

ISE SHIMA

JAPAN



The enduring attraction of Ise Shima reaches Come and enjoy experiences you can find only

**The stunning beauty of Ago Bay is the famous home of the pearl.
The ria coastline embraces about 60 islands, large and small,
and its waters continue to bless us with wonderful produce from the sea.
For 2,000 years, the pick of the catch been offered to gods
at Ise Jingu and by the Imperial Court.
Celebrated as a land of plenty in ancient poems,
Ise Shima has been well loved by courtiers and people of distinction.
Home to the spirit of Japan, it offers unique sights, tastes, and pleasures.
Why not surrender to the enduring attraction of Ise Shima?**



**out to you.
here.**

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Ise Jingu

Officially known as “Jingu,” Ise Jingu is the collective name for 125 jinja (shinto shrine).

Ise Jingu literally “Jingu” is not a single jinja. The name refers to a complex of 125 jinja that includes, besides the two main sanctuaries of Geku and Naiku, another 14 *betsu-gu*, auxiliary jinja within the central sanctuaries, and 109 other peripheral jinja classified as *sessha*, *massha*, and *shokansha*. Ise Jingu covers about 5,500 hectares. Its magnificent precincts occupy as much as one fifth of land in Ise City.

Marked by ceremonies that have continued for more than 1,300 years: every 20 years, the *kami* (enshrined deities) are transferred to renewed buildings.

In a ceremony called Shikinen Sengu, the sacred treasures and other paraphernalia are regularly renewed. All the sanctuary buildings are rebuilt and the deities are transferred to the new structures. The first Shikinen Sengu was performed in the fourth year of the Emperor Jito (AD 690). Since then, apart from a short interruption during the disturbances of the medieval wars, the ceremony has continued regularly for more than 1,300 years. It remains one of the most important rites. The culmination of a succession of various ceremonies, it takes a eight full years to prepare for Sengu, which marks the final transfer of the deities to renewed sanctuaries.

The proper way of *chozu* (ritual cleansing)

- 1 Ladle water over your left hand and rinse it.
- 2 Ladle water over your right hand and rinse it.
- 3 Pour the water from the ladle onto your left palm. Sip some of the water from your left palm.
- 4 Rinse your left hand, which touched your mouth.
- 5 Replace the ladle, let the remaining water run down the handle.

Pay your respects: bow twice, clap twice, bow once

- 1 Stand before the jinja
- 2 Bow very deeply, to angle of 90°, repeat once.
- 3 Place your hands together.
- 4 Slide your right hand slightly downwards, and clap twice.
- 5 Pray with your hands held together and eyes closed.
- 6 Finish with a final deep bow.





Tonotama-gaki Minami-go-Mon is the main entrance to Geku; this gate has draping of white silk, known as *mitobari*.



The graceful Shinmei-zukuri style is exclusive to the main sanctuary of Jingu, and may not be used for any other jinja.

Visits to Ise Jingu start at Geku

Access: About 10-min. walk from JR • Kintetsu Ise-shi Stn.

GEKU

The abundantly green precincts of Geku extend over about 89 hectares. Enshrining Toyouke Omikami, this sanctuary is dedicated mainly to industry and food, clothing and shelter. This part of the sacred circuit can feel like a relaxing stroll though dappled light under the trees.



Taka-no-Miya

Enshrined is the honorable spirit of Toyouke-no-Ōmikami, a powerful deity having a strong relationship with the locals.

Tsuchi no Miya

The jinja is dedicated to the guardian deity of the Geku. It is said to have been enshrined here prior to that of the Toyouke daijingu.

Access: About 10-15-min. by bus from JR or Kintetsu Ise-shi Stn.
About 15-min. by bus or car from Geku.

NAIKU

When you cross Uji Bridge, the extensive main sanctuary precincts of Naiku are marked by a Japanese cypress, which serves as a *torii* (gateway). The immense grounds, through which the Isuzu River flows, include twelve auxiliary jinja as well as the main sanctuary dedicated to Amaterasu Omikami.



Aramatsuri-no-Miya

Enshrines the *arami-tama* (fierce spirit) of Amaterasu Omikami. This is the primary auxiliary jinja of Naiku. Many people believe strongly in the special power of this jinja.

Kazahi-no-mi-no-Miya

The same deity as at the Kaze no Miya jinja of the Gekū is enshrined. During the Mongol invasions of Japan, the deity is said to have saved Japan by blowing 'kamikaze' divine wind and thus, earned the faith of followers as a savior of the nation.

<http://www.isejingu.or.jp/>

Oharai-machi and Okage-yokocho

Oharai-machi extends to right to the entrance to the inner shrine. It has retained a number of historic structures including buildings with features such as *kirizuma* and *tsumairi* (side and front gables). Enjoy various local dishes at the shops here and buy some souvenirs from Ise Shima and the rest of Mie Prefecture.



At Okage-Yokocho, pick up leaflets, and visit lots of places!



Shinondaiko, the Okage-Yokocho drum team



Okage-za (local history museum)



On the first day you see the different faces of the land and feel the charms of the sea at Ise Shima.

Ise Shima has three stretches of varied coastal scenery:

Ise, Toba, and Shima.

Since ancient times it has been a source of bounty for many people.

Come and feel its gentle splendor for yourself!

Kamishima Lighthouse

This Kamishima landmark featured prominently in Yukio Mishima's *The Sound of Waves*. A romantic place to propose marriage, it's a magnet for lovers.



DATA

Location: Kamishima, Toba City
Access: About 35 min. by regular boat service from Toba Marine Terminal after 10-min. walk from JR-Kintetsu Toba Stn.
Phone: 0599-25-3019 (Toba City Tourist Association)

<http://www.city.toba.mie.jp/>



Two rocks in the sea, linked just like a husband and wife.

