Only second to Hokkaido, Iwate is one of the largest prefectures in Japan. Since it covers as much as 4% of Japan’s area it has a lot of sights to offer: ria coast on the seashore, one of the finest plateau resorts in Japan further inland, a large number of hot springs and, on top of that, Hiraizumi, a World Heritage since 2011.

**Trip to the World Heritage “Hiraizumi”**

Hiraizumi has been recorded as a World Heritage in June 2011. Do not miss the chance to experience the authentic grandeur of Hiraizumi.

**Hiraizumi tour bus <RunRun>**
Ichinoseki transportation office
TEL 0191-23-4250
http://www.iwatekenkotsu.co.jp/
Hiraizumi tourism association
TEL 0191-46-2110
http://hiraizumini.or.jp/en/index.html

One ride: Adult ¥140 / Child ¥70
One day pass (Adult): ¥400

**Enjoy Hiraizumi!**

fee: adults ¥500, 16-18 y/o: ¥300, 6-15 y/o: ¥100

fee: adults ¥800, 16-18 y/o: ¥500, 13-15 y/o: ¥300, 6-12 y/o: ¥200

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**Tono Area**

Traveling on Meguri Line through “The Legends of Tono”

The Legends of Tono is a compilation of 119 stories told from ancient times in Tono region. Even though it has been over 100 years since the book’s first publication in 1910, it is still popular to present day.

**[Meguri Bus] Guide**

<table>
<thead>
<tr>
<th>Course</th>
<th>Full day</th>
<th>Half-day</th>
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<tbody>
<tr>
<td>Adults</td>
<td>¥5,000</td>
<td>¥4,500</td>
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<tr>
<td>Children</td>
<td>¥3,500</td>
<td>¥3,000</td>
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Consumption tax, lunch, entrance and inspection fees are included in both courses.

**Contact**

Hayachine Bus Co., Ltd
TEL 0198-62-6305
http://www.hayachinebusco.jp/

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**Pickup**

Can badge signed by Shigeru Mizuki for a present.

Everyone who uses our services gets a can badge memento.

**Course fees are subject to change without notice.**
Miyako/Tanohata Area

Outstanding beauty of the ria coast
Cliff face on the northern shore of Iwate, ria coast to the south. Don’t miss on Judogahama and Kitayamazaki, said to be the most beautiful coasts in Japan.

Ban’ya Eco Tourism
Sappa boat adventures
Sappa boat is a small size boat tuned for navigation in narrow waters by local fishermen. Enjoy the picturesque scenery of Kita-Yamazaki from the sea.

Access: Sanriku Railway North Rias Line from Miyako station, get off at Ono station. Board special bus to Tanohata.
NPO corporation Tanohata network
TEL 0194-37-1211

Jodogahama
The most famous scenery in Miyako city. The contrast of white cliffs, the green of pine trees and the blue of the sea is to be seen.

Department of industrial promotion and tourism of Miyako City
TEL 0193-68-9091

Ryusendo
5,000m deep limestone cave offering one of the clearest underground lakes in the world.

Contact: Ryusendo TEL 0194-22-2566

Morioka Area/
Koiwai Farm

Experience the greenery and traditional industrial arts
One of the finest plateau resorts in the country. Play, learn and make your own work of art here.

Koiwai Farm pasture land
Experience horse riding and butter making, or enjoy the exciting “sheep show” in this farm founded back in 1891.

Fee: Adults: ¥500, 5-12 y/o: ¥250

Koiwai Farm Lonely Sakura
Originally grown to protect livestock from sun-rays this sakura offers a miraculous view paired with snowy Iwate mountain.

Koiwai Farm dairy factory
Observe the making of milk, butter and cheese. Milk sampling course is also available.

Contact: http://www.koiwai.co.jp/
TEL 019-692-4321

Traditional Industrial Arts

Ironware, Tansu (dressers), lacquer wares made using traditional artistic techniques are popular all around the world.

Nambu Cast Ironware
Traditional Iwate cast iron kettles famous for their sturdiness and their positive effect on the health.
Nambu Cast Ironware cooperative
http://www.ginga.or.jp/~nambu/

Iwayado Tansu
Magnificent hand-made dressers of combined stone and wood from Zelkova, drills and chestnut trees are crafted with thoughts of both practicality and artistic value.
Iwayado Tansu Productive Cooperative
http://www.iwayado-tansu.jp/

Hidehira-nuri
Lacquer wares inscribed in golden, vermilion or black patterns. This traditional craft has strong connections with the traditional culture of Hirazumi.
Marusan Shikki, Iwate lacquer ware Association
http://www5.ocn.ne.jp/~hidehira/

Johoji-nuri
Based in Ninohe City, Japan’s biggest producer of lacquer and inspired by the traditional craft of Tendaiji Temple monks this simple design is still popular to this day.
Johoji-nuri-Hide-Hiranuri Manufacturer Urumi Craft
http://www.urumi.jp/index.html

Food Culture

Variegated noodle cuisine, highest grade beef, Japan’s biggest sake brewery union.

Wanko Soba
Special cuisine representing Iwate itself. Peculiar way of eating with an attendant serving a new mini serving of soba with your every bite. Compete on how many servings you can have.
Hanamaki City
http://www.city.hanamaki.iwate.jp/

Morioka Reimen
Noodle cuisine introduced to Japan from North Korea in 1952 and arranged to meet the Japanese tongue. Aurine taste you can never get enough of.
Iwate Prefecture Nama-Men cooperative
http://i-namamen.com/

Seafood
Possessing one of the three biggest fishing grounds in Japan, Sanriku, Iwate offers you freshest seafood such as sea urchin, saury, abalone, oyster and much more.
Iwate Prefecture fishing group
http://www.jf-net.ne.jp/igyoren/

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Nature

Iwate, being one of the biggest prefectures in Japan, offers a variety of natural sights.

