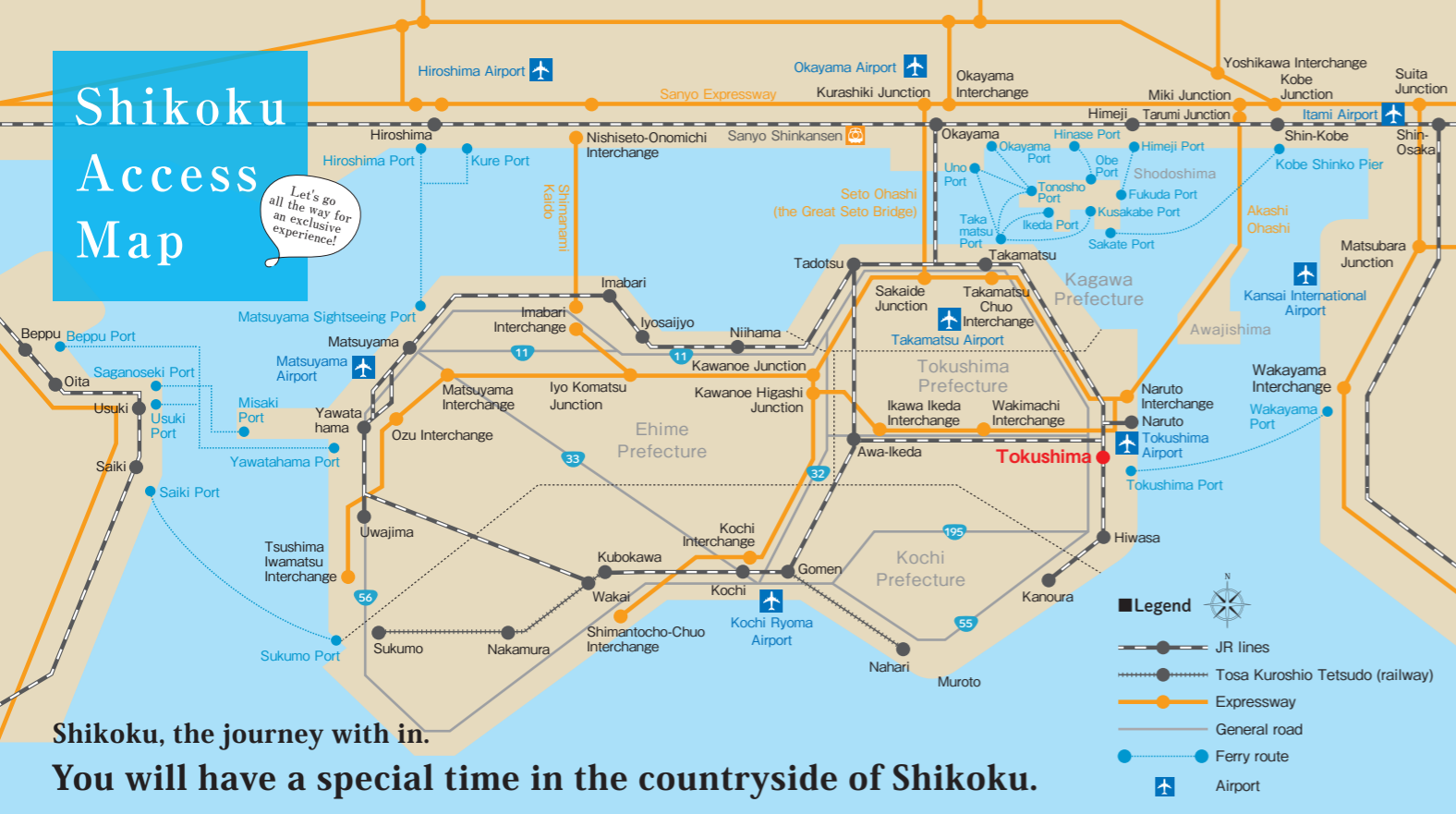


# Shikoku Access Map

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.



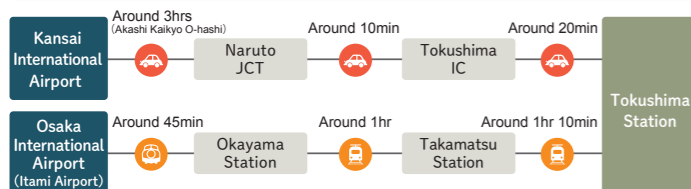
Rural Experience Content  
Shikoku, the journey with in.