Meotoiwa

Two rocks rising from the sea about 700 m from Okitama Shrine are known as Meoto-iwa [wedded rocks] and serve as a gateway for shrine. They are considered auspicious for married or courting couples. In May to July you can see the sunrise, and from November to January the full moon, rising between the rocks.

DATA

Location: At Futami Okitama Shrine, Futamichoe, Ise City
Access: About 15 min. walk from JR Futaminoura Stn. Or about 20 min. walk from Meoto Iwa East Exit bus stop after 5 min. on bus bound for Toba from JR Ise-shi Stn. Or about 3 min from Ise-Futami-Toba Line Futami
Parking: Free parking • 0596-43-2020 (Futami Okitama Shrine)

<http://www.amigo2.ne.jp/~oki-tama/>

Toll-free road with superb Views of the ria coast.

Pearl Road (toll-free)

The coastal drive linking Toba with Shima is called Pearl Road. Stunning vistas open up at every turn and there are lookout points where you can stop and enjoy island-studded sights of the sea. This superb scenic route is a great driving experience.

DATA

Location: Ima-ura, Toba City to Ugata, Shima City
Access: From Ise IC on Ise Expressway, take Ise-Futami-Toba Line (Route 42), then Route 750 to Imaura.

<http://www.toba-tenboudai.co.jp/>



Complete view of the ria coast from Omoshiro Observatory



View from Toba Observatory



The most populous island of the four in Toba Bay. If you enter the narrow streets of the town you can fully enjoy the retro feel of the island. And after your stroll, what better than delicious taste of fresh seafood.

DATA

Location: Toshijima, Toba City
Access: About 25 min. by regular boat service from Toba Marine Terminal after 10-min. walk from JR-Kintetsu Toba Stn.
Phone: 0599-25-3019 (Toba City Tourist Association)

<http://www.city.toba.mie.jp/>

Atop a cliff, a pristine white lighthouse

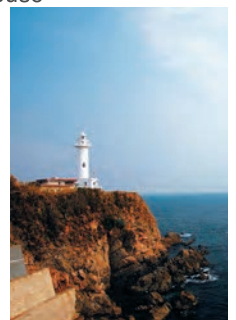
Daiozaki Lighthouse

On a cape that juts into the Pacific Ocean, the amazing views you see from Daiozaki Lighthouse prove that the world is round. The town at Daio – including stairways, roads, and seawalls – is made of stone. Daio is famous for its pleasing sights and attracts many people who go there to sketch or paint.

DATA

Location: 54 Nakiri, Daio-cho, Shima City
Access: About 20 min. by Sanco Bus from Kintetsu Ugata Stn. About 10-min. walk from Daiozaki Lighthouse bus stop.
Time: 9:00 AM-4:00 PM (depends on time of year)
Charge: Adult (12+) 200yen
Parking: Toll parking
Phone: 0599-72-1899 (Daiozaki Office, Tokokai Public Corporation)

<http://www.daiozaki.com/>



Shima

Stunning ria coastline that you have to see.

Ago Bay

Between the intricate mainland shores of Ago Bay, are islands that rise from its calm waters.

The daytime sights of the pearl fishery rafts are a splendid sight.

At night, the beauty of the scene dissolves time.

Floating gently in shallow waters, the many rafts show that Ago Bay is the homeland of pearl culture. Suspended beneath the rafts are ropes seeded with *akoya* pearl oysters. The sheltered inlets of this ria coast have encouraged a huge pearl fishery, and the numerous rafts add another dimension to many scenes.

DATA

Yokoyama Observatory

Location: 875-20 Ugata, Ago-cho, Shima City

Access: About 10 min. by road from Kintetsu Ugata Stn.

Parking: Free parking

Phone: 0599-44-0567 (Yokoyama Visitor Center)



DATA

Kirigaki Observatory

Location: 2199 Nakiri, Daio-cho, Shima City

Access: About 25 min. by road from Kintetsu Ugata Stn.

Parking: Free parking

Phone: 0599-72-4636



View of Ago Bay from Yokoyama Observatory

Sunset View of Ago Bay from Kirigaki Observatory (Tomoyama Park)



Ama Hut Experience

Spend some time with Ama (women divers)



Your chance to hear the tales Ama (women divers) have to tell.

To warm up for diving, Ama built huts on the shore. Now, sampling the freshest seafood delicacies in a hut, you can sit around the hearth with working divers and listen to their tales of the sea. This may be your only chance to hear these rare stories that have been handed down through the generations from older to younger Ama.

Osatsu Kamado (Mae-no-Hama Ozegosan), Toba Teatime

Guest number: min. 4 persons
Open: From 2:00 PM (for about 60 min.)
Charge: 2,000 yen per head.

Lunchtime

Guest number: min. 4 persons
Open: 12:00 AM-1:30 PM
Charge: 3,500 yen per head.
Reservation: Reservations must be made at least 2 days prior to your visit (by 5:00 PM)
Access: Take the Kamome Bus from the Toba Bus Center and get off at Osatsu.
Phone: 0599-33-7453 – Osatsu Tourist Association

<http://www.toba.or.jp/amagoya/>

Azuri-hama Ama Hut Experience, Shima Satoumian

Guest number: min. 3 persons
Open: 11:00 AM-2:00 PM, 6:00 PM-8:00 PM
Charge: 3,780 yen per head.
Reservation: At least 2 days in advance
Access: Kintetsu Ugata Stn. Get off at Azuri-hama bus stop.
Phone: 0599-85-1212 – Shima Tourist Association

<http://satoumian.com/>

Hachiman Kamado, Toba Teatime to Enjoy a Snack as well as Stories Told by Ama

Guest number: min. 1 person
Open: 2:00 PM-4:00 PM
Charge: 4 or more persons, 2,000 yen per head (3 or fewer persons, 3,000 yen per head)

