

the Island with a Local Guide You will take a boat to visit "Toshijima," an island of fisherpeople, where you can go on a walking tour

TANTO TOSNIJIMa (にんと含态圏)
Charge:16,000 yen (including lunch),1,100 yen(Round-trip bording ticket)
Reservation:necessary at least two days in advance
Address:832 Toshicho, Toba City/ Regular holidays:December 28 through January 3



# Cruising Seafood Restaurant

On a yakatabune, which is a traditional Japanese roofed pleasure boat with an out-of-ordinary atmosphere, you can enjoy beautiful views of Toba Bay and selected local seafood.

Yakatabune Okita (鳥羽 海鮮料理 屋形船 おきた)

eservation:acceptable even on the day of your visit Address:1-2383-51 Toba, Toba City Regular holidays:open 365 days a year / TEL:0599-25-7133



38 All-You-Can-Eat Oyster Huts Oysters are popular winter food in Toba. Why don't you enjoy oysters with a soft and resilient texture in *kakigoya* (oyster huts) until you gorge yourself on them?

All-You-Can-Eat Oyster Huts (牡蠣小屋体験)

Address: Check the website. / Regular holidays: Check the website.



39 Visit to a Bonito Smoking Hut You will visit a katsuoibushigoya (bonito smoking

hut) to learn how bonito have been traditionally smoked in this area. You can also taste bonito stock and enjoy tasty *okakagohan*, rice mixed with dried bonito flakes which is cooked in an earthen pot. Feel Japanese food culture!

KATSUO IBUSHIGOYA(かつおの天ぱく)

Charge: 2,000 yen / Reservation: necessary at least one day in advance (by 17:00)
Address: 393 Daiocho-Nakiri, Shima City/Regular holidays: Wednesdays, Sundays, bon
holidays (August 12 through 16) and winter holidays (December 1 through January 10)
TEL: 080-2612-3801 / Mail: maruten@katuobushi.com



Ama Hut Experience



# (18) Ama Hut Experience (Toba)

You can fully enjoy barbequed local seafood while listening to ama (femaleskin divers) talking about their history and fishing experiences in an amagoya (hut of ama). It is also fun to do a local dánce with them and try on their diving costume!

Ama Hut HACHIMAN (海女小屋はちまんかまど)

Charge: at least 3.850 ver Address:819 Osatsucho, Toba City/Regular holidays:Check the website



# Ama Hut Experience (Toba)

Enjoy barbecued local seafood while listening to Ama divers (femaleskin divers) talking about their history and fishing experiences in an Amagoya (ama divers' wooden hut). The second hut is on he edge of a cliff and offers a panoramic view of the ocean (access is perfectly safe though!)

Ama Hut Osatsu Kamado (相差かまど)

Charge: at least 3.500 ven eservation:necessary at least one day in advance (by 16:00) Address:1238 Osatsúcho, Toba City/Regular holidays:Check the website. TEL:0599-336-411 / Mail:amabunka.o@bz03.plala.or.jp



## 20 Walking Tour

can also have dinner here!

Many women pay a visit to a Shinto shrine known as "Ishigami-san", which is believed to help them fulfill their wishes with its mystical power. Why is that so? Explore Osatsu local culture. (For a group with an interpreter. guidance is provided only in Japanese).

Osatsu Ishigami-san guided tour (相差石神さんガイド) yen/Reservation:Scan the QR code to access the website Address: 1238 Osatsucho, Toba City lays:Closed for special occasion





You can fully enjoy barbequed local seafood while listening to *ama* (femaleskin divers) talking about their history and fishing experiences in an *amagoya* (hut of ama). You

Ama Hut SATOUMIAN (海女小屋体験施設 さとうみ庵) Address: 2279 Shimacho-Koshika, Shima City Regular holidays:December 30 through January 1 TEL:0599-85-1212 / Mail:info@kanko-shima.com



# Food Experience

40 Matsusaka Cotton Kimono and Tea Ceremony Experience You can wear a kimono made of Matsusaka cotton, a



# 41 Matsusaka-Style Sukiyaki Experience

Shima Marine Leisure (志摩マリンレジャー)

ar holidays:open365 days a year / TEL:0599-43-1023

You can experience Matsusaka-style sukiyaki, a Japanese hot pot dish popular in Matsusaka which is made with beef grilled only with sugar and soy sauce (without using any water). Make sukiyaki on your own and then enjoy it with the help of an instructor!

**7**Toba Bay Cruise and Irukajima

8 Kashikojima España Cruise

You can enjoy a 50-minute cruise around

Ago Bay dotted with lush green islands. The

sightseeing boat you will take, named the

You can rent a small boat to take a cruise

around "Kashikojima," the largest island in Ago

Bay. While on the boat, you can even enjoy a

close look at the surface of the sea as well as

photography at many photo spots, such as a low idge which only small boats can go through!

