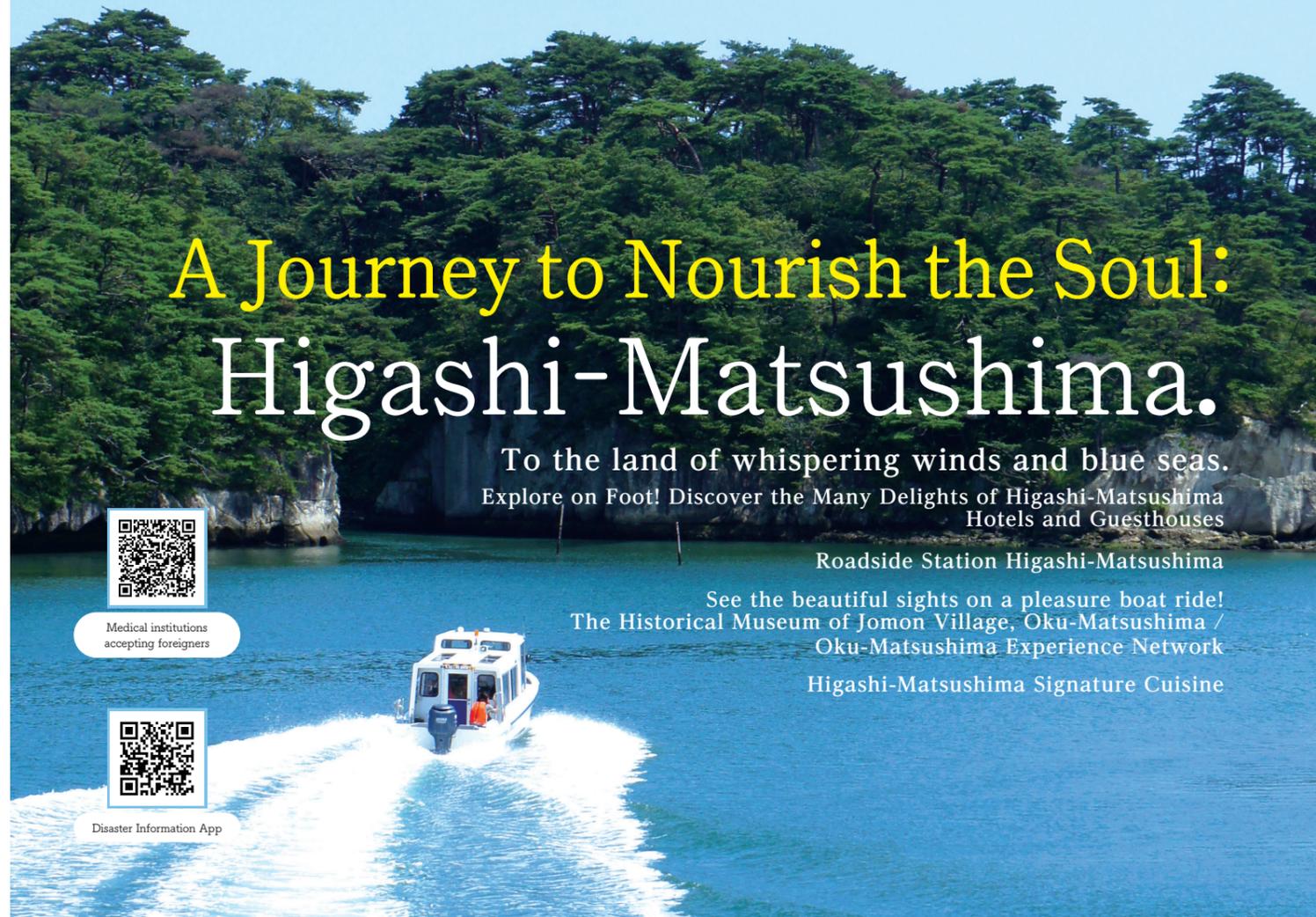


Higashi Matsushima

A guidebook for making the most of your trip to Higashi-Matsushima



A Journey to Nourish the Soul: Higashi-Matsushima.

