



For Convention and Incentive Tours

There are also tours to learn from the earthquake disaster.



Senda
Miyagi
&
the vicinity

Sendai Convention Bureau

Sendai Convention Omotenashi Guidebook

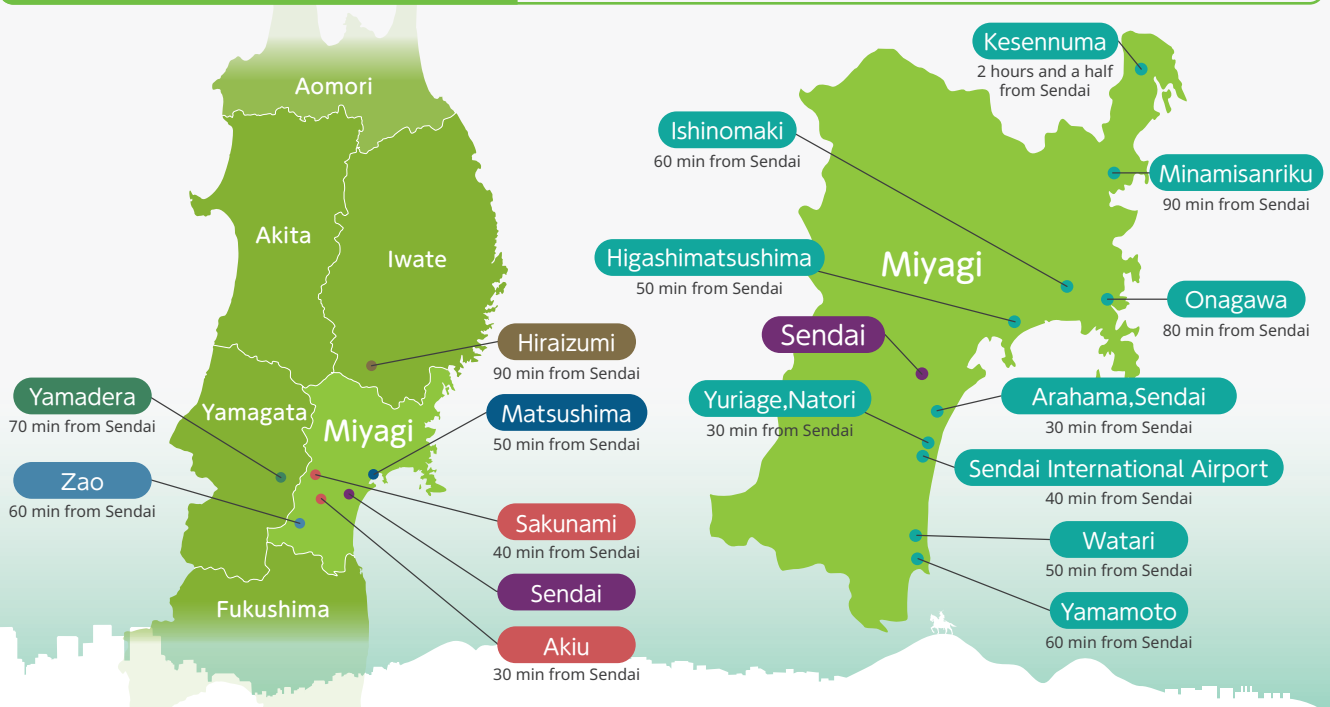
Excursion Lists

No.	Groups and Facilities	TEL	HP
1	Sendai Volunteer English Tour Guide GOZAIN	81-22-375-8127	●
2	Miyagi Tourism Restoration Support Center	81-22-748-7380	●
3	Ruins of the Great East Japan Earthquake: Sendai Arahama Elementary School	81-22-355-8517	●
4	Minami-Gamo Wastewater Treatment Plant	81-22-258-1095	●
5	Sendai 3/11 Memorial Community Center	81-22-390-9022	●
6	Yuriage Harbor Morning Market Maple Hall	81-22-395-7211	●
7	ROKU FARM ATALATA	81-22-796-4125	●
8	Miyagi Reconstruction Park	*Please refer below.	●
9	Strawberry World	81-223-37-9634	●
10	Marubun Matsushima Steamship Co., Ltd. "Earthquake reconstruction storyteller cruise"	81-22-354-3453	●
11	Ogawa Econos Co., Ltd. Sendai Factory	81-22-796-5380	●
12	Tohoku Electric Power Co., Ltd. Shin-Sendai Thermal Power Stations	81-22-366-1331	●
13	Sendai Tram Museum	81-22-712-8312	●
14	Nagakan Dyeing Factory Co., Ltd.	81-22-223-7054	●
15	Akiu Winery	81-22-226-7475	●
16	Ichinokura Co., Ltd.	81-229-55-3322	●
17	Urakasumi Sake Brewery Saura Co., Ltd.	*Please refer below.	●
18	Kirin Brewery Co., Ltd. Sendai Factory	81-22-254-2992	●
19	Nikka Whisky Miyagikyo Distillery	81-22-395-2865	●
20	Kanezaki Kamaboko no Kuni Sasakama-kan	81-22-238-7170	●
21	Matsushima Kamaboko Hongo Co., Ltd. Tagajo Factory	81-22-354-4016	●

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

Excursion

An excursion for you to learn about nature, history, culture at the World Heritage Hiraizumi, Matsushima – one of Japan's three most scenic spots, and Akiu and Sakunami Hot Springs. There is also a tour to learn about the earthquake disaster.



