

# Events in Fukuyama

These festivals and events that the people of Fukuyama have cherished since long ago are open to everyone. So join in, and experience the charm of Fukuyama!

## Fukuyama Summer Festival



A star mine-style fireworks display over the water. This 1.4-kilometer-long fireworks display, the longest in western Japan, is truly spectacular.

### Second Sun. in Jan.



#### Notohara Tondo

With prayers for everyone's good health!

Six 10-meter-tall tondo (New Year's decorations made from straw and bamboo) with red and white floral decorations are paraded through the streets. The tradition of abare-ondo, in which all six tondo clash, is a must-see event!

📍 Notohara School District Town Planning Promotion Committee (Notohara Public Hall) ☎ 084-987-4460

### Tomo Machinami Hinamatsuri (Doll Festival)

The entire Tomonoura area enveloped in the spirit of spring!

About 100 houses, shops, and temples display their cherished hina dolls. During the festival period, there are also many concerts, evening hina displays, and other events!

📍 Tomo Machinami Hinamatsuri Committee ☎ 084-982-1121 (Fukuyama City Tomonoura Museum of History and Folklore)

### Mid-Feb. to mid-Mar.



### Early to late May



📍 Fukuyama Convention and Visitors Association ☎ 084-926-2649

### Fukuyama Tomonoura Tai-Ami Sightsseeing

Tomonoura's special attraction of the early summer!

This special method of catching sea bream with nets has been passed down in Tomonoura for about 380 years. The drums beat while a ceremonial princess performs a traditional dance to pray for a big catch. The highlight is the tai-ami (sea bream net fishing) which is still carried out following the ancient customs.

### Fukuyama Rose Festival

The rose festival that is Fukuyama's pride and joy

First held in 1968, the Rose Festival has been held annually for over 50 years, becoming the festival that best represents Fukuyama. Enjoy seeing how the Rose Park and various locations throughout the city become tinged with the color of roses.

### Mid-May



📍 Fukuyama Festival Committee Office (Fukuyama City Tourism Division) ☎ 084-928-1043

### Last Sat. in May



📍 Fukuyama Tomonoura Benten-jima Island Fireworks Festival Committee (Fukuyama City Tourism Division) ☎ 084-928-1042

### Fukuyama Tomonoura Benten-jima Island Fireworks Festival

The climactic fireworks display that lights up the Tomonoura area

This fireworks festival signals the arrival of early summer to the Seto Inland Sea area. Sent up from Benten-jima Island, the fireworks light up the Tomonoura area and the surrounding islands. There's also a performance of "Aiya-bushi," the traditional dance of the area.

### Early Jul.



📍 Nunakuma-jinja Shrine ☎ 084-982-2050

### Otebi Fire Festival

A fire festival of whirling heat and gallantry

Believed to have originated before the middle ages, the festival is considered one of Japan's three major fire festivals. Shrine-goers carry large torches that weigh approximately 200 kilograms up the stone steps of Nunakuma-jinja Shrine.

### Fukuyama Summer Festival

Experience Fukuyama with all of your senses!

This lively three-day festival includes performances of Fukuyama's traditional dance of Niagari Odori, a yosakoi dance festival entitled "Iroha Maru Yosakoi," and the Ashida-gawa River Fireworks Festival.

📍 Fukuyama Festival Committee Office (Fukuyama City Tourism Division) ☎ 084-928-1043

### Aug. 13-15



### Mid-Sep.



📍 Getalympics Committee Office ☎ 084-933-2151

### Getalympics

Join in the excitement of this festival to celebrate geta (Japanese clogs)!

Held in Matsunaga, a center for geta production, the festival includes many unique events, such as pulling a giant geta weighing 1.3 metric tons and a "geta toss," in which participants compete to see how far they can kick geta from their feet.

### Fukuyama Chrysanthemum Exhibition

Chrysanthemums displayed in front of Fukuyama Castle

This is a display of various large and small chrysanthemums painstakingly cultivated by chrysanthemum enthusiasts and students from the local elementary and junior high schools. The contrast of the chrysanthemums and Fukuyama Castle is quite stunning!

### Mid-Oct. to mid-Nov.



📍 Fukuyama City Tourism Division ☎ 084-928-1043

### Mid to late Dec.



📍 Fukuyama Tourism Campaign Committee (Fukuyama City Tourism Division) ☎ 084-928-1043

### Luxeater Fukuyama

Fukuyama's colorful winter festival of lights

Illuminations and Fukuyama-related themes combine to create artistic works and monuments that light up the night in Fukuyama. Enjoyed by both children and adults alike.

