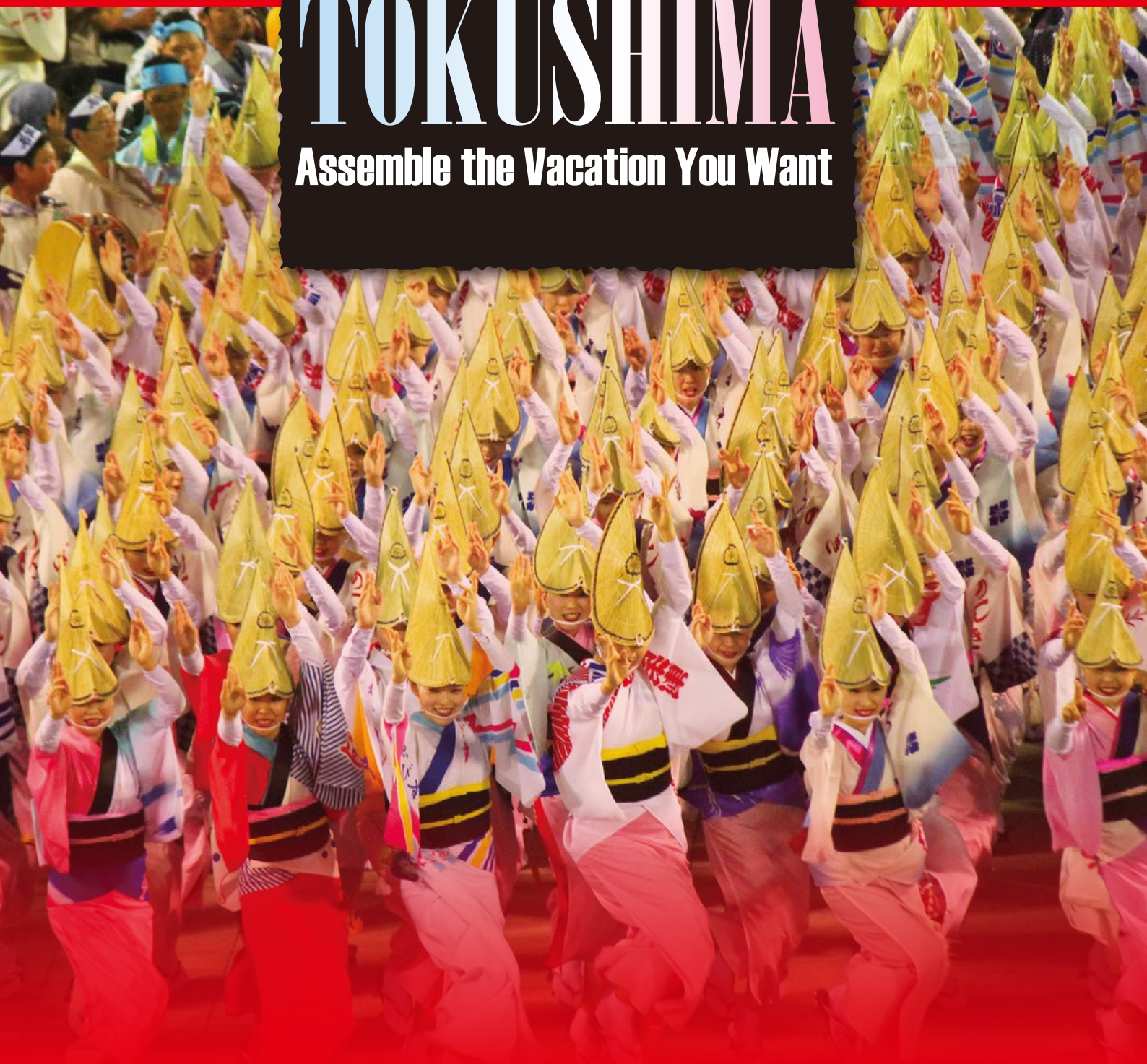


Discover the charms of Japan!

TOKUSHIMA

Assemble the Vacation You Want



AWA Odori's



Photo courtesy of Akiyama Shuichi

joyous dancing!

Tokushima is proud of its world-renowned traditional dance "Awa Odori" that has a history spanning over 400 years. Experience a massive carnival comparable to the Rio Carnival! The captivating rhythm that reverberates in dupe time from the big drums will make anyone want to dance.

East Area



World renowned

indigo-dyeing
aesthetics

"Japan Blue" is a deep and vibrant indigo color that beautifully symbolizes Japan. In Tokushima, there is an ancient indigo dyeing technique passed down from the Edo era, and this inherited traditional craft boasts a wide variety of beautiful colors.