Sendai Volunteer English Tour Guide GOZAIN



Organization Outline

We warmly greet guests from abroad and explain tourist sites in English so that visitors will fully enjoy their time in the city. The group focuses on sightseeing and historic sites in Sendai, the City of Trees – a city of beautiful green and harmonious culture and nature, one of Japan's three most scenic spots - Matsushima and also Sendai Castle Ruins. They also provide assistance at international conferences and academic societies, and since the Great East Japan Earthquake we provide information about the disaster areas in English.

Language	English	Number of members	55 members
Inquiries	https://gozain.jimdo.com/	Reservations	Reservations are necessary up to 2 weeks in advance
Fee	2,000 yen travel expenses, entrance fee and lunch.		
Other	Please contact GOZAIN directly if volunteers are required to stay overnight, start early in the morning or continue until after dark.		
Inquiries	Contact: Gunji TEL:81-22-375-8127 or ka3gun7ji@yahoo.co.jp		

Miyagi Tourism Restoration Support Center



Organization Outline

Miyagi Tourism Reconstruction Support Center staff visits the prefectural coastal area that suffered major damage due to the Great East Japan Great Earthquake every day, and collect information regarding tourist information of the disaster area, earthquake disaster / disaster prevention learning programs, and various experience programs. As well as supplying the latest information to travel agencies, the center also make arrangements for companies, schools, municipalities, and organizations that wish to visit Miyagi prefecture with groups active in the affected area.

HP Summary

"Miyagi Prefecture Coastal Area Information Site" provides tourist information mainly regarding the coastal areas of the prefecture, earthquake related facilities, and experience and learning programs. On the site, visitors can search according to the purpose of their visit such as from "wanting to listen to experiences and lessons learned from the earthquake disaster from the storytellers", "wanting to visit facilities that documented earthquake disasters", "wanting to learn about disaster prevention and reduction in preparation for the next disaster", "contribute to the reconstruction by shopping and eating delicious food".

<http://miyaumi.info/>

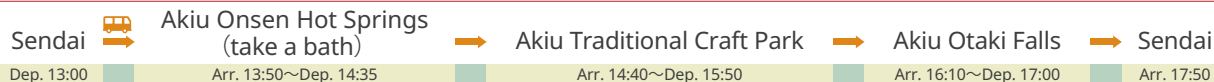
Inquiries Miyagi Tourism Restoration Support Center
TEL:81-22-748-7380 or miyagikanko305@ray.ocn.ne.jp

Akiu, Sakunami course

Akiu Otaki Falls, Akiu Craft Park and Akiu Onsen Hot Springs

Cost Estimate: 5,900 yen for a charter bus for 30 passengers

Afternoon departure



Akiu Onsen Hot Spring

Akiu Onsen Hot Spring is regarded as one of three special hot spring areas in Japan. Stories have been handed down over the generations of members of the Date clan bathing here for the medicinal qualities of the water.



Akiu Traditional Craft Park

Craftsmen have opened nine ateliers and live and work maintaining the skills of traditional handicrafts. It is possible to view pieces painstakingly crafted or even experience painting a wooden doll yourself.



Akiu Otaki Falls (Falls Nationally designated scenic spot)

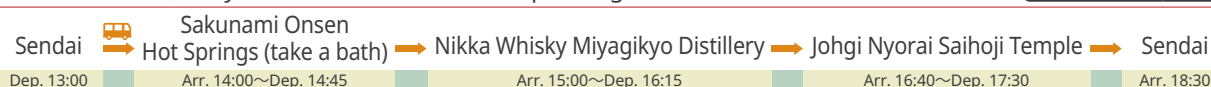
This waterfall with a drop of 55 meters and a width of 6 meters is a nationally designated tourist spot. The roaring of the water as it passes through rocks is magnificent. The falls are known as one of Japan's most beautiful, alongside Nachi and Kegon Falls.



Johgi Nyorai Saihoji Temple, Nikka Whisky Miyagikyo Distillery and Sakunami Onsen Hot Springs

Cost Estimate: 5,300 yen for a charter bus for 30 passengers

Afternoon departure



Sakunami Onsen Hot Springs

Sakunami has been called the back living room of Sendai and the waters of hot springs have qualities which are good for the skin. They are known as the "beautifying springs".



Nikka Whisky Miyagikyo Distillery

There is a red brick warehouse, distillation tower and kiln drying building within the lush natural landscape. After the factory tour you can taste some whisky.



Johgi Nyorai Saihoji Temple

The temple houses an image of Nyorai Buddha, believed to grant one large wish per life and is also the divine god of marriage, many children and easy childbirth.

