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GLOBE-TROTTER TRAVEL GUIDEBOOK www.arukikata.co.jp
English

Tokushima

Tokushima Prefecture



Special

Discover Awa's nature and culture, and the passion and warmth of its people.

Come experience Tokushima

From model routes to dining, all the information you need for a wonderful trip.

GoodLuckTrip

Tokushima QuickNAVI

Welcome to Tokushima!

First, here are some facts about Tokushima. The prefecture is broadly divided into five areas, each with its unique culture and topography. Read on to get to know each area!

Basic Information

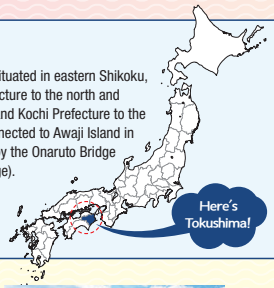
Area 4147 km² (36th largest prefecture)

Prefectural capital Tokushima City

Sudachi-kun I'm Sudachi-kun from Tokushima, Japan's top Sudachi (an aromatic green citrus) producer! I love sharing our local citrus pride and making everyone happy. Stay Smiling with Sudachi-kun!

Location

The prefecture is situated in eastern Shikoku, with Kagawa Prefecture to the north and Ehime Prefecture and Kochi Prefecture to the west. It is also connected to Awaji Island in Hyogo Prefecture by the Onaruto Bridge (Naruto Strait Bridge).



Climate

The climate varies significantly between the regions north and south of Mt. Tsurugi. Tokushima City in the north is temperate with little rain. Kaiyo in the south receives heavy rainfall throughout the year. The mountainous region experiences dramatic temperature fluctuations.

AREA 02

The plains of the Yoshino River basin

Eastern Area

Known for the Naruto whirlpools and the Otsuka Museum of Art, this is the most visited area of Tokushima. Aizumi and Kamiita are also renowned for their indigo dye and host indigo-dyeing workshops for visitors.



The whirlpools of the Naruto Strait, one of the world's three greatest tidal currents

Local Specialties

Plum wine from Misato
Produced in the plateau of Yoshinogawa, Japan's first Plum Wine Special Zone





Naruto Kintoki
Confections made from Naruto Kintoki sweet potatoes

Awa Indigo Dye
Awa's world-famous "JAPAN BLUE"

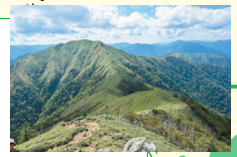


AREA 03

Coexistence of nature and history

Western Area

This area lies at the northern foot of Mt. Tsurugi, the second highest mountain in western Japan. In the north flows Yoshino River, with the towns concentrated along its banks. Highlights include the Iya Valley and Oboke and Koboke in Miyoshi, and the Udatsu townscape in Mima.



Scenic hiking trails on Mt. Tsurugi

Local Specialties



Handa Somen
Thick Somen noodles, a Tsurugi classic



Mimakara
A fiery condiment featuring Mima chilli peppers



Lemon Cake
Patisserie Pearl's lusciously lemony specialty

AREA 01

The political and economic center of Tokushima

Tokushima City Area

Bordering the Yoshino River basin and the Kii Channel, this area comprises three municipalities: Tokushima city, the prefectural capital; Matsushige, where the airport is located; and Komatsushima, a port town and home to many commuters. In addition to the various tourist attractions, visitors can enjoy a diverse culinary experience.



Tokushima City, a "Water City" through which 134 rivers flow

Local Specialties

Tokushima Ramen
Ramen in a pork-bone soy-sauce broth, a popular souvenir as well



Tokushima Style Fish Cutlet
A beloved local dish of deep-fried minced fish



Mamma Rosa
One of Tokushima's famous confections, gently sweet with milky bean paste

AREA 04

The mountain home of Sudachi and Yuzu

Central Area

Nestled in the southern foothills of the Tsurugi mountain range are five towns and villages. Citrus fruits such as Sudachi are grown on the mountain slopes. Enjoy the wide range of activities offered in this lushly forested area.



Okawara Plateau in Sanagochi, a renowned hydrangea spot

Local Specialties



Kito Yuzu
High-quality Yuzu from the Kito area of Naka

Sudachi
Proud producer of over 90% of Japan's Sudachi





Awa Bancha
Kamikatsu and Naka's traditional fermented tea

AREA 05

Cape Kamoda, one of many viewpoints overlooking the sea

Four scenic seaside cities and towns

Southern Area

Featuring a coastline facing the Pacific Ocean, this area is known for its stunning coastal route and is also a nesting site for sea turtles. Lush forests cover the inland.

