### Contact us

# "Visit ISESHIMA" Bureau

Address : Ground Floor Futami Shougai Gakushu Center

111-1 Futami-cho Chaya, Ise City, Mie Prefecture 519-0609 TEL :+81-596-44-0800 FAX :+81-596-42-2929

e-mail: cnv@iseshima-kanko.jp

https://www.iseshima-kanko.jp/en

# **Contact Information**

Tourist Associations					
Ise City Tourist Association https://en.ise-kanko.jp/	16-2 Honmachi, Ise City	0596-65-6091			
Toba City Tourist Association http://www.toba.gr.jp/en/	1-7 Oaki higashi-machi, Toba City	0599-25-3019			
Shima City Tourist Association http://www.kanko-shima.com	1670-2 Ugata, Ago-cho, Shima City /en/	0599-46-0570			
Matsusaka City Tourist Associati	0598-23-7771				

https://www.matsusaka-kanko.com/language/en/index/

2nd floor, UST-TSU, 700 Hadokoro-cho, Tsu City 059-224-5904 Mie Tourist Association https://www.kankomie.or.jp/index.htr Note: Closed on weekends and holidays

Banks and Post Offices					
Hyakugo Bank Naikumae Branch	46 Ujinakanokiri-cho, Ise City	0596-22-3105			
San ju San Bank Ise Branch	2-5-1 Iwabuchi, Ise City	0596-28-3322			
Mie Bank Ise Branch	6-4 Honmachi, Ise City	0596-28-0241			
Mitsubishi UFJ Bank Ise Branch	13-3 Honmachi, Ise City	0596-25-4121			
Mizuho Bank Ise Branch	1-16-13 Iwabuchi, Ise City	0596-22-3111			
Tokai-Rokin Bank Ise Branch	1-11-31 Fukiage, Ise City	0120-191-703			
Kuwanamie Shinkin Bank Ise Branch	1-8-20 Fukiage, Ise City	0596-28-7145			
Chukyo Bank Ise Branch	2-1-5 Sone, Ise City	0596-28-9211			
Ise Post Office	3-6-10 Iwabuchi, Ise City	0596-28-2098			
Isuzugawa Post Office	37-1 Ujinakanokiri-cho, Ise City	0596-22-0434			

# **Transportation Information**

Kintetsu Lines (Kintets	u Railway Co.,I td.)
Kintetsu Railway Passenger Telephone Center (Nagoya) Passenger Telephone Center (Osaka) Ujiyamada Station Toba Station	https://www.kintetsu.co.jp/ 052-561-1604 06-6771-3105 0596-28-2767 0599-25-2126
JR Tokai Lines (Central	Japan Railway Co.)
JR Tokai Telephone Center	https://jr-central.co.jp/ 050-3772-3910
Scheduled Bus Routes, Shuttle Buse	s, Sightseeing Buses (Mie Kotsu)
Mie Kotsu (Sanco) Ise Office Shima Office	https://www.sanco.co.jp/ 0596-25-7131 0599-55-0215
Express Buses Between	Tokyo and Ise Shima
Mie Kotsu Reservation Office Seibu Bus Seat Reservation Office	059-229-5555 03-5910 <i>-</i> 2525
Ferry Service (Isewar	n Ferry Co.,Ltd)
lsewan Ferry	https://www.isewanferry.co.jp/ 0599-25-2880
Scheduled Pass	enger Ships
Toba Municipal Regular Boat	https://www.city.toba.mie.jp/ 0599-25-4776
Expressways (Central Nippo	on Expressway Co.,Ltd)
NEXCO Central Nippon Expressway Customer Center	https://www.c-nexco.co.jp/ 0120-922-229

