



UMASHIKUNI
- Land of
Beauty

ISESHIMA

TOURISM GUIDE BOOK

Take a Stroll through Charming Historic Streets Geku Sando, Oharai-machi & Okage-yokocho

Just beyond the torii gate at Iseshi Station begins Geku Sando, a 400-meter approach lined with traditional souvenir shops and eateries. Near Naiku, explore a wide variety of unique local shops at Oharai-machi and Okage-yokocho, which preserve the charm of historical architecture.

外 Around Geku 内 Around Naiku

Maps available here



Visit ISESHIMA
(Okage Yokocho)



Ise City Tourist
Association HP

外

Mitsuhashi Panju

Panju is a unique treat that combines "pan" (bread) and "manju" (bun). Available in various flavors like red bean paste and custard.

◇ Address : 5-3 Honmachi, Ise City
◇ ☎ 0596-29-3284



Ise Sekiya Main Store

Famous for its Awabi Gohan-no-moto (abalone rice mix), made with thin-sliced simmered abalone in a special sauce. Offers a wide selection of seafood-based products.

◇ Address : 13-7 Honmachi, Ise City
◇ ☎ 0596-23-3141

Wakamatsuya - Geku Mae Store

A long-standing kamaboko (fish cake) shop founded in 1905. Recommended: Hiryōzu, a savory cake packed with an impressive nine ingredients including Ise hijiki seaweed and mushrooms.

◇ Address : 13-6 Honmachi, Ise City
◇ ☎ 0596-22-5177



Yamamura Milk School - Geku Mae Store

Retro-style bottled dairy drinks line the storefront. The top seller is the exclusive Yamamura Pudding Soft Serve.

◇ Address : 13-6 Honmachi, Ise City
◇ ☎ 090-8077-4563

Kadoya Beer

A local brewery taproom serving Ise-shima craft beer. Enjoy a taste of paradise together with succulent oyster and eel.

◇ Address : 34 Higashikasyuraku Imazaicho, Ise City (inside Okage-yokocho)
◇ ☎ 0596-23-8773



Butasute

This butcher shop's famous croquettes are made with premium minced wagyu beef, wrapped in crispy breading for a delicious savory bite.

◇ Address : 52 Ujinakanokiricho, Ise City (inside Okage-yokocho) ◇ ☎ 0596-23-8803

Tofu-an Yamanaka

Enjoy healthy and light desserts made by a local tofu shop. Their Unohana Donuts, made with okara (soy pulp), are especially popular.

◇ Address : 95 Ujinakanokiricho, Ise City
◇ ☎ 0596-23-5558



Yokocho Ikadaso

Offers dishes made with Matoya oysters, a specialty of Ise-shima, as well as authentic sushi featuring local seafood.

◇ Address : 47 Ujinakanokiricho, Ise City (inside Okage-yokocho) ◇ ☎ 0596-23-8829

Recommended Shops for Ise Jingu Souvenirs!

Iseji Meisan Aji no Yakata



A specialty store perfect for post-shrine visits, offering premium products selected for their local authenticity and quality.

◇ Address : 52 Ujinakanokiricho, Ise City
◇ ☎ 0596-23-8820

Kiccho Shofukutei



Over 1,000 types of maneki-neko (beckoning cats) from all over Japan await to bring you good fortune from this auspicious land.

◇ Address : 52 Ujinakanokiricho, Ise City
◇ ☎ 0596-23-8852

Ise Hyakkaten (Ise Souvenirs)



This spacious store features carefully curated Ise-shima souvenirs, including famous sweets and regional specialties from across Mie Prefecture.

◇ Address : 18-30 Honmachi, Ise City
◇ ☎ 0596-22-7515

The Spiritual Heartland of Japan Ise Jingu

Affectionately known as Oise-san since ancient times, Ise Jingu is a sacred shrine nestled in lush greenery. As you walk along the refreshing approach, the natural beauty and spiritual energy of this sacred forest touch your soul. This spiritual heartland of Japan continues to welcome visitors with an unchanging presence.



Ise Jingu



Shikinen
Sengu



Torii (gateway) of Uji Bridge Photo courtesy of Jingu Administration Office

Naiku

Cross Uji Bridge, crowned with a cypress torii gate, and you'll enter the Naiku precinct. Set along the Isuzu River, this vast sacred ground enshrines Amaterasu-Omikami, the Sun Goddess. Two affiliated betsugu shrines and ten minor shokansha shrines are also located here.



Photo courtesy of Jingu Administration Office

10 Naiku-affiliated Betsugu Shrines



Photo courtesy of Jingu Administration Office

Tsukiyomi-no-miya



Photo courtesy of Jingu Administration Office

Aramatsuri-no-miya



Photo courtesy of Jingu Administration Office

Izawa-no-miya



Photo courtesy of Jingu Administration Office

Kazahinomi-no-miya

Naiku includes two affiliated shrines—Aramatsuri-no-miya and Kazahinomi-no-miya—within the grounds, and eight more outside, including Tsukiyomi-no-miya. Visiting them all is a rewarding spiritual experience.



Photo courtesy of Jingu Administration Office

Geku

Enshrining Toyouke-no-Omikami, the deity of agriculture, food, clothing, and shelter, Geku's lush forest-covered sacred grounds span about 89 hectares. Stroll leisurely along sun-dappled paths and enjoy the peaceful atmosphere.

