Excursion

Tour sites and excursion model courses to learn about nature, history, culture and also about the Great East Japan Earthquake disaster.

😚 6 Biwahara-nishi, Yumoto, Akiumachi, Taihaku-ku, Sendai

Akiu Winery



The winery is located in the village of Akiu Hot Springs, known as the back aarden 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 reely through glass.

👄 30 minutes by car from Sendai					
Time Required	30 minutes ~ Cost	Free Admission			
Number of People	Up to 15 people				
Reservations	Reservations required for groups of mor	e than 10 people			
Opening Hours	9:30am - 5:00pm Closed: Every Tuesday				
Inquiries Sendai Akiu Brewery Co., Ltd. TEL:81-22-226-7475 or info@akiuwinery.co.jp					

Cost Free Admission

Cost Free Admission

Cost Free Admission

Reservations Necessary

Reservations Necessary

eservations Necessary

Closed: Mondays (Next weekday if Monday is a national holiday)

TEL:81-22-254-2992 (9:15 am-4:40 pm except closing day)

Reservations required for groups of more than 10 people

Sendai Nikka Service Co., Ltd. TEL:81-22-395-2865

Starting at 11:00am and 2:00pm Mondays to Saturdays

Closed: Sundays and the end and beginning of the year etc.

0:00am - 4:00pm on Weekdays, 10:00am - 3:00pm on

Weekends and national holidays *Inspections not available on

希 14 Okeyaki, Sengoku, Matsuyama, Osaki City

- 80 people

2-19 Motomachi, Shiogama City

Time Required Approx. 15 minutes

Up to 10 people

2-2-1 Minato, Miyagino-ku, Sendai

20 people

👚 1 Nikka, Aoba-ku, Sendai

Time Required Approx. 70 minutes

from IR Yamashita station

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Reservation

Opening Hours

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Approx. 60 minutes (negotiable)

weekends between mid-June to late September.

TEL:81-229-55-3322 or sake@ichinokura.co.jp

A 7 minute walk from JR Hon-Shiogama station or 10 minutes

Please contact Sendai Convention Bureau

Time Required Approx. 80 minutes Cost 500 yen per person (Over 20 years old)

10:00 am - 3:00 pm from Tuesday to Sunday

A 30 minute walk from JR Sakunami station (Shuttle buses operate on Saturdays, Sundays and national holidays.)

9:00 - 11:30am, 12:30 - 3:30pm

者 47 Sakuratsutsumi, Yamadera, Yamamoto-cho, Watari-gun

line walk 50 minutes by car from JR Sendai station or a 9 minute walk

(Final tour starts at 3:30pm)

➡ 15 minutes by shuttle bus from JR Tagajo station or 5 minutes by car from the Sendai-Port IC.

Reservation receptionis

by car from either Rifu-naka IC. or Rifu Shiogama IC.

or 10 minutes by car from Matsuyama station.

Management Division

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▲ Ichinokura

Handmade high quality sake is **Time Required** made at this brewery and warehouse in nature-rich Matsuyama, Osaki City. Visitors can observe how the sake is **Opening Hou** made through windows on a special observation hall.Visitors can also enjoy sample tasting and Inquiries shoppina.

A Urakasumi Sake Brewery



Sake born of the natural features of Shiogama is carefully made in this brewerv 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 Inoquchi Sake. (Tours / explanations of the manufacturing site are not available.)

A Kirin Brewery Sendai Factory



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.

A Nikka Whisky Miyagikyo Distillery



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

ICHIGO 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.

. ,				
Time Required	Approx. 1 hour Cost 50,000 yen~ (incl. tax)			
Number of People	Up to 100 people			
Reservations	Necessary			
Opening Hours	Please inquire directly			
Inquiries	GRA Co., Ltd. TEL:81-223-37-9634 or info@gra-inc.ip			

*Access to the facilities are subject to a schedule change due to the COVID-19 pandemic. Check the official website for updates in advance.

