

JR EAST PASS



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— Hokuriku Shinkansen
— JR EAST LINE
— Non-JR EAST LINE

JR buses within the area (excluding expressway buses and some local buses) can also be ridden.



The JR EAST PASS is the ideal travel companion for exploring eastern Japan. It offers unlimited travel on eligible trains within the designated area, giving you the freedom to hop on and off as you please. With this, you can explore the Tohoku region and its many attractions conveniently and economically. Discover your own favorites among Tohoku's stunning natural scenery, soothing hot springs, delicious food, rich traditions, and more. We look forward to welcoming you to the region. Why not make Sendai your base for exploring Tohoku?

JR EAST PASS (Tohoku Area) Prices (Prices are as of August 2026)

Validity period	Adults (12 years and older)	Children (6 to 11 years old)
5 consecutive day	¥35,000	¥17,500
10 consecutive day	¥50,000	¥25,000

For more information:

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SENDAI

Tohoku • Japan

English

Tourist Guide Book



Sendai Aoba Festival



Sendai Tanabata Festival



Zuihoden Mausoleum



Iroha Yokocho



Snow Activities



SENDAI
Pageant of Starlight



The Site
of Sendai Castle



The Sendai Tourism, Convention and International Association is working on the "Japan Sustainable Tourism Standard for Destinations (JSTS-D)," which is based on international standards formulated by the Japan Tourism Agency.

Published by Sendai Tourism, Convention and International Association, August 2026

Excellent Access, Diverse Attractions. Visit Sendai, the Ideal Base for Exploring Tohoku

Sendai is known as the City of Trees for its beautiful zelkova tree-lined streets. Sendai offers over 100 of diverse accommodations. Featuring history, culture, magnificent nature, famous hot springs, delicious food, and unique experiences, it is the ideal base for exploring Tohoku region. It takes only 90 minutes by the fastest shinkansen to come to Sendai from Tokyo, ensuring excellent access.



Discover SENDAI
The Official Sendai
Travel Guide

TOHOKU

SENDAI

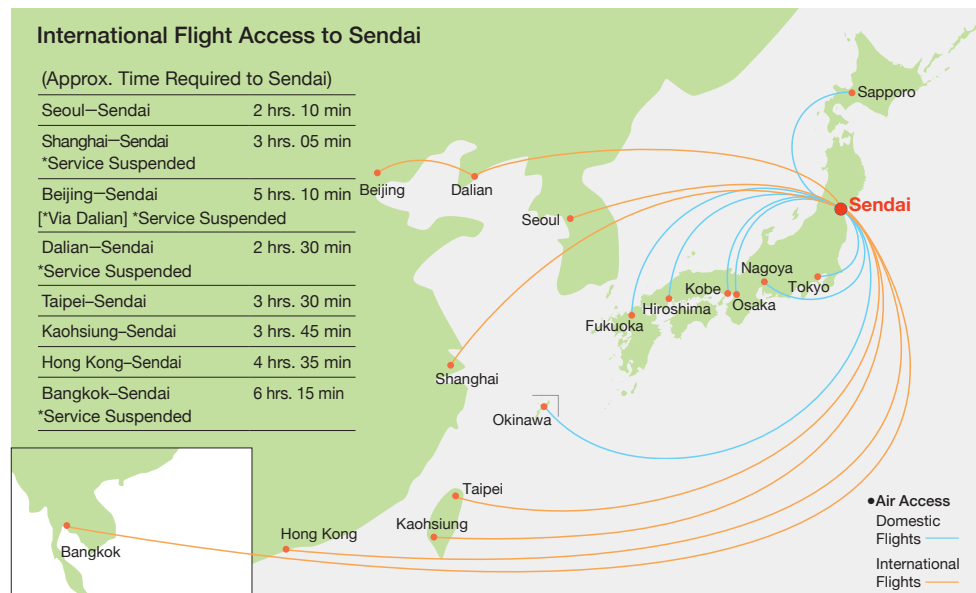
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International Flight Access to Sendai

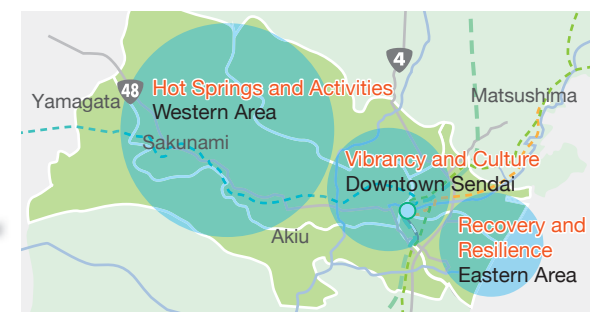
(Approx. Time Required to Sendai)

Seoul—Sendai	2 hrs. 10 min
Shanghai—Sendai	3 hrs. 05 min
*Service Suspended	
Beijing—Sendai	5 hrs. 10 min
[*Via Dalian] *Service Suspended	
Dalian—Sendai	2 hrs. 30 min
*Service Suspended	
Taipei—Sendai	3 hrs. 30 min
Kaohsiung—Sendai	3 hrs. 45 min
Hong Kong—Sendai	4 hrs. 35 min
Bangkok—Sendai	6 hrs. 15 min
*Service Suspended	



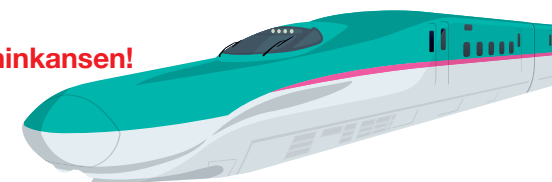
*Information as of August 2026. Some flights may be suspended.

SENDAI AREA MAP



**Just 90 minutes at the fastest from
Tokyo to Sendai on the JR Tohoku Shinkansen!**

Convenient highway buses
also connect the city with 18 prefectures!



Tracing the Footsteps of Date Masamune, Founder of Sendai Domain

A journey to trace the footsteps of Date Masamune and exploring the history and culture of Sendai. Tour the city's top attractions on the convenient Loople Sendai sightseeing bus and enjoy gyutan (beef tongue) and lively yokocho alleys. Experience a fulfilling day packed with everything Sendai has to offer.



Site of Sendai Castle (Statue of Date Masamune)

One-Day Suggested Itinerary on the Loople Sendai Sightseeing Bus (Approx. 6 hours)

★Valid for The Sendai Marugoto Pass and Sendai Area Pass



Depart from Sendai Station

Approx. 15 min by Loople Sendai ★

01 Zuihoden Mausoleum (40 min) ★Special Offer Available

The mausoleum where Date Masamune, founder of the Sendai Domain, rests. The quiet cedar-lined path leads to the sacred site.



Approx. 5 min by Loople Sendai ★

02 Sendai City Museum (60 min) ★Special Offer Available

The museum houses around 100,000 items, mainly cultural properties donated by the Sendai Date family.



Approx. 5 min by Loople Sendai ★

03 Site of Sendai Castle / Aoba Castle Honmaru Kaikan (80 min) ★Special Offer Available

The site of Sendai Castle, built by Date Masamune, founder of the Sendai Domain.