Atmospheric

Streets of Udatsu



The prosperity of the indigo merchants lingers in these beautiful streets of white walls and tiled roofs, which have been chosen as a part of 100 famous Japanese roads. With the neighboring houses built to serve as a firewall, the splendid "Udatsu" is a symbol of wealth that also tells a story of prosperity.

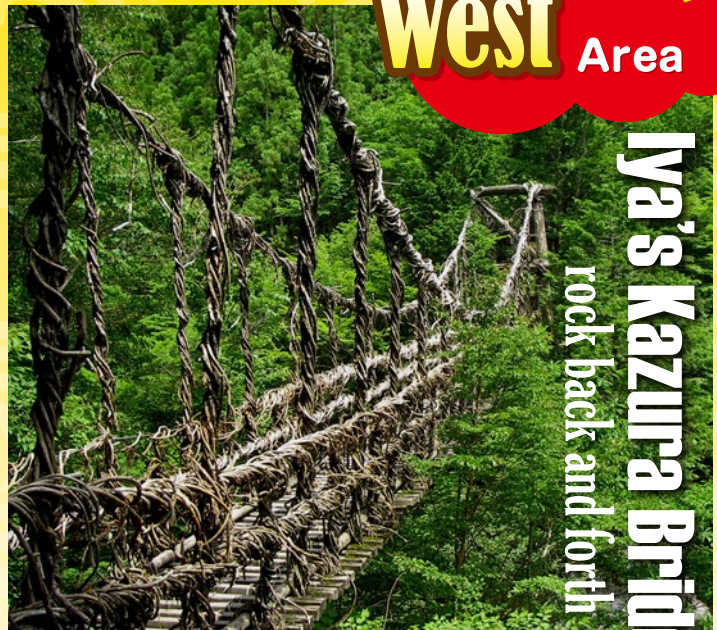
Come enjoy the unique cha



On cliffs differing about 390 meters in height, about 70 old houses cling and dot the landscape as a village. The entire village has been selected for preservation, and is a rare image of old Japan that still survives.

Oehai Community
This is the ancient landscape of Japan

West Area



a secluded region

Iya's Kazura Bridge

rock back and forth

The large, natural Kazura Bridge in Iya was selected by Tripadvisor as one of the 10 bridges you should walk across before you die. This bridge is woven from natural roots, and is well-known as one of three unique bridges in Japan. Enjoy the thrill as the bridge gently sways each time you move forward.

Oboke Gorges

sail down stream

leisurely

Over 200 million years the rapids of the Yoshino River have shaved away at the rock walls, carving out the Iya Valley. While sailing gently in the sightseeing boat with a boatman as your guide, you can enjoy the towering rock walls and the seasonal beauty of the valley.



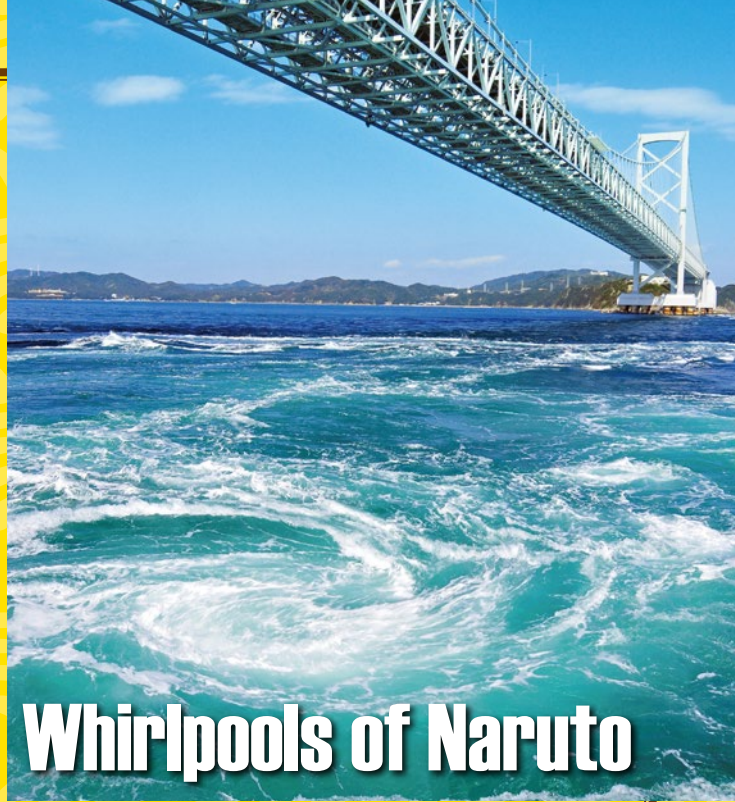


Awa Puppet Theater

using traditional methods

Traditional Japanese puppet theater comes from the Edo period, where it bisected Kabuki and popular forms. Conveying strong emotions with their eyes, the dolls perform with exaggerated movements. Their eyes, mouths, and fingers move in sequence with the narrative almost as if they were alive!

