




Miyagi in Tohoku , Japan
**Fisherman's Festival &
 Experience Program**



The Miyagi coastal region:
 Brimming with charm,
 beautiful nature, rich seafood
 and craftsmanship.

This area boasts a sea rich in delicious seafood and nutritious products, as well as stunning coastlines, such as Matsushima, one of the top 3 landscapes of Japan.

What's more is it is also home to the magnificent skills and keen eyes of fishermen and craftsmen.

Feel the charm of the Miyagi coastal area for yourself via the Fisherman's Festival & Experience Program.



Photos are examples only.



Miyagi coastal area: brimming with charm

Miyagi Prefecture is located towards the north of Japan in the Tohoku region. It is easily accessible from Tokyo via an 1.5-hour Shinkansen train ride.

Miyagi has a wide variety of attractions – it is rich in nature thanks to the nearby sea and mountains,

and it is also home to historical buildings dating back as far as the Masamune Date era (about 1584). The 260+ small islands which pop up in the sea are particular favorites.

This magnificent coastal scenery is said to be one of the top 3 beautiful sceneries of Japan. The sea of Miyagi is also highly rich in nutrients.

Hence, it is considered as one of the top three largest fishing bases in the world! Come here to witness a wide variety of different catches.

The delicious and unique cuisine of Miyagi comes to life through these fresh ingredients and the magnificent skills of both fishermen and chefs alike.

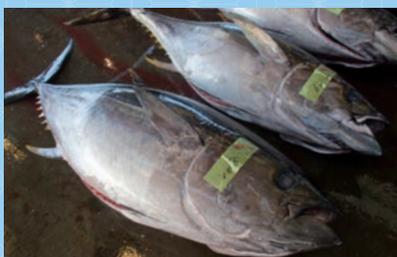


Miyagi Coastal Sea

Fish, shellfish and other marine products caught along the coastal areas of Miyagi

Higashimono from Sanriku Shiogama

Where the Kuril current meets the Japan current off the east coast of Sanriku; the fresh bigeye tuna caught here is the only tuna to be certified. Caught only between September and December, this delicious brand of tuna has fabulous color and lustre, a good amount of fat, and an abundance of 'umami' (a Japanese savoury taste).



Bigeye tuna

The oysters of Okumatsushima

Miyagi is the second largest oyster producing area in Japan. The oysters of Okumatsushima are particularly delicious thanks to the fact that they have been produced via the knowledge and skills learned over 50-years.



Kinka Mackerel

This large, fatty mackerel is caught near Mt. Kinka and raised in Ishinomaki off the coast of Sanriku. This area is one of the world's top three largest fishing areas. This brand of mackerel is also often referred to as 'The phantom mackerel'.



Photograph courtesy of Miyagi Prefecture Tourism Division

Various marine products of the Miyagi coastal area

The coastal areas of Miyagi boasts of having the best catches in all of Japan. A wide variety of seafood is available here, such as silver salmon, swordfish, flounder, mackerel, bonito, sea squirts, etc. The seafood cultivated in this area is so good that it is presented to the royal family every year by Miyagi Prefecture. This area is also famous for its processed marine products; such as kamaboko, canned cuisine, and so forth.



Bonito



Mackerel



Sea squirt



Kamaboko



Canned cuisine

The local sake of Miyagi

The sake brewing business of Miyagi first started when the feudal lord of Sendai, Masamune Date; a man with an unparalleled love of sake, invited brewers to the town to create a brewery. The Japanese sake brewed here is delicious thanks to skill, a bitterly cold climate, and the delicious rice and water of Miyagi. Numerous famous sake breweries exist in Miyagi, including 'Urakasumi', a top-class sake which boasts the most gold medals in the whole of Japan.



Example of local sake



SHIOGAMA

The port is well-known for being one of Japan's leading fishing bases for fresh bigeye tuna. Shiogama; a charming port town which is not only the birthplace of Japanese salt, but is also brimming with rich history thanks to Shiogama Shrine.



Shiogama Port

Shiogama Fish Wholesale Market
Photograph courtesy of:
Miyagi Prefecture Tourism Division

Shiogama Seafood Wholesale Market

All the delicacies of Shiogama, such as the locally-caught seafood, processed goods, etc., are lined up at this market. Come here to buy delicious seafood ingredients of choice before making your very own kaisendon (Japanese rice dish topped with fresh seafood).



