

TOHOKU

Tourist Information Center Network

The 32 information centers in the Tohoku region are all connected with an online video chat service. We provide information to you in real time.



Services & Facilities

Category 1: Cat 1

Coverage area: Within the city / prefecture

Language: No full-time staff with foreign language skills on duty, but service is available with minimal English, and other languages may sometimes be available.

Category 2: Cat 2

Coverage area: Neighboring prefectures

Language: English-speaking staff are on duty full-time

Category 3: Cat 3

Coverage area: All over Japan

Language: Service is available in English and 2 other languages, full time.

TOHOKU

Tourist Information Center Network



Let's enjoy TOHOKU Events

Some events begin in one month (as shown) but end in the following month.

Season	Event name	Place
January	Icefall Watching Tour at Oirase Stream	Towada
	Takahata Tenmangu Usokae (Wooden Bullfinch-exchanging Rite) Festival	Iizaka Onsen
February	Ohasama Hina Doll Festival(Hina Matsuri)	Hanamaki
	Kase-dori Festival	Kaminoyama
	Miyako Hairy Crab Festival	Miyako
	Hachinohe Enburi Festival	Hachinohe
	Odate Candy Market	Odate
	Namahage Sedo Festival	Oga
	Tazawako Kogen Snow Festival	Tazawako
	Uesugi Snow Lantern Festival	Yonezawa
	Matsushima Oyster Festival	Matsushima
April	Cherry Blossom Festival	Koriyama
	Tsuruga Castle Cherry Blossom Festival	Aizuwakamatsu
	Hirosaki Cherry Blossom Festival	Hirosaki
	Kakunodate Cherry Blossom Festival	Kakunodate
	Shinjo Herring Festival	Shinjo
	Yonezawa Uesugi Festival	Yonezawa
May	Senshu Park Cherry Blossom Festival	Akita City
	Bishamon Festival/ All Japan Crying Baby Sumo Tournament	Hanamaki
	Spring Fujiwara Festival	Hiraizumi
	Motsuji Temple Winding Stream Festival	Hiraizumi
	Sendai Aoba Festival	Sendai
July	Tsuruoka Tenjin Festival	Tsuruoka
	Mt. Osore Taisai Festival	Mutsu
August	Hachinohe Sansha Taisai Festival	Hachinohe
	Sendai Tanabata Festival	Sendai
August	Uneme Festival	Koriyama



Hachinohe Enburi Festival

Enburi is a series of visually striking and moving dances with a very long tradition in the Hachinohe area. Enburi is performed at the end of winter to awaken spring from its cold slumber and ensure a beautiful harvest in the country seasons.

Arts Towada Winter Illumination

In the arts square, 300,000 blue LEDs cover the ground and light up, creating a fantastical world. The artworks suspended in blue light look very different than they do in daylight, creating an enchanting sight.

The Yama Event of Kakunodate Festival

Following 350 years of tradition, festivals are held at Shinmei and Yakushido shrines over the three days of September 7 through 9. Young men pull floats through the town and whenever two floats approach each other, the bearers throw all their strength into driving the floats into a massive collision, with the winner gaining right of way. In contrast, participants can also admire graceful dancing accompanied by traditional Japanese music and marvel at the extravagantly decorated dolls. These are festivals of beauty and might combined.

Onikoju Festival

Onikoju Festival is a festival celebrating Kojuro Shigenaga, known as "Onikoju." During this festival, the fierce heated battle between Sanada Yukimura and Kojuro Shigenaga during the siege of Osaka is reenacted. Here you get to experience a battle comprised of more than 60 warriors from the Katakura and Sanada clans. There are also various other highlights, including matchlock performances.