With the help of a guide, you can experience

takigyo (Japanese-style meditation under

a waterfall) in the forest called "Shirataki

no Mori," where practitioners of Shugendo

used to have training in the past. Traditional

Esperanza, looks like an elegant classical

Spanish ship in the Age of Exploration.

Shima Marine Leisure (志摩マリンレジャー)
Charge:[adult] 1,600 yen, [child (4 or olden)] 800 yen
Reservation:acceptable even on the day of your visit
Address:Kashikojima Office, 752-11 Agocho-Shinmei (Kashikojima), Shima City
Regular holidays:nopen365 days a year / TEI: 0599-43-1023

Ocruising

Takigyo Meditation

YACHIYO, Kappou & Ryokan (割烹旅館八千代) Charge:11,000 yen / Reservation:necessary at least two days in advance Address:1295 Tonomachi, Matsusaka City Regular holidays:irregular holidays

Nature Activity

TEL:0598-21-2501 / Mail:front@yachiyo-web.co.jp



## 42 Handmade Hojicha Experience

Agricultural Experience

You can gain some experience of harvesting

fresh traditional vegetables which are

all grown organically. Let's cook and eat

harvested vegetables and then try holding

chickens, including Silkies, in your arms!

You can gain precious experience of making hojicha, a roasted Japanese green tea, from ordinary green tea by using a type of earthen pot called *horoku*. You will be definitely nealed by the elegant aroma and taste of hojicha while roasting and enjoying it.

Charge:at least 500 year

ervation:necessary at least one day in advance (by 18:00) Address:819 Shinmachi, Matsusaka City / Regular holidays:Sundays TEL:0598-21-0701 / Mail:Make contact through the website.



Athletics "Ninja Forest Adventure" In a rich natural environment, parents and children can enjoy walking and athletics by going down from the second to the first area using ropes and logs among mountain trees.

NINJA KINGDOM ISE (伊勢忍者キングダム)

Charge: Check the website. / Reservation: acceptable even on the day of your visit Address: 1201-1 Futamicho-Mitsu, Ise City Regular holidays:open 365 days a year TEL:0596-43-2300 / Mail:t-nakade@ise-ninjakingdom.jp



# 🗖 🛂 Aquarium (Ise)

Theme Park

This aquarium is oriented toward "interaction with sea animals." You cannot help smiling it you see sea animals up close here!

# ISE Sea Paradise (伊勢シーパラダイス)

servation:acceptable even on the day of your visit Regular holidays:open 365 days a year / TEL:0596-42-1760



24) Aquarium (Toba) This aquarium, which houses the greatest number of species (about 1,200) in Japan, is

# Toba Aquarium (鳥羽水族館)

eservation:acceptable even on the day of your visit Address:3-3-6 Toba, Toba City Regular holidays:open 365 days a year / TEL:0599-25-2555



# Amusement Park

This amusement park, where exotic Spanish streetscapes are reproduced, is full of great photo spots. A variety of attractions, real Spanish dancers and mascots are enjoying popularity here.

Shima Spain Village (志摩スペイン村) dress:952-4 Isobecho-Sakazaki, Shima City Regular holidays:Make inquiries.





# **34** Local Tours variety of things, such as diving with real ama (femaleskin divers) in the sea of Ise-Shima and local culture of the area.

IST – DMC Mie & Japan (伊勢志摩ツーリズム)

ervation:necessary at least one day in advance (by 16:00) Address:510-86 Kusubecho, Ise City/Regular holidays:open 365 days a TEL:0596-20-2290/Mail:iseshima-t.comtourism@iseshima-t.com



# **3** Local Tours

KAITO YUMIN CLUB (海島遊民くらぶ)

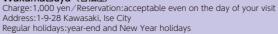
## fishing village.

Address:1-4-53 Toba, Toba City/Regular holidays:Check the website. TEL:0599-28-0001 / Mail:kurage@oz-group.jp



28 Chopsticks Making Experience Chopsticks have been widely in use in Asia, but Japan is culturally unique because it is

original chopsticks! Wakamatsuya (若松屋)





Pearl Falco (パールファルコ) eservation:acceptable even on the day of your visit Address:101 Isshikicho, Ise City/Regular hólidays:open 365 days a year TEL:0596-23-2988 / Mail:info@p-falco.com

and culture of fisherpeople, ama divers and searelated things in Toba and Shima as well as other parts of Mie Prefecture. On Saturdays, Sundays and public holidays, you can even gain some experience of making handicrafts with shells and seaweed!