To the land of whispering winds and blue seas.
Explore on Foot! Discover the Many Delights of Higashi-Matsushima
Hotels and Guesthouses

Roadside Station Higashi-Matsushima

See the beautiful sights on a pleasure boat ride!
The Historical Museum of Jomon Village, Oku-Matsushima /
Oku-Matsushima Experience Network

Higashi-Matsushima Signature Cuisine



Medical institutions
accepting foreigners



Disaster Information App

Transportation Guide



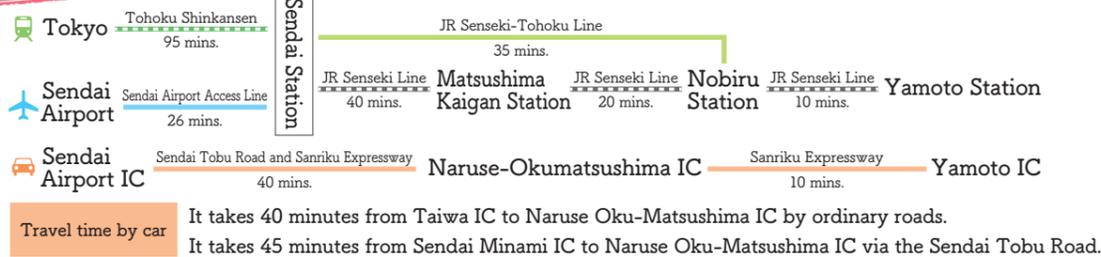
Commerce and Tourism Division,
Higashi-Matsushima City
Facebook



Commerce and Tourism Division,
Higashi-Matsushima City
Instagram



Commerce and Tourism Division,
Higashi-Matsushima City
YouTube



Taxi information

- Yamoto Taxi TEL.0120-02-3181
- Higashi-Matsushima Marusen Taxi TEL.0120-44-2188
- Oku-Matsushima Kanko Taxi TEL.0225-88-3048
- Anshin Taxi TEL.0225-98-7177

Published by
Commerce and Tourism Division,
Industry Department,
Higashi-Matsushima City

5 Aza Shinmiyamae, Ono, Higashi-Matsushima,
Miyagi Prefecture 981-0303
TEL.0225-82-1111 (main) FAX.0225-87-3804
Website <https://www.city.higashimatsushima.miyagi.jp>
Email kanko@city.higashimatsushima.miyagi.jp



Commerce and Tourism Division,
Higashi-Matsushima City Website

To the Land of Whispering Winds and Blue Seas.

The blue ocean punctuated with islands.
The seemingly endless blue sky.
The blue shockwave cutting through the sky with a trail of white smoke—the breathtaking acrobatic flight of the Blue Impulse.
Higashi-Matsushima is full of such captivating blue scenes.
As you explore the blue land of Higashi-Matsushima, you're sure to encounter unexpected moments of awe.

Selected as One of the Green Destinations Top 100 Stories

In September 2022, Higashi-Matsushima became the first city in Miyagi Prefecture to be selected as one of the Green Destinations Top 100 Stories, chosen by Green Destinations, an international certification body for sustainable tourism based in the Netherlands.

The city's efforts, such as the development of the Miyagi Olle Oku-Matsushima Course with collaboration between the public and private sectors, were recognized for meeting 15 international standards.



Best Tourism Village Certification

In October 2023, Oku-Matsushima was recognized as the first area in the Tohoku region to be certified as Best Tourism Village (BTV) by UN Tourism (Spain), a United Nations agency promoting sustainable tourism.

The region's efforts in nine areas, including the promotion and preservation of cultural resources, and sustainability in the economic, social, and environmental fields, were highly evaluated.

Embark on a Mesmerizing Journey to Matsushima Bay

Famous as one of the Three Views of Japan, Matsushima Bay offers not only stunning scenery, but also a wealth of natural beauty, providing various delights in gourmet cuisine, outdoor activities and more.