A Kanezakisouhonten Sasakama-kan



At Kanezakisouhonten Sasakama-kan offers, you can know all about kamaboko, Japanese fish cake. The factory tour takes you through kamaboko processing and Kanezaki' s food safety efforts.

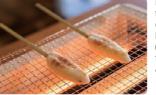
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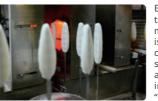
Cost

Matsushima Kamaboko Hompo **Tagajo Factory**



Enjoy our original freshly fried tofu kamaboko "Muu" and experience grilling your own sasa bamboo leaf-shaped kamaboko (250 yen (incl.tax)). Visitors for factory inspections are welcome at any time.

A Takedano Sasa-kamaboko



Enjoy our Kamaboko Factory tour, try-making-your-own experiences, meals, and shopping. The Kamaboko is made with a traditional method of kneading fish meat with a stone mill, producing a rich flavor and a soft finish. Try kamaboko including Shiogama's local sake "Urakasumi."

A HARIU Communications



You can learn from printers about the mechanism of offset and color printing. In a bookbinding tutorial, you can personalize a notebook and take it home as a souvenir.

2-12 Nishimachi, Rokuchonome, Wakabayashi-ku, Sendai A 7 minute walk from Rokuchonome station

	by car iro	in the Senual-Higa	asini iC.	
)	Time Required	1 hour	Cost Free Admission	
	Number of People	10 people		
	Reservations	Necessary		
	Opening Hours	9:00am - 4:00pm on weekdays		
	Inquiries	TEL:81-22-288-555	5 or sasaki@sasappa.co.jp	
Ċ		 Time Required Number of People Reservations Opening Hours 	Number of People 10 people Reservations Necessary Opening Hours 9:00am - 4:00pm c	

🛦 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, Tomizawa, Taihaku-ku, Sendai A 15 minute walk from Tomizawa station 					
Time Required	1 hour	Cost	Free Admission		
Number of People	Up to 30 people				
Reservations	Reservations requ	Reservations required for groups of more than 10 people			
			ed: Mondays (or the day after if		
Opening Hours	Monday is a national holiday) / the day after a national holiday / 28 Dec. to 3 Jan. / Winter season (1 Dec. to 19 Mar.) excluding weekends (if a national holiday falls on a Sunday the following Monday is open).				
nquiries	TEL:81-22-244-12	5	iddy is openy.		

*Access to the facilities are subject to a schedule change due to the COVID-19 pandemic. Check the official website for updates in advance.

🖀 6-65 Tsurushiromachi, Wakabayashi-ku, Sendai 🚗 7 minutes by bus from Arai station. Immediately after getting off at "Oroshimachi-Higashi-Gochome-Kita."

equired	25 minutes Cost Free Admission
of People	15 people
ations	Necessary
g Hours	Please inquire directly
ies	TEL:81-22-238-7170

希 3-5 Ipponyanagi, Hachiman, Tagajo City

An 8 minute walk from JR Nakanosakae station or 4 minutes by car from Sendaiko-kita IC.

equired	Approx. 15 minutes (inspection only) Cost Free Admission
of People	2 people \sim
ations	Necessary for groups of more than 10 people or if a guide is required
g Hours	9:30am - 5:00pm Closed: January 1st
ies	Contact: Sales TEL:81-22-354-4016 or yoyaku@matsukama.jp

A 2-15-31 Minatomachi, Shiogama City A 15 minute walk from JR Hon-shiogama station (Pick-up available) or 15 minutes by car from the Sendaiko-kita IC

equired	30 minutes – 1 hour and 10 minutes Number of People 50 people				
	Free Admission 260 yen to grill your own sasa-kamaboko (fish cake)				
ations	Necessary for groups of more than 10 people				
g Hours	9:30am - 4:00pm Closed:12/31 - 1/3				
ies	TEL:81-22-366-3355 or info@takesasa.com				

🔺 Sasappa Katsujikan Museum



In addition to displays of prints and printing machines used in typographic printing, visitors can also see a number of rare books, such as a catalog of Buddhist scriptures created and printed in Tibetan script.