Gyutan (Grilled Beef Tongue) Set Meal Lunch (60 min)



Approx. 20 min by Loople Sendai ★

04 National Treasure Osaki Hachimangu Shrine (40 min) ★Special Offer Available

The principal guardian shrine of Sendai, established by order of Date Masamune.



Approx. 10 min by Loople Sendai

05 Sendai Mediatheque (20 min)

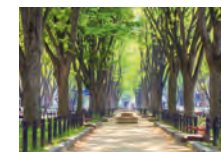
A hub for art and visual culture activities, designed by architect Toyo Ito. The glass-walled building stands out strikingly.



Approx. 10 min walk

06 Jozenji-dori Avenue and the Shopping Arcades (40 min)

Jozenji-dori Avenue is the symbolic road of the City of Trees, lined with beautiful zelkova trees that display the colors of each season.



Approx. 10 min walk

Staying at a Hotel in Downtown Sendai

Recommended for Dinner

Iroha Yokocho / Bunka Yokocho (60 min)

An area where over 50 restaurants stand in row along narrow alleys, offering a nostalgic and an authentic local vibe.



Other suggested itineraries can be found here



Exquisite Tastes, Masterful Arts, and the Comfort of the Trees—A Heart-Warming Trip to Sendai.

Escape the hustle and bustle of daily life and be welcomed by the lush greenery of the “City of Trees.” Savor the flavors and stories unique to the region and immerse yourself in traditional crafts shaped by the maker’s passion. Why not come and find a moment just for you?



One-Day Suggested Itinerary to Enjoy Central Sendai and the Akiu Area (Approx. 7 hours)

Depart from Sendai Station

5 min walk

01 Sendai Morning Market (60 min)

A permanent market well-stocked with fresh local Miyagi ingredients. You can also enjoy fresh seafood and sushi. *Closed on Sundays and national holidays



10 min walk

02 Akagane Workshop (Approx. 90 min)

Experience copper metalworking, a craft deeply rooted in daily life in Sendai.



10 min walk

03 Sendai Beef Lunch near Sendai Station (60 min)

Savor the melting umami of marbling. Enjoy top-grade Sendai Beef.



Approx. 10 min walk

Approx. 30 min bus ride
Get off at the bus stop for your ryokan inn in Akiu Onsen

*If using Takeya Kotsu buses, the Sendai Marugoto Pass and Sendai Area Pass are not valid. *Depending on the inn you are staying at, a free shuttle bus may be available from Sendai Station East Exit (Reservation required).

04 Check in to Akiu Onsen Inn. (leave luggage)

Akiu Onsen is Sendai's popular resort area. Soothe your soul with the beauty of the gorge and the famous hot spring water.



Within walking distance *Varies by inn

05 Rairaikyo Gorge

A beautiful gorge with giant, oddly shaped rocks that seem to overhang the path.



Within walking distance

06 Akiu Winery

Enjoy local ingredients and wine at the restaurant and shop surrounded by vineyards.



Return to the Inn for Dinner and Overnight Stay

Recommendation for the Next Day

Akiu Otaki Falls

A powerful waterfall with a 55m drop



Spring

Cherry Blossoms

Hanami (cherry-blossom viewing) at the lively Nishi Park and Tsutsujigaoka Park—Sendai's iconic cherry blossom spots in Spring—is a highly celebrated spring activity.

Location | Tsutsujigaoka Park, Nishi Park Season | Early April



Sendai Aoba Festival

The Sendai Aoba Festival continues the tradition of the Sendai Festival, which began in 1655, and its highlights are the grand procession of floats (Yamaboko Parade) and the vibrant Sendai Suzume Odori (Sparrow Dance).

Location | Downtown Sendai (Nishi Park, Jozenji-dori Avenue, etc.)
Season | The third Sunday of May and the previous Saturday



Paid Reserved Seating

Secure premium seats along Jozenji-dori Avenue, the zelkova tree-lined street, to watch the grand procession of floats (Yamaboko Parade) and the Suzume Odori (Sparrow Dance). Experience the dynamic festival up close!

Location | Jozenji-dori Avenue

Recommended!

Seasonal Fruits



Strawberry Picking

Enjoy seasonal strawberries in Sendai, whose peak season is from winter through spring. This is a luxurious experience where you can taste fresh, sweet, fully ripened strawberries on the spot.

Location | JR Fruits Park Sendai ARAHAMA, Ichigoichie, Berry Planet Sunsunen Farm
Season | Late December to Early June

Note: Specific varieties and available seasons vary by farm/operator.



Sendai International Half Marathon

A marathon event races through Sendai's vibrant fresh greenery. The entire city unites to cheer on the runners.

Location | Downtown Sendai (Jozenji-dori Avenue, etc.)
Season | Mid-May



Summer

Sendai Tanabata Festival

This festival is renowned as one of the most famous Tanabata festivals in Japan. The whole city is decorated with gorgeous Tanabata decorations and streamers captivating visitors.

Location | Shopping arcades in downtown Sendai, etc.
Dates | August 6th–8th



©Sendai Tanabata Festival Association



Hydrangeas at Shifukuji Temple

An ancient temple affectionately known as the Hydrangea Temple. During the rainy season, the temple grounds are covered in colorful hydrangeas.

Location | Shifukuji Temple
Season | Late June–Early July



Jogi Hotaru no Sato Firefly Viewing

A fantastic sight found in the nature-rich Jogi area. The light of fireflies fluttering around the clear stream brighten the summer night.

Location | Jogi Nyorai Saihoji Temple
Season | Late June–Mid-July

Outdoor Activities



Zipline Adventure

An exhilarating activity that glides above the ski slopes. Enjoy the magnificent view while feeling the summer breeze of the plateau.

Location | Spring Valley Sendai Izumi Ski Resort
Season | Mid July–Early November



Information on Summer (June – August)



March

April

May

June

July

August



Cherry Blossoms | Late March–Early April
Tsutsujigaoka Park, Nishi Park, Nishikicho Park



Strawberries | Late December–Early June
JR Fruits Park Sendai ARAHAMA, Ichigoichie, Berry Planet Sunsunen Farm



Hydrangeas | Late June–Early July
Shifukuji Temple

Ayame (Japanese Iris) | Late May–Early June
Rinnoji Temple



Himawari (Sunflowers) | Late July–Early August
Sendai Agriculture and Horticulture Center

Autumn Leaves on Jozenji-dori Avenue

Sendai's symbolic road is painted in brilliant autumn colors. You can admire the stunning foliage as you stroll through a tunnel formed by zelkova trees.

Location | Jozenji-dori Avenue
Season | Late November–Early December



Food Culture



Imoni Festival

An outdoor hot pot enjoyed on the riverbanks in autumn. It's a classic autumn activity in Sendai, enjoying taro potatoes and pork miso soup.

Location | Hirose Riverbank, Mt. Izumigatake, Akiu area, etc.
Season | September–November



Michinoku YOSAKOI Festival

A vibrant dance festival featuring energetic performances. The unique costumes and performances of each team are truly impressive.

Location | Downtown Sendai (Kotodai Park, etc.)
Season | October



Akiu Lumina

An illumination event that colors the night of Akiu Onsen. You can enjoy the beautiful scenery created by fantastic light and nature.

