



# JR EAST PASS (Tohoku area)



Tohoku boasts many wonderful tourist attractions. If you use JR East's convenient train services to get around the region, your visit to Tohoku will be truly unforgettable. With the JR EAST PASS (Tohoku area) you can make your trip to Tokyo and the Tohoku area not only comfortable and convenient, but also economical.

The JR EAST PASS (Tohoku area) gives you real travel freedom by allowing you to get on and off trains as freely as you like in designated areas. The pass can be used on all JR lines in Tokyo and the Tohoku area, including Shinkansen lines, and even for the Narita Express service.

## JR EAST PASS (Tohoku area) Prices

Validity Period	5 consecutive days from the designated starting day on which the pass was first used.	
Prices	Adults (12 and older)	Children (6 to 11)
	¥20,000	¥10,000
Eligibility	The pass can be used by non-Japanese passport holders or foreign residents in Japan.	

### Purchasing in Japan

You can purchase a JR EAST PASS at ticket sales facilities (JR EAST Travel Service Center) from any one of the JR East Japan region. You must show your passport when purchasing the pass. When purchasing the pass at a reserved seat ticket vending machine that has a passport reader, you will need your original e-passport.

### Purchasing Overseas

You can purchase an Exchange Order at a designated travel agent before arriving in Japan. After arrival, you can exchange it for a pass at any JR East Japan Travel Service Centers.

### Purchasing Online

Exchange Orders can be purchased on the website below.

<https://www.eastjapanrail.com/>



### Detailed information

<https://www.jreast.co.jp/e/pass/index.html>



# SENDAI GUIDEBOOK

*Enjoy your trip to Sendai to the fullest!*

## Tourist Information

### SENDAI Tourist Information Desk (City Center)

Fujisaki Main Bldg. 1F: 3-2-17 Ichiban-cho: Aoba-ku, Sendai City

### SENDAI Tourist Information Center (Sendai Station)

JR Sendai Station 2F: 1-1-1 Chuo: Aoba-ku: Sendai City

### Akiu Tourist Information Center (Akiu)

Akiu Sato Center: 40-7 Teradahara, Yumoto: Akiu-machi, Taihaku-ku, Sendai City

### SENDAI City Sakunami/Jogi Tourist Information Center (Sakunami)

Inside JR Sakunami Station: Ainosawa: Sakunami, Aoba-ku: Sendai City

<https://cn.discover SENDAI.travel/travel-info/tourism-information-center/>



### Michinoku Tour Information (Sendai International Airport)

Sendai International Airport 1F: Minamihara, Shimo-Masuda: Natori City

<https://www.sendai-airport.co.jp/en/service/michinoku/>



## Walking Tours and Hands-on Programs



To make your trip to Sendai even more memorable, a wide variety of easy-to-join tours and programs are available. You can participate in a guided walking tour, kimono wearing, a workshop for making *tanabata* (star festival) decorations that you can take home with you, or a cultural exchange. (Photos are for illustrative purposes only)

### Reservations and inquiries:

**SENDAI Tourist Information Desk**  
<https://i-sendai.jp/en/>



For the latest information, check our website and Facebook page.

Official Website: DISCOVER SENDAI  
<https://discover SENDAI.travel/>



Travel to Sendai, Japan

<https://www.facebook.com/welcometosendai.japan>



English

Sendai  
Matsushima  
Yamadera  
Shiroishi  
Zao  
Tashirojima Island

# Welcome to Sendai

A unique culture and abundance of nature!  
Experience all the colors of the seasons,  
for a trip you will never forget.

The City of Sendai dates back to 1601, when it was opened as a settlement by the acclaimed warlord DATE Masamune. With a population of more than one million, it is the largest city in the Tohoku region. Sendai is nicknamed the “City of Trees” because even in its center the city is blessed with an abundance of nature.

The City is highly accessible, both domestically and internationally, and it serves as the main hub of departure for travel in Tohoku.

Visitors to Sendai will find a city that breathes with a history and tradition that dates back to the time of Lord DATE Masamune, seasonal events and vividly colored expressions of nature, distinctive culinary delights featuring a rich diversity of local specialties, and compelling shopping experiences that only a big city can provide. Come and fully enjoy the charm of Sendai.



## Access

### International Access

- Sendai International Airport is the aerial gateway to the Tohoku region. Regular flights connect Sendai directly with Seoul, Shanghai, Beijing, Dalian, Taipei, and Bangkok. A growing number of charter flights from various countries are making Sendai even more accessible.
- Sendai International Airport is as little as 17 minutes away from the city center by the Sendai Airport Access Line.

### Domestic Access

#### [By air]

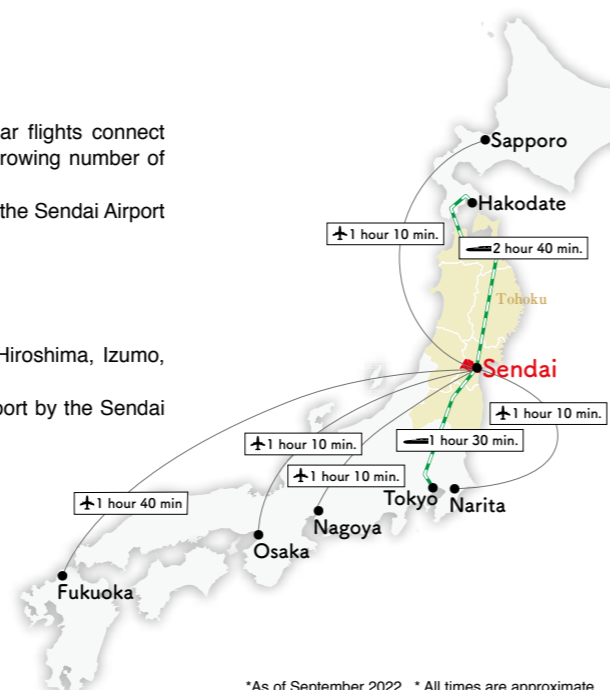
- Direct flights connect Sendai with major cities over Japan, including Fukuoka, Hiroshima, Izumo, Kobe, Nagoya (Chubu), Narita, Okinawa, Osaka (Itami & KIX), and Sapporo.
- The city center of Sendai can be reached in as little as 17 minutes from the airport by the Sendai Airport Access Line.

#### [By train]

- By the Shinkansen bullet train, Sendai can be reached in one hour 30 minutes from Tokyo, and in two hours 40 minutes from Hakodate, a gateway to Hokkaido.

#### Detailed information

<https://discoversendai.travel/travel-info/getting-to-sendai/>



\*As of September 2022 \* All times are approximate.

## Sendai and its Surroundings

A defining feature of Sendai is its proximity to both the sea and the mountains. By traveling around 30 minutes to two hours, you can experience a multiplicity of breathtaking sights and attractive tourist spots.



### ❖ Yamadera

SENDAI AREA PASS

The word *yamadera* means “temple in the mountain.” Climbing the thousand or so steps up to the top will reward you with stunning views. After all that physical exercise, you can relax and savor the local specialties *tama konnyaku* (ball-shaped konjac) and *soba* (buckwheat) noodles.

### ❖ Akiu and Sakunami

SENDAI AREA PASS

These areas are endowed with a rich abundance of nature and historic *onsen* (hot springs.) The quality of the hot spring water is highly acclaimed. There are also numerous inns and hotels to stay at. Akiu is an *onsen* area with a glorious history. Even Lord DATE Masamune himself was said to have bathed here. Sakunami was opened in 1796 as a hot springs resort.



