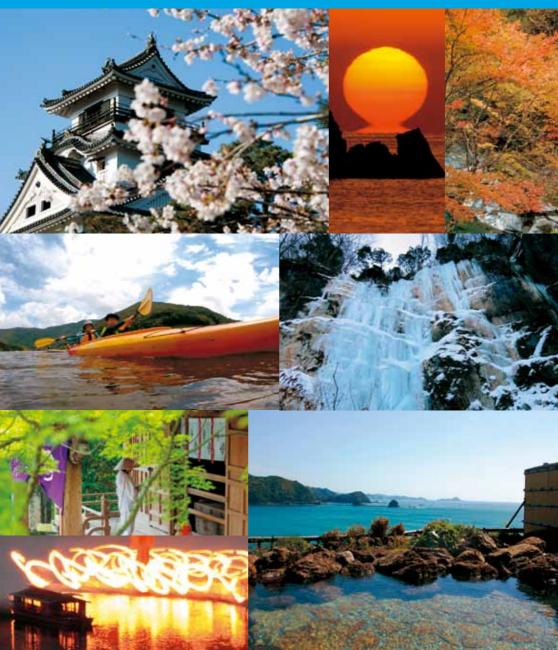


OFFICIAL VISITORS GUIDE



About KOCHI

Kochi Prefecture is blessed with beautiful and abundant nature under a shining sun such as the coastline with the Kuroshio Current (Japan Current), clear rivers such as Shimanto River and deep green forests.

It has a history and environment which produced many pioneers and great men such as Sakamoto Ryoma.

Kochi's free and daring characteristics creates generous yet deeply strong residents called "Igosso" or "Hachikin," and the wisdom and activity of the people of Kochi, who are full of ideas, gave birth to special gardening crops and industrial technologies. Also, the unique regional culture represented by "Yosakoi Festival" has been developed.



Content

3 Spring

7 Nature

11 Food Culture

4 Summer

8 History

13 Activity

5 Autumn

7 Tourist Attractions

14 Museum

6 Winter

10 Events

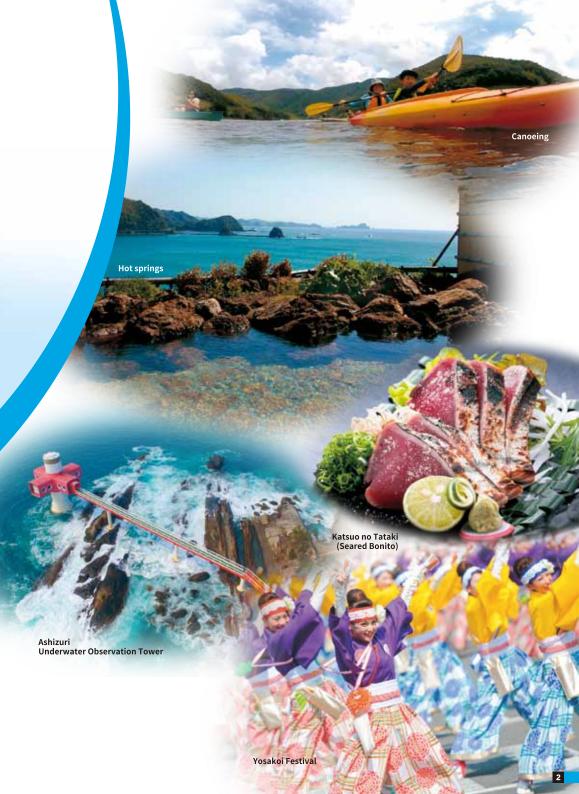
15 "Enjoy Kochi at Leisure" Course

17 KOCHI MAP

19 Central Kochi City MAP

21 Central Aki City MAP

22 Central Shimanto City MAP





In Kochi, there are cherry blossoms that bloom the earliest in Japan. How about experiencing the most comfortable season of the year in Kochi earlier than anywhere else in Japan after the winter cold has loosened its grip? Summer is the most exciting season in Kochi.

The streets are filled with the power of Yosakoi Festival dancers.

You will surely love the summer when Kochi as a whole becomes so lively.





Autumn, when the summer heat has relented and the mountains are ablaze with beautiful colors, is when abundant seasonal ingredients become available in the prefecture. Kochi, which has won first place in several questionnaire surveys on which prefecture has the most delicious local food in Japan, is a perfect place for you to enjoy local cuisine and scenery.