Location | Multiple locations in the Akiu Onsen area
Season | Late October–Early November



September



Shine Muscat Grapes | September



Pears | September–October

October

Grapes | Late August–Late September



November

JR Fruits Park Sendai ARAHAMA, Sendai Agriculture and Horticulture Center

Apples | September–November



Jozenji Streetjazz Festival

A music festival where the entire city becomes a stage. Various genres of music overflow, and the whole city swings.

Location | Downtown Sendai (Jozenji-dori Avenue, etc.)
Season | The second Saturday and Sunday of September, every year.



Hot Springs

Akiu Onsen and Sakunami Onsen are only a 30 to 40-minute drive from Sendai Station, and bathing in the hot springs while viewing the snow scenery is exceptional. It warms your body and mind.

Location | Akiu Onsen, Sakunami Onsen
Season | Year-round



Sendai Hatsuuri Sale

Sendai's New Year tradition involves giving luxurious gifts to customers. Enjoy special shopping offers amidst the festive New Year atmosphere.

Location | Stores in Sendai City
Dates | From January 2nd
*Depends on each shopping district and shop.



Matsutaki Festival (Dontosai Festival)

A traditional event where New Year's decorations are burned to pray for good health. The naked pilgrimage (hadaka mairi) at Osaki Hachimangu Shrine is particularly solemn and powerful.

Location | Osaki Hachimangu Shrine, etc.
Dates | January 14th



December

Strawberries | Late December–Early June



JR Fruits Park Sendai ARAHAMA, Ichigoichie, Berry Planet Sunsun Farm

Outdoor Activities



Skiing and Snow Activities

Enjoy snow play and winter sports at a ski resort easily accessible from the city. It can be enjoyed by beginners to advanced skiers.

Location | Spring Valley Sendai Izumi Ski Resort, etc.
Season | Late December–March



January

February

SENDAI Bright-Nights STORY

A brand-new illumination event brightens the winter nights of Sendai. A dazzling display of light transforms the famed tree-lined streets of the Sendai, also known as the City of Trees, creating a magical and memorable atmosphere.

Location | Jozenji-dori Avenue, and surrounding area
Dates | Late January to late February



SENDAI Pageant of Starlight

Location | Downtown Sendai (Jozenji-dori Avenue, etc.)
Season | December

A winter tradition where the zelkova trees of Jozenji-dori Avenue are illuminated with hundreds of thousands of lights. The fantastic tunnel of light is truly spectacular.



Embark on a journey through 400 years of history in Sendai, the City of Trees, founded by the lord Date Masamune.

Site of Sendai Castle

The site of the former castle built by Lord Date Masamune, founder of the Sendai Domain. From the area around the famous equestrian statue standing on the castle's stone foundation, you can enjoy a spectacular panoramic view overlooking the entire city of Sendai.

Location | 1 Kawauchi, Aoba-ku, Sendai



Zuihoden Mausoleum

The mausoleum where Date Masamune, founder of the Sendai Domain, rests. The gorgeous Momoyama-style architecture is a must-see. Experience the solemn atmosphere enhanced by fresh greenery in spring and vibrant foliage in autumn.

Location | 23-2 Otamayashita, Aoba-ku, Sendai



National Treasure Osaki Hachimangu Shrine

The principal guardian shrine of Sendai, established by order of Date Masamune. The National Treasure main building, decorated with black lacquer, gold leaf, and carvings, is a masterpiece of Momoyama architecture.

Location | 4-6-1 Hachiman, Aoba-ku, Sendai



Sendai City Museum

Located on the site of Sendai Castle Sannomaru (outermost region), it houses about 100,000 cultural artifacts, mainly donated by the Date family. Date Masamune's armor and helmet, designated as an Important Cultural Property, are highlights.

*Replicas are exhibited during most period.

Location | 26 Kawauchi, Aoba-ku, Sendai



Mutsu Kokubunji Temple Yakushido

This is one of the representative masterpieces of Momoyama architecture designated as a National Important Cultural Property, rebuilt by Date Masamune. You can feel the depth of its history and enjoy a peaceful moment in greenery.

Location | 3-8-1 Kinoshita, Wakabayashi-ku, Sendai



Rinnji Temple (Kitayama Gozan)

Prestigious temples historically associated with the Date family, scattered across Northern Sendai. Their quiet surroundings are ideal for a historical walk. Rinnji Temple's Japanese garden is quite impressive.

Location | 1-14-1 Kitayama, Aoba-ku, Sendai (Rinnji Temple), and other sites in the Kitayama area



The Miyagi Museum of Art

The collection includes works associated with Miyagi and the Tohoku region, along with pieces by international artists such as Kandinsky. The museum offers a harmonious setting where art and nature come together.

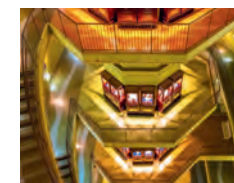
Location | 34-1 Kawauchi-Motohasekura, Aoba-ku, Sendai



Sendai Daikannon

The Sendai Daikannon is a giant statue that stands 100 meters above ground, serving as a city landmark. Inside the statue, 108 Buddhist statues are enshrined, and visitors can enjoy a panoramic view of Sendai from the observation window.

Location | 31-36 Nakayamaminami, Sanzawa, Izumi-ku, Sendai



Aobayama Park

Sendai Ryokusaikan Visitor Center

This is a new facility serving as a hub for exploring Aobayama Park. Visitors can learn about the history and culture of Sendai here, and it also houses a cafe and souvenir shop.

Location | Kawauchi Oimawashi, Aoba-ku, Sendai

Activities

Traditional crafts, nature, and food.
Enjoy experiences unique to Sendai with all five senses.

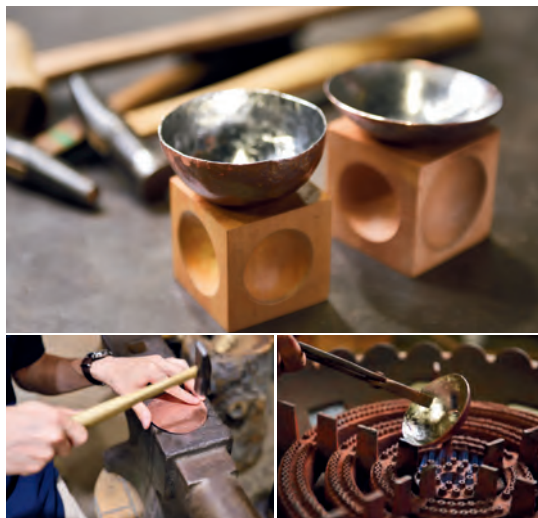
Akagane Copper Workshop

Experience the traditional metalworking technique of tankin (metal hammering). Under the direct guidance of a craftsman, you can hammer copper sheets to create your own cooking utensil or sake cup. *Reservation required

Location | 1-12-40 Ichibancho, Aoba-ku, Sendai (Tazen Ichibancho Main Store)



Note: The location may change depending on the production schedule. Please check the application form for details.



Matsushima Hot Air Balloon Experience

Take a hot air balloon ride and rise about 20 meters above Matsushima Bay, one of Japan's Three Scenic Views. The islands and the sea bathed in the morning light create a breathtaking panorama. Reservation required.

