Information in this document is current as of February 2018. Particulars, including times of opening, may change. Please confirm details in advance.

Vehicle Transport 6,690 yen (At least 4 meters, less than 5 meters)

Passenger Transport 1,550 yen per adult / 780 yen per child

※Times listed are approximate. Please confirm the latest timetable and fares at the time of use.

Shima City Tourist Association
1670-2 Ugata, Ago-cho, Shima City
http://www.mik2.jp/

Minami-Ise Tourist Association
3917 Gokashoura, Minami-Ise-Cho, Watarai-gun

Mie Tourist Association
2nd floor, UST-TSU, 700 Hadokoro-cho, Tsu City

Ise City Tourist Association
14-6 Honmachi, Ise City

Toba City Tourist Association
1-7 Oaki, Higashi-machi, Toba City

Kintetsu Nagoya Station
Toba Station
Kashikojima Station
Approx. 1 hr. 40 mins. Approx. 30 mins.

Kyoto Station
Toba Station
Kashikojima Station
Approx. 2 hrs. 15 mins. Approx. 30 mins.

Shinjuku Expressway Bus Terminal
Departs Tachikawa North Exit
Departs YCAT (Yokohama Station East Exit)

*Via Ise Railway

Sapporo (New Chitose) Airport
Sendai Airport
Matsuyama Airport
Kochi Ryoma Airport
Fukuoka Airport
Aso Kumamoto Airport
Kagoshima Airport
Naha Airport

105min.
75min.
70min.
60min.
90min.
95min.
90min.
150min.

Airport of departure Flight time
JAL, ANA, etc.
ANA, IBX
ANA
ANA, SFJ, etc.
ANA, GK
JTA, SKY, etc.
Centrair
FDA, JAL
FDA, JAL
FDA, JAL
Nagoya Airport

Ise Ujiyamada Office
0596-28-0295
0596-20-5543
0599-25-3929
0599-43-1098

ORIX Rent-A-Car
- Kintetsu Ujiyamada Station Branch
- Iseshi Station Counter
- Kintetsu Toba Station Branch
- Kintetsu Ugata Station Branch
The enduring attraction of Ise Shima reaches out to you. Come and enjoy experiences you can find only here.

The stunning beauty of Ago Bay is the famous home of the pearl. The ria coastline embraces about 60 islands, large and small, and its waters continue to bless us with wonderful produce from the sea. For 2,000 years, the pick of the catch been offered to gods at Ise Jingu and by the Imperial Court. Celebrated as a land of plenty in ancient poems, Ise Shima has been well loved by courtiers and people of distinction. Home to the spirit of Japan, it offers unique sights, tastes, and pleasures. Why not surrender to the enduring attraction of Ise Shima?
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Why not surrender to the enduring attraction of Ise Shima?
Officially known as “Jingu,” Ise Jingu is the collective name for 125 jinja (shinto shrine).

Ise Jingu literally "Jingu" is not a single jinja. The name refers to a complex of 125 jinja that includes, besides the two main sanctuaries of Geku and Naiku, another 14 betsu-gu, auxiliary jinja within the central sanctuaries, and 109 other peripheral jinja classified as sessha, massha, and shokansha. Ise Jingu covers about 5,500 hectares. Its magnificent precincts occupy as much as one fifth of land in Ise City.

Marked by ceremonies that have continued for more than 1,300 years: every 20 years, the kami (enshrined deities) are transferred to renewed buildings.

In a ceremony called Shikinen Sengu, the sacred treasures and other paraphernalia are regularly renewed. All the sanctuary buildings are rebuilt and the deities are transferred to the new structures. The first Shikinen Sengu was performed in the fourth year of the Emperor Jito (AD 690). Since then, apart from a short interruption during the disturbances of the medieval wars, the ceremony has continued regularly for more than 1,300 years. It remains one of the most important rites. The culmination of a succession of various ceremonies, it takes a eight full years to prepare for Sengu, which marks the final transfer of the deities to renewed sanctuaries.
GEKU

The abundantly green precincts of Geku extend over about 89 hectares. Enshrining Toyouke Omikami, this sanctuary is dedicated mainly to industry and food, clothing and shelter. This part of the sacred circuit can feel like a relaxing stroll though dappled light under the trees.

Taka-no-Miya
Enshrined is the honorable spirit of Toyouke-no-Ōmikami, a powerful deity having a strong relationship with the locals.

Tsuchi no Miyag
The jinja is dedicated to the guardian deity of the Geku. It is said to have been enshrined here prior to that of the Toyouke daijingu.

NAIKU

When you cross Uji Bridge, the extensive main sanctuary precincts of Naiku are marked by a Japanese cypress, which serves as a torii (gateway). The immense grounds, through which the Isuzu River flows, include twelve auxiliary jinja as well as the main sanctuary dedicated to Amaterasu Omikami.