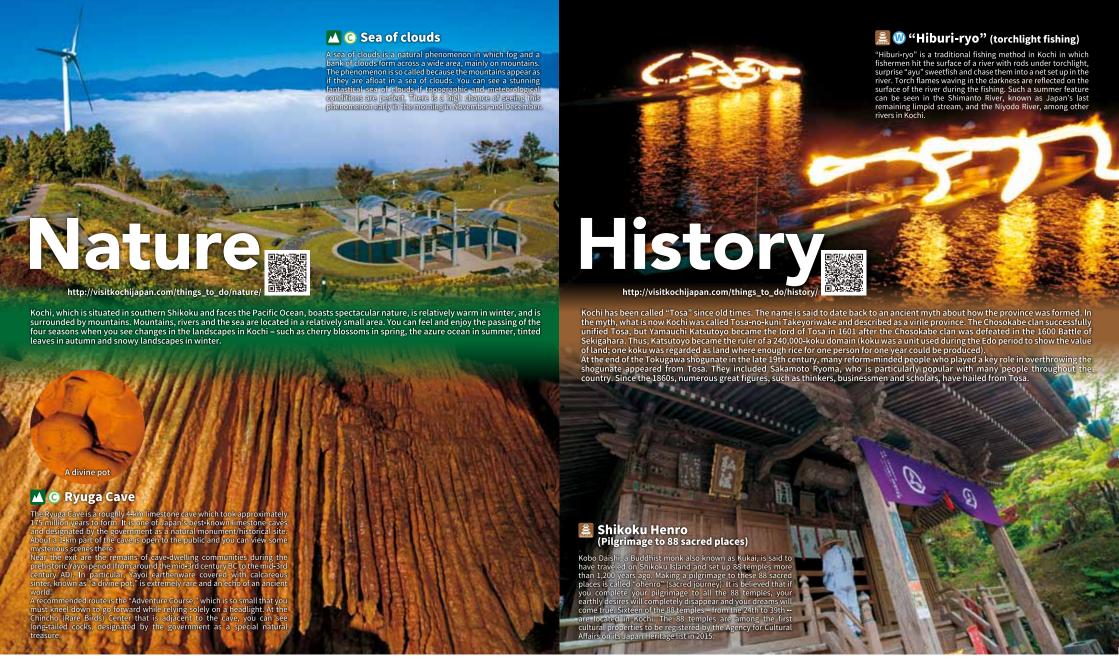
Winter comes around even in Kochi which is located in the southern part of Japan.

In the winter, water and air become perfectly clear while the ocean, rivers and skies turn blue and beautiful.

Kochi is a perfect place for those people who want to see snow and frozen waterfalls but do not like the intense cold weather of a snowy country.







△ © Icefalls

Icefalls are frozen waterfalls. Such a phenomenon cannot be seen unless extremely cold weather lasts for several days. Magnificent waterfalls running off cliffs drastically change in winter, forming icicles more than 30 meters in length. Such a sight, cannot usually be seen in Kochi known for its mild climate, and is worth seeing. In some areas, icefalls are lit up, creating a fabulous column of colorful lights.



(C) Kochi Castle

Fifteen structures at Kochi Castle, including its tower and the Otemon main gate, have been designated by the national government as important cultural properties. The castle was originally built in 1611 on the order of Yamauchi Katsutoyo, lord of the Tosa domain, but was burned down in a massive fire in 1727. The current castle tower was rebuilt in 1749. Kochi Castle is Japan's only castle where all the structures constituting its main building have been preserved. Since the castle's structures are compactly situated, you can see its most important parts in a short period of time. Its tower is one of the 12 castle keeps that are still preserved in Japan. Kochi Castle is known as a popular photo spot because it is a unique site – even in Japan – where you can capture both its Otemon and its tower in a single shot.





C Hirome Market

A gathering of a variety of more than 60 shops with distinctive traits, such as restaurants where you can encounter the tastes of Tosa, lively fish shops and unique miscellaneous shops. It's atmosphere is more like a "food stand" crowded with local people than it is like a market



🖳 🕜 Ekin Festival

The festival is held at night in July every year in the Akaoka town arcade in Konan City. Folding screens more than 100 years old painted by Ekin (Edo-era painter Hirose Kinzo are displayed along the streets of Akaoka. His works mainly depict dynamic and fierce theatrical scenes and thus his genre is also called "an art of fresh blood." The colorful folding screens are displayed in front of candles in the former post station. The festival is held only in July but the Ekin Museum in the town greets visitors all year round.



