



SENDAI JAPAN
Resilience, Harmony and Inspiration

Welcome to Sendai

For Convention Participants

Discount Coupons for Cultural & Tourist Facilities

April 2026-March 2027

Discount Coupon Sample



Downtown Sendai

Sendai City Museum

Displaying cultural assets related to Date Masamune, the founder of the Sendai domain, as well as materials on Sendai's history, culture, and arts and crafts. In addition to permanent exhibitions with changing content for each season, we also hold special exhibitions, events, and other activities regularly.



HOURS 9:00am-4:45pm (last entry 4:15pm)
CLOSED Mondays (excluding holidays), the day after a holiday (excluding Saturdays, Sundays, and holidays, as well as the day after the second Monday of October), Dec. 28th to Jan. 4th. Additionally, there may be temporary opening days or temporary closing days.
ADMISSION FEE College/University Student: 460 yen → **360 yen**
High School Student: 230 yen → **180 yen**
Elementary/Junior High School Student: 110 yen → **90 yen**
*Excludes admission to special exhibits.

Aoba Castle Exhibition Hall

A 152-seat theater showing a video of Sendai Castle restored with the top level CG. A tour around the castle tells the story of Date Masamune and his retainers.



HOURS Apr.1-Nov.3 9:00a.m.-5:00p.m./
Nov.4-Mar.31 9:00a.m.-4:00p.m.
The ticket office closes 30 minutes before closing time.
CLOSED Open all year round. Occasional temporary closure in winter season.
ADMISSION FEE Adults/College students: 770 yen → **660 yen**
High/Junior High school students: 550 yen → **440 yen**
Elementary school students: 330 yen → **220 yen**

Zuihoden (Mausoleum of Date Masamune)

Zuihoden, the grave of Date Masamune, the founder of the Sendai domain, is a gorgeous mausoleum building that conveys the relics of Momoyama culture. In addition to Kansenden, the mausoleum of 2nd feudal lord Tadamune, and Zennoden, the mausoleum of 3rd feudal lord Tsunamune, there is also a museum that displays burial items.



HOURS Feb.-Nov. 9:00a.m.-4:50p.m.
The ticket office closes 20 minutes before closing time.
Dec.-Jan. 9:00a.m.-4:20p.m.
The ticket office closes 20 minutes before closing time.
CLOSED Dec.31
ADMISSION FEE 570 yen → **460 yen**
* Museum renovation scheduled: Oct 2025 – Mar 2026.

Kamei Museum

About 14,000 butterfly specimens from all over the world are on display, including rare species. In addition, traditional kokeshi dolls born and nurtured in various areas of the Tohoku region and paintings centered on modern and contemporary Japanese figurative paintings are on display.



HOURS 11:00a.m.-4:00p.m. The ticket office closes at 3:30p.m.
CLOSED Mondays(except national holidays), Dec.28-Jan.4
ADMISSION FEE 300 yen → **240 yen**

Sendai City Museum of History and Folklore

Located in Tsutsujigaoka Park, where you can enjoy the colors of the four seasons, the museum is the oldest Western-style wooden building in Miyagi Prefecture and has been designated as a Tangible Cultural Property by the prefecture. Inside the museum, numerous exhibits showcase ethnic materials from the Sendai region.



HOURS 9:00a.m.-4:45p.m. The ticket office closes at 4:15p.m.
CLOSED Mondays (except on holidays), the day following holidays (except Saturday and Sunday), the 4th Thursday of Jan. to Nov. (except holidays), Dec.28-Jan.4
ADMISSION FEE Adults: 240 yen → **190 yen**
High School Students: 180 yen → **140 yen**
Elementary and Junior High School Students: 120 yen → **90 yen**

Sendai Literature Museum

Bansui Doi, Toson Shimazaki, Hisashi Inoue, and currently active literary figures related to Miyagi and Sendai are introduced together. You can also take pictures at the Sendai manga artist Mikio Igarashi corner.



HOURS 9:00a.m.-5:00p.m. The ticket office closes at 4:30p.m.
CLOSED Mondays (except holidays), the day following holidays (except Saturday and Sunday), the 4th Thursday of each month (except holidays and Dec.), Dec.28-Jan.4
ADMISSION FEE Regular Exhibition Ticket: Adult 460 yen → **360 yen**,
High School Students 230 yen → **180 yen**
Elementary and Middle School Students 110 yen → **90 yen**
Special Exhibition Ticket: 100-yen discount

HOKUSHU Sendai City Science Museum

Located in Dainohara Forest Park, which is full of greenery, this general science museum is filled with hands-on interactive exhibits that allow you to "see, hear, and touch science."