## Experience traditional crafts that have been handed down for generations

Fukuyama is the origin of many traditional crafts that are highly praised throughout the world.

Here's your chance to see, touch, and try for yourself some of the crafts and skills that have been handed down for generations.

Preserving tradition

### Bingo Tatami Facing



High quality tatami facings that were presented to the Imperial Court and shogunate

The tatami mat facings—the outermost layers of woven igusa (Japanese mat rush) that comprise a tatami mat—made in Fukuyama are known for their superb sheen and suppleness. They have been noted in records that date back as far as the Nanboku-cho period (1336-1392). These facings are of such high quality that they are seen as indispensable for use at places designated as National Treasures and Important Cultural Properties.

📍 Hiroshima Prefecture Igyo Association ☎ 084-933-2004

### Fukuyama Koto: National Designated Traditional Craft



Koto infused with artisan skills that date back to the Edo period

The Fukuyama area is the top producer of koto, a harp-like stringed instrument, in Japan. Koto production in Fukuyama began in the early years of the Edo period (1603-1868). Skilled craftsmen use paulownia wood of the highest quality to create these koto. They are highly praised for their elegance and for the beautiful tones they produce.

📍 Fukuyama Association of Traditional Instrument Manufacturers (Fukuyama Chamber of Commerce and Industry) ☎ 084-921-2349

### Matsunaga Geta



Japan's finest wooden clogs arose from salt making

Matsunaga, a region in western Fukuyama, had a flourishing salt-making industry during the Meiji period (1868-1912). Matsunaga geta (wooden clogs) owe their emergence to the firewood used to boil down seawater to make salt. The manufacturers here produce approximately 50% of all the geta made in Japan. At the industry's peak, there are said to have been hundreds of shops making clogs in Matsunaga. Even today, Matsunaga is still known as "the village of footwear."

📍 Hiroshima Prefecture Footwear Cooperative Association ☎ 084-934-3322

### Bingo Kasuri: Prefectural Designated Traditional Craft Product



Loved and appreciated for over 160 years, this is one of Japan's three finest types of kasuri

Bingo kasuri, a style of splashed patterned fabric also known locally as Bingo-gasuri, was first sold in 1861 and was first known as Bunkyo kasuri for the name of the era. Today, it stands alongside Iyo kasuri and Kurume kasuri as one of the three finest types of the cloth in the country. Between 1955 and 1964, this area was known as the greatest producer of the cloth in all of Japan. The igeta pattern is distinctive with its attractive simplicity. Today, the cloth finds its way into western-style clothing, accessories, and other products.

📍 Bingo Kasuri Cooperative ☎ 0847-52-3017

Come here if you want to learn more!

### Matsunaga Footwear Museum (Ashiato Square)

Footwear of all types on display! Shoes from famous athletes, too

This museum focuses on footwear and traditional local toys that are unusual even in Japan. A variety of rare articles are on exhibit, including Matsunaga geta. The museum also offers a wealth of footwear from famous athletes, including from local pro baseball heroes the Hiroshima Toyo Carp.



☎ 084-934-6644  
📅 Mondays through Thursdays/  
New Year's period

### Fukuyama City Shinichi Museum of History and Folklore

Learn about the history of Bingo kasuri and try out some of the tools used, too

The goal of this museum is to preserve and hand down the lore of Bingo kasuri, the cornerstone of the textile industry in Fukuyama City. Museum displays illustrate the process by which the cloth is made and the tools used, and visitors can also try using a cotton gin and spinning wheel.



☎ 0847-52-2992  
📅 Mondays (or the following day if Monday is a holiday)/New Year's period



Fukuyama Specialties!

# Fukuyama Souvenirs

From items loved in Fukuyama for centuries to new specialties!

Presenting a wealth of locally produced masterpieces filled with everything that's wonderful about Fukuyama!



There are presently four distilleries in Tomonoura that produce homeishu.