Aramatsuri-no-Miya
Enshrines the arami-tama (fierce spirit) of Amaterasu Omikami. This is the primary auxiliary jinja of Naiku. Many people believe strongly in the special power of this jinja.

Kazahi-no-mi-no-Miya
The same deity as at the Kaze no Miyagi jinja of the Geku is enshrined. During the Mongol invasions of Japan, the deity is said to have saved Japan by blowing ‘kamikaze’ divine wind and thus, earned the faith of followers as a savior of the nation.

Oharai-machi and Okage-yokocho

Oharai-machi extends to right to the entrance to the inner shrine. It has retained a number of historic structures including buildings with features such as kinzuma and tsomain (side and front gables). Enjoy various local dishes at the shops here and buy some souvenirs from Ise Shima and the rest of Mie Prefecture.

At Okage-Yokocho, pick up leaflets, and visit lots of places!

Okage-za (local history museum)
On the first day you see the different faces of the land and feel the charms of the sea at Ise Shima.

Ise Shima has three stretches of varied coastal scenery:
Ise, Toba, and Shima.
Since ancient times it has been a source of bounty for many people.
Come and feel its gentle splendor for yourself!

Kamishima Lighthouse

This Kamishima landmark featured prominently in Yukio Mishima’s The Sound of Waves. A romantic place to propose marriage, it’s a magnet for lovers.

DATA
Location: Kamishima, Toba City
Access: About 35 min. by regular boat service from Toba Marine Terminal after 10-min. walk from JR-Kintetsu Toba Stn.
Phone: 0599-25-3019 (Toba City Tourist Association)

http://www.city.toba.mie.jp/

Toba Marine Terminal
Toba Station

Tobiko
Meotoiwa

Two rocks in the sea, linked just like a husband and wife.

Futami Meotoiwa

Two rocks rising from the sea about 700 m from Ootama Shrine are known as Meoto-iwa (wedded rocks) and serve as a gateway for shrine. They are considered auspicious for married or courting couples. In May and July you can see the sunrise, and from November to January the full moon, rising between the rocks.

DATA
Location: At Futami Okitama Shrine, Futamicho, Ise City
Access: About 15 min. walk from JR Futamimoura Stn. or about 20 min. walk from Meoto Iwa East Exit bus stop after 5 min. on bus bound for Toba from JR Ise-shi Stn. or about 3 min from Ise-Futami-Toba Line Futami
Parking: Free parking - 0596-43-2020 (Futami Okitama Shrine)

http://www.amigo2.nec.jp/-oki-tama/

Tobiko Pearl Road (toll-free)

The coastal drive linking Toba with Shima is called Pearl Road. Stunning vistas open up at every turn and there are lookout points where you can stop and enjoy island-studded sights of the sea. This superb scenic route is a great driving experience.

DATA
Location: Ima-ura, Toba City to Ugata, Shima City
Access: From Ise IC on Ise Expressway, take Ise-Futami-Toba Line (Route 42), then Route 750 to Imaura.

http://www.toba-tenboudai.co.jp/

Teatime to Enjoy a Snack as well as Stories Told by Ama

Azur-Hama Ama Hut Experience, Shima

Spend some time with Ama (women divers)
Ama Hut Experience
Your chance to hear the tales Ama(women divers) have to tell.

DATA
Location: Ima-ura, Toba City to Ugata, Shima City
Access: About 15 min. walk from JR Futamimoura Stn. Or about 35 min. by regular boat service from Toba Marine Terminal after 10-min. walk from JR-Kintetsu Toba Stn.
Phone: 0599-25-3019 (Toba City Tourist Association)

http://amakoya.com/

Toba Kamado

Spend some time with Ama (women divers)
Ama Hut Experience
Your chance to hear the tales Ama(women divers) have to tell.

DATA
Location: Ima-ura, Toba City to Ugata, Shima City
Access: About 25 min. by regular boat service from Toba Marine Terminal after 10-min. walk from JR-Kintetsu Toba Stn.
Phone: 0599-44-0567 (Yokoyama Visitor Center)

Parking: Free parking
Access: About 10 min. by road from Kintetsu Ugata Stn.
Location: 875-20 Ugata,Ago-cho,Shima City
Yokoyama Observatory

http://www.toba-tenboudai.co.jp/

Tobiko Pearl Road

The most populous island of the four in Toba Bay. If you enter the narrow streets of the town you can fully enjoy the retro feel of the island. And after your stroll, what better than delicious taste of fresh seafood.

DATA
Location: Toshijima, Toba City
Access: About 20 min. by Sanco Bus from Kintetsu Ugata Stn.
Phone: 0599-33-6145 (Hyokichiya, Ise Shima
buses are available from Toba Station.
Access: 30 min. drive from Toba Station   Note: Free shuttle
Location: 2199 Nakiri, Daio-cho,Shima City
Kirigaki Observatory

http://www.toba-or.jp/amagoya/

Osatsu Kamado

The most populous island of the four in Toba Bay. If you enter the narrow streets of the town you can fully enjoy the retro feel of the island. And after your stroll, what better than delicious taste of fresh seafood.

