



SENDAI JAPAN
Resilience, Harmony and Inspiration

Sendai Convention Omotenashi Guide Book

For Convention and Incentive Tours

Attraction *P.1~*

Enjoy traditional entertainment, music, and performances unique to Sendai, adding something special to your event.

Unique Venue *P.5~*

Facilities and venues with features and presence like nowhere else. Perfect for parties as well.

Activity *P.7~*

Japanese cultural experiences for accompanying persons and participants.

Excursion *P.11~*

Tour around scenic Matsushima, Akiu and Sakunami Hot Springs, and the World Heritage site of Hiraizumi learning about nature, history and culture.

There are also tours to learn from the earthquake disaster.



Sendai Convention Bureau

Sendai Convention Omotenashi Guidebook

Attraction Lists

| No. | Groups | TEL | HP |
|-----|--|----------------------|-------------------|
| 1 | Oshu Sendai Omotenashi Group Date Busho Tai Warriors | 81-22-748-4830 | ● |
| 2 | Sendai Suzume Odori (Sparrow Dance) | 81-22-223-8441 | ● |
| 3 | Sangen Odashimaryu | 022-285-6740 | ● |
| 4 | Kamo Tsunamura Drums | 81-90-4478-3563 | ● |
| 5 | Sho Asano (Tsugaru Shamisen artist) | *Please refer below. | ● |
| 6 | Shibata Siblings | *Please refer below. | ● |
| 7 | YUU (playing the wind instrument called a sho) | 81-22-275-7317 | ● |
| 8 | Sendai Instrumental Trio Support Club | 81-80-3197-2734 | ● |
| 9 | Yuriage Drums Preservation Society | 81-90-4314-2543 | ● |
| 10 | Ryu no Kiba | 81-90-2547-5296 | ● |
| 11 | Sendai Philharmonic Orchestra | *Please refer below. | ● |
| 12 | Sendai Mori no Hibiki Concert | 81-22-302-3344 | ● |
| 13 | Akiu Taue (rice planting) Dance | 81-22-399-2374 | N/A |
| 14 | Nakaniida Tiger Dance to ward off fire | *Please refer below. | N/A |
| 15 | Folk Song and Dance Ensemble Honenza | 81-22-399-2842 | ● |
| 16 | Sendai Association of Arts Promotion | *Please refer below. | N/A |
| 17 | Chigusa Japanese Dance School Co., Ltd. | 81-22-212-1733 | ● |
| 18 | Tiina · Kariina | 81-22-302-4116 | ● |
| 19 | 89ERS Cheers | 81-22-281-8562 | ● |
| 20 | Tohoku Golden Angels Clutch, Clutchena and Switch | 81-50-5817-8278 | ● |
| 21 | Vegalta Cheerleaders | 81-22-216-1011 | ● |
| 22 | Sendai Girls Professional Wrestling | 81-22-395-6945 | ● |
| 23 | Aozora Ouendan | 81-22-262-2221 | ● |
| 24 | Comedy Group T-yrz | 81-22-395-6566 | ● |
| 25 | Grape Company Co., Ltd. | *Please refer below. | ● |
| 26 | Yoshimoto Creative Agency Co., Ltd. | 81-22-393-8661 | ● |

*For Groups marked * on Telephone, please contact Convention Bureau (81-22-268-9603) for further enquiries.





Attraction


Traditional entertainment, music, and performances to make your event special. Here are some Date attractions unique to Sendai.



Oshu Sendai Omotenashi Group Date Busho Tai Warriors

A popular PR group of Sendai formed to spread the charm of the historic feudal lord Date Masamune and his clan of the City of Trees, Sendai. The group aims to make Sendai well known as the City of Hospitality and is spreading the word both nationally and overseas.

| | |
|---|--|
|  Duration | 20 to 30 minutes |
|  Cost | 108,000 yen for 3 entertainers, 162,000 yen for 5 entertainers, 226,800 yen for 7 entertainers |
|  Reservations | Please enquire directly |
|  Inquiries | Heart & Brain Co., Ltd. TEL:81-22-748-4830 or via the homepage form |





 <https://datebusy.jp/>



Sendai Suzume Odori (Sparrow Dance)

This dance represents local Sendai entertainment and is said to have begun in 1603 as a dance to celebrate the completion of the walls of Sendai Castle.