HOURS 9:00am-4:45pm (last entry 4:00pm)
CLOSED Mondays (excluding holidays), the day after a holiday (excluding Saturdays, Sundays, and holidays, as well as the day after the second Monday of October), the 4th Thursday of the month (except holidays and December), Dec. 28th to Jan. 4th. Additionally, there may be temporary opening days or temporary closing days.
ADMISSION FEE Adult: 550 yen → **430 yen**
High School Students: 320 yen → **260 yen**
Elementary and Middle School Students: 210 yen → **170 yen**

National Treasure Osaki Hachimangu Shrine

The main hall, connecting path, and worship hall were built by Date Masamune in 1607, when Sendai Castle was established, by top craftsmen of the time. The style of the building is Gongen-zukuri, which is the same as Nikko Toshogu Shrine. In 1952, the shrine was designated as a National Treasure for being the oldest building in Gongen-zukuri style. The Matsutaki-matsuri festival, which is held on Jan. 14 every year, is famous.



HOURS Conferment place 9:00 a.m.-5:00 p.m.,
Parking 6:00 a.m.-6:00 p.m.,
Worship possible, 24 hours.
CLOSED Open all year round.
ADMISSION FEE Free. **You can get a picture-post card.**

YAGIYAMA ZOOLOGICAL PARK

About 520 animals representing 107 species, including endangered species, are raised. The attractions include the African Garden, where you can see African elephants and giraffes at a glance, and exhibits where you can observe polar bears and other wild animals up close through glass. Various events are held throughout the year, and petting and feeding experiences are held every day.



HOURS Mar.-Oct. 9:00a.m.-4:45p.m.(The entrance closes at 4:00p.m.) / Nov.-Feb. 9:00a.m.-4:00p.m.(The entrance closes at 3:00p.m.)
CLOSED Wednesday (or Thursday if a holiday falls on Wednesday), the year-end and new year's holidays.
ADMISSION FEE Adults: 480 yen → **380 yen**
Elementary and Middle School Students: 120 yen → **90 yen**

The Miyagi Museum of Art

The Miyagi Museum of Art opened in 1981. The collection features works from the modern era of Japan, works related to the Tohoku region, and works by overseas artists such as Kandinsky and Klee.



HOURS 9:30a.m.-5:00p.m.
The ticket office closes 30 minutes before closing time.
CLOSED Temporarily closed for renovation work. Scheduled to reopen June 20, 2026.
(Please check website for details.)
ADMISSION FEE On permanent exhibition: 350 yen → **280 yen**
On special exhibition: **100 yen discount**

How to Use the Discount Coupons for Cultural & Tourist Facilities

- This discount ticket is available exclusively for convention participants and their accompanying guests.
- **Please hand over the discount coupon** along with your admission fee at the ticket counter of each facility. **(Discount coupons can only be used once.)**
- **Copies of discount coupons cannot be used**, so please **bring the necessary number of coupons for the amount of people.** (1 coupon required per person)
- The coupons may not cover special exhibitions. Please check the fees at the ticket counter of each facility.
- **The information on these coupons is as of January, 2026.** The admission fees may change, due to various reasons.
- **These coupons are valid until March 31, 2027.**

Inquiries about discount coupons

Sendai Convention Bureau

TEL.022-268-9603

<https://www.sentia-sendai.jp/conventionnavi/coupon/>



Check each facility's website for the latest information.

Downtown Sendai

Tohoku Fukushi University Serizawa Keisuke Art and Craft Museum



We store beautiful patterns and colorful works (such as kimonos, obi belts, noren curtains, and folding screens) created by the late Living National Treasure Keisuke Serizawa, a master of katazome stencil dyeing, and hold themed exhibitions.

HOURS 10:00am-4:30pm (last entry 4:00pm)

CLOSED Please check website.

ADMISSION FEE 500 yen per adult

BENEFIT Hand over a "Cultural Interests and Tourist Attractions Discount Coupon" to receive 2 picture postcards as a special gift.

Sendai Astronomical Observatory



An astronomical observatory with an impressive planetarium and an exhibition room where you can enjoy learning. On Saturday nights when the weather is clear, you can also enjoy stargazing parties using the Hitomi Telescope.