And when you delve into the stories of the people who have lived in this bay since ancient times, its allure deepens even further.

Once you visit, you'll want to come back again and again, so let the enchanting journey begin.

The stunning view of Matsushima Bay from the summit of Otakamori on Miyato Island

Miyato Island is located in the southern part of Higashi-Matsushima, and is part of an area known as "Oku-Matsushima."



SUSTAINABLE DEVELOPMENT GOALS

世界を変えるための17の目標

In 2018, Higashi-Matsushima was chosen as one of 29 municipalities nationwide as an SDGs Future City by the Cabinet Office.



In 2022, Higashi-Matsushima was chosen as a Decarbonization Leading Area by the national government. The city is promoting regional revitalization by using local resources to produce and consume renewable energy locally.

Explore on Foot! Discover the Many Delights of Higashi-Matsushima.



Higashi-Matsushima / Accommodation

Lunch ... Facilities with this symbol can be used for lunch only. (please confirm by phone.)



Otakamori Kanko Hotel
Address: 3 Aza Kawahara, Miyato, Higashi-Matsushima
Tel.0225-88-2121
Number of rooms: 10 rooms
IN 2:00 PM / **OUT** 10:00 AM
<https://www.ootakamori.com/>



Fishermen's Minshuku Sakura-sou
Address: 25 Aza Sato, Miyato, Higashi-Matsushima
Tel.0225-88-3206
Number of rooms: 7 rooms
IN 3:00 PM / **OUT** 9:30 AM
<https://sakura-k2.com>



Minshuku Kami-no-ie
Address: 16-1 Aza Tsukihama, Miyato, Higashi-Matsushima
Tel.0225-88-4141
Number of rooms: 8 rooms
IN 3:00 PM / **OUT** 10:00 AM
<https://okumatsushima.wixsite.com/kaminoie>



Minshuku Yamane
Address: 38 Aza Misaga, Miyato, Higashi-Matsushima
Tel.0225-88-3349
Number of rooms: 7 rooms
IN 2:00 PM / **OUT** 10:00 AM
<https://www.city.higashimatsushima.miyagi.jp/jikan/tomaru/index.html>



Minshuku Shinhama-sou
Address: 31 Aza Misaga, Miyato, Higashi-Matsushima
Tel.0225-88-2045
Number of rooms: 5 rooms
IN 3:00 PM / **OUT** 10:00 AM
<https://ntqs941.wixsite.com/sinhamasou>



Shiosai-no-yado, Chidorikan
Address: 11-1 Aza Yokoyama, Miyato, Higashi-Matsushima
Tel.0225-88-2066
Number of rooms: 7 rooms
IN 3:00 PM / **OUT** 10:00 AM
<https://chidorikan.com/>



Bijness Hotel Metro
Address: 1-7-6, Aza Ekimae, Ushiami, Higashi-Matsushima
Tel.0225-86-1751
Number of rooms: 6 rooms
IN 3:30 PM / **OUT** 12:00 PM
<https://bhotel-metro.com/>



Value the Hotel Higashi-Matsushima Yamoto
Address: 215 Aza Yachi, Komatsu, Higashi-Matsushima
Tel.0225-84-1567
Number of rooms: Single: 337 rooms, Semi-double: 22 rooms, Twin: 41 rooms, Triple: 7 rooms
IN 3:00 PM / **OUT** 10:00 AM
<https://www.valuethotel.jp/yamato/>



Four Seasons Yamoto
Address: 88-1, Aza Uramachi, Yamoto, Higashi-Matsushima
Tel.0225-84-2377
Number of rooms: 60 rooms
IN 4:00 PM / **OUT** 10:00 AM
<https://fs-yamoto.com/>



Sanko Ryokan
Address: 14-1 Aza Kawado, Yamoto, Higashi-Matsushima
Tel.0225-82-3041
Number of rooms: 8 rooms
IN 3:00 PM / **OUT** 10:00 AM
<https://www.city.higashimatsushima.miyagi.jp/jikan/tomaru/index.html>

Hike the Tohoku Coast.