Season	Event name	Place
August	Ominato Nebuta Festival	Mutsu
	Hirosaki Neputa Festival	Hirosaki
	Oga Nihonkai Fireworks Festival	Oga
	Yamagata Hanagasa Festival	Yamagata City
	Iwaki Jangara Festival	Iwaki
	Kamaishi Yoisa Festival	Kamaishi
	Kesennuma Port Festival	Kesennuma
	Morioka Sansa Odori Festival	Morioka
	Waraji Festival	Fukushima City
	Nebuta Festival	Aomori City
September	Akita Kanto Festival	Akita City
	Sanbongi Sunflower Festival	Osaki
	Masamune-kou Festival	Osaki
	Aizu Festival	Aizuwakamatsu
	The Yama Event of Kakunodate Festival	Kakunodate
	Odate Shinmeisha Festival	Odate
	Kaminoyama Hot Spring Kakashi Festival	Kaminoyama
October	Iinohachimangu Shrine Yabusame Horseback Archery Ceremony and Ancient Shinto Ritual	Iwaki
	Morioka Autumn Festival	Morioka
	Onikoju Festival	Shiroishi
	Fukushima Inari Shrine Festival	Fukushima City
	Iizaka Kenka Matsuri	Iizaka Onsen
	Dakigaeri Gorge Foliage Festival	Tazawako
	Shinjo Festival	Shinjo
November	Kamaishi Festival	Kamaishi
	Matsushima Fall Light Up	Matsushima
	A Storytellers Guided Tour about the Great East Japan Earthquake	Kesennuma
December	Shiroishi Agriculture Festival	Shiroishi
	Salmon Festival	Miyako
	Aomori Pageant of Light and Paper	Aomori City
	Shoreisai Festival	Tsuruoka
December	Illumination of Frost-covered Trees	Yamagata City
	Arts Towada Winter Illumination 2018	Towada

*Schedule may be changed without prior notice.

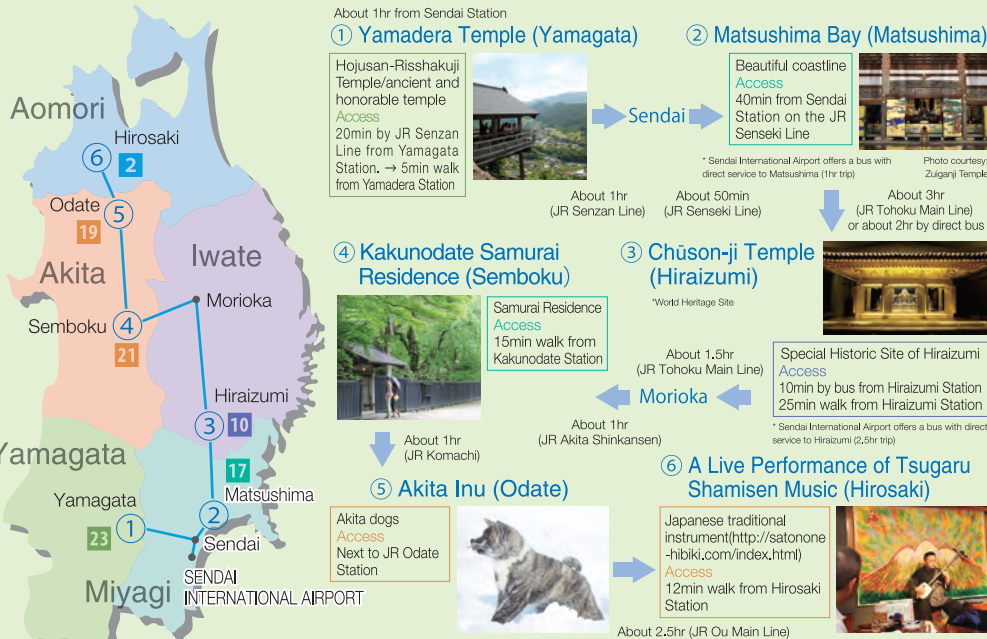
Recommended Courses

Tohoku is full of places with panoramic natural views, and has many hot springs, local delicacies, and an abundance of attractive tours. Come and see the charm of north-eastern Japan!

1 ~ 31: Each square with the unique number means the nearest location of Tourist Information Center.