The dance has nimble and uplifting characteristics and is performed by approximately 140 dance groups in the Sendai Aoba Festival in May who compete to be the best. The dance is also performed internationally and nationally at various events. The dance can be arranged for various sized stages and times. The dance is accompanied by large and small drums, pipes and bells.





| | |
|---|---|
|  Duration | Approx. 10 to 20 minutes |
|  Cost | 80,000 to 150,000 yen (depending on the number of people and festival group) |
|  Reservations | Up to one month in advance |
|  Inquiries | Sendai Aoba Matsuri Supporting Organization TEL:81-22-223-8441 or info@aoba-matsuri.com |

 <http://www.aoba-matsuri.com>



Sangen Odashimaryu

This is a group of Tsugaru shamisen musicians instructed by Tokuo Odashima. They have many titles from national contests. They are expanding to perform overseas and performed at the G8 Toyako Summit and also at an event to celebrate the 35th anniversary of the Japan China Treaty.





| | |
|---|---|
|  Duration | 20 to 30 minutes |
|  Cost | From 100,000 yen |
|  Reservations | N/A |
|  Inquiries | TEL:81-22-285-6740 or via the homepage form |

 <https://www.sangen-odashimaryu.com/>



Kamo Tsunamura Drums

The Kamo Tsunamura Drums are a creative Japanese drum group who also perform the Sendai Suzume Odori (Sparrow Dance). The group performs in a variety of venues and were champions of the Tohoku Wadaiko Drum contest and also competed in the Japan National Wadaiko Festival. Since 2005 the group has performed abroad and is expanding the scope of its activities.

| | |
|---|--|
|  Duration | 5 minutes to an hour |
|  Cost | Please enquire directly |
|  Reservations | As early as possible |
|  Inquiries | Contact: Oikawa TEL:81-90-4478-3563 or kamotsunamura@ezweb.ne.jp |

 <https://www.facebook.com/加茂綱村太鼓-874851275881937/>

◆ Sho Asano (Tsugaru Shamisen artist)



After becoming the youngest winner of the Tsugaru Shamisen National Convention three consecutive times, he was entered into the Hall of Fame. Overseas performances and successful collaboration with various genres has him gained popularity. He is a young Tsugaru shamisen player who pursues the possibilities and entertainment of the Tsugaru shamisen while aiming to learn classical performing arts and traditional folk songs.

| | |
|-----------------------|---|
| 🕒 Duration | 30 minutes to 2 hours |
| 💰 Cost | From 300,000 yen |
| 📅 Reservations | Between 1 to 6 months in advance |
| 📞 Inquiries | Please contact Sendai Convention Bureau |

🌐 <http://sho-asano.com/>

◆ YUU (playing the wind instrument called a sho)



The musician is dedicated to introducing the heart-warming sounds of this old wind instrument called 'Sho' to the world, overcoming Williams Syndrome and allowing his musical talents to bloom.

| | |
|-----------------------|--|
| 🕒 Duration | 20 minutes |
| 💰 Cost | From 30,000 yen |
| 📅 Reservations | Up to one month in advance |
| 📞 Inquiries | Contact: Takahashi TEL:81-22-275-7317 or sakari-t4477@jcom.home.ne.jp |

🌐 <http://www.syouyuu.jp>

◆ Yuriage Drums Preservation Society



The group was established in 1990 and performs at various festivals mainly in Nattori but also in and outside the prefecture. Although severely damaged in the Great East Japan Earthquake, they are conveying their gratitude to everyone who offered support as well as portraying the energy of Yuriage.