The Michinoku Coastal Trail is a long-distance trail spanning 1,000 km along the Pacific coast from Aomori Prefecture to Fukushima Prefecture, with part of it passing through the coastline of Higashi-Matsushima. The greatest attraction of this trail is the abundance of dynamic coastal scenery. Along the Higashi-Matsushima section, you can see the Japan Air Self-Defense Force, Matsushima Air Base, home of the famous Blue Impulse acrobatic flight team, as well as enjoy the stunning views of Matsushima Bay by boat from Oku-Matsushima to the Urato Islands.



Michinoku Coastal Trail
○Overall distance: 1,000km/Higashi-Matsushima: 21km
Note: Boat reservations between Miyato Island and the Urato Islands must be made at least 5 days in advance. (Be sure to check the boat operation schedule.)
Reservation contact: Natori Trail Center (022-398-6181)



Leisurely Explore Higashi-Matsushima

"Olle" is a term for walking tours that originated on Jeju Island, South Korea. Olle is a word from the Jeju dialect, meaning "a narrow path that connects the street to a house," and it has become synonymous with trekking courses. The appeal of Olle lies in enjoying walking while feeling close to nature, such as coastlines and mountains. Among the seven Olle courses in Miyagi Prefecture, the Oku-Matsushima course takes you on a journey around Miyato Island, where you can experience both the history of the Jomon period and the surrounding natural beauty.

Michinoku Coastal Trail

○Distance : 10 km / Time required : 4 hours / Difficulty : Intermediate
Course Map & Stamp Location : Aomina



~Otakamori~



Ryokan Kogane-sou
Address: 12-1 Aza Nonaka, Yamoto, Higashi-Matsushima
Tel.0225-82-2285
Number of rooms: 11 rooms
IN 4:00 PM / **OUT** 9:30 AM
<https://www.city.higashimatsushima.miyagi.jp/jikan/tomaru/index.html>



KIBOTCHA
Address: 80 Aza Kameoka, Nobiru, Higashi-Matsushima
Tel.0225-25-7319
Number of rooms: 16 rooms
IN 3:00 PM / **OUT** 10:00 AM
<https://kibotcha.com>



Oku-Matsushima Lane Hotel
Address: 3-29-1 Nobirugaoka, Higashi-Matsushima
Tel.0225-86-2501
Number of rooms: 29 Rooms
IN 3:00 PM - 7:00 PM / **OUT** 10:00 AM
<https://okumatsushima.lanehotel.jp/>



Irodori-no-oka Complex
Address: 2-25-2 Nobirugaoka, Higashi-Matsushima
Tel.0225-25-7577
Number of rooms: Single: 2 rooms, Twin: 2 rooms, Four-person room: 1 room
IN 4:00 PM / **OUT** 10:00 AM
<https://irodori.jmdo.org>

Roadside Station Higashi-Matsushima



Goods Area
9:00 ▶ 19:00
Opening times may vary by season. See the website for details!

There's even original goods available at the roadside station!



At the first-floor goods area, you can pick up specialty produce of Higashi-Matsushima city, as well as fresh fruits and vegetables! And you can also get your hands on various Blue Impulse items. They have around 2,000 different products!

The most popular original product!

Sora kara no Osusowake (a share from the sky)

A box of cookies, each printed with a Blue Impulse aircraft design.



■ 112-5 Aza Kaiminikenbori, Komatsu, Higashi-Matsushima City
Direct from Sanriku Expressway Yamoto Parking Area for Sendai, Tokyo
Note: No passage between the Sanriku Expressway and the regular roads. Around 10 minutes by car from Yamoto station (JR Senseki line)
■ TEL. 0225-25-6301



Shades of blue! Matsushima Blue soft serve



Ever-popular nori seaweed and salt ramen noodles

Eating Area
11:00 ▶ 19:00
Opening times may vary by season. See the website for details!