Four Geku-affiliated Betsugu Shrines



Photo courtesy of Jingu Administration Office

Kaze-no-miya



Photo courtesy of Jingu Administration Office

Taka-no-miya



Photo courtesy of Jingu Administration Office

Tsukiyomi-no-miya



Photo courtesy of Jingu Administration Office

Tsuchi-no-miya

After visiting the main sanctuary (Shogu), visit the three affiliated shrines within the precinct—Taka-no-miya, Tsuchi-no-miya, and Kaze-no-miya—followed by Tsukiyomi-no-miya outside the precinct.

Jingu Museum

A "Hall of Beauty" for Contemporary Art

Opened in 1993 to commemorate the 61st Shikinen Sengu, this museum showcases exceptional works of modern art donated to the shrine. Visitors can also enjoy the seasonal beauty of the gardens, such as spring and autumn cherry blossoms and rare flora native to Taiwan.



Photo courtesy of Jingu Administration Office

◇ Address : 1754-1 Koda-Kushimoto-cho, Ise City
◇ Access : About 3 min walk from "Chokokan-mae" bus stop; about 8 min by car from Ise Jingu Naiku; about 5 min by car from Geku ◇ ☎ 0596-22-5533

Sengukan

Communicating the history of the shrine

A museum dedicated to the history of Ise Jingu, opened in 2012 to commemorate the 62nd Shikinen Sengu (ritual rebuilding of the shrines every 20 years). The museum exhibits life-size models of shrine architecture, displays on the rituals, and artifacts including sacred garments and treasures.



Photo courtesy of Jingu Administration Office

◇ Address : 126-1 Maeno, Toyokawa-cho, Ise City (inside Geku precinct)
◇ Access : About 5 min walk from Kintetsu/JR "Iseshi" Station
◇ ☎ 0596-22-6263



◆ ISE AREA Ninja Kingdom Ise

Meet Nyamage and the Ninjas!

Enjoy the Edo Garden produced by garden designer Kazuyuki Ishihara, featuring the spectacular Edo Eight Views with waterside scenery. The theme park reproduces Oda Nobunaga's legendary Azuchi Castle at full scale and offers a real RPG experience, Ninja Forest Adventure, gourmet food, and a bathhouse.

◇ Address : 1201-1 Mitsu, Futami-cho, Ise City
◇ Access : About 1 min from Ise Futami Toba Line "Futami Exit"
◇ ☎ 0596-43-2300



◆ ISE AREA Ise Sea Paradise

A chance to play with marine friends!

This interactive aquarium offers a "zero distance" experience with animals. Enjoy feeding the walrus, touching spotted seals, shaking hands with African clawless otters, and many other hands-on events. A popular experience is having a seahorse wrap around your finger.

◇ Address : 580 E, Futami-cho, Ise City
◇ Access : Mie Kotsu Bus - get off at "Meoto Iwa Higashiguchi"; about 5 min by car from Ise Futami Toba Line "Futami" CT ◇ ☎ 0596-42-1760



◆ SHIMA AREA Shima Spain Village

Feel like you've traveled abroad!

A resort complex recreating the charming streets of Spain, featuring three areas including a theme park, hotel, and natural hot springs. With 27 attractions ranging from thrilling rides to family-friendly options, there's fun for everyone.

◇ Address : Sakazaki, Ise-cho, Shima City ◇ Access : About 13 min by direct bus from Kintetsu "Ugata" Station ◇ ☎ 0599-57-3333

◆ TOBA AREA Toba Bay Cruise & Dolphin Island

Enjoy Toba's sea by sightseeing boat

The Toba Bay Cruise departs from Toba Marine Terminal and stops at Dolphin Island and Pearl Island (near the aquarium) on a 50-minute loop course. Onboard the amusement-rich sightseeing boat, enjoy beautiful Toba Bay. At Dolphin Island, staff offer fun commentary on the behavior of dolphins and sea lions. The observation plaza offers panoramic views of Toba and Ise Bays.



◇ Address : 2385-51 Toba 1-chome, Toba City (inside Toba Marine Terminal)
◇ Access : About 9 min walk from JR/Kintetsu "Toba" Station, about 15 min by boat from Toba Marine Terminal to Dolphin Island
◇ ☎ 0599-25-3145 (Shima Marine Leisure Toba Office)

Enjoy elegant cruising!

Kashikojima España Cruise

Cruise around the deep blue Ago Bay aboard the 16th-century sailing ship-style tour boat "Esperanza," enjoying views of pearl rafts and the stunning ria coastline in luxury and comfort. The cruise takes about 50 minutes.



◇ Address : 752-11 Shinmei, Ago-cho, Shima City
◇ Access : About 2 min walk from Kintetsu "Kashikojima" Station
◇ ☎ 0599-43-1023 (Shima Marine Leisure Kashikojima Office)



※All images are for illustrative purposes only.

◆ SHIMA AREA Shima Green Adventure Glamping & adventure resort

On the vast grounds of a former golf course, enjoy active play in the "Attraction Field" and relax under the stars in the "Glamping Field." Experience nature, play, and stay all in one place in beautiful Iseshima.