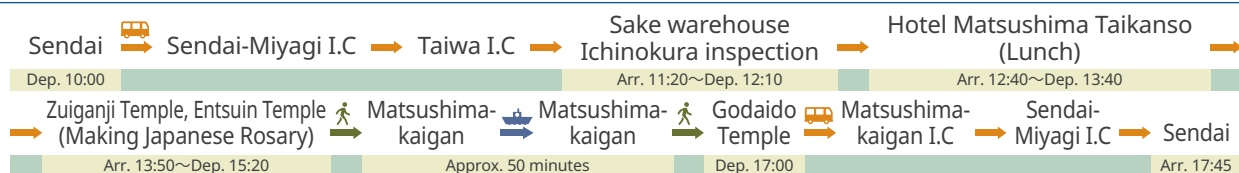


Matsushima course

Matsushima, known as one of Japan's three most scenic spots, and sake warehouse Ichinokura inspection

Cost Estimate: 12,000 yen for a charter bus for 30 passengers

Full day course



Matsushima, known as one of Japan's three most scenic spots, Aquarium and Shopping

Cost Estimate: 5,900 yen for a charter bus for 30 passengers

Full day course



Zuiganji Temple (National Treasure and Important Cultural Property)
This is the Tohoku region's premier Zen temple. It is the family temple of the Date clan and the majestic building represents the essence of the Momoyama Period.



Entsuin Temple

The mausoleum of Lord Date Masamune's son, Mitsumune. While enjoying the view of the garden you can make your own one-of-a-kind rosary.



Japanese Sake "Ichinokura"

Traditional skills and spirit ... handmade sake. After inspecting every step in the sake manufacturing process you can experience sake tasting.



Marubun Matsushima Kisen

While enjoying a view of the ocean cruise over depths of only 2 meters and you can see up close the same view of the many islands as the historical poet Matsuo Basho.



Hotel Matsushima Taikanso Main Dining Shiosai

A wonderful location overlooking the majestic Matsushima Bay. Enjoy French cuisine using only the freshest seafood and best hand-picked seasonal ingredients from the Sanriku area.



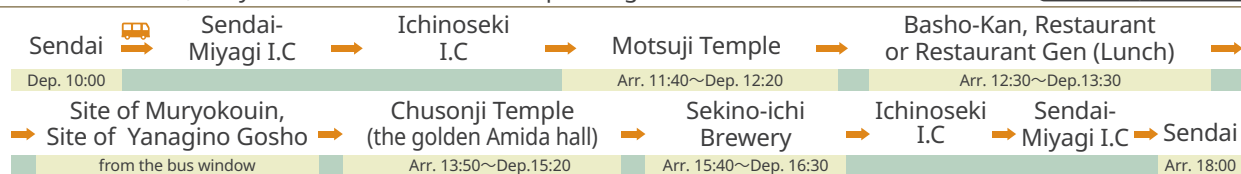
*The photos are for illustrative purpose only and may differ from actual products.

Hiraizumi course

World Heritage Site Hiraizumi and Sekino-ichi Brewery Inspection

Cost Estimate: 9,500 yen for a charter bus for 30 passengers

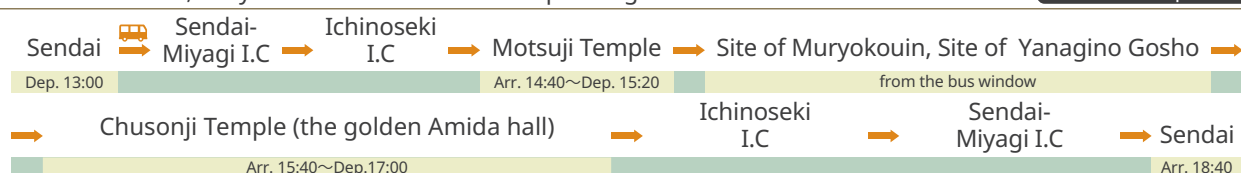
Full day course



World Heritage Site Hiraizumi

Cost Estimate: 7,200 yen for a charter bus for 30 passengers

Afternoon departure



Chusonji Temple

A treasure chest of Buddhist artwork from the Heian Period. There are over 3,000 pieces that have been declared national treasures and important cultural assets including the Golden Hall.



Motsuji Temple

Special historic sites, special scenic spots. The site of a beautiful garden representative of Japan.



Sekino-ichi Brewery

It is a brewery which has continued since the Edo Period. An old warehouse is used as a cultural museum.



Basho-Kan, Restaurant

You can try the original "wanko soba". The origin of wanko soba, buckwheat noodles, was to put small amounts of boiled soba in small bowls right in front of the guests so it would not lose its flavor.



Restaurant Gen

Certified as a restaurant serving Iwate's local produce. You can enjoy cuisine using local Iwate produce in the image of the golden culture of Hiraizumi.

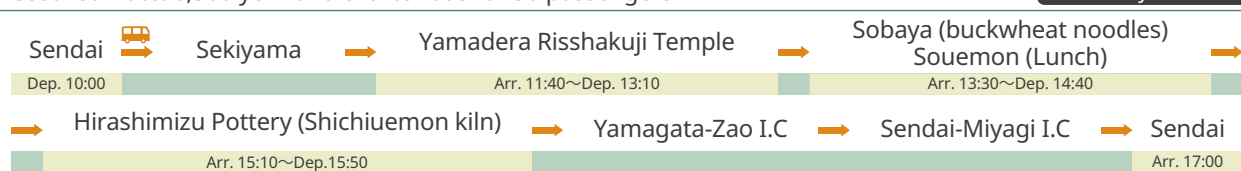


Yamadera course

Historic site of Yamadera and Hirashimizu Pottery (Shichiuemon kiln)

Cost Estimate: 8,300 yen for a charter bus for 30 passengers

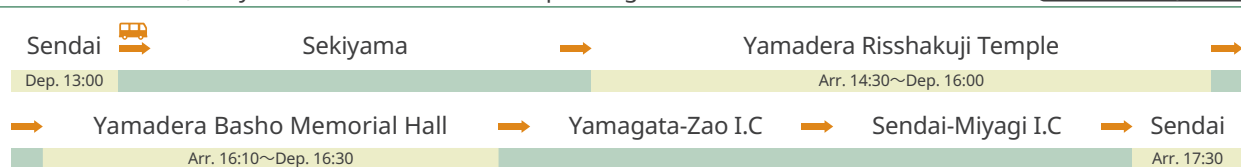
Full day course



Historic site of Yamadera

Cost Estimate: 5,200 yen for a charter bus for 30 passengers

Afternoon departure



Yamadera Risshakuji Temple

The temple grounds extend high up a steep mountainside, from where there are great views down onto the valley. Yamadera, literally means "mountain temple" in Japanese.