8-45 Nishimachi, Rokuchonome, Wakabayashi-ku, Sendai A 5 minute walk from Rokuchonome station or 5 minutes av car from the Condai bigachi I

A 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.



auiries General Affairs Group TEL:81-22-366-1331

Sendai MICE Social Activities Guidebook (12)



Learn about the earthquake disaster

Sendai Arahama Elementary School





During the Great East Japan Earthquake, 320 people, including students, facul staffs and local residents, took shelter here.

The tsunami reached the second floor. The form of the damaged school building a well and images taken directly after the disaster portray the threat of the tsunami

Minami-Gamo Wastewater Treatment Plant



On March 11, 2011, a tsunami of over 10 meters in height hit the plant and caused catastrophic damage. A new plant has been reconstructed based on the approach of "Build Back Better" installing energy saving features and having a low environmental impact.

Sendai 3/11 Memorial Community Center



This permanent exhibition shows the damage of the Great East Japan Earthquake and tsunami. It also conveys the memories of the coastal area of Sendai city. Workshops and field tours are also held and it is an activity base of learning about the disaster and reconstruction.

85-4 Kutsugata, Arai, Wakabayashi-ku, Sendai (Inside the Arai station) 13 minutes by subway from Sendai station

Time Required	Approx. 45 minutes	Cost	Free Admission	
Number of People	Approx. 40 people	Reservations	Unnecessary (unless a guide is required)	
Opening Hours	national holiday	s (or the d), the day ys, Sundays	ay aftter if Monday is a after national holidays and national holidays), the	
Inquiries	TEL:81-22-390-9022 or office@sendai311-memorial in			

ROKU FARM ATALATA



This is a model farm of agricultural diversification having restaurants and a marche inside. It was developed after the Great East Japan Earthquake for the purpose of educating consumers through food with all senses, conveying the importance of disaster prevention consciousness for the future, improvement of the status and income of primary producers etc.

👚 5-31-1 Morisekinoshita, Natori city

A	An 8	minute	walk	from	Moris	ekin	oshita	sta	tion

Time Required	1 hour or more	Number of People	10 people \sim	
Cost	50,000 yen per group	50,000 yen per group + 2,000 yen per person for lunch		
Reservations	Up to 2 weeks in advance			
Opening Hours	10:00am - 6:00pm on weekdays Tour starts at 10:30am and 1:30pm			
Inquiries	TEL:81-22-796-4125 or tohokufukko.fukushi@gmail.com			

Ruins of the Great East Japan Earthquake: 🆸 32-1 Shinborihata, Arahama, Wakabayashi-ku, Sendai (Description) 15 minutes by bus from Arai station bound for Sendai Arahama Elementary School or 10 minutes from Sendai-higashi IC. / Park lot is provided (parking for buses also available).

1	Time Required	Approx. 1 hour	Cost Free Admission				
	Reservations	Unnecessary (unless a	a guide is required)				
	Number of People	Approx. 60 people	Approx. 60 people				
y	Opening Hours	9:30am - 4:00pm (Jul Aug. 9:30am - 5:00pm) Closed: Mondays, and 4th Thursdays (excluding national holidays), The end and beginning of the year					
is	Inquiries	Management Office TEL:81-22-355-8517 or arahama@sendai311-memorial.jp					

🕂 Daini, Yachi, Hachirobe, Gamo, Miyagino-ku, Sendai ⇔ 15 minutes by car from JR Rikuzen-Takasago station or subway Arai station

Time Required	30 minutes - 1 hour and 30 minutes.			
Cost	Free Admission			
Reservations	Necessary			
Number of People	Approx. 80 people			
Opening Hours	9:00am - 4:00pm Closed: Saturdays, Sundays, and national holidays, 12/29 - 1/3			
Inquiries	TEL:81-22-258-1095 or kos011170@city.sendai.jp			