DATA
Location: Azuri-hama, Toba City
Access: Kintetsu Ugata Stn. Get off at Azuri-hama bus
Reservation: Reservations must be made at least 2 days prior to your visit (by 5:00 PM)
Reservation: At least 2 days in advance
Charge: From 3,500 yen per head (does not include cost of passage to the island)
Open: By arrangement
Guest number: 4 to 30 persons

Charge: 3,780 yen per head.
Open: 11:00 AM-2:00 PM, 6:00 PM-8:00 PM
Guest number: min. 3 persons

http://www.shima-tabi.net/

http://satoumian.com/
Stunning ria coastline that you have to see.

Ago Bay

Between the intricate mainland shores of Ago Bay, are islands that rise from its calm waters. The daytime sights of the pearl fishery rafts are a splendid sight. At night, the beauty of the scene dissolves time.

Floating gently in shallow waters, the many rafts show that Ago Bay is the homeland of pearl culture. Suspended beneath the rafts are ropes seeded with akoya pearl oysters. The sheltered inlets of this ria coast have encouraged a huge pearl fishery, and the numerous rafts add another dimension to many scenes.

**DATA**

Yokoyama Observatory
Location: 675-20 Ugata-Ago-cho, Shima City
Access: About 10 min. by road from Kintetsu Ugata Stn.
Parking: Free parking
Phone: 0599-44-0567 (Yokoyama Visitor Center)

**DATA**

Kingaki Observatory
Location: 2199 Nakiri, Daio-cho, Shima City
Access: About 25 min. by road from Kintetsu Ugata Stn.
Parking: Free parking
Phone: 0599-72-4636

Your chance to hear the tales Ama(women divers) have to tell.

Spending some time with Ama (women divers) Ama Hut Experience

To warm up for diving, Ama built huts on the shore. Now, sampling the freshest seafood delicacies in a hut, you can sit around the hearth with working divers and listen to their tales of the sea. This may be your only chance to hear these rare stories that have been handed down through the generations from older to younger Ama.

**Osatsu Kamado (Sea-no-Hama Daisakusai), Toba Teatime**

Guest number: min. 4 persons
Open: From 2:00 PM (for about 60 min.)
Charge: 2,000 yen per head.

**Lunchtime**

Guest number: min. 4 persons
Open: 12:00 AM-1:30 PM
Charge: 3,500 yen per head.
Reservation: Reservations must be made at least 2 days prior to your visit (by 5:00 PM)
Access: Take the Kanonome Bus from the Toba Bus Center and get off at Osatsu.
Phone: 0599-33-7453 – Osatsu Tourist Association
http://www.toba.or.jp/amagoya/

**Azur-i-hama Ama Hut Experience, Shima Satoumian**

Guest number: min. 3 persons
Open: 11:00 AM-2:00 PM, 6:00 PM-8:00 PM
Charge: 3,780 yen per head.
Reservation: At least 2 days in advance
Phone: 0599-85-1232 – Shima Tourist Association
http://satoumian.com

**Hachimanan Kamado, Toba Teatime to Enjoy a Snack as well as Stories Told by Ama**

Guest number: min. 1 person
Open: 2:00 PM-4:00 PM
Charge: 4 or more persons, 2,000 yen per head (3 or fewer persons, 3,000 yen per head)

**Lunchtime**

Guest number: min. 4 persons
Open: 10:00 AM-3:00 PM
Charge: 4 or more persons, 3,500 yen per head (3 or fewer persons, 5,000 yen per head)
Reservation: Reservations required
Access: 30 min. drive from Toba Station Note: Free shuttle buses are available from Toba Station.
Phone: 0599-33-6145 – Hyokichiya, Ise Shima

**Toshijima Ama Hut, Toba**

Guest number: 4 to 30 persons
Open: By arrangement
Charge: From 3,500 yen per head (does not include cost of passage to the island)
Reservation: At least 3 days in advance
Access: About 25 min. by regular boat service from Toba Marine Terminal after 7 min.
walk from JR Kintetsu Toba Stn. Get off at Toshi.
Phone: 0599-37-3339 – Travel agent in Toba (Shimanotabisha)
http://www.shima-tabi.net
Travelers headed for Ise Jingu used to tramp the pilgrims’ way known as Sangu Kaido. It was then that the local mochi got a reputation for raising spirits, easing fatigue, and relieving hunger. You can still savor the unchanged taste and absorb the history of the old established stores.

