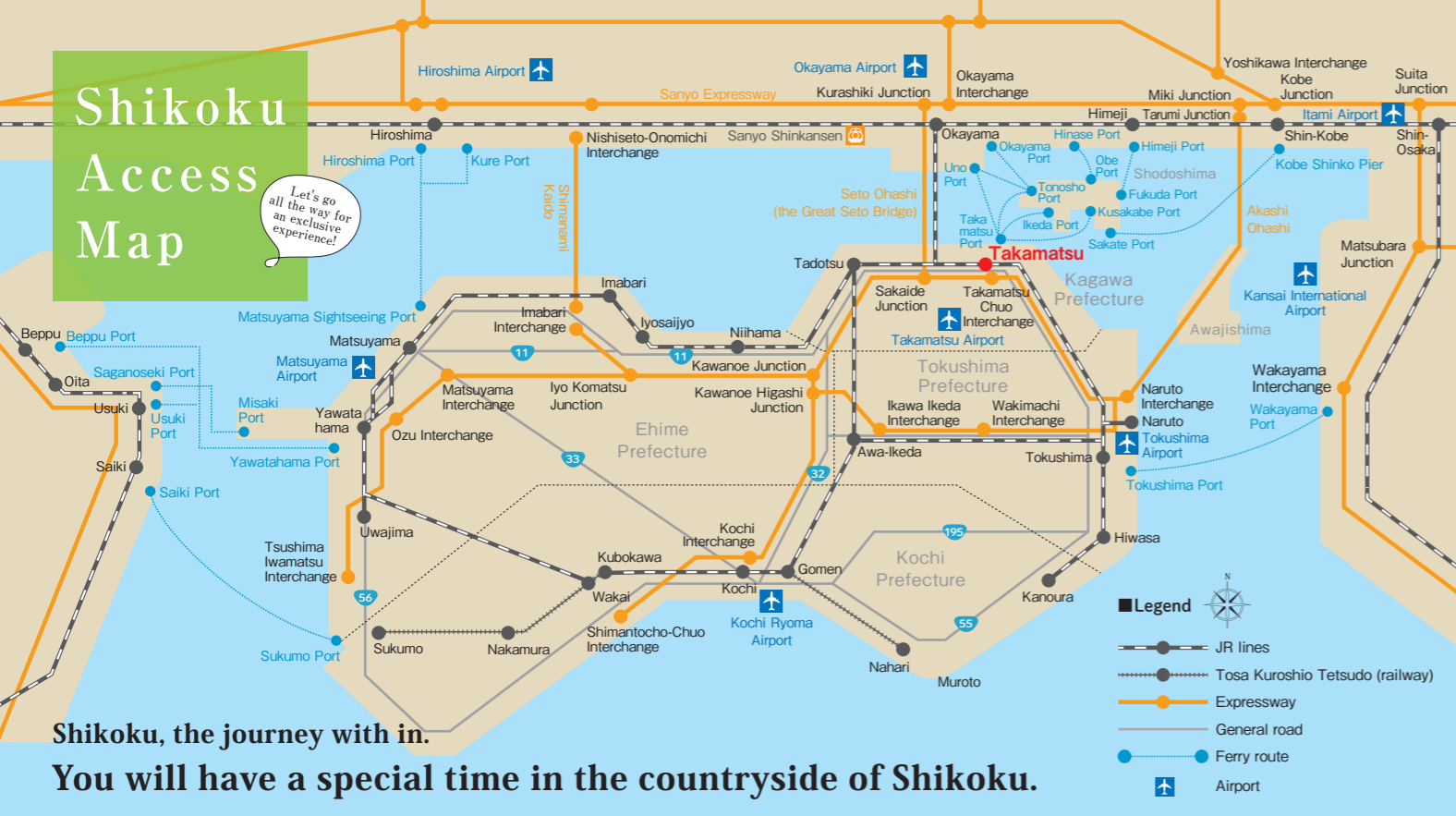
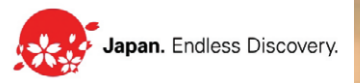


Shikoku Access Map

Let's go all the way for an exclusive experience!



Shikoku, the journey with in.
You will have a special time in the countryside of Shikoku.