Shiogama Seafood Wholesale Market



An example of your very own seafood bowl



Shiogama Shrine

Shiogama Shrine

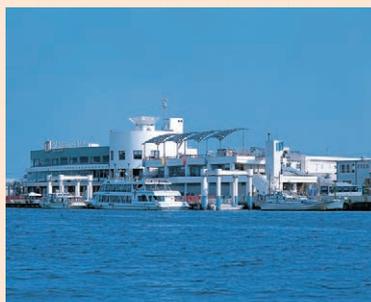
This enshrines the God of salt. Come here to ask for divine help on all sea-related matters, from maritime safety to prayers for large hauls. The building is both luxurious and innovative while also symbolizing the culture of the samurai Masamune Date.

Marine Gate Shiogama / Matsushima Pleasure Boat

A sightseeing gate located in the bay area of Matsushima. This complex holds the boarding point for the pleasure boat, souvenir shops, a showroom and restaurants.



Matsushima Pleasure Boat



Matsushima Pleasure Boat Marine Gate Shiogama
Photograph courtesy of Miyagi Prefecture Tourism Division

There are four different courses for the Matsushima Pleasure Boat at Marubun Matsushima Steam Boat; all are designed to enjoy the beautiful islands of Matsushima, Japan.

Sushi Town: Shiogama

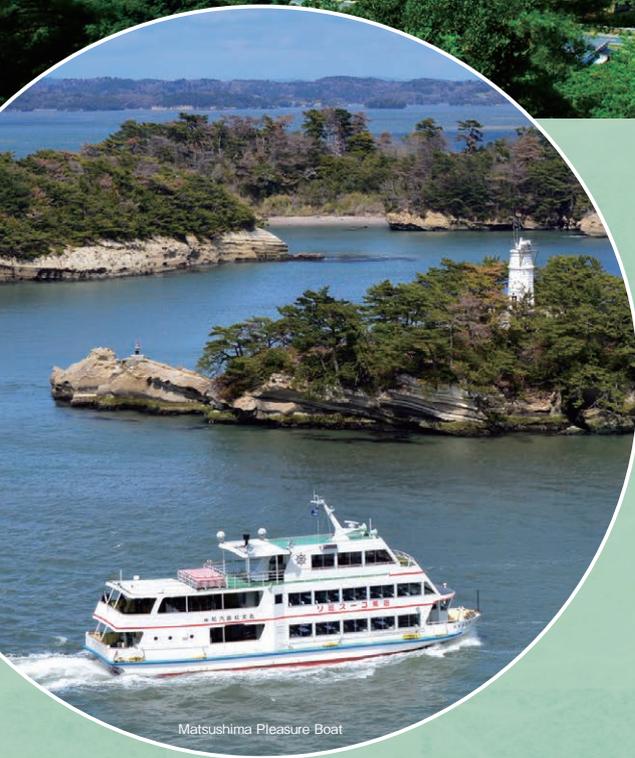
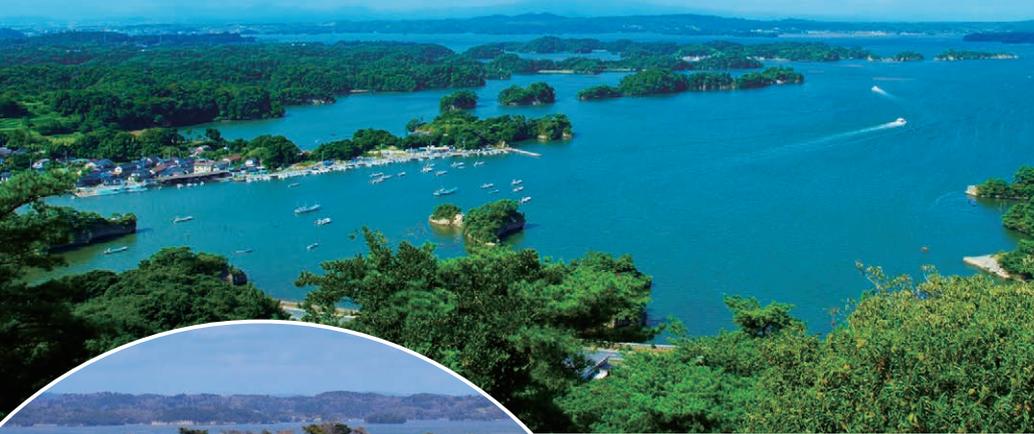
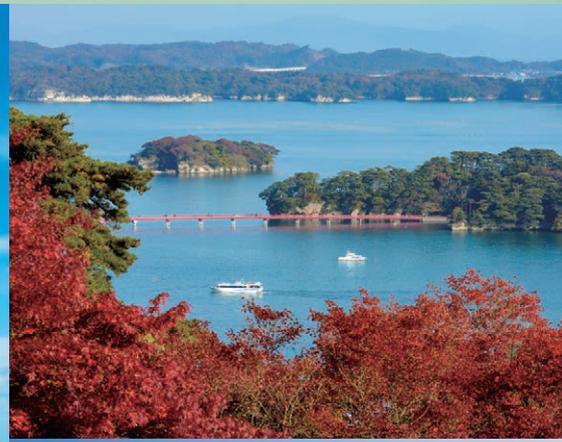
It is believed that this approx. 1km has the most number of sushi restaurants in the whole of Japan. It is also the birthplace of sushi on a plate. The sushi available here is almost artistic - made with the famously delicious rice of Miyagi and the fresh seafood of Sanriku, all beautifully served on decorated plates.