### ❖ Matsushima

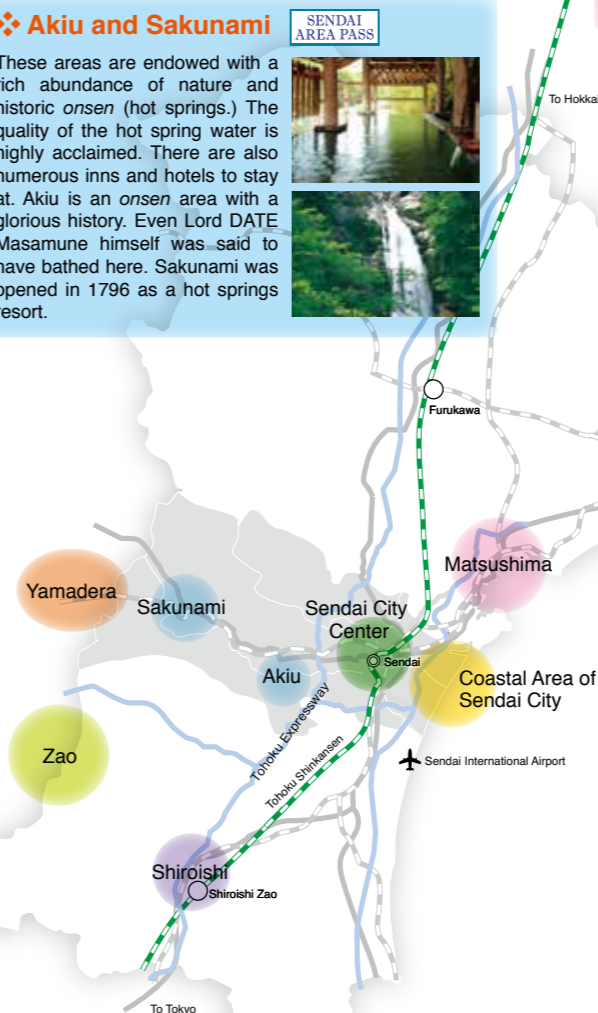
SENDAI AREA PASS

The beautiful tapestry of some 260 islands dotting the bay here is recognized as one of Japan's three most scenic spots. The stunning view has even earned three stars in the Michelin Guide. Also of interest are structures closely connected to the life of Lord DATE Masamune, seafood, hot springs, and many other attractions.



### ❖ Tashirojima Island

The island of Tashirojima is known nationally and internationally as “Cat Island.” Here, cats have been regarded affectionately as an auspicious deity of plentiful fishing catches, and they now outnumber the human residents of the island. Tashirojima Island can be reached in about two hours from Sendai: a train to Ishinomaki, then a ferry to the island.



### ❖ Coastal Area of Sendai City

SENDAI AREA PASS

On March 11, 2011, the coastal areas of Tohoku, including Sendai City, were devastated by the impact of the Great East Japan Earthquake. Along the coast, facilities commemorating the disaster offer explanations of the damage and reconstruction, along with images and exhibitions of mementos, so that the realities and lessons of the events can be passed down to future generations.

<< Ruins of the Great East Japan Earthquake:

Sendai Arahama Elementary School>>

32-1 Shimborihata, Arahama, Wakabayashi-ku, Sendai City

<<Sendai 3/11 Memorial Community Center>>

85-4 Kutsugata, Arai, Wakabayashi-ku, Sendai City

(inside Arai Subway Station)

<https://discoversendai.travel/must-do/great-east-japan-earthquake/>



### ❖ Sendai City Center

SENDAI AREA PASS

This area includes Sendai Station, the major public transport hub, a shopping arcade that extends from the station, and Jozenji-dori Avenue, the zelkova tree-lined street that symbolizes Sendai. You can wander the city at your leisure, enjoying local culinary delicacies as well as the latest cutting-edge shopping experiences.



### ❖ Zao

The area surrounded by the Zao mountain ranges offers many spots to enjoy nature in all its majesty. In spring and summer enjoy trekking to the mystical landscapes of Okama, a crater lake and symbol of the area. In autumn, drive through the mountains and take in the spectacular colors of the autumn foliage. In winter, enjoy the rare spectacle of frost-covered trees (snow monsters) and some skiing. You can also access the neighboring prefecture of Yamagata through Zao.



### ❖ Shiroishi

SENDAI AREA PASS

This historical city is characterized by Shiroishi Castle, traditional samurai residences, and the old *kura* storehouses of merchants. It is also an access point for the Miyagi Zao Fox Village. A famous cherry blossom viewing spot, Hitome Sembonzakura (“a thousand cherry blossom trees at a glance”) is located on the city's outskirts.

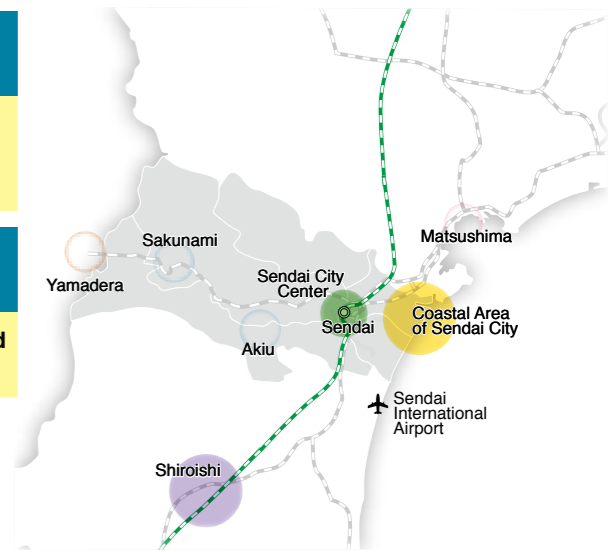


## Convenient money-saving One-day Pass

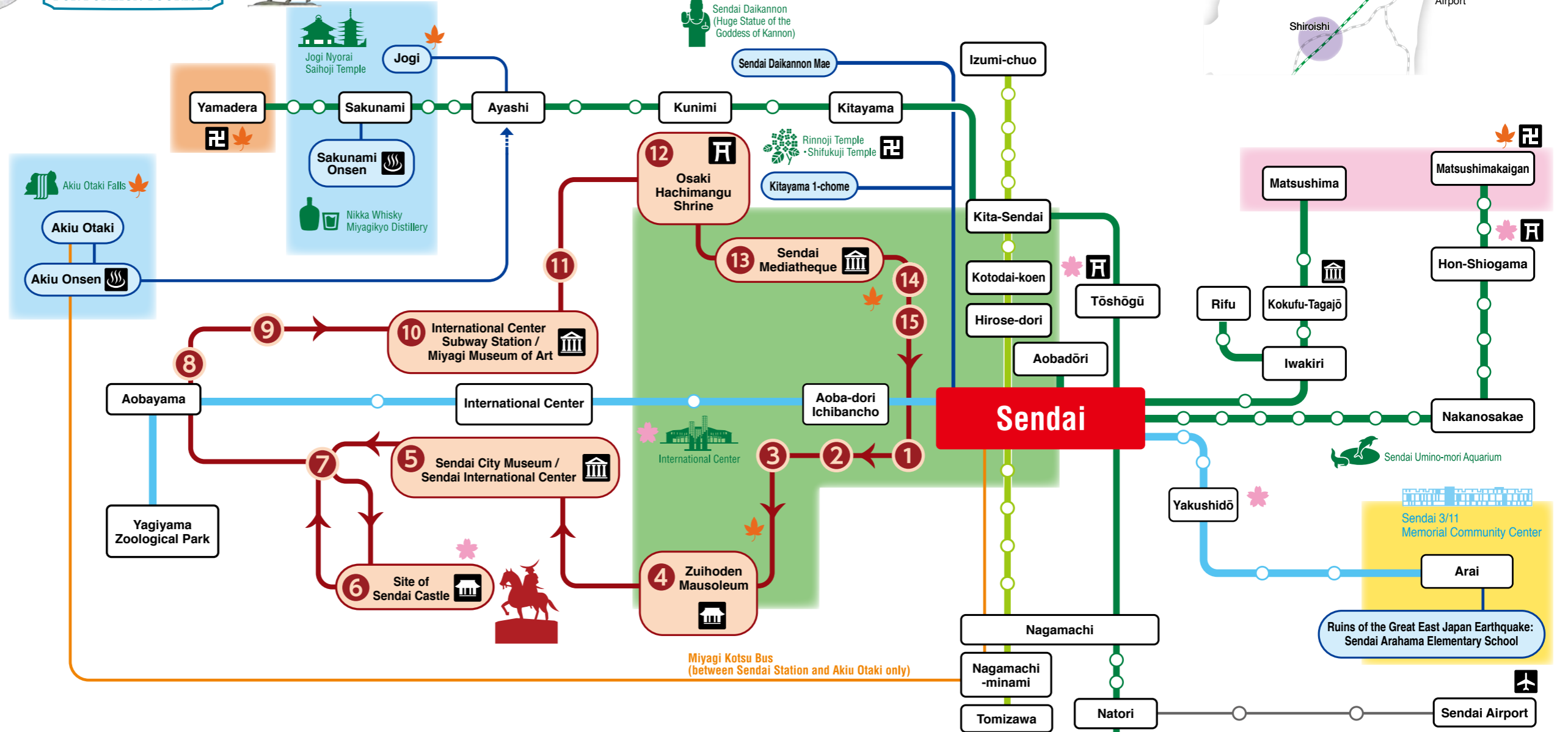
This one-day Sendai Area Pass allows you to ride on JR and subway lines, buses, the Sendai Airport Access Line, and Loope Sendai (a sightseeing city loop bus) as much as you like for a whole day.