Yamadera Basho Memorial Hall

A permanent exhibition of the famous haiku poet Matsuo Basho on paintings and calligraphy completed during his lifetime and writing of the School of Basho as well as materials related to the Narrow Road to the Deep North.



Hirashimizu Pottery (Shichiuemon kiln)

Charming folk art pottery created from clay containing iron sulfide taken from the local Chitose Mountain.



Sobaya (buckwheat noodles) Souemon

You can enjoy freshly made and boiled buckwheat noodles while enjoying the atmosphere of an old traditional building.



Zao course

Miyagi-Zao Okama and Togatta Hot springs

Cost Estimate: 6,000 yen for a charter bus for 30 passengers

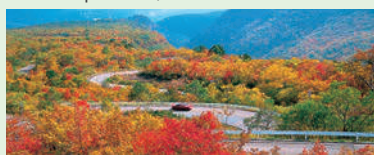
Afternoon departure

Sendai	→	Zao Echoline, Highline	→	Okama	→
Dep. 13:00				Arr. 14:20~Dep. 15:20	
→	Miyagi Zao Kokeshikan (wooden dolls)	→	Togatta Onsen Hot Springs (take a bath)	→	Sendai
	Arr. 14:50~Dep. 15:50		Arr. 16:00~Dep. 17:00		Arr. 18:00

*During the season when Zao Echoline Highline is not open, or when the road is closed due to heavy fog, why not enjoy kokeshi doll painting at the Zao Kokeshi Kan or make a visit to the Zao Cheese factory.

Zao Echoline

Zao Echoline – A mountain road that crosses the Zao Mountain Range from the east to the west, connecting Miyagi and Yamagata prefectures. You can cross the mountain by car and enjoy viewing the snow walls from the reopening of the road in late April to the middle of May, the fresh green in the summer, and the autumn leaves from the end of September, from the car window.



Okama

A circular crater lake. The crater was named after its kettle shape. The surface of the water in the crater is emerald green and, in contrast to the fierce crater wall, has a mystical atmosphere.



Miyagi Zao Kokeshikan (wooden dolls)

The birthplace of Togatta Kokeshi, wooden dolls. Traditional Kokeshi and other wooden toys are on display. You can try painting your own Kokeshi to create an original one-of-a-kind doll.



Togatta Onsen Hot Springs (Miyagi Zao Royal Hotel)

Togatta Onsen is located in the highlands at an altitude of 330m and has been known as a base for mountain trekking and hot springs. You can refresh and heal your body while enjoying the variety of the four seasons in the hot spring water gushing from the mountain.



Snow Monster Tour (trees covered in frozen wet snow) and Togatta Onsen Hot Springs From mid Dec. to Mid Mar.

Cost Estimate: 12,600 yen for a charter bus for 30 passengers

Full day course

Sendai	→	Kamafusa Dam	→	Zao Echoline	→
Dep. 10:00		from the bus window			
→	Sumikawa Snow Park (Lunch)	→	Snow Monster Tour (trees covered in frozen wet snow)	→	
	Arr. 11:40		Arr. 13:30~Dep. 15:30		
→	Togatta Onsen Hot Springs (take a bath)	→	Sendai		
	Arr. 16:10~Dep. 17:10		Arr. 18:30		



Snow Monster Tour (trees covered in frozen wet snow)

This is a tour of the "snow monsters" and you can enjoy the sight of this rare natural phenomenon from the warmth of the cabin on the passenger snowmobile "Wild Monster".



City Center course

Sendai Sightseeing City Loop Bus "LOOPLE SENDAI" visiting famous sightseeing spots in the city

Cost Estimate: 3,570 yen for a charter bus for 30 passengers

Full day course

(One day Pass for Loople Sendai 620 yen + entry fees for each facility 950 yen + 2,000 yen for lunch)

Sendai	→	Zuihoden	→	Site of Sendai Castle, Aoba Castle Museum and lunch	→
Dep. 9:00		Arr. 9:15~Dep. 10:35		Arr. 10:42~Dep. 13:02	
→	Osaki Hachimangu Shrine	→	Sendai Mediatheque	→	Jozenji-dori Ave.
	Arr. 13:23~Dep. 14:23		Arr. 14:35~Dep. 15:58		Arr. 16:10

Zuihoden Mausoleum

This is the mausoleum of Date Masamune, the feudal lord of Sendai. Visitors can see the gorgeous architectural style, characteristic of the Momoyama culture.



Site of Sendai Castle

This is the site where the castle built by Date Masamune once stood. It stands on high ground with a view overlooking the city center of Sendai.



