

Explore the Landscape of Ise

Oharaimachi / Okageyokocho おはらい町・おかげ横丁

"Oharaimachi" is a street that runs 800m to the north from Naiku—a town built originally in front of the shrine. The town is lined with traditional architecture of the region and filled with gift stores as well as restaurants and dining. The street keeps its original atmosphere of Edo period (1700–1800's) when the Oise-mairi became a major trend in Japan. There are many street food stalls offering a wide selection of local foods. "Okageyokocho" is the name for a section consist of 60 stores and restaurants, located in the middle of Oharaimachi street.

Opening hours of Oharaimachi and Okageyokocho are 9:30AM–5:00PM (The opening hours of individual stores may vary).

Restaurants and dining are open daily from 11:00AM.



A meal Ise Udon / Tekonezushi (sushi) / Local specialty

Ise Udon 伊勢うどん

Ise Udon is extra-thick, soft and chewy noodles flavored with salty-sweet black soy sauce. It is a fast food only eaten in Ise-shima area since Edo period (1600s) when Oise-mairi (pilgrimage to the Ise shrine) became common for Japanese.



Tekonezushi (sushi) てこね寿司

Tekonezushi is a bowl of sushi rice (rice seasoned with vinegar, sugar and salt) with soy sauce flavored sashimi (raw fish) bonito and mix it by hand. Every restaurant has its own recipe. It is a unique dish of Ise-shima food culture, made with fresh caught bonito.

The original recipe was created as fisherman's easy to eat on the go meal.

Local specialty 郷土料理

Being blessed with good environment, Ise-shima has a treasure trove of food gems, from the loads of fresh seafood of Ise bay to other seasonal produce given by rich soil. It is said that this was the one of the reasons that God Amaterasu was enshrined in Ise. Try our fresh and tasty local cuisine once in a lifetime!

Introduction of shops

Restaurant

- 2 **Darumaya だるまや**
Gift store is located on the first floor, restaurant is on the second floor. Excellent soft serve ice cream.
- 5 **Senokuniya 勢乃國屋**
Quality gift store and casual restaurant. Restaurant is located on the second floor. The gift store sells "Kamiyo-mochi", a rice cake flavored with yomogi herb and filled with red bean paste.
- 6 **Iwatoya・Sangutei 岩戸屋・参宮亭**
Serving Ise Udon, Tekonezushi, and recipes with Matsusaka beef. The Islamic prayer room located on the second floor provides a dedicated space for Muslim prayer.
- 7 **Nikodo・Horaitei 二光堂・寶来亭**
Ise Udon and Matsusaka beef steak rice bowl are the popular menu items. The grilled beef skewers sold in front of the restaurant are made from Matsusaka beef and Hida beef.
- 8 **Ebiya 蛸びや大食堂**
Serving ochazuke (rice in hot tea) with local products of Mie prefecture, and a variety of fresh caught fish. Gift store is located on the next door.
- 9 **Tekonechaya 手こね茶屋**
Honten 本店 / Naikuten 内宮店 / Oharaimachi-chuoten おはらい町中央店
※Oharaimachi-chuoten only
Tekonechaya offers a focused menu of local dish "Tekonezushi". Honten and Naikuten have their restaurant on the second floor.
- 11 **Yamada お食事処 やまだ**
Serving Ise Udon, Tekonezushi, and other rice bowl dishes.
- 12 **Okunoya 奥野家**
Okunoya is a casual restaurant serving udon, rice bowl dishes and combo lunch; along with the "Okuno", a fine dining restaurant serving Matsusaka beef steak.
- 13 **Nikodo shiten 二光堂支店**
Serving Ise Udon as well as soba noodles and grilled turban shell too.
- 15 **Warajiya わらじや**
Serving a variety of kamameshi (rice with meat, seafood and vegetables steamed together in a small pot), Ise Udon and Tekonezushi. The QR code will help you reading menu in seven different languages.
- 17 **Ise Udon Okadaya 伊勢うどん岡田屋**
Specialty Ise Udon, including Udon, Udon, soba can be eaten.
- 19 **Ise Kadoya Beer 伊勢角屋麦酒**
Stop in for a beer! Ise Kadoya Beer offers an excellent local beer, as well as local foods in season.
- 21 **Café・ramen Ichimaru カフェ・ラーメン丸**
Ichimaru is famous among locals and visitors alike for its light and healthy ramen; also hides a cafe in the back.
- 22 **Nakaiya 中井屋**
Nakaiya specializes in authentic Ise Udon dish. Purchase a meal ticket from a vending machine for your order.
- 23 **Sushikyū すし久**
Serving Tekonezushi and authentic local dishes. Antique interior adds historical detail. Enjoy the great view of the Isuzu river from the window.
- 25 **Fukusuke ふくすけ**
Serving Ise Udon with excellent homemade sauce.
- 26 **Butasute 豚捨**
Butasute has been serving the freshest meat since 1910(Meiji 43). Best croquette to go!
- 27 **Roukyokujaya 浪曲茶屋**
Serving thin noodle with hot dashi soup (broth). Good place to experience Japanese traditional Engei and Rokyoku music (a style of narrative singing with shamisen developed in the mid-Meiji period).
- 28 **Yokocho Kimiya 横丁君家**
※2F only
Genuine sushi dining. They serve the freshest fish in their sushi with their chef's proper knowledge and technique.
- 31 **Hamayo-honten 浜与本店**
Enjoy the seasonal taste of fresh fried oysters and whitebait rice bowl dish. You can also check out their oysters smoked or oiled.
- 32 **Tofuya とうふや**
Serving homemade tofu and conger eel dishes. Silky, soft and smooth Yosedomu (fresh scooped tofu) is the popular menu item.
- 33 **Brian 武雷庵**
Offering a focused menu of local brand Matoya oyster and Matsusaka beef. International staff is serving on an irregular basis.
- 34 **Noasobidana 野あそび棚**
Seasonal Japanese cuisine served in a distinctive atmosphere; using a special lacquered bento box called oju for serving food on special occasions.