HOURS 9:00a.m.-5:00p.m. Saturdays: 9:00a.m.-9:30p.m. (Excluding exhibition room)

CLOSED Wednesdays and the 3rd Tuesday of each month (if a holiday falls on the day, the next weekday) *Open during school holidays. Dec.29-Jan.3

ADMISSION FEE [Exhibition Room/Planetarium] Adults: 610 yen → 480 yen, High School Students: 350 yen → 280 yen, Elementary and Middle School Students: 250 yen → 200 yen [Set Ticket] Adults: 1,000 yen → 810 yen, High School Students: 610 yen → 480 yen, Elementary and Middle School Students: 400 yen → 320 yen

Sendai Taihaku and Akiu Districts

Check each facility's website for the latest information.

Sendai City Jomon Site Park



A Jomon village restored at the Yamada-Uenodai ruins. You can experience various skills of the Jomon people, such as making comma-shaped beads and earthenware.

HOURS 9:00a.m.-4:45p.m. The ticket office closes 30 minutes before closing time.

Experience Check the website for time and details.

CLOSED Mondays (Open on holidays), the day following holidays (Open on Saturday and Sunday), the 4th Thursday of Jan. to Nov. (Open on holidays), Dec.28-Jan.4

ADMISSION FEE Adults: 200 yen → 160 yen, High School Students: 150 yen → 120 yen, Elementary and middle school students: 100 yen → 80 yen

Sendai City Tomizawa Site Museum



This is a theme museum that preserves and displays the traces of human activity and forest found at the Tomizawa Ruins 20,000 years ago as they were excavated.

HOURS 9:00a.m.-4:45p.m. (Last admission is at 4:15p.m.)

CLOSED Mondays (Open on holidays), the day following holidays (Open on Saturday and Sunday), the 4th Thursday of Jan. to Nov. (except holidays), Dec.28-Jan.4

ADMISSION FEE Adults: 460 yen → 360 yen, High School Students: 230 yen → 180 yen, Elementary and Middle School Students: 110 yen → 90 yen

Sendai Kaleidoscopes Art Museum



One of the world's largest museums of its kind! This is a kaleidoscope experience museum where you can see, touch, and make your own. A number of unique kaleidoscopes created by ceramic artist Teruko Tsuji and artists from around the world invite you to a microcosm of mysterious colors.

HOURS 9:30a.m.-5:00p.m. The ticket office closes 30 minutes before closing time.

CLOSED Open all year round. Temporary closure during winter.

ADMISSION FEE 900 yen → 810 yen

Koyatate-ato Teien Japanese Garden



This is a 240,000 m² Japanese garden mainly composed of Akiu stones and a path around a pond. There are also dry landscape (sand) gardens and footbaths (hot springs), and you can stroll while admiring the seasonal plants and flowers. We also have a day trip hot spring "Ichitaro no Yu" and a soba restaurant.

HOURS Apr.-Nov. 10:00a.m.-5:00p.m. / Dec.-Mar. 10:30a.m.-4:00p.m.

CLOSED The 3rd Friday (Dec.-Feb.)

ADMISSION FEE 500 yen → 450 yen

East Area

Shiogama Shrine Museum



Treasures and swords that tell the history of Shiogama Shrine, and valuable materials related to salt production and fishing related to the enshrined deities are on display.

HOURS Jan. 8:30a.m.-5:00p.m. / Feb. 8:30a.m.-4:30p.m. Mar.-Jul. 8:30a.m.-5:00p.m. / Aug. 8:30a.m.-4:00p.m. Sep.-Oct. 8:30a.m.-5:00p.m. / Nov. 8:30a.m.-4:30p.m. Dec. 8:30a.m.-4:00p.m.

CLOSED Open all year round. Occasional temporary closure.

ADMISSION FEE 200 yen → 170 yen

Sendai Umino-mori Aquarium



There are many attractive exhibits such as the richness of "The Seas of Japan", a large aquarium where you can experience the natural environment, one of the largest performances in Tohoku by sea creatures, and a heartwarming interactive experience with penguins and sea lions.

HOURS 9:00a.m.-5:30p.m. / Hours vary depending on season. The ticket office closes 30 minutes before closing time.

CLOSED Check the Website.