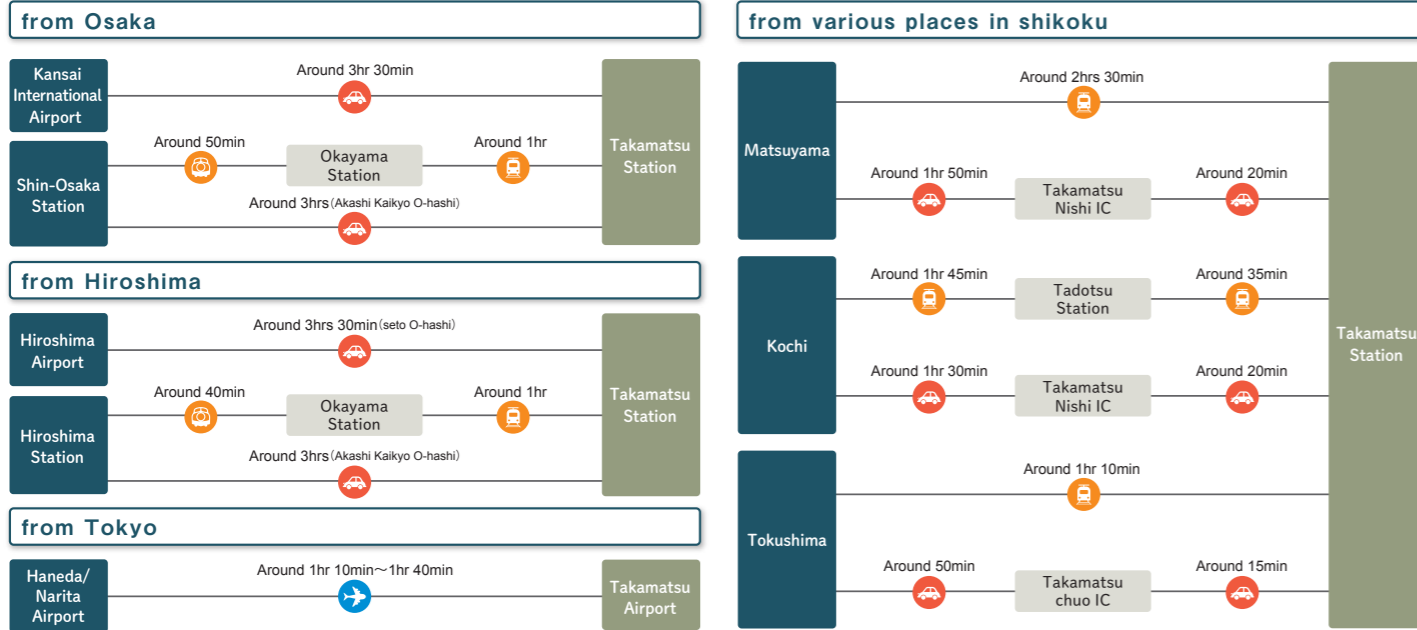


Rural Experience Content
Shikoku, the journey with in.

What Fun! Shikoku

Access to Takamatsu

Shinkansen bullet train Train Bus or rent-a-car Ferry () means high-speed ferry Airline



Inquiries/Application



Kagawa edition
Seisan & Chusan
Area

Rural Experience Content
Shikoku the journey with in.

What Fun! Shikoku

Kagawa edition

Seisan
&
Chusan
Area



Kotohira-gu Shrine



Marugame Castle

Embraced by
the magnificent scenery created by
Shikoku's natural blessings.



01

Mitoyo City

Dashi stock is the key to natural sea bream on rice Try your hand making classic, delicious sea bream on rice using natural Setouchi sea bream

Carefully open up salt-baked natural sea bream, and cook the rice together with deep-fried tofu, carrot, and burdock root using stock made from rough-chopped, powerfully flavored sea bream. This classic sea bream on rice dish shows off the delicious flavor of sea bream, with flaked sea bream piled in the bowl. During this process, you may find special lumps on the bones known as "Naruto bones", or bones known as "tai-no-tai" - a sea bream-shaped bone that can only be found in natural sea bream. Receive as a souvenir a dashi-infused soy sauce-making kit using the company's dried products.