# Toba Sea-Folk Museum (鳥羽市立 海の博物館)

Address:1731-68 Uramuracho-Ogitsu, Toba City Regular holidays:Check the website. / TEL:0599-32-6006

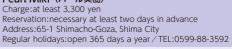


in the sea! What pearls you will get depends on luck because they are really different in color, size and shape. Make your original pearl accessories!

Address: 1125-88 Shimacho-Koshika, Shima City



those pearls, which exist nowhere else in the world! ※ Only available in Japanese 





"Matsusaka cotton" is a traditional craft of Matsusaka with a striped patterns, which is made using threads dyed with natural indigo. You can gain some experience of weaving a 15×20 cm cotton mat (for about an hour)

# Matsusaka Cotton Center (松阪もめん手織りセンター)



## traditional craft of Matsusaka, and experience a Japanese ea ceremony. Enjoy Japanese culture in Matsusaka blessed with atmospheric historical and cultural streetscapes!

You can take a sightseeing cruise around Toba Bay and visit Irukajima (Dolphin Island) eel the sea of Toba through kayaking and to enjoy "dolphin and sea lion shows" as sail even to uninhabited islands and private well as observation of adorable sister otters. beaches around! You can also enjoy lunch

> Shima Marine Leisure (志摩マリンレジャー) Charge:[adult] 1,900 yen, [child (4 or older)] 1,000 yen Reservation:acceptable even on the day of your visit Address: Toba Office (located at Toba Marine Terminal), 1-2383-51 Toba, Toba City

# 2Sea Kayaking and Nature

Enjoy a variety of outdoor and nature experience programs to feel the four seasons in Ago Bay filled with great natural landscapes unique to Ise-Shima!

Shima Nature School (志摩自然学校) :Check the website./Reservation:necessary at least two days in advance (by 17:00) ss:Tomoyama Park, 2199 Daiocho-Nakiri, Shima City Regular holidays:irregular holidays

Sea Kayaking

and nearby mountains! SUNNY COAST KAYAKS (サニーコーストカヤックス)



# 4 Outdoor Activities

Taso Shirahama is a relaxing beach with natural white sand, where you can fully refresh yourself and then actively try marine activities between the sea and sky!

Taso Shirahama Beach

Umihozuki (海ほおずき)

Charge:at least 1.700 ven

Address: 580 Futamicho-F. Ise City

Charge:at least 200 yen/Reservation:Check the website. Address:465-14 Hamajimacho-Hamajima, Shima City



ogether in their hut! This experience is commended for outdoorsy people.



26 Bracelet Making

eotoiwa (Wedded Rocks)!

Pendant Making

ISE KIKUICHI KANECHIKA (伊勢菊一 金近)
Charge: 2,200 yen/Reservation: necessary at least one day in advance (by 17:00)
Address: 2nd floor, Shareo Saeki Building, 6-4 Honmachi, Ise City
Regular holidays: Wednesdays
TFI: 0596-28-4933 / Mail: info@isekikuichi.com

Meoto Yokocho(Meotoiwa Cafe) めおと横丁(めおと岩カフェ)

necessary at least two days in advance

Regular holidays:open 365 days a year / TEL:0596-43-4111

ISE KIKUICHI KANECHIKA (伊勢菊一 金近)

regular nolidays.vvednesdays rel:0596-28-4933 / Mail:info@isekikuichi.com

Make your own bracelets with Ise-Shima

pearls, gemstones and Iga-kumihimo known

as traditional braided cords which are as

ough as the sacred ropes around the

You can gain some experience of making traditional handcrafted

products called *Ise-netsuke*, which have been handed down as one of the

art forms representing Mie Prefecture. Using chisels, you can easily create

your original handmade pendants from wood. (This workshop is held on

every Tuesday, Thursday and Sunday (for one hour from 13:30)) \*\*You

ed to come with an interpreter if you do not understand Japanese.

Experience fishery practices and life in a shing village! Interact with marine life, which you can catch in a reproduced pool of seaswater typically seen at low tide!You can also enjoy fishing and craft activities here.