Katsuo no Tataki (seared bonito)

Bonito are migratory fish that belong to the Scombridae family. Because they migrate to waters near Japan around May, signaling the beginning of summer, they have been prized in Japan since the Edo period. As for seared bonito, the most famous way of cooking and eating bonito, fresh bonito are roasted over a rice straw-fueled fire to make the surface of the fish savory while leaving the meat inside rare and juicy. It is good to eat their sliced meat with lots of minced garlic and green onion placed over them or with a combination of soy sauce and vinegar or just with some salt. Visitors can experience this dynamic way of making seared bonito in various parts of Kochi. Bonito caught in autumn are excellent because they put on lots of fat. Furthermore, processed products using various parts of bonito are standard souvenirs of Kochi Prefecture. They include "shuto" (salted and fermented bonito guts), a stew of cubed bonito, boiled and half-dried bonito, shavings of dried bonito, and "haranbo" or the roasted fatty abdominal part of bonito.

FOOD CHIEF TO CONTROL OF THE PROPERTY OF THE P

Kochi is endowed with a warm climate and rich natural environment as well as an abundant variety of foods from the sea, mountains and rivers. Kochi is famous in Japan for its repertoire of delicious dishes ranging from the stunning "Sawachi cuisine" that represents the temperament of the people of Kochi Prefecture, comprising subtle but flavorful and nutritious dishes, and processed items based on innovative ideas. A number of questionnaire surveys have given Kochi the top spot on the list of prefectures offering delicious local specialty food.

Akaushi (Tosa red cow)

The Tosa red cow is a rare variety of brown-colored cattle, accounting for only 0.1% of all "wagyu" beef cattle in Japan. Its key feature is the deliciousness of its red meat – marbled beef that contains refined intramuscular fat in such a way as to maintain a good balance between red meat and fat. The meat melts and rich flavor spreads swiftly in the mouth. The wagyu beef is tender and tasty. It is a sort of low-calorie, healthy beef as it is reasonably marbled.

Kinmedai (alfonsino)

"Kinmedai" (alfonsino) that grow in the waters off Muroto, known for its deep sea water used for mineral water, have a splendid red color. The fish are at their best in winter when they put on fat the most. They are characterized by bland- and subtle-tasting white meat. Among famous dishes of the fish is "kinme-don" or a bowl of rice topped with sashimi (sliced raw fish), and teriyaki (broiled with soy sauce) of the fish together with sashimi of other local fishes in season. After eating half of it, you can put kinmedai soup stock on it to make it even tastier.

Nabeyaki Ramen (Ramen served in pot with broth)

A very simple dish of chicken soy sauce soup, chewy thin noodles, and toppings of green onions, fish sausage and raw egg. Japanese-style ramen has a certain nostalgia. Its best point is the earthen bowl it is served in allowing you to enjoy the soup hot until the ond.

Sake (rice wine)

Locally brewed brands of sake are praised for their dryness with smoothness in the throat and they go very well with local cuisine using fresh foodstuffs from the sea and mountains in Kochi. They do not adversely affect or disturb the taste buds, yet they help improve the quality and taste of foodstuffs. The smooth intake makes it possible for Kochi people to drink a lot of sake. The local culture of enjoying drinking has been nurtured in Kochi and there is a drinking party or banquet with a game called "bekuhai," which is unique to Kochi. "Bekuhai" is a kind of sake cup. This is a simple party game in which people shake a dice-like object with images of strange-shaped cups. People at the party have to drink sake using the sake cup suggested by the dice spot. But the cup is not stable and has a hole in it. Therefore, one cannot put it on the table until it is emptied.

Wild vegetables

Apart from fish and meat on the list of local delicacies, the wild vegetables are too good to miss. They are produced in forests. Of all the prefectures in Japan, Kochi boasts the highest ratio of forests.