# What Fun! Shikoku

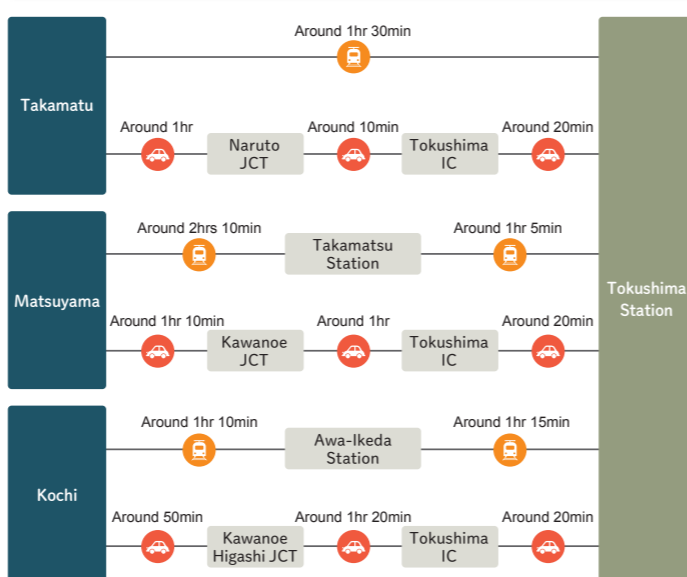
## Access to Tokushima

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

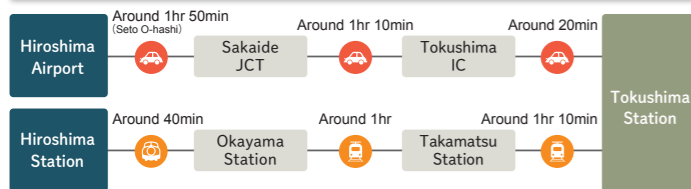
### from Osaka



### from various places in shikoku



### from Hiroshima



### from Tokyo



Inquiries/Application

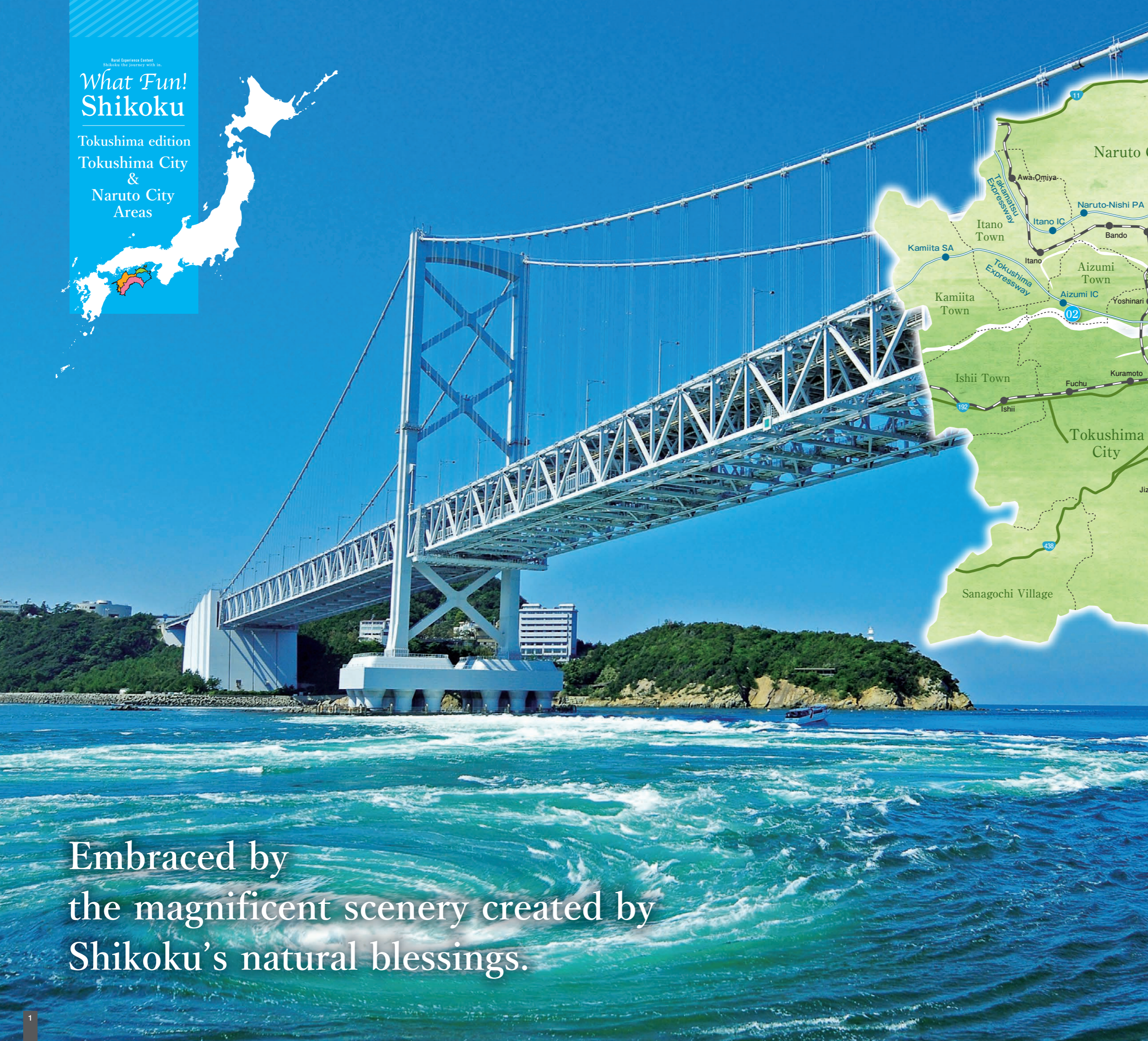


Tokushima edition  
Tokushima City  
&  
Naruto City  
Areas

Rural Experience Content  
Shikoku the Journey with us.

# What Fun! Shikoku

Tokushima edition  
Tokushima City  
&  
Naruto City  
Areas



Mount Bizan



Ryozen-ji Temple

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



# 01

Naruto City

Uzushio Kisen

## A ringside seat to the whirlpool!

Sail off by speed boat from Naruto Park Kameura Fishing Port and try your hand at fishing by the nearest whirlpool!

- ¥: Adult 1,550 yen / Elementary school student 780 yen
- Location: Kameura Fishing Port, Naruto-cho, Naruto City, Tokushima
- W: info@uzushio-kisen.com
- Book: Phone: 088-687-0613 / Fax:088-687-1406 / Email: info@uzushio-kisen.com
- Min. 1 person ■Max. 86 people
- Open: Every day ■Hours: 8 AM – 4:30 PM (last ship 4 PM in winter)
- Closed: Never ■Time: Approx. 20-minute trip

Large sightseeing boat Wonder Naruto

## No reservation required! Take your time and get up close to the whirlpool in this large, powerful vessel

Wonder Naruto takes you right up to the powerful whirlpool, guiding you safely in the whirlpool's vicinity. The whirlpool is best viewed at certain times of the day, and these times change every day. Please confirm via the website.

- ¥: Adult 1,800 yen / Child (elementary school) 900 yen
- Where: Uzushio Sightseeing Boats ■Location: 264-1 Oge, Tosadamariura, Naruto-cho, Naruto City, Tokushima
- W: uzusio.com
- Book: No booking required
- Min. 2 people ■Max. 395 people
- Open: Every day ■Hours: 9 AM – 4:20 PM (every 40 minutes)
- Closed: Never ■Time: 30-minute trip

Small underwater sightseeing boat Aqua Eddy

## Booking required! Smaller vessel with underwater observation room

Aqua Eddy is a sightseeing boat equipped with an observation room 1 meter under the water's surface, allowing passengers to see the whirlpool from underwater. The whirlpool is best viewed at certain times of the day, and these times change every day. Please confirm via the website.