- ¥: 3,000 yen ■Where: Fujita Fisheries
- Location: 1446-3 Niotei, Nio-cho, Mitoyo City, Kagawa
- W: <http://sanuki-toukaiya.com/> ■Book: Email or fax ■Min. 4 people
- Max. 20 people ■Open: Monday - Friday ■Hours: 8:30 AM - 5:30 PM
- Closed: Saturdays, Sundays, public holidays ■Time: 1.5 to 2 hours



02

Mitoyo City

Live shrimp fishing experience & fresh-caught kuruma shrimp lunch!!

Catch live kuruma shrimp with a fishing rod! Enjoy olive kuruma shrimp, dense and sweet, odori-style—while they're still moving!

Use a fishing rod to catch live kuruma shrimp. Receive as many shrimp as you can catch during the limited time (minimum number guaranteed). Also comes with incredibly fresh kuruma shrimp lunch! Includes drink and sweets made with original tofu and soy milk served as dessert.

- ¥: 5,000 yen ■Where: Nio Kosan Co., Ltd. ■Location: 1 Nioshin, Nio-cho, Mitoyo City, Kagawa ■W: <https://olive-kurumaebi.com/>
- Book: Phone or email (1 week in advance)
- Min. 5 people ■Max. 30 people
- Open: November - January ■Hours: 10 AM - 4 PM
- Closed: Tuesdays ■Time: 2 to 2.5 hours
- Other: Lunch menu may vary from pictured image. For groups of 20 or more, book 2 weeks in advance.



03

Mitoyo City

Try making tofu by hand & enjoy a fresh kuruma shrimp lunch!!

Learn the traditional Japanese art of tofu making

Learn about Japanese tofu and make tofu from soybeans in this class. At the end, sample the tofu you've just made with salt, soy sauce, oil, etc to compare tastes. Enjoy meals made from kuruma shrimp raised in the on-site shrimp farm (killed humanely with the ikejime method, then instantly frozen).

- ¥: 5,000 yen ■Where: Nio Kosan Co., Ltd.
- Location: 1 Nioshin, Nio-cho, Mitoyo City, Kagawa
- W: <https://olive-kurumaebi.com/>
- Book: Phone or email (1 week in advance)
- Min. 5 people ■Max. 10 people
- Open: As necessary (please inquire) ■Hours: 10 AM - 4 PM
- Closed: Tuesdays ■Time: 3 hours
- Other: It may be possible to shorten the course by skipping some processes or increase the maximum number of participants, so please feel free to ask.



04

Mitoyo City

Chichibugahama Beach Scenic Photoshoot Plan With this plan, capture spectacular photos on a location (where the sea mirrors the sky!)

With this plan, you can be the star of a location photoshoot with a professional photographer at the Chichibugahama Beach in Mitoyo City, Kagawa Prefecture, which are known as the "Uyuni salt flats of Japan." This travel option will leave you with valuable moments to treasure forever. The photographic data (20 pictures) captured will be sent to your designated email address, etc. (Up to 2 group representatives)

- ¥: 20,000 yen (incl. tax) for up to 10 people / 30,000 yen (incl. tax) for 11 - 25 people / 40,000 yen (incl. tax) for 26 - 40 people *An additional 5,000 yen is charged on Saturdays and national holidays
- Where: Mitoyo City Tourism and Exchange Bureau ■Location: 1338-127 Takuma, Takuma-cho, Mitoyo City, Kagawa (in Marine Wave)
- W: <http://www.mitoyo-kanko.com/> ■Book: Phone: 0875-56-5880 / Email: info@mitoyo.org ■Min. 1 person ■Max. 10 people (40 people at most)
- Open: As per the Chichibugahama Beach viewing calendar ■Hours: 4 PM - 8 PM ■Closed: Tuesdays (except during New Year holidays) ■Time: 90 minutes
- Other: Booking required (starting from 6 months to 3 days before photoshoot). Limited to 1 group per day. English-language support available. The beach is sandy underfoot, so please come barefoot or wearing beach sandals in summer, and rain boots or other shoes that can get wet in winter. Towel required.



Marugame Castle Rickshaws

Feel like traveling like royalty around Marugame Castle in style in a rickshaw.