Enjoy Nature and Culture—The Active Way Experience the Best of Iseshima



Iseshima is filled with iconic attractions where you can experience majestic nature and encounter fascinating marine life. Take this opportunity to enjoy unforgettable activities and experiences unique to this region!



Visit ISESHIMA



Yokoyama View Point Terrace — Mirador Shima
◇ Address : 875-20 Ugata, Ago-cho, Shima City ◇ Access : About 10 min by car from Kintetsu "Ugata" Station ◇ ☎ 0599-44-0567 (Yokoyama Visitor Center)

◆ SHIMA AREA Ago Bay

A must-see scenic coastline

This remarkable ria coastline — featuring about 60 small islands and peninsulas that intricately weave into the sea — is one of Japan's most beautiful topographies. Located within Iseshima National Park, it's also a major hub for cultured pearls. For stunning views of Ago Bay, we recommend the Yokoyama View Point Terrace. Take in the view while relaxing at Mirador Shima, the take-out café inside the viewing rest area. Don't miss the breathtaking sunsets from Kirigaki Observatory in Tomoyama Park — it's beauty beyond words.

Kirigaki Observatory (in Tomoyama Park)
◇ Address : Nakiri, Daio-cho, Shima City ◇ Access : About 25 min by car from Kintetsu "Ugata" Station ◇ ☎ 0599-72-4636 (Tomoyama Park Office)

◆ TOBA AREA Mikimoto Pearl Island

Discover the World of Pearls

This is the birthplace of cultured pearls, where Kokichi Mikimoto succeeded in the world's first pearl cultivation. The island is now a themed attraction devoted to all things pearl.

Highlights include the Kokichi Mikimoto Memorial Hall where you can learn about the life of Kokichi Mikimoto, the Pearl Museum featuring beautiful artworks and exhibits and information about pearl cultivation, and the Pearl Plaza gift shop offering pearl jewelry and Iseshima souvenirs.

Don't miss the live demonstrations by traditional Ama female divers in white diving garb — a rare glimpse into Japan's cultural heritage.



Artwork crafted with pearls



Live ama diver demonstration

◇ Address : 1-7-1 Toba, Toba City ◇ Access : About 5 min walk from JR/Kintetsu "Toba" Station ◇ ☎ 0599-25-2028



Adorable sea otters

◆ TOBA AREA Toba Aquarium

The only dugong in Japan!

Toba Aquarium is the only place in Japan where you can see a dugong — the legendary sea creature said to have inspired mermaid myths. The aquarium also houses over 1,200 species, including playful sea otters and friendly finless porpoises native to Ise Bay.

With no set route, you're free to explore at your own pace, making it easy to spend an entire day immersed in the wonders of the sea.

◇ Address : 3-3-6 Toba, Toba City
◇ Access : About 10 min walk from JR/Kintetsu "Toba" Station
◇ ☎ 0599-25-2555



Dugong



Giant isopod from the "Curious Creatures Laboratory"



Charming finless porpoises



Have Fun with Ama Divers Ama Hut Experience

In this region blessed with abundant marine products, the ama culture has been handed down for thousands of years. Originally, ama huts were places to warm up and rest after fishing, but during the Ama Hut Experience, you can enjoy freshly grilled seafood prepared right before your eyes inside a building modeled after an ama hut. This is a rare opportunity to talk with actual ama divers.



Ama Hut Experience Facility Satoumi-an

Satoumi-an offers an ama hut experience in a hut modeled after the original ama huts, where you can dine while hearing stories about ama fishing and the sea from active or retired ama divers.

◇ Address : 2279 Koshika, Shima-cho, Shima City
◇ Access : Train : Kintetsu "Ugata" Station Bus : Get off at "Azurihama" and walk 1 min Car : 60 min from Ise Nishi IC
◇ ☎ 0599-85-1212



Toshijima Ama Hut

Gather around the hearth (irori) in the hut, and enjoy fresh seafood while chatting with friendly ama divers — a truly special experience.

◇ Address : Toshi-cho, Toba City
◇ Access : About 25 min by city ferry from JR/Kintetsu "Toba" Station, get off at Toshi Station, get off at Toshi
◇ ☎ 0599-37-3339(Shimanotabisha)



Ama Hut Hachiman Kamado

While listening to stories from real ama divers, you can enjoy a full meal of fresh seafood from Iseshima.

◇ Address : 819 Osatsu-cho, Toba City
◇ Access : 15 min by car from Toba Minamishiraki IC; free shuttle bus available from "Toba" Station
◇ ☎ 0599-33-1023



Osatsu Kamado (Maeno Hama / Ozego-san)

The ama hut displays actual fishing gear used in ama fishing. You can ask the ama divers how they are used.

◇ Address : 1238 Osatsu-cho, Toba City
◇ Access : From Toba Bus Center, take Kamome Bus and get off at "Osatsu (Ishigamisan-mae)"
◇ ☎ 0599-33-7453



Refresh Your Body with Activities! Outdoor experiences surrounded by nature

In Iseshima, you can enjoy outdoor activities filled with a sense of freedom amidst vast nature. Escape the daily hustle and bustle, reset your stress with hiking, or enjoy experiences to fully appreciate the beautiful sea. There are many ways to have fun!