- ¥: Adult 2,400 yen / Child (elementary school) 1,200 yen
- Where: Uzushio Sightseeing Boats
- Location: 264-1 Oge, Tosadamariura, Naruto-cho, Naruto City, Tokushima
- W: uzusio.com
- Book: Via booking form on website
- Min. 1 person ■Max. 46 people
- Open: Every day
- Hours: 9:15 AM – 4:15 PM (every 30 minutes)
- Closed: Never ■Time: 25-minute trip

# 02

Aizumi Town

Aizumi-cho Historical Museum Ai-no-Yakata

## Learn all about traditional Awa indigo dyeing at this facility, which serves as a point of transmission for information about indigo history and culture.

These buildings include the restored Aiyashiki mansion of the Okumura family, which operated a major Awa indigo trading company that prospered from the Tenpo to the Meiji eras; all 13 buildings are now tangible cultural assets of Tokushima Prefecture, and they tell of the glory of the indigo business at that time in Awa. Inside, the process of indigo cultivation is recreated using miniature figures, explaining the entire process of indigo cultivation, processing, and distribution in an easy-to-understand manner. You can also try your hand at indigo dyeing. Sessions can be booked daily up until 4 pm.

- ¥: Admission: Adult 300 yen / Junior high and high school student 200 yen / Elementary school students 150 yen / Handkerchief indigo dyeing session from 540 yen
- Location: 172 Maezunishi, Tokumei, Aizumi-cho, Itono-gun, Tokushima
- W: http://www.town.aizumi.lg.jp/ainoyakata/
- Book: Phone: 088-692-6317, Fax:088-692-6346
- Min. 1 person
- Max. 40 people
- Open: Every day except fixed holidays
- Hours: 9 AM – 5 PM (dyeing session available until 4 pm)
- Closed: Tuesdays (open if public holiday), Dec. 28-Jan. 1
- Time: Tour 30 minutes / Indigo dyeing session 30 minutes



- ¥: 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

# 03

Matsushige Town

Tanuki cake making experience & factory tour

## Make original Hallelujah tanuki raccoon cakes together with a patissier!

Why not try your hand at making old-fashioned cakes resembling tanuki raccoons using butter cream? The original and only tanuki cake-making experience in the world! You are also free to observe the production line of Kincho Manju sweet buns, the famous local Tokushima sweet. (The factory tour is free of charge, but if manufacturing is closed, you can see the manufacturing processes on a monitor screen.)

- ¥: 800 yen per person (inc. tax)
- Where: Hallelujah Sweets Kitchen Matsushige Main Store
- Location: 30 Kitakawamukai-yonnokoshi, Hiroshima, Matsushige-cho, Itano-gun, Tokushima
- W: http://hallelujah-sweets.com
- Book: Phone: 088-699-7611
- [For individuals] ...
- Min. 1 to 6 people (individual FIT)
- Max. 6 people
- Open: Wed, Sat, Sun (excluding New Year's day, busy times)
- Hours: 11 – 11:50 AM/3:30 – 4:20 PM
- [For groups] ...
- Min. 7 people
- Max. 40 people
- Open: Mon – Sun (excluding New Year's Day, busy times)
- Hours: 11 AM – 3 PM (only 1 group per day)
- Closed: New Year's Day
- Time: About 50 minutes
- Other: Only Japanese spoken, booking required three days in advance



# 04

Naruto City

Naruto Seaweed Harvesting Experience

## Only here, only now, and for you only: harvest plenty of Naruto wakame seaweed

Depart from the hotel in a dedicated fishing boat and arrive at the wakame seaweed fields in 5 minutes. After harvesting, the seaweed is washed with warm water on the beach deck, and then by salting it the excellent Naruto wakame seaweed can be brought home as a great souvenir, or enjoyed unsalted as a shabu-shabu dish right then and there.

- ¥: Adult 2,000 yen/Elementary school student 1,000 yen
- Where: Aoawo Naruto Resort
- Location: 16-45 Oge, Tosadamariura, Naruto-cho, Naruto City, Tokushima
- W: https://aoawo-naruto.com
- Book: 088-687-2580 (by phone only)
- Min. 2 people ■Max. 8 people per session
- Open: Feb. – Mar.
- Hours: Sessions from 9:30 AM, 11 AM, 1 PM, 2 PM, 3 PM
- Closed: During bad weather
- Time: 90 minutes
- Other: Can book in English



# 05

Naruto City

Fish in a fishing pond!