, i di Al	
Sanco Taxi Dispatch Center	0120-350-094
Mie Kintetsu Taxi	
- Ise Office	0596-28-3171
- Toba Shima Office	0599-43-0121
- Matsusaka Office	0598-50-1321
Mie Meitetsu Taxi	0500.00.0004
- Ise Office - Toba Office	0596-28-8221 0599-25-2468
- Matsusaka Office	0598-51-2277
	COOC OF EEFT
Car Rental	
Nippon Rent-A-Car	
- Ise Ujiyamada Office	0596-20-3319
JAPAN RENT A CAR	
- Ise Office	0596-27-1582
- Matsusaka Office	0598-56-9300
TOYOTA Rent a Car	
- Ise Shop	0596-23-0100
- Ise Uji Yamada Station Shop	0596-24-0100
- Toba Station Shop - Matsusaka Station Shop	0599-26-7100 0598-50-3600
- Matsusaka Station Shop	0598-56-9810
ORIX Rent-A-Car - Ise Kintetsu Uji-yamada Rental Site	0596-28-0295
- Iseshi Fkimae Rental Site	0596-20-5543
- Kintetsu Toba Ekimae Rental Site	0599-25-3929
- Shima Kintetsu Ugata Ekimae Rental Site	0599-43-1098
- Kintetsu Matsusaka Ekimae Rental Site	0598-52-0577
NICONICO RENTACAR Ise Nishi Toyohama Br	anch 0596-38-1000
Information about	Japan
	ps://www.japan.travel/fr/fr/
	ps.// www.japan.uave///////

JNTO

website

Iseshieki Information Center

Ise Police Station

Geku-mae Tourist Service Center

Toba City Tourist Information Center

Shima City Tourist Information Center

Matsusaka Station Tourist Information Center

official

website

Tourist Information Offices

Time: 9:00AM-5:30PM Open:Every day 0596-65-6091

Time: 8:30AM-5:00PM Open:Every day 0596-23-3323

Time: 9:00AM-5:30PM Open:Every day 0599-25-2844

Time: 9:00AM-5:00PM Open:Every day 0599-46-0570

Time: 9:00AM-6:00PM Closed:New Year 0598-23-7771

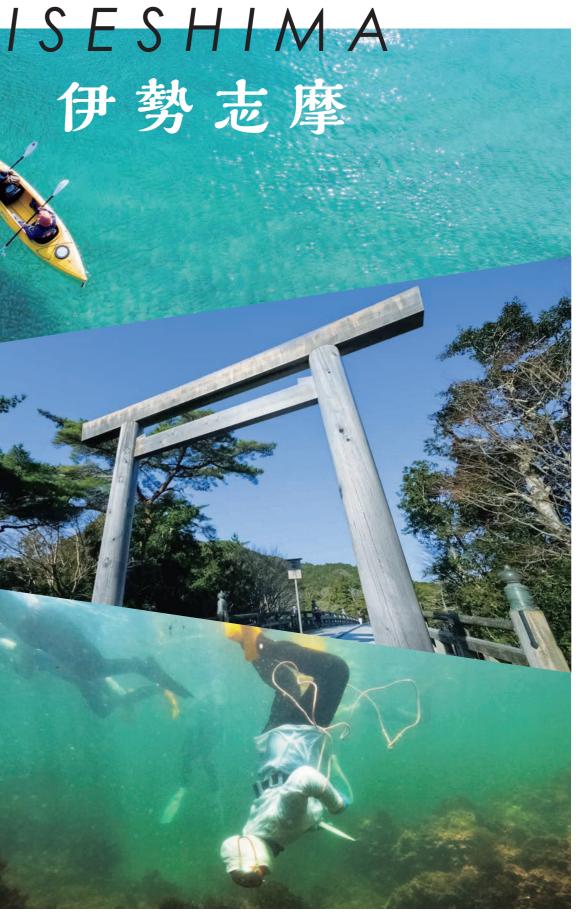
Toba Police Station (Shima City jurisdiction) 0599-25-0110

Medical Emergencies Ise Local Area Emergency Medical Center 0596-28-1199 Toba Local Area Emergency Medical Center 0599-25-1199 Shima Wide Area Emergency Medical Center 0599-43-1199 Japanese Red Cross Ise Hospital 0596-28-2171

0596-20-0110

Once In Your Life

Information in this document is current as of August 2024. Particulars, including times of opening, may change. Please confirm details in advance.



Traditional *ama* culture has taken root in the Iseshima area. *Ama* are female free divers who dive in the sea to catch shellfish and seaweed for a living. After coming back to the shore, they have a meal and enjoy chatting with one another in their ama hut. If you visit this area, you can see such vigorous female divers.