Visit ISESHIMA



◇ Address : Asama-cho, Ise City
◇ Access : About 10 min walk from Kintetsu "Asama" Station to trailhead

◆ ISE AREA Asamadake

Enjoy the Traditional Pilgrimage

During the Edo period, people who visited Ise Shrine also made a pilgrimage to Kongoshoji Temple at the summit of Mt. Asama. Known as the inner sanctuary of Ise Shrine, it is said in a local folk song: "If you visit Ise Shrine, be sure to climb Asama; without climbing Asama, your visit is incomplete."

Nowadays, you can easily drive to the summit via the Ise-Shima Skyline, but it's recommended to hike the traditional Asamadake Trail, about 6 km from Asama Station to the summit. The route is a bit steep in parts but short.

◆ TOBA AREA Kaito Yumin Club

The Perfect Trip for You!

Offers various marine activities such as kayaking, snorkeling, and fishing tours centered around Toba.

You can also join various tours for taking in Iseshima's seasonal charms while enjoying seasonal foods, such as remote island and fishing village tours that let you interact with local fishermen and enjoy lunch.

Weatherproof craft workshops using sea glass are also recommended.

◇ Address : 1-4-53 Toba, Toba City
◇ Access : About 5 min walk from JR/Kintetsu "Toba" Station ◇ ☎ 0599-28-0001



◆ SHIMA AREA Bicycle Journey -ISESHIMA

Cycling around Iseshima National Park

Explore the scenic landscapes of Iseshima National Park on a cycling tour. Guided by expert staff, you'll visit spots best enjoyed by bicycle.

A support car accompanies the tour to carry your luggage, making the activity easy and comfortable. Renting a bicycle to freely visit sightseeing spots is also recommended.



A course where you can enjoy the ocean view

◇ Address : 2944-254 Ago-cho Ugata, Shima City ◇ Access : About 40 min by car from Ise IC on Ise Expressway ◇ ☎ 0599-44-4450



◆ SHIMA AREA Shima Nature School Nature as Your Teacher

Based in Tomoyama Park, which faces calm Ago Bay, you can enjoy outdoor experiences that reflect the four seasons.

While marine sports are often associated with summer, winter programs with clearer waters are also recommended.

◇ Address : 2199 Nakiri, Daio-cho, Shima City (Inside Tomoyama Park)
◇ Access : About 20 min by car from Kintetsu "Ugata" Station
◇ ☎ 0599-72-1733

◆ MINAMIISE AREA TASO SHIRAHAMA RESORT A True Resort Connecting Sky, Sea, and Land

Taso Shirahama's natural white sandy beach offers relaxation and healing from city fatigue.

After aligning your rhythm with nature, challenge yourself with active sky and sea adventures.

Savor fresh local seafood and mountain cuisine once you become hungry after vigorous activities. Also attractive are beach houses for group fun and guest houses for memorable stays with close friends.

◇ Address : Taso-ura, Minamiise-cho, Watarai-gun from Kintetsu "Ugata" Station ◇ ☎ 0599-77-6208



◇ Access : About 20 min by car

Sacred Pilgrimage to Iseshima Retreat



- ◇ Address : 575 E, Futami-cho, Ise City (inside Futami Okitama Shrine)
- ◇ Access : About 15 min walk from JR "Futami" Station; About 25 min by bus from JR/Kintetsu "Iseshi" Station or Kintetsu "Ujiyamada" Station, get off at "Meotoiwa Higashi Guchi" and walk about 5 min; About 3 min by car from Futami JCT on Ise Futami Toba Line
- ◇ ☎ 0596-43-2020 (Futami Okitama Shrine)



◆ ISE AREA Meoto Iwa

Two rocks that look like a married couple

Meoto Iwa serves as a torii gate worshipping the Okitama Shinseki, a shrine located 700 meters offshore; and the Sun God (sunrise). Because of their appearance, they are said to bring good luck in matchmaking. Between the rocks, you can see the sunrise from May to July and the full moon from October to January.



Visit ISESHIMA



- ◇ Address : 635-3 Funatsu-cho, Toba City
- ◇ Access : About 20 min by car from Toba IC on Ise Futami Toba Line; about 15 min walk from Kintetsu "Funatsu" Station
- ◇ ☎ 090-3382-7079 (Shirataki Daimyojin Shrine Support Association)



◆ TOBA AREA Shirataki Daimyojin

A power spot where the entire mountain is sacred

This is the only spot in Iseshima where you can experience waterfall purification rituals, within an area of nature worship. The whole mountain is regarded as a deity and is believed to grant good harvests, safety at sea, and safety in the home. Along the way, there is Mikasa mound said to bring good luck in love. The waterfall purification (misogi) experience is also popular. Guides lead participants to the waterfall and give instructions. Facilities including restrooms, lockers, and dryers are provided so women can also participate comfortably. Misogi robe and white clothing rentals require a fee.



◆ SHIMA AREA NEMU RESORT

Healing in magnificent nature

A nature-rich resort facility surrounded by forests and sea overlooking Ago Bay. The natural scenery changes with the seasons, and there are many programs you can enjoy amidst this overwhelming natural environment. Villa buildings harmonizing with the surrounding nature include rooms where you can stay with your dog. Enjoy a luxury in an extraordinary space far from the hustle and bustle of the city.