**Ise Ebi**

Spiny lobster

Linked with Ise Shima from times long past, and now famed throughout the world: succulent Ise ebi. Whether boiled or grilled, fresh from the sea, the firm flesh has a special sweetness. Keen gourmets relish the uncooked, still-juicing meat served in SUMI style. To round off your meal, what better than Ise ebi broth served with rice?

**Kaki**

Oyster

Ise Shima is famed for two types of oyster, the Urakura kaki and Matoya kaki. Momokomachi, likened to “milk of the sea,” the flavor of these large oysters is delicately fresh, smooth, and savory. Why not treat yourself to some of Ise Shima’s deliciously plump oysters, straight from a clean sea full of the life-sustaining plankton that oysters love.

**Awabi**

Abalone

A catch plucked from the sea by the hands of women divers: the taste is the essence of fresh. On the shores of Ise Shima, you can enjoy the simply delicious chewiness of awabi sliced raw as sashimi, or the yielding firmness when served steamed in sugaizamushi style. Unforgettable. And only in Ise Shima can you enjoy the delight of awabi steaks, where the abalone is prepared so that its umami gradually spreads throughout your mouth.

**Momokomachi**

\*\*\*\*

**Autumn leaves**

Autumn, Early winter

Viewing points: Naiku, Prefectural road 32

**Colagen rich to aid skin beauty**

Awabi Abalone

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**Aillons**

A mild taste, so different from its look

Ise udon

Noodles

Everyone in Japan has heard of Ise udon. Be careful, you may get hooked on these stubby, fat noodles served in thick, dark brown soup.

**A taste sensation fresh from the hands of fisherman on bobbing boats.**

Tekone-zushi

B lnito that has been thoroughly soaked in secret soy sauce marinades is roughly arranged on vinegar-rice. See if you can taste the fresh sea breeze in this famous local dish.
Travelers headed for Ise Jingu used to tramp the pilgrims’ way known as Sangu Kaido. It was then that the local mochi got a reputation for raising spirits, easing fatigue, and relieving hunger. You can still savor the unchanged taste and absorb the history of the old established stores.

**Which mochi is the one for you?**

**Specialty rice cakes on the Mochi Highway**

- **Iwato mochi**
  A rice cake associated with Iwato Kugura (ancient sacred performance). Contains red beans from Hokkaido.

- **Kamiyo mochi**
  A standard type of herbal rice cake, colored and flavored using only wild mugwort.

- **Taiko shusse mochi**
  In festivals and celebrations, since olden days, people have chewed this firm and tasty threat.

- **Kuya Kansuke mochi**
  The interesting texture retains the graininess of rice and strained bean paste.

- **Hemba mochi**
  These mochi were associated with teahouses that provided hemba services (looking after pilgrims’’honest).

- **Ofuku mochi**
  Othki is the popular name for the deity enshrined in Ama-no-Iwa at Futami Okishima shrine.

- **Niken-chaya mochi**
  A 400-year-old favorite. On the 25th of the month, the bean paste filling is replaced with brown sugar.

- **Sawa mochi**
  This is the only type of rice cake from Ise Shima that was already popular throughout feudal Japan.

**Ise Shima Flower calendar**

- **Spring**
  **Cherry blossom**
  Viewing points: Naiku, Miyagawa river side, Tomoyama park, Tamaru castle grounds, Miya River, Watarai Park

- **Spring, Early summer**
  **Blue flag**
  Viewing points: Geku, Futami Shobu Roman-no-mori, Yokoyama Sosho-no-mori

- **Autumn, Early winter**
  **Autumn leaves**
  Viewing points: Naiku, Prefectural road 32
Plenty more things to do!
Things you can only do and see in Ise Shima.

Information in this document is current as of February 2015. Particulars, including times of opening, may change. Please confirm details in advance.

If you like to seek out new and interesting things, you will discover unique places in Ise Shima. You can enjoy them in your own way and enjoy lasting memories that are sure to raise a smile.

Number one in Japan in number of species housed

Toba Aquarium

The facility is one of the world’s most significant aquariums that houses the dugong, which became the model for the mermaid legend. With approximately 1,200 species, the aquarium is number one in Japan in the number of species exhibited. Recommended are the daily sea lion and walrus shows and the Project Exhibition featuring bizarre sea creatures!

DATA
Location: 3-3-6 Toba, Toba City
Access: About 10-min. walk from JR Kintetsu Toba Stn.
Open: 9:00AM-5:00PM (July 20 to August 31, 8:30AM-5:00PM)
Every day throughout the year
Charge: Adult (16+) 1,500 yen, Child (7-15) 750 yen
Parking: Toll parking
Phone: 0599-25-3145 (Shima Marine Leisure Toba Office)

http://www.aquarium.co.jp/

Get in touch with marine life

Ise Sea Paradise

Sea Paradise is the only place where you can meet unusual aquatic mammals, such as the Southern Elephant Seal, which always looks like it’s pulling faces, and the small-clawed otter, which shakes its head in such a cute way. Among our marine mammals who look forward to your attention are a huge walrus, a sea-lion that likes to stand upside down, and ball-playing dolphins who want to enthrall you with exciting tricks.