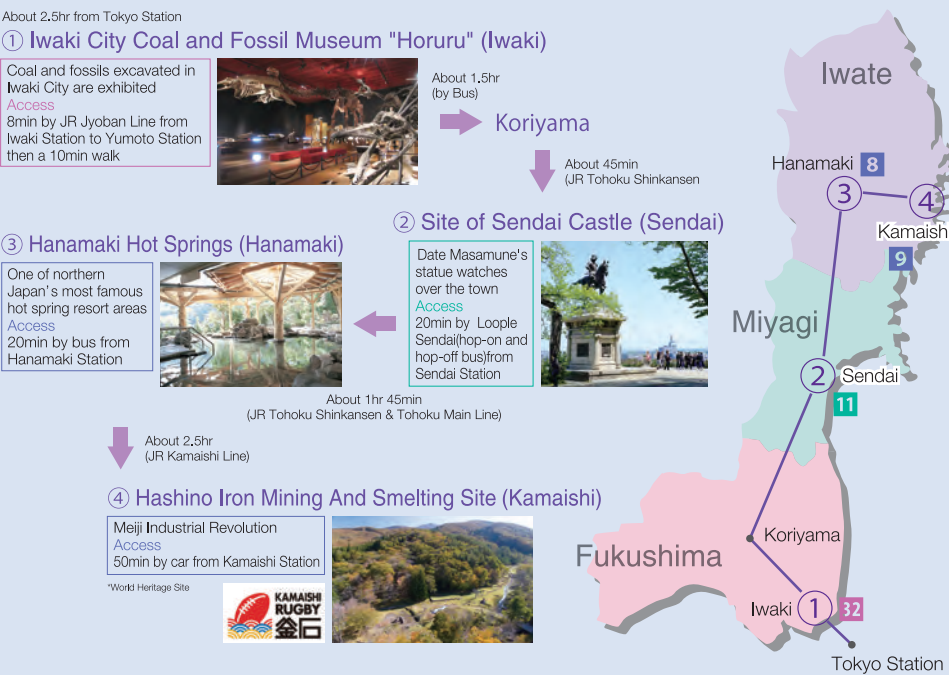
Northern Tohoku Course



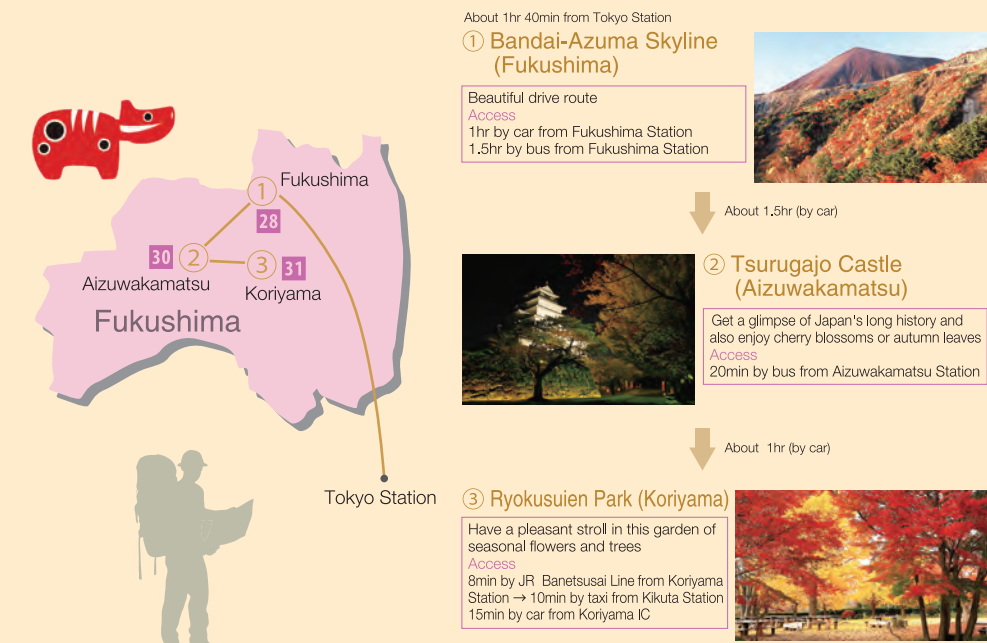
Southern Tohoku Course



Pacific Coast Course



Beautiful Fukushima Course



Japan Sea Course



Shimokita & Sanriku Coast Course





Visiting abundant beautiful nature

Leave your everyday worries behind and slowly unwind at these hot springs, which are surrounded by beautiful scenery that has attracted many people.