## Usable over a wide area

Covers not only Sendai City, but also Matsushima, Yamadera, Shiroishi, and surrounding areas.



- Museum / Art Museum
- Shrine
- Temple
- Historical Building
- Airport
- Hot Springs
- Train Station
- Bus Stop
- JR Line
- Sendai Airport Access Line
- Abukuma Express Line
- Sendai Subway Namboku Line
- Sendai Subway Tozai Line
- Sendai City Bus All Routes (excludes shuttle bus to Rakuten Seimei Park, Miyagi)
- Miyagi Kotsu Bus (only between Sendai Station and Akiu Otaki)
- Sendai Sightseeing City Loop Bus (Loope Sendai)
- Famous Spot for Cherry Blossoms
- Famous Spot for Autumn Leaves



### Conditions of Use

#### Prices

• Adults (12 and over) ¥1,320 • Children (6 to 11) ¥660

#### Eligibility

- Available only to non-Japanese passport holders entering Japan on a temporary visitor visa which is valid for 90 days.
- Passport must be shown on purchase.

#### Pass Area

- JR lines between the following stations: Sendai, Matsushima, Matsushimakaigan, Yamadera, and Shiroishi
- All lines of Sendai Airport Access Line • All lines of Loope Sendai, Sendai City Bus routes, and Subway lines
- Miyagi Kotsu Bus between Sendai Station and Akiu Otaki • Abukuma Express Line between Tsukinoki and Abukuma stations

#### On Sale From

- Up to one month prior to the usage date.

#### Where to Purchase

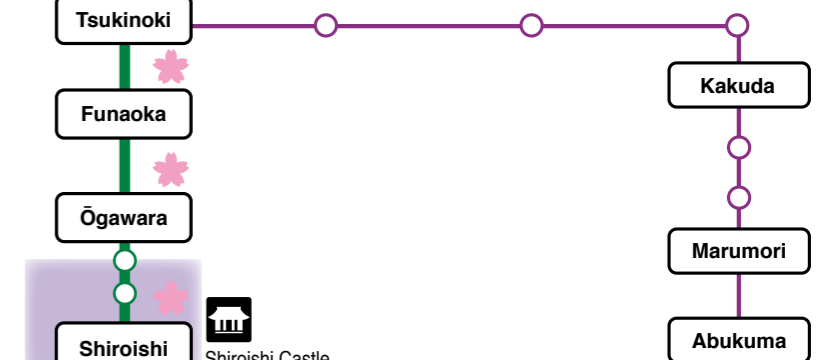
- JR EAST Travel Service Center (JR Sendai Station, 2nd Floor)

### Discounts and Special Offers

Some tourist venues offer discounts on admission fees or free postcards to Sendai Area Pass holders. To learn more about the benefits of the area pass, see the website below.

#### Detailed information

<https://sendaitravelpass.jp/en/>



Following in the tracks of the great Lord DATE Masamune

# Retracing the Footsteps of a Hero

It was during one of the most dramatic periods of Japan's history that Lord DATE Masamune established the castle town of Sendai. Take advantage of the Loope Sendai sightseeing city loop bus to tour the city and visit some of the remaining buildings and culture associated with the famous founder of Sendai.

DATE Masamune (1567-1636)

The warlord who orchestrated the settlement of Sendai in 1601, proudly making Sendai the third largest domain in Japan. He is renowned for his foresight in dispatching envoys to Europe with the aim of initiating trade, and also for his cultural refinement. He remains one of the most admired and celebrated historical figures in Japan.

③ Black-lacquered armor with five-piece cuirass of DATE Masamune (Property of Sendai City Museum) \*Please inquire for exhibition dates

④ Loope Sendai bus heading to the Site of Sendai Castle

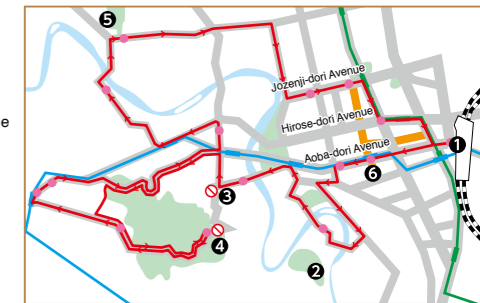
④ View from the Site of Sendai Castle

② Zuihoden Mausoleum

⑤ Osaki Hachimangu Shrine

## MAP

— JR Line  
— Sendai Subway Namboku Line  
— Sendai Subway Tozai Line  
— Loope Sendai  
— Arcade



## Recommended Course

★ SENDAI AREA PASS Usable

### 09:00 ① Sendai Station (40 min.)

#### DaTe Cafe O'Order

You can refresh yourself here with a serving of *ochazuke* (green tea over rice) topped with local ingredients. Other popular items include *onigiri* rice balls, which can be taken out, *amazake* latte, produced in collaboration with a local sake brewery, and sweets flavored with *zunda* (sweetened mashed green soybeans). Why not bring some with you for a snack? Where: Sendai Station 2F, 1-1-1 Chuo, Aoba-ku, Sendai City



### 09:55 ② Zuihoden Mausoleum (80 min.)★

The sacred burial site of the feudal lords of the DATE Clan, including Lord Masamune himself. Both the magnificently decorated structure and the vibrantly colored natural surroundings are a must-see. In the adjoining museum you can view historical documents and materials that detail the archeological survey work done here. Address: 23-2 Otamayashita, Aoba-ku, Sendai City <https://discoversendai.travel/places/zuihoden-mausoleum/>



### 11:20 ③ Sendai City Museum (100 min.)★

Exhibits of special interest are Lord Masamune's crescent-moon helmet and armor, as well as materials relating to a mission to Europe (including National Treasure and UNESCO Memory of the World-registered items). For insight into the history and culture of Sendai, this museum is an essential stop. Exclusive souvenirs are also available for purchase. Address: 26 Kawauchi, Aoba-ku, Sendai City <https://discoversendai.travel/places/sendai-city-museum/> Due to construction, the museum is scheduled to be closed until March 31, 2024. (Tentative)



### 13:10 ④ Site of Sendai Castle (80 min.)

See the statue of Lord Masamune on horseback and enjoy the fabulous panoramic view looking down over the city. Also watch out for performances by the Date Bushotai, a Sendai welcome squad and group of samurai-costumed entertainers that re-enact scenes from the times of DATE Masamune. You can relax and recharge here with lunch at the restaurant or have a snack. Address: 1 Kawauchi, Aoba-ku, Sendai City <https://discoversendai.travel/places/site-of-sendai-castle/>



### 14:50 ⑤ Osaki Hachimangu Shrine (40 min.)★

This shrine constructed by the order of Lord Masamune, features resplendent decorations in vivid, gorgeous colors. It is regarded as a masterpiece of this architectural style and designated as a National Treasure. Address: 4-6-1 Hachiman, Aoba-ku, Sendai City <https://discoversendai.travel/places/osaki-hachimangu-shrine/>



### 15:55 ① Sendai Station

### 16:00 ⑥ Aoba-dori Ichibancho Subway Station

#### Iroha Yokocho Shopping Alley

The Yotsuya water canal, excavated throughout the castle town by Lord Masamune's order, was a major factor in the growth of Sendai. The water from the canal is rarely used nowadays, but at Iroha Yokocho there is a well that is still active. After viewing the well, you can wander around the interesting eateries, bars, and other stores of Iroha Yokocho, as well as in the neighboring old-style eating and drinking alley of Bunka Yokocho. Address: 2-3-28 Ichibancho, Aoba-ku, Sendai City <https://discoversendai.travel/places/iroha-yokocho/>



## Further afield

### Shokeikaku

The former residence of the DATE Family. Nowadays this building serves as a restaurant. The specialty here is dishes served in traditional handcrafted Sendai-style *tansu* (chest of drawers), a craft tradition that dates back to the days of the Sendai Domain. (Reservation required, from ¥5,500)

Address: 143-3 Hitokita-nishi, Moniwa, Taihaku-ku, Sendai City <https://discoversendai.travel/places/shokeikaku/>



\* Schedule times are a rough estimate.

\* Traveling times and methods are based on information as of September 2022.