Local Specialties

Ise Ebi and Abalone
Ise Ebi (Japanese spiny lobster) and abalone, exclusive specialties of the Southern Area



Kaizoku Ryori (Pirate Cuisine)
Boldly grilled fresh local seafood



Shop here!

Local Specialties

Arudeyo Tokushima
あるでよ徳島

A spacious shop selling local products located on the 1st floor of the Awa Odori Kaikan



2-20 Shinmachibashi, Tokushima City (In Awa Odori Kaikan)
TEL 088-622-8231

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MEMO Sudachi Ponzu sauce is the most popular Sudachi-based souvenir. Sold by various manufacturers, it is available in a range of flavors to compare and enjoy.

MEMO The Misato area of Yoshinogawa City has long been a celebrated producer of plums. Designated Japan's first "Plum Wine Special Zone," this area is home to five breweries.

By public transportation!
Or rental car!

Best Model Routes ×3

Here are three model routes featuring Tokushima's highlights.

ROUTE 1 — By public transportation

Classic Route for 4 Days and 3 Nights

This route takes you to two major tourist spots, Naruto and Oboke–Iya. Designed for travel using public transportation, the journey will take 4 days and 3 nights if connections go smoothly.

DAY 1 Tour Naruto's Top Attractions

Take the local bus from Tokushima Station and spend the morning visiting the Naruto Whirlpools and the Otsuka Museum of Art. After lunch near Naruto Station, visit Ryozen-ji. Enjoy a relaxing night at a resort hotel.

8:00 JR Tokushima Station
↓ About 1 hr 20 min [local bus]
9:30 Naruto Whirlpools A (→P.8)
↓ About 30 min
10:40 Otsuka Museum of Art B (→P.9)
↓ About 15 min [local bus] About 15 min
13:00 Lunch at Arashi C (→P.18)
↓ About 10 min / About 45 min [local bus]
14:30 Ryozen-ji D (→P.13)
↓ About 1 hr [local bus]
16:30 AoAwo Naruto Resort (→P.21)

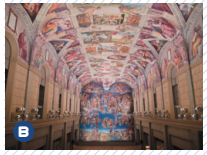
Have lunch here



C Enjoy a set lunch full of sea bream!





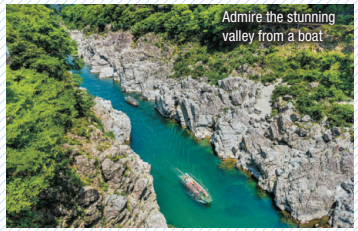


A Naruto whirlpools from a sightseeing boat B Art from around the world at the Otsuka Museum of Art D Ryozen-ji, the first temple of the 88 sacred sites on the Shikoku Pilgrimage

DAY 2 Enjoy the great outdoors in Oboke–Iya

Take the express bus from AoAwo Naruto Resort to Oboke–Iya. Explore the natural attractions on foot or by bus, and spend the night in the Iya Valley's renowned Onsen (hot springs) district. Luxuriate in the scenic Onsen.

9:00 AoAwo Naruto Resort
↓ About 3 hr [express bus]
12:00 Oboke Gorge Sightseeing Boat (→P.6)
↓ About 10 min



13:00 Roadside Station Oboke A (→P.6)
↓ About 40 min [local bus]
15:30 Iya Vine Bridge B (→P.10)
↓ About 10 min [local bus]
17:00 Hotel Kazurabashi C (→P.20)

Have lunch here



Wild Game Burger at the café in Roadside Station Oboke♪





B Iya Vine Bridge is in one of Japan's three most famous unexplored areas. C Soak in the Onsen while viewing the valley

MEMO The trip to Oboke–Iya can be made by train from JR Naruto Station, but is time-consuming due to connections between the Naruto Line, Tokushima Line, and Dosan Line. The express bus is recommended.