| | |
|-----------------------|---|
| 🕒 Duration | Please enquire directly |
| 💰 Cost | Please enquire directly |
| 📅 Reservations | Please enquire directly |
| 📞 Inquiries | Contact: Miura TEL:81-90-4314-2543 or yuriagedaiko@yahoo.co.jp |

🌐 <http://yuriagedaiko.jp/>

◆ Sendai Philharmonic Orchestra



The Sendai Philharmonic Orchestra represents Sendai as a city enthusiastic about music.

| | |
|-----------------------|---|
| 🕒 Duration | Please enquire directly |
| 💰 Cost | Please enquire directly |
| 📅 Reservations | Please enquire directly |
| 📞 Inquiries | Please contact Sendai Convention Bureau |

🌐 <http://www.sendaiphil.jp/>

◆ Shibata Siblings



This is a Shamisen group performing in Sendai, Miyagi and all over Japan. They have a total of 41 wins in national contests. In the group division of a national shamisen contest they are undefeated and have won five consecutive titles.

| | |
|-----------------------|---|
| 🕒 Duration | Please enquire directly |
| 💰 Cost | Please enquire directly |
| 📅 Reservations | Please enquire directly |
| 📞 Inquiries | Please contact Sendai Convention Bureau |

🌐 <http://www.shibata3.com/>

◆ Sendai Instrumental Trio Support Club



The group is made up of volunteer members of the Sendai Trio Support Club for the purpose of popularizing three instruments (koto / shamisen / shakuhachi bamboo flute) amongst schools and regional areas. The group also participates in annual events as well as conducts school performances and hands-on lessons.

| | |
|-----------------------|--|
| 🕒 Duration | Approx. 30 minutes |
| 💰 Cost | Please enquire directly |
| 📅 Reservations | Up to one month in advance |
| 📞 Inquiries | Contact: Miyazawa TEL:81-80-3197-2734 or mtoshi31@jcom.home.ne.jp |

🌐 <http://sendai3kyoku.com/>

◆ Ryu no Kiba



This is a Japanese drum group that combines festival drumming, narratives and guitar. They can also perform popular Sendai folklore and songs with shamisen, Japanese flutes and sword fighting exhibitions. Their powerful singing voices are full of energy, vitality and unity.

| | |
|-----------------------|---|
| 🕒 Duration | 20 to 40 minutes (adaptable to suit your requirements) |
| 💰 Cost | 60,000 to 100,000 yen + transport fees (We can organize shamisen, shinobue flute, and swordsman show according to your budget) |
| 📅 Reservations | Up to one month in advance |
| 📞 Inquiries | Contact: Chitose TEL:81-90-2547-5296 or info@ryu-no-kiba.com |

🌐 <https://www.ryu-no-kiba.com>

◆ Sendai Mori no Hibiki Concert



The group performs mini concerts at conferences, academic conferences, seminars and anniversary events, entertaining your guests with live performances.

| | |
|-----------------------|---|
| 🕒 Duration | See the homepage for various plans |
| 💰 Cost | See the homepage for various plans |
| 📅 Reservations | Up to one month in advance |
| 📞 Inquiries | TEL:81-22-302-3344 or info@morinohibiki.com |

🌐 <http://www.morinohibiki.com>

◆ Akiu Taue (rice planting) Dance



An important intangible folk cultural asset. Danced at the beginning of the year, praying for plentiful crops, "Saotome" in beautiful costumes traces the motion of planting rice in their dance and also performs variety of dances. In 2009 the dance was registered by UNESCO as an 'Important intangible folk cultural asset' for mankind.

| | |
|-----------------------|-----------------------------|
| 🕒 Duration | 20 to 30 minutes |
| 💰 Cost | 70,000 yen + transport fees |
| 📅 Reservations | Up to 3 months in advance |

📞 Inquiries

Akiu Taue Dance Protection Society. Contact: Numata
TEL:81-22-399-2347 or numa101@trust.ocn.ne.jp