### Sakura Cherry Blossoms

Since Sendai spreads out from the plains to the mountains, cherry blossoms can be enjoyed over a relatively long period of time. Some of the more popular viewing spots, such as Nishi Park and Tsutsujigaoka Park are within easy reach of the city center, and also offer a variety of stalls for your shopping and eating entertainment.

Where: Nishi Park, Tsutsujigaoka Park, etc.

When: Early April

<https://discover.sendai.travel/places/cherry-blossoms-in-sendai/>



### Sendai International Half Marathon

Ten thousand runners from all over Japan and the rest of the world run through the zelkova-lined avenues of Sendai. They run amidst the fresh, vivid greenery of springtime, cheered on by spectators from the sides of the road. Booths of local foods are another attraction. This is one of Japan's most popular running events.

Where: Sendai city center (e.g. Jozenji-dori Avenue)

When: Early May



### Winter Sports

Izumigatake Ski Resort, which usually opens in late December, is a mere 50-minute drive from the city center. With wide slopes that are ideal for beginners, the whole family can enjoy skiing here.

Where: Izumigatake Ski Resort

When: Late December to March



### Dontosai

This traditional event is held at shrines where worshippers bring their New Year's decorations to be burned on a large bonfire and pray for good health, good fortune, and the well-being of their families. The *dontosai* held at Osaki Hachimangu Shrine has more than 300 years of history under its belt, and is famous all over Japan for its *hadakamairi* (men dressed only in loincloths marching to the shrine.)

Where: Osaki Hachimangu Shrine

When: January 14

<https://discover.sendai.travel/places/dontosai-festival/>



### Sendai Aoba Festival

The festival is strongly associated with Lord DATE Masamune and represents the fresh green hues of spring. Highlights of the festival include the *suzume odori* ("sparrow dance"), so called because of the hopping style of dance which is performed to music. The festival is enhanced by a parade of valiant armor-clad samurai warriors and floats of magnificent splendor.

Where: Sendai city center (e.g. Jozenji-dori Avenue, Aoba-jinja Shrine)

When: Mid May

<https://discover.sendai.travel/places/sendai-aoba-festival/>



### Sendai Tanabata Festival

During this special summer event, the city is decorated colorfully with more than 3,000 traditional *tanabata* (star festival) decorations. The brilliantly colored decorations, created from *washi* paper and bamboo, are both visually powerful and delicately beautiful. This is widely reputed to be the best *tanabata* festival in Japan.

Where: Sendai city center shopping arcades, etc.

When: August 6 to 8

<https://discover.sendai.travel/places/sendai-tanabata-festival/>



# The Four Seasons of Sendai

Spring

Summer

Winter

Autumn

Festivals resonant with history from the distant past, as well as cherry blossoms, and the brilliant colors of autumn. Expressions of nature, unique events and special attractions that can only be experienced in their respective seasons will make your visit all the more exceptional.

### Jozenji StreetJazz Festival

Held on and around Jozenji-dori Avenue, the symbol and heart of Sendai, this is one of the world's largest community-organized outdoor music festivals. The whole of downtown Sendai becomes a stage, as over 700 bands from Japan and across the globe gather to thrill people with a broad spectrum of sounds spanning jazz, pop, and rock.

Where: Sendai city center (e.g. Jozenji-dori Avenue)

When: Mid-September

<https://discover.sendai.travel/places/jozenji-street-jazz-festival/>



### SENDAI Pageant of Starlight

The zelkova trees that line Jozenji-dori Avenue are illuminated with some 600,000 lights to create a romantic winter spectacle. The "starlight wink" effect when the lights flicker off and on again is truly breathtaking.

Where: Jozenji-dori Avenue

When: Early December to December 31

<https://discover.sendai.travel/places/sendai-pageant-of-starlight/>



### Hydrangeas

Shifukuji Temple is known as the "hydrangea temple" because of the thousand or so hydrangea plants that grow within its grounds. The temple is small but elegant, and photographers flock here when the clusters of gorgeous hydrangeas that line the steps up to the temple are in bloom.

Where: Shifukuji Temple

When: End of June to beginning of July



### Sendai Tanabata Festival Fireworks

On the eve of the Sendai Tanabata Festival, a stunningly elaborate and beautiful display of 16,000 fireworks is held. The main streets of downtown Sendai become pedestrian-only zones. Put on your *yukata* (summer kimono) and join the fun.

Where: Sendai city center (Hirose-dori Avenue, Nishi Park, etc.)

When: August 5



### Imoni-kai (taro stew gathering)

When autumn arrives in the Sendai area, locals traditionally gather by the side of the river to cook taro stew together in a large pot. As the meat, *sato imo* (taro), and vegetables cook, people enjoy the company of friends and family in a barbecue-style atmosphere. Why not have a go too?

Where: Along Hirose River, Akiu area, Jogi area, etc.

When: September to October



### Autumn Foliage

At Rinnoji Temple, which features a traditional Japanese garden, you can enjoy the magnificent sight of the three-storied pagoda set against the spectacular colors of autumn foliage. Around the Akiu area, Zuihoden Mausoleum and other locations, attractions are illuminated at night, further enhancing the beauty of the season's stunning colors.


Where: Rinnoji Temple, Akiu area, Zuihoden Mausoleum, etc.

When: October to November

\* Times of the year are a rough estimate.  
\* All spots can be reached using the Sendai Area Pass.

# Akiu and Sakunami Area

The areas of Akiu and Sakunami offer numerous attractions for visitors, including historic *onsen* villages, beautiful natural scenery, and traditional craft making hands-on experiences. Access from the center of Sendai is convenient and easy, so you can make a quick day trip, or stay overnight.



[Access]

**1**

Sendai Station

Approx. 50 min. by Miyagi Kotsu Bus

Akiu Onsen

**2**

Sendai Station

Approx. 30 min. by JR lines


Ayashi Station


Approx. 15 min. by bus

Akiu Onsen

More details about the area

<https://discoversendai.travel/area/akiu/>





[Access]

**1**


Sendai Station

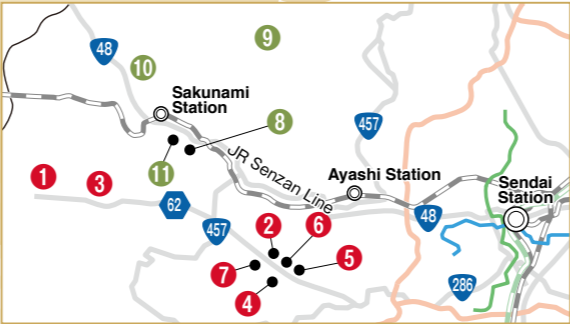
Approx. 40 min. by JR lines

Sakunami Station

More details about the area

<https://discoversendai.travel/area/sakunami/>





**4Akiu Traditional Craft Village**  
This handicrafts village, consisting of workshops and residences, was set up by nine craftspeople who work in dyeing, weaving, *kokeshi* doll-making, and other traditional crafts. Visitors can just observe or do some hands-on learning (reservation required). This is a good place to pick up a nice souvenir gift.  
Address: 54 Uehara, Yumoto, Akiu-machi, Taihaku-ku, Sendai City

## Akiu Area



**1Banji-iwa Rock**  
This massive wall of rock is approximately 600 meters high from the valley floor and three kilometers wide, and offers a grand panorama that is the pride of Akiu. The sight of the towering rock face dressed in the beautiful vivid greens of spring and the stunning warm colors of autumn is truly spectacular.  
Where: Baba, Akiu-machi, Taihaku-ku, Sendai City



**2Akiu Winery**  
The owner opened this winery in 2015 with the aim of helping to revitalize the local economy following the slump caused by the Great East Japan Earthquake. In addition to sampling and buying wines made from locally grown grapes, you can enjoy a light meal at the winery's café.  
Address: 6 Biwahara-nishi, Yumoto, Akiu-machi, Taihaku-ku, Sendai City



**5Sendai Kaleidoscopes Art Museum**  
This unique museum features a collection of kaleidoscopes, both from Japan and around the world. You can look at and touch a variety of exhibited kaleidoscopes, or even try creating one of your own.  
Address: 1-2 Matsuba, Moniwa, Taihaku-ku, Sendai City



**6Nozokibashi ♥ Heart, a Lovers' Sanctuary**  
This is a heart-shaped groove in a rock, created by nature. You can view the heart from Nozokibashi Bridge that overlooks the entrance of Akiu Onsen. Rairaiyō Gorge, over which the bridge is centered, has a hiking path that is perfect for savoring the beautiful scenic landscape of the ravine.  
Where: Biwahara, Yumoto, Akiu-machi, Taihaku-ku, Sendai City