Ise Jingu has a long history as a very sacred site in Japan and always represents the Japanese spirit. On its premises, there are deep forests of Japanese cedar where Shinto priests pray to the enshrined deities to express deep gratitude to them on a daily basis. Such traditional rituals have been handed down for about 2,000 years and will be cherished forever.

Jingu





# Nature



# Iseshima National Park

Like many other national parks of Japan, the Iseshima National Park consists not only of national land, but also of private land: private land accounts for approximately 96% of the total area of the park and is inhabited by many people. The national park itself is a highly attractive place blessed with beautiful natural landscapes, where you can feel the depth of the lifestyles, customs, culture and history of its inhabitants as well as of the relationship between people and nature.

In ancient times, the Iseshima area was referred to as a *miketsu-kuni*, which literally means a "province rich in delicious food" in old Japanese. Actually, seafood from the area used to be offered even to the aristocracy in the capital of Japan. Besides, the area has also handed down its traditional food culture developed to refresh hungry and tired pilgrims to Ise Jingu with its specialty *mochi* (sticky rice cake).







# Ama

In the Iseshima area, which boasts the largest number of ama divers in Japan today, ama have handed down their own fishing style for about 2,000 years. Traditionally, they fish in an eco-friendly and sustainable method, which even contributes to the promotion of the Sustainable Development Goals (SDGs) adopted by the United Nations: they set catch limits on a regional basis for the conservation of marine resources and work on the cultivation of seaweed nowadays.

Ama are hardworking women who are all proud of their profession. After fishing, they warm their bodies at the fire in their ama hut and take a break. It is also fun for them to enjoy chatting about how the day's diving went.





Many *ama* visit it to pray for their Address: 1385 Osatsucho, Toba City and good catches of fish.

Ama Hut Experience

An ama hut experience is the

best place to learn about the

Basically, an ama hut is the

place where ama warm their

bodies and rest after fishing.

opportunities to communicate

with real *ama*: you can get

informed about their history

and personal experiences as

well as enjoy grilled seafood in their huts.

Ishigami-san, known as a

worshipped by local ama

divers since ancient times.

shrine with mystical powers

to "help every woman realize

one of her dreams." has been

But ama hut experiences

culture of ama divers.

provide visitors with

Ishigami-san (Shinmei shrine)





# Toba Sea-Folk Museum

Toba Sea-Folk Museum features the local maritime history as well as the history of ama divers to give its visitors profound knowledge about them, and exhibits its collection of significant materials related to them.

Addresss: 1731-68 Ogitsu, Uramuracho, Toba City





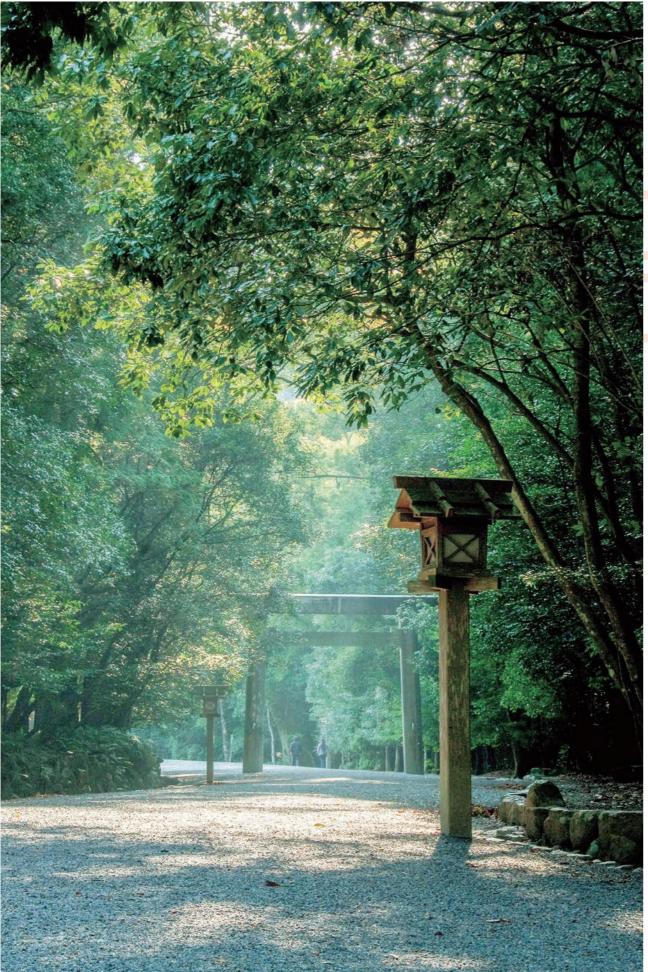
Address: 752-21 Shinmei, Agocho, Shima City Price: Check the website of Ise-Shima Tourism.