- ◇ Address : 2692-3 Hazako, Hamajima-cho, Shima City
- ◇ Access : About 40 min from Ise Nishi IC on Ise Expressway on the Ise Expressway; free shuttle bus available from Kintetsu "Kashikojima" Station (reservation required)
- ◇ ☎ 0599-52-1211



◆ TOBA AREA Shinmei Shrine (Ishigami-san)

A popular spot known through word of mouth!

The enshrined deity is Tamayorihime no Mikoto, mother of Emperor Jinmu. Locally, among the Ama divers, it has long been believed that the shrine grants one wish for women. Write one wish on a prayer paper at the shrine and place it in the wish box, then pray with all your heart for it to come true.

- ◇ Address : 1237 Osatsu-cho, Toba City
- ◇ Access : From Toba Bus Center, take the Kamome Bus bound for Kuzaki for about 40 min, get off at "Osatsu (Ishigami-san Mae)" and walk about 7 min
- ◇ ☎ 0599-33-7453



Remote Islands

Regular ferries run from Toba City to the nature-rich islands. You will be captivated by the beautiful nature and unique food culture.



◆ TOBA AREA

Toba Observatory Ama no Terrace

A beautiful and vast sea spreads below

Located along the Pearl Road that connects Toba and Shima, this observatory sits 163 meters above sea level, making it an excellent spot to view the ria coastline and the horizon. On clear days, Mount Fuji can even be seen. The café lets you enjoy the scenery while enjoying menu items such as Ise spiny lobster croquette sandwiches and menus using Ouchiya milk soft serve. The souvenir shop is well-stocked with local seafood, sake, and pearl accessories.



Ichiro Toba & Yutaka Yamakawa Song Monument



A scenic spot overlooking the ria coastline and the horizon

- ◇ Address : 3-3 Odake, Kuzaki-cho, Toba City (along Pearl Road)
- ◇ Access : About 25 min by car from JR/Kintetsu "Toba" Station; about 40 min by car from Ise IC on Ise Expressway via Ise Futami Toba Line
- ◇ ☎ 0599-33-6201



Sky Mailpost at the summit plaza

- ◇ Address : Ise City to Toba City
- ◇ Access : 5 min from Ise IC on Ise Expressway toward Naiku
- ◇ ☎ 0596-22-1810 (Ise Toll Gate)



Iseshima Skyline Foot Bath

Seeking Unique Scenery Photogenic Spots

In recent years, taking photos at photogenic spots and posting them on social media has become one of the main goals of traveling. With a camera or smartphone in hand, let's explore the unique landscape found only in Iseshima.



Visit ISESHIMA



◆ ISE AREA

Iseshima Skyline

A scenic spot offering diverse experiences

The summit observatory offers panoramic views of Iseshima and Ise Bay, and on clear days, even Mount Fuji is visible. Enjoy the walking trail adorned with seasonal flowers and trees, the relaxing Foot Bath, and the Sky Mailpost, selected as a Lover's Sanctuary satellite site.



◆ MINAMIISE TOWN AREA Ugura Picnic Site

Tour observatories with varying views

Located on the Ugura Peninsula, this park has four observatories, each offering a distinct view. Lose track of time as you watch the ria coastline's changing colors depending on the season and time of day. Installed at the Mieshima View Point, which overlooks the heart-shaped bay certified as a Lover's Sanctuary, are a bell of vows and a stand for love locks.

- ◇ Address : Michiyukugama, Minamiise-cho, Watarai District (since this is an enclave, please search for Ugura Picnic Site or Mieshima View Point on your navigation system)
- ◇ Access : About 35 min by car from Tamaki IC on Ise Expressway or Kisei-Ouchiya IC on Kisei Expressway
- ◇ ☎ 0599-66-1717 (Minamiise Town Tourism Association)



◆ SHIMA AREA Village & Hotel Shima Mediterranean Village

Enjoy strolling and gourmet dining!

A sudden appearance of a Mediterranean town in the natural environment of the Shima Peninsula. Along with its photogenic scenery, it offers gourmet delights including a restaurant collaborating with a one-star Spanish chef and a buffet restaurant featuring Iseshima ingredients, catering to various tastes.

- ◇ Address : 2619-1 Hazako, Hamajima-cho, Shima City
- ◇ Access : About 15 min by taxi from Kintetsu "Ugata" Station; about 50 min by car from Tamaki IC or Ise IC on Ise Expressway
- ◇ ☎ 0599-52-1336



◆ SHIMA AREA Bindama Road

A spectacle like scattered stars

The spherical glass buoys once used by fishermen are lit up along about 1 km of walking paths, creating a magical atmosphere. Located in the Hamajima ryokan inn district, the best time to see it is from late afternoon to sunset on clear days. After your walk, take a break at Ruruburu Park. The Bindama Wall in the middle of the road is another highlight.

- ◇ Address : Hamajima, Hamajima-cho, Shima City
- ◇ Access : About 40 min by car from Tamaki IC on Ise Expressway or about 30 min by car from Shiraki IC on the Daini Ise Road
- ◇ ☎ 0599-46-0570 (Shima City Tourism Association)

Mikimoto Pearl Island

The birthplace of the world's first cultured pearls. Learn all about pearls here, and enjoy shopping and dining.