Sushi (Shirahata) / Photograph courtesy of Shiogama City Tourism Exchange Department

MATSUSHIMA / OKUMATSUSHIMA

Come here to enjoy the beautiful scenery of islands dotting the sea – it is claimed to be one of the three most beautiful views in Japan. Famed for its oyster farms, visitors can luxuriously enjoy fresh oysters at nearby restaurants.



Matsushima Pleasure Boat

Zuiganji Temple

This national treasure has a history of over 1,000 years. The present building was built over a period of more than 5 years by the Sendai feudal lord, Masamune Date.



Entsu-in

Famed for its beautiful garden. The influence of Western culture here means it is home to the oldest drawing of a western rose. It is often also referred to as the 'Rose Temple'.



Okumatsushima / Touna Fishing Port

Okumatsushima flourishes as a place of oyster cultivation. Thanks to the skills and techniques passed down by oyster fishermen over 50-years, the oysters of Okumatsushima are large and deliciously meaty. Oyster seed (larvae) production also thrives in this area and is shipped across the country. Visitors can go to oyster farms called oyster rafts, on fishing boats. They can also tour and experience oyster shelling and tasting during the oyster peak season of winter.



Touna Fishing Port



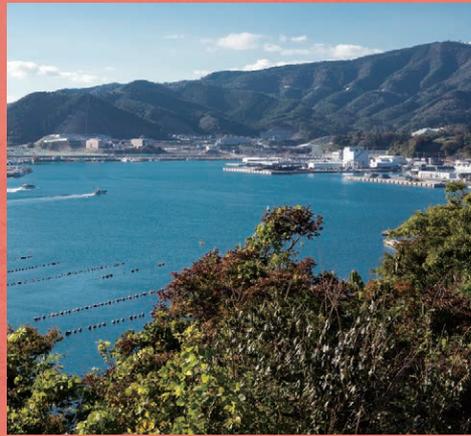
Oyster raft



Oyster fishing

ONAGAWA

Onagawa Port has long been known as a good fishing port. Thanks to the warm and cold currents which flow throughout the year, a wide range of fish can be caught here. It is particularly famous for its saury fish, with a saury fish Festival being held here in the fall.



Example of caught saury fish

Seapal Pier Onagawa / Hama Terrace

Located in front of Onagawa Station, Seapal Pier Onagawa has not only restaurants, but also a workshop. It is a great commercial facility to kick back and relax at. A market famous for its delicious Onagawadon rice bowl also opens on Hama Terrace. Come here to enjoy fresh seafood while overlooking the Onagawa coastline.



Onagawadon



Kamaboko Main Store, Takamasa

This kamaboko company has made every effort to recover from the Great East Japan Earthquake ever since the sad day it struck. These efforts included making kamaboko from ingredients stored in their warehouses and delivering them to refuge centers. Come here to enjoy a factory tour – experience hand-grilling for yourself and savor the delicious freshly grilled kamaboko!



Inside the store



Factory tour

ISHINOMAKI

Ishinomaki is an area brimming with seafood. Not only is it located next to one of the worlds largest fishing areas, but it also faces Mt. Kinka / Sanriku coast and a ria shoreline.



Ishinomaki fishing port

Mt. Kinka

There are more deer than people on this island...! The whole island is designated as sacred land belonging to Koganeyama Shrine. It is believed that praying at this highly sacred spot for 3 consecutive years will result in having no financial worries for the rest of your life.