DAY 3 From Oboke-Iya to Udatsu Townscape

From Oboke-Iya, take the local bus and the JR Dosan Line to Awa-Ikeda Station, and then take the JR Tokushima Line to Tokushima Station. On the way, visit the historic Udatsu townscape in Mima. Once in Tokushima City, hop from café to Izakaya pub, and end the evening with Awa Odori

8:00 Hotel Kazurabashi
↓ About 20 min [local bus]
About 1 hr 35 min [by train] (including transfers),
About 10 min [by taxi]
11:00 Udatsu townscape A (→P.11)
↓ About 10 min [by taxi]
About 45 min [by train]
About 5 min
16:00 Takashima Coffee (→P.19)
↓ About 5 min
18:00 Dinner at Toku-san B (→P.18)
↓ About 10 min
20:00 Awa Odori Kaikan C (→P.12)

Have lunch here



PIZZA PUNTA for delicious authentic pizza

Stay at a hotel near JR Tokushima Station







A Udatsu townscape with traditional architecture B Cheers to local cuisine and local Sake! C Watch and dance the famous Awa Odori!

+ANOTHER PLAN

Add river rafting at Oboke Gorge to DAY 3. In this case, follow the revised schedule below. Have lunch on the way, in the Awa-Ikeda Station area.



8:00 Hotel Kazurabashi
↓ About 40 min [local bus]
9:00 BIGSMILE Rafting (→P.23)
↓ About 20 min [by train]
13:30 Lunch in the JR Awa-Ikeda Station area
↓ About 35 min [by train] About 10 min [by taxi]
15:30 Udatsu townscape (→P.11)
↓ About 10 min [by taxi] About 1 hr [by train]
20:00 Awa Odori Kaikan (→P.12)
↓ About 10 min
21:00 Dinner at Toku-san (→P.18)

DAY 4 Stroll through Tokushima City

The final day is for exploring Tokushima City. Take the ropeway up Mt. Bizan. Then head to Awa Jurobe Yashiki on the local bus. After watching the Awa Ningyo Joruri puppet show, return to the city center for lunch and a stroll.

8:30 JR Tokushima Station
↓ About 10 min About 6 min [by ropeway]
9:00 Bizan Park A (→P.9)
↓ About 6 min [by ropeway] About 25 min [local bus]
11:00 Awa Jurobe Yashiki (Puppet Theater and Museum) B (→P.13)
↓ About 25 min [local bus]
12:30 Lunch at Inotani C (→P.18)
↓ About 15 min
13:40 Hyotan-jima Riverboat Cruise D (→P.9)
↓ About 30 min
15:00 PRISM LAB (→P.19)

+OPTION!

Bandai Chuo Futo

Bandai Chuo Futo, where PRISM LAB is located, is the fashionable spot in Tokushima City. Take a break at a café such as BANDAI CAFE.



BANDAI CAFE
住 5-71-4 Bandai-cho, Tokushima City
TEL 088-679-8888









B The Awa Ningyo Joruri puppet show is performed twice a day C Don't miss Tokushima Ramen for lunch D Riverboat cruise around the center of Tokushima City

3 days and 2 nights for the same route by car!

The journey by car takes a day less, 3 days and 2 nights. In this case, stay in Oboke-Iya on the first night and in Tokushima City on the second.

MEMO There are also many restaurants in the Awa-Ikeda Station area including Yachiyo, a popular diner known for their Ramen and set meals.

ROUTE 2 — By rental car

Iya Valley Road Trip

Head to the Oboke–Iya area, one of Japan's three most remote regions. Enjoy a gorgeous drive through the mountains and valleys!

START!

8:30 JR Tokushima Station

105km About 1 hr 10 min

10:00

Oboke Gorge Sightseeing Boat
大歩危峡観光遊覧船

The sightseeing boat running through the Oboke Gorge, upstream of the Yoshino River, offers a look at rare crystalline schist cliffs.

住 1520 Nishiu, Yamashiro-cho, Miyoshi City
TEL 0883-84-1211



About 30 min, round trip

400m About 1 min



Get to know various Yokai

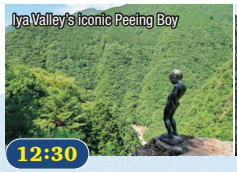
11:00

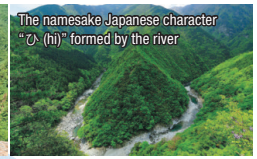
Roadside Station Oboke
道の駅 大歩危

Located on National Route 32, which runs along the valley, the roadside station also includes the "Yokai Yashiki (Monster and Stone Museum)," where legends of regional Yokai live on.