Lunchtime

Guest number: min. 4 person
Open: 10:00 AM-3:00 PM
Charge: 4 or more persons, 3,500 yen per head (3 or fewer persons, 5,000 yen per head)
Reservation: Reservations required
Access: 30 min. drive from Toba Station Note: Free shuttle buses are available from Toba Station.
Phone: 0599-33-6145 – Hyokichiya, Ise Shima

<http://amakoya.com/>

Toshijima Ama Hut, Toba

Guest number: 4 to 30 persons
Open: By arrangement
Charge: From 3,500 yen per head (does not include cost of passage to the island)
Reservation: At least 3 days in advance
Access: About 25 min. by regular boat service from Toba Marine Terminal after 7 min. walk from JR Kintetsu Toba Stn. Get off at Toshi.
Phone: 0599-37-3339 – Travel agent in Toba (Shimanotabisha)

<http://www.shima-tabi.net/>

Local food is one of the joys
of any trip to Ise Shima!

Local cooking

Besides spiny lobsters, Anori *fugu*, oysters, abalone and other fresh seafood, there are many more humble local flavors that people love.

For example, local rice, pounded into a sticky mass, is formed into excellent *mochi*. Some Japanese visitors come especially to travel the “Mochi Highway.”

Ise Shima means “delicious.” If you like food, this tasty land beckons you.



Oct. to Apr.
Best!



Feb. to Sep.
Best!

Authentic flavors chosen as Mie brands

Ise Ebi Spiny lobster

Linked with Ise Shima from times long past, and now famed throughout the world: succulent Ise *ebi*. Whether boiled or grilled, fresh from the sea, the firm flesh has a special sweetness. Keen gourmets relish the uncooked, still-quivering meat served *iki zukuri* style. To round off your meal, what better than Ise *ebi* broth served with rice?

Refined taste cultivated
by the rich, mild waters of Ise Shima

Kaki Oyster

Ise Shima is famed for two types of oyster, the Uramura *kaki* and Matoya *kaki*. Momokomachi Likened to “milk of the sea,” the flavor of these large oysters is delicately fresh, smooth, and savory. Why not treat yourself to some of Ise Shima’s deliciously plump oysters, straight from a clean sea full of the life-sustaining plankton that oysters love.



Oct. to Mar.
Best!

Collagen rich to aid skin beauty

Awabi Abalone

A catch plucked from the sea by the hands of women divers: the taste is the essence of fresh. On the shores of Ise Shima, you can enjoy the simply delicious chewiness of *awabi* sliced raw as *sashimi*, or the yielding firmness when served steamed *sugatamushi* style. Unforgettable. And only in Ise Shima can you enjoy the delight of *awabi* steaks, where the abalone is prepared so that its *umami* gradually spreads throughout your mouth.



Oct. to Mar.
Best!

The crunchy bite keeps you
coming back for more.

Anori fugu Tiger blowfish

Anori *fugu* is a brand. The Anori appellation is restricted to unfarmed tiger blowfish, weighing 700 grams or more, that are caught off the Enshu or Kumano coast, including Ise Bay. Most are landed at the Shima Fishermen’s Guild fishing port of Anori. The taste is bland and sweet. The more you chew, the more the flavor develops. Anori *fugu* is a recognized Mie brand.

A mild taste, so different from its look

Ise udon Noodles

Everyone in Japan has heard of Ise *udon*. Be careful, you may get hooked-on these stubby, fat noodles served in thick, dark brown soup.



A taste sensation fresh
from the hands of fisherman
on bobbing boats.

Tekone-zushi

Bonito that has been thoroughly soaked in secret soy sauce marinades is roughly arranged on vinegared rice. See if you can taste the fresh sea breeze in this famous local dish.



Which *mochi* is the one for you?
Specialty rice cakes
on the Mochi Highway

Travelers headed for Ise Jingu used to tramp the pilgrims' way known as Sangu Kaido. It was then that the local *mochi* got a reputation for raising spirits, easing fatigue, and relieving hunger. You can still savor the unchanged taste and absorb the history of the old established stores.



Akafuku mochi

Mimicking the flow of the Isuzu River, since feudal times, this rice-cake confection has been a favorite of pilgrims.



Iwato mochi

A rice cake associated with *iwato kagura* (ancient sacred performance). Contains red beans from Hokkaido.



Kamiyo mochi

A standard type of herbal rice cake, colored and flavored using only wild mugwort.



Taiko shusse mochi

In festivals and celebrations, since olden days, People have chewed this firm and tasty treat.



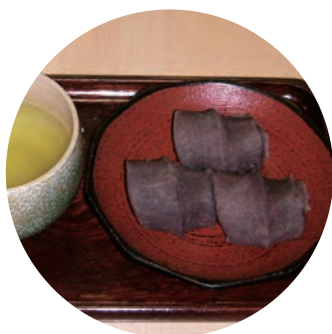
Kuya Kansuke mochi

The interesting texture retains the graininess of rice and strained bean paste



Hemba mochi

These *mochi* were associated teahouses that provided *hemba* services (looking after pilgrims' horses).



Ofuku mochi

Ofuku is the popular name for the deity enshrined in Ama-no-Iwaya at Futami Okitama shrine.



Niken-chaya mochi

A 400-year-old favorite. On the 25th of the month, the bean paste filling is replaced with brown sugar.



Sawa mochi

This is the only type of rice cake from Ise Shima that was already popular throughout feudal Japan.

Ise Shima
Flower calendar



Miyagawa river side

Spring
Cherry blossom

Viewing points : Naiku , Miyagawa river side , Tomoyama park , Tamaru castle grounds , Miya River Watarai Park



Geku (Magatamaike Pond)

Spring , Early summer
Blue flag

Viewing points: Geku, Futami Shobu Roman-no-mori , Yokoyama Sozo-no- mori



Naiku (Isuzugawa Mitarashi)

Autumn , Early winter
Autumn leaves

Viewing points: Naiku , Prefectural road 32

Plenty more things to do!