dynamic



Whirlpools of Naruto

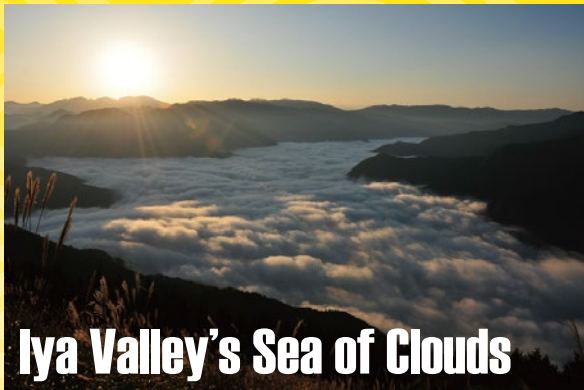
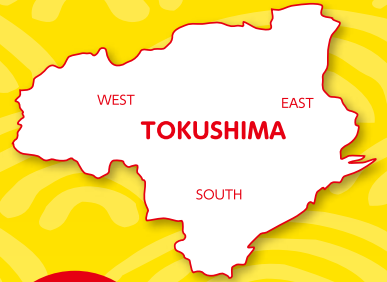
As a result of the differences of the ebb and flow of the tides, the large whirlpools that form in the Naruto Strait are among the largest in the world. With a tremendous roar the swirling tides are quite spectacular. In the flood tides of spring and autumn, witness large eddies up to 20m in size!

Japan's largest Otsuka Museum of Art Masterpieces



This is one of the world's leading fine art museums unlike any other, where you can enjoy the works up close and take pictures! On the world's largest travel review site Tripadvisor, the museum was selected as the foremost place to visit.

Arms of Tokushima!



Iya Valley's Sea of Clouds

spreads across the miraculous heavens

The sea of clouds is a fantastic natural phenomenon where the clouds of the valley spread out like the surface of an ocean. Mountains rise up out of the clouds like floating islands. In autumn into early winter and early spring the sea of clouds appears clearly.

Shikoku Pilgrimage



Shikoku Pilgrimage from the beginning

The 88 temple Shikoku pilgrimage created by Kobo Daishi Kukai begins in Tokushima. People visit from all over Japan and around the world to make the pilgrimage of Kukai's 88 temple "O-Henro-san" and embrace a wealth of thoughts and feelings through the journey.



South Area

Sea Turtles

The Ohama coast has been selected as one of a hundred special Japanese beaches, where from mid-May to early August each year sea turtles land to lay eggs. In the town of Minami where everyone works to protect the sea turtles, you can go and see them at the mystical time when they lay their eggs.

to "Meet the Pacific Ocean"



Exciting and thrilling heights

Tairyuji Ropeway

It is the longest ropeway in western Japan. Enjoy the successive thrills and excitement of crossing through mountains and valleys on this amazing steel tower at an altitude of 602 meters! Relish the view from the Tairyuji summit where the panorama spreads out over the Tsurugi mountain range and the Kii Channel.

Blue Marine walk in the seas

Travel around the Muroto-Anan Kaigan Quasi-National Park in a sightseeing ship! From the observation room in the bottom of the Blue Marlin you can enjoy cute tropical fish and beautiful coral up close as if walking along the bottom of the sea.



Fruit Paradise

Enjoy fresh-picked, ripe Tokushima fruit to your heart's content!



Pear Picking

Tokushima pears' high sugar content make them incredibly sweet and juicy! There are 3 varieties to enjoy: "kosui," "hosui," and "mitaka." When biting into the crunchy fruit you get the true taste of autumn. With one bite, the rich, sweet flavor will fill your mouth. (Period: early August to late September)

Grape Picking

Pluck the plump grapes without restraint and enjoy their taste. The charm of the king of grapes, the "kyoho," is its deep, rich sweetness. The sweet aroma and smooth taste of the "pione" will also leave you immensely satisfied by Tokushima's grapes! (Period: early August to late September)



Mandarin Orange Picking

Tokushima's oranges are grown in the sunny hills, and are filled to bursting with superb, juicy flavor. Enjoy all the ripe oranges you can eat as you harvest them. (Period: mid-October to mid-December)