Location | 2 Isozaki Isojima, Matsushima Town, Miyagi Season | Saturdays, Sundays, and public holidays throughout the year (weather permitting)



Food Sample Making Experience (Sasa-kamaboko)

Enjoy making food replicas, including Sendai's specialty Sasa-kamaboko fish cakes, under the guidance of expert staff. *Reservation required

Location | 3-9-38 Miyamachi, Aoba-ku, Sendai (Inside the Sendai Art Craft Salon)



JR Fruits Park Sendai ARAHAMA Fruits Picking

This tourist farm cultivates over 150 varieties of fruits across eight categories, including strawberries, apples, and grapes. You can enjoy picking seasonal fruits throughout the year. *Priority given to reservations.

Location | 2-17-1 Arahama-shin, Wakabayashi-ku, Sendai



[Town Stroll Experience] Sendai's Three Major Specialties!

Explore the city with a local guide who will introduce you to famous Sendai specialties such as gyutan (grilled beef tongue), sasa-kamaboko (fish cake), and zunda mochi (sweet, mashed soybean mochi). You can enjoy tasting while hearing about the traditions and cultural background of the local shops. *Reservation required *Destinations may be subject to change.

Location | Downtown Sendai shopping arcades, etc.



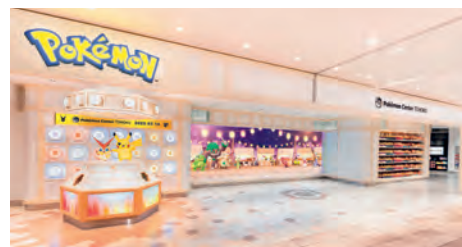
Monuments and Characters

From sites tied to the works to special monuments— Immerse yourself in the world of the story.

Monument to the Popular Volleyball Manga "Haikyu!!"

"Haikyu!!" is a popular volleyball manga set partly in Sendai. A monument featuring the characters stands in front of the gymnasium and museum associated with the series, attracting many fans.

Location | 1-4-1 Tomizawa, Taihaku-ku, Sendai (in front of Kamei Arena Sendai), and various locations in the city.



Pokémon Center TOHOKU

The only permanent official Pokémon shop in Tohoku. Pikachu and the mythical Pokémon Victini greet you cheerfully at the entrance. Strike a V-sign pose with them!

©Pokémon. ©Nintendo/Creatures Inc./GAME FREAK inc. TM, ®, and character names are trademarks of Nintendo.

Location | Sendai PARCO1 3F, 1-2-3 Chuoh, Aoba-ku, Sendai (Pokémon Center TOHOKU)



Sendai Anpanman Children's Museum & Mall

A theme park based on the Japanese anime character "Anpanman" beloved by children and adults alike. Character shows are held daily, and there are an abundance of exclusive goods and food options available.

Location | 101-14 Odawarayamamoto-cho, Miyagino-ku, Sendai



© Haruichi Furudate / Shueisha

*Due to renovation work planned until March 2027, the monuments are temporarily relocated to Tomizawa Park.



Pokémon Utility Hole Covers "Poké Lids"

Utility hole covers featuring Lapras have been installed in various locations throughout Miyagi Prefecture, including Sendai City.

©Pokémon. ©Nintendo/Creatures Inc./GAME FREAK inc. TM, ®, and character names are trademarks of Nintendo.

Location | Various locations in Miyagi Prefecture



Character and Anime Shops

Specialty anime and manga shops gather around Sendai Station. They offer the latest merchandise as well as an abundant product selection that fans will love.

Location | Sendai Station area (EBEAS, Sendai PARCO, etc.)



Figure Skating Monument in front of International Center

Monuments honoring Shizuka Arakawa and Yuzuru Hanyu, Olympic Gold Medalists from Sendai. It features designs of their iconic poses.

Location | 26 Kawauchi, Aoba-ku, Sendai / Aobayama, Aoba-ku, Sendai (in front of International Center Subway Station)





Gyutan

The iconic Sendai gourmet. Thick-cut, juicy, charcoal-grilled beef tongue has an unforgettable flavor.

Location | Specialty gyutan restaurants throughout Sendai City



Mabo Yakisoba

Sendai's local specialty gourmet, consisting of Mapo Tofu served over fried noodles.

Location | Chinese restaurants throughout Sendai City



Aoba Gyoza

Bright green dumplings with local Sendai yukina (a type of turnip green) kneaded into the skin.

Location | Gyoza and Chinese restaurants throughout Sendai City



Sasa-kamaboko

A healthy regional dish made from ground fish that is grilled in the shape of a bamboo leaf.

Location | Kamaboko shops and souvenir stores throughout Sendai City



Sushi

Enjoy fresh seafood from the Sanriku coast, one of the world's prominent fishing grounds.

Location | Sushi restaurants throughout Sendai City



Sendai Strawberries

Miyagi Prefecture's original brand of strawberries, characterized by a balance of sweetness and acidity, and juicy flesh.

Location | Strawberry farms, supermarkets, and greengrocers in/near Sendai City

Season | Around December to June



Oysters

Creamy oysters raised in the rich sea, delicious whether raw or grilled.

Location | Oyster bars and restaurants throughout the city

Season | Peak season is October to March



Seri Nabe

The Sendai style is to enjoy seri (Japanese parsley), which is in season in winter, down to its roots.

Location | Izakaya and local cuisine restaurants throughout Sendai City

Season | Around November to March



Sendai Beef

Highest-rank Japanese Black cattle that have cleared strict standards.

Location | Steak houses, yakiniku restaurants, and restaurants throughout Sendai City

Image provided by: Food Industry Promotion Division, Department of Agriculture and Forestry, Miyagi Prefectural Government



Kikufuku

A Japanese sweet of soft mochi filled with fresh cream and bean paste.

Location | Ocha no IGETA shops and souvenir stores throughout Sendai City



Zunda Shake

Zunda Saryo's signature product: a shake blending Sendai's specialty zunda (sweet, mashed edamame) with a vanilla shake.

Location | Zunda Saryo locations



Zunda Mochi

Sendai's regional sweet, featuring freshly pounded mochi wrapped in a sweet paste made from mashed edamame. Its charm lies in its simple, gentle sweetness.

Location | Wagashi shops, cafes, and souvenir stores throughout Sendai City



Sake

The Tohoku region is widely known as a production area for sake.



Whisky

A vibrant and smooth single malt whisky, born from Miyagi's pristine water and green gorges.



Craft Beer

In Sendai, you can enjoy a variety of craft beers, including local originals and American styles.



Craft Wine

Unique wines that utilize the climate and soil of Akiu.



Kokubuncho

The largest entertainment district in Tohoku. You can enjoy local food and drinks late into the night.

Location | Kokubuncho, Aoba-ku, Sendai



Bunka Yokocho

A nostalgic alleyway with a retro Showa-era atmosphere, perfect for barhopping.

Location | 2-4 Ichibancho, Aoba-ku, Sendai



Iroha Yokocho

A nostalgic alley that preserves traces of the post-war era. Discover the hidden side of Sendai.

Location | 2-3 Ichibancho, Aoba-ku, Sendai



Sendai Asaichi

A lively morning market affectionately known as "Sendai's Kitchen." It offers an abundance of fresh seafood, vegetables, and fruits.

Location | 3-8-5 Chuo, Aoba-ku, Sendai

Waterfalls, beautiful gorges, and famous hot springs.
A popular Sendai resort renowned for gourmet dining and relaxation.