Things you can only do and see in Ise Shima.



Information in this document is current as of February 2015. Particulars, including times of opening, may change. Please confirm details in advance.

If you like to seek out new and interesting things, you will discover unique places in Ise Shima. You can enjoy them in your own way and enjoy lasting memories that are sure to raise a smile.

Number one in Japan in number of species housed



Toba Aquarium

The facility is one of the world's most significant aquariums that houses the dugong, which became the model for the mermaid legend. With approximately 1,200 species, the aquarium is number one in Japan in the number of species exhibited. Recommended are the daily sea lion and walrus shows and the Project Exhibition featuring bizarre sea creatures!

DATA

Location: 3-3-6 Toba, Toba City
 Access: About 10-min. walk from JR Kintetsu Toba Stn.
 Open: 9:00AM-5:00PM
 (July 20 to August 31, 8:30AM-5:30PM)
 Every day throughout the year
 Charge: Adult (16+) 2,500 yen, Junior (6-15) 1,250 yen,
 Child (3-5) 630 yen
 Parking: Toll parking
 Phone: 0599-25-2555

<http://www.aquarium.co.jp/>



First in Japan to successfully breed and bottle feed the black finless porpoise



Adorable seals are melting the hearts of many visitors.

Get in touch with marine life

Ise Sea Paradise



Sea Paradise is the only place where you can meet unusual aquatic mammals, such as the Southern Elephant Seal, which always looks like it's pulling faces, and the small-clawed otter, which shakes its head in such a cute way. Among our marine mammals who look forward to your attention are a huge walrus, a sea-lion that likes to stand upside down, and ball-playing dolphins who want to enthrall you with exciting tricks.

DATA

Location: 580 Futami-cho E, Ise City
 Access: About 5-min. walk from Sanco Meotoiwa Higashi-guchi bus stop About 5-min. from Ise-Futami-Toba Line Futami JCT
 Open: 9:00AM-5:00PM (depends on time of year)
 Every day (but closed on some days during winter)
 Charge: Adult(16+) 1,600 yen, Junior(6-15) 800 yen,
 Child (3-5) 400 yen
 Parking: Toll parking
 Phone: 0596-42-1760

<http://www.ise-seaparadise.com/>



Shake hands with a river otter during feeding time



Get close to dolphins

Toba Bay Cruise and Dolphin Island

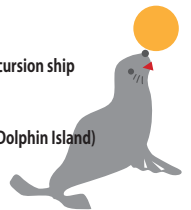


Offshore in Toba Bay, Dolphin Island is a place to get close to creatures of the sea. Be amazed by the dynamic dolphin athletics and even get close enough to even pet the performers. The sea lion show is also very popular. From the lookout point in the middle of the island, you can enjoy great views across Toba Bay and beyond to Ise Bay.

DATA

Location: 1-2383-51 Toba, Toba City (Inside the Toba Marine Terminal)
 Access: Approximately 15 minutes from the Toba Marine Terminal by excursion ship
 Open: 9:00AM-4:00PM (Dolphin Island Business Hours: 9:15AM-4:15PM)
 Every day (but closed on some days during winter)
 Charge: Adult(12+) 1,800 yen, Child (6-11) 1,000 yen (Free Admission for Dolphin Island)
 Parking: Toll parking (Toba Sadahama Public Parking)
 Phone: 0599-25-3145 (Shima Marine Leisure Toba Office)

<http://shima-marineleisure.com/>



Mingle with the dolphins in close range



Sea lion Hinata displaying a nose trick



Feed the dolphins by hand



Our unique and dynamic dolphin show



Olé! Any day at Parque España, enjoy a fiesta!

Shima Spain Village Parque España

Direct bus from
Kintetsu Ugata Stn.
13 min.

"Shima Spain Village" is a resort complex with an amusement park, a hotel and hot-spring facilities. Visitors can fully enjoy thrill rides and participatory entertainment at its Spanish-themed amusement park called "Parque España."

DATA

Location: Sakazaki, Isobe-cho, Shima City
Access: About 13-min. by direct from Kintetsu Ugata Stn.
Open: 9:30AM-5:00PM (depends on time of year)
Every day (closed some days during winter)
Charge: Adult(18+) 5,300 yen, Junior(12-17) 4,300 yen, Child (3-11) 3,500 yen
Parking: Toll parking
Phone: 0599-57-3333

<http://www.parque-net.com/>



During extended opening in the first week of May, through the summer school vacation, the night comes alive.



Inverted Rollercoaster "PYRENEES"

Parade España Carnival



© SHIMA SPARK VILLAGE CO., LTD

Make the most of a rare opportunity to fully enjoy the complete charm of pearls

Mikimoto Pearl Island

Mikimoto Pearl Island is the place where, for the first time in the world, pearls were successfully cultured by Kokichi Mikimoto. Now it is a theme park where you see all kinds of pearls and find out everything you want to know about them. At Kokichi Mikimoto Memorial Hall, you can learn about the life of Kokichi Mikimoto. The Pearl Museum shows how pearls are cultured and also exhibits craft items and fabulous works incorporating pearls. At Pearl Plaza you will be amazed at the form and color of the Mikimoto pearl products you can buy. A third of the island is covered with a flourishing natural forest of pines and Japanese chinquapins, some of which are more than over 200 years old. By all means, go for a pleasant walk and let your mind absorb your new knowledge of pearls.