Mt. Kinkazan

KINOYA Ishinomaki Marine Products

The Kinoya Ishinomaki factory was also severely damaged by the Great East Japan Earthquake. That said, some cans were discovered unharmed by the tsunami. These cans were sold across Japan thanks to the cooperation of a shopping street in Tokyo. The Kinoya cans became known as "the cans of hope". Moving on, a new factory has now been built. Visitors have the rare opportunity to tour the canned food factory, as well as sample and purchase delicious canned food.



Example of tasting session



Factory tour



Miyagi in Tohoku , **Japan**
Fisherman's Festival & Experience Program

SHIOGAMA / MATSUSHIMA Special charter cruise event



*Please note the boat exterior is subject to change.

Matsushima coastal rest house

Marine Gate Shiogama



Shiogama soup stock



Eat and compare tuna



Steamed oysters



Shiogama sushi

Shiogama to Matsushima Cruise Oyster cuisine + Japanese sake

A Oyster Zanmai Cruise

- Steamed oysters
- Oyster tempura
- Oyster rice
- Shiogama soup stock
- Local Japanese sake
- Selling specialty products



Example of all-you-can-eat steamed oysters

B All-you-can-eat steamed oyster cruise

- All-you-can-eat steamed oysters
- Eat and compare 3 types of medium-fatty tuna, Pacific Bluefin tuna, southern tuna, and bigeye tuna
- Shiogama soup stock
- Local Japanese sake
- Selling specialty products

C Shiogama Sushi Cruise

- Serving the Shiogama specialty, the "Plate Sushi". Watch the sushi chef prepare sushi before your very eyes!
- Eat and compare 3 types of medium-fatty tuna, Pacific Bluefin tuna, southern tuna, and bigeye tuna
- Shiogama soup stock
- Local Japanese sake
- Selling specialty products

Okumatsushima Touna Fishing Port Oyster Cuisine and Oyster Raft Tour Oyster Shelling Experience

An event where visitors can get to know oyster fishermen at the fishing port and oyster farm in Okumatsushima; a place famed for its delicious oysters.

Oyster cuisine

- All-you-can-eat steamed (grilled) oysters
- Oyster tempura
- Oyster rice
- Shiogama soup stock
- Selling specialty products
- Taste Japanese sake made especially for oyster cuisine

Tour of an oyster raft (oyster farm)



Oyster shelling: tour and experience



Factory tour of Kinoya Ishinomaki Marine Products. Cans and sake

These cans of mackerels were particularly known as the "cans of hope". Includes an introduction to the recovery of Ishinomaki, a tour of the factory, and a tasting session.

- A rare visit to a Japanese canning factory
- Tasting of canned products
- Shiogama soup stock
- Tasting of the local Japanese sake: Urakasumi (one serving in a traditional small sake wooden cup)
- Selling specialty products



Factory tour



Example of tasting session

Shiogama seafood wholesale market tour - including Shiogama Sukkana-don

A tour of a lively market and some seafood shopping. Get to know the market yourself by choosing the seafood you desire to make your very own kaisendon seafood dish!



Tour of the Takamasa kamaboko store / Experience hand-grilling kamaboko and barbecuing fresh seafood for yourself!

A tour of the kamaboko factory and a hand-grilling experience. Also enjoy shopping and the seafood barbecue at Seapal Pier Onagawa / Hama Terrace. You can even include the optional dishes of scallop, and the mackerel wrapped in kelp!