## Even beginners can safely enjoy river canoeing with an instructor! In summer, you can also try diving into the river!

costumes are available for rent.

cessary at least two days in advance

arge:7,800 yen/Reservation:[through the website] necessary at least two days advance[by e-mail] acceptable even on the day of your visit and the day before it





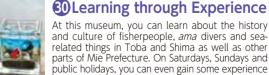


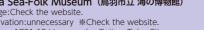














# Shin ju no Sato (真珠の里)

Charge:1,650 yen/Reservation:acceptable even on the day of your visit TEL:0599-85-0515 / Mail:s.tamachan@extra.ocn.ne.jp

# ress:1711-2 litakacho-Mori, Matsusaka City Regular holidays:open 365 days a year

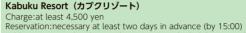
Address: 876 Agocho-Shijima, Shima City/Regular holidays: irregular holid

Charge: 3.000 yen/Reservation: necessary at least two days in advance (by noon

# **BBBQ** and Glamping

You can enjoy many one-day events, including surfing and barbeque, in this resort, which is only a one-minute walk from the beach. Have a great time through glamping n a rich natural environment!

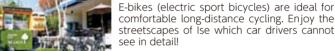
Enjoy cycling on a utility or electric bicycle to



14 Bicycles for Rent (Ise)
Enjoy cycling on a utility or electric bi have a pleasant trip through Ise!







ORANGER CAFE wood(オランジェカフェ ウッド) Charge: 2,000 yen / Reservation: acceptable even on the day of your visit Address: 325-2 Nakamuracho, Ise City



Bicycles for Rent (Ise)

(Bicycles for Rent (Toba)
Why don't you go for Why don't you go for a bicycle ride? Toba is an attractive port town with a pleasant sea breeze.

# Toba Ichiban-gai(鳥羽1番街)

arge:600 yen (regular),1000 yen (electric) A 1000-yen deposit will be asked (fully refund) ervation:No prior reservation needed. Please bring a passport/ID Address: 1-2383-13 Toba, Toba City/Regular holidays: Thursdays

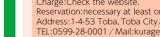
# **D**Bicycles for Rent and Cycling

## You can rent a bicycle for cycling and even have a guided cycling trip through Ise-Shima National Park to enjoy its magnificent landscapes. You can also get some cultural experiences by trying local foods and visiting

an *amagoya* (hut of *ăma*). harge:[bicycle for rent] at least 1,000 yen, [guided cycling trip] at least 8,800 yen eservation:necessary at least one day in advance (by 17:00) . Address:2944-254 Agocho-Ugata, Shima City/Regular holidays:irregular holiday TEL:0599-44-4450 / Mail:information@bicycle-journey.com







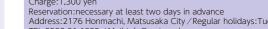








and then take it home with you.







# 36 Home Cooking and Strolling on

Charge: Check the website servation:necessary at least two days in advance (by 18:00) Address:1940 Nakamachi, Matsusaka City/Regular holidays:Not fixed TEL:0598-21-0220 / Mail:rion-88@mctv.ne.jp with a local guide. Enjoy communication with local people and home-cooked meals unique to the island

Utsukushiya (うつくしや/東村呉服店)

1 Sea Kayaking and Stand Up Paddle

and coffee in the middle of great nature.

Klaora Paddie
Charge:[adult]6,800 yen, [elementary school student or younger child]6,000 yen
Reservation:necessary at least one day in advance (by 16:00)
Address:647-25 Chamacho, Toba City (Ohama Fishing Port) / Regular holidays:open 365 days a year Address:647-25 Ohamacho, Toba City (Ohama Fishing Port) / Regular holidays:open 365 days a year

# Experience

A safe kayaking experience program is offered here. Sail into the sea of the *umashi-kuni*, an ancient Japanese term for a province or region blessed with beautiful nature and delicious food, surrounded by magnificent ria coasts

s:1007-17 Gokashoura, Minamiise Tow Regular holidays:year-end and New Year holidays

# Reservation:acceptable even on the day of your visit Address:Tasoura, Minamilise Town/Regular holidays:open 365 days a year

**5** Fishery Experience and Ama Hut Learn fishing from fisherpeople and ama female skin divers) by helping them at work, and enjoy cooking some local specialties ising freshly caught seafood and eat them



**6** Fishing and Rocky Beach Experience







Takigyo Meditation (滝行体験)

ress:635-3 Funatsucho, Toba City

egular holidays:open 365 days a year

Entrada Kashikojima (Entrada 賢島)

ervation: acceptable even on the day of your visit

Address:752-21 Agocho-Shinmei, Shima City Regular holidays:irregular holidays/TEL:0599-52-0888











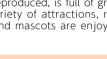








the only Japanese aquarium with dugongs! On top of that, it is also the world's only aquarium with African manatees!

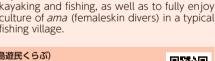




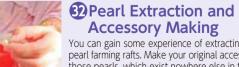


You can go on different types of tours to

experience marine activities, such as sea











Address:2176 Honmachi, Matsusaka City / Regular holidays:Tuesdays TEL:0598-26-6355 / Mail:info@matsusakamomen.com