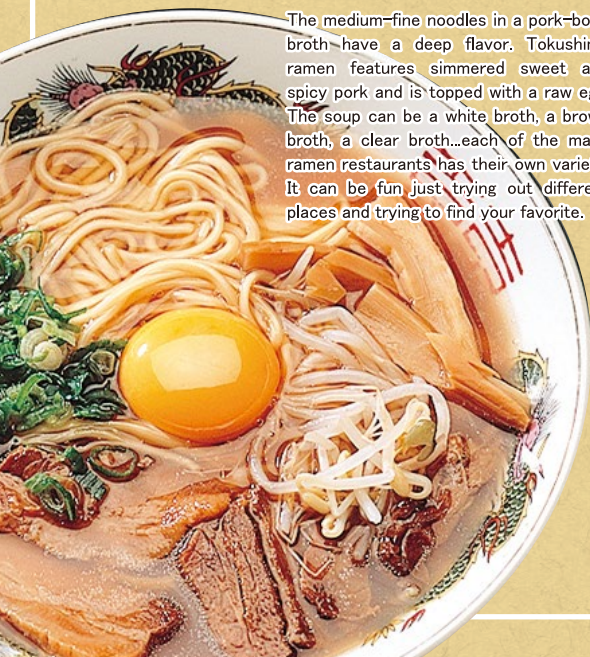
Strawberry Picking

Tokushima produces delicious strawberries in the areas where the local brands such as "Peach Strawberry," "Red Cheeks," and "Sachinoka" are grown. Eat the large, juicy strawberries until you are satisfied. The sweetness of the lovely, red strawberries will bring a smile to your face. (Period: early February to late May)



Tokushima Ramen

The soul food of Tokushima has got to be its ramen. You can't talk about Japanese ramen until you've tried it here!



The medium-fine noodles in a pork-bone broth have a deep flavor. Tokushima ramen features simmered sweet and spicy pork and is topped with a raw egg. The soup can be a white broth, a brown broth, a clear broth...each of the many ramen restaurants has their own variety. It can be fun just trying out different places and trying to find your favorite.

Enjoy Tokushima's delicious bounty nurtured by nature and local residents!

Seafood & Branded Meat

Enjoy these gems raised in the abundant, natural Tokushima climate. Exceptionally fresh! You can only enjoy these tastes here.



Awa Beef

The marbled beef of Japanese Black cattle melts in your mouth. All the meat is graded at a 4 or higher! Tokushima's mild climate and rich land raise a popular brand of cattle. You can fully enjoy the delicious flavor of both Japanese and Western varieties.

Awa Chicken

Eat it grilled, simmered, fried, or sauteed! "Awa Oniwatori" is the brand of chicken that boasts the largest production volume in the country. The skin is crisp and juicy! Feel free to indulge in this gem sought by first-class restaurants nationwide.



Naruto Sea Bream

Naruto sea bream comes from the rough waters of the Naruto Strait and is characterized by its texture and sweet, fatty taste. These first-class fish are caught and selected individually from the whirlpools around Naruto! The taste of the oils in the fish in spring and autumn are also exceptional.

Shopping

(Consumption Tax Duty-Free Shops)



From a selection of high quality and tasty Tokushima goods you can choose your souvenirs for the trip here!

Located in Tokushima

All these things are available in Tokushima! Naruto sweet potatoes, sudachi, and wakame are some of the tastes of Tokushima. Indigo dyeing and crafts are the handiwork of Awa. Delicious things, beautiful things, stylish things... Please take advantage of these superb specialty goods as souvenirs for your trip.

■ Tokushima-ken Tokushima-shi Shinmachiabashi 2-chome 20 Awa Odori Kaikan Museum 1st floor / 088-622-8231 / 9:00 to 21:00 / 2nd Wednesday of June, October, and February

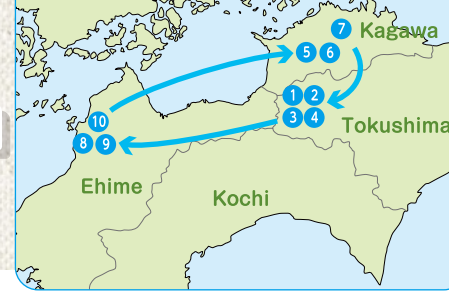
Popular cosmetics and electronics! Shopping Center

In Tokushima there are many opportunities to shop for electronics and brand name goods in the department stores in front of the station and suburban shopping centers that feature many large consumer electronics retailers. Enjoy the sites and shopping together.