The scenic course takes about 15 minutes to travel around Marugame Castle by rickshaw. Ride in comfort around some great spots for photography, while chatting happily about Marugame. Course (scheduled): Otemon Plaza inside Marugame Castle -> Otemon Gate -> NTT building -> Next to Josai Elementary School -> Nishidobashi Bridge -> Archive Museum Lawn -> Ayame Pond & Goten Gate

- ¥: 1,000 per passenger (incl. tax) ■Where: Marugame City Tourist Association
- Location: By Otemon Plaza inside Marugame Castle ■W: <http://www.love-marugame.jp>
- Book: Phone & Fax: 0877-25-3881 ■Min. 1 person
- Max. 4 people (in 2 rickshaws) ■Open: Saturdays, Sundays, public holidays (booking required for weekdays) ■Hours: 10 AM - 4 PM ■Closed: Never
- Time: 20 minutes ■Other: Book during business hours the previous day. English language support available.

"Take" Uchiwa Fan Workshop

Why not try your hand making local crafts with a traditional Japanese feel?

The Marugame uchiwa fan has been designated a national traditional craft item in Japan, boasting a huge 90% share of production of the traditional craft nationwide. All processes when manufacturing the fans are carried out by hand by artisans, and the designs range from old-fashioned to modern. At the "Take" uchiwa fan workshop located in Marugame Castle, you can experience the entire production process from frame-making to affixing the paper. The artisans will instruct you carefully, so even beginners can try it with confidence. (Booking required)

- ¥: 1,000 per fan (incl. tax) ■Where: Uchiwa Fan Workshop "Take" ■Location: 1-bancho, Marugame City, Kagawa (inside Marugame Castle) ■W: <http://www.love-marugame.jp>
- Book: Phone & Fax: 0877-25-3881 ■Min. 1 person
- Max. 10 people ■Open: Wednesdays (except Dec. 27 - 31) ■Hours: 10 AM - 4 PM ■Closed: Wednesdays ■Time: Around 1 hour ■Other: English language support available from Marugame City Tourist Association staff



07 Marugame City

Boat Race Marugame

Watch it live, and feel the rush of energy! Boat Race Marugame is like a marine fighting sport, unique to Japan, certain to awaken dreams of striking it rich!

Boat Race Marugame is a place not only to watch the race, but also for great food including local cuisine and a cafe terrace loved by female patrons. With a kids' room where children can play with peace of mind, everyone in the family can enjoy this comprehensive amusement facility. Everyone will be impressed with the sensation of speed as the boats zip through the water, illuminated by cocktail lights. Enjoy some moments of excitement, unique to night racing.

■¥: Admission is free before 2 PM, then 100 yen per person (incl. tax) Group bookings required in advance ■Where: Boat Race Marugame ■Location: 4-1-1 Fujimi-cho, Marugame City, Kagawa ■W: <http://www.marugame-kyotei.jp> ■Book: Phone: 0877-23-5141 ■Min. 1 person ■Max. depends on boat race venue capacity ■Open: According to racing calendar ■Hours: 10 AM - 9 PM (from 2 PM for night-racing events) ■Closed: New Year holidays? ■Time: Under 1 hour ■Other: Evening meals can be arranged for groups (from 2,500 yen per person) Special private viewing room (free of charge)



09 Mitoyo City

Saitakami School Strawberry Farm

Want to try harvesting strawberries at the Saitakami School Strawberry Farm, where the elementary school atmosphere still lingers?

Pick strawberries for 40 minutes and eat them all!

■¥: December - March: Adult 1,800 yen, Child 1,500 yen (children under 3 years admitted free) / April - May 6: Adult 1,600 yen, Child 1,300 yen (children under 3 years admitted free) / From May 7 onward: Adult 1,000 yen, Child 800 yen (children under 3 years admitted free) ■Where: Saitakami School Strawberry Farm ■Location: 726 Saitakami, Saita-cho, Mitoyo City, Kagawa ■W: <http://gakko-ichigoen.com/reserve/> ■Book: Phone: 0875-23-6037 or website ■Min. 1 person ■Max. 40 people ■Open: Dec. 26 - mid-May ■Hours: 10 AM - 11:30 AM, 1 PM - 3 PM ■Closed: New Year holidays, Fridays ■Time: 40 minutes ■Other: Advance booking required (groups should book 2 weeks in advance). Only Japanese spoken.