P3



Okage-yokocho & Oharai-machi

Enjoy the retro atmosphere abounding in restaurants and souvenir shops. A perfect place to stroll after visiting the shrine.



Futami Okitama Jinja

The shrine has two rocks, large and small, standing side by side, attracting visitors with prayers for marital harmony and matchmaking.

Finding Out More about Iseshima Indulge

A carefully selected plan featuring the classic must-see spots in Iseshima. Recommended for first-time visitors or those who have visited before but want to deepen their understanding!

Ise Interchange



Ise Grand Shrine (Inner Shrine)

P1

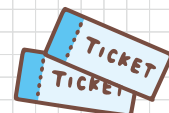
Take a refreshing walk along the shrine approach surrounded by lush greenery.



Toba Aquarium

There is no fixed route inside, so you can freely explore at your own pace, going back and forth as you like.

P3



Ise Luggage Service

Check your heavy luggage and enjoy sightseeing hands-free.



Recommended Itinerary Created by AI (Artificial Intelligence)

Based on your departure point, travel time, preferences, and interests, AI will recommend an ideal course for you.



Official Website & Transportation

Access



España Cruise

Enjoy a luxurious and comfortable 50-minute cruise on the sailing ship Esperanza.

P4



Okage-yokocho & Oharai-machi

Enjoy the retro atmosphere abounding in restaurants and souvenir shops. A perfect place to stroll after visiting the shrine.

Enjoy the Stunning Scenery of Iseshima Drive

A plan that allows you to fully enjoy the breathtaking scenery that Iseshima proudly offers. Drive or take a cruise — one of Japan's most spectacular ria coastlines is a must-see.

Ise Interchange



Ise Grand Shrine (Inner Shrine)

P1

Take a refreshing walk along the shrine approach surrounded by lush greenery.



Skyline & Sky Mailpost

The 16-km-long driveway in the sky is perfect for a scenic drive.

Yokoyama Sky-View Café Terrace

A 140-meter-high observation deck offers a magnificent view of the small islands floating in Ago Bay — truly a spectacular sight!

P3



Experience mandarin orange picking



Naize Shizenmura

Offers a variety of processed products such as seasonal mandarin oranges and juices. At Naize Shizenmura, you can enjoy local specialty sales, handmade juices, and mandarin orange picking.

◇ Address : 1537-8 Naize Minamiise-cho, Watarai District
◇ ☎ 0599-67-8100



Contact Information

Tourist Information

Ise Tourist Information 0596(65)6091
Futamiura Tourist Information 0596(43)2331
Toba City Tourist Information 0599(25)2844
Shima City Tourism Association Information Office
..... 0599(46)0570
Ise City Tourism Association 0596(28)3705

Toba Tourist Information 0599(25)3019
Shima City Tourism Association 0599(46)0570
Minamiise Tourism Association 0599(66)1717
Iseshima Barrier Free Tour Center 0599(21)0550
Information Center Yumin 0599(28)0001

Emergency Contacts

Ise Regional Emergency Medical Information Center
..... 0596(28)1199
Toba Regional Emergency Medical Information Center
..... 0599(25)1199
Shima Wide Area Emergency Medical Information Center
..... 0599(43)1199

Transportation Information

Kintetsu Railway

Passenger Information Telephone Center (Nagoya)
..... 052(561)1604 8:00~21:00 (Open year-round)
Passenger Information Telephone Center (Osaka)
..... 06(6771)3105 8:00~21:00 (Open year-round)

Central Japan Railway Company(JR Tokai)

JR Tokai Telephone Center 050(3772)3910
6:00~24:00 (Open year-round)

Route Buses (Mie Kotsu)

Ise Office 0596(25)7131
Shima Office 0599(55)0215

Ferries

Isewan Ferry 0599(25)2880

Scheduled Boats

Toba City Liner 0599(25)4776
Ago Bay Ferry (Shima Marine Leisure)
..... 0599(43)1023

Highways

NEXCO Central Japan Customer Service Center
..... 0120(922)229

Taxis

● Sanco Taxi Dispatch Center 0120(350)094
● Mie Kintetsu Taxi
Ise Office 0596(28)3171
Toba Office 0599(25)2538
Shima Office 0599(43)0121

● Anzen Taxi
Ise Office 0596(28)8221
● Waei Taxi
Ugata Office 0599(43)6112

Rental Bicycles

● Ise City Tourism Association
Ise City Station Luggage Storage 0596(65)6861
Gekumae Tourist Service Center 0596(23)3323
Futamiura Tourist Information 0596(43)2331
● Toba City History and Culture Guide Center 0599(25)8255
● Toba Ichiban-gai 0599(26)3331
● Bicycle Journey ISE-SHIM 0599(44)4450

Guide for Using Transportation Services

By Train

Transportation	Section traveled	
Kintetsu Railway	Osaka-Namba Station Toba Station Kashikojima Station	About 2 hr About 30 min
	Kintetsu-Nagoya Station Toba Station Kashikojima Station	About 1 hr 40 min About 30 min
	Kyoto Station Toba Station Kashikojima Station	About 2 hr 15 min About 30 min

Transportation	Departure - Arrival	Travel time
JR Rapid Mie (some seats reserved)	Nagoya Station~Ise Station~Futamiura Station~ Toba Station	About 1 hr 50 min

※ A reserved seat fee is required in addition to the fare when using reserved seats.
※ Travel times and fares are for the route from Nagoya to Toba.
※ The listed travel times are averages for the regularly scheduled outbound Rapid Mie (Rapid Mie 1 to Rapid Mie 17).