**7Akiu Onsen**  
This *onsen* area is imbued with a 1,500-year history, and according to records Lord DATE Masamune himself is said to have visited here. You can stay overnight, or come for the day to enjoy a soak in a hot spring or enjoy a footbath.  
Where: Yumoto, Akiu-machi, Taihaku-ku, Sendai City



**3Akiu Otaki Falls**  
This is said to be one of Japan's three famous waterfalls and has a width of six meters and a depth of 55 meters. As you walk along the hiking path with the roar of the water in your ears, the glorious sight of the fall suddenly appears. The best seasons to enjoy the waterfall are early summer for the brilliant green hues of the new-season vegetation and autumn, for the visual symphony of red and yellow.  
Where: Otaki, Baba, Akiu-machi, Taihaku-ku, Sendai City



**8Homei Shijuhachi-taki Falls**  
Upstream of the Hirose River, which runs through the heart of Sendai City, are a series of waterfalls of various sizes, large and small. The name derives from the beautifully reverberating sound of water in a clear flowing stream, which evokes the image of the song (*mei*) of a mythological bird of Chinese lore (*ho*).  
Where: Bomeki, Sakunami, Aoba-ku, Sendai City

## Sakunami Area



**9Jogi Nyorai Saihoji Temple**  
Legend has it that all those who worship here will be blessed in finding a marriage partner or conceiving a child, and that their greatest wish in life will come true. There is a five-storied pagoda on the grounds of the temple, which you can view at your leisure while sipping on *matcha* (powdered green tea).  
Address: 1 Joge, Okura, Aoba-ku, Sendai City



**9 Sankaku Jogi Abura-age (deep-fried tofu triangle)**  
This piping hot deep-fried tofu triangle, freshly made, is a specialty of Jogi. You can try some near the gate of Saihoji Temple, from a tofu shop that's been in business since 1890.  
Address: Jogi Tofu Shop, 1-2 Shimomichi, Okura, Aoba-ku, Sendai City



**10Sakunami Onsen**  
This *onsen* resort area, which opened in 1796, is renowned for both the abundance and the gentle-to-the-skin quality of its waters, which are said to make any woman beautiful. Another attraction here is the ability to try out open air baths, stone baths, stand-up bathing, and various other kinds of *onsen* bathing.  
Where: Sakunami, Aoba-ku, Sendai City



**11Nikka Whisky Miyagikyo Distillery**  
This distillery, located beside a clear running stream, was built in accordance with its founder's firm belief that it is impossible to make good whisky without treating nature with respect and care. You can participate in a guided tour with tastings, or simply stop in to purchase a limited-edition whisky.  
Address: 1 Nikka, Aoba-ku, Sendai City

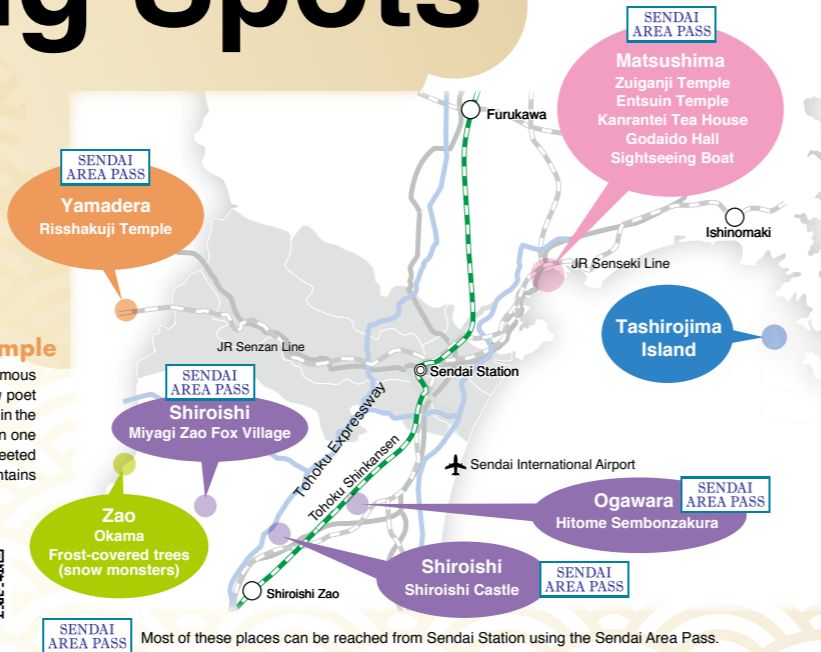
# Surrounding Spots

If you feel like venturing a bit further from Sendai, there are other sensations to discover such as encounters with cute animals, and breathtaking natural scenery to photograph to your heart's content. These spots can be accessed between 30 minutes to two hours from Sendai.

## <Yamadera> Hojusan Risshakuji Temple

This temple, established in 860, is also famous for its association with the historic *haiku* poet Matsuo Basho. *Yamadera* means temple in the mountain, and if you climb the more than one thousand steps to the top, you will be greeted by a magnificent view of the beautiful mountains dotted with small villages at their feet.

Address: 4456-1 Yamadera, Yamagata City  
<https://discoversendai.travel/places/rishshakuji-temple-yamadera/>



Most of these places can be reached from Sendai Station using the Sendai Area Pass.



## <Zao> Okama

A crater lake in the Zao mountain ranges which straddles Miyagi and Yamagata prefectures. The color of the lake's surface changes from emerald to sky blue, according to the play of sunlight. The view of autumn foliage from the Zao Echo Line when driving from Shiroishi is highly acclaimed.

Where: Zao Resthouse, Katsutadake National Forest, Shichigashuku Town  
<https://discoversendai.travel/places/okama/>



## <Zao> Frost-covered Trees (snow monsters)

These snow monsters, as they are colorfully called, are actually trees of the pine family that have been coated with alternating layers of ice and snow. They are a rare spectacle found hardly anywhere else in the world, so why not take a tour on a snowcat to enjoy them to their fullest.

Where: Sumikawa Snow Park, Kurashidake National Forest, Togatta Onsen, Zao Town  
<https://discoversendai.travel/places/soft-rime-trekking-tour/>



## <Shiroishi> Miyagi Zao Fox Village

At this zoological park, more than one hundred foxes of diverse species wander freely. You can feed the foxes, even hold fox cubs. Experience these fascinating animals in a totally unique way.

Address: 11-3 Kawayago, Fukuoka-yatsumiya, Shiroishi City  
<https://discoversendai.travel/places/zao-fox-village/>



## Tashirojima Island

It takes approximately 50 minutes to reach Tashirojima Island from the port town of Ishinomaki. The island is famous for its population of cats, which outnumber human residents. You can also enjoy camping, fishing, and swimming in the sea.

Where: Tashiro-hama, Ishinomaki City  
<https://discoversendai.travel/places/tashirojima-island-cat-island/>



## <Matsushima> Zuiganji Temple

This Zen Buddhist temple is connected with the DATE Clan. The current buildings, constructed under the guidance of Lord DATE Masamune, include National Treasures. In 2018 major repairs performed over a 10-year period were completed.

Address: 91 Chonai, Matsushima, Matsushima Town  
<https://discoversendai.travel/places/zuiganji-temple/>



## <Matsushima> Kanran-tei Tea House

The name of this historical building, associated with Lord DATE Masamune, means "to view ripples." Enjoy *matcha* and sweets as you contemplate the views of a calm Matsushima Bay.

Address: 56 Chonai, Matsushima, Matsushima Town  
<https://discoversendai.travel/places/kanran-tea-house/>



## <Matsushima> Entsuin Temple

This Zen temple is considered auspicious for love and good relations. It receives many tourists who come for the Japanese gardens and the autumn nighttime viewing of illuminated, richly colored leaves.

Address: 67 Chonai, Matsushima, Matsushima Town  
<https://discoversendai.travel/places/entsuin-temple/>



## <Matsushima> Godaido Hall and Sightseeing Boat

The Godaido Hall is a symbol of Matsushima, built on a small islet connected by a short red bridge from the coast, and was constructed by the order of Lord DATE Masamune. Take a tour of Matsushima Bay in a sightseeing boat, to enjoy the views of Matsushima, considered to be amongst the three most scenic spots in Japan.