◆ Nakaniida Tiger Dance to ward off fire



This has been recognized as an important intangible folk cultural asset in Miyagi and has a history of 650 years. The tiger dance portrays, and is dedicated to, an old Chinese story, 'Clouds follow the dragon and the wind follows the tiger'. It is said the dance started as a prayer to ask the tiger to appease the winds and prevent fire.

| | |
|-----------------------|--|
| 🕒 Duration | 20 to 30 minutes |
| 💰 Cost | 200,000 yen for the performance + meals etc. |
| 📅 Reservations | 2 to 3 months in advance |

📞 Inquiries

Please contact Sendai Convention Bureau

◆ Folk Song and Dance Ensemble Honenza



The festival dance stage creates a place for people to connect with other people. The Japanese orchestra plays appealing music with Japanese drums and is a celebration of nimble dancing and music. The group also offers workshops to experience how to play the drums, folk dance and sing folk songs.

| | |
|-----------------------|-------------------------|
| 🕒 Duration | Please enquire directly |
| 💰 Cost | Please enquire directly |
| 📅 Reservations | N/A |

📞 Inquiries

TEL:81-22-399-2842 or hounenza@hounenza.com

🌐 <http://www.hounenza.com/>

◆ Chigusa Japanese Dance School Co., Ltd.



The dance school performs traditional style Japanese dances at company celebrations and reception parties for international conferences. The music and costumes are selected according to the style of meeting.

| | |
|-----------------------|----------------------------|
| 🕒 Duration | 15 minutes (2 to 3 songs) |
| 💰 Cost | 50,000 to 70,000 yen |
| 📅 Reservations | Up to one month in advance |

📞 Inquiries

TEL:81-22-212-1733 or info@c-nichibu-g.org

🌐 <http://www.c-nichibu-g.org/>

◆ Sendai Association of Arts Promotion



The association has contributed to the development and the spread of the national style of fashion, music and the inherited style of the geisha. It has a long history and is an important Sendai cultural artifact.

| | |
|-----------------------|-------------------------|
| 🕒 Duration | Please enquire directly |
| 💰 Cost | Please enquire directly |
| 📅 Reservations | Please enquire directly |

📞 Inquiries

Please contact Sendai Convention Bureau

◆ Tiina・Kariina



The music industry's first "Osaka-born・Sendai artist". Her major debut single "Anta" in september 2012, received the Newcomer Award at the Japan Record Awards, only 3 months after its release. In 2014 she performed a cover concert of Showa Kayo's masterpiece "Hitori Showa Kayo Festival".

| | |
|-----------------------|-------------------------|
| 🕒 Duration | Please enquire directly |
| 💰 Cost | Please enquire directly |
| 📅 Reservations | Please enquire directly |

📞 Inquiries

Datsuproduction Co., Ltd.

TEL:81-22-302-4116 or jyokawa@datsupro.com

🌐 <http://www.hitorishowa.com>

◆ 89ERS Cheers



This is the entertainment group to support Sendai's professional basketball team. They bring excitement to basketball matches by cheerleading, jazz and hip hop dance, baton twirling and acrobatics. They provide strong, enjoyable and energetic performances.

| | |
|---------------------|---|
| Duration | Approx. 5 to 20 minutes |
| Cost | Please enquire directly |
| Reservations | Up to one month in advance |
| Inquiries | Sendai 89ERS Co., Ltd. TEL:81-22-281-8562 |

<http://www.89ers.jp>

◆ Vegalta Cheerleaders



©VEGALTA SENDAI

The team participates in many events, focusing on supporting the soccer team "Vegalta Sendai" and also acts as a cheering group for people who work hard in the area. The team is the oldest professional cheerleading team in Sendai, active since 2003. With a strong "Cheer Spirit", the team brings smiles and vitality to many people.

| | |
|---------------------|---|
| Duration | 15 minutes (Photo session and supporting events available if required) |
| Cost | 100,000 yen (excl.tax) |
| Reservations | Up to one month in advance |
| Inquiries | Vegalta Sendai Co., Ltd. Administration and Public Relations Department Home Town Division and Reconstruction Support Office TEL:81-22-216-1011 or hometown@vegalta.co.jp |