By Car, Ferry, and High-Speed Boat

By Car (Standard Vehicles)	
From Tokyo	Tomei Expressway~Shin-Tomei Expressway~Isewangan Expressway~ Higashi-Meihan Expressway~Ise Expressway Distance: 445 km
From Nagoya	Higashi-Meihan Expressway~Ise Expressway Distance: 124 km
From Osaka	Nishi-Meihan Expressway~Meihan National Highway (local road)~ Higashi-Meihan Expressway~Ise Expressway Distance: 168 km

By Isewan Ferry
Route: Irigo ~ Toba
■ Number of round trips: 8-13 per day
■ Travel time: 60 minutes
The ferry connects Irigo (tip of the Atsumi Peninsula) and Toba. Use the ferry to and from eastern Japan and Iseshima for a fun way to vary your route.

By High-Speed Boat
Tsu Airport Line
■ Number of round trips: 15 per day
■ Travel time: 45 minutes
From Tsu Nagisa Machi, express buses conveniently connect to Ise Station, Ise Jingū, and Toba.

Recommending Rental Cars for Unrestrained Travel in Iseshima!

Toyota Rent-a-Lease Mie
Ise Shop
Ise Uji Yamada Station Shop
Toba Station Shop

Orix Rent-a-Car
Kintetsu Uji-Yamada Rental Site
Iseki Ekimae Rental Site
Kintetsu Toba Ekimae Rental Site
Kintetsu Ugata Ekimae Rental Site

Niconico Rent-a-Car:
Ise Nishitoyohama Shop



Seafood



Oysters

Deliciously nurtured in the blessed sea of Iseshima
Matoya oysters, Uramura oysters, Momokomachi, and Anrakujima oysters that represent Shima are likened to milk of the sea for their sweetness, mellow flavor, and rich taste. This deliciousness comes from the abundant plankton in the bountiful waters of Iseshima—please enjoy to your heart's content.



Ise Spiny Lobster

Authentic taste selected as a Mie brand
Known since ancient times as a specialty of Iseshima, this is a superb product that Mie proudly offers to the world. The firm and plump meat of fresh Ise spiny lobster is delicious whether grilled or boiled. For a luxurious treat, be sure to try it sashimi-style while still alive. Also, we recommend finishing your meal with Ise spiny lobster soup.



Tuna



Abalone



Anori puffer fish

Local Specialties



Tekone-zushi

A traditional dish said to have been prepared by fishermen who dynamically mixed their ingredients by hand. There is even a Tekone-Zushi map in Shima City.



Ise Udon

When you think of Ise specialties, Ise Udon surely comes to mind! The thick, stout noodles and rich, dark sauce make it addictive.



Dried young sardines



Ise tea



Mandarin orange



Aosa seaweed



Tamaki pork



Matsusaka Beef

Iwato Mochi

Related to the ancient Iwato Kagura event, this mochi is made using azuki beans produced in Hokkaido.



◇ ☎ 0596-23-3188 (Iwatoya)

Ofuku Mochi

A sweet sharing of happiness with mochi from Ise, Mie Prefecture, made with azuki beans and glutinous rice from Hokkaido.



◇ ☎ 0596-43-3500 (Ofukumochi Honke)

Akafuku Mochi

Mochi sweets shaped after the clear Isuzu River, loved by worshippers since the Edo period.



◇ ☎ 0596-22-7000 (Akafuku)

Henba Mochi

Named "Henba" (meaning "returning horse") after travelers returned their horses at a teahouse during their pilgrimage.



◇ ☎ 0596-22-0097 (Henbaya Shoten)

Mochi

Specialty mochi along the Mochi Road

Travelers walked along the Sangu-Kaido Road toward Ise Shrine. Their fatigue was healed and hunger satisfied with mochi, which became a beloved roadside specialty. Savor the unchanged delicious taste while exploring the history of these long-established stores.

