

Not only Miyagi! Tohoku, Full of Charm

The Tohoku Region features characteristics unique to each prefecture. It's well worth going beyond Miyagi to other areas. Where do you want to go next?



Aomori Prefecture

If you want to see festivals and art, come to Aomori.

Aomori Prefecture is home to many famous festivals, especially the Nebuta Festival. In recent years, art spots such as the Aomori Museum of Art and Towada Art Center have attracted much attention. The nature of Lake Towada and Mt. Hakkoda throughout the four seasons is also particularly beautiful.



Iwate Prefecture

If you want to immerse yourself in history and culture, come to Iwate.

Temples such as Chuson-ji Temple Golden Hall and gardens are a World Cultural Heritage site of Hiraizumi, representing the Buddhist Pure Land. There are places associated with many great writers. Enjoy a stroll in a nostalgic castle town where Kenji Miyazawa and Takuboku Ishikawa spent their younger days.



Akita Prefecture

If you want to see traditional culture and original scenery, come to Akita.

Akita has the most important intangible folk cultural assets in Japan. Seasonal festivals such as the Namahage, Kanto Festival, Kakunodate Sakura Festival, Omagari Fireworks, and Yokote Kamakura are also popular with overseas visitors. The unique scenery of Japan, the Shirakami Mountain Range, a World Natural Heritage site, should not be missed!



Yamagata Prefecture

If you like skiing, hot springs, and Japanese beef, come to Yamagata.

Zao, one of the largest resort areas in the Tohoku Region, offers outstanding skiing! Ginzan Onsen, where you will be healed by the murmur of streams and its retro townscape, is a great spot for social media. For dinner, try the premium Yonezawa beef.



Fukushima Prefecture

If you like outdoor activities and walking in towns, come to Fukushima.

It is easy to access from the city center, and the magnificent nature includes Mt. Bandai and Goshiki-numa. You can enjoy cycling and fishing at Lake Inawashiro. Why not see the culture lasting from the Edo period at Tsuruga Castle and Ouchi-juku where thatched-roof private houses still remain?

Check here for the experience contents of each region!

Tohoku Special Site



What is Miyagi Prefecture like?



Miyagi Prefecture is located about 300 km northeast of Tokyo, in the center of the Tohoku Region. There are many places to visit, such as Sendai, where the Samurai warrior Date Masamune ruled, good fishing grounds on the Sanriku Coast, and Matsushima, one of the three best scenic spots in Japan. Mt. Zao is also visited by many tourists who enjoy Juhyo, the frost-covered trees, and skiing. Sendai is the gateway to the Tohoku Region, connected to Tokyo by the Tohoku Shinkansen in just 1.5 hours approximately, as well as Sendai Airport, with regular domestic and international flights.

Access to Sendai (Miyagi Prefecture)

✈️ Airplane 🚄 Shinkansen

Direct Flights from Abroad

Thailand ~ Sendai ✈️ 5hours 40minutes
Suvarnabhumi International Airport → Sendai Airport

Korea ~ Sendai ✈️ 2hours 10minutes
Incheon international Airport → Sendai Airport

China ~ Sendai ✈️ 2hours 35minutes
Shanghai Pudong International Airport → Sendai Airport
Dalian Zhoushuizi International Airport → Sendai Airport

Taiwan ~ Sendai ✈️ 3hours 10minutes
Taiwan Taoyuan International Airport → Sendai Airport



Domestic Services

Tokyo Station ~ Sendai Station
By Tohoku Shinkansen min. 1.5 hours
(Komachi, Hayabusa, Yamabiko)

Sendai Airport ~ Sendai Station
By Sendai Airport Line 25 minutes
By taxi 35 minutes

Narita International Airport ~ Sendai Airport ✈️ 1 hour
Narita International Airport → Sendai Airport



Miyagi Prefectural Government

Lots of information about Miyagi!

VISIT MIYAGI



※ Information is as of February 21, 2020.

ENGLISH



Next, Let's Experience Miyagi!

Something
New
Something
Local



Enjoy touring freely around Miyagi



If you are a repeat traveler to Japan, why not head for Miyagi Prefecture next time, the gateway to the Tohoku Region? There are many mysterious nature spots, outstanding local foods to satisfy both mind and body, and cultural aspects unique to the region. Every time you visit Miyagi, you will be amazed by the unique features of the area. Visit Miyagi and appreciate the real Japan!

Nature Food Culture Activities are divided into three themes: Nature, Food, and Culture, each with an icon as shown on the left. Mark what interests you and make a reservation!

Northern Miyagi Area

1 Naruko Taxi Tour and Kokeshi Painting Experience



A tour to visit nature and historic sites by taxi and experience Kokeshi (traditional wooden doll) painting.

* May be cancelled due to snow

¥ 3,685 / person



3 Trekking Tour to an Onsen in the Snow



A new type of activity to explore the area around the mountain streams created by Onsen (hot spring).