Cafe&Other

- 1 **Akafuku 赤福**
Honten 本店 / Naikumae-shiten 内宮前支店 / Isuzugawaten 五十鈴川店
Operating since 1707, Akafuku is one of the most famous rice cake in Ise; a chewy mochi (rice cake) covered with smooth red bean paste. The wooden house was built in 1877, retains its original form.
- 3 **Sabou Yamanaka 茶房山中**
Serving Japanese seasonal sweets; shaved ice flavored with Kinako (soybean flour) or Matcha (green tea powder) in the summer, Zenzai (sweet red bean soup) in the winter. English menu available.
- 4 **Taikou-syusse-mochi 太閤出世餅**
Taikou-shusse-mochi is one of the most famous rice cake in Ise, each piece is carefully grilled by hand.
- 10 **Ujien 宇治園**
Japanese tea specialty store. Bring your own tumblers to have your drink served in. You can also enjoy free tea tasting.
- 14 **Hakutaka Miyakeshouten 白鷹 三宅商店**
Liquor store offering Mie's local sake including "Hakutaka", a special brand sake related to Ise Jingu. You can drink sake in the store while standing.
- 16 **Cap juby カップジュビー**
Enjoy the rich flavor of original blend coffee and aromatic tea. The artwork done by owner's friend pleases the eye.
- 18 **Sabou Tasukean 茶房 太助庵**
A café serving Kamimyo-mochi, crème filled daifuku (glutinous rice cake) and confectioneries made with unique Japanese and Western mixture. The shop is in an old renovated townhome of early Showa period.
- 20 **Tofuan Yamanaka 豆腐庵山中**
Best doughnuts made with okara (soy pulp) and soymilk to go! They also offer doughnuts stuffed with red bean paste and soft served ice cream made with soymilk.
- 24 **Iseman Naiku Mae Japanese Sake Factory 伊勢萬 内宮前酒造場**
You can enjoy the local sake "Okagesama" in the store while standing.
- 29 **Isuzuchaya 五十鈴茶屋**
Savor a cup of matcha tea and some seasonal wagashi, a small sweet served with tea, while viewing a famous Japanese garden outside. Table and Japanese style seating are available.
- 30 **Henbamochi へんば餅**
Henbamochi is a mochi (rice cake) stuffed with smooth red bean paste; one of the most famous rice cake in Ise. You can eat inside the shop or grab a bite to eat.

Experience

35 Dress up in a rental kimono —Ise-mairi and strolling / Yumekomachi 夢小町



Offers rental kimono with dress-up service. Hair styling and commemorative photo are the optional service.

Book in advance on website:
<http://www.yumekomachi15.com/abc/>



Cultural Experiences and fun activities / Okageyokocho おかげ横丁内

Okageyokocho offers many activities fun for guests of all ages. No Need to Book—Just come along and enjoy the fun!

- 36 **Iseji Saien 伊勢路裁苑**
Create your Own—Paint a Maneki-neko figure and/or a spinning top with your favorite colors.
- 37 **Akarinomise 灯りの店**
Soothe yourself—Make your original aromatherapy candles.
- Kisetsu yatai 季節屋台**
- 38 **Grab the Prize**—Shoot and knock down your favorite candy with toy gun.