DATA
Location: 580 Futami-cho E, Ise City
Access: About 5-min. walk from Sanco Meoto-iwa Higashi-guchi bus stop About 5-min. from Ise-Futami-Toba Line Futami JCT
Open: 9:00AM-5:00PM (depends on time of year)
Every day (but closed on some days during winter)
Charge: Adult (16+) 1,500 yen, Junior (6-15) 800 yen, Child (3-5) 400 yen
Parking: Toll parking
Phone: 0596-42-1760

http://www.iseseaparadise.com/

Get close to dolphins

Toba Bay Cruise and Dolphin Island

Offshore in Toba Bay, Dolphin Island is a place to get close to creatures of the sea. Be amazed by the dynamic dolphin athletics and even get close enough to even pet the performers. The sea lion show is also very popular. From the lookout point in the middle of the island, you can enjoy great views across Toba Bay and beyond to Ise Bay.

DATA
Location: 1-2383-51 Toba, Toba City (inside the Toba Marine Terminal)
Access: Approximately 15 minutes from the Toba Marine Terminal by excursion ship
Open: 9:00AM-4:00PM (Dolphin Island Business Hours: 9:15AM-4:15PM)
Every day (but closed on some days during winter)
Charge: Adult (12+) 1,800 yen, Child (6-11) 1,000 yen (Free admission for Dolphin Island)
Parking: Toll parking (Toba Sudahama Public Parking)
Phone: 0599-25-3145 (Shima Marine Leisure Toba Office)

http://shima-marineleisure.com/

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Location: 3-3-6 Toba, Toba City
Access: About 10-min. walk from JR Kintetsu Toba Stn.
Open: 9:00AM-5:00PM (July 20 to August 31, 8:30AM-5:00PM)
Every day throughout the year
Charge: Adult (16+) 1,500 yen, Child (7-15) 750 yen
Parking: Toll parking
Phone: 0599-25-3145 (Shima Marine Leisure Toba Office)

http://www.aquarium.co.jp/

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Location: 580 Futami-cho E, Ise City
Access: About 5-min. walk from Sanco Meoto-iwa Higashi-guchi bus stop About 5-min. from Ise-Futami-Toba Line Futami JCT
Open: 9:00AM-5:00PM (depends on time of year)
Every day (but closed on some days during winter)
Charge: Adult (16+) 1,500 yen, Junior (6-15) 800 yen, Child (3-5) 400 yen
Parking: Toll parking
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http://www.iseseaparadise.com/

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Location: 1-2383-51 Toba, Toba City (inside the Toba Marine Terminal)
Access: Approximately 15 minutes from the Toba Marine Terminal by excursion ship
Open: 9:00AM-4:00PM (Dolphin Island Business Hours: 9:15AM-4:15PM)
Every day (but closed on some days during winter)
Charge: Adult (12+) 1,800 yen, Child (6-11) 1,000 yen (Free admission for Dolphin Island)
Parking: Toll parking (Toba Sudahama Public Parking)
Phone: 0599-25-3145 (Shima Marine Leisure Toba Office)

http://shima-marineleisure.com/
**Shima Spain Village**

*Parque España*

“Shima Spain Village” is a resort complex with an amusement park, a hotel and hot-spring facilities. Visitors can fully enjoy thrill rides and participatory entertainment at its Spanish-themed amusement park called “Parque España.”

**DATA**

Location: Sakazaki, Isobe-cho, Shima City  
Access: About 13 min. by direct from Kintetsu Ugata Stn.  
Open: 9:30 AM-5:30 PM (Opening hours vary depending on the season. Closed: The second Tuesday, Wednesday and Thursday on December)  
Charge: Adult (16+) 1,600 yen, Junior (6-15) 800 yen, Child (3-5) 630 yen  
Parking: Toll parking  
Phone: 0599-25-2028

Make the most of a rare opportunity to fully enjoy the complete charm of pearls

**Mikimoto Pearl Island**

Mikimoto Pearl Island is the place where, for the first time in the world, pearls were successfully cultured by Kokichi Mikimoto. Now it is a theme park where you see all kinds of pearls and find out everything you want to know about them. At Kokichi Mikimoto Memorial Hall, you can learn about the life of Kokichi Mikimoto. The Pearl Museum shows how pearls are cultured and also exhibits craft items and fabulous works incorporating pearls. At Pearl Plaza you will be amazed at the form and color of the Mikimoto pearl products you can buy. A third of the island is covered with a flourishing natural forest of pines and Japanese chinquapins, some of which are more than over 200 years old. By all means, go for a pleasant walk and let your mind absorb your new knowledge of pearls.