## Catch live seasonal fish such as Naruto sea bream and flounder near Naruto!

Come as you are (all equipment are available for rent): Fish in a special fishing pond and dine on your fish at the hotel (Fish purchase price & cooking fee will be charged separately.)

- ¥: 500 yen (30 minutes)
- Where: Aoawo Naruto Resort
- Location: 16-45 Oge, Tosadamariura, Naruto-cho, Naruto City, Tokushima
- W: https://aoawo-naruto.com
- Book: Does not accept bookings from individuals (accepted in order of arrival on day)
- Min. 1 person ■Max. 25 people
- Open: All year
- Hours: 10 AM – 5 PM (10 AM – 5:30 PM during summer vacation season)
- Closed: During bad weather
- Time: 30+ minutes
- Other: Can book in English



# 06

Tokushima City

Awaodori Kaikan

## Try the Awa Odori dance all year round!

At the Awaodori Kaikan, the famous Awa Odori dance performances are held all year round, so you can watch the authentic dance up close. The performance also features an Awa Odori dance experience involving the audience, so don't just spectate—join in the dancing!

- ¥: Daytime dance 800 yen, Night dance 1,000 yen
- Where: Awaodori Kaikan
- Location: 2-20 Shinmachibashi, Tokushima City, Tokushima
- W: https://awaodori-kaikan.jp/
- Book: Fax: 088-611-1612, Online: awaodori-kaikan.jp/contact/ (only groups of 20+)
- Min. 1 person ■Max. 250 people
- Hours: Daytime dance: 11 AM, 2 PM, 3 PM, 4 PM / Night dance 8 PM
- Closed: 2nd Wed in Feb., Jun., Oct. / New Year holidays
- Time: Daytime dance 40 minutes, Night dance 50 minutes



- ¥: 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



An activity park you can enjoy at any time—you don't need to bring anything



## 07 Tokushima City

**At Tokushima Shinsen Nattokuichi, both children and adults can enjoy indoor fishing & authentic seaside charcoal grill**

Experience fishing at an indoor fishing pond, where even beginners will get careful attention from dedicated staff. You can also dine at the on-site restaurant and barbecue the fish you just caught. The barbecue is indoors, so you can enjoy authentic charcoal-grilled barbecue regardless of the weather, and you don't need to bring anything. All-you-can-eat grilled oysters in winter!

■¥: Fishing (bait & rod) from 500 yen, fish – 2,000 yen per fish (regardless of species), cooking fee – 500 yen (sliced sashimi, salt-grilled, simmered, basil-grilled) Sashimi arrangement: 1,000 yen \*Excl. tax ■Where: Tokushima Shinsen Nattokuichi ■Location: 2-14 Higashiokinosu, Tokushima City, Tokushima ■W: <https://www.tokushimashinsennattokuichi.com/>

■Book: Phone: 090-4973-1664 (BBQ), 080-2997-3679 (fishing) ■Min. 1 person ■Max. 8 people at a time (BBQ up to 100 people) ■Open: All year round ■Hours: Weekdays 10 AM – 6 PM / Saturdays, Sundays, public holidays 9 AM – 7 PM (BBQ: Weekdays 11 AM – 3 PM, 5 PM – 9 PM (last order 8 PM) / Saturdays, Sundays, public holidays 10 AM – 9 PM (last order 8 PM)) ■Closed: Never ■Time: 2–2.5 hours (fishing & BBQ) ■Other: Advance booking required for groups/2 weeks prior (depending on numbers), some foreign languages spoken

## 08 Tokushima City

**Tokushima Shinsen Nattokuichi Seaside Kayaking**

In the summer only, beginners can experience sea kayaking here. Under the guidance of dedicated staff, you can expect great views of the surrounding seaside town and nearby ferries while feeling the wind on your sea kayak, and enjoy a meal after the experience too.