# Ama-Style Fishing Experience

Ise-Shima Tourism offers a variety of unique experience programs to give their participants opportunities to feel the depth of ama culture through fun activities, such as diving and simulated

fishing with real ama divers.







industry.) reconstruction ritual.

### Jingu: Naiku

Naiku of Ise Jingu enshrines the supreme deity in Japanese mythology named Amaterasu-Omikami, who is believed to illuminate people as the goddess of the sun.





Address: Ujiimazaikecho, Ise City

Oharaimachi Oharaimachi is a 800meter-long cobbled street with many quaint historical buildings, including restaurants and souvenir shops.



# Sengukan

Sengukan is a museum where visitors can learn about the periodical reconstruction of Ise Jingu called shikinen-sengu. The full-scale replica of the divine palace of Geku, which is exhibited in this museum, is



Address: 126-1 Maeno, Toyokawacho, Ise City



Ise Jingu, or simply Jingu if called officially, has a long history of about 2,000 years and is often regarded as "the spiritual home of the Japanese." It consists of 125 jinja (Shinto-shrines) of different sizes, including Naiku which enshrines Amaterasu-Omikami (worshipped as the ancestral deity of the Japanese Imperial Family), and Geku, which enshrines Toyouke-Omikami (adored as the deity of food and

About 400 years ago, where there was no modern transportation yet, it was already a big dream of every Japanese to make a pilgrimage to Jingu. Back in those days, pilgrims from Tokyo used to walk for 15 days to visit Ise. They came to Jingu to express their daily gratitude and pray for their world's safety.

Since about 1,300 years ago, Jingu's divine shrines have been reconstructed every 20 years. This periodical reconstruction, called shikinen-sengu, has contributed a lot to a large increase in the number of pilgrims to Jingu as well. Sustainable preservation of culture and tradition through planned management of new timber for Jingu itself and reuse of used timber for other jinja also result from the



Address: 279 Toyokawacho, Ise City

# Jingu: Geku

Geku of Ise Jingu enshrines Toyouke-Omikami, the deity of food and grain in Japanese mythology. She is also believed to be a protector of food, clothing and housing as well as of all types of industry



# Traditional Pilgrimage to Ise Jingu



Address: 575 E, Futamicho, Ise City to Ise Jingu long



Address: 548 Asamacho, Ise City

# Meotoiwa (Wedded-Rocks)

The wedded rocks symbolize a wife (small rocks) and husband (large rocks). It is known as a place for "Misogi" ablution before visiting Ise Jingu.

Therefore, it was the first place for the pilgrimage time ago.



## Asamadake Kongoshoji Temple

This Buddhist temple is located on Mt. Asama. As a temple that protects the demon gate of Ise Jingu from ancient times, it is sung by the folk song of Ise Ondo, "When you visit Ise Jingu, also you must visit Mt.

Asama, if you don't visit Mt. Asama, the pilgrimage to Ise Jingu is uncompleted.



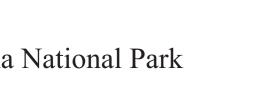
# Nature



In 1946, the Iseshima National Park was designated as Japan's first national park after the Second World War. It is one of Japan's most famous marine national parks blessed with deeply indented coastlines called "ria coasts," a mild climate throughout the year, temperate broadleaf evergreens, tropical seaside plants and so on.

This national park has a very high ratio of private land: private land accounts for 96% or more of the total area of the park. It is also characterized by a harmonious coexistence between people and nature, and its visitors can feel the depth of the lifestyles, history, culture and customs of its inhabitants.

In the park, you can also enjoy a variety of fun activities made possible by fully utilizing its rich natural environments.





