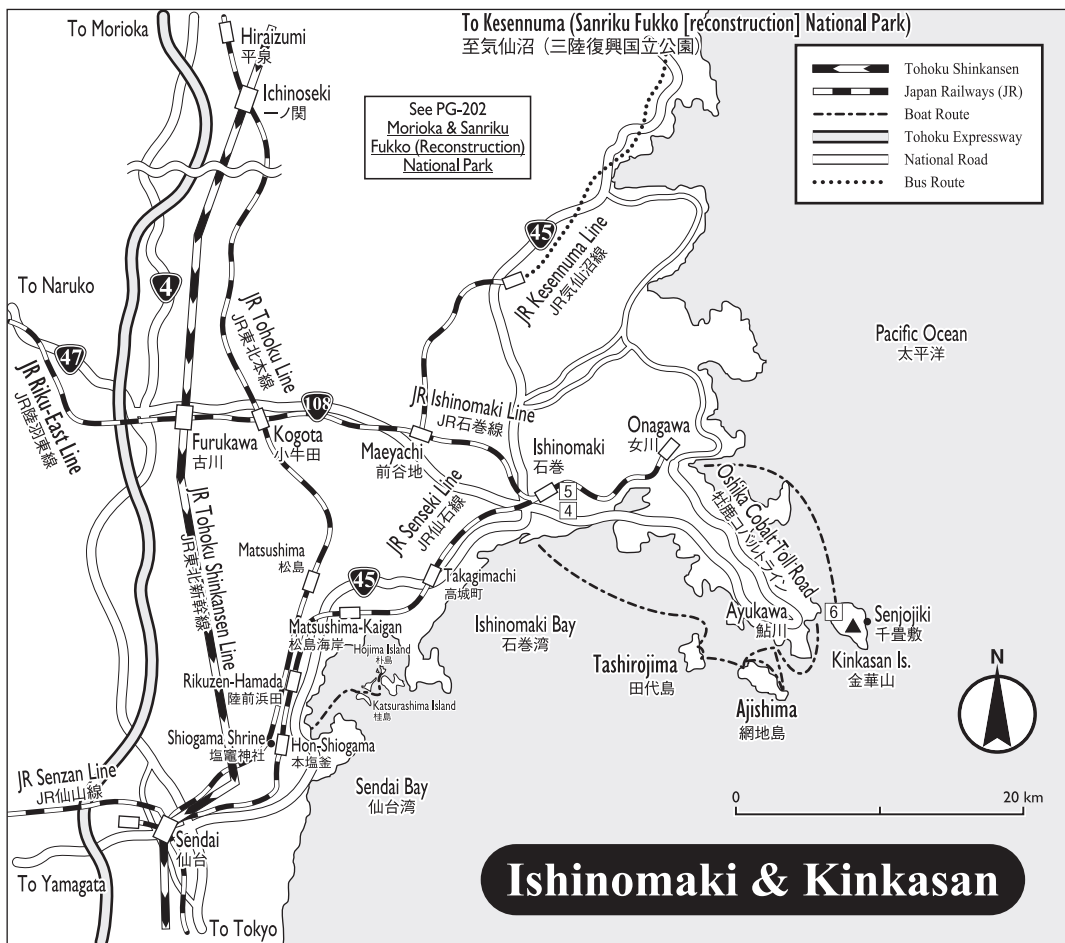


Numbers 1–3 correspond to those on the Accommodations list on page 6/6

home to wild deer and monkeys. In spring, the entire mountain is covered in greenery. Halfway up the mountain stands Koganeyama Shrine, well worth a visit.

**Senjojiki** (千畳敷), almost 3 hrs. on foot from the pier, extends along the island's eastern shore. The name means “stretch of Tatami-shaped rocks” although the translation does not do justice to the fantastic rectangular patterns of the rock formations. Lodging one night at prayer's guest house in Koganeyama Shrine would be the best to explore the Island to Senjojiki.

Note for scheduled boat service to Kinkasan Island: Available only on Sundays both from Ayukawa port (20 min.; 1hr. 30 min. by bus from Ishinomaki Sta.) and Onagawa port (35 min.; 5 min. walk from Onagawa Sta.). Because of its limited schedule, asking the latest information at your nearest tourist information center would be highly recommended.