Among the wild vegetables are "shihochiku" bamboos that are unique to Kochi and available only for about a month from mid-October, and "itadori" (Japanese knotweed) that is available between April and May and popular for its crisp and crunchy texture, as well as "zenmai" (fiddlehead fern) and "udo" (a sort of wild asparagus). Various mountain vegetables in season, even though they may not look gorgeous, can be made into delicious food items, such as simmered dishes, tempura, fries and wild-vegetable sushi. "Inakazushi" (sushi from the countryside) does not use any fish but mountain vegetables and other locally raised vegetables. Inakazushi, which is visually attractive as well, includes hand-rolled sushi made of regular vinegared rice with a touch of "yuzu" citrus flavor, elephant ear (taro), shiitake mushrooms and "myoga" Japanese ginger and "tsumezushi" (packed sushi) made of bamboo sprout, "konnyaku" (devil's-tongue) and other plant ingredients.





There are a large number of surfing spots in Kochi, and they are famous in Japan for their good waves. There are many venues for not only domestic surfing competitions but also international ones. Because Kochi stretches east to west extensively, surfers can enjoy different atmospheres and waves in both the eastern and western parts of Kochi. Surfing points are also at river mouths, reefs and beaches, making it possible for both beginners and advanced-level surfers to enjoy the water sport. Shikoku is a popular destination for surfing-loving travelers.



M Ashizuri Underwater Observation Tower

The tower, located inside Ashizuri-Uwakai National Park, is a huge 24-meter-tall observation tower standing in the water which is one of the clearest offshore areas in Shikoku. Inside the tower are an observation room above sea level and an underwater observation chamber from which visitors can see tropical fish gathering near the 7-meter-deep ocean floor and schools of fish that change in variety from season to season. Girella, porcupine fish and butterfly fish can be seen from the underwater observation room throughout the year. Visitors may be able to observe mass migrations of sardines and horse mackerels in winter through spring and a migration of barracudas in autumn as well as sea turtles and rays.



Course

This is a travel plan in which you can experience the history, traditions and natural blessings of Kochi while touring its leading tourist spots.



Day 1

11:00 Kochi Ryoma Airport

(About a 20-minute airport limousine bus ride)



(About a 45-minute "My Yu Bus" ride)



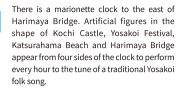


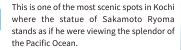
Chikurin-ji Temple

a(About a 20-minute "My Yu Bus" ride)

Stay overnight in Kochi City

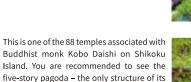
Kochi Ryoma Airport, the air gateway to Kochi, has also been popularly known since 2003 as Kochi Ryoma Airport named after Sakamoto Ryoma, a great historical figure from Kochi.





This is one of the leading botanical gardens in Japan dedicated to Dr. Tomitaro Makino, a world-renowned botanist from Kochi.

as a place of scenic beauty.





Day 2



Riding on a sightseeing houseboat, you can see the so-called "Niyodo blue," the azure water color of the Niyodo River that boasts the best water quality in Japan, right before your eyes.







This is one of the three major calcareous caves in Japan. You can take either an ordinary route or an adventure route.













Here you can eat strawberries, melons and watermelons as well as picking fruits in season in the nursery where a variety of tropical flowers and trees grow.





16











1 Yosakoi Town Wi-Fi

Available at Obiyamachi 1-chome Shopping Street, Obiyamachi 2-chome Shopping Street, Ohashi-dori Shopping Street, Ichibangai Shopping Street, Kyomachi Shopping Street, Shinkyobashi Shopping Street, Harimayabashi Shopping Street

2 Tosa Terrace

2-10-17 Kitahonmachi, Kochi City

3 Hirome Market

2-3-1 Obiyamachi, Kochi City

Ground floor lobby,
Kochi Prefectural Government building

5 Kochi Prefectural Culture Hall

4-3-30 Honmachi, Kochi City

6 Kochi Literary Museum

1-1-20 Marunouchi, Kochi City

7 Kochi Castle

1-2-1 Marunouchi, Kochi City



Tax-free shops

1 Kochi Daimaru

Department store 1-6-1 Obiyamachi, Kochi City Main Building/East Building/Daimaru West 1/10:00~19:30

2 Stola. Kochi Store

Clothing store 1-14-11 Obiyamachi, Kochi City 088-822-7720 11:00~20:00 (Mon~Fri)/ 10:00~20:00 (Sat, Sun, public holidays)

Power Drug One's (Obiyamachi store)

Drugstore 2-1-33 Obiyamachi, Kochi City 088-826-8686 10:00~21:00

Power Drug One's (Harimayabashi store)