## Homeishu

Homeishu is a type of medicinal liqueur enjoyed in Tomonoura for centuries for its nourishing effects

Homeishu is an medicinal liqueur that has been made in Tomonoura since the Edo period (1603-1868). This Japanese-made liqueur combines 16 ingredients including shochu, mochi rice, rice fermentation yeast, and various spices including Chinese foxglove and licorice. It was first made and sold in 1659 by an Osaka specialist in Chinese medicine named Nakamura Kichibe. It subsequently became a luxury item representing the Fukuyama Domain that was gifted to the shogunate. With its distinctive sweetness, homeishu is enjoyed as a special drink and is also esteemed for its medicinal effects. There are records that Commodore Matthew Perry was treated to homeishu when his fleet of "black ships" visited the country, and even today the beverage is a favorite of many.

**Tomo Homeishu Cooperative**  
T 084-970-5374



This is a collagen-rich amazake (a sweet fermented rice drink) made using the "flower" (mirin lees) that develops in the homeishu production process. You can detect the faint aroma of homeishu.

**Amazake**

**Irie Toyosaburo Honten**  
T 084-982-2013



Homeishu has been added to the white bean jam filling for these stuffed cakes. Homeishu is also added to the sponge cake batter, which is made with fresh eggs and honey.

**Taiyaki**

**Maruto Seika**  
T 084-955-1151



Hard candies made using homeishu and homeishu lees. Skilled artisans painstakingly use conventional direct-fire manufacturing techniques to produce them.

**Home-dama**

**Numakuma Yume Kobo**  
T 084-922-4870



Delicious baumkuchen cake with just a hint of a homeishu aroma. The rich taste makes it a popular item.

**Fuku Baumkuchen**

**Fukuyama New Castle Hotel**  
T 084-922-2140

## Nouvelle Rose

Turning Fukuyama roses into adorable baked sweets

These almond-flavored baked sweets are prepared in the shape of a rose. A specially prepared confiture made with rose petals is used to create the center.

**Marrondor**  
T 084-954-0925



Winner for three years running of the Monde Selection Gold Award.

## Kuwaikko

Enjoy the deliciousness of kuwai at your leisure!

These kuwai (arrowhead bulbs)—a local delicacy—are deep fried with the shoots still on. Sprinkle them with a bit of salt made in the Seto Inland Sea area and the result is a simple but delicious snack! They go particularly well with beer!

**Fukuyama Kuwai Shipment Association (JA Fukuyama City Kawaguchi Green Center)**  
T 084-981-2455

You will get addicted to their crunch!



## Kuwai Potage Soup

Soup made with kuwai (arrowhead bulbs), an auspicious Japanese food

A potage soup made from kuwai. The creamy preparation greatly tempers the bitterness of the kuwai and brings out their sweetness.

**Numakuma Yume Kobo**  
T 084-922-4870



Just add hot water!

## Norishi no Nama-nori Tsukudani "Kiwami"

Soy-simmered seaweed that goes very well with rice

Tsukudani is seaweed that has been simmered in soy sauce. This particular tsukudani is made by taking hard-to-find first-harvest seaweed and simmering it in a mixture of additive-free soy sauce from Shodoshima Island, homeishu-based mirin from Tomonoura, and wasanbon sugar from Kagawa Prefecture.

**Maruko Suisan Co., Ltd.**  
T 084-986-2418

The ultimate (kiwami) in fresh tsukudani, prepared by nori harvesters on a quest for the finest in flavor.



## Ginger Rice Base

Savor the essence of ginger

Made in the Hattori area of Ekiya in northern Fukuyama, this rice seasoning has been boiled with fragrant ginger added to the mix. Its rich aroma and mild spiciness are sure to be habit-forming.

**Ginger Diamond**  
T 084-922-2663

A superb balance of a dashi broth made of kelp and bonito flakes and the aroma of ginger.



## Fukuyama Miyage "Kokoro"

Bean-based confections made with special Fukuyama ingredients!

Founded as a confectionery in 1869, this set is filled with bean confections made using ingredients of the Fukuyama area like rose wine and Tashima nori.

**Tokunaga Seika**  
T 084-922-2710

The packaging itself features images of Tomonoura, Fukuyama Castle, and roses, making it the perfect souvenir!



## Tai Miso

Combining sea bream from the Seto Inland Sea with flavorful tsukudani

Red sea bream (tai) raised in the calm waters of the Seto Inland Sea are paired with miso paste and simmered slowly together. The result is a deeply flavorful product. Goes well as a snack with alcoholic drinks or rice!

**Tomo Higoya**  
T 084-970-5780

Comes in red, white, and sesame varieties.