1 Sendai Akiu Onsen

Known as an ancient hot spring established 1,500 years ago, it is a famous spring beloved by Date Masamune. You can spend a relaxing time in the abundant nature.

Location | Yumoto, Akiu-machi, Taihaku-ku, Sendai



3 Akiu Traditional Craft Village

A village where traditional craft studios have gathered. You can observe and experience the skills of craftsmen making Kokeshi dolls, Sendai Tansu, and more.

Location | 54 Yumoto Uehara, Akiu-machi, Taihaku-ku, Sendai



6 Sendai Kaleidoscopes Art Museum

The world's first kaleidoscope museum. A fantastic art spot where you can immerse yourself in the intricate and beautiful world of kaleidoscopes.

Location | 1-2 Aza-Matsuba, Moniwa, Taihaku-ku, Sendai



2 Akiu Otaki Falls

A magnificent 55-meter-high waterfall, recognized as one of Japan's Top 100 Waterfalls and designated a National Scenic Spot. The view is particularly stunning during the seasons of lush fresh greenery and vibrant autumn leaves.

Location | Baba, Akiu-machi, Taihaku-ku, Sendai Season | Autumn leaves are typically most vivid during Late October–Early November



4 Rairai-kyo Gorge (Nozokibashi Heart)

A gorge lined with unique rock formations, where you can stroll along a walking path. The Nozokibashi Heart (a heart-shaped hollow) is a popular photo spot.

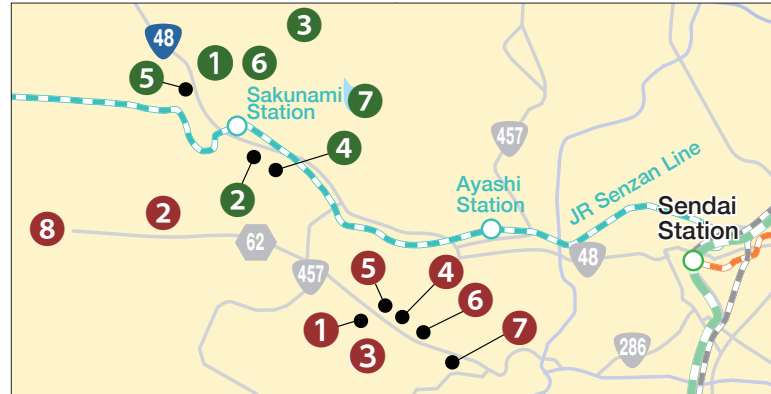
Location | Yumoto, Akiu-machi, Taihaku-ku, Sendai



7 Akiu Village Agurienomori

A complex facility offering Akiu's agricultural products and gourmet food. Perfect for souvenir shopping and savoring local flavors.

Location | 32-1 Nakayachiminami, Moniwa, Taihaku-ku, Sendai



5 Wine and Beer

Wines and craft beers nurtured by the nature of Akiu. You can enjoy tasting and meals as well.

Location | Akiu Winery: 6, Yumoto Biwahanishi, Akiu-machi, Taihaku-ku, Sendai
Great Dane Brewing: 5 Yumoto Biwahara, Akiu-machi, Taihaku-ku, Sendai



8 Futakuchi River Trekking

An adventure sport of climbing up a stream in the great outdoors. You can feel the coolness and thrill of the clear stream throughout your body.

Location | Baba, Akiu-machi, Taihaku-ku, Sendai (Futakuchi Gorge)
Season | July–September

This hot spring area, heralded as the “Hot Spring for Creating Beauty,” also offers whisky and local gourmet food.



1 Sendai Sakunami Onsen

A famous hot spring known as Sendai's retreat resort. At this hot spring, said to have been loved by Date Masamune, you can spend a relaxing time in the abundant nature.



2 Nikka Whisky Miyagikyo Distillery

At this distillery nestled in a lush, green valley, visitors can see how the whisky is made and enjoy a paid tasting of rare whiskies.

Location | 1 Nikka, Aoba-ku, Sendai



3 Jogi Nyorai Saihoji Temple & Sankaku Abura-age

A classic way to enjoy this area is to visit the historic temple and try the special deep-fried tofu Sankaku Abura-age.

Location | 1 Okura Joge, Aoba-ku, Sendai

Season | Autumn leaves are typically most vivid during Late October–Early November.



4 Homei Shijuhachi-taki Falls

A scenic spot featuring various sizes of waterfalls. You can stroll through the beautiful nature during the seasons of fresh greenery or autumn leaves.

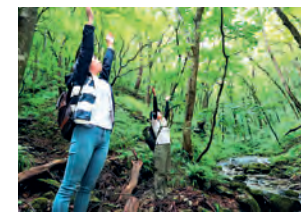
Location | Sakunami, Aoba-ku, Sendai



5 Hiraga Kokeshi Store

A traditional Sakunami Kokeshi doll studio continuing since the Edo period. You can observe the craftsman's work and try a painting experience.

Location | 13 Motoki, Sakunami, Aoba-ku, Sendai



6 Forest Bathing Tour

Refresh your mind and body in the abundant forests of Sakunami. It is a healing experience where you feel nature with all five senses, accompanied by a specialized guide.

Location | Sakunami, Aoba-ku, Sendai (around Sakunami Onsen)
Season | Specific days from April to November.



7 Okura Dam SUP

Stand-Up Paddleboarding enjoyed on the calm dam lake. You can fully enjoy the magnificent nature while taking a walk on the water.

Location | Okura, Aoba-ku, Sendai (Okura Dam)
Season | May–October.

Memories of the disaster and hope for the future. Experience the “now” of Sendai in the area of reconstruction.



JR Fruits Park Sendai ARAHAMA

A tourist farm that opened after the earthquake. Throughout the year, you can enjoy various kinds of fruit picking, including strawberries and apples.

Location | 2-17-1 Arahama-shin, Wakabayashi-ku, Sendai



Kanezaki Souhonten Sasakama-kan & Tanabata Museum

Enjoy a hands-on experience making Sendai's famous Sasa Kamaboko. There's also a gorgeous Tanabata Kazari permanent exhibition.

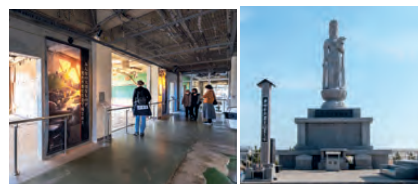
Location | 6-65 Tsurushiro-machi, Wakabayashi-ku, Sendai



Aquaignis Sendai

The complex features a natural hot spring spa, a restaurant, a market, and an interactive digital attraction. It is a place for relaxation and discovery, centered on the themes of wellness, food, and the connections that help foster a vibrant community.

Location | 33-3 Matsunonishi, Fujitsuka, Wakabayashi-ku, Sendai



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

A facility dedicated to preserving the lessons and threats of the Great East Japan Earthquake for future generations. The school building, damaged by the tsunami, has been maintained just as it was.

Location | 32-1 Shinborihata, Arahama, Wakabayashi-ku, Sendai



Sendai Umino-Mori Aquarium

Tohoku's largest aquarium, recreating the richness of the Sanriku coast's sea. The dolphin, sea lion, and bird performances, as well as the large tank, are magnificent.