Numbers 4–6 correspond to those on the “Accommodations” list on page 6/6

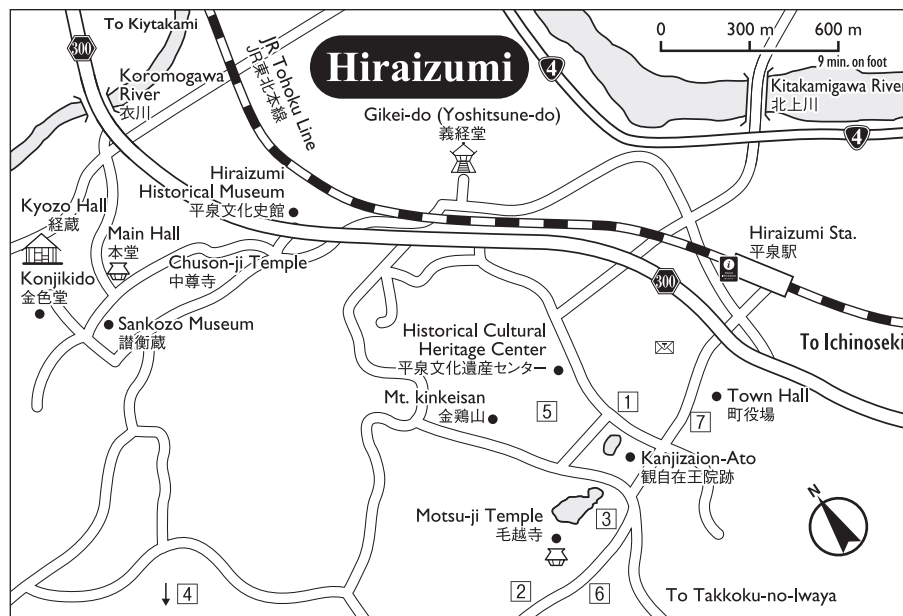
**HIRAIZUMI**

**Chuson-ji Temple** (中尊寺), 10 min. by local loop bus “RunRun” (巡回バス「るるん」) or 25 min. walk from Hiraizumi Sta., set amid thick woods, was originally founded in 850. At that time, there were more than 40 buildings in the area, but most of those have been destroyed by war and fire. Remaining to this day are only Konjikido and Kyozo (see followings for the details), reminiscent of its earlier splendor. Open: 8:30–17:00 (Mar. 1–Nov. 3), –16:30 (Nov. 4–Feb.). Admission: ¥800 (Including Konjikido, Kyozo and its museum “Sankozo”).

**Konjikido** (金色堂) or Golden Hall, is designated as a National Treasure. Its name was derived from the fact that the hall was covered by gold leaf. The Naijin (Inner Chamber) of the hall has 3 altars. The remains of 4 rulers of the Fujiwara family—Kiyohira, Motohira, Hidehira and Yasuhira, rest beneath these 2 altars.

**Kyozo Hall** (経蔵) or Sutra Hall, designated as an Important Cultural Property, was originally founded in 1122. Buddhist Sutras used to be kept here, but these are now moved to Sankozo (讚衡蔵) Museum, housing more than 3,000 National Treasures.

**Motsu-ji Temple** (毛越寺), 3 min. by local loop bus or 10 min. walk from Hiraizumi Sta., was founded in 850. The garden of the temple is a good example of the Jodo-style garden, laid out in the style of “Jodo” or paradise according to the Buddhist principles. Open: 8:30–17:00, –16:30 (Nov. 5–Mar. 4). Admission: ¥500.



Number ①–⑦ corresponds to those on the “Accommodations” list on & page 6/6

**Takkoku-no-Iwaya Bishamon-do** (達谷窟毘沙門堂), 10 min. by taxi from Hiraizumi Sta., is designated as a National Historic Site. On the surface of a huge rock forming a steep cliff near the cave, a huge Buddha image can be found. According to history, the image is said to date from the end of the 11th century. Open: 8:00–17:00 (Apr. 1–Nov. 23), –16:30 (Nov. 24–Mar. 31). Admission: ¥300.

**Hiraizumi Local Loop Bus “RunRun”**

The bus runs every 15–30 min. connecting major sightseeing spots in the town.  
Fare: ¥150 per ride, ¥400 for one-day pass.

Hiraizumi Sta.	3 min.	Motsu-ji Temple	3 min.	Yukyu-no-yu (Hot Spring)	1 min.	Hiraizumi Cultural Heritage Center	3 min.
Chuson-ji Temple	4 min.	Takadachi Gikeido (Yoshitsune Hall)	2 min.	Muryoko-in Temple Remains	2 min.	Michi-no-eki HIRAIZUMI (Yanagi no Gosho Remains)	
	2 min.	Hiraizumi Sta.					