ADMISSION FEE Adults (Over 18 year old): 2,400 yen → 2,300 yen, Middle and High School Students 1,700 yen → 1,600 yen, Elementary School Students 1,200 yen → 1,100 yen, Infants (4 year old and older): 700 yen → 650 yen, Senior Citizens (65 year old and older): 1,800 yen → 1,700 yen

Matsushima

Miyagi Matsushima Rikyu



Conveniently located just a 1-minute walk from Matsushima-Kaigan Station! This is the only restaurant where you can enjoy an all-you-can-eat selection of Miyagi Prefecture's three famous specialties: oysters, beef tongue, and sasa-kamaboko fish cakes. The impressive lineup of thick-cut sashimi, delivered directly from Sanriku, is also a highlight. A perfect new landmark and tour highlight where you can experience the best of Miyagi's cuisine all at once.

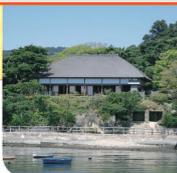
HOURS 10:00a.m.-6:00p.m.

CLOSED Open all year round.

ADMISSION FEE Adults (Middle School Students and older) 400 yen → 300 yen, Children (4 years old to Elementary School Students) 200 yen → 100 yen. Discount coupons are available for food, beverages, and hands-on activities in the garden area. Please refer to the website for the menus and prices.

BENEFIT Complimentary soft drink bar

Kanrantei Matsushima Museum



Enjoy a cup of matcha green tea in a building from the Momoyama period, also called "Tsukimi Goten", the feudal lord's teahouse for enjoying the cool breeze.

HOURS Apr.-Oct. 8:30a.m.-5:00p.m. / Nov.-Mar. 8:30a.m.-4:30p.m.

CLOSED Open all year round.

ADMISSION FEE 300 yen

BENEFIT 100 yen discount for of matcha and sweets (700 yen) orders. Last order is 1 hour before closing.

Zuiganji Temple



This is a Zen temple of the Myoshinji school of the Rinzai sect. The main hall, the Kuri (temple kitchen), and the corridor are designated as national treasures, and the Onarimon and Chumon gates are designated as important cultural properties.

HOURS Apr.-Sep. 8:30a.m.-5:00p.m. / Oct., Mar. 8:30a.m.-4:30p.m. Nov., Feb. 8:30a.m.-4:00p.m. / Dec., Jan. 8:30a.m.-3:30p.m. The ticket office closes 30 minutes before closing time.

CLOSED Open all year round.

ADMISSION FEE 1,000 yen → 900 yen

Entsuin Temple



A precious treasure of the Date family, this is a family temple of Masamune's grandson Mitsumune. A number of paintings and culture of roses that Tsunenaga Hasekura brought back from the West. The dry landscape (sand) garden that replicates Matsushima Bay is also splendid.

HOURS 9:00a.m.-3:30p.m. *Check the Website.

CLOSED Open all year round.

ADMISSION FEE 500 yen → 400 yen

Date Masamune Historical Museum



This is the largest wax doll history museum in Japan that allows you to experience the turbulent life of Date Masamune, a hero of Japan's Warring States Period.

HOURS 9:00a.m.-5:00p.m. (last entry 4:00p.m.)

CLOSED Open all year round.

ADMISSION FEE Adults (high school students and above): 1,000 yen → 900 yen

Kyohei Fujita Museum of Glass



As a "museum of the sea, glass, and gardens," this museum exhibits the works of Kyohei Fujita, the first recipient of the Order of Culture in the field of glass art. There is also a museum shop that handles seasonal exhibitions and one-of-a-kind items. We also recommend about 23,140 m² water garden where you can feel the refreshing sea breeze.

HOURS 9:30a.m.-1:00p.m. (closes at 1:30p.m.)

CLOSED Occasional temporary closure, check the website.

ADMISSION FEE Adults: 1,200 yen → 1,100 yen

Marubun Matsushima Kisen Cruise



This is the only course in the bay where you can sail between the islands that the haiku poet Matsuo Basho traveled through, and see the islands of scenic beauty up close, such as Zajijima, where Date Masamune, the feudal lord of Sendai, held a moon-viewing party.

HOURS Basho Cruise: Matsushima ↔ Shiogama (Cruise time 50 minutes)

Departure time: From Shiogama 9:00a.m.-3:00p.m. / From Matsushima 10:00a.m.-3:00p.m. (00 minutes of each hour) Masamune Cruise: Matsushima ↔ Matsushima (Cruise time 50 minutes) Departure time: 10:00a.m.-3:00p.m. (00 minutes of each hour) 2nd floor seats 600 yen → free

CLOSED Open all year round.

ADMISSION FEE Adults: 1,500 yen → 1,350 yen, Children: 750 yen → 680 yen