住 1553-1 Kamimyo Yamashiro-cho, Miyoshi City
TEL 0883-84-1489
E-Mail: lapis@yamashiro-info.jp

12.1km About 20 min





12:30

The Peeing Boy and Hinoji Valley
小便小僧とひの字渓谷

Tour the many spots overlooking the stunning cliffs of Iya Valley.

TEL 0883-76-0877 (Miyoshi City Tourist Information Center)

8.8km About 20 min

13:10

Iya Vine Bridge
祖谷のかずら橋

Made from hardy kiwi vines, the bridge spans a picturesque valley and can be crossed on foot.

●DATA (→P.10)



Enjoy the fresh early-summer leaves and colorful autumn foliage

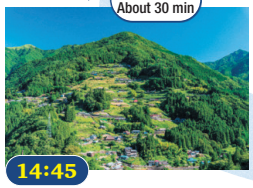
+OPTION! Local flavors

Try Iya Soba noodles

Iya Soba noodles is a specialty of the Iya region. Enjoy Iya Soba noodles and grilled Amago trout at Iya Bijin (→P.18).



16.6km About 30 min



14:45

Ochiai Village Observation Deck
落合集落展望所

This observation deck stands on a hill overlooking Ochiai Village, a historic settlement in Oku-Iya area.

住 80 Nakaue Higashiiya, Miyoshi City
TEL 0883-76-0877 (Miyoshi City Tourist Information Center)

5.9km About 25 min

Designated an Important Preservation District for Groups of Traditional Buildings by the Japanese government

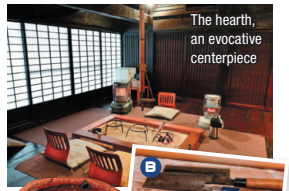
FINISH!

15:15

Kouya
古民家やど 紺屋

Set in a 130-year-old traditional Japanese house in Kubo village, this inn provides an opportunity to slow down and experience traditional life. Please use email for inquiries.

住 311 Kubo Higashiiya, Miyoshi City
TEL 080-6378-8984
*Contact by email (kouya.18.508@gmail.com) preferred



A The food is mainly regional cuisine made with local ingredients B Try Soba-noodle making and other cultural experiences

MEMO A local dish of Iya, "Dekomawashi" consists of potatoes, Iya Tofu, and Konjac skewered and grilled with Miso. Its name comes from its resemblance to the "Deko" (foreheads) of the puppets used in Awa Ningyo Joruri.

ROUTE 3 — By rental car

Southern Coast Road Trip

Drive along Tokushima's southern coastline, from Anan to Minami, Mugi, and Kaiyo, and visit the area's popular spots.

START!

8:00 JR Tokushima Station

51.6km About 1 hr 45 min

9:45

Cape Kamoda
蒲生田岬

Located at the easternmost point of Shikoku, the cape is famous for the panoramic ocean view from the lighthouse at the end of the promenade.

住 1 Kamoda, Tsubaki-cho, Anan City
TEL 0884-24-3141 (Anan City Tourism Association)



35.1km About 55 min



The cave, 30 m in diameter and 40 m deep

11:00

Ebisu Cave
えびす洞

This enormous erosion cave was formed by the ocean waves. Follow the trail to explore the rocky hill above.

住 Hiwasaura, Minami-cho
TEL 0884-77-3617
(Minami Town Industrial Promotion Division)

2.3km About 5 min

11:30

Lunch at Hiwasa-ya
ひわさ屋

Located near Hiwasa Port, this local eatery is popular for its set meal of Awaodori chicken and fresh-caught Sashimi.

住 122 Teramae, Okugawauchi, Minami-cho
TEL 0884-77-3528



Land-and-sea set meal with Sashimi and fried chicken

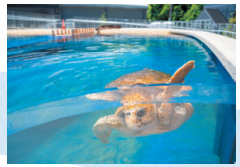
1km About 5 min

12:30

Hiwasa Sea Turtle Museum Caretta
日和佐うみがめ博物館 カレッタ

On Ohama Beach in Minami, where humans and sea turtles have coexisted over the ages, this museum offers an in-depth look at sea turtles.

住 370-4 Hiwasaura, Minami-cho
TEL 0884-77-1110



Caring for rescued sea turtles

38.5km About 50 min



14:30

Mitoko Bay
水床湾

With large and small islands floating in the crystal clear waters, this bay is a stunning sight, especially when viewed from Kanegasaki.