Osaki Hachimangu Shrine

Constructed by Date Masamune during the time Sendai Castle opened. It is designated as a national treasure as the oldest building of its style in existence.



Jozenji-dori Ave.

The avenue of zelkova trees that symbolize the "City of Trees" Sendai. Stroll and feel the changes of the four seasons such as fresh green or hues of the autumn leaves.



*The photos are for illustrative purpose only and may differ from actual products.

Tsunami-affected area course

Learn about the earthquake disaster "Arahama Elementary School" and "Minami-Gamo Wastewater Treatment Plant"

Cost Estimate: 2,500 yen for a charter bus for 30 passengers

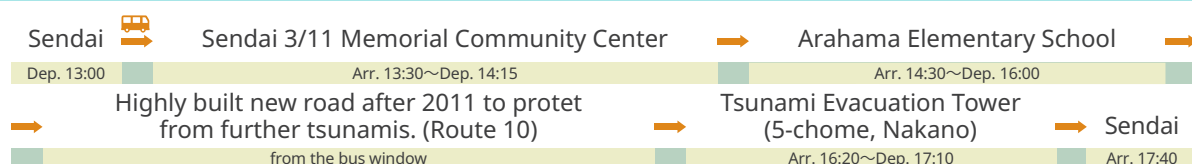
Afternoon departure



Learn about the earthquake disaster "Sendai 3/11 Memorial Community Center", "Arahama Elementary School" and "Tsunami Evacuation Tower"

Cost Estimate: 2,600 yen for a charter bus for 30 passengers

Afternoon departure



Learn about the earthquake disaster "Yuriage area" and "Watari area"

Cost Estimate: 3,100 yen for a charter bus for 30 passengers

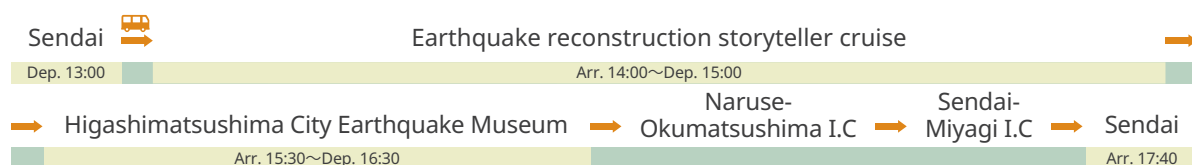
Afternoon departure



Learn about the earthquake disaster "Matsushima area" and "Higashimatsushima area"

Cost Estimate: 5,000 yen for a charter bus for 30 passengers

Afternoon departure



Sendai-Tobu Road
Stairway



Arahama Memorial
Monument



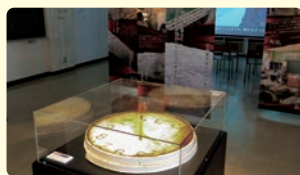
Tsunami Evacuation Tower
(Sendai City)

*The photos are for illustrative purpose only and may differ from actual products.

Learn about the earthquake disaster

Ruins of the Great East Japan Earthquake: Sendai Arahama Elementary School

🏠 32-1 Shinborihata, Arahama-aza, Wakabayashi-ku, Sendai
 🚗 15 minutes from the last stop on the bus bound for "Kyu Arahama School" from Arai station on the Tozai subway line or 10 minutes from "Sendai-higashi I.C." on the Sendai-Tobu Road / Carpark is provided (parking for buses also available)



Arahama elementary school students, faculty staffs, as well as 320 residents, took shelter here during the Great East Japan Earthquake. The tsunami reached the second floor. The form of the damaged school building as well as photos and images taken directly after the disaster portray the threat of the tsunami.

Time Required	Approx. 60 minutes	Cost	Free Admission
Reservations	Unnecessary (unless a guide is required)		
Number of People	Approx. 60 people		
Inspection days	10:00~16:00 Closed: Mondays, and 2nd and 4th Thursdays (next day if falls on a national holiday), The day after a national holiday (excluding Saturdays, Sundays and national holidays), New Year holidays, Temporary closing days		
Inquiries	TEL:81-22-355-8517 (Management Office) or mac001605@city.sendai.jp (Disaster-Resilient and Environmentally-Friendly City Promotion Office, City of Sendai)		

🌐 https://www.city.sendai.jp/kankyo/shisetsu/ruin_arahama_elementaryschool.html

Minami-Gamo Wastewater Treatment Plant

🏠 Daini, Yachi, Hachirobe, Aza, Gamo, Miyagino-ku, Sendai
 🚗 15 minutes by taxi from JR Rikuzen Takasago station or Arai station on the Tozai subway line



The largest sewage treatment plant in the Tohoku region. The facility has been restored after the Great East Japan Earthquake and includes measures against future tsunami so that they will not be affected again. Visitors can observe the environmentally conscious sewage purification system and treatment plant with energy generation such as solar power.

Time Required	30~90 minutes	Cost	Free Admission
Reservations	Necessary		
Number of People	Approx. 80 people		
Inspection days	9:00~16:00 on weekdays except Saturdays, Sundays, and public holidays (Closed over the New Year holidays)		
Inquiries	TEL:81-22-258-1095 or kos011170@city.sendai.jp		

🌐 <http://www.city.sendai.jp/soshikikanri/shise/gaiyo/soshiki/141/159.html>

Sendai 3/11 Memorial Community Center



This permanent exhibition introduces the damage and reconstruction situation of the earthquake disaster. There are also special projects conveying the earthquake disaster from various perspectives such as the lifestyle and memories of the coastal area of the eastern part of Sendai city. Workshops and field tours are also held and it is an activity base to convey the memory of the earthquake disaster.