Touring Iya's Natural Hot Springs Plan

Visit Kompira and also enjoy Dogo!



Western Tokushima



1 Iya's Kazura Bridge

The beautiful bridge exists in harmony with the nature of Iya. Visible between the slats of the bridge is the valley floor 14m below! As the wind blows the bridge sways creating a sense of surprise.

■ Tokushima-ken Miyoshi-shi Nishiyayamura Zentoku 162-2/0120-404-344
 Adults: ¥ 550, Children (elementary school students) ¥ 350
 sunrise to sunset/7 days a week



2 Oboke Gorges Boat Ride

Comfortably go downstream through the Oboke Gorges—one of western Japan's leading scenic locations. Observing the gorges' beauty from the valley bottom really gives you the full impact!

■ Tokushima-ken Miyoshi-shi Yamashiro Nishiu 1520/0883-84-1211
 Adults: ¥ 1080, Children (3 years to elementary school students) ¥ 540
 occasional service from 9.00 to 17.00/7 days a week
 (except in cases of flooding or high winds)



3 Haunted Mansion

Based on the legends of monsters in Oboke, local residents have crafted and exhibit 70 expressive specters.

■ Tokushima-ken Miyoshi-shi Yamashiro-cho Kamimyo 1553-1 (in Lapis Oboke)
 0883-84-1489/Free/9:00 to 17:00/7 days a week
 (every Monday December to February is a holiday,
 and for public holidays also the following day)

Hot Spring Stay

Leisurely Enjoy the Oboke Iya Hot Springs



4 Oboke Iya Hot Springs

Stay in a mountain village in one of Japan's three large unexplored regions that is dotted with hot springs. From here sail in a boat, visit Kazura Bridge, go to Ochiai village, and see the sea of clouds; enjoy a journey through this original Japanese landscape. Go on a tour in a nostalgic bonnet bus or trolley train.

Savor a Tokushima Dinner

Around the Hearth-Freshwater Fish Cuisine



Savor countryside cuisine round the hearth, such as potatoes, tofu, "dekomawashi" that are konjak kebabs slathered in miso sauce, and "flat baking" over stones.

Kagawa Area



5 Kompira Shrine

Kompira-san is home to a widely known god of the sea. As you climb Kompira there are 785 steps to the main shrine, and 1368 steps to the shrine at the top.

■ Kagawa-ken Nakatado-gun Kotohira-cho 892-1/0877-75-2121
 free to visit/ Temple Shoin & Treasure Museum 8:30 to 17:00
 7 days a week



6 Udon Experience

Experience handmaking your own authentic Sanuki noodles, and taste them fresh on the spot. The taste of noodles that you make yourself is truly exceptional!



7 Ritsurin Garden

Stroll through a Japanese garden from the early Edo period and enjoy the seasonal scenery. It has received Michelin Guide's highest rating of 3 stars

■ Kagawa-ken Takamatsu-shi Ritsurin-cho 1-20-16/087-833-7411
 Adults: ¥ 410, Children (elementary & junior high students) ¥ 170
 *groups of more than 20 people will be split
 7:00 to 17:00 (may vary based on the season)/7 days a week

Ehime Area



8 Dogo Hot Spring

Dogo is one of Japan's oldest hot springs with a history spanning over 3000 years and has received Michelin Guide's highest rating of 3 stars.

■ Ehime-ken Matsuyama-shi Doguyuno-cho 5-6/089-943-8342
 Adults: ¥ 410-1550, Children: ¥ 160-770 (as courses)/
 6:00 to 23:00/7 days a week (with a special holiday in December)



9 Botchan Steam Locomotive

Since the Meiji to early Showa eras the steam locomotive in Matsuyama has been a popular sightseeing train. Sightings also include a restored Western-style railway station.

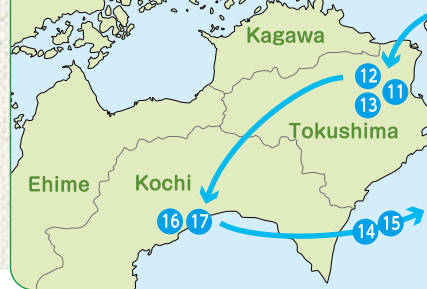
■ Ehime-ken Matsuyama-shi (Matsuyama Station to Dogo Onsen Station)
 089-948-3222/Adults: ¥ 300, Children (elementary school students): ¥ 200,
 Infants (1 to 6 years old) free accompanied by 1 person,
 children's fee from the 3rd person./7 days a week



10 Matsuyama Castle

At the Matsuyama city center is a majestic, towering castle. There is a 360-degree view from the top floor of the castle tower, and it has been chosen as one of a hundred special castles in Japan.