住 82 Kome Shishikuiura, Kaiyo-cho
TEL 0884-76-3050 (Kaiyo Town Tourism Association)

1.7km About 4 min

15:00

Marine Nature Museum Marine Jam
海洋自然博物館マリンジャム

This museum on Takegashima Island features coral-related exhibits and also operates the popular "Blue Marine" glass-bottom boat.

住 28-45 Takegashima Shishikuiura, Kaiyo-cho
TEL 0884-76-3100



Surrounding waters known for spawning coral colonies

FINISH!

16:15

Hotel Riviera Shishikui
ホテルリビエラししくい

This oceanfront hotel boasts not only a prime location but also an Onsen fed by hot spring water from 1,000 meters underground.

●DATA (→P.21)

3.2km About 6 min



Located near a roadside station and a DMV bus stop

+OPTION!

Experience the world's first DMV!

This area is served by the world's first hybrid bus-train dual-function vehicle.

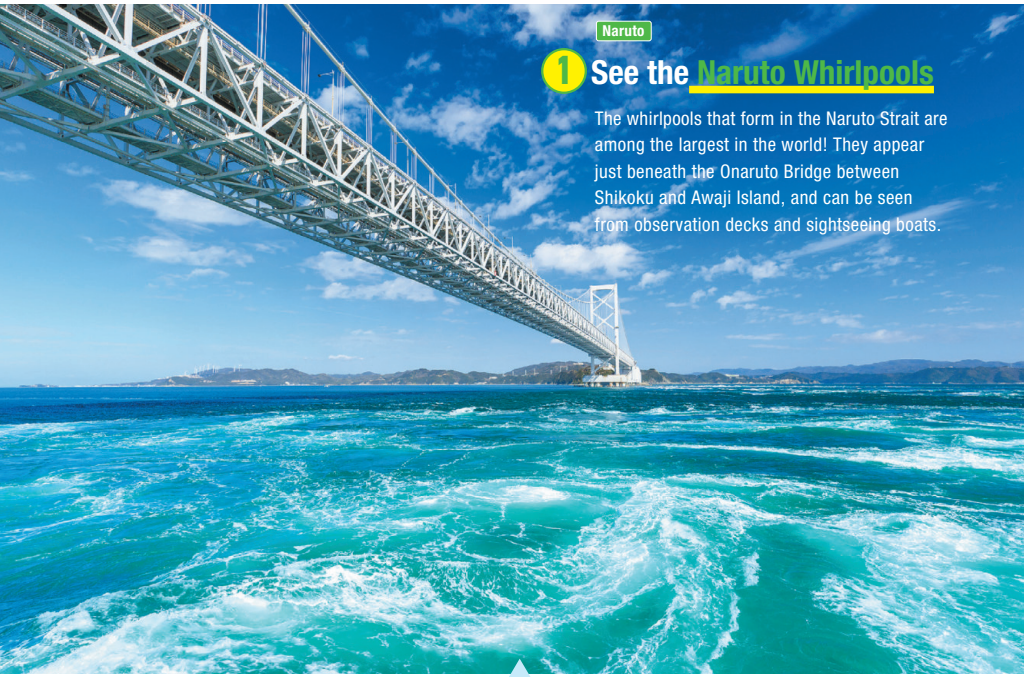
TEL 0884-76-3700 (Shishikui Station)



MEMO DMV stands for "Dual Mode Vehicle" and is a hybrid vehicle that can run on both railroad tracks and roads. Service is infrequent. Check the website for schedules.

7 Ways to Experience Tokushima

Here are seven of the best ways to experience Tokushima, from spectacular views to art, culture, and outdoor activities!



Naruto

1 See the Naruto Whirlpools

The whirlpools that form in the Naruto Strait are among the largest in the world! They appear just beneath the Onaruto Bridge between Shikoku and Awaji Island, and can be seen from observation decks and sightseeing boats.

HOW TO

Whirlpool Watching

There are three popular ways to see the whirlpools, each with its own appeal.

1 Sightseeing Boats

The sightseeing boats are ideal for a close-up view of the whirlpools. Operated by two companies, the boats are available in a range of sizes, from large to small.



Two boat operators!



Uzushio Kisen
住 65-63 Fukuike Tosadomariura, Naruto-cho Naruto City
TEL 088-687-0613



Naruto Kanko Kisen
住 264-1 Oge Tosadomariura, Naruto-cho, Naruto City
TEL 088-687-0101

2 