■¥: Adult 3,000 yen, Child (age 6+) 2,000 yen \*Excl. tax ■Where: Tokushima Shinsen Nattokuichi ■Location: 2-14 Higashiokinosu, Tokushima City, Tokushima ■W: <https://www.tokushimashinsennattokuichi.com/> ■Book: Phone: 080-2997-9987 (sea kayaking) ■Min. 1 person ■Max. 6 people ■Open: May–Sept., Saturdays, Sundays, public holidays (summer vacation season only) ■Hours: 10 AM – 5 PM (last start 4 PM) ■Closed: Non-opening days ■Time: 1 hour ■Other: Advance booking required (3 days prior), some foreign languages spoken

## 09 Naruto City

**Tokushima Muya Kaido Kura & Kura Tour: Old warehouse manufacturing soy sauce**

With a history of 180 years, the venerable Fukuju soy sauce manufacturing factory still continues its traditional activities. Why not come and feel the weight of history in this space?

Visit a factory with an array of unusual tools and machinery, such as tanks where soy sauce is fermented and pressed to crush fermented rice mash. After the tour, you can enjoy soy sauce tasting and shopping at the store.

■¥: Free of charge ■Where: Fukujyu Shoyu Co., Ltd ■Location: 8 Oishi, Ikenotani, Oasa-cho, Naruto City, Tokushima ■W: <http://www.fukujyu1826.com/> ■Book: Phone: 088-689-1008 ■Min. 1 person ■Max. 40 people ■Open: Weekdays ■Hours: 8:30 AM – 5 PM ■Closed: Sundays, public holidays, New Year holidays (Dec. 31 to Jan. 4), O-bon holidays (Aug. 13 – 15), Golden Week (check calendar) ■Time: 40 minutes ■Other: Only Japanese spoken, accompaniment by tour operator/interpreter required

**Tokushima Muya Kaido Kura & Kura Tour: Old warehouse manufacturing Japanese sake**

**Drink sake available only at the manufacturer**

Founded in 1804, this is the oldest brewery in Tokushima. Taste and purchase here, from fresh sake to hidden stores of sake on limited sale only.

■¥: Free of charge ■Where: Honke Matsuura Brewery ■Location: 19 Yanaginomoto, Ikenotani, Oasa-cho, Naruto City, Tokushima ■W: <https://narutotai.jp/> ■Book: Phone: 0120-866-140 or via website ■Min. 1 person ■Max. 40 people ■Open: Weekdays (except New Year holiday period) ■Hours: 9 AM – 5 PM ■Closed: Sundays, New Year holidays ■Time: 40 minutes ■Other: English language support (booking required)

■¥: 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



# MODEL COURSE

# JOURNEY WITHIN TOKUSHIMA

## Model Course.A

3D2N

### Day1

Tokushima Airport or Tokushima Station

30min

07 [Tokushima Shinsen Nattokuichi] Come-as-you-are fishing experience and seaside BBQ 2hrs 30min

20min

06 [Awaodori Kaikan] Awa Odori Dance Experience 40min

10min

Accommodation In Tokushima City

### Day2

Hotel

10min

02 [Ai-no-Yakata] Indigo dyeing session 30min

1hr 10min

Old streets of Udatsu in Waki-machi 1hr

1hr 15min

Oboke Gorge cruise 50min

30min

Accommodation Oboke-lya Onsen hot spring

### Day3

Hotel

15min

Kazura Bridge, Iya 30min

2hrs 20min

01 Naruto Whirlpool Cruise 30min

35min

03 [Hallelujah Sweets Kitchen] Tanuki cake making experience & factory tour 50min

10min

Tokushima Airport or Tokushima Station

## Model Course.B

2D1N

### Day1

Tokushima Airport or Tokushima Station

35min

01 Naruto Whirlpool Viewing Cruise 30min

35min

04 Naruto Seaweed Harvesting Experience 1hr 30min

35min

06 [Awaodori Kaikan] Awa Odori Dance Experience 40min

10min

Accommodation In Tokushima City

### Day2

Hotel

10min

02 [Ai-no-Yakata] Indigo dyeing session 30min

30min

09 [Honke Matsuura Brewery / Fukuju Shoyu] Tour of sake brewery and soy sauce warehouses 40min

30min

07 [Tokushima Shinsen Nattokuichi] Come-as-you-are fishing experience and seaside BBQ 2hrs 30min

30min

Tokushima Airport or Tokushima Station



Indigo dyeing session



Naruto Whirlpool Cruise



Awa Odori Dance Experience



Wakame (seaweed) Harvest Workshop