■¥: Cost ■Where: Host destination ■Location: Address ■W: Website ■Book: Booking method ■Min.: minimum number of persons required ■Max.: Maximum number of people per event ■Open: Days open ■Hours: Opening hours ■Closed: Days closed, holidays ■Time: Time required to experience ■Other: Other items



08 Mitoyo City

Day trip: Udon-making class & farm tour

Get a sense of Sanuki food culture through udon

Thoroughly learn the basics of making Sanuki udon, with every participant creating udon noodles from flour, then enjoying the noodles with various toppings and styles. While the udon dough is resting, try a produce-harvesting experience at a nearby farm. Add the fresh produce you've picked to your udon noodles and enjoy!

■¥: From 15,000 yen (excl. tax) ■Where: Udon House ■Location: 1651-3 Okamoto, Toyonaka-cho, Mitoyo City, Kagawa ■W: <https://udonhouse.jp/> ■Book: Via website or phone on 0875-89-1362 ■Min. 4 people ■Max. 12 people ■Open: Basically all year ■Hours: 9 AM - 6 PM ■Closed: As required ■Time: 6 hours ■Other: Booking required 7 days in advance. Cancellation policy: 4 - 7 days prior 50% payable / From 3 days prior 100% payable English/Chinese/Korean language support available



10 Kan-onji City

Saitakami School StrGain full appreciation of the Gogo regionawberry Farm

See the Honen'ike Dam, harvest tangerines, and learn to make soba noodles

As well as learning about the Sanuki region's painstaking dedication to water, the structure of the Honen'ike Dam (a designated important cultural properties of Japan), and the history of the dam's construction, you can also enjoy the ambience—something like a old medieval European castle nestling in the Gogo mountains. You can also enjoy a tour of the waterwheel restored by the local community and explore regional delicacies through soba noodle-making sessions and tangerine harvesting.

■¥: 3,000 yen (includes tax, lunch, insurance, etc.) per person ■Where: Kan-onji City Tourism Association ■Location: Gogo Development Center, 341 Iseki, Onohara-cho, Kan-onji City, Kagawa ■W: <http://kanonji-kankou.jp/> ■Book: Phone: 088-699-7611 ■Min. 5 people ■Max. 20 people ■Open: Saturdays, Sundays, public holidays ■Hours: 10 AM - 3 PM ■Closed: Weekdays ■Time: 3 - 5 hours



MODEL COURSE

JOURNEY WITHIN KAGAWA

Model Course.A

3D2N

Day1

Takamatsu Airport or JR Takamatsu Station

1hr

08

[Udon House] Udon-making class & farm tour 7hrs
Learn udon noodle-making and harvest produce at a farm garden, or try a photoshoot at the spectacular Chichibugahama Beach landscape!

30min

Accommodation Kotohira Onsen Town

Day2

Hotel

10min

Kotohira-gu Shrine

2hrs

09

Strawberry picking at Saitakami School Strawberry Farm

40min

30min

05

Marugame Castle

1hr

5min

06

Fan-making class at "Take" Uchiwa Fan Workshop

1hr

1hr

Accommodation In Takamatsu City

Day3

Hotel

10min

Takamatsu Port

1hr

Naoshima Art Tour

7hrs

Chichu Art Museum, Art House Project, Benesse House, etc.

1hr

Takamatsu Port

40min

Takamatsu Airport or JR Takamatsu Station

Model Course.B

3D2N

Day1

Takamatsu Airport or JR Takamatsu Station

30min

Ritsurin Garden, a Michelin 3-star tourist spot

2hrs

1hr

02or03

Try making tofu by hand or enjoy a fresh-caught kuruma shrimp lunch!

2hrs

10min

04

Chichibugahama Beach Scenic Photoshoot

30min

40min

Accommodation Konpira Onsen Town

Day2

Hotel

10min

Kotohira-gu Shrine

2hrs

09

Strawberry picking at Saitakami School Strawberry Farm

40min

30min

05

Marugame Castle

1hr

10min

07

Boat Race Marugame

1hr

10min

Accommodation In Marugame City

Day3

Hotel

5min

06

Fan-making class at "Take" Uchiwa Fan Workshop

1hr

20min

Seto Ohashi Memorial Park

1hr

1hr

Takamatsu Airport or JR Takamatsu Station