Drugstore 1-2-3 Obiyamachi, Kochi City 088-826-0018 10:00~21:00

5 AEON MALL Kochi

Shopping mall 1-4-8 Hadaminami-machi, Kochi City 088-826-8100

UNIQLO (AEON Mall Kochi store)

1-4-8 Hadaminami-machi, Kochi City 088-826-7551

7 BIG SUN

Souvenir store 58 Hisaeda-otsu, Nankoku City 088-863-2907 Terminal building open until 19:30



Nihon Sango Center/
Coral jewelry museum "Sango no Mori"

Kamobetakamachi

Sasakicho

Suigencho

水源町

佐々木町

274

Jewelry (coral) store 187-3 Niida, Kochi City 088-847-3535 10:00~17:00 (closes at 16:00 in off-season) Closed from Dec. 30 to Jan. 3

9 Jyoseikan

2-5-34 Kamimachi, Kochi City 088-875-0111

10 Rvoma no Yado Nansui

1-7-12 Kamimachi, Kochi City 088-873-2181

11 Tosa Gyoen

1-4-8 Okawasuji, Kochi City

12 UNIQLO (Tosa Road store)

Clothing store 225 Joyamacho, Kochi City 088-837-0511 Weekdays: 11:00~20:00 Sat, Sun, public holiday: 10:00~20:00

13 UNIQLO (Kochi Kera store)

Clothing store Inside Power Center Kochi, 317-1 Kera-otsu, Kochi City 10.00~20.00



Tourist information offices

Ishitatecho

石立町

37

Kochi "i" Information Center

(Inside Tosa Terrace) 2-10-17 Kitahonmachi,Kochi City 088-826-3337 Supported languages: English Wi-Fi: Unavailable Internet PC:Available for free

Kochi Expressway Nangoku Inbound
Service Area Information

1210-1 Kohasu, Oko-cho, Nankoku City 088-804-5740 9:00~17:00 Supported languages: English (Part-time)
Wi-Fi: Available for free Internet PC: Unavailable

Kochi Expressway Nangoku Outbound Service Area Information

1012-2 Kohasu, Oko-cho, Nankoku City 088-866-1778 9:00~17:00 Supported languages: English (Part-time)
Wi-Fi: Available for free

Kochi Ryoma Airport Information Desk

58 Hisaeda Otsu, Nankoku City 7:30~20:35 Supported languages: English (Part-time) Wi-Fi: Available for free Internet PC: Available for free

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Kitahattancho 3

10

Higashiishitatecho

IriakeSta.

Pref.PoliceHQ •

KochiCityOff.●

高知市役所

入明駅 Okawasuji

ATMs/Currency Exchange

Hitsuzancho

筆山町

Nishijinzenji 44

Nakasuido_

Nishikuma

西久万

Minamimama

EngyojiGuchiSta.

Iguchicho 10

円行寺口駅

Kamimachi 上町

Yamanohanacho

山ノ端町

Mama

Nakamama

中万々

Fukuicho

AsahiSta.