■ Matsuyama-shi Okaido 3-chome 2-46/089-921-4873
 Adults: ¥ 1020, Children (elementary school students) ¥ 410,
 includes round-trip ticket for ropeway
 9:00 to 16:30 (may vary based on the season)
 Holidays: only the 3rd Wednesday in December



11 Awa Odori Hall

On the premises you can experience the charm of this Awa dance throughout the year. The Awa Odori can be seen performed up close every day, and you are welcome to jump in and participate in the dance.

■ Tokushima-ken Tokushima-shi Shinmachi 2-20 / 088-611-1611 / 9:00 to 21:00 (until 18:00 on December 21 to 27, January 2 to 10) / Performances: daytime 11:00 (weekends only), 14:00, 15:00, 16:00; nighttime 20:00 / Daytime: Adults: ¥ 600, Children (junior high school students) ¥ 300; Nighttime: Adults: ¥ 800, Children: ¥ 400 / Holidays: December 28 to January 1, 2nd Wednesday of February, June, and October (following day on public holidays)



12 Awa Jurobe Mansion

There is an imitation rural stage and auditorium in which performances are held twice daily. You can take in this world of the Japanese puppet theater that has transcended eras.

■ Tokushima-ken Tokushima-shi Kawauchi-cho Miyajima Honura 184 / 088-665-2202 / 9:30 to 17:00 (Performances: 11:00, 14:00) Adults: ¥ 410 < ¥ 320>, High School & College Students ¥ 300, Children (elementary & junior high students) ¥ 200 ※groups of 20 or more will be split / Holidays: December 31 to January 3

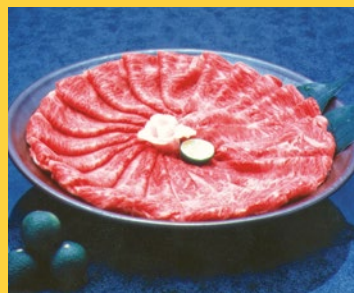


13 Aizumicho Historical Museum

The story of the prosperity of indigo merchants can be found in what remains of the old Okumura homestead, and you can experience the ancient techniques that are used to produce a beautiful indigo color.

■ Tokushima-ken Itano-gun Aizumi-cho Tokumei Maezunishi / 088-692-6317 / 9:00 to 17:00 (indigo dyeing experience until 16:00) / Adults: ¥ 300, Junior High & High School Students: ¥ 200, Elementary School Students: ¥ 150 ※groups of 20 or more will be split, separate indigo-dyeing experience ¥ 500 / Holidays: Tuesdays (open on public holidays), December 28 to January 1

Savor a Tokushima Dinner



Awa Beef Gourmet Food

In many places in the city such as restaurants and hotels you can enjoy Awa beef steak, barbecue, hamburgers, etc.

Tokyo Area



14 Asakusa

There are many popular spots for foreign tourists to be found in Tokyo. As you pass under the large lanterns, you will traverse the long line of stores on the grounds of the shrine.

■ Tokyo-to Taito-ku Asakusa 2-3-1 (Sensoji Temple) / 03-3842-0181 / Summer (April to September) 6:00 to 17:00, Winter (October to March) 6:30 to 17:00 / free entry / 7 days a week



15 Tokyo Sky Tree

At a height of 634 meters, the Tokyo Sky Tree is the tallest free-standing tower in the world. Weather permitting, a 360-degree view looks out onto Mt. Fuji.

■ Tokyo Sumida-ku Oshiage 1-1-2 / Sky Tree Observation Deck: 8:00 to 22:00 / Sky Tree Tembo Deck (350m) reserved tickets: Adults (18 years and older): ¥ 2570, Young Adults (junior high and high school students): ¥ 2060, Children (elementary school students): ¥ 1440, Infants (4 to 5 years old) ¥ 1130 / Tembo Galleria is separate ※groups of 25 or more will be split up / 7 days a week

Kochi Area



16 Hirome Ichiba (Market)

Starting with the seared bonito, you can enjoy the myriad of flavors of the hearty menu available in the market, including the freshest fish and Tosa gourmet cooking.

■ Kochi-ken Kochi-shi Obiya-cho 2-3-1 / 088-822-5287 / 8:00 to 23:00 (from 7:00 on Sundays) / free entry / Holidays: New Year's Day, 2nd & 3rd Wednesday of January, May, and September



17 Seared Bonito Experience

Here is the home of the splendid Kochi straw-grilling experience! Dig in on the delicious bonito grilled over strong straw on the spot.