**[Good to know] Admission and opening times at tourist attractions:**

- Last entry to the most of attractions is 30 min. before the closing time.
- In general, if their weekly closing day (most are on Mon.) falls on a national holiday, they are open on the day and are closed on the following day after the holiday(s).
- Most are closed throughout / a part of New Year holiday period (especially Dec. 29–Jan. 3).
- Please visit the official website of each place / your nearest tourist information center for the updates.




Japan Official Travel App





\*See p. 5 for admission and opening times.

**Accommodations:**

Name of Facility	Tel.	Fax.	Room rate (¥)	Name of Facility	Tel.	Fax.	Room rate (¥)
<b>Sendai:</b>				28 Sendai Sunplaza (BH)	(022)257-3333	(022)257-3331	¥¥
1 Maple Sendai YH (Y)	(022)234-3922	(022)234-3923	¥	29 Hotel Crown Hills Sendai Aobadori (H)	(022)262-1355	(022)265-2890	¥
2 Sendai Business Hotel (BH)	(0120)571-173	(022)268-5620	¥	30 Koyo Grand Hotel (H)	(022)267-5111	(022)265-2252	¥
3 Aisaki Ryokan (R)	(022)264-0700	(022)227-6067	¥	31 ANA Holiday Inn Sendai (H)	(022)256-5111	(022)256-5211	¥¥
4 Dochuan YH (Y)	(022)247-0511	(022)247-0759	¥	32 Hotel Metropolitan Sendai (H)	(022)268-2525	(022)268-2521	¥¥
5 Morino Hotel Sendai (BH)	(022)713-5888	(022)713-3666	¥	33 Sendai Kokusai Hotel (H)	(022)268-1111	(022)268-1113	¥¥¥
6 Sendai Chitose YH (Y)	(022)222-6329	-	¥	<b>Akiu Onsen</b>			
7 Hotel Hokke Club Sendai (BH)	(022)224-3121	(022)265-5498	¥	Akiu Grand Hotel (R)	(022)397-3131	(022)397-3107	¥¥
8 Hotel Pearl City Sendai (BH)	(022)262-8711	(022)268-3492	¥	Ryokan Sansaiso (R)	(022)398-2646	(022)398-2423	¥¥
9 Smile Hotel Sendai Kokubuncho (BH)	(022)261-7711	(022)261-7745	¥	Hotel Kiyomizu (R)	(022)397-2555	(022)397-2515	¥¥¥
10 Bansuetei Ikoiso (R)	(022)222-7885	(022)223-2222	¥	Hotel New Mitoya (R)	(022)398-2301	(022)398-2242	¥¥¥
11 Super Hotel Inn Sendai Kokubuncho (BH)	(022)722-9000	(022)722-9001	¥	Oushu Akiu Onsen Rantei (R)	(022)397-1515	(022)397-1513	¥¥¥
12 Capsule Hotel Leaves (BH)	(022)261-8020	(022)261-8038	¥	Densho Sennen Yado Sakan (R)	(022)398-2233	(022)398-2168	¥¥¥
13 Hotel Green Arbor (BH)	(022)213-8990	(022)213-9630	¥	<b>Matsushima, Ishinomaki &amp; Kinkasan:</b>			
14 Hotel Green Well (BH)	(022)216-6155	(022)216-6656	¥	1 Matsushima Century Hotel (H)	(022)354-4111	(022)354-4191	¥¥
15 Hotel Green Pacific (BH)	(022)221-8888	(022)221-8897	¥	2 Hotel Matsushima Taikanso (R)	(022)354-5214	(022)353-3431	¥¥
16 Hotel Green Palace (BH)	(022)256-2691	(022)256-2626	¥	3 Komatsukan Kofutei (R)	(022)354-5065	(022)354-4191	¥¥¥
17 Hotel Green Mark (BH)	(022)224-1050	(022)224-1057	¥	4 Ishinomaki Sunplaza Hotel (BH)	(022)93-3311	(022)93-3318	¥
18 Hotel Green Line (BH)	(022)217-8311	(022)711-1622	¥	5 Ishinomaki Grand Hotel (H)	(022)93-8111	(022)93-8110	¥¥
19 Hotel Green City (BH)	(022)219-2691	(022)219-1560	¥	6 Kinkasan Koganeyama Jinja (S)	(022)45-2301	(022)45-2303	¥¥
20 Hotel Central Sendai (BH)	(022)711-4111	(022)711-4110	¥	<b>Hiraizumi:</b>			
21 Hotel Bel Air Sendai (BH)	(022)217-8511	(022)217-8611	¥	1 Maizuruso (R)	(0191)46-3375	-	¥
22 Toyoko Inn Sendai-eki Nishi-guchi Chuo (BH)	(022)726-1045	(022)726-1046	¥	2 Osawa Onsen Ryokan (R)	(0191)46-2059	-	¥
23 Hotel Unisite Sendai (BH)	(022)716-0123	(022)716-1717	¥	3 Ryokan Iris Yu (R)	(0191)46-3323	(0191)46-4065	¥
24 Hotel Grand Terrace Sendai Kokubun-cho (H)	(022)262-7755	(022)222-7611	¥	4 Shizukatei (R)	(0191)34-2211	-	¥¥
25 Hotel Sumireh (H)	(022)222-8100	(022)225-8100	¥	5 Hotel Musashibo (H)	(0191)46-2241	(0191)46-2250	¥¥
26 Unizo Inn Sendai (H)	(022)262-3211	(022)262-3220	¥	6 Jodo-no-Tachi (R)	(0191)48-3451	(0191)48-3462	¥
27 dormy inn EXPRESS Sendai Hirose-dori (H)	(022)715-7077	(022)715-7078	¥	7 Minpaku HIRAIZUMI (R)	(0191)48-5866	-	¥