Maple Pavilion



This was built using Canadian wood by the support of the Canadian federal government. Visitors can view panels and screen images which tell you what happened after the disaster. Also it's possible to ask for talks on specific topics such as the management of evacuation centers, daily preparation for earthquake etc. It is located next to the Yuriage Port Morning Market

骨 3-5-1 Yuriage higashi, Natori city

🙃 5 minutes by car from Natori IC. on the Sendai-Tobu Road Free Admission 30 minutes Cost 'ime Rea 40 people Necessary 10:00am - 4:00pm on Mondays, Tuesdays, Openina Wednesdays, Fridays and Saturdays / 6:00am - 1:00pm Hours on Sundays, and national holidays Yuriage Port Morning Market Cooperative Association inquiries TEL:81-22-395-7211 or info@yuriageasaichi.jp

Earthquake Reconstruction Storyteller Cruise



During the earthquake, the islands of Matsushima gulf acted as a natural breakwater, weakening the momentum of the tsunami. As you cruise, storytellers explain the earthquake disaster and recovery afterwards that only local people tell to convey the importance of crisis nanagement.

📌 98-1 Chonai, Matsushima, Matsushima-machi 👄 60 minutes by car from JR Sendai station 30 minutes or 50 minutes **Cost** Please inquire directly Time Reauir Max. 300 people per vessel

vations	Necessary
ng Hours	9:00am - 3:00pm (Inquire directly for other hours)
iries	Marubun Matsushima Kisen Co., Ltd. TEL:81-22-354-3453 or toiawase@marubun-kisen.com

*Access to the facilities are subject to a schedule change due to the COVID-19 pandemic. Check the official website for updates in advance.

13

Tsunami-affected area course Learn about the earthquake disaster

"Arahama	Elementa	ary School"
		Wastewater T
Cost Estimate pe	r person: 3,100 y	ven when chartering a b
Sendai Dep. 1:00pm		morial Monument
	Minan	ni-Gamo Wastewater Tro Arr. 3:35pm-Dep.4:35pm
		Ан. э.ээртгэср.ч.ээрт
		rial Community
		ry School" and
Cost Estimate pe	r person: 3,200 y	ven when chartering a b
Sendai 革		morial Community Cen
Dep. 1:00pm	Arr. ew raised road b	1:30pm-Dep.2:15pm uilt after 2011
	nd Sendai-Tobu F	Road Stairway
	from the bus v	window
		"Yamamoto Ai
Cost Estimate pe	r person: 3,700 y	en when chartering a b
Sendai 🚆 Y	'uriage Memoria	l Monument 🗕 Ma
Dep. 1:00pm	Arr. 1:40pm-Dep	.2:00pm
🔶 Natori IC. 👄	Yamamoto IC. 👄	ICHIGO WORLD(GRA In
		Arr. 3:35pm-Dep.4:35pm
"Matsushi	ma Area" a	and "Higashi Ma
		ven when chartering a bi
Sendai 🚆		Cruise with Earthquake
Dep. 1:00pm		Arr. 2:00p
🗕 Higashi Mat	sushima City Ear	thquake Museum 🗕
	Arr. 3:30pm-Dep.4:3	0pm
240		S. Burney
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Constant T	Beed	
Sendai-Tol Stairv		Arahama Me Monume