*Only from January to March

¥ 11,715 / person



Southern Miyagi Area

6 Tour to Appreciate Okama (Crater Lake) in Winter



Climb wild in a caterpillar-type snow vehicle to see the snow-covered Okama (crater-lake).

*Only in March

From ¥ 9,295 / person



7 Juhyo (Frost-Covered Trees) Tour by Snow Vehicle



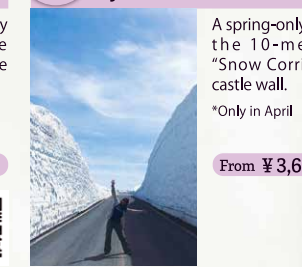
A surreal world created by nature only visible here where the conditions are suitable.

*Only from December to March

From ¥ 7,975 / person



8 "Snow Corridor" Tour by Snow Vehicle



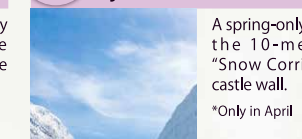
A spring-only tour to see the 10-meter high "Snow Corridor" like a castle wall.

*Only in April

From ¥ 3,630 / person



14 Accommodation Package to Enjoy Strawberry Picking



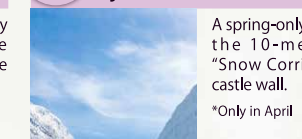
An accommodation package including strawberry picking and shopping at an outlet mall.

*Only from January to April

From ¥ 36,520 / 2persons



11 Enjoy Cruising and Local Specialties in Matsushima

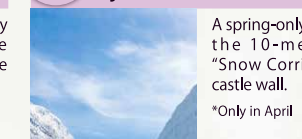


Admire the Matsushima islands up close on a pleasure boat. Taste Sasa Kamaboko and grilled oysters.

¥ 2,035 / person



9 Enjoy the Local Specialties from Shioigama

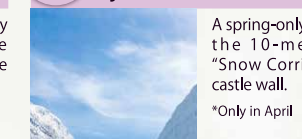


Enjoy hand-broiled Sasa Kamaboko, and curry based on recipes provided by the Coast Guard Headquarters.

¥ 1,540 / person



10 Shakyo (Sutra Copying) Experience at Zuiganji Temple

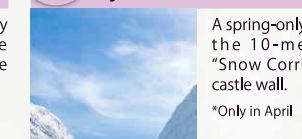


Sutra copying at Zuiganji Temple related to Date Masamune (the regional ruler in the early 17th century) with a souvenir writing brush!

¥ 2,695 / person



12 Secret Walking in Matsushima



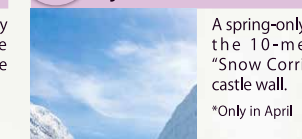
A walking tour with a local guide around sites not found in the guidebooks.

*There are hiking and other courses.

From ¥ 14,630 / person



13 Stroll in Kimono around Matsushima with Superb Views



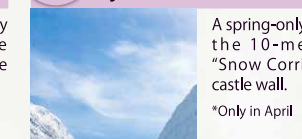
Have your photos taken while walking around Matsushima and its historical buildings in your favorite kimono.

*Yukata (cotton kimono) Plan in Summer

¥ 7,315 / person



15 Accommodation Package to Play in the Snow



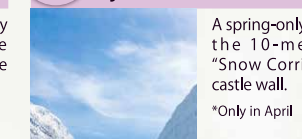
Play in the snow with snow tubing, etc., and stay at a popular hotel.

*Only from January to March

From ¥ 40,920 / 2persons



16 Wedding Photoshoot in Japanese Kimono

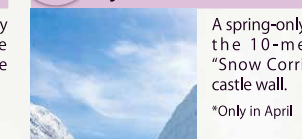


Wear luxurious Japanese wedding costumes and have your photos taken by a professional in the garden, shrine, and temple.

From ¥ 218,900 / couple



4 Miyagi Local Cuisine Cooking Lesson

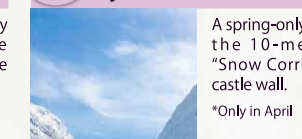


Learn how to make, and enjoy, specialty dishes, such as "Zunda Mochi" (rice cake covered in sweetened mashed green beans) with locals.

¥ 5,885 / person



5 Sake Brewery Tour to Learn with All Five Senses



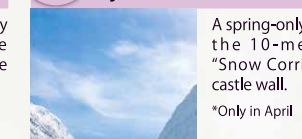
A tour to learn about brewing techniques through a sake brewery tour, rice koji (malt) tasting, and sake tasting.

*Sake brewing is suspended from early July to late September.

¥ 1,760 / person

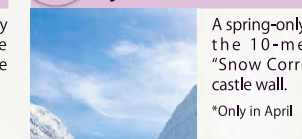


9 Reborn-Art Festival, Held Once every Two Years



A comprehensive art, music, and food festival created by diverse artists in collaboration with the locals on the history, culture, and rich nature of Ishinomaki and the Oshika Peninsula.

10 Enjoy the Local Specialties from Shioigama



Sendai, Matsushima, and Shioigama Area

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* All prices include tax

* Plans are subject to change without notice