🏠 85-4 Kutsugata, Aza, Arai, Wakabayashi-ku, Sendai
 (Inside the Arai station on the Tozai subway line)
 🚗 13 minutes from Sendai station to Arai station on the Tozai subway line

Time Required	Approx. 45 minutes	Cost	Free Admission
Number of People	Approx. 40 people	Reservations	Necessary (unless a guide is required)
Inspection days	10:00~17:00 Closed: Mondays (unless it is a public holiday then the day after will be closed), the day after public holidays (excluding Saturdays, Sundays and public holidays), New Year holidays, and temporary closures.		
Inquiries	TEL:81-22-390-9022 or office@sendai311-memorial.jp		

🌐 <http://sendai311-memorial.jp/>

Yuriage Harbor Morning Market Maple Hall



The Yuriage Harbor Morning Market was able to be reconstructed in its original place due to donations received from Canada. At the market visitors can watch images of the disaster and hear about the things learnt from the many lives. It is also possible to ask for talks on specific topics such as the management of evacuation centers, issues related to various assistance and daily preparation for earthquake.

🏠 5-23-20 Yuriage, Natori city
 🚗 5 minutes from Natori I.C. on the Sendai-Tobu Road

Time Required	30 minutes	Cost	Free Admission
Number of People	40 people	Reservations	Necessary
Inspection days	10:00~16:00 on Mondays, Tuesdays, Wednesdays, Fridays and Saturdays / 6:00~13:00 on Sundays, and public holidays		
Inquiries	Yuriage Harbor Morning Market Cooperative Association TEL:81-22-395-7211 or yuriage_asaichi_kumiai@yahoo.co.jp		

🌐 <http://yuriageasaichi.com/>

ROKU FARM ATALATA



The Tohoku Roku Project that was launched as a result of the Great East Japan Earthquake and is a model farm of 6 industries made up of 1+2+3 industries (production, processing, and sales). It was developed by six people and their combined knowhow regarding town development, support for disabled people, construction, dining, real estate and public relations. They are implementing food and disaster prevention consciousness for the future, the employment of vulnerable people, improvement of the status and income of primary producers, cooperation with the community, food education for consumers, and so on.

🏠 5-31-1 Morisekinoshita, Natori city
 🚗 An 8 minute walk from Morisekinoshita station on the Sendai Airport Access line

Time Required	60 minutes	Cost	Please enquire directly
Number of People	Approx. 100 people	Reservations	Necessary
Inspection days	From 10:00 to 18:00 on weekdays		
Inquiries	TEL:81-22-796-4125 or tohoku.fukko@gmail.com		

🌐 <https://www.atalata.com/>

Miyagi Reconstruction Park



This is an innovation hub established in October 2011 to revive the manufacturing industry in the Tohoku region damaged by the Great East Japan Great Earthquake and create new industries by exploiting Sony Corporation Sendai Technology Center, unused facility in Tagajo City.

🏠 3-4-1 Sakuragi, Tagajo city
 🚗 A 13 minute walk from JR Tagajo station on the Senseki line

Time Required	90 minutes	Cost	Free Admission
Number of People	30 people at a time	Reservations	Necessary
Inspection days	Please enquire directly (Available between 9:00 and 11:30 and 13:00 and 17:00)		
Inquiries	Please contact Sendai Convention Bureau		

🌐 <http://www.joho-miyagi.or.jp/study-institution>

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Learn about the earthquake disaster

Strawberry World



State-of-the-art horticultural agricultural facility reflecting latest research results and world leading IT technology. GRA business and its progress will be explained. Strawberry picking is also possible from January to May. Visitors from abroad warmly welcomed.

🏠 47 Sakuratsutsumi, Aza, Yamadera, Yamamoto-cho, Watari-gun
 🚗 50 minutes by taxi from JR Sendai station or a 9 minute walk from Yamashita station on the Joban line.

Time Required	Approx. 60 minutes	Cost	50,000 yen (incl. tax)
Number of People	Max. 50 people	Reservations	Necessary
Inspection days	Please enquire directly		
Inquiries	GRA Co., Ltd. TEL:81-223-37-9634 or ichigo-world@gra-inc.jp		

🌐 <http://www.gra-inc.jp>

Marubun Matsushima Kisen Co., Ltd.

"Earthquake reconstruction storyteller cruise"



In order to convey the earthquake disaster to the next generation so it is not forgotten, the conditions of the earthquake and also the recovery afterwards are explained on the boat as you cruise around the Matsushima islands. Katsurajima and other islands of Matsushima, known as one of the three most scenic spots in Japan, acted as a natural breakwater, weakening the momentum of the tsunami. Listening to stories that only local people have to tell should lead to improved crisis management in the event of future disasters.