Where: Godaido Hall, Chonai, Matsushima, Matsushima Town  
<https://discoversendai.travel/area/matsushima/>



## <Shiroishi> Shiroishi Castle

This is the castle in which the Katakura Clan lived, one of the most powerful retainers of the DATE Clan. The current building is the product of a faithful re-creation of the original castle, completed in 1995. An adjoining museum features an exhibition of castle-related artifacts and documents.

Address: 1-16 Masuokacho, Shiroishi City  
<https://discoversendai.travel/places/shiroishi-castle/>



## <Ogawara> Hitome Sembonzakura

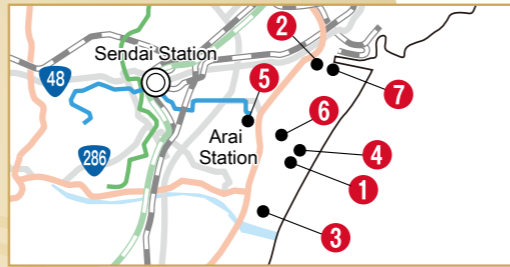
You can find some 1,200 cherry trees in bloom, across a distance of eight kilometers, with the Shiroishi River and the snowcapped Zao mountain range in the background. Soak up the beauty in various ways, such as by viewing the illuminated blossoms at night, or taking a boat to enjoy different perspectives.

Where: Around the Shiroishi River, Ogawara Town  
<https://discoversendai.travel/places/hitome-sembonzakura/>



# Eastern Area

The eastern area of Sendai, which is recovering from the Great East Japan Earthquake, not only contains numerous ruins of the earthquake and places where one can learn about the lessons learned from the earthquake and the area's trail to recovery, but is also home to a range of newly opened facilities which showcase the charm of the area. Surrounding the Sendai Port is the largest outlet in the Tohoku region and an aquarium with high entertainment value, transforming the area into a space where people of all ages can have fun.



## ① JR Fruit Park Sendai Arahama

More than 8 types and 150 varieties of fruits, of which include strawberry, apple, grapes, blueberry, and more, are grown inside the 11 hectares of land, where guests can experience in-season fruit picking throughout the year. One could also enjoy the desserts and other cuisines overseen by the chefs of Hotel Metropolitan Sendai in the facility's café restaurant.

Address: 2-17-1 Arahamashin, Wakabayashi-ku, Sendai  
<https://discoversendai.travel/places/jr-fruit-park-sendai-arahama/>



## ③ AQUAIGNIS SENDAI

AQUAIGNIS SENDAI operates base on the central concepts of "Healing, Dining, Nurturing". Some of the attractions that can be found in this hotspot include restaurants curated by acclaimed Japanese chefs such as TSUJIGUCHI Hironobu, HIDAKA Yoshimi, and KASAHARA Masahiro; Fujitsuka-no-Yu, a hot spring that well up from 1,000 meters beneath the ground; and a market which sells local produce.

Address: 33-3 Matsuno-nishi, Fujitsuka, Wakabayashi-ku, Sendai  
<https://aqualigns-sendai.jp/en/>



## ⑥ Sendai Agricultural Gardening Center (Midori-no Mori)

A community base for people to gain firsthand experience of farming. Besides from the rose garden, which has 1,200 roses of approximately 200 species, and the Japanese plum garden, where 120 trees of approximately 60 species are planted, the facility also hosts a range of different agriculture related events and experience-based programs, making it a place for citizens to relax. Nevertheless, the orchard within the facility provides visitors with a year-round opportunity to pick fruits that are in season.

Address: 13-1 Kirishinden, Arai, Wakabayashi-ku, Sendai  
<https://discoversendai.travel/must-do/great-east-japan-earthquake/>



## ⑦ Kirin Brewery Sendai

The facility demonstrates the production process of the popular brand "KIRIN ICHIBAN Beer" and provides an opportunity for visitors to experience the key of deliciousness using one's "five senses". After the tour, visitors can enjoy a freshly brewed glass of beer served by a brewery draft master.

Address: 2-2-1 Minato, Miyagino-ku, Sendai  
<https://discoversendai.travel/places/kirin-beer-sendai-brewery/>



## ② Sendai Umino-Mori Aquarium

Home to the new Cape penguin exhibition "PENGUIN LIFE", the Sendai Umino-Mori Aquarium houses an enormous replication of the ocean of the Sanriku coast and exhibitions that showcase a range of unique marine creatures from all around the world. The facility also hosts a multitude of shows performed by dolphins, sea lions, and birds, which are the most elaborated of its kind within the Tohoku region, and various other experience-based events.

Address: 4-6 Nakano, Miyagino-ku, Sendai  
<https://discoversendai.travel/places/sendai-umino-mori-aquarium/>



## ④ Ruins of the Great East Japan Earthquake: Sendai Arahama Elementary School

A range of exhibitions have been established in the ruins of the earthquake, the Sendai Arahama Elementary School, which was devastated during the Great East Japan Earthquake, in order to pass on the lessons learned from the disaster and the area's history and culture to future generations. The ruins is also used by many elementary schools and junior high schools as a base for disaster risk reduction education, and is a valuable facility that provides an immersive experience for visitors to learn about disaster risk reduction.

Address: 32-1 Shinborihata, Arahama, Wakabayashi-ku, Sendai  
<https://discoversendai.travel/must-do/great-east-japan-earthquake/>



## ⑤ Sendai 3/11 Memorial Community Center

The memorial community center serves as a place for people to learn about the memories and experiences of the Great East Japan Earthquake, and a base for knowledge and lessons to be linked to the future. The community space on 1st floor showcases 3D maps and slides which feature information about the eastern coastal area and hosts a range of events. Meanwhile, the exhibition room on 2nd floor comprise of a permanent exhibit which showcases rehabilitation and reconstruction efforts, and a rotating exhibit which conveys the disaster from various viewpoints via displaying the lives and memories of people from the affected area.

Address: Inside of Arai Station on the Sendai Subway Tozai Line, 85-4 Kutsugata, Arai, Wakabayashi-ku, Sendai  
<https://discoversendai.travel/must-do/great-east-japan-earthquake/>

# Food in Sendai



## Sake

The Tohoku region is well known as a production center of sake. Katsuyama Brewery, which supplied sake to the DATE Clan, and Moritami Brewery, established in 1849, are both located within Sendai. At some breweries on the outskirts of Sendai, you can take tours to see the manufacturing process as well as taste and purchase sake.



As Sendai is surrounded by a rich natural environment, a wide variety of delicious ingredients—including seafood, meat, and rice—are available, and are finely honed with culinary techniques to bring out the best flavor of the ingredients. Some of the many local specialties that will satisfy your palate range from the classic sake, the famed beef tongue, *sasa-kamaboko*, to the recent emerging gourmet dishes that only connoisseurs know.

## Sushi

Treat yourself to seafood fresh from the sea of Sanriku, which is counted as one of the top three fishing grounds in the world for its diverse and abundant fishery resources. There are a large number of sushi restaurants in Sendai, including those on Sushi-dori (Sushi Street), a restaurant area inside Sendai Station dedicated to serving sushi.



## Seafood



## Oysters

In Japan, Miyagi Prefecture is ranked number two for production of oysters in general, and number one for production of oysters for raw consumption. Miyagi oysters are small in size, but big in their rich, creamy taste. They can be eaten raw, charcoal grilled, or enjoyed in a hot pot.



## Sasa-kamaboko

*Sasa-kamaboko*, white fish ground to a paste and baked in the shape of *sasa* (bamboo) leaves, is a famous Sendai local specialty. There are numerous *kamaboko* shops in the city, and some offer *kamaboko* grilling hands-on experiences for tourists.

## Strawberries

The cultivation of strawberries is popular in the southern part of Miyagi Prefecture. The strawberry varieties Mou Ikko and Tochi Otome are particularly famous for their large size and refreshing sweetness. You can go strawberry picking from around December to June.



## Zunda Shake

This is an original drink that blends *zunda* bean paste with vanilla milkshake made with milk of exceptionally good quality. Enjoy the rich aroma of *zunda* with its distinctive bean-flecked texture.

## Zunda

*Zunda* is one of the famous specialties of Sendai, made from boiled and mashed edamame beans, flavored with sugar and salt. It was originally used as a topping for *mochi* rice cakes, but today *zunda* is added to all kinds of sweets and drinks.



## Beef Tongue

Beef tongue, a popular delicacy originating in Sendai, is thick, juicy and grilled to seal in its umami. Sendai has a large number of beef tongue restaurants, including some Halal-certified ones.

