

WELCOME TO

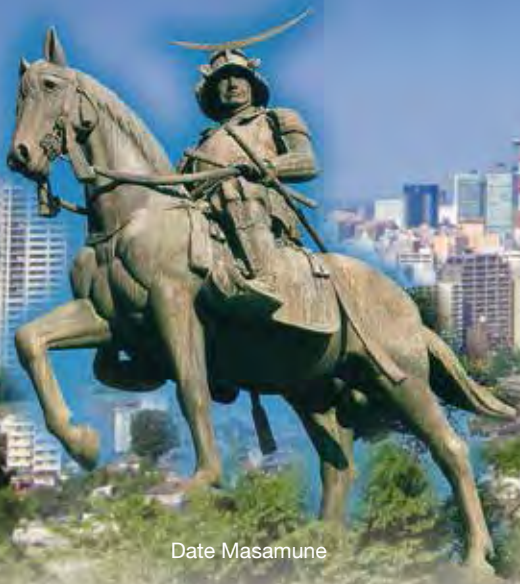
SENDAI

Explore!



An Ideal Destination For Your Convention

Sendai is called “Mori no Miyako” which means “City of Trees” because of the gorgeous nature that exists within the city. It is known for its lush green environment featuring magnificent Zelkova trees lining the streets and the pristine Hirose River that flows through the city. Majestic mountains extend from the city's north to west boundaries and provide a natural setting for the Akiu and Sakunami spa resorts. Date Masamune (1567-1636) who established Sendai was a famous warlord known as the “One-Eyed Dragon” and there are numerous historic sites in the city center related to his history. The streetscapes of Sendai have a historic feel that is enjoyed by residents and visitors alike.



Date Masamune

SPRING

Aoba Matsuri



Scenes of people enjoying Hanami (cherry blossom viewing) can be seen all over the city in spring. In May, Aoba Matsuri, the festival that heralds the arrival of spring to Sendai is held amidst the Zelkova-lined streets. The city becomes enlivened with Suzume Odori (sparrow dance) dancers, processions of those dressed as samurai, and the hulking and majestic Yamaboko, which are decorated parade floats.

SUMMER

Sendai Tanabata Matsuri



Mount Aoba, the site of the old Sendai Castle, becomes covered in greenery in early summer. One can enjoy Ayu (sweet fish) fishing at the Hirose River. The Sendai Tanabata Matsuri, a traditional summer festival that gives Sendai its unique character, is held in August. Elaborate and colorful decorations with brilliant streamers made of Japanese paper and bamboo poles decorated with origami line the main streets and shopping arcades.

AUTUMN

Jozenji Street Jazz Festival



The Zelkova trees change into the golden hues of autumn. People head out to places such as Akiu, Sakunami, and the banks of the Hirose River to enjoy Imonikai (outdoor stew parties) under the clear fall skies. In September, festive events such as the popular Jozenji Street Jazz Festival are held in this lovely season.

WINTER

Sendai Pageant of Starlight



A season when snow begins to fall and skiing and other winter sports can be enjoyed in the mountains surrounding Sendai. In December, Jozenji street is lit up with several hundreds of thousands of tiny lights for the Sendai Pageant of Starlight. In January, a festival called Dontosai is held where townspeople burn their old protective charms and New Year's decorations in large bonfires and groups of men and women clad in loincloths march to shrines to perform ritual purification.

City of Sendai and Surrounding Areas



◀ Matsushima and Zuiganji Temple

Matsushima is known as one of the "three most scenic places of Japan", where more than 260 pine tree covered isles dot the bay. Visitors may ride an excursion boat and enjoy the view of uniquely shaped isles. Zuiganji temple, which was built in the year 828, is the family temple of the founder of Sendai, Date Masamune.

▶ World Heritage Hiraizumi

Hiraizumi is located some 100 kilometers north of Sendai and is a World Heritage Site that encompasses **Chusonji, Motsuji and temple ruins sites**. There you can see the remains of the site of the administrative capital of the Tohoku region which was established in late 11th century and flourished for approximately 100 years. Mummies of the feudal lords of the era lie in state in the Konjikido (Golden Hall) at Chusonji Temple.



▶ Akiu and Sakunami Hot Springs

The western area of Sendai are spa resorts named Akiu and Sakunami Hot Springs with histories of over 1,000 years. The water is famous for leaving the skin with a smooth and pleasant texture. Akiu spa resort was listed as one of 3 royal hot springs.



▶ Yamadera/Risshakuji Temple

Risshakuji temple is located west of Sendai and takes approximately 40 minutes to reach by train. The temple is known popularly as Yamadera which means "mountain temple" in Japanese. Founded in 860 A.D., it is a Zen temple of a grandeur scale and the sacred precincts cover the entire mountain.



▶ Zao Mountain Range

The Zao mountain range, which has been admired by people as the "Mountain of the Gods" since ancient times, lies 50 kilometers southwest of Sendai. The volcanic lake at the mountain's peak is called "Okama". People say that the color of the lake's water changes several times each day.

▶ Arahama

Sendai Arahama Elementary School is preserved as the ruins of the Great East Japan Earthquake offering valuable experience. The building is open to the public and people from all over the world visit to study the aftereffects of the catastrophic tsunami.



Sendai Profile

400

City history of
years

300km/100mins

Distance from Tokyo

1

POPULATION
MILLION

LOCATION & ACCESS

Sendai shares the same latitude as Washington, D.C. and Athens.

Direct flights with Sendai

13km/17mins

Sendai Airport ↔ city center

CLIMATE

	Spring			Summer			Autumn			Winter		
	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.
°C	4.9	10.3	15.0	18.5	22.2	24.2	20.7	15.2	9.4	4.5	1.6	2.0
°F	40.8	50.5	59.0	65.3	72.0	75.6	69.3	59.4	48.9	40.1	34.9	35.6
mm	68.2	97.6	109.9	145.6	179.4	166.9	187.5	122.0	65.1	36.6	37.0	38.4

Average temperature and precipitation

15,000

Hotel & Ryokan rooms

In spring and autumn you may want a sweater and/or jacket, and a short-sleeved shirt in summer. In winter you need a warm coat. Japan has a rainy season for about a month from June to July, so rain gear is necessary during this period.