## Cream Puffs That Look Like Takoyaki

Desserts that look like takoyaki (octopus dumplings)

These individually prepared cream puffs are covered with a chocolate sauce made using a secret recipe. To carry the playful takoyaki image further, sliced white chocolate stands in for fish flakes and powdered green tea for flaked seaweed. A treat for the eyes and mouth!

**Toraya Honpo**  
T 084-954-7447

Toraya's most popular confection! Recommended if you want a gift that will get a laugh!



## Mammy Rose

Baked sweets with a gentle milk flavor

Baked sweets in the shape of a rose with a milk and bean paste filling. A bit of lemon peel is added to the batter for a touch of the Seto Inland Sea. Enjoy as the refreshing taste, textures, and milk flavoring fill your mouth.

**Mikawaya**  
T 084-923-4890

The skillfully recreated rose shape is the result of an artisan making these sweets one by one.



## Local Wines



Take home some Fukuyama wine

With its temperate climate, few rainy days, and long sunny hours, Fukuyama has a flourishing grape cultivation industry. Locals are taking advantage of those characteristics to push forward with winemaking.

**Fukuyama Wine Kobo (Rose)**  
**Kobatake Liquor Sales (Sanzo no Aka)**  
T 084-922-1177  
**Fukuyama Kenkoshu (Yamano-kyo Wine)**  
T 084-931-4572

## Rose Goods



Take the symbol of Fukuyama home with you as a memento!

Aside from sweets, there are many products in Fukuyama based on the city's flower, the rose. These products include stoles dyed using rose petals and pins molded in the shape of roses. Recommended for those looking for a memento that truly expresses Fukuyama!

**Rose Goods Fukuyama Friends**  
T 080-1934-5755

Choose from a wide variety of rose-themed products!

## Local Sauces

The sauces locals have loved for centuries

There are many locally produced sauces. Three such sauces are Bingo Sauce (used even in school lunches), Buchiuma Sauce (containing oyster extract), and Fukuo Sauce (perfect for okonomiyaki!).

**Takano (Bingo Sauce)**  
T 084-987-0727  
**Nioka Shoten (Fukuo Sauce)**  
T 084-922-0363  
**Bingo Yakisoba Honpo Yamamoto Shoten (Buchiuma Sauce)**  
T 084-971-8999



## Local Soft Drinks

Original and refreshing carbonated beverages

With the pink letters of its name set strikingly against the black background of its label, the extra-carbonated Fukuyama Cola is a popular item. Tomonoura Cider is a refreshing drink that combines the local specialty homeishu with honey and cinnamon.

**twenty-one (Fukuyama Cola)**  
T 084-932-6339  
**Irie Toyosaburo Honten (Tomonoura Cider)**  
T 084-982-2013





Fukuyama has the only paper airplane museum in Japan!

The Oriplane Museum houses a vast number of paper airplanes. The curator is the Guinness World Record holder for the longest indoor flying time of a paper aircraft. As the only museum of its kind in Japan, it exudes a passion for paper airplanes.



The savior of space is a global manufacturer located in Fukuyama

The electrodynamic tether required for the space debris removal system is a net made of wires through which an electrical current flows. This net was developed by Nitto Seimo, a fishing net company and the world's leading manufacturer of knotless nets.



Foot-baseball originated in Fukuyama

Foot-baseball originated in Fukuyama around 1957 based on the rules of kickball. Over 50 teams from each school district in the city compete for the top place in a ball sports tournament that has been held every summer for the past 60 years.



Fukuyama is the birthplace of Hiroshi Morishita, founder of Jintan

Born in Tomonoura, Hiroshi Morishita founded Morishita Nanyodo, a pharmaceutical manufacturing company. The company later became Morishita Jintan. Morishita contributed to the development of Tomonoura by advertising tai-ami net fishing in newspapers and putting up signs showing the town name with the Jintan logo.

# FUKUYAMA Trivia

11 Reasons to Love Fukuyama More

Fukuyama Furusato Ambassador Katsuya Kobayashi reveals a few surprising facts!

Fukuyama's roots can be traced back to bats?

The area around Fukuyama Castle was known at one time as Komoriyama (Bat Mountain). Mizuno Katsunari, the first lord of the Bingo-Fukuyama Domain, named it Fukuyama, because the second character of Komoriyama resembles the character for "fuku" (good fortune). The symbol of Fukuyama City is a bat shaped like a mountain.