**DATA**

Location: 1-7-1 Toba, Toba city  
Access: About 5 min. walk from JR Kintetsu Toba Stn.  
Open: 8:30 AM-5:30 PM (Opening hours vary depending on the season)  
Closed: The second Tuesday, Wednesday and Thursday on December  
Charge: Adult (16+) 1,500 yen, Child (7-15) 750 yen  
Parking: Toll parking  
Phone: 0599-25-2028

**Ise Azuchi Momoyama Jokamachi**

At “Ise Azuchi Momoyama Jokamachi,” a history-themed and entertainment-oriented theme park located on a mountain, visitors can see a full-scale replica of “Azuchi Castle” famous as a great Japanese castle constructed by Nobunaga Oda as well as historical stereotopes unique to its castle town. It also has a lot of amusement and relaxation facilities, such as theaters for ninja shows and historical plays featuring a samurai judge, etc., a ninja house to enjoy ninja tricks, a hot-spring bathhouse (Ise Tennen Onsen Azuchi Joka no Yu) with high-quality hot-spring water from Sakakibara Onsen known as a well-regarded hot-spring resort and restaurants serving fresh seafood and specialty foods. On the sixth floor of the full-size replica of Azuchi Castle on the top of the mountain, there is a popular observation deck to enjoy the gorgeous panoramic view of Ise Bay. In short, this theme park is a fantastic place that can be fully enjoyed by all ages.

**DATA**

Location: 1201-1 Futami-cho Mitsu, Ise City  
Access: About 1 min. from “Futami JCT” on the Ise-Futami-Toba Line  
Open: 9:00 AM – 5:00 PM (Last admission is 1 hour before closing.)  
Restaurants (located only on the first ground) are open until 8:00 PM. (Last entry: 7:00 PM)  
Bathing facilities are open from 11:00 AM to 10:00 PM. (Last entry: 9:00 PM)  
Open all year round  
Charge: [Free pass] Adult 4,900 yen, Junior/senior high school student 3,500 yen, Elementary school children 3,000 yen  
Parking: By car from Futami JCT  
Phone: 0596-43-3200

http://www.mikimoto-pearl-museum.co.jp/eng/index.html

http://www.is-jokamachi.jp/
Tour Ise Shima’s best-known places

Take a trip centered on Ise Jingū, around Ise Shima, homeland of the soul of Japan. History and culture, leisure facilities, natural beauty... discover everything you need for a thoroughly good time. Why not spend a couple of days to really experience the special pleasures of Ise Shima?

Day 1

Kintetsu · JR
Ise Stn.
8:30 AM

Geku-mae Tourist Information Office
8:40 AM – 8:45 AM
As well as picking up information, you can be introduced to volunteer guides (desk handles volunteer guide inquiries from 9:30).

Ise Jingū Geku
8:55 AM – 9:05 AM
Pay your respects at Toyosuke Daijingū at Geku. It is considered proper to visit the Geku before visiting the Naiku.

Tsukiyomi-no-Miya
10:05 AM – 10:45 AM
One of the Betsugū of the Geku, dedicated to Tsukiyomi-no-mikoto-no-Aramitama, the brother deity to Amaterasu Ōmikami.

Kintetsu Ugata Stn.
11:10 AM

If you like theme parks...
Shima Spain Village
Parque España
1:20 PM – 4:20 PM
At this large theme park, you can enjoy many attractions and shows that have a Spanish flavor.

Ama Hut Experience
11:40 AM – 12:40 AM
While enjoying the company of these ladies of the sea, enjoy the freshest seafood. This is your chance to directly hear stories that only they can tell.

Cruise Ago Bay from Kashikojima Port
10:00 AM – 11:00 AM
Recorded voice guidance provides you with various information.

JAPAN RAIL PASS
http://www.japanrailpass.net/
The Japan Rail Pass can only be purchased overseas by travelers visiting Japan for sightseeing. (It must be bought in advance, you cannot buy these passes in Japan.)

Can be used for all JR Group Shinkansen (excluding Nozomi and Mizuho trains), limited express, express, and rapid or local trains (with some exceptions), and for JR bus services.

Each of the 7-, 14-, 21-day passes is sold for either ordinary or Green Car travel.

Price

Adult (7 days) Ordinary
29,110 yen

Green Car
38,880 yen

Child (7 days) Ordinary
14,550 yen

Green Car
19,440 yen

KINTETSU RAIL
Five-day unlimited rides
Price
Adult: 3,600 yen
Child: 2,910 yen

Validity
Valid for five consecutive days
(October 1, 2017 – October 31, 2018)

Links:
Kintetsu Line
Iga Tetsudo Line
"Great sights plan."

The aquarium is one of the most valued aquariums in the world housing the dugong, said to be the model for the mermaid legend. Recorded voice guidance provides you with various information.