DATA

Location: 1-7-1 Toba, Toba city
Access: About 5-min. walk from JR Kintetsu Toba Stn.
Open: 8:30 AM-5:30 PM (Opening hours vary depending on the season).
Closed: The second Tuesday, Wednesday and Thursday on December
Charge: Adult (16+) 1,500yen, Child (7-15) 750yen
Parking: Toll parking
Phone: 0599-25-2028

<http://www.mikimoto-pearl-museum.co.jp/eng/index.html>



Mikimoto Works of Art: Mikimoto Pearl Crown II



Samurai and ninja are dying to meet you!

By car from
Futami JCT
1 min.

Ise Azuchi Momoyama Jokamachi

At "IseAzuchiMomoyamaJokamachi," a history-themed and entertainment-oriented theme park located on a mountain, visitors can see a full-scale replica of "Azuchi Castle" famous as a great Japanese castle constructed by Nobunaga Oda as well as historical streetscapes unique to its castle town. It also has a lot of amusement and relaxation facilities, such as theaters for ninja shows and historical plays featuring a samurai judge, etc., a ninja house to enjoy ninja tricks, a hot-spring bathhouse (IseTennenOnsenAzuchiJoka no Yu) with high-quality hot-spring water from SakakibaraOnsen known as a well-reputed hot-spring resort and restaurants serving fresh seafood and specialty foods.

On the sixth floor of the full-size replica of Azuchi Castle on the top of the mountain, there is a popular observation deck to enjoy the gorgeous panoramic view of Ise Bay. In short, this theme park is a fantastic place that can be fully enjoyed by all ages!

DATA

Location: 1201-1 Futami-cho Mitsu, Ise City
Access: About 1 min. from "FutamiJCT" on the Ise-Futami-Toba Line
Open: 9:00 AM - 5:00 PM (Last admission is 1 hour before closing.)
※ Restaurants (located only on the first ground) are open until 8:00 PM. (Last entry: 7:00 PM)
Bathing facilities are open from 11:00 AM to 10:00 PM (Last entry: 9:00 PM) Open all year round
Charge: [Free pass] Adult 4,900 yen, Junior/senior high school student 3,500 yen, Elementary school children 3,000 yen
※ Charges vary depending on whether you dine at any of the restaurants after 17:00 PM or enter only the bathing facilities.
Parking: Free parking
Phone: 0596-43-2300

<http://www.ise-jokamachi.jp/>

Ise Shima sample plan

Tour Ise Shima's best-known places

Take a trip centered on Ise Jingu, around Ise Shima, homeland of the soul of Japan. History and culture, leisure facilities, natural beauty... discover everything you need for a thoroughly good time. Why not spend a couple of days to really experience the special pleasures of Ise Shima?

Day 1 Kintetsu · JR Ise Stn.

8:30 AM



10 min.



Geku-mae Tourist Information Office

8:40 AM – 8:45 AM

As well as picking up information, you can be introduced to volunteer guides (desk handles volunteer guide inquiries from 9:30).

10 min.



Ise Jingu Geku

8:55 AM – 9:55 AM

Pay your respects at Toyouke Daijingu at Geku. It is considered proper to visit the Geku before visiting the Naiku.

10 min.



Tsukiyomi-no-Miya

10:05 AM – 10:45 AM

One of the Betsugū of the Geku, dedicated to Tsukiyomi-no-mikoto-no-Aramitama, the brother deity to Amaterasu Ōmikami.

30 min.

Bus



If you like theme parks...

Shima Spain Village Parque España

1:20 PM – 4:20 PM

At this large theme park, you can enjoy many attractions and shows that have a Spanish flavor.

40 min.



Kintetsu Ugata Stn.

11:10 AM

10 min.



30 min.



Cruise Ago Bay from Kashikojima Port

10:00 AM – 11:00 AM

Recorded voice guidance provides you with various information.



Ama Hut Experience

11:40 AM – 12:40 AM

While enjoying the company of these ladies of sea, enjoy the freshest seafood. This is your chance to directly hear stories that only they can tell.

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 in advance, you cannot buy these passes in Japan.)

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

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

Adult (7 days) Ordinary

Green Car

Price

29,110 yen - 38,880 yen

Child (7 days) Ordinary

Green Car

14,550 yen - 19,440 yen

KINTETSU RAIL Five-day unlimited rides

Price Adult: 3,600 yen

Purchase price in Japan

Adult: 3,800 yen

Validity

Valid for five consecutive days
(October 1, 2017 – October 31, 2018)

Kintetsu Line
(entire line)

Iga Tetsudo Line

"Great sights plan."



Ise Jingu Naiku

11:15 AM – 12:45 PM

This most sacred place in Japan is dedicated to Amaterasu Omikami. Annually, six million people visit Naiku.

1 min.



Oharai-machi · Okage-yokocho

12:45 PM – 1:45 PM

These bustling quarters serve the needs of visitors to the shrine. You can sample the local food and get interesting local souvenirs.



40 min.
Bus



Toba Stn.

2:25 PM

10 min.



Mikimoto Pearl Island

2:35 PM – 3:00 PM

This theme park is the place to find out all about pearls. You can take a stroll through the natural woodland on the island.



Toba Aquarium

3:00 PM – 4:30 PM

The aquarium is one of the most valued aquariums in the world housing the dugong, said to be the model for the mermaid legend.

Have great time on Day 2...

1 min.



Kintetsu Kashikojima Stn.

10:00 AM

30 min.



Kintetsu Toba Stn.

9:30 AM

Day 2 departure

10 min.



Kintetsu Toba Stn.

1 min.