## Meat



## Sendai Beef

Sendai beef is considered some of the best quality beef in Japan. It is carefully selected from the *kuroge-wagyu* beef raised in Miyagi Prefecture, for a good balance of marbled versus red meat and a fine texture. The beef is a mellow, juicy flavor that melts in your mouth.



## Sweets

## Hot Pots & Noodles

## Seri Hot Pot

*Seri* (Japanese parsley) hot pot is the new standard during the winter season. *Seri* is a vegetable that contains a lot of vitamin C and dietary fiber, with all parts of the plant, including the roots, being edible. Enjoy the crunchy texture of *seri* with other vegetables and chicken. Nutritious and healthy! It will warm you to the core.



## Mapo Yakisoba

*Mapo yakisoba* noodles have become popular in recent years as word-of-mouth has spread over social media, but their history goes back to a meal offered to employees working at a Chinese restaurant in Sendai in the 1970s. Stir-fried or pan-fried Chinese noodles are served topped with plenty of hot and spicy *mapo* tofu.



# Shopping and Souvenirs

As the economic hub of the Tohoku region, Sendai has numerous shopping destinations where you can buy products ranging from daily supplies to travel souvenirs and branded goods. Department stores, fashion outlets, and many other shops can be found from Sendai Station to the central shopping arcades, and a few major outlet malls are also located on the outskirts of the city for discounted shopping. Enjoy a shopping spree in a shoppers' paradise –Sendai.



## 1 Central Shopping Arcades SENDAI AREA PASS (Subway Stations: Kotodai-koen, Hirose-dori, and Aoba-dori Ichibancho)

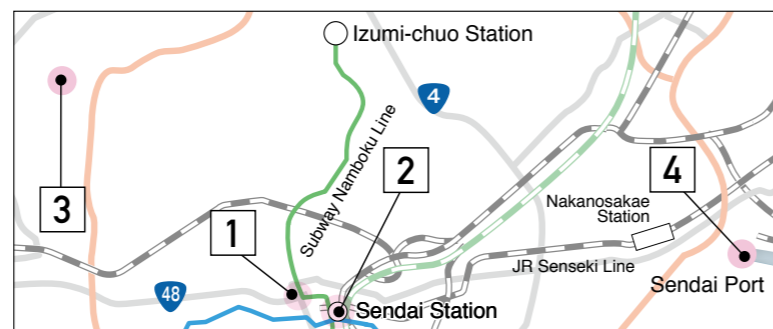
Enjoy shopping while walking along a shopping arcade packed with classy department stores, distinctive shops and fashion stores popular with young people, discount stores and restaurants. The Sendai *Hatsu-uri* (the first sale of the new year) held in January attracts many shoppers with its gorgeous gifts and good deals.

[Sendai Hatsu-uri] <https://discoversendai.travel/places/sendai-hatsuuri-sale/>



## 2 Around Sendai Station SENDAI AREA PASS

Two major commercial facilities opened here in 2016, and are some of the hottest spots in the area, with many popular shops appearing for the first time in the Tohoku region. There is an arcaded street right in front of Sendai Station, which continues up to the central shopping district.



## 3 Sendai-Izumi Premium Outlets® SENDAI AREA PASS 4 Mitsui Outlet Park Sendai Port SENDAI AREA PASS

Sendai-Izumi Premium Outlets® and Mitsui Outlet Park Sendai Port offer products from renowned brands at affordable prices.

Detailed information

<https://discoversendai.travel/category/shopping/>



## Traditional Artisanship



### Sendaihira

Silk-woven fabric of the highest quality renowned for producing *hakama* pants. Their elegant thin stripes give them a traditional yet contemporary look.



### Tamamushi Lacquerware

Elegant lacquerware characterized by its unique, vibrant gloss and colors. Wine cups, in particular, are popular as a souvenir from Japan.



### Matsukawa Daruma Dolls

These good-luck charms have a face edged with blue, and feature big black eyes, which make them different from ordinary daruma dolls. Pick your favorite size, large or small.



### Sendai Dagashi Sweets

Sendai's traditional confectionery, of which most are still hand-made by craftsmen. Uniquely designed *usagi-dama* and *daruma* candies are a treat for the eyes as well as the palate.



### Zunda Sweets

*Zunda*, produced from edamame bean paste, is normally eaten with *mochi* rice cakes, but in recent years, it is used in a variety of treats including chocolates and Swiss rolls.



### Hagi no Tsuki

This moon-shaped sweet features a fluffy sponge cake filled with tender custard cream, and is a classic taste recognized nationwide.

## A Taste of Sendai To Go

## Cute Small Goods



### Kokeshi Clips

Paper clips designed to look like *kokeshi* dolls, which are a folkcraft from the Tohoku region. *Kokeshi* dolls from different parts of the Tohoku region have their own characteristics in shapes and designs, and the clips faithfully reproduce those differences. They are all too cute to leave behind.



### Sendai Shikiko (Seasonal Incense)

A collection of incense sticks to express the four seasons of Sendai, exclusively developed by the incense shop Roko. The product packaging also reminds you of Sendai with its *tanabata* decoration motif.



### Musubimaru Goods

Musubimaru, a Miyagi Prefecture mascot character, is designed based on the motif of the feudal Lord DATE Masamune's helmet and an *onigiri* rice ball. The character is designed into various products such as badges and stationery goods.

## Trending Items



### Cosmic Candy

These original candies from the Sendai Astronomical Observatory created a stir on social media for being "too beautiful to eat." You may feel reluctant to taste them because they replicate the earth and moon so vividly!



### Saichi's Ohagi Sweets

Handmade *ohagi* (rice cake covered with *adzuki* bean paste) sweets are available at a local supermarket called Saichi in the Akiu *onsen* resort. As many as 5,000 of these sweets are sold on an average day. They became popular through word-of-mouth recommendations among hot spring visitors.



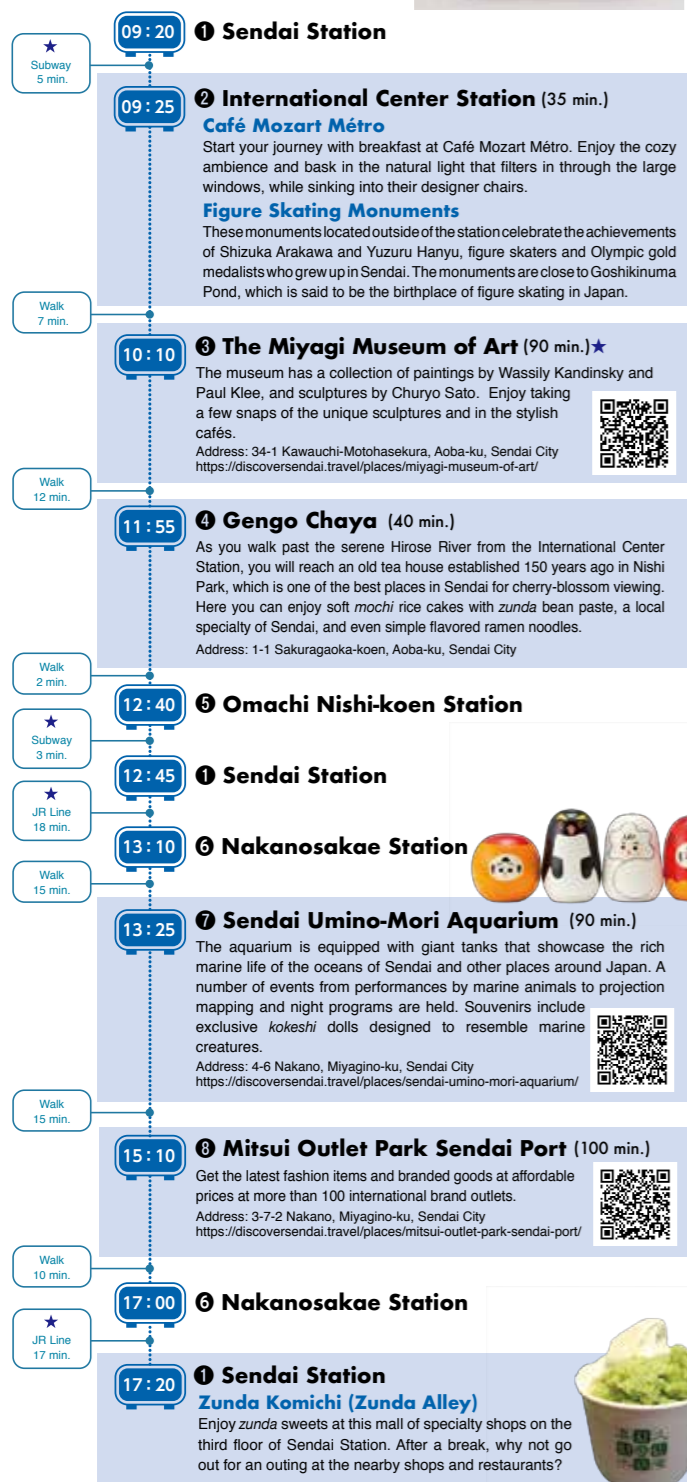
### Local Soda (soft drink)

There are some distinctive flavors of soda exclusively available in Sendai. Why not try a light-green *zunda* soda flavored with edamame powder, or a beetroot-flavored soda, which is quite difficult to imagine.