Location | 4-6 Nakano, Miyagino-ku, Sendai



Kirin Brewery Sendai

Take a brewery tour to learn about the beer production process in an engaging and enjoyable way. Afterward, you'll have the opportunity to taste three varieties from the Ichiban Shibori series, all freshly delivered from the brewery.

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



Sendai Agriculture & Horticulture Center

A nature-rich park where you can enjoy seasonal flowers and fruit picking. Beautiful seasonal scenery, including rose and plum gardens, is truly exceptional.

Location | 13-1 Kirishinden, Arai, Wakabayashi-ku, Sendai

Enjoy shopping
to your heart's content.

Details can be
found here



Mitsui Outlet Park Sendai Port / Sendai-Izumi Premium Outlets

Two outlet malls where you can get great deals on brand-name products. Each location has its own unique features and can be enjoyed all day.

Location | Mitsui Outlet Park Sendai Port: 3-7-2 Nakano, Miyagino-ku, Sendai
Sendai-Izumi Premium Outlets: 6-1-1 Teraoka, Izumi-ku, Sendai



Mitsui Outlet Park Sendai Port



Sendai-Izumi Premium Outlets

Gourmet Street Food!
Sendai Specialty
Hyotan-age



Location | 2-3-18 Chuo, Aoba-ku, Sendai (Abe Kamaboko-ten Main Store)



Sendai Shopping Arcades

A shopping streets extending from Sendai Station, where you can shop without worrying about the weather. Various stores line the streets, and even just strolling around is an enjoyable experience.

Location | Downtown Sendai Shopping Arcades (Ichibancho, Chuo, Aoba-ku, Sendai)



West Exit



East Exit

Sendai Station Area

An area packed with the latest commercial facilities such as Sendai PARCO, S-PAL Sendai, Yodobashi Camera, and Don Quijote.

Location | Around Sendai Station (1-1-1 Chuo, Aoba-ku, Sendai)

Fujisaki / Sendai Mitsukoshi

Long-established department stores representing Sendai. They are attractive for their high-quality products, excellent service, and rich selection in the basement food floors (depachika).

Location | 3-2-17 Ichibancho, Aoba-ku, Sendai (Fujisaki) / 4-8-15 Ichibancho, Aoba-ku, Sendai (Sendai Mitsukoshi)



Fujisaki



Sendai Mitsukoshi

Take a short trip from Sendai and discover plenty of attractive spots.



1 Ginzan Onsen

A hot spring town imbued with a nostalgic atmosphere. The scenery at dusk, lit by gas lamps, is especially magical.

Location | Ginzan Shinhata, Obanazawa, Yamagata Prefecture



2 Rishshakuji Temple (Yamadera)

A historic temple nestled in a steep mountain. After climbing the 1,015 stone steps, a spectacular view awaits.

Location | 4456-1 Yamadera, Yamagata City, Yamagata Prefecture



3 Shiroishi Castle

The residence of Katakura Kojuro, one of chief retainers of the Date clan. From the beautifully restored castle tower, you can overlook the entire castle town.

Location | 1-16 Masuoka-cho, Shiroishi, Miyagi Prefecture

Miyagi Olle Trails



- 1 Kesennuma/Karakuwa Trail Course
- 2 Oku-Matsushima Trail Course
- 3 Osaki/Naruko Hot Spring Trail Course
- 4 Tome Trail Course
- 5 Murata Trail Course
- 6 Tagajo Trail Course
- 7 Zao/Togatta Hot Spring Trail Course

Miyagi Olle
Official Website



4 World Heritage Hiraizumi (Chuson-ji & Motsu-ji Temples)

A place where the Buddhist culture of the Heian period flourished. It is a purifying experience to discover the splendor of the Konjikido (Golden Hall) and the beautiful landscape of the Jodo (Pure Land) Garden.

Location | Hiraizumi-cho, Nishi-Iwai-gun, Iwate Prefecture



7 Natori (Yuriage)

A port town where fresh seafood is abundant. At the market rebuilt after the tsunami, you can taste local specialties like akagai (ark shell) and Kaisendon (seafood bowl).

Location | Yuriage, Natori, Miyagi Prefecture



9 Zao Okama Crater

The emerald green crater lake Okama is widely known for its mysterious beauty. In winter, you can see Snow Monsters (frosted trees) up close.

Location | Togatta Onsen, Zao-machi, Katta-gun, Miyagi Prefecture (near Mt. Zao Kattadake summit)



5 Mt. Kurikoma (Autumn Leaves)

One of Japan's leading autumn foliage spots, praised as the Carpet of God. The sight of the entire mountain turning red and yellow is breathtaking.

Location | Kurikoma Numakura, Kurihara, Miyagi Prefecture (Iwakagami-daira)



6 Tashirojima Island

A world-famous cat paradise known as Cat Island. More cats than residents live here and greet people affectionately.

Location | Tashirohama, Ishinomaki, Miyagi Prefecture (Tashirojima Island)



8 Matsushima

A scenic spot counted as one of Japan's Three Most Scenic Spots. The bay, dotted with over 260 large and small islands, is truly a poetic sight of beauty.

Location | Matsushima-machi, Miyagi-gun, Miyagi Prefecture



10 Hitome Senbon Zakura (1000 Cherry Trees)

A cherry tree avenue stretches for approximately 8 km along the embankment of the Shiroishi River. The tunnel of cherry blossoms, with the majestic snow-capped Zao mountain range as a backdrop, is breathtakingly beautiful.

Location | Kanagase, Ogawara-machi, Shibata-gun, Miyagi Prefecture (Shiroishi River Embankment)

Enjoy a day-trip with a train and boat!
A trip to Matsushima, one of Japan's
Three Most Scenic Spots, Shiogama, and
Sendai one-day suggested itinerary



Depart from Sendai Station



Approx. 30 min. by train
Approx. 10 min. on foot

01 Minato Oasis Marine Gate Shiogama

A passenger terminal for tourist boats connects Shiogama and Matsushima, as well as ferries to the Urato Islands. The terminal also features souvenir shops and restaurants where visitors can enjoy seasonal seafood.



50 min. by boat to Matsushima-Kaigan
Enjoy the boat trip with the view of
Matsushima Bay's islands.

02 Stroll around Matsushima-Kaigan (120 min.)

Godaigo Temple

The symbol of Matsushima, to which you access by crossing the "matchmaking bridge." It features a beautiful view, with the temple hall set against the scenery of one of Japan's Three Most Scenic Spots.



National Treasure Zuiganji Temple

A Rinzaï Zen temple established by Date Masamune, designated as a National Treasure.



Enjoy Seafood for Lunch

In addition to restaurants featuring local seafood, you can also enjoy cafes and souvenir shopping.



Approx. 20 min. by train
Approx. 10 min. on foot

in Sendai

03 Mitsui Outlet Park Sendai Port (120 min.)

Enjoy shopping at the outlet mall, which offers a variety of shops including fashion, sports, and diverse goods.



Approx. 10 min. on foot
Approx. 20 min. by train

in Sendai

04 Dinner at Gyutan-dori, JR Sendai Station

Conclude your trip with Sendai's specialty, gyutan-yaki (grilled beef tongue). Popular restaurants can be found along Gyutan-dori (Beef Tongue Street) on the third floor of JR Sendai Station. Enjoy the authentic, thick, and juicy flavors.