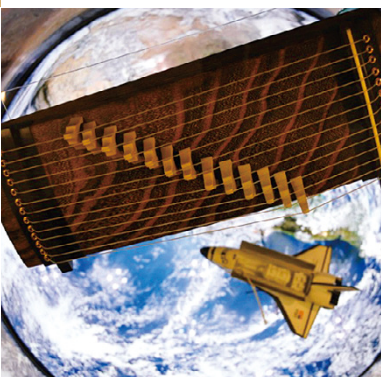
The historic site surrounded in mystery, Kusado Sengen-cho

The historical ruins of Kusado Sengen-cho were discovered on a sandbar in the Ashida River. Long regarded as a phantom settlement, the true nature of the town has been brought to light by recent investigations. Over one million artifacts dating from the Heian to early Edo periods have been excavated.



The Fukuyama koto was played in space

A Fukuyama koto (Japanese harp) one-fifth of its normal size was made at the request of Naoko Yamazaki, an astronaut aboard the space shuttle launched in 2010. She actually played the koto at the International Space Station.



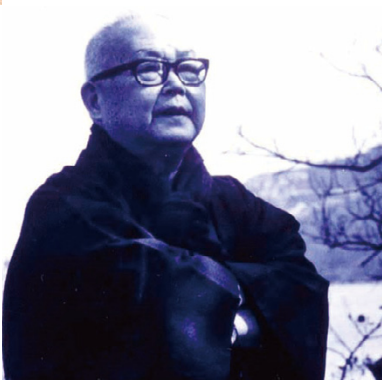
The Fukuyama Auto & Clock Museum is a must-see!

You can ride, touch, and take photos at this retro museum which showcases classic cars and antique clocks.



Fukuyama hosts Japan's only koto competition!

The All Japan Elementary and Junior High School Koto Competition is held to promote the Fukuyama koto all over the country and enhance children's skill in playing the koto. Started in 1983, it is the oldest koto competition for elementary and junior high school students.



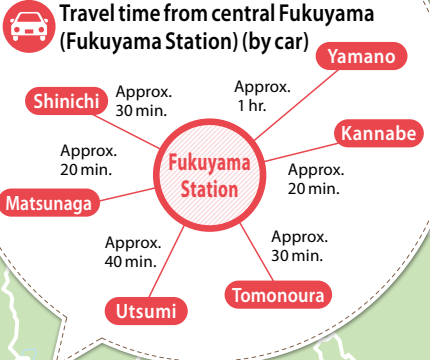
Masuji Ibuse, a great writer who lived from the Meiji to Heisei periods

Born in Fukuyama, Masuji Ibuse is known for various masterpieces ranging from humorous fiction to powerful realism, including *Salamander* and *Black Rain*. His love for Tomonoura is evident from its frequent mention in his essays.

# Area Map

Here is a map of Fukuyama's tourist attractions, historical sites, restaurants, and amusement spots!

■ = Facility name   ■ = Activity name







## Location of Fukuyama City



### Access to Fukuyama City from Major Cities by Air

\*Travel time to Hiroshima Airport

#### Domestic flights

Sendai Approx. 1 hr. 30 min.

Tokyo (Haneda) Approx. 1 hr. 20 min.

Sapporo (New Chitose) Approx. 2 hrs.

Narita Approx. 1 hr. 40 min.

Okinawa (Naha) Approx. 1 hr. 50 min.

Hiroshima Airport >>> Fukuyama Station (60 min. by airport shuttle bus)

### Okinawa



### Access to Fukuyama City from Major Cities by Shinkansen

\*Travel time to Fukuyama Station by Nozomi or Sakura

Tokyo Approx. 3 hrs. 40 min.

Kyoto Approx. 1 hr. 20 min.

Shin-Osaka Approx. 1 hr.

Hiroshima Approx. 25 min.

Hakata Approx. 1 hr. 30 min.

## Fukuyama Ambassador Promoting the attractions of Fukuyama!

Over 300 certified Fukuyama Ambassadors who love Fukuyama and want to bring energy to the city are sharing the attractions of Fukuyama on Twitter, Facebook and Instagram! Check out real-time information on the city's social networking sites!

### Fukuyama City Official SNS

Facebook @fukuyama.city

Instagram @fukuyama\_city

Twitter @cityfukuyama



## Fukuyama City Data

Population --- 470,106  
(As of February 28, 2018)

Area ..... 518.14km<sup>2</sup>  
(As of October 1, 2017)

Fukuyama City Website

<http://www.city.fukuyama.hiroshima.jp/>



Learn more with the official app!

Fukuyama  
Tourist Guide



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