One of the Betsugū of the Geku, dedicated to Tsukiyomi-no-Mikoto-no-Aramitama, the brother deity to Amaterasu Ōmikami.

Ise Jingu Naiku
11:15 AM – 12:45 PM
The most sacred place in Japan is dedicated to Amaterasu Omikami. Annually, six million people visit Naiku.

Ise Jingu Naiku
11:15 AM – 12:45 PM

Shima Spain Village
Parque España
Have great time on Day 2...

Kintetsu
Kashikojima Stn.
10:00 AM

Kintetsu
Toba Stn.
9:30 AM

Kintetsu
Toba Stn.
Day 2 departure

Ise Jingu Geku

Tsukiyomi-no-Miya

Ise Jingu Naiku

Oharai-machi and Okage-yokocho

Oharai-machi - Okage-yokocho
12:45 PM – 1:45 PM
These bustling quarters serve the needs of visitors to the shrine. You can sample the local food and get interesting local souvenirs.

Mikimoto Pearl Island
2:35 PM – 3:00 PM
This theme park is the place to find out all about pearls. You can take a stroll through the natural woodland on the island.

Kintetsu Line
(entire line)
Special benefits offered by approx.
70 facilities

Kintetsu Line
(Nara Kotsu Line)

Kintetsu Line
(Oita Tetsudo Line)

Kintetsu Line
(Mie Kotsu Bus and Toba City "Kamome" seagull) Bus Lines

KINTETSU RAIL PASS
Five-day unlimited rides

Price
Adult: 4,800 yen
Child: 2,400 yen
Purchase price in Japan
Adult: 5,000 yen
Child: 2,500 yen

Validity
Valid for five consecutive days from the first date of use
(October 1, 2017 – October 31, 2018)

Special benefits offered by approx.
70 facilities

PASS 5day
Child: 1,800 yen
Child: 1,900 yen
from the first date of use
Information for Each Type of Transportation

**Road, Ferry, High-speed Boat**

**Air Travel**

**Express Bus**

**Railways**

Times listed are approximate. Please confirm the latest timetable and fares at the time of use.

- **Kintetsu Limited Express**
  - Osaka Namba Station to Toba Station: Approx. 2 hrs 5 mins
  - Kyoto Station to Toba Station: Approx. 2 hrs 15 mins

- **JR Mie Rapid Express**
  - Nagoa - Ise - Putaminoura - Toba
  - Frequency: 1 per h (1 h 50 min.)
  - Fare: 2,450 yen

**Operator**
- **JR Mie Rapid Express**
  - From Tokyo:
    - Sapporo/New Chitose Airport: 105 min.
    - Sendai Airport: 75 min.
    - Matsuyama Airport: 70 min.
    - Kochi Ryoma Airport: 60 min.
    - Fukuoka Airport: 60 min.
    - Kagoshima Airport: 90 min.
    - Naha Airport: 150 min.

- **Centrair**
  - Nara Airport: 110 min.
  - Nagoya Airport: 105 min.
  - Shizuoka Airport: 130 min.
  - Hamamatsu Airport: 140 min.

**Transfer to Iseshi Ferry**
- **Osaka**
  - 200 min.
  - 200 min.
  - 200 min.
  - 200 min.

**High-speed Boat Routes**
- **Sapporo/New Chitose Airport**
  - JAL, ANA, etc.
- **Sendai Airport**
  - ANA, IBX
- **Matsuyama Airport**
  - ANA
- **Kochi Ryoma Airport**
  - ANA, SFJ, etc.
- **Fukuoka Airport**
  - ANA, SFJ, etc.
- **Kagoshima Airport**
  - ANA, SFJ, etc.
- **Naha Airport**
  - ANA, SFJ, etc.

**Central Japan International Airport (Centrair)**
- **Shizuoka Airport**
  - ANA
- **Hamamatsu Airport**
  - ANA

**Note:** Average journey times shown, actual times may vary. Please check the latest schedule and fare information before traveling.
Information in this document is current as of February 2018. Particulars, including times of opening, may change. Please confirm details in advance.

**Contact Information**

**Tourist Information Offices**

- Ise City Tourist Association
  - 14-6 Honmachi, Ise City
  - 0596-28-3705
  - [http://www.ise-kanko.jp/](http://www.ise-kanko.jp/)
- Toba City Tourist Association
  - 1-7 Okai, Higashi-machi, Toba City
  - 0599-25-3019
  - [http://www.toba.gr.jp/](http://www.toba.gr.jp/)
- Shima City Tourist Association
  - 1670-2 Ugata, Ako-cho, Shima City
  - 0599-46-0570
- Mie Tourist Association
  - 2nd floor, UST-TSU, 700 Hadakoro-cho, Tsu City
  - 0599-224-5904
  - [http://www.kankomei.or.jp/](http://www.kankomei.or.jp/)