Other suggested itineraries
can be found here



Enjoy the superb views of Yamagata and
Sakunami, be healed by the hot springs, and
fully enjoy Sendai, the City of Trees.



[Day 1]

Depart from Sendai Station



Approx. 5 min. on foot
Rent a car at a rental car shop near Sendai Station
Approx. 110 min. by car *Toll road use included

01 Ginzan Onsen (70 min.)

Stroll through this charming hot spring town, which exudes a nostalgic atmosphere. The scenery at dusk, illuminated by gas lamps, is especially beautiful and will make you feel as though you've slipped back in time. For lunch, we recommend trying local specialties such as soba buckwheat noodles or curry bread. *Entry restrictions may apply in winter.



Approx. 70 min. by car

02 Yamadera (Risshakuji Temple) (120 min.)

This historic temple, famous also in relation to the poet Matsuo Basho, is a place of ascetic training on a mountain full of unique rock formations. Climb the over 1,000 stone steps and enjoy the spectacular view from Kaizando and Godaigo Hall.



Approx. 50 min. by car

in Sendai

03 Check-in to Sakunami Onsen Ryokan and Dinner

Ryokan (traditional inns) are scattered along the Hirose River gorge, offering seasonal views. Stroll through the hot spring village, see traditional Sakunami Kokeshi dolls, and soak leisurely in the hot springs to heal your travel fatigue.



[Day 2]

Sakunami Onsen Ryokan



Approx. 10 min. by car
*Travel time varies depending on the ryokan.

in Sendai

04 Nikka Whisky Miyagikyo Distillery (70 min.)

A distillery located in a lush green gorge. You can tour the whisky production process and enjoy a tasting of three types of alcoholic beverages.



Approx. 25 min. by car

in Sendai

05 Jogi Nyorai Saihoji Temple (90 min.)

A historic temple believed to bring good fortune in matchmaking and safe childbirth. After visiting, be sure to try the piping hot, fragrant specialty Sankaku Jogi Abura-age (triangular deep-fried tofu).



Approx. 45 min. by car

Sendai Station

From Sendai, the City of Trees, to World Heritage Hiraizumi. A driving trip to explore Miyagi's history and spectacular scenery
2-night, 3-day suggested itinerary

[Day 1]

Depart from Sendai Station

Approx. 5 min. on foot. Rent a car at a rental car shop near Sendai Station
Approx. 85 min. by car *Toll road use included

01 World Heritage Hiraizumi (Chuson-ji & Motsu-ji Temples) (110 min.)

Chuson-ji Temple with its dazzling Konjikido (Golden Hall), and Motsu-ji Temple with its beautiful Jodo (Pure Land) Garden. Take a leisurely stroll through this World Heritage site.



Approx. 30 min. by car

02 Geibikei Gorge Boat Ride (110 min.)

A scenic spot counted among 100 Landscapes of Japan. You can descend the gorge, where cliffs over 100m high line the valley, while listening to the boatman sing the Geibi Oiwake folk song. Enjoy the seasonal beauty of the gorge.



Approx. 110 min. by car *Toll road use included

03 Check-in to Akiu Onsen Ryokan and Dinner

Akiu Onsen is Sendai's popular resort. Find healing in the beautiful gorge views and its renowned hot springs.



in Sendai

[Day 2]

Depart from Akiu Onsen Ryokan

Approx. 20 min. by car

04 Akiu Otaki Falls (30 min.)

A powerful waterfall with a 55m drop.



in Sendai

Approx. 80 min. by car *Toll road use included

05 Mt. Zao and Okama Crater (60 min.)

Okama, the emerald green crater lake, is a mystical spot where you can feel the breath of nature.



Approx. 60 min. by car *Toll road use included

06 Shiroishi Castle and Samurai Residences (80 min.)

Shiroishi Castle served as the residence of Katakura Kojuro, one of the chief retainers of the Date clan. From its beautifully restored tower, you can enjoy sweeping views of the castle town. A walk along the samurai residence street, which faces the Sawabata River that forms the outer moat of the castle's sannomaru (third northern bailey), is also recommended. For lunch, try the local specialty: Shiroishi Umen noodles.



Approx. 50 min. by car *Toll road use included

Check in to a hotel in Sendai City

[Day 3]

Hotel in Sendai City

Approx. 40 min. by car

07 Yuriage Port Morning Market (120 min.)

A large morning market is held every Sunday, featuring fresh seafood and local products displayed with vibrant energy. The Hamayaki (seafood grill) corner, where you can grill and enjoy your freshly purchased seafood on the spot, is especially popular. *Only on Sundays and national holidays

Approx. 5 min. by car

08 Kawa Machi Terasu Yuriage (20 min.)

A commercial facility opened as a symbol of recovery from the Great East Japan Earthquake. It features restaurants and shops, and you can dine or take a break on the waterfront terrace. Local gourmet food such as Shirasu-don (Whitebait bowl) is popular.

Approx. 5 min. by car

09 Aquaigis Sendai (90 min.)

This mixed-use facility brings together a natural hot spring spa, a restaurant, and a market brimming with local products from Miyagi and the Tohoku region, as well as an interactive digital attraction. Its large variety of stores keep you entertained all day.



Approx. 30 min. by car

Sendai Station

Souvenirs and Traditional Crafts

Souvenirs unique to Sendai,
from classic sweets to traditional crafts



Miyagi Traditional Kokeshi Doll

A traditional wooden doll representative of the Tohoku region. Its charm lies in its simple expression, with designs and shapes varying by production area.

Location | Department stores, souvenir shops, and craftsmen's studios



Tsutsumi-yaki Ware

Pottery with a simple, strong texture that has continued since the Edo period. It is characterized by the distinctive contrast between black and white glazes.

Location | 8-4 Akasaka, Kamiyagari, Izumi-ku, Sendai (Tsutsumi-yaki Kenba Kiln)



Hagi no Tsuki

Kasho Sanzen's signature confection features a soft sponge cake filled with smooth custard cream. It is loved for its light, fluffy texture, and delicate sweetness.

Location | Souvenir stores throughout the city, Kasho Sanzen



Sendai Dagashi Sweets

Sweets that offer a simple taste, unchanged for a long time. The fragrant makoron made with peanuts is especially popular.

Location | 2-2-57 kimatidori, Aoba-ku, Sendai (Kumagaiya honten), etc.



Sendai Hitokuchi Zunda Mochi

This bite-sized treat from Ocha no Igeta captures the flavor of Sendai's famous zunda mochi in a convenient form — no refrigeration is required, making it easy to carry home as a souvenir!

Location | Sendai Station and department stores and souvenir stores



Sendai Suzume Manju

An adorable sparrow-shaped steamed bun (manju) with a chewy texture, inspired by the Suzume Odori (Sparrow Dance) of the Aoba Festival.

Location | Sendai Station and souvenir stores



Tamamushi Lacquerware

Tamamushi is lacquerware originating in Sendai, where the color changes depending on the angle of the light. It is a Miyagi Prefecture Designated Traditional Craft.

Location | 3-3-20 Kamisugi, Aoba-ku, Sendai (Tohoku Kogei Co., Ltd.), etc.