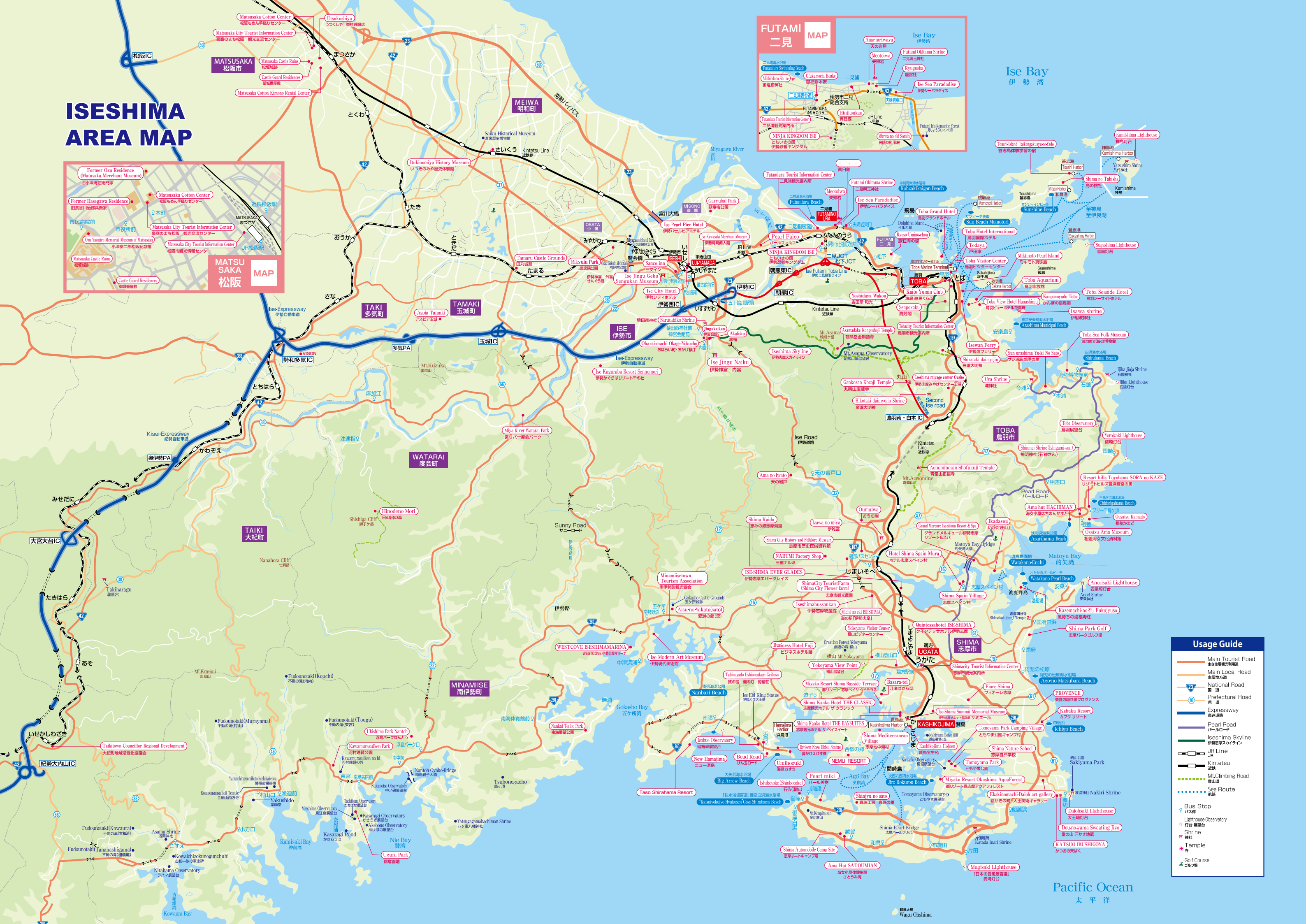
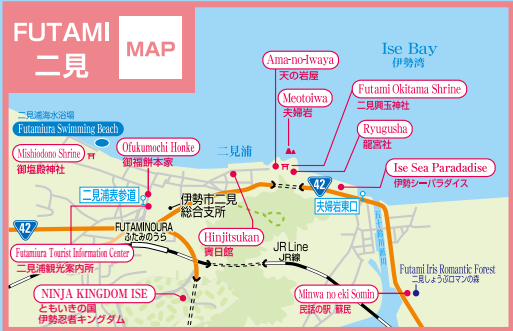
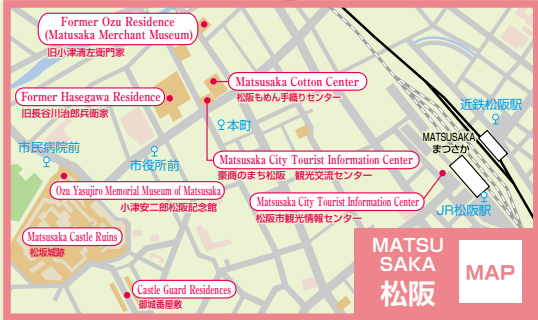
Kamiyo Mochi

Authentic kusa mochi (mugwort rice cake) made using only natural mugwort for color and aroma.



◇ ☎ 0596-23-5555 (Senokuniya)

ISESHIMA AREA MAP



Usage Guide	
	Main Tourist Road
	Main Local Road
	National Road
	Prefectural Road
	Expressway
	Pearl Road
	Ise-shima Skyline
	JR Line
	Kintetsu
	Mt. Climbing Road
	Sea Route
	Bus Stop
	Lighthouse/Observatory
	Shrine
	Temple
	Golf Course



Contact Information / Inquiries

(Office hours: 8:30 AM – 5:15 PM, closed on weekends, national holidays, and during the New Year holidays)

"Visit ISESHIMA" Bureau

TEL 0596-44-0800 FAX 0596-42-2929 E-mail info@iseshima-kanko.jp

Official Website : Visit ISESHIMA <https://www.iseshima-kanko.jp>

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