PASS 5day

Child: 1,800 yen

Child: 1,900 yen

from the first date of use

Special benefits offered by approx. 70 facilities



KINTETSU RAIL PASS plus 5day

Five-day unlimited rides

Price

Adult: 4,800 yen

Child: 2,400 yen

Purchase price in Japan

Adult: 5,000 yen

Child: 2,500 yen

Validity

Valid for five consecutive days from the first date of use

(October 1, 2017 – October 31, 2018)



Kintetsu Line (entire line)



Iga Tetsudo Line

Special benefits offered by approx. 70 facilities



Nara Kotsu Bus



Mie Kotsu Bus and Toba City "Kamome" (seagull) Bus Lines



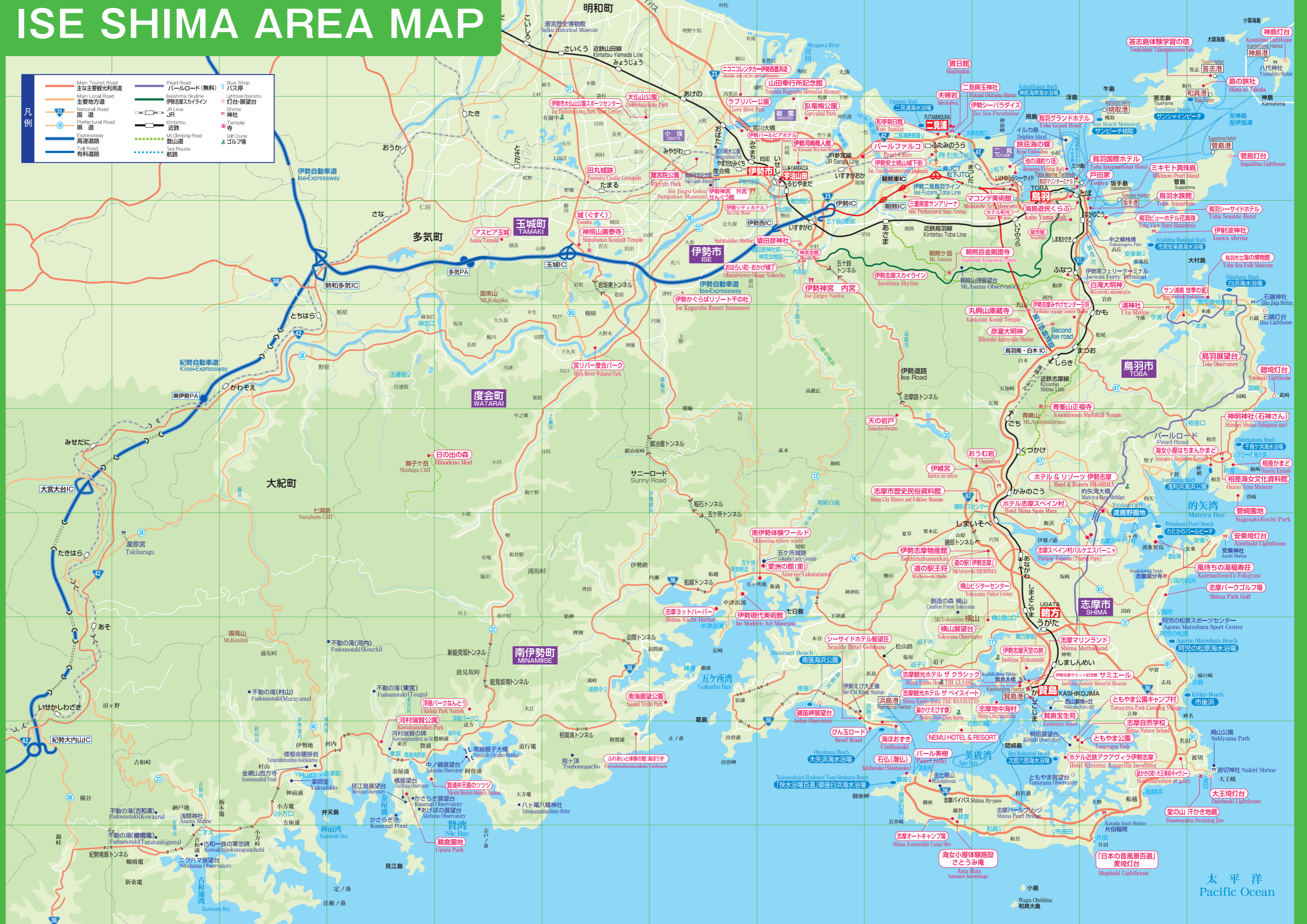
Ise Shima Access Guide



	Shinkansen		Toll road
	JR		Public highway
	Kintetsu		Ferry and Boat
	Private railways		Subway

ISE SHIMA AREA MAP

	Main Tourist Road		Pearl Road (無料)		バス停
	Main Local Road		Iseshima Skyline		灯台・展望台
	主要地方道		JR Line		神社
	国道		Kintetsu		寺
	県道		Mt. Climbing Road		ゴルフ場
	高速道路		Sea Route		
	有料道路				

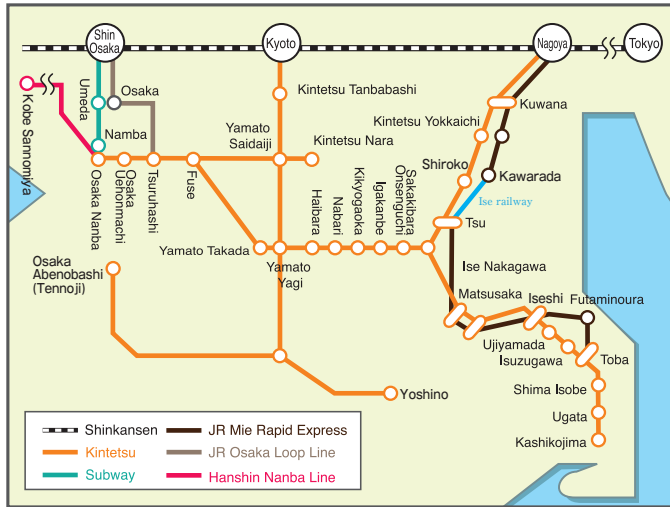


太平洋
Pacific Ocean

Information for Each Type of Transportation

Railways

※Times listed are approximate.
Please confirm the latest timetable and fares at the time of use.