旭駅

	Branches Address Money exchange		Automated teller machines			
	Branches	Address		Acceptable currencies	1	Acceptable credit cards
Post office ATMs	Kochi Chuo Post Office	1-10-18 Kitahonmachi, Kochi City	0	USD, CAD, AUD, GBP, CHF, EUR, RMB, KRW		
Other post office:	Plots office inside Koch Prefectural Covernment building El Koch i Hornach i Post Office El Royma Post Office El Koch i Kornach Post Office El Koch i Kornach Post Office El Koch i Kornach Post Office El Koch i Atage Post Office El Koch i Atage Post Office El Koch i Atage Post Office El Koch i Karamach i Post Office El Koch i Karamach i Post Office El Koch i Karamach Post Office El Koch i Karamach Post Office El Koch i Karamach Post Office El Koch i Minami-Harimayacho Post Office El Japan Post Bank (El Koch Stadon subbrach) Matsuyama branch El Koch i Hornach Post Office El Koch i Asam Post Office El Koch i Asam Post Office El Koch i Asam Post Office El Koch i Karamach Post Office El Japan Post Bank (Koch Stanbach) Matsuyama branch El Koch i Hortanubashi Post Office El Japan Post Bank (Coop Kanabos subbranch) Matsuyama branch El Koch i Hortanubashi Post Office El Japan Post Bank (Coop Kanabos subbranch) Matsuyama branch El Koch i Hortanubashi Post Office El Japan Post Bank (Coop Kanabos subbranch) Matsuyama branch El Koch i Hortanubashi Post Office El Japan Post Bank (Coop Kanabos subbranch) Matsuyama branch El Koch i Hortanubashi Post Office El Japan Post Bank (Coop Kanabos subbranch) Matsuyama branch El Koch i Hortanubashi Post Office El Japan Post Bank (Coop Kanabos subbranch) Matsuyama branch El Koch i Hortanubashi Post Office El Japan Post Bank (Coop Kanabos subbranch) Matsuyama branch El Koch i Hortanubashi Post Office El Japan Post Bank (Coop Kanabos subbranch) Matsuyama branch El Koch i Hortanubashi Post Office El Japan Post Bank (Coop Kanabos subbranch) Matsuyama branch	1-2-20 Marunouchi, Kochi City 3-2-5 Honmachi, Kochi City 1-8-18 Kamimachi, Kochi City 1-8-18 Kamimachi, Kochi City 4-15 Horagajimacho, Kochi City 4-15 Horagajimacho, Kochi City 3-15 Takaramachi, Kochi City 2-17-15 Atagomachi, Kochi City 1-10-18 Kitahomachi, Kochi City 1-10-18 Kitahomachi, Kochi City 1-10-18 Kitahomachi, Kochi City 1-16-15 Minami-harimayacho, Kochi City 1-16-15 Minami-harimayacho, Kochi City 1-17 Doimanyacho, Kochi City 1-18 Higashi-joyamacho, Kochi City 1-14-14 Hijimacho, Kochi City 1-14-14 Hijimacho, Kochi City 3-12 Lasahimachi, Kochi City 3-12 Kashimachi, Kochi City 3-13 Kashi-Kashimachi, Kochi City 8-15 Sasah-Kashimachi, Kochi City 8-3 Kashi-Kashimachi, Kochi City Rodsödenoth side O'cop Ramobe, 2-4-3 Kamobe, Kochi City 10-11 Inaricho, Kochi City	×	_	0	VISA, VISAELECTRON, PLUS, MasterCard, Maestro, Cirrus, American Express, Dieres Club, JCB, China UnionPay, DISCOVER
Shikoku Bank	☑ (head office)	1-1-1 Minami-harimayacho, Kochi City	0	USD/AUD	×	_
Bank of Kochi	(head office)	2-24 Sakaimachi, Kochi City	0	USD	×	-
Mizuho Bank	函 (Kochi branch)	1-2-10 Honmachi, Kochi City	0	USD, GBP, EUR, CAD, CHF, SEK, DKK, NOK, AUD, NZD, KRW, HKD, SGD, THB	×	-
Seven Bank	7-Eleven (Kiosk Kochi Station store) 7-Eleven (Kochi Homachi 1-chome store joint subbranch) 7-Eleven (Chikamori Hospital Outpatient Center store joint subbranch) Nomura Securities (Kochi branch) Daiwa Securities (Kochi branch)	2-1-10 Sakaedacho, Kochi City 1-4-25 Honmachi, Kochi City 1-4-1 Okawasuji, Kochi City 1-2-6 Harimayacho, Kochi City 1-2-7 Honmachi, Kochi City	×	_	0	VISA, PLUS, MasterCard, Maestro, Cirrus , China UnionPay, American Express, JCB, DISCOVER, Diners Club
AEON Bank	AEON Kochi (subbranch) AEON MALL Kochi (subbranch) AEON MALL Kochi (agent) AEON MALL Kochi (Third subbranch)	1-4-8 Hadaminami-machi, Kochi City 1-4-8 Hadaminami-machi, Kochi City 1-4-8 Hadaminami-machi, Kochi City 1-4-8 Hadaminami-machi, Kochi City	×	_	0	VISA, PLUS, MasterCard, Maestro, Cirrus, China UnionPay

5.6 32-35

Shiotacho

高知駅

34

14-27

KochiSta.

Kitahonmachi

Kutanda

Atagovamaminamimachi

愛宕山南町

Showamach

昭和町

1111>•

Tojinmachi

Tenjinmachi

Shioyazakimachi

AzonoSta.