# Model Itinerary to Enjoy Sendai to the Fullest

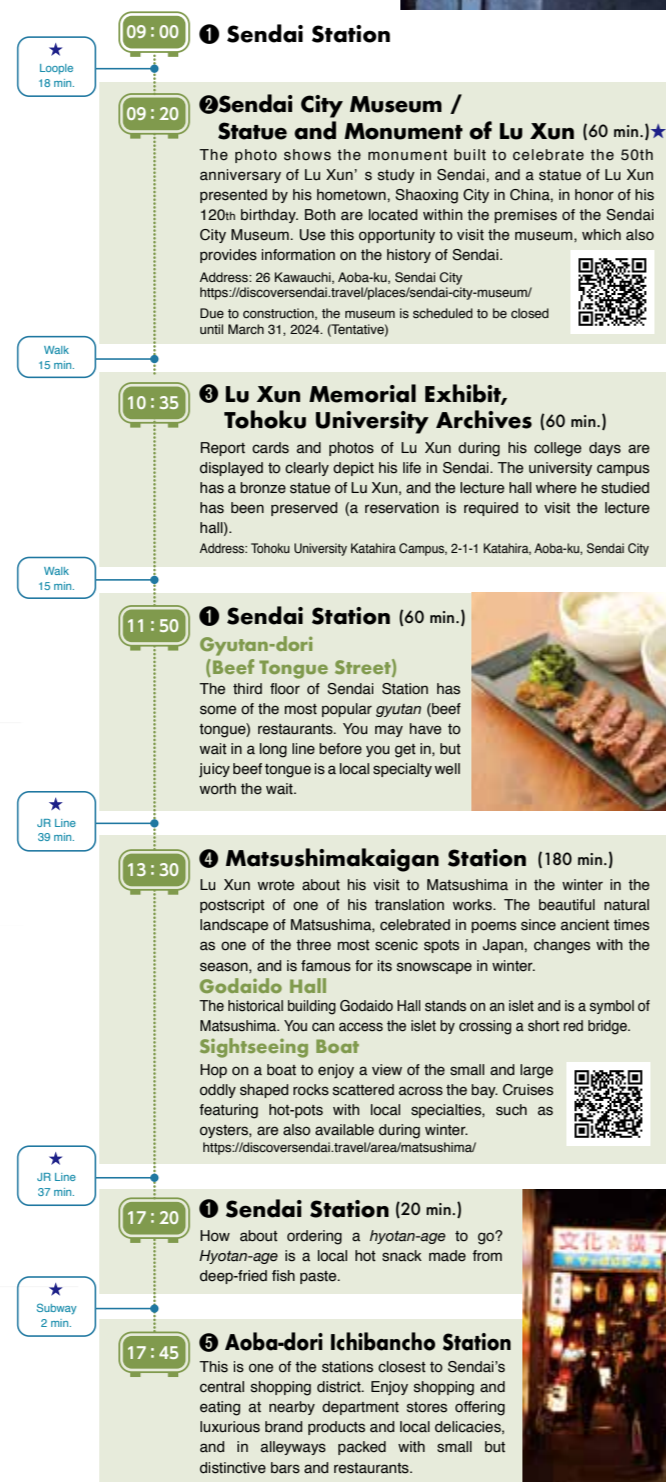
## Enjoy Splendid Sendai and All its Delicacies Girls' Trip

Sendai, the largest city in the Tohoku region, offers the latest in fashion, popular restaurants and cafés, as well as attractive tourist destinations and exclusive goods. Be sure to head over to discover your favorites.



## Following the Footprints of the Chinese Literary Legend A Trip to Learn About Lu Xun

Lu Xun, a legendary figure in Chinese literature, started his early literary career while living as an exchange student in Sendai. With his autobiographical essay “Mr. Fujino” in hand, let’s trace his footsteps.



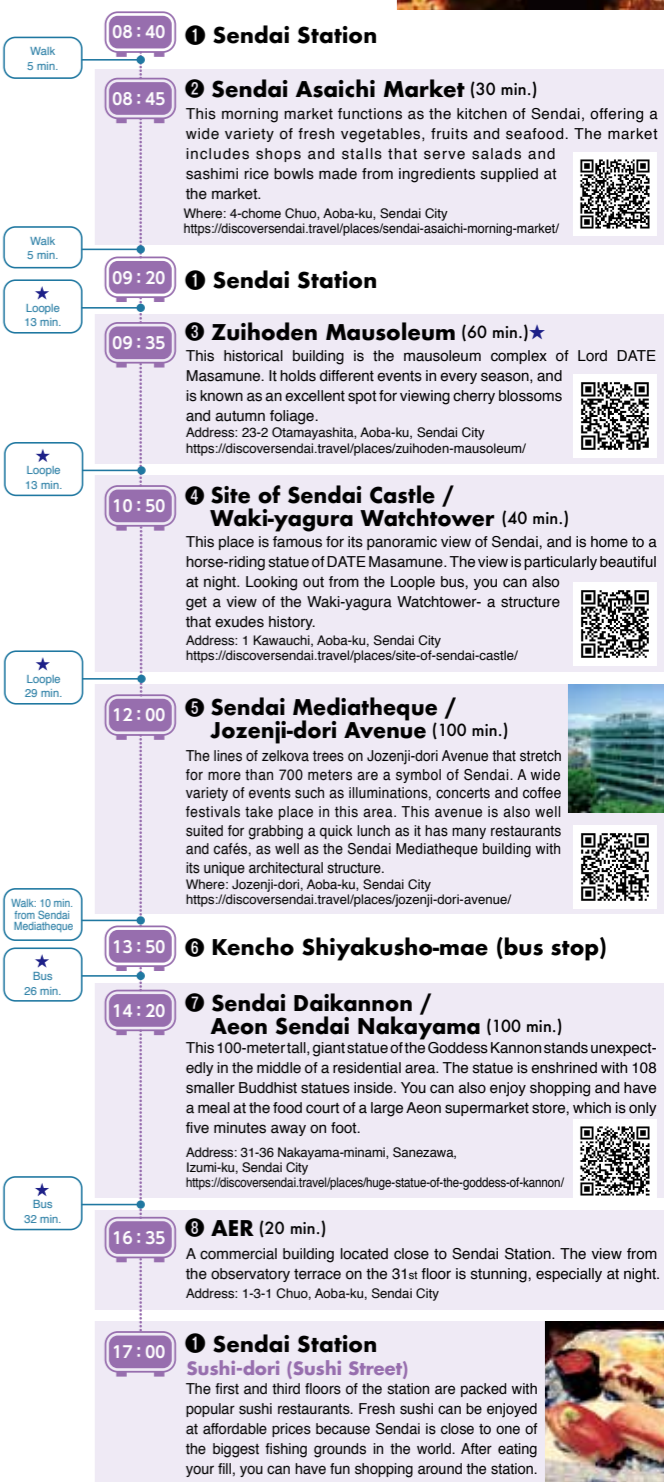
## Take in the Wonders of Nature For Active Travelers

Although Sendai is a large city with a population of more than one million, you can also enjoy the splendor of nature by making a quick trip outside the city. Experience a variety of nature activities and *onsen* here without any worries.



## Feel the Transition of Seasons in Sendai, the City of Trees Travel the Four Seasons in the City

Sendai has a sophisticated cityscape that is in harmony with nature. As the beautiful city landscape changes according to the season, the city has been selected as the filming location for numerous video projects including movies and a Thai TV series.



\*Schedule times are a rough estimate.  
\*Traveling times and methods are based on information available as of September 2022.  
★ SENDAI AREA PASS Usable