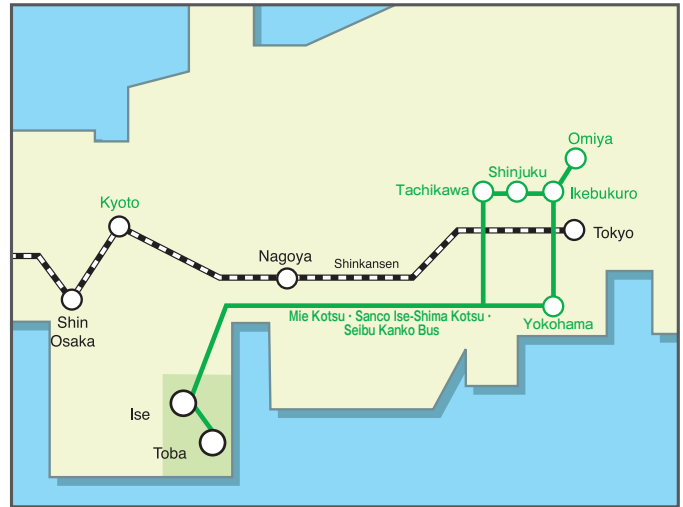
Operator	Origin - Destination	Frequency (Journey time)	Fare (total charges)
Kintetsu Limited Express	Osaka Namba Station - Toba Station	Approx. 2 hrs. 5 mins.	3,120yen (Uiyemada) 3,650yen (Toba) 3,920yen (Kashikojima)
	Kintetsu Nagoya Station - Toba Station	Approx. 1 hr. 40 mins.	2,770yen (Uiyemada) 3,030yen (Toba) 3,580yen (Kashikojima)
	Kyoto Station - Toba Station	Approx. 2 hrs. 15 mins.	3,620yen (Uiyemada) 3,890yen (Toba) 4,430yen (Kashikojima)

Note: Service frequencies are for during daylight hours. Includes super express surcharge (reserved seat). From each destination there is an express direct to Kashikojima Stn. (hourly service) Journey times are for station of departure to Toba Stn.

Operator	Origin - Destination	Frequency (Journey time)	Fare (total charges)
JR Mie Rapid Express	Nagoya - Ise-shi - Futaminoura - Toba	1 per h (1 h 50 min.)	2,450 yen

Note: Average journey times shown; actual times may vary. Please check the latest schedule and fare information before traveling.

Express Bus



From Tokyo																						
Mie Kotsu Sanco Ise-Shima Kotsu Seibu Kanko Bus	<table border="0"> <tr> <td>Departs Omiya Stn. West Exit</td> <td>Departs Ikebukuro Stn. East Exit</td> <td>Shinjuku Expressway Bus Terminal</td> <td>Departs Tachikawa North Exit</td> <td>Departs YCAT (Yokohama Station East Exit)</td> <td>Arrives Ise-shi Stn.</td> <td>Arrives Toba Bus Center</td> </tr> <tr> <td>Schedule</td> <td>20:40</td> <td>21:20</td> <td>21:50</td> <td>22:45</td> <td>6:55</td> <td>7:25</td> </tr> <tr> <td>Via Time Express</td> <td>22:00</td> <td>22:40</td> <td></td> <td>23:45</td> <td>7:30</td> <td>8:00</td> </tr> </table>	Departs Omiya Stn. West Exit	Departs Ikebukuro Stn. East Exit	Shinjuku Expressway Bus Terminal	Departs Tachikawa North Exit	Departs YCAT (Yokohama Station East Exit)	Arrives Ise-shi Stn.	Arrives Toba Bus Center	Schedule	20:40	21:20	21:50	22:45	6:55	7:25	Via Time Express	22:00	22:40		23:45	7:30	8:00
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Via Time Express	22:00	22:40		23:45	7:30	8:00																

Road, Ferry, High-speed Boat

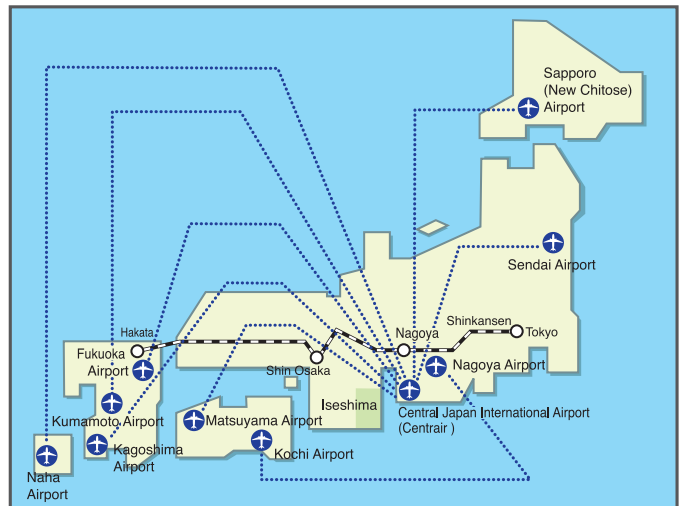


Traveling by road	
From Tokyo	Tomei Expressway - Nagoya IC - Higashi-Meihan Expressway - Ise Expressway Toll Tokyo IC - Ise IC: 445km, 10,080 yen
From Nagoya	Tomei Expressway - Ise Expressway Toll Nagoya Nishi IC - Ise IC: 124km, 3,250 yen
From Osaka	Nishi Meihan Expressway - Meihan Road - Ise Expressway Matsubara IC - Ise IC: 168km, 2,760 yen

Transfer to Isewan Ferry	High-speed Boat Routes
<p>Irago - Toba</p> <p>A ferry connects Irago at the tip of the Atsumi Peninsula to Toba. You can use this to make your return journey to Eastern Japan more interesting.</p> <p>Weekdays, 8 return crossings; weekends and national holidays, 9 return crossings. Crossing time: 55 min.</p> <p>Vehicle Transport 6,690 yen (At least 4 meters, less than 5 meters) Passenger Transport 1,550 yen per adult / 780 yen per child</p>	<p>Tsu Airport Line</p> <p>Access: Everyday, including weekends and holidays 15 return journeys to the island (one way 45 min)</p> <p>Charge: Adult, JPY 2,470 Child, JPY 1,240</p>

Note: Average journey times shown; actual times may vary. Please check the latest schedule and fare information before traveling.