薊野駅

Kitakawazoe

Kitakubo

北久保

Maruikecho

丸池町

Wakamatsucho

若松町

Ebinomaru

海老ノ丸

Kazurashima

北川添

Yayoicho

弥生町

249

Hijimacho

Minamihoeicho

Kitashintacho

北新田田

Nunoshida

布師田

Central Aki City

Central Shimanto City







1-4-32 Yanomaru, Aki City



Kawakitako

川北甲

1 Hotel Nahari

Odani, Naharicho, Aki District 0887-38-5111



Aki Tourist Information Center

1-4-32 Yanomaru, Aki City 0887-34-8344 Supported languages: English (Part-time) Wi-Fi: Available for free Internet PC: Available for free



Souvenir store 383-7 Uyama, Shimanto City 0880-34-5551 Aruneya Weekdays: 8:00~19:30

ATMs/Currency Exchange

Sat, Sun, public holidays: 8:00~20:00

UNIQLO (Simanto Shopping Garden store)

Clothing store 3193-1 Hattanda, Gudo, Sihmanto City 0880-31-2052 Weekdays: 11:00~20:00 Sat, Sun, public holidays: 10:00~20:00

385-15 Uyama, Shimanto City 0880-35-4171 8:30~17:30 Supported languages: English Wi-Fi: Unavailable Internet PC: Available for free

Michinoeki Nabura Tosa Saga

1350 Saga, Kuroshio Town, Hata Gun 7:00~19:00 Supported languages: Some staffers speak minimum English. Wi-Fi: Available for free Internet PC: Available for free

Michinoeki Bios Ogata

3575-5 Ukibuchi, Kuroshio Town, Hata Gun 0880-43-0105 8:30~17:15 Supported languages: English (Part-time) Internet Unavailable

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22

	Branches	Address		money exertainge		riacomacea cener maconines	
	Branches	5 Address		Acceptable currencies		Acceptable credit cards	
	■Nakamura Shimomachi Post Office	7 Nakamura Higashi-shimomachi, Shimanto City				VISA, VISAELECTRON, PLUS,	
	Tosa Nakamura Post Office	3-39 Nakamura Honmachi, Shimanto City			0		
	3 Japan Post Bank (Fuji Nakamura subbranch/Matsuyama branch)	ATM on ground floor, 7-6-27 Nakamura Ohashi-dori, Shimanto City					
Post office	Post Office in front of Nakamura Station	3-28 Ekimaecho, Shimanto City	×	_			MasterCard, Maestro, Cirrus,
ATMS Shimanto Tombo Post Office Japan Post Bank (Fujigrand Shimanto subbranch)	■Shimanto Tombo Post Office	3-8-1 Gudo-taguro, Shimanto City				American Express, Diners Club, JCB, China UnionPay, DISCOVER	
	6 Japan Post Bank (Fujigrand Shimanto subbranch/Matsuyama branch)	ATM on ground floor, 2222 Gudo, Shimanto City					
	☑ Japan Post Bank (Sunnymart Shimanto subbranch/Matsuyama branch)	ATM on ground floor, 4-30 Kotsuka, Shimanto City					
	BNakamura Kotsuka Post Office	3-76 Kotsuka, Shimanto City					
AFOND. I	(Marunaka Nakamura-ichiio subbranch)	1-5 Nakamura-ichiio-dori, Shimanto City					

ATMs/Currency Exchange

	Branches	Address	Money exchange		Automated teller machines		
	Dianches	Address		Acceptable currencies		Acceptable credit cards	
Post office ATMs	■Japan Post Bank (Aki city office building subbranch/Matsuyama branch)	1-4-40 Yanomaru, Aki City	×	_	0	VISA, VISAELECTRON, PLUS, MasterCard, Maestro, Cirrus, American Express, Diners Club, JCB, China UnionPay, DISCOVER	
	2Aki Post Office	4-11-1 Yanomaru, Aki City					
	■Aki Honmachi Post Office	3-9-8 Honmachi, Aki City					
	4Aki loki Post Office	500-13 loki, Aki City					
AEON Bank	(Marunaka Aki subbranch)	4-312-1 Yanomaru, Aki City	×	_	0	China UnionPay	

China UnionPay (Marunaka Shimanto subbranch)



Organization name Kochi Visitors & Convention Association

Location 5th floor, Kochi Prefectural Government Main Building,

1-2-20 Marunouchi, Kochi City, Kochi