Address: 2199 Nakiri, Daiocho, Shima City



Address: 1-4-53 Toba, Toba City



Shima Nature

enjoying magnificent

landscapes, such as a

blue sky, a blue ocean

Kaito Yumin Club

Make an unforgettable

fishing experience with

enjoy your fresh catch

Japanese fisherman, and

and green islands.

School









With a guide, you can go on a bike tour of many scenic spots in the Ise-Shima area. You can also enjoy tours to experience ama culture and try local food.



Price: different depending on the tour



Address: 875-20 Ugata, Agocho, Shima City

# Yokoyama View Point

On the terrace of this lookout with a magnificent view of ria coasts, you can feel as if you were floating in the sky.







Address: 1-7-1 Toba, Toba City

# Mikimoto Pearl Island

On this small island in 1893. Kokichi Mikimoto became the world's first person to succeed in cultivating pearls. Learn about how pearls form in nature, how Kokichi revolutionized the pearl industry with his techniques, and enjoy the world-

class collection of antique pearl jewelry from all over the world in the Pearl Museum





# Pearl Production Experience

You can make one of a kind original accessories with cultivated pearls extracted from pearl oysters yourself.



Pearl Miki Address: 65-1 Goza, Shimacho, Shima City Shinju-no-Sato Address: 1125-88 Koshika, Shimacho, Shima City





# Miketsu-kuni

In ancient times, the Iseshima area was referred to as a *miketsu-kuni*, which literally means a "province rich in delicious food" in old Japanese. Actually, it was one of the provinces to offer their rich local food to the Japanese



A Rich Selection of

Local Mochi Sweets

The Mochi Road in Ise-Shima

represents classic traditional

Japanese sweets. A wide

variety of specialty mochi

from lse-Shima is available,



Address: 393 Daiocho-Nakiri, Shima City

## Smoking Hut (Katsuo-no-Tempaku) Stock essential for Japanese meals is made with katsuobushi (dried bonito flakes), *konbu* (edible kelp), etc. In Nakiri, Shima City,

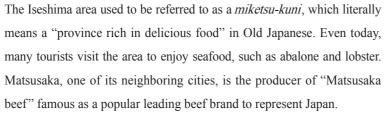


# Matsusaka Beef

Matsusaka beef is from Japanese black heifers and boasts fine marbling with a melt-in-your-mouth texture. Come experience this worldclass cuisine !



Food



The Iseshima area also has a wide variety of dried fish products. Dried fish are produced using traditional methods invented by ancient people to wisely prevent fish spoilage. Moreover, their production is also part of modern food culture which could even lead to the promotion of the Sustainable Development Goals (SDGs) adopted by the United Nation: sun-dried fish can contribute to the reduction of food waste and make the taste of fish even better. Same-no-tare, dried shark, is a typical dried fish product to represent the Iseshima area.





Address: 26 Ujinakanokiri-cho, Ise City



visitors







### Toba Aquarium

Toba Aquarium is the only Japanese aquarium which houses a dugong at the moment. When some of its staff visited the Philippines with local government, they temporarily protected a

lost dugong which had been separated from its mother. In 1987, The Philippine government sent Toba Aquarium a female dugong named "Serena" as a

token of friendship between the Philippines and Japan.

Address: 3-3-6 Toba, Toba City





### Ise Sea Paradise

Ise Sea Paradise is an aquarium which focuses on "closeness with marine animals." If you visit the aquarium and see its animals up close, you will definitely get amazed and then smile!

Address: 580 E, Futamicho, Ise City





Shirataki *Takigyo* Experience Shirataki-no-Mori is a forest where practitioners of Shugendo used to have training in the past. You can experience *takigyo* (Japanese-style meditation under a waterfall) in a quiet natural environment to refresh and recharge yourself.

Address: 635-3 Funatsucho, Toba City











# Taso Shirahama Resort

Taso Shirahama Resort is an ideal place to enjoy a relaxing time. You can refresh yourself on its natural white sand beach and then try various marine recreation activities under a blue sky.



Address: 4514 Tasoura, Minami-Ise Town

# Unique Spots for Cross-Cultural Experiences

Ise-Shima boasts six inhabited islands, each with its own unique charm.One island is known for its traditional fishing village, another for its luxury resorts, and there's even a heart-shaped island that attracts attention.These islands are nestled within Ise-Shima National Park, where visitors can enjoy both nature and luxury.