🏠 98-1 Chonai, Aza, Matsushima, Matsushima-machi
 🚗 60 minutes by taxi from JR Sendai station

Time Required	30 minutes or 50 minutes	Cost	Please enquire directly
Number of People	Max. 300 people per vessel	Reservations	Necessary
Inspection days	9:00~15:00(Enquire directly for other hours)		
Inquiries	TEL:81-22-354-3453 or toiawase@marubun-kisen.com		

🌐 <https://www.marubun-kisen.com/>

Facility tour

Ogawa Econos Co., Ltd. Sendai Factory



This is an industrial waste disposal contractor established in 1952 with headquarters in Fuchu City, Hiroshima Prefecture. A new Sendai Plant was established in 2006 in Yamato-cho, Kurokawa Gun, Miyagi Prefecture. The plant contributes greatly to recycling resources through the manufacture of RFP solid fuel from waste material (waste plastics, waste paper, wood chips, and textile waste) and waste paper compression.

🏠 8-3-13 Matsusakataira, Taiwa-cho, Kurokawa-gun
 🚗 10 minutes by car from Taiwa I.C on the Tohoku Expressway

Time Required	Approx. 40 minutes (negotiable)	Cost	No charge
Number of People	Up to approx. 25 people	Reservations	Necessary
Inspection days	8:00~16:00 on weekdays (except Obon summer holidays and New Year holidays)		
Inquiries	TEL:81-22-796-5380 or sendai@o-econos.com		

🌐 <http://www.o-econos.com/english/index.html>

Tohoku Electric Power Co., Ltd. Shin-Sendai Thermal Power Stations



The Shin-Sendai Thermal Power Plant No. 3 adopts a combined cycle power generation system using LNG fuel emitting less CO2. The plant has introduced state-of-the-art technology, achieving over 60% on the global thermal efficiency standards.

🏠 5-2-1 Minato, Miyagino-ku, Sendai
 🚗 15 minutes by car from JR Tagajo station on the Senseki line / 2 bus parking bays available (contact us if coming by private car).
 15 minutes by car from Sendaiko-kita I.C on the Sendai-Tobu Road.

Time Required	60 to 90 minutes	Cost	No charge
Number of People	Up to 90 people for one group	Reservations	Necessary
Inspection days	Opening hours 10:00~12:00 and 13:30~16:00 on weekdays Closed: the 1st, 3rd and 5th Monday of the month, public holidays and the end and beginning of the year.		
Inquiries	General Affairs Group TEL:81-22-366-1331		

🌐 <http://www.tohoku-epco.co.jp/english/index.html>

Sendai Tram Museum



You can see an exhibition of 3 trams that dominated the streets of Sendai from November 1926 to March 1976 as well as parts, tickets and a photo display. You can board the trams and sit in the driver's seat.

🏠 2-1 Nakagawara, Aza, Tomizawa, Taihaku-ku, Sendai
 🚗 A 15 minute walk from Tomizawa station on the Namboku subway line

Time Required	60 minutes	Cost	No charge	Number of People	Up to 30 people
Reservations	Reservations required for groups of more than 10 people				
Inspection days	10:00~16:00 Closed: Mondays (or the day after if Monday is a public holiday) / the day after a public holiday / 28 Dec. to 3Jan. / Winter season (1 Dec. to 19 Mar.) excluding weekends (if a public holiday falls on a Sunday the following Monday is open).				
Inquiries	Sales and Marketing Promotion Subsection, Management and Planning Section of Sendai City Transportation Bureau TEL:81-22-712-8312 or kot050115@city.sendai.jp				

🌐 <https://www.kotsu.city.sendai.jp/shiden/>

Nagakan Dyeing Factory Co., Ltd.



Someshi in wakabayashi-ku has been making to order mainly noren curtains, banners, towels, and sails for the entire nation since its establishment 130 years ago. Please contact us regarding factory tours and a dyeing experience etc.

🏠 13 Minami-Someshimachi, Wakabayashi-ku Sendai
 🚗 A 10 minute walk from Kawaramachi station on the Namboku subway line

Time Required	30 to 60 minutes for an inspection (Please contact us regarding hands-on experiences)		
Cost	No charge for inspections (Please contact us regarding hands-on experiences)		
Number of People	Up to approx. 10 people	Reservations	Necessary
Inspection days	Please enquire directly		
Inquiries	TEL:81-22-223-7054 or nagakansome@iris.ocn.ne.jp		

🌐 <http://www.norenya.co.jp/>

*The photos are for illustrative purpose only and may differ from actual products.

Factory tour

Akiu Winery

🏠 6 Biwahara-nishi, Yumoto, Akiu-machi, Taihaku-ku, Sendai
🚗 30 minutes by taxi from Sendai



The winery is located in the village of Akiu Hot Springs, known as the back garden of the city of Sendai, and the vineyard as well as the spa town spreads out before you. There is also a cafe in the facility. In addition to enjoying wine and snacks, visitors can inspect the distilling process freely through glass.

Time Required	At least 30 minutes	Cost	Free
Number of People	Reservations required for groups of more than 10 people		
Reservations	Up to 10 people		
Inspection days	9:30~17:00 Closed: Every Tuesday		
Inquiries	Sendai Akiu Brewery Co., Ltd. TEL:81-22-226-7475 or info@akiuwinery.co.jp		

🌐 <http://akiuwinery.co.jp/>

Ichinokura Co., Ltd.

🏠 14 Okeyaki, Aza, Sengoku, Matsuyama, Osaki City
🚗 30 minutes from Furukawa I.C or Taiwa I.C on the Tohoku Expressway or 10 minutes by taxi from Matsuyama station on the Tohoku main line.