Accommodation rates are due to change by season or days. Please check the correct rates before you visit.

**Remarks:** Numbers 1 - 33 correspond to those on the maps on pages 2/6, 4/6 & 5/6

Rate per person.

H = Hotel ¥¥¥ = more than 15,000 yen  
 R = Ryokan ¥¥ = 8,001 yen - 15,000 yen  
 BH = Business Hotel ¥ = 8,000 yen or less  
 Y = Youth Hostel  
 S = Sanro\* \* Shukubo or Sanro where visitors to a shrine or temple can stay overnight.

**JNTO TIC (Tourist Information Center)**

TIC of Japan National Tourism Organization is your helping hand while in Japan. Its main services are providing travel information and free literature on Japan such as tourist spots, transportation, and suggesting tour itineraries, etc.

1F, Shin-Tokyo Bldg., 3-3-1 Marunouchi, Chiyoda-ku, Tokyo  
 100-0005 Tel. 03-3201-3331 (in Japan)  
 Open daily from 9:00 to 18:00 (Closed on Jan. 1)  
<https://www.japan.travel/en/plan/tic/>



**Goodwill Guide Groups** offer tourists from overseas local tours guided in English or other languages. The guides are registered with JNTO and display the badge shown. As they are volunteers, there is no charge for their service. You are only expected to pay for their transportation, admission to tourist facilities if you visit any and their meals if you eat with them.

**JNTO Website**  
<https://www.japan.travel/en/plan/list-of-volunteer-guides/>

JNTO Website: <https://www.jnto.go.jp>

All information, including transportation schedules, fares, prices and accommodation charges which is contained in this leaflet is based on data as of November 2019, and is subject to change without notice. While every effort is made to ensure the accuracy of all information, regrettably errors do occasionally occur. Therefore, you should check with organizations concerned for updated and accurate information on your chosen destination. JNTO shall not be liable for any loss or damage of whatever nature that may arise as a result, directly or indirectly, from the use of any of the information or material contained in this leaflet.

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## TOURIST INFORMATION

in the area

**Sendai Tourist Information Center:**  
 2F of JR Sendai Station, 1-1-1 Chuo, Aoba-ku Sendai city, Miyagi  
 Hours: 8:30-19:00, 9:00-17:00 (Dec. 31-Jan. 3) Tel.: 022-222-4069

**Matsushima Information Center:**  
 98-1 Azachonai, Matsushima, Matsushima-cho, Miyagi-gun, Miyagi  
 Hours: 8:30-17:00, -16:30 (Dec.-Mar.) Tel.: 022-354-2618

**Hiraizumi Tourist Information (JR Hiraizumi Sta.):**  
 61-7 Izumiya, Hiraizumi, Hiraizumi-cho, Nishiiwai-gun, Iwate  
 Hours: 8:30-17:00 Tel.: 0191-46-2110

**To find other Tourist Information Centers, visit <https://tic.jnto.go.jp/>**