At the second floor eating area, select from a menu featuring specialty produce of Higashi-Matsushima city. Including Nori Seaweed Salt Ramen using locally sourced oysters and nori seaweed, or a Miso Cutlet set meal with Choju Miso paste.



The view from the terrace seating is fantastic, you might even see the Blue Impulse team practicing their maneuvers!



Space for kids to play!

Take photo next to the city monument!



#RoadsideStationHigashiMatsushima
#HigashiMatsushimaTime

Step outside for playground equipment!



Sightseeing Area
9:00 ▶ 17:00
Opening times may vary by season. See the website for details!

Sightseeing Concierges will help you find fun things to do in the area! So even if this is your first time visiting the area, you don't have to worry.



In the Sightseeing Area experience flying right alongside the Blue Impulse in a thrilling 360° VR system.





See the beautiful sights on a pleasure boat ride!



One of the Three Famous Views of Japan: Matsushima to Oku-Matsushima

From scenic beauty to thrilling sights

Together with Kyoto's Amanohashidate and Hiroshima's Miyajima, Matsushima is one of the Three Famous Views of Japan. Ride one of the regular pleasure boat cruises to see it first-hand from the perfect location: Oku-Matsushima!



One of Japan's Three Great Gorges: Sagakei!

Adventure awaits on a pleasure boat cruise

Sagakei is one of Japan's Three Great Gorges, along with Yabakei Gorge in Oita Prefecture and Geibikei Gorge in Iwate Prefecture. From the deck of a pleasure boat, you can see the 20-40 m cliffs, eroded by the raging waves, wind, and rain, right up close.



One of the Three Views of Japan (Matsushima - Oku-Matsushima Course)
● Time required: 25 to 35 mins. one way

Fare (one-way): Ages 13 and over: 750 yen, Ages 12 and under: 400 yen
Operating days: Sundays
① Departure from Matsushima 10:30 AM
② Departure from Oku-Matsushima 12:30 PM

One of Japan's Three Great Gorges (Sagakei Course)
● Time required: 60 mins.

Fare: Ages 13 and over: 2,000 yen, Ages 12 and under: 1,500 yen
Last departure times: April-September, 16:00
October-March, 15:00

Inquiries and reservations



Oku-Matsushima Pleasure Boat Information Center
TEL.0225-88-3997

Operating hours: 8:15 AM to 5:00 PM
Closed: Open all year round
(service may be canceled due to rough weather)
Minimum number of passengers: Saga-Mirai: 5 adults
No.2 and No.5 Saga: 3 adults



Tsukihama Beach

Tsukihama Beach
The calm waves make it perfect for family outings with small children.

Swimming Period Mid July to Late August
Inquiries Commerce and Tourism Division, Higashi-Matsushima City
TEL.0225-82-1111

Oku-Matsushima Experience Network

Hands-on Experiences to Enjoy the Delights of Harvesting and Coastal Nature

We offer programs that fully capitalize on the rich natural environment of Higashi-Matsushima. These include fishing experiences taught by professional fishermen and marine experiences that allow participants to enjoy the ocean to its fullest. All instructors have completed training courses. In addition to individuals, we also welcome schools, corporations, and other groups.

74 Aza Tsukihama, Miyato, Higashi-Matsushima
Please click here for the official website.

TEL.0225-88-2939 / 070-8952-1505
Note: Reservations are required for all activities.