**Banks and Post Offices**

- Hyakugo Bank Naiku Branch
  - 46 Uji Nakanokiri-cho, Ise City
  - 0596-22-3105
- Daisan Bank Ise Branch
  - 2-5-1 Iwabuchi, Ise City
  - 0596-28-3222
- Meie Bank Ise Branch
  - 6-4Honmachi, Ise City
  - 0596-28-0241
- Mitsubishi Tokyo UFJ Bank Ise Branch
  - 133 Honmachi, Ise City
  - 0596-25-4121
- Mizuno Bank Ise Branch
  - 1-16-13 Iwabuchi, Ise City
  - 0596-22-3111
- Tokai-Rokin Bank Ise Branch
  - 1-11-31 Fukui, Ise City
  - 0120-191-703
- Me Shinshin Bank Ise Branch
  - 1-8-20 Fukui, Ise City
  - 0596-28-7145
- Chukyo Bank Ise Branch
  - 2-1-5 Sone, Ise City
  - 0596-28-9211
- Ise Post Office
  - 3-6-10 Iwabuchi, Ise City
  - 0596-28-2088
- Ise-gawa Post Office
  - 37-1 Uji Nakanokiri-cho, Ise City
  - 0596-22-0434

**Transportation Information**

**Kintetsu Lines (Kinki Nippon Railway Co.)**

- Kinki Nippon Railway Co. [http://www.kintetsu.co.jp/](http://www.kintetsu.co.jp/)
- Passenger Telephone Center (Nagoya)
  - 052-561-1604
- Passenger Telephone Center (Osaka)
  - 06-6771-3105
- Ujiyamada Station
  - 0596-28-2767
- Toba Station
  - 0599-25-2126

**JR Tokai Lines (Central Japan Railway Co.)**

- JR Tokai [http://jr-central.co.jp/](http://jr-central.co.jp/)
- Telephone Center
  - 050-3772-3910

**Scheduled Bus Routes, Shuttle Buses, Sightseeing Buses (Mie Kotsu)**

- Mie Kotsu (Sanco) [http://www.sanco.co.jp/](http://www.sanco.co.jp/)
- Ise Office
  - 0596-25-7131
- Shima Office
  - 0599-55-0215

**Express Buses Between Tokyo and Ise Shima**

- Mie Kotsu
  - 0599-279-5555
- Seibu Bus
  - 03-5910-2525

**Ferry Service**

- ise-wan [http://www.isewanferry.co.jp/](http://www.isewanferry.co.jp/)
  - 0599-25-2880

**Scheduled Passenger Ships**

  - 0599-25-4776

**Expressways**

  - Customer Center
  - 0120-922-229

**About the Tourist Information Offices**

**Ise City Tourist Information (Geku-mae)**

As well as picking up information, you can be introduced to volunteer guides.

- Time: 9:00 AM-5:00 PM Open: Every day
  - 0596-23-3323

**Toba City Tourist Information Office**

Visit us for information about places to see and accommodation in Toba City.

- Time: 9:00 AM-5:30 PM (until 6:00 PM in summer) Open: Every day
  - 0599-25-2844

**Shima City Tourist Information Office**

You can pick up sightseeing information free of charge and pamphlets here.

- Time: 9:00 AM-5:00 PM Opening: Every day
  - 0599-46-0570

**Police**

- Ise Police Station
  - 0596-20-0110
- Toba Police Station (Shima City jurisdiction)
  - 0599-25-0110

**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

**Car Rental**

- Nippon Rent-a-Car
  - - Ise Ujiyamada Office
  - - 0599-20-3199
- Japan Rent-a-Car
  - - Ise Office
  - - 0596-27-1582
- Toyota Rentalease Mie
  - - Ise Branch
  - - 0599-24-0100
- TOBAC Station Branch
  - - 0599-26-7100
- ORIX Rent-A-Car
  - - Kintetsu Ujiyamada Station Branch
  - - 0596-28-0295
- Isehl Station Counter
  - - 0596-20-5543
- Kintetsu Toba Station Branch
  - - 0599-25-3929
- Kintetsu Ugata Station Branch
  - - 0599-43-1098
- Nikoniko Rent-a-Car Ise Nishi Toyohama Branch
  - - 0596-37-2279

**Contact for questions about content or sightseeing**

ISESHIMA TOURISMS\CONVENTION ORGANIZATION

1F Ise City Futami Lifelong Learning Center
111-1 Futami-cho Chaya, Ise City, Mie Prefecture 519-0609
Phone 0596-44-0800 Fax 0596-42-2929

Time: 8:30-17:15 Open: Daily except weekends, holidays, and new-year period

URL [http://www.iseshima-kanko.jp](http://www.iseshima-kanko.jp) e-mail info@iseshima-kanko.jp

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