# Kabuku Resort

This resort facility is just a oneminute walk from its nearest beach! You can spend an amazing time enjoying surfing, barbequing and glamping! It is also possible to just have a day trip without staying overnight.

Address: 876 Shijima, Agocho, Shima City



## Golf Courses

The Iseshima area, which hosted the 2018 Japan Golf Tourism Convention (JGTC), has six golf courses, where you can play golf while enjoying magnificent views of Ago Bay, etc.





# Model Course

3 days and 2 nights, Ise-Shima

# DAY1

# 16:00-16:30: Arrival at Ugata Station / Kashikojima Station (Kintetsu Line)

Free shuttle buses are available from each of those stations

- ●Ugata Station: Grand Mercure Ise-Shima Resort & Spa, Quintessa Hotel Ise-Shima, Fukujuso, etc.
- Kashikojima Station: Shima Kanko Hotel, NEMU Resort, KashikojimaHojoen, TeishoBasaratei, Okushima Aqua Forest, etc.



After 16:00: Arrival at your hotel (located in Shima City) \*A beautiful sunset can be viewed from hotels around Ago Bay.

• After 18:00: You can have supper and then enjoy a hot spring bath, a beauty treatment, etc.



# 9:30: Departure from

the hotel (located in Shima City)

- Bicycle Journey ISE-SHIMA cycling tour
- (Ago Bay cruising and ama hut experience facility)
- Ago Bay cruising (Port of Kashikojima to Port of Wagu)
- Cycling (Port of Wagu to an ama hut experience facility)

# Lunch (Ama Hut SATOUMIAN)



# Strolling on Azurihama Beach

• Cycling (The ama hut experience facility to Port of Wagu)

Ago Bay cruising (Port of Wagu to Port of Kashikojima)

After 16:00: Arrival at your hotel (located in Shima City)

# Feel Nature and the "Spiritual Home of Japanese People."

# Enjoy the Culture of Ise-Shima after Visiting the Pilgrimage Routes of the Kumano Kodo.

# DAY<sup>1</sup>

# 8:30: Departure from Kii-Katsuura Hotel

Kii-Katsuura Station to Matsusaka Station (by JR express Wide View Nanki)

# Lunch (Matsusaka beef)

**Strolling** (Castle guard residences, Matsusaka cotton kimono wearing experience, etc.) Matsusaka Station to Toba Station ( by Kintetsu express) Free shuttle buses are available from Toba Station.

# After 16:00: Arrival at your hotel (located in Toba City)

Toba Hotel International, Todaya, Toba View Hotel Hanashinju, Toba Seaside Hotel, etc.



# DAY2

9:00: Departure from the hotel (located in Toba City) Toba Station Checkroom \*You can send your baggage to your hotel located in Shima City (paid service).

### Mikimoto Pearl Island \*Diving performances by ama: from10:30

Departure from Toba Station

(by shuttle bus to an ama hut)

Lunch (Ama Hut HACHIMAN)

• Strolling around the Osatsu area (Ishigami-san, Shinmei Jinja, etc.)

# Departure from Ama Hut HACHIMAN

(by shuttle bus from the ama hut) Toba Station to Kashikojima Station (by Kintetsu express)

# Ago Bay Sunset Cruising

After 17:00: Arrival at your hotel (located in Shima City) Shima Kanko Hotel, KashikojimaHojoen, TeishoBasaratei

# Kumano Kodo to Ise-Shima

# DAY3

**9:00: Departure from the hotel** (located in Shima City) Kashikojima Station to Iseshi Station (by Kintetsu express) Iseshi Station Checkroom

# Approach to Geku

(for shopping) Ise Jingu (Geku) Geku-mae Bus Stop to Naiku-mae Bus Stop (by Bus)

Ise Jingu (Naiku)



# Lunch and Oharaimachi/Okageyokocho

Naiku-mae Bus Stop to Geku-mae Bus Stop (by Bus)

Iseshi Station Checkroom (You can get your baggage.)

**Iseshi Station to your next destinations** (Nagoya, Kyoto, Osaka, Tokyo, etc.)







# 9:30: Departure from the hotel (located in Shima City)

Kashikojima Station to Toba Station (by Kintetsu express) Toba Station Checkroom (You can send your baggage to Iseshi Station Checkroom.)