Naruto & Setouchi Tour Plan

Also casually stroll Dotonbori and check out the Umeda Sky Building!



Eastern Tokushima



18 Whirlpools of Naruto

At Uzu no Michi you can see whirlpools 45 meters directly below through the glass floor, and from the boat you can get an up close underwater view of the whirlpools' great force.

Tokushima-ken Naruto-shi Naruto-cho / Uzu no Michi: 088-683-6262 / 9:00 to 17:00 ※March to September is until 18:00, during Golden Week and summer vacation until 19:00, about a 30 minute wait / Holidays: the 2nd Monday of March, June, September, and December / Mishio-sen (Naruto Tourism Steamship): 088-687-0101 / 9:00 to 17:00 Aqua Eddy by reservation / [whirlpool tour ship] Adults: ¥ 1580, Children (elementary school students) ¥ 790 [underwater tour ship] Adults: ¥ 2260, Children (elementary school students) ¥ 1130 / 7 days a week (may be canceled due to bad weather)

19 Otsuka Museum of Art

The museum holds over 1000 masterpieces from art museums in 25 countries around the world of large-scale reproductions of full-size ceramics.

■Tokushima-ken Naruto-shi Naruto-cho Naruto Park / 088-687-3737 / 9:30 to 17:00 ※last admission 16:00 / Adults: ¥ 3240, College Students: ¥ 2160, Elementary & Junior High Students: ¥ 540 ※groups of 20 or more will be assigned / Holidays: Mondays & the day following public holidays (none in August), the linked holidays at New Year's (confirmed at HP)



20 Streets of Udatsu

The eaves of over 50 traditional townhouses line the nostalgic street. It has been designated as one of the Important Preservation Districts for Groups of Historic Buildings.

■Tokushima-ken Mima-shi / Mima Tourism Association 0883-53-8599 / tour is free, guide is ¥ 2000 (reserve 10 days in advance) / Holidays: New Year's



Savor a Tokushima Dinner



Naruto Sea Bream

Of course Naruto sea bream makes for fantastic sashimi, but it is also exquisite in a rie bowl where it sits atop the rice with sesame seeds, wasabi, and soy-based sauce!



Awa Chicken

Awa Oniwatori chicken is used in prestigious restaurants and in Tokushima can be enjoyed on the bone, as sashimi, on skewers, etc.

World-Class Bridge Tour

The Akashi Bridge & Great Seto Bridge



See the world's tallest bridge, the Akashi Bridge, and the world's longest bridge combining roads and railways, the Great Seto Bridge. This is the best place to view the Seto Inland Sea.

Osaka Area



(c) Osaka Government Tourism Bureau

21 Umeda Sky Building

It should be noted that 20 of the world's leading popular spots for foreign tourists are here. Enjoy the view from the floating garden observatory "Kuchuteien" about 170 meters above the ground.

Osaka-fu Osaka-shi Kita-ku Oyodonaka 1-1-88 / 06-6440-3899 / Adults: ¥ 700, Junior High & High School Students: ¥ 500, Elementary School Students: ¥ 300, Infants (3 years and up): ¥ 100, Over 60: ¥ 700 / 10:00 to 22:30 / 7 days a week



(c) Osaka Government Tourism Bureau

22 Dotonbori

There is a line of fine gourmet dining options in Osaka, including Kani Douraku (crab cuisine), Zuboraya (fugu/pufferfish dishes), and the okonomiyaki restaurants on Dotonbori.

■Osaka-fu Osaka-shi Chuo-ku

Okayama-Hyogo Area



23 Himeji Castle

Himeji Castle is registered as a World Heritage Site. The sprawling, beautiful white walls are known by the familiar name of Shirasagijo (white heron castle).

■Hyogo-ken Himeji-shi Honcho 68 / 079-285-1146 / 9:00 to 16:00 / Adults: ¥ 400, Children (5 years to junior high students): ¥ 100 ※groups of 30 will be split / Holidays: December 29 & 30



24 Kurashiki Bikan Historical Quarter

The remains of the calm atmosphere and beautiful towns of the Taisho and early Showa periods, such as the white walls of the kurayashiki, are nestled in along the Kurashiki River.

■Okayama-ken Kurashiki-shi Chuo 1

Henro Pilgrimage Excursion Plan

Trace the steps of Kobo Daishi.