Naruko-onsen-kyo Hot Spring Village

This hot spring village opened about 1,200 years ago. It consists of five major hot springs. Surrounded by mountains, you can relax while soaking in hot springs, enjoying looking at the beautiful streams, plum and cherry blossoms, and strolling in the highlands.

Osaki City, Miyagi



Nyuto Hot Spring Area

This secluded hot spring area is one of the most popular top-class hot springs in Japan. You can bathe amid vast natural beauty at the hot springs in the area, including the charming "Tsuru no yu," which is a favorite among hot spring fans everywhere.

Semboku City, Akita



Kaminoyama Hot Springs

This historical hot spring resort opened about 560 years ago. Here you can feel a different atmosphere depending on the district, for example, the atmosphere of the castle town and the view overlooking the Zao Mountains. There are five foot baths and five public baths in the city that use water from hot springs.

Kaminoyama City, Yamagata



Iizaka Hot Springs

Iizaka Onsen is an historic hot spring town where you can stroll through the streets in a light cotton yukata. You can also relax in steaming hot spring water direct from the source at a one of the many ryokans (traditional Japanese inns), or in one of the nine public bathhouses.

Fukushima City, Fukushima



Iwaki Yumoto Hot Springs

Placed centrally in Iwaki City, the onsen town is thought to be one of the best in the Joban region and is among a small group of the most prestigious hot spring areas in Japan. Gushing a world-class 5.5 tons of hot water per minute, the sulfur rich hot springs' rare water qualities provide relief from a wide range of ailments and is also said to make bathers beautiful.

Iwaki City, Fukushima



Experience the Tohoku Spirit

Like a garden bursting with blooming flowers, the Tohoku region has a wide range of summer festivals, from exciting and lively ones to elegant traditional Japanese festivals. Even sightseers can easily participate in some of the events, so why not jump right into the middle of a festival and experience Japanese culture first-hand!

Aomori Nebuta Festival

This is a fire festival representative of Tohoku in particular, as well as Japan in general. The large nebuta floats (9 x 7m) weigh up to 4 tons and are incredible. Haneto dancers dance around them, enlivening the event even more. (Held from August 2–7)

Aomori City, Aomori



Morioka Sansa Odori Festival

Morioka city is decorated with this taiko-drum parade in the summer. There is an elegant dance by Miss Sansa Odori, a parade with traditional Sansa Odori dancing that moves through the city, and a circle dance in which everyone is welcome to participate. (Held from August 1–4)

Morioka City, Iwate



Sendai Tanabata Festival

The shopping district in the center of Sendai City is filled with bright Tanabata decorations. These colorful and beautiful decorations can be up to 10m tall. This festival, rich in pageantry, is Japan's largest Tanabata festival (star festival). (Held from August 6–8)

Sendai City, Miyagi



Akita Kanto Festival

Some 10,000 lanterns hung on about 300 Kanto poles are lit up and glitter in the central part of the city. Applause and cheering rise for the performances by people called sashite. (Held from August 3–6)

Akita City, Akita



Yamagata Hanagasa Festival

Dancers hold straw hats adorned with safflowers from Yamagata City, and perform group dances along the main street. The lively calls of the dancers and the bold sounds of the Hanagasa Taiko drums are mesmerizing. (Held from August 5–7)

Yamagata City, Yamagata



Waraji Festival

This festival features the largest waraji (straw sandals) in Japan. The Waraji Parade is the highlight of the festival as the 12m, 2-ton straw sandal is carried through the city center. The Heisei Waraji Ondo dance features groups of young women dressed in traditional yukata, and young men in traditional happi, dancing and singing in the streets. This is followed later in the night by the hip-hop inspired rhythms of the Dancing Soda Night parade. (Held at the beginning of August)

Fukushima City, Fukushima



Experience Tohoku Activities

Explore nature and study history through extraordinary activities

Blue Cave

Hachinohe Cave, also known as Blue Cave, has a variety of seasonal appearances in blue or green and creates a fantastic space. It is accessible only from the sea by small fishing boats called sappu.