Handmade high quality sake is made at this brewery and warehouse in nature-rich Matsuyama, Osaki City. Visitors can observe how the sake is made through windows on a special observation hall.

Time Required	Approx. 60 minutes(negotiable)	Cost	No charge
Number of People	Max. 80 people	Reservations	Necessary
Inspection days	9:30~15:00 on Weekdays, 10:00~15:00 on Weekends (Sat., Sun., and public holidays) *Inspections not available on weekends between mid-June to the end of September when sake production ceases.		
Inquiries	Management Division TEL:81-229-55-3322 or sake@ichinokura.co.jp		

🌐 <http://www.ichinokura.co.jp/english.html>

Urakasumi Sake Brewery Saura Co., Ltd.

🏠 2-19 Motomachi, Shiogama City
🚗 A 7 minute walk from JR Hon-Shiogama station on the Senseki line or 10 minutes by car from either Sendaiko-kita I.C or Rifu Shiogama I.C on the Sanriku Expressway.



Sake born of the natural features of Shiogama is carefully made in this brewery established in 1724. We conduct a "Kura Guide" to explain about the building and history from outside the warehouse at your request. Sake tasting is available when you purchase Inoguchi, Sake. (Tours / explanations of the manufacturing site are not available.)

Time Required	Approx. 15 minutes	Cost	No charge
Number of People	Up to 10 people	Reservations	Necessary
Inspection days	11:00 and 14:00 on Mondays to Saturdays Closed: Sundays and New Year holidays, etc.		
Inquiries	Please contact Sendai Convention Bureau		

🌐 <http://www.urakasumi.com/en/>

Kirin Brewery Co., Ltd. Sendai Factory

🏠 2-2-1 Minato, Miyagino-ku Sendai
🚗 15 minutes by shuttle bus from JR Tagajo station or 15 minutes by car from the Sendai-higashi I.C on the Sendai-Tobu Road.



Visitors can enjoy inspecting the beer making process on this tour of the historic Sendai factory. Beer tasting is available on completion of the tour. At the on-site restaurant visitors can also enjoy a variety of cuisine using delicious Miyagi produce.

Time Required	Approx. 70 minutes	Cost	No charge
Number of People	2 to 200 people	Reservations	Necessary
Inspection days	9:30~15:30 from Tuesday to Sunday Closed: Every Monday (except when Monday is a public holiday then the following Tuesday is closed)		
Inquiries	Reservation receptionist TEL:81-22-254-2992		

🌐 <http://www.kirin.co.jp/entertainment/factory/sendai/>

Nikka Whisky Miyagikyo Distillery

🏠 1 Nikka, Aoba-ku, Sendai
🚗 A 30 minute walk from JR Sakunami station (Shuttle buses operate on Saturdays, Sundays and public holidays.)



The factory stands in an area that makes the most of the lush natural landscape, and includes distillation buildings, kiln towers (for drying), and red brick warehouses etc. Whisky tasting is available on completion of the tour.

Time Required	Approx. 70 minutes	Cost	No charge
Number of People	From one person or more		
Reservations	Reservations required for groups of more than 10 people		
Inspection days	9:00~11:30, 12:30~15:30 (Departure at 15:30 after the last tour)		
Inquiries	Sendai Nikka Service Co., Ltd. TEL:81-22-395-2865		

🌐 <https://www.nikka.com/eng/>

Kanezaki Kamaboko no Kuni Sasakama-kan

🏠 6-65 Tsurushiromachi, Wakabayashi-ku, Sendai
🚗 Take the bus from bus stop No. 1 bound for Wakabayashi Gymnasium / East Factory Complex via Tsurumaki from Arai station on the Tozai subway line. Or take the bus bound for Okada・Shinhamae and get off at Oroshimachi East 5-chome north. The facility is near here. Or it is about 5 minutes by car from the Sendai-higashi I.C on the Sendai-Tobu Road.



Kamaboko no Kuni is a facility where visitors can see, taste and experience kamaboko. During a tour of the factory, we explain the history of kamaboko, the manufacturing process of sasa bamboo leaf-shaped kamaboko, as well as the safety and security measures of Kanezaki.

Time Required	40 minutes	Cost	No charge
Number of People	20 people	Reservations	Necessary
Inspection days	10:30~, 12:30~, 14:30~ (3 times a day / No fixed holidays)		
Inquiries	TEL:81-22-238-7170		

🌐 http://www.kanezaki.co.jp/belle_factory/

Matsushima Kamaboko Hongo Tagajo Factory

🏠 3-5 Ipponyanagi, Aza, Hachiman, Tagajo City
🚗 An 8 minute walk from Nakanosakae station on the JR Senseki line or 4 minutes by car from Sanriku Expressway Sendaiko-kita I.C



Enjoy our original "Muu" - freshly fried tofu kamaboko and experience grilling your own bamboo leaf shaped kamaboko (200 yen each (tax included)). Visitors for factory inspections are welcome at any time.

Time Required	Approx. 15 minutes (inspection only)	Cost	No charge
Number of People	At least 2 people		
Reservations	Necessary for parties of more than ten or if a guide is required		
Inspection days	Every day except January 1st		
Inquiries	Contact: Sales TEL:81-22-354-4016 or yoyaku@matsukama.jp		

🌐 <http://www.matsukama.jp/>

*The photos are for illustrative purpose only and may differ from actual products.



◆ *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.