Shikoku Pilgrimage Starting Site

25 Shikoku Pilgrimage Temple 1 "Ryozen-ji"

Prepare your mind for the pilgrim's journey at the "temple of prayer." Wrapped in the light of many lanterns, the image of Buddha will kindly welcome you.

■ Tokushima-ken Naruto-shi Ooasa-cho Bando Tsukahana 126 / 088-689-1111
 7:00 to 17:00 / 7 days a week



Visit Nishi-Koya.

26 Shikoku Pilgrimage Temple 21 Tairyu-ji

Kobo Daishi's ascetic training follows Nishi-Koya. For pilgrims the challenging route included powerful, ancient temples.

■ Tokushima-ken Anan-shi Kamo-cho Tatsuyama 2 / 0884-62-2021
 7:00 to 17:00 / 7 days a week



Photo courtesy of the Wakayama Tourism Federation

The Sacred Place Where Kukai Opened the Heavens

27 Koyasan

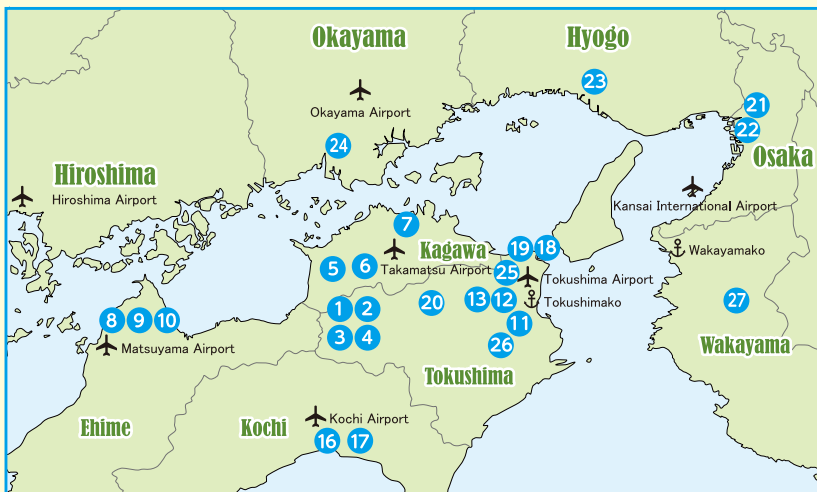
The site is a holy site established by the founder of Shingon Buddhism in Japan, Kobo Daishi Kukai, and it is also registered as a World Heritage Site. You can also experience staying in the temple and meditation.

■ Wakayama-ken Ito-gun Koya-cho Koyasan 132 / 0736-56-2014 / 8:30 to 17:00
 (reception 30 minutes in advance) / Kongoji Admission: Adults ¥500,
 Children (elementary school) ¥200 / 7 days a week

Tour Route Example Osaka (Kansai International Airport) ▲ Akashi Bridge ▶ 25 ▶ 26 ▶ Ferry ▶ Wakayama 27 ▶ Osaka (Kansai International Airport) **Duration: ~3 days**

Tour of Western Japan Map

Enjoy western Japan to the fullest through the myriad of experiences to be had in Tokushima, including gourmet food, nature, and historic sites.



List of Tourism Locations

- ① Iya's Kazura Bridge
- ② Oboke Gorges Boat Ride
- ③ Haunted Mansion
- ④ Oboke Iya Hot Springs
- ⑤ Kompira Shrine
- ⑥ Udon Experience
- ⑦ Ritsurin Garden
- ⑧ Dogo Hot Spring
- ⑨ Botchan Steam Locomotive
- ⑩ Matsuyama Castle
- ⑪ Awa Odori Hall
- ⑫ Awa Jurobe Mansion
- ⑬ Aizumicho Historical Museum
- ⑭ Asakusa
- ⑮ Tokyo Sky Tree
- ⑯ Hirome Ichiba (Market)
- ⑰ Seared Bonito Experience
- ⑱ Whirlpools of Naruto
- ⑲ Otsuka Museum of Art
- ⑳ Streets of Udatsu
- ㉑ Umeda Sky Building
- ㉒ Dotonbori
- ㉓ Himeji Castle
- ㉔ Kurashiki Bikan Historical Quarter
- ㉕ Shikoku Pilgrimage Temple 1 "Ryozen-ji"
- ㉖ Shikoku Pilgrimage Temple 21 "Tairyu-ji"
- ㉗ Mt. Koya

Direct applications and inquiries to the _____

Tokushima Prefectural Association of Tourism TEL.088-652-8814
 〒770-8055 Tokushima, Tokushima, Yamashiro Higashihama Hoji 1-1 (Weekdays 8:30 to 17:15)