Miyako City, Iwate



Sennin Pass

This spot is famous for its stunning views of the new green leaves in spring and red leaves in autumn. The pass lies at an altitude of 887m, and is the source of the famous Sennin Hisui mineral water.

Kamaishi City, Iwate



Lake Tazawa (Tazawako)

Lake Tazawa is the deepest lake in Japan. You can canoe and kayak in this emerald-green lake, surrounded by scenery that changes with the seasons. Enjoy activities with autumn leaves and the setting sun.

Semboku City, Akita



Mt. Haguro Five-Story Pagoda

This is the only five-story pagoda in the Tohoku region and is a National Treasure. The long eaves of the 29m tall tower evoke the beauty of a swan taking flight. You might even meet a Buddhist monk while climbing the 2446 stone steps and looking out over the majestic rows of cedar trees.

Tsuruoka City, Yamagata



Kurort

Kurort is a word that refers to a "health resort area" in German. In Kaminoyama, we have an area where prevention and treatment are provided by utilizing natural power, such as hot springs and the climate. Try becoming healthier while having fun by walking on a course that suits you, such as the Satoyama course, close to a hot spring town, and the Zao-Kogen-Bodaira Highland course, at an altitude of 1000 meters or more.

Kaminoyama City, Yamagata



A treasure trove of food – the cuisine of Tohoku

The Tohoku region is full of treasures from both the mountains and the sea, making it a gourmet paradise. We hope you will try many of the delicious dishes when you visit, from local dishes that use the natural flavors of ingredients from the area to dishes prepared meticulously by skilled chefs.

Senbei-jiru

A local favorite of the Hachinohe region in which wheat crackers are added to a soup loaded with various ingredients such as meat, vegetables and mushrooms. Over 200 restaurants in Hachinohe serve Hachinohe Senbei-jiru, each of which is flavored with its own unique chicken- or mackerel-based broth. It is interesting to try out the different variations and compare them. Special packages are available to purchase as souvenirs. So you can try making this soup at home too!

Hachinohe City, Aomori



Morioka Cold Noodles

You'll immediately become addicted to these smooth, yet surprisingly chewy cold noodles. The spicy soup stock is made from beef and chicken bones, so it is robust but also refreshing.

Morioka City, Iwate



Zunda

Zunda is one of the famous specialties of Sendai, made from boiled and mashed edamame beans, flavored with sugar and salt. It was originally used as a topping for mochi rice cakes, but today zunda is added to all kinds of sweets and drinks.

Sendai City, Miyagi



Swordfish Curry

Everyone knows that the Japanese love curry. But in the olden days, it wasn't always easy to come by quality meat in a port town like Kesennuma. However, as Kesennuma is renowned for being the home to the best swordfish in Japan, clever locals decided to improvise, and in doing so, they developed a uniquely local dish: Kesennuma Swordfish Curry! Now, swordfish curry is making a comeback, and restaurants across the city have developed their own variations of the dish. Juicy, tender swordfish combined with the flavors of South Asia—come experience the flavor of Kesennuma Port!

Kesennuma City, Miyagi



Yonezawa Beef

With a long history and culture, Yonezawa beef is a prominent high-quality brand of Japanese beef, which is famous even outside of Japan. It is guaranteed to make any dish delicious, from sukiyaki to barbecue.

Yonezawa City, Yamagata



Enban Gyoza

Gyoza are made with a filling of minced-meat, cabbage, and herbs wrapped in skins made of flour and water. Fukushima Enban Gyoza are steamed in a special circular pan that leaves the skin crispy on the bottom, but tender on top with juicy fillings.

Fukushima City, Fukushima



The Best Photo Spots in Tohoku

Oirase Stream (Aomori)



The Oirase Stream is a 14km mountain stream that flows from Nenokuchi to Yakeyama. The Oirase Stream is known as a great scenic route, offering dazzling views of awesome quays, trees that evoke an ancient atmosphere, numerous waterfalls, and moss-covered rocks.