Toba Station to Futaminoura Station (by JR)

•Strolling around the Futami area and Meotoiwa

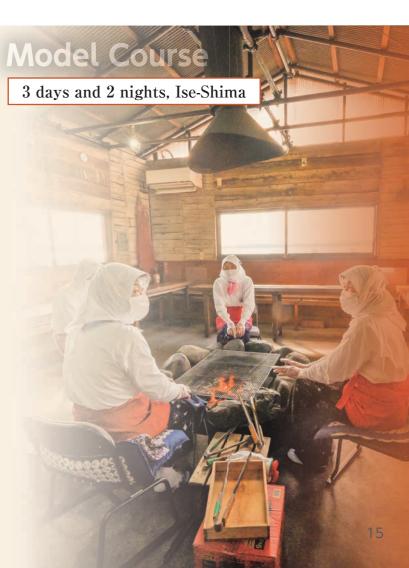
Meotoiwa-Higashiguchi Bus Stop to Naiku-mae Bus Stop (by Bus)

Lunch and Oharaimachi/Okageyokocho
Ise Jingu (Naiku)

Naiku-mae Bus Stop to Geku-mae Bus Stop (by Bus) Iseshi Station Checkroom (You can get your baggage.)

**Iseshi Station to your next destinations** (Nagoya, Kyoto, Osaka, Tokyo, etc.)

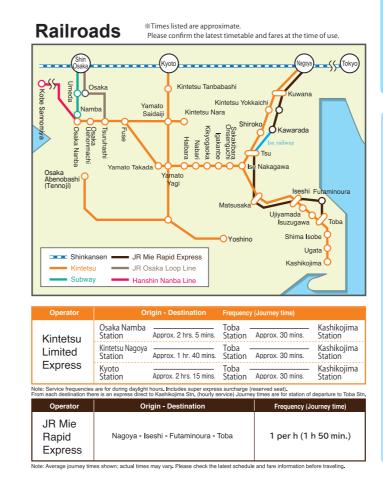
# Osaka, Kyoto or Nagoya to Ise-Shima



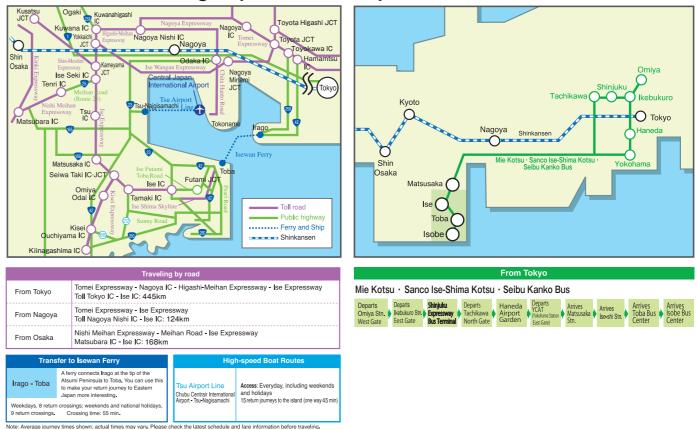
Ise-Shima Access Guide



# Information on **Means of Transportation**



# Roads, Ferries and High-Speed Boats Express Buses



# • JAPAN RAIL PASS http://www.japanrailpass.net.



The Japan Rail Pass can only be purchased overseas by travelers visiting Japan for sightseeing. (It must be bought advance, you cannot buy these passes in Japan.

Can be used for all JR Group Shinkansen (excluding Nozomi and Mizuho limited express, express, and rapid or local trains (with some ex and for JR bus services.

Each of the 7-, 14-, 21-day passes is sold for either ordinary or Green Car travel.



Mie Kotsu · Sanco Ise-Shima Kotsu · Seibu Kanko Bus									
Departs Omiya Stn. West Gate	Departs Ikebukuro Stn. Eest Gate	Shinjuku Expressway Bus Terminal	Departs Tachikawa North Gate	Haneda Airport Garden	Departs YCAT (Yokohama Station East Gate)	Arrives Matsusaka Stn.	Arrives Ise-shi Stn.	Arrives Toba Bus Center	Arrives Isobe Bus Center