Air Travel



Airport of departure	Flight time	Centrair	Nagoya Airport
Sapporo (New Chitose) Airport	105min.	JAL, ANA, etc.	
Sendai Airport	75min.	ANA, IBX	
Matsuyama Airport	70min.	ANA	
Kochi Ryoma Airport	60min.		FDA, JAL
Fukuoka Airport	90min.	ANA, SFJ, etc.	FDA, JAL
Aso Kumamoto Airport	95min.	ANA	FDA, JAL
Kagoshima Airport	90min.	ANA, GK	
Naha Airport	150min.	JTA, SKY, etc.	

Contact Information

Tourist Information Offices

Ise City Tourist Association http://www.ise-kanko.jp/	14-6 Honmachi, Ise City	0596-28-3705
Toba City Tourist Association http://www.toba.gr.jp/	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	0599-46-0570
Minami-Ise Tourist Association http://www.mik2.jp/	3917 Gokashoura, Minami-Ise-Cho, Watarai-gun	0599-66-1717
Mie Tourist Association http://www.kankomie.or.jp/	2nd floor, UST-TSU, 700 Hadokoro-cho, Tsu City	059-224-5904

Note: Unable to respond on weekends and holidays

Banks and Post Offices

Hyakugo Bank Naiku Branch	46 Uji Nakanokiri-cho, Ise City	0596-22-3105
Daisan 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 Tokyo 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
Mie 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
Isuzu-gawa Post Office	37-1 Uji Nakanokiri-cho, Ise City	0596-22-0434

About the Tourist Information Offices

Ise City Tourist Information (Geku-mae)

As well as picking up information, you can be introduced to volunteer guides.
Time: 8:30 AM–5:00 PM Open: Every day 0596-23-3323

Toba City Tourist Information Office

Visit us for information about places to see and accommodation in Toba City.
0599-25-2844
Time: 9:00 AM–5:30 PM (until 6:00 PM in summer) Open: Every day

Shima City Tourist Information Office

You can pick up sightseeing information free of charge and pamphlets here.
0599-46-0570
Time: 9:00 AM–5:00 PM Opening: Every day

Police

Ise Police Station	0596-20-0110
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

Transportation Information

Kintetsu Lines (Kinki Nippon Railway Co.)

Kinki Nippon Railway Co.	http://www.kintetsu.co.jp/
Passenger Telephone Center (Nagoya)	052-561-1604
Passenger Telephone Center (Osaka)	06-6771-3105
Ujiyamada Station	0596-28-2767
Toba Station	0599-25-2126

JR Tokai Lines (Central Japan Railway Co.)

JR Tokai	http://jr-central.co.jp/
Telephone Center	050-3772-3910

Scheduled Bus Routes, Shuttle Buses, Sightseeing Buses (Mie Kotsu)

Mie Kotsu (Sanco)	http://www.sanco.co.jp/
Ise Office	0596-25-7131
Shima office	0599-55-0215

Express Buses Between Tokyo and Ise Shima

Mie Kotsu	059-229-5555
Seibu Bus	03-5910-2525

Ferry Service

Ise-wan Ferry	http://www.isewanferry.co.jp/
	0599-25-2880

Scheduled Passenger Ships

Toba Municipal Regular Boat	http://www.city.toba.mie.jp/
	0599-25-4776

Expressways

NEXCO Central Nippon Expressway	http://www.c-nexco.co.jp/
Customer Center	0120-922-229

Taxi

Sanco Taxi Dispatch Center	0120-350-094
Kintetsu Taxi	
- Ise Office	0596-28-3171
- Toba Office	0599-25-2538
- Shima Office	0599-43-0121
Meitetsu Taxi	
- Ise Office	0596-28-8221
- Toba Office	0599-25-2468

Car Rental

Nippon Rent-a-Car	
- Ise Ujiyamada Office	0596-20-3319
Japan Rent-a-Car	
- Ise Office	0596-27-1582
Toyota Rentalease Mie	
- Ise Branch	0596-23-0100
- Ise Uji Yamada Branch	0596-24-0100
- Toba Station Branch	0599-26-7100
ORIX Rent-A-Car	
- Kintetsu Ujiyamada Station Branch	0596-28-0295
- Iseshi Station Counter	0596-20-5543
- Kintetsu Toba Station Branch	0599-25-3929
- Kintetsu Ugata Station Branch	0599-43-1098
Nikoniko Rent-a-Car Ise Nishi Toyohama Branch	0596-37-2279

Contact for questions about content or sightseeing ISESHIMA TOURISM&CONVENTION ORGANIZATION

1F Ise City Futami Lifelong Learning Center
111-1 Futami-cho Chaya, Ise City, Mie Prefecture 519-0609
Phone 0596-44-0800 Fax 0596-42-2929

Time: 8:30–17:15 Open: Daily except weekends, holidays, and new-year period

URL <http://www.iseshima-kanko.jp> e-mail info@iseshima-kanko.jp

official
website