Chūson-ji Temple (Iwate)



One of the most famous temples in Japan, Chūson-ji Temple has been declared a World Heritage Site. The golden hall, which was built almost 900 years ago, is a masterpiece, still showcasing the techniques of the ancient artisans of the time.

Matsushima (Miyagi)

Matsushima is one of The Three Most Scenic Spots of Japan. The beauty of the bay changes with the seasons, making for a rewarding visit at any time of year.



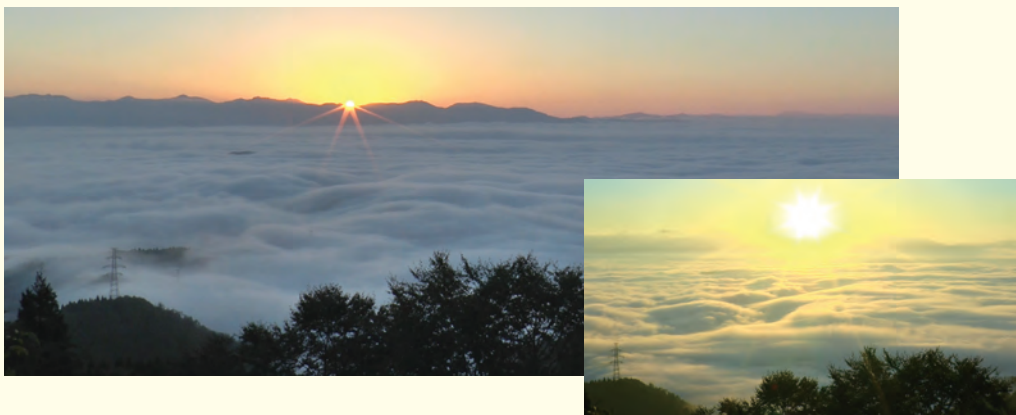
Godzilla Rock (Akita)



This popular spot is named for the rock blown here by an erupting volcano about 30 million years ago and shaped by erosion and weathering into a unique form resembling Japan's most famous monster: Godzilla.

Yozo Pass (Yamagata)

The Yozo mountain pass of Sakekawa Village, Yamagata prefecture, is known as a place to view the sun rising through a sea of clouds. As Shinjo valley is in full swing, in early morning you'll see sunrise from the skirts of mountains encompassed with a thick fog and have a magnificent view of a glittering mountain ridge in the morning sun.



Koriyama Nunobiki Highland of the Wind (Fukushima)



Towering majestically in this field of sunflowers are 33 wind turbines that stand 100m tall. These highlands are at an altitude of 1,000m, and the bright colored sunflowers are in bloom from mid-August to the beginning of September.

Site of Sendai Castle (Miyagi)

The castle ruins of Date Masamune, one of the Sengoku feudal lords who ruled over Sendai 400 years ago, lie here. The castle itself no longer remains, but the stone wall, which has been carefully reconstructed, helps to preserve those ancient times. A statue of Date Masamune riding a horse stands in the inner citadel ruins, where you can catch the perfect view of the stores and houses located in Sendai's city center. Use Sendai's tourist city loop bus, "Loope Sendai," as a convenient way to get around.



Hirosaki Park (Aomori)

There are 2,600 beautiful cherry blossom trees and a castle in this park. The castle is the oldest remains of a citadel in Japan, and with its triple moats, three turrets, and five gates, it is considered a symbol of the city.