Other Experience Programs

Kokeshi doll painting experience



Example of Kokeshi dolls



Photo courtesy of Miyagi Prefecture Tourism Division

Matsushima Kanran-tei Matcha Experience



Experience making your own rosary at Entsun



Photo courtesy of Miyagi Prefecture Tourism Division

Experience grilling sasa kamaboko for yourself



Hanamaki Sky Lantern Event



Access

Getting to the Miyagi coastal region from other major cities in Japan



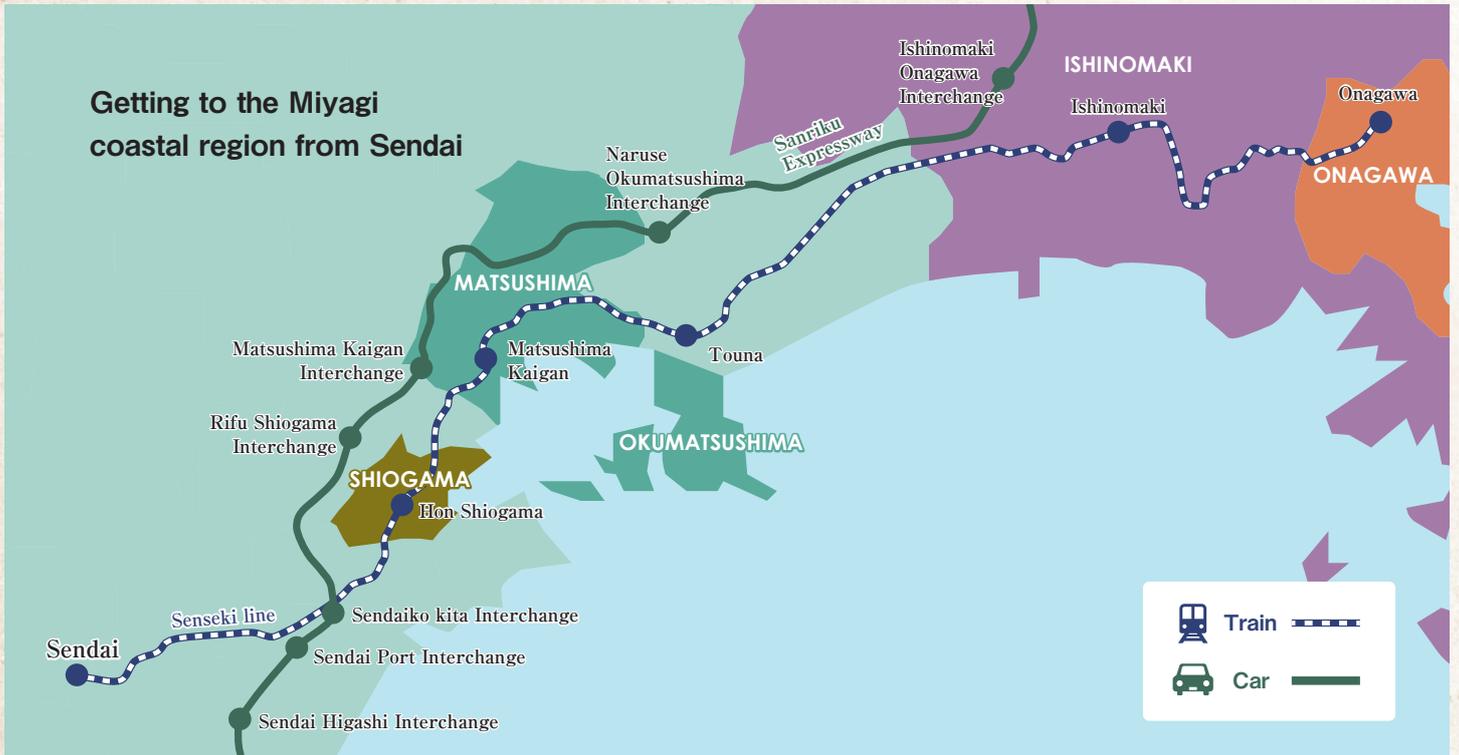
Sendai International Airport Domestic Routes (as of April 2019)

| Route | Airlines | Time required |
|---------------------------------|---------------------|---------------|
| Sapporo (Shin-Chitose) → Sendai | ANA/JAL/ADO/APJ/IBX | 1hr 10mins |
| Narita → Sendai | ANA | 1hr 10mins |
| Nagoya (Chubu) → Sendai | ANA/IBX | 1hr 10mins |
| Osaka (Itami) → Sendai | ANA/JAL/IBX | 1hr 10mins |
| Osaka (Kansai) → Sendai | APJ | 1hr 20mins |
| Fukuoka → Sendai | ANA/JAL/IBX | 1hr 40mins |

Sendai International Airport International Routes (as of April 2019)

| Route | Airlines | Flights per week |
|-----------------------------|-----------------|--------------------|
| Seoul → Sendai | ASIANA AIRLINES | 7 round trips / wk |
| Shanghai/Beijing → Sendai | AIR CHINA | 2 round trips / wk |
| Taipei → Sendai | EVA AIR | 4 round trips / wk |
| | tigerair | 2 round trips / wk |
| | Peach | 4 round trips / wk |
| From Oct 2019 (expected) | | |
| Bangkok → Sendai | Thai Airways | 3 round trips / wk |
| From Nov. 2 2019 (expected) | | |
| Shanghai → Sendai | AIR CHINA | 3 round trips / wk |
| Beijing / Dalian → Sendai | AIR CHINA | 2 round trips / wk |

Getting to the Miyagi coastal region from Sendai



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