Zao course Miyagi-Zao Okama and Togatta Hot Springs Cost Estimate per person: 6,300 yen when chartering a bus for 30 passengers Sendai 🗮 Zao Echoline, Highline Dep. 1:00pm → Miyagi Zao Kokeshikan (wooden dolls museum) → Togatta Onsen Hot Springs (take a bath) → Sendai Arr. 2:50pm-Dep.3:50pm *During the season when Zao Echoline and Highline is not open, or when the road is closed due to heavy fog, you can instead enjoy kokeshi doll painting at the Miyagi Zao Kokeshikan or make a visit to the Zao Cheese factory. Zao Echoline Okama A mountain road that crosses the Zao Mountain Okama is a circular crater The birthplace of Togatta Togatta Onsen is located in the Range from the east to the west, connecting lake. The surface of the Mivagi and Yamagata prefectures. You can cross water in the crater is the mountain by car and enjoy viewing the snow emerald green and, in walls of the road in the spring, the fresh green contrast to the fierce in the summer, and the autumn leaves from the crater wall, has a mystical end of September, from the car window. atmosphere. Snow Monster Tour (trees covered in frozen wet snow) and Togatta Onsen Hot Springs From mid-Dec. to mid-Mar. Cost Estimate per person: 12,600 yen when chartering a bus for 30 passengers 👄 Kamafusa Dam 🔶 Zao Echoline Sendai Dep. 10:00am from the bus window Sumikawa Snow Park Snow Monster Tour (Lunch) (trees covered in frozen wet snow) Arr. 11:40am Arr. 1:30pm-Dep.3:30pm Togatta Onsen Hot Springs → Sendai (take a bath) Arr. 4:10pm-Dep.5:10pm Arr. 6:30pm **City Center course** Sendai Sightseeing City Loop Bus "LOOPLE SENDAI" visiting famous sightseeing spots in the city Cost Estimate per person: 3,590 yen when chartering a bus for 30 passengers (One day Pass for Loople Sendai 630 yen + entry fees for each facility 960 yen + 2,000 yen for lunch) Zuihoden Mausoleum 🛛 🗕 Site of Sendai Castle, Aoba Castle Museum and lunch Sendai 革 Dep. 9:00am Arr. 9:15am-Dep.10:35am Sendai Mediatheque Osaki Hachimangu Shrine 🛛 👄

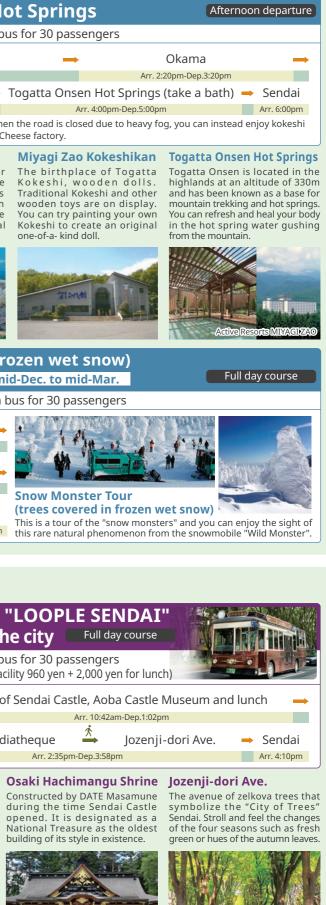
Arr. 1:23pm-Dep.2:23pm

Zuihoden Mausoleum This is the mausoleum of DATE This is the site where the castle Masamune, the feudal lord of built by DATE Masamune once stood. Sendai, Visitors can see the gorgeous Enjoy the view overlooking the city architectural style, characteristic center. of the Momovama culture.

Site of Sendai Castle

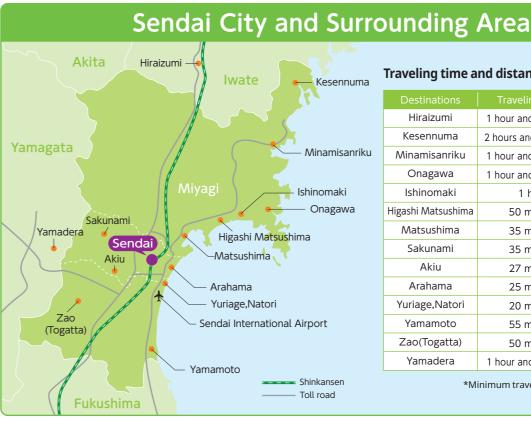


Excursion









Excursion Assistance

Sendai Volunteer English Tour Guide GOZAIN



🗨 Language	English
🖶 Reservations	Up to 2 w
💕 Fee	2,000 yen
Remarks	The tour
🔇 Inquiries	gozainas