INFORMATION CENTER MAP

1 Aomori City



Nebuta Museum WA - RASSE

2 Hirosaki



A live performance of Tsugaru shamisen music

18 Akita City



Museum of Neburi-Nagashi Festival

19 Odate



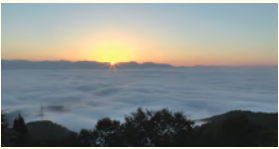
Akita Inu

20 Oga



Namahage Museum

26 Shinjo



Yoza Pass

25 Tsuruoka



Kamo Aquarium

27 Kaminoyama



Kurort

24 Yonezawa



Yonezawa Beef

28 29 Fukushima City



Bandai-Azuma Skyline

30 Aizuwakamatsu



Tsurugajo Castle

31 Koriyama



Ryokusuien

32 Iwaki



Iwaki Yumoto Hot Springs

5 Mutsu



Mutsuwan Ferry

3 Hachinohe



Tanesashi Coast

6 Morioka



Morioka Sansa Odori Festival

7 Miyako



Jodogahama

8 Hanamaki



Hanamaki Hot Springs

9 Kamaishi



Kamaishi Daikannon

10 Hiraizumi



Chusonji Temple

14 Kesennuma



Kesennuma Fish Market

16 Osaki



Kokeshi dolls

17 Matsushima



Zuiganji Temple

Photo courtesy: Zuiganji Temple

4 Towada



Oirase Stream

11 12 Sendai



Site of Sendai Castle

13 Sendai Airport



Shiroishi Castle

15 Shiroishi



Shiroishi Castle




TOURIST INFORMATION CENTER

1

Aomori

Aomori City Tourist Information Center

Cat 2




☎ 017-723-4670

🌐 <http://www.atca.info/>

🕒 8:30-19:00 (8:30-17:00 on 31 Dec., 1 Jan.)

🗣 English



2

Hirosaki

Hirosaki Tourist Information Center

Cat 2



☎ 0172-26-3600

🌐 <http://www.hirosaki-kanko.or.jp/en/>

🕒 8:45-18:00

🗣 English




3

Hachinohe

Hachinohe General Tour Information Plaza

Cat 2




☎ 0178-27-4243

🌐 <http://www.hachinohe-cb.jp/>

🕒 9:00-19:00 (9:00-17:00 on 30 Dec., 1 Jan. and 2 Jan.)


🗣 English, Korean



4

Towada

Lake Towada Tourist Infomation Center



☎ 0176-75-1531

🌐 https://www.en-aomori.com/visitor_info/informationcenters.html

🕒 9:00-17:00

🗣 English



5

Mutsu

Shimokita Tourist Information Center



☎ 0175-34-9095

🌐 <https://gururin-shimokita.com/kankou/205>

🕒 9:00-19:00

🗣 English



6

Morioka

Iwate/Morioka regional Tourist Information Center

Cat 2



☎ 019-625-2090

🌐 <http://www.odette.or.jp/>

🕒 9:00-17:30

🗣 English



7

Miyako

Miyako Tourist Information Center

Cat 2



☎ 0193-62-3534

🌐 <http://www.kanko385.jp/>

🕒 9:00-18:00

🗣 English, Italian



8

Hanamaki

Hanamaki Tourist Information Center

Cat 1



☎ 0198-31-2244

🌐 <http://www.kanko-hanamaki.ne.jp/>

🕒 9:00-18:00 May. - Oct., 9:00-17:30 Nov. - Apr.


🗣 English



9

Kamaishi


Kamaishi Tourist Information Center



☎ 0193-22-5835

🕒 9:00-18:00

🗣 English



10

Hiraizumi

Hiraizumi Tourist Information Center

Cat 2



☎ 0191-46-2110

🌐 <http://hiraizumi.or.jp/en/>

🕒 8:30-17:00

🗣 English, Chinese



11

Sendai

Sendai Tourist Information Center

Cat 2



☎ 022-222-4069

🌐 <http://www.sentia-sendai.jp/english-guide/>

🕒 8:30-19:00 (9:00-17:00 31 Dec. - 3 Jan.)

🗣 English



12

Sendai

Sendai Tourist Information Desk

Cat 2



☎ 080-2815-8321

🌐 <https://www.i-sendai.jp/>

🕒 10:00-19:30 (Regular hours) *Subject to change

🗣 English, Chinese, Korean, Spanish



13

Sendai Airport

Tohoku Tourist Information Center

Cat 2



☎ 022-383-6741

🌐 <https://www.sendai-airport.co.jp/service/michinoku/>

🕒 9:00-21:00


🗣 English, Chinese



14

Kesennuma


Kesennuma Tourism and Convention Bureau



☎ 0226-22-4560

🕒 8:00-17:00 (18:00 in the summer)

🗣 English



15

Shiroishi

Shiroishi Tourist Information Center

Cat 1



☎ 0224-26-2042

🌐 <http://shiroishi.ne.jp/>

🕒 9:00-17:30

🗣 English



16

Osaki

Furukawa Station Tourist Information Center

Cat 1



☎ 0229-24-0062

🌐 <http://www.mo-kankoukousya.or.jp/>

🕒 9:00-17:00

🗣 English



17

Matsushima

Matsushima Tourist Information Center

Cat 2



☎ 022-354-2618

🌐 <http://www.matsushima-kanko.com/en/>

🕒 8:30-17:00 (8:30-16:30 Dec.-Mar.)