Boat Handling Experience

Availability: All year round / Time Required: 1 hour / Group Size: Minimum 4 people / Fee: 2,000 yen

Boat Fishing Experience

Availability: All year round / Time Required: Up to 3 hours / Group Size: Minimum 4 people / Fee: 4,000 yen (includes bait)

Gillnet Fishing Experience

Availability: All year round / Time Required: 1 hour / Group Size: Minimum 4 people / Fee: 3,000 yen

Basket Fishing Experience

Availability: All year round / Time Required: 1 hour / Group Size: Minimum 4 people / Fee: 2,500 yen

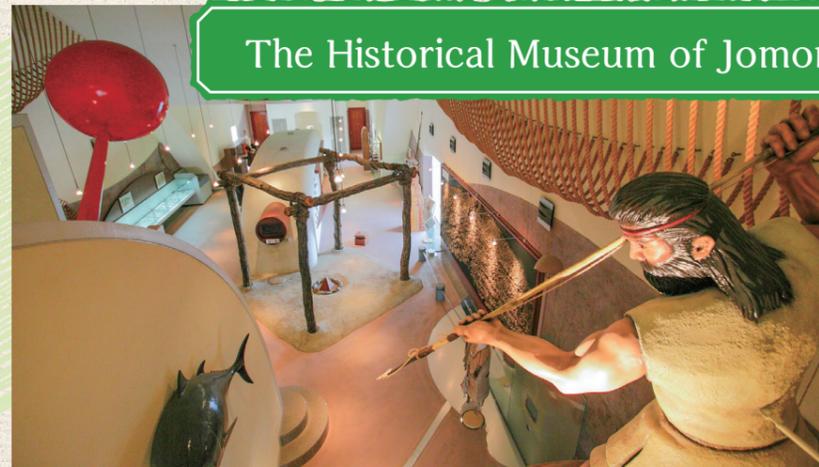
Featured Experience

「Basket Fishing Experience」

A basket filled with bait is placed on the sea floor for a set amount of time, and then is pulled up to the surface. Various fish and shellfish can be caught depending on the season.



The Historical Museum of Jomon Village, Oku-Matsushima



The Historical Museum of Jomon Village, Oku-Matsushima is located in the Satohama district of Miyato Island. The museum displays Jomon clay pots, bone tools, stone tools and costumes that were excavated from the Satohama shell mound. There are also hands-on activities where you can experience life as a Jomon person.

81-18 Aza Sato, Miyato, Higashi-Matsushima
TEL.0225-88-3927

9:00 AM to 4:30 PM
Closed Wednesdays and during New Year's Holidays
Note: Reservations are required for hands-on activities

Admission fees: Adults 400 yen
High school students: 300 yen
Elementary and middle school students: 150 yen

Please click here for the official website.

Hands-on Activities

- Fire starting experience (150 yen)
- Magatama (comma-shaped pendant) making (400 yen)
- Deer horn strap making (400 yen)
- Angin (knitted cloth) making (400 yen)
- Accessory making (300 yen)
- Waist jewelry (replica) making (400 yen)

Featured Experience

「Jomon Salt Making」

Make salt using the same techniques as the Jomon people. First, you'll make salt-making pottery and boil sea water using the pottery. (Two-session course)



April Oyster farming experience
April: Seeding November: Harvesting Two-session course

May Golden Week Jomon Experience Week!

June Jomon Fishing Experience Two-session course
~ Making Fishhooks and Sea Fishing ~
Day 1: Fishhook Making Day 2: Sea Fishing

June Jomon Salt Making Two-session course
June: Making salt-making pottery
September: Salt making

July Jomon Workshop Three-session course
July: Pottery Making August: Open-Air Pottery Firing
September: Jomon Cooking

August Summer Holiday Event
Come to Jomon Village!

October Oku-Matsushima Jomon Village Festival

October Historical Exploration Bus Tour in Tohoku

November Let's Try Vine Weaving! Two-day course
Day 1: Collecting Vines
Day 2: Vine Weaving

Note 1: Fees are listed on the museum website.
Note 2: Contents are subject to change.
Note 3: Registration for the events starts in March.

Higashi-Matsushima Signature Cuisine

📍Store 📍Location 🕒Opening hours 🚫Closed 📞Contact

Arga Marina

Authentic Neapolitan pizza made with Italian flour and cheese, topped with plenty of seaweed from Higashi-Matsushima.