Hachimantai

Hachimantai City  
Season  
Year Round

One of the most visited national parks. Alpine vegetation, maple autumn colours or skiing (up to June). you can enjoy this park any time of a year. On the spring the combination of cherry blossoms and “snow corridor” up in the mountains is a sight to behold.

Access:  
From Morioka station board Iwate Galaxy Railway. 
From Obu station board bus to Hachimantai-chou.

Ishiwarizakura

Morioka City  
Season  
Season End of April

A 360 year old sakura tree which sprung its roots shattering a 23m big boulder in Morioka region courthouse front yard. Its sheer power of vitality fascinates many.

Access:  
Board bus from Morioka station to Chuo-dori ichicho-mae bus stop.

Tenshochi

Kitakami City  
Season  
End of April

Approximately 2km long stretch of roadside cherry blossoms. Sakura festival is held here every year from April 18th to May 5th. Try out a pleasure cruise or a sightseeing carriage ride.

Access:  
Board JR Tohoku Shinkansen to Kitakami station. Board bus to Tenshochi stop

Iwate Winter Resort

Monioka City  
Season  
Season Winter

Internationally proven excellence of snow’s quality and varied skiing courses catering to both beginners and experts. Every February Iwate Snow Festival is held in Koiwi Farm.

History/Culture

Visit the World Heritage, Hiraizumi, as well as other historic spots.

Hiraizumi’s cultural heritage (Chusonji Temple)

Hiraizumi Town  
Season  
Year Round

Hiraizumi is a golden period of culture built by The Oshu Fujiwara Clan whose influence Iwate prosperity depended on. Chusonji as well as other historic remains were recorded as World Heritage sites in 2011 June.

Fee:  
Adults: ¥800, 16-18 y/o: ¥500, 13-15 y/o: ¥300, 6-12 y/o: ¥200
Chusonji  
http://www.chusonji.or.jp/

Hiraizumi’s cultural heritage (Motsuji Temple)

Hiraizumi Town  
Season  
Year Round

Special historical landmark recorded as a World Heritage site in 2011. Jodo Garden reflecting one of Buddhism teachings “Jodo” hasn’t lost any of its beauty in 800 years.

Fee:  
Adults: ¥500, 16-18 y/o: ¥300, 6-15 y/o: ¥100
Motsuji  
http://www.motsuji.or.jp/

Esashi-Fujiwara Heritage Park

Oshu City  
Season  
Year Round

A large-scale park tells the history of Chusonji’s Konjikido as well as of Iwate as a whole. It is a popular shooting location used by many history-oriented TV shows.

Fee:  
Adults: ¥800, 16-18 y/o: ¥500, 6-15 y/o: ¥300
Esashi Fujiwara Village  
http://www.esashi-fujiwara.jp/

Tono Village of Old

Tono City  
Season  
Year Round

Experience the nostalgic Japanese daily life of old at 20 different activities in this facility moderated after traditional Japanese houses (Magari-ya) unique to Iwate.

Fee:  
Adults: ¥520, 6-15 y/o: ¥310
Tono Village of Old  
http://www.tono-furusato.jp/  
Course fees are subject to change without notice.

Hot Springs

Tender your heart and your skin in Iwate hot spring resorts unique to the region.

Hanamaki Hot Springs

Hanamaki City  
Season  
Year Round

Four hotel complex hot spring resort representing the whole Tohoku region. Enjoy rows of roadside cherry blossoms, red pines and rose garden on its surroundings.

Hanamaki Hot Springs  
http://www.hanamakionsen.co.jp/

Matsukawa Hot Springs

Hachimantai City  
Season  
Year Round

Silent hot spring grounds surrounded by oak and beech forests 800m up in the mountains. Small scale 3 lodging complex gives out a feeling of tranquility.

Hachimantai City Tourism Association  
http://www.hachimantai.or.jp/index.html

Genbikoi Hot Springs

Ichinoseki City  
Season  
Year Round

Hot spring resort located in one of the most famous locations in Iwate – Genbikoi. You can reach its 2 lodging complex in 15 minutes by a car departing from Ichinoseki City.

Ichinoseki Hot Spring Village  
http://www.ichinoseki-net.jp/onsenkyo/

Oshuku Hot Springs

Shizukuishi Town  
Season  
Year Round

Enjoy nature in this hot-spring village while listening to the voices of nightingales in spring and autumn. See the Mt.Iwate to the north and Mt.Komagatake to the west.

Oshuku Hot Springs  
http://www.ousyuonsen.com/

Festivals

Iwate boasts extravagant array of festivals for every season of the year.

Morioka Sansa Odori

Morikita City  
Season  
August 1st-4th

Traditional dancing from Edo Period. About 36000 flute and drum performers participate every year. Drum performance is listed in the Guinness Records.

Morioka Sansa Odori Execution Committee  
http://www.sansaoori.jp/

Spring Fujiwara Festival

Hiraizumi Town  
Season  
May 1st-5th

Festival to reanimate the glory of The Oshu Fujiwara Clan which built the culture of Hiraizumi. Famous Japanese TV personalities participate in the event on May 3rd.

Hiraizumi Town Tourism Association  
http://hiraizumi.or.jp/

Hanamaki Festival

Hanamaki City  
Season  
Second Friday, Saturday and Sunday in September

Elegant festival boasting 400 years of history. A parade of about 140 portable shrines and Hanamaki Bayashi Dance are the highlights.

Hanamaki City Commercial Tourism Bureau  
http://www.city.hanamaki.iwate.jp/