OMOTENASHI ISE-JINGU Naiku OHARAI-MACHI OKAGE-YOKOCHO Walking MAP



Creation: Ise City Tourism Promotion Division
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NPO Ise Shima barrier-free tour center

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Transportation

Distance between Geku and Naiku: Approx. 5km (15min by bus, 10min by taxi)
Distance between Naiku and JR/ Kintetsu Ise-shi station or Kintetsu Ujiyamada station: Approx. 4km (15min by bus, 10min by taxi)

How to ride the bus in Ise

Ise's public bus system services the entire area of Ise Jingu, connecting Naiku, Geku and major train stations. As you board the bus, pick up a transfer ticket in front of you and put your fare and transfer ticket together into the fare box when you get off. The bus fare depends on how far you travel; check the number printed on your transfer ticket and find the same number on fare calculator placed above the front window of the bus. A 1-day bus pass (1,000 yen) or a 2-day bus pass (1,600 yen)—called Ise Toba Michikusa Kippu—allow you unlimited use on all bus routes by just showing it to the bus driver. Ise Toba Michikusa Kippu can be purchased at any bus ticket counter (located at Ise station, Ujiyamada station, Naikumae bus station, Toba bus center and Gekumae Tourist Information) and on CAN buses.

- ① CAN buses have onboard audio announcements in English; the scrolling marquee at the front displays messages in English, Chinese (CT and CS) and Korean. FREE Wi-Fi service is available on all buses.
- ② Other fixed-route buses may lack the marquee and only verbally announce major transfer points (e.g., train stations and hospitals) in English. ※Blue colored buses are the CAN bus.

※If you are lucky, you might be able to ride on a "Pokemon electric bus" wrapped with Pokemon characters, or a "Shinto bus", designed as a classic Ise tram.

How to take taxi around Ise

In Ise, you cannot catch a driving taxi by raising your hand on the street. Take one at a taxi stand, located nearby train stations and Ise Jingu. All taxis accept credit card. Taxi fares between Naiku and Geku is approx. 2,000 yen.

Travel Information Website "Rakuraku Ise Moude"

Get information about traveling to and from Ise and getting around Ise on the official Ise city travel information website.

<http://www.rakurakuise.jp/en/>



ISE-JINGU Naiku

OMOTENASHI ISE-JINGU Naiku OHARAI-MACHI OKAGE-YOKOCHO Walking MAP

Scenery of Isuzu River 五十鈴川の風景

Walking on the dry bed of the Isuzu river, running roughly parallel with the Oharaimachi street, lets you relax while leaving behind the urban noise. Enjoy the beauty of the cherry blossoms in the spring, the changing colors of the leaves in the fall. Wild birds skim low over the water's surface and slip into the water searching for food while colorful carp swim gracefully near Naiku.

Isuzugawa river
五十鈴川

Ujibashi Bridge
宇治橋

Coin-operated lockers
コインロッカー
The lockers are located next to the "Eshimiharjo" (security guard office near the Uji bridge).

Currency exchange vending machine 岩戸屋 自動両替機

Automatic currency exchange machine is located inside the store — accepts 13 different foreign currencies including USD, EUR, GBP, KRW, CNY, THB.



Sugidama 杉玉

A fresh green cedar ball hanging under the eaves of a sake brewery signals that new sake was brewed, and when the leaves turn completely brown, it announces the sake is ready to drink.



Matsujiro-no-mise 松治郎の舗

A bee hive box filled with live honey bees is displayed at the store entrance.



Yamanaka heart pharmacy 山中ハート薬局

The cute elephant figurine is the mascot character of a pharmaceutical company.



Jingu-dojo 神宮道場
Training institute for Shinto priests.



Shinto priest's lodge 祭主職舎
Accommodation for Shinto priests.

No Littering
Take your trash with you or ask at the store where you bought it.

"Ujiurata" Tourist Information 宇治浦田観光案内所

A variety of foreign language brochures and foreign language speaking staff are available here. Wheelchairs are available free of charge.



"Umashikuni" Tourist Information 美し国観光ステーション

You can get free visitors guides, brochures and travel publications written in English. Information for optional excursions may be given to those who can communicate in Japanese.

"Naikumae" bus stop

乗合自動車内宮前驛(内宮前/バス停)
Short term baggage storage service — at the store located inside the bus station building, on the right side of the main entrance.

Swallows つばめ

In the spring and early summer, swallows return to build their nests under the eaves of shops. In this area, people take good care of swallow because it is considered good luck for them to nest on their buildings.

Shimenawa しめなわ

The brown straw ropes hung under the eaves of the stores are called shimenawa (straw festoon). In this area, shimenawa are kept up throughout the year to ward off disease and to drive away evil.

Rooftop Decorations 屋根かざり

Many different types of ornaments decorate the rooftops — monkeys, squirrels, other creatures, and shachihoko (an imaginary creature with the head of a tiger and body of a fish).

- Wheelchair accessible toilet
- Western Style Toilet
- Automated External Defibrillator
- Information
- Baggage storage
- International ATM service
- Bank, money exchange
- Coin-operated lockers
- Bus stop
- Wi-Fi
- Taxi stand

- Souvenir / Foods shop
- Restaurant
- Cafe
- Pearl shop