Miyagi Tourism Restoration Support Center



Miyagi Tourism Restoration Support Center is an informative source about the earthquake-affected coastal area, offering guides to tourist spots, disaster prevention education programs, and community-based experiences. As well as supplying the latest information to travel agencies, the center also makes arrangements for companies, schools, municipalities, and organizations that wish to visit Miyagi prefecture with groups active in the affected area

"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 "listening to experiences and lessons learned from the earthquake disaster from the storytellers" , "visiting facilities that documented earthquake disasters", "learning about disaster prevention and reduction in preparation for the next disaster", "contribute to the reconstruction by shopping and eating delicious food there".

Inquiries Miyagi T TEL:81-22

Excursion

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Traveling time and distance to / from Sendai

2			
	Destinations	Traveling Time *	Distance
	Hiraizumi	1 hour and 30 minutes	85km
	Kesennuma	2 hours and 30 minutes	95km
u	Minamisanriku	1 hour and 30 minutes	70 k m
	Onagawa	1 hour and 20 minutes	55km
	Ishinomaki	1 hour	42km
	Higashi Matsushima	50 minutes	35 k m
	Matsushima	35 minutes	20 k m
	Sakunami	35 minutes	23km
	Akiu	27 minutes	14 k m
	Arahama	25 minutes	10 k m
	Yuriage,Natori	20 minutes	13 k m
	Yamamoto	55 minutes	35 k m
	Zao(Togatta)	50 minutes	30 k m
	Yamadera	1 hour and 10 minutes	40 k m

*Minimum traveling time using toll roads

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. We also provide assistance at international conferences and academic societies, and since the Great East Japan Earthquake we provide information about the disaster affected areas in English.

😤 Number of members About 45 members

veeks in advance https://gozain.jimdofree.com/

n for transportation fees + entrance fee and lunch.

is normally available from 9:00 am to 5:00 pm.

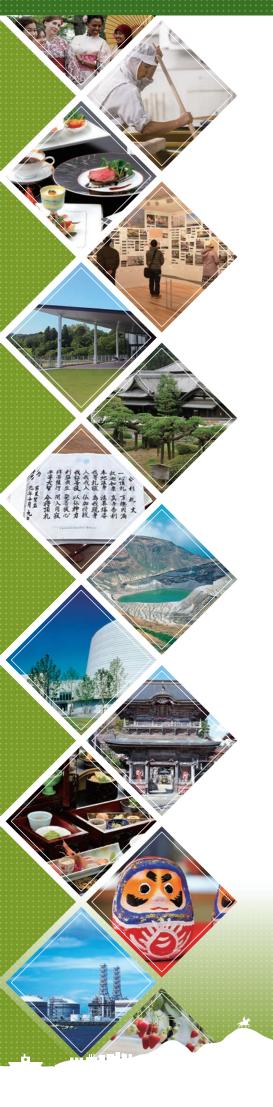
ssign@googlegroups.com

Organization Outline

Website Summary (Japanese only)

ourism Restoration Support Center ducational Tourism Coordinate Support Center 2-265-8722 or m-kyouiku@miyagi-kankou.or.jp





Sendai Convention Bureau

Sendai Tourism, Convention and International Association

Tel : 81-22-268-9603 Fax : 81-22-268-6252 Email: conv@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. as of Feb. 2022

Please be forewarned that information provided may be changed without notice.

Sendai MICE **Social Activities** Guidebook

Attraction

Performances unique to Sendai, adding something special to your event

P.1~

P.7~

Unique Venue P.5

Facilities and venues perfect for social gatherings or meetings.

Activity

An abundance of Japanese cultural experiences and other activities.

Excursion

Tours around scenic spots and areas related to the 2011 Great East Japan Earthquake.



Sendai Convention Bureau