🗣 English, Chinese, Korean



18

Akita

Akita City Tourist Information Center

Cat 2



☎ 018-832-7941

🌐 <https://www.akita-yulala.jp/en/see/akita-city-folklore-and-performing-arts-center>

🕒 9:00-19:00 Apr. - Oct., 9:00-18:00 Nov. - Mar.

🗣 English



19

Odate

Odate City Tourist Information Center

Cat 1



☎ 0186-57-8120

🌐 <http://www.dodasuka.com/>

🕒 8:45-17:30

🗣 English



20

Oga

Oga Station Tourist Information Center

Cat 1



☎ 0185-24-2100

🌐 <https://oganavi.com/>

🕒 9:00-17:00

🗣 English



21

Semboku

Kakunodate Tourist Information Center

Cat 1



☎ 0187-54-2700

🌐 <https://tourism.tazawako-kakunodate.com/>

🕒 9:00-18:00 late Apr. - Sep., 9:00-17:30 Oct. - mid-Apr

🗣 English



22

Semboku

Tazawako Tourist Information Center

Cat 2



☎ 0187-43-2111

🌐 <https://tourism.tazawako-kakunodate.com/>

🕒 8:30-17:15

🗣 English, Korean



23

Yamagata

Yamagata City Tourist Information Center

Cat 2



☎ 023-647-2266

🌐 <http://www.kankou.yamagata.yamagata.jp/>

🕒 9:00-17:30

🗣 English




24

Yonezawa

Okitama Tourist Information Center


Cat 2



☎ 0238-24-2965

🕒 8:00-18:00

🗣 English



25

Tsuruoka

Tsuruoka Tourist Information Center

Cat 1



☎ 0235-25-7678

🌐 <http://experiencetsuruoka.com/>

🕒 9:30-17:30

🗣 English




26

Shinryo

Mogami Tourist Information Center


Cat 1



☎ 0233-28-8881

🕒 9:00-18:00

🗣 English




27

Kaminoyama

Kaminoyama Onsen Tourist Information Center

Cat 1




☎ 023-672-5703

🌐 <http://kaminoyama-spa.com/>

🕒 Mon-Sat: 9:00-20:00, Sun: 9:00-17:00

🗣 English




28

Fukushima

Fukushima City Tourist Information Center

Cat 2




☎ 024-531-6428

🌐 <https://fukushima-guide.jp>

🕒 9:00-18:00

🗣 English, Chinese



29

Fukushima

Iizaka Onsen Tourist Information Center



☎ 024-542-4241

🌐 <http://iizaka.info/>

🕒 9:00-18:00

🗣 Korean



30

Aizuwakamatsu

Aizuwakamatsu Station Tourist Information Center

Cat 2



☎ 0242-32-0688

🌐 <http://www.tsurugajo.com/>

🕒 9:00-17:30

🗣 English



31

Koriyama

Koriyama Tourist Information Center

Cat 1



☎ 024-924-0012

🌐 <https://www.kanko-koriyama.gr.jp/>

🕒 9:00-17:30


🗣 English



32

Iwaki

Iwaki City Tourist Information Center




☎ 0246-23-0122

🌐 <http://kankou-iwaki.or.jp/>

🕒 10:00-18:00

🗣 English



Explanatory Notes

- ☎ : Phone

🌐 : URL

🕒 : Hours open to visitors
- 🗣 : Languages

📶 : Wi-Fi Available for free

Railway

* From Tokyo Station to Sendai Station, the Tohoku-Hokkaido Shinkansen operates about 80 trains per day on weekdays, and about 90 trains per day on weekends and on holidays.