Sendai Miso Kurumi miso & walnut cookies

A sweet made with Sendai Miso, which was beloved by Date Masamune. The combination of the miso's saltiness and sweetness is exquisite.

Location | 2-8-5 Honcho, Aoba-ku, Sendai (Sasaju Honten), etc.



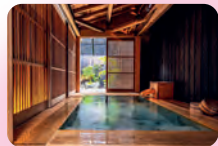
Musubimaru Products

Merchandise featuring Musubimaru, the Sendai/Miyagi Tourism PR character. This beloved character is adorable with his rice ball face and samurai armor outfit.

Location | Sendai Station and souvenir stores

Sendai Map

Travel times are approximate duration from JR Sendai Station.
*Times may vary depending on traffic conditions.



Sendai Sakunami Onsen

Approx. 40 min.

464 883 713*71

Sakunami Station



Jogi Nyorai Saihoji Temple

Approx. 60 min.

583 095 406*27



Nikka Whisky Miyagikyo Distillery

Approx. 40 min.

464 798 644*63



Sakunami Jogi Area



Akiu Otaki Falls

Approx. 45 min.

464 672 592*61



Sendai Akiu Onsen

Approx. 30 min.

464 507 551*47



Akiu Traditional Craft Village

Approx. 30 min.

464 506 088*60



Spring Valley Sendai Izumi Ski Resort

Approx. 50 min.

583 282 815*02



Sendai-Izumi Premium Outlets

Approx. 25 min.

583 025 597*55



Sendai Daikannon

Approx. 25 min.

21 759 637*65



National Treasure Osaki Hachimangu Shrine

Approx. 15 min.

21 671 324*81



Sendai Astronomical Observatory

Approx. 30 min.

21 601 421*60

Site of Sendai Castle

Approx. 20 min.

21 583 813*14



Zuihoden Mausoleum

Approx. 10 min.

21 584 612*33



Legend

Photo Spot

Tourist Farm

Shopping

Nature/Scenic View

Temple

Shrine

Hot Spring

Map Code

You can set your destination by entering the Map Code into your car navigation system. Map Code and MAPCODE are registered trademarks of DENSO Corporation.

0 1000 2000 4000m



To Morioka

Matsushima Station



Matsushima (One of Japan's Three Most Scenic Spots)

Approx. 40-50 min.

By train approx. 40 min.

110 442 088*87



Kanezaki Souhonten Sasakama-kan & Tanabata Museum

Approx. 20 min.

21 625 452*51



Ichigoichie Matsumori Farm

Mitsui Outlet Park Sendai Port

Approx. 30 min.

By train approx. 35 min. (incl. walk)

21 689 577*66



Kirin Brewery Sendai

Approx. 40 min.

21 659 501*11



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

Approx. 25 min.

21 508 272*35

Coastal Area of Sendai City



AquaInnis Sendai

Approx. 30 min.

21 355 722*37



JR Fruits Park Sendai ARAHAMA

Approx. 30 min.

21 477 741*45

Izumi I.C.

Sendai Station

Sendai City Center

To Tokyo

Transportation Information

In addition to trains, subways, and local buses, various transportation options and discount tickets are available.

Discount Tickets

SENDAI AREA PASS (1-Day Ticket)

THE SENDAI MARUGOTO PASS (2-Day Ticket)

An all-you-can-ride free pass for 1 or 2 days, allowing cost-effective travel to Sendai, Matsushima, Yamadera, and more. It comes with discounts and special offers at tourist facilities and restaurants.

Fare (Adults 12 years and older)

SENDAI AREA PASS ¥1,420

THE SENDAI MARUGOTO PASS ¥2,930

*Prices as of August 2026

Valid Routes

JR lines between Sendai, Matsushima, Matsushima-Kaigan, Yamadera, and Shiroishi Stations; the Sendai Airport Access Line; the Loope Sendai bus; Sendai City buses; all Sendai Subway lines; Miyagi Kotsu bus lines between Sendai and Akiu Otaki; and the Abukuma Express line between Tsukinoki and Abukuma Stations.



SENDAI AREA PASS:
<https://sendaitravelpass.jp/1day/en/>



THE SENDAI MARUGOTO PASS
<https://sendaitravelpass.jp/2days/en/>



Tohoku Expressway Pass

Rent a dedicated ETC card with your rental car for fixed-price, unlimited use of expressways in the Tohoku region for up to 4 and 8 days!

https://en.driveplaza.com/drawari/tohoku_expass/



Tohoku Highway Bus Ticket

A discount digital ticket offering 2 or 3 days of unlimited rides on highway buses and some local buses within the Tohoku region.

<https://japanbuslines.com/en/thbt/>



Loope Sendai

A sightseeing loop bus that circles major tourist spots in downtown Sendai. Purchasing a day pass for unlimited rides provides various special offers at facilities along the route.

<https://loope-sendai.jp/en/>



Rental Car

A rental car with a navigation system is recommended for touring Sendai and Tohoku.

<https://discoversendai.travel/must-do/enjoy-sendai-and-miyagi-by-rental-car/>

*An International Driving Permit and other required documents are necessary for driving.



Taxi

Convenient for comfortable travel to your destination, especially when carrying heavy luggage or traveling at night.

https://sentakyo.org/sendai_taxi_tour/

Recommended Suggested Itineraries Available



Highway Bus

It offers cost-effective and convenient travel to neighboring prefectures such as Yamagata and Fukushima, as well as Tokyo.

More detailed transportation information can be found here

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



Tourist Information Centers

Walking Tours and Experience Programs

i-SENDAI (SENDAI Tourist Information Desk) offers experience-based programs in both Japanese and English, such as tours of must-see downtown spots and Japanese confectionery decoration workshops. These programs are recommended for those interested in interacting with locals and learning more about Sendai's unique lifestyle. Enjoy an unforgettable experience in Sendai.

Reservations and Inquiries

<https://i-sendai.jp/>



Tourist Information Centers

■ Sendai Tourist Information Center (Sendai Station)

JR Sendai Station 3F, 1-1-1 Chuo, Aoba-ku, Sendai

■ SENDAI Tourist Information Desk

(Central City Area) *Tax-Free Counter available

Fujisaki Main Building 1F, 3-2-17 Ichibancho, Aoba-ku, Sendai

■ Akiu Onsen Village Tourist Information Center (Akiu Area)

Housed in Akiu Sato Center (40-7 Yumototeradawara, Akiu-machi, Taihaku-ku, Sendai)

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



■ Sakunami / Jogi Tourist Information Center (Sakunami Area)

Yunomachi Sakunami Tourist Exchange Center Lasanta

2-7 Motoki, Sakunami, Aoba-ku, Sendai

<https://discoversendai.travel/travel-info/tourism-information-center/>



■ Michinoku Tourist Information (Sendai International Airport)

Sendai International Airport 1F, Minamihara, Shimo-masuda, Natori, Miyagi Prefecture

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



SENDAI Tourist Information Desk

For the latest information, please check the official Sendai City website and SNS channels.

Sendai City Official Tourism Website
Discover SENDAI
<https://discoversendai.travel/>



Sendai City Official Facebook Page
Travel to Sendai, Japan



Sendai City Official Instagram



Sendai Photo Gallery