- 📍DITUFF
- 📍2-1 Aza Ariake, Akai, Higashi-Matsushima
- 🕒11:30 AM to 2:00 PM (Last Order) / 5:30 PM to 8:00 PM (Last Order)
- 🗓️Tuesdays and Wednesdays
- 📞0225-90-3023



Blue Impulse Parfait

A parfait topped with a Blue Impulse cookie made from local wheat flour from Higashi-Matsushima.



Omurice with Beef Stew

The chicken rice is made with Higashi-Matsushima rice, and the slowly simmered beef sauce is exquisite.



- 📍Restaurant Paradise
- 📍24 Aza Kawado, Yamoto, Higashi-Matsushima
- 🕒11:00 AM to 2:00 PM / 5:00 PM to 8:30 PM
- 🗓️Wednesdays (open on public holidays, closed the following day)
- 📞0225-82-2117

Strawberry Trifle Parfait

A parfait packed with Higashi-Matsushima strawberries that is available for a limited time only. Inside, you'll find the popular chocolate gateau and custard pudding.

- 📍Bakery café Le nid'd rirondelle
- 📍17-1 Aza Chuo, Ono, Higashi-Matsushima
- 🕒Wednesday to Friday: 10:30 AM to 4:00 PM Saturday: 10:00 AM to 3:00 PM
- 🗓️Sundays, Mondays, and Tuesdays
- 📞070-1145-4420



Pain de Campagne Made with All-Purpose Flour "Natsukogane" From Nobiru, Higashi-Matsushima

Pain de Campagne made using local all-purpose flour and homemade yeast from raisins. Traditional sweet breads such as anpan (sweet roll filled with red bean paste) are also available.

- 📍TARO BAKERY
- 📍171-5 Aza Tatemae, Akai, Higashi-Matsushima
- 🕒10:00 AM to 4:00 PM (Closes when sold out)
- 🗓️Sundays and Mondays
- 📞0225-82-8349



Extra-large seafood rice bowl

Overflowing with the bounty of the sea, this rice bowl is hearty, filling and delicious.

- 📍Aomina Cafeteria
- 📍5-1 Aza Kawahara, Miyato, Higashi-Matsushima
- 🕒11:00 AM to 3:00 PM (Last Order 2:30 PM)
- 🗓️Tuesdays and Wednesdays
- 📞0225-88-3997



Seasonal seafood rice bowl

The head chef selects the best ingredients and fish of the season for this seafood rice bowl. It's popular for both lunch or dinner!

- 📍Umui Kuidokoro Agora
- 📍19-1 Aza Kamininuma, Yamoto, Higashi-Matsushima
- 🕒11:30 AM to 2:00 PM (Last Order 1:45 PM) / 5:30 PM to 8:30 PM (Excluding banquets, etc.)
- 🗓️Irregular (please confirm by phone)
- 📞0225-83-3399



Seafood Ramen

Enjoy the fresh seafood and light broth.

- 📍Enmantei
- 📍42-2 Aza Kitaakasaki, Nobiru, Higashi-Matsushima
- 🕒10:00 AM to 7:00 PM
- 🗓️2nd and 4th Wednesdays
- 📞080-5579-3769



Nori Udon

Udon kneaded with seaweed cultivated at the local Omagari Beach, Hama-no-Nori, which has been presented to the imperial household.

- 📍Chanko Haginoi Co., Ltd.
- 📍29-2 Aza Kawado, Yamoto, Higashi-Matsushima
- 🕒10:00 AM to 2:00 PM / 3:30 PM to 9:00 PM
- 🗓️New Year's Day only
- 📞0225-82-2478



Seri Hot Pot

A hot pot featuring locally grown seri (Japanese parsley) as the main ingredient. Enjoy it with duck broth.

- 📍Sakanaya Rin
- 📍60 Aza Sakaemachi, Yamoto, Higashi-Matsushima
- 🕒Sunday to Thursday: 6:00 PM to 11:00 PM / Friday and Saturday: Until 12:00 AM
- 🗓️Irregular (please confirm by phone)
- 📞0225-83-2312