<http://www.vegalta.co.jp/hometown/cheer-about.html>

◆ Aozora Ouendan



This is a cheer team made up of cheer leaders from all areas in the Tohoku region. They believe that cheering leads to a stronger brighter world. They have performed nationwide as well as in France and other overseas countries.

| | |
|---------------------|---|
| Duration | Please enquire directly |
| Cost | Please enquire directly |
| Reservations | Please enquire directly |
| Inquiries | Secretariat: TEL:81-22-262-2221 or aozoraouendan@gmail.com |

<https://aozoraouendan.jimdo.com/english/>

◆ Grape Company Co., Ltd.



A comedian duo named Sandwich Man from Miyagi prefecture as well as other entertainers belonging to the Grape Company can provide entertainment at events.

| | |
|---------------------|---|
| Duration | Please enquire directly |
| Cost | Please enquire directly |
| Reservations | Please enquire directly |
| Inquiries | Please contact Sendai Convention Bureau |

<http://grapecom.jp>

◆ Tohoku Golden Angels Clutch, Clutchena and Switch



©Rakuten Eagles

The official cheerleaders of the Tohoku Rakuten Golden Eagles. The team was established in 2005 with the creation of the team. The team mainly perform dances at their home base in Rakuten Seimei Park Miyagi, and encourage support in the stands. Appearances by Clutch, Clutchena and Switch are also available.

| | |
|---------------------|--|
| Duration | Approx. 5 to 20 minutes |
| Cost | Please enquire directly |
| Reservations | Up to one month in advance |
| Inquiries | Rakuten Baseball Co., Ltd. Cheer Leaders Secretariat TEL:81-50-5817-8278 or golden_angels@mail.rakuten.com |

<https://www.rakuteneagles.jp/global/english/>

◆ Sendai Girls Professional Wrestling



The first women's professional wrestling group to be launched in Japan in 2006. They entertain both men and women of all ages at every event with their brilliant flashy tricks. The team has gathered wrestlers of ability and popularity from all over Japan. Sendai holds regular matches every month.

| | |
|---------------------|---|
| Duration | Please enquire directly |
| Cost | Please enquire directly |
| Reservations | Please enquire directly |
| Inquiries | TEL:81-22-395-6945 or sendaigirls@sky.plala.or.jp |

<http://sendaigirls.jp/>

◆ Comedy Group T-ryz



Comedians living in Miyagi prefecture are available to provide entertainment and MC at events! We can make arrangements for a variety of popular comedians from Miyagi to make your event memorable. We are also able to assist casting other national comedy-related entertainers.

| | |
|---------------------|---|
| Duration | Attraction 20 minutes + event MC if required (up to 2 hours) |
| Cost | 30,000 yen to 80,000 yen (excl. tax) + transport fees |
| Reservations | N/A |
| Inquiries | T-ryze co., Ltd. Contact: Furuya TEL:81-22-395-6566 or tryz@tryz.jp |

<http://tryz.jp>

◆ Yoshimoto Creative Agency Co., Ltd.



Bakusho Comedians, a group of local Sendai comedians and Matsutomi, a comic duo who live in Sendai, are able to host your event and keep it lively.

Picture: (left) Bakusho Comedians (right) Matsutomi

| | |
|---------------------|--|
| Duration | Please enquire directly |
| Cost | Please enquire directly |
| Reservations | Please enquire directly |
| Inquiries | Tohoku Office TEL:81-22-393-8661 |

<http://47web.jp/>



◆ *Inquiries*

Sendai Convention Bureau
(*Sendai Tourism, Convention
and International Association*)

Tel : **81-22-268-9603**

Fax : **81-22-268-6252**

Email : **conv@sentia-sendai.jp**
incentive@sentia-sendai.jp

This guidebook provides information regarding the "attractions, unique venues, activity menus, and excursions" for those who conduct conventions or incentive tours in Sendai.

The information in the guidebook is correct as of March 2018. Please be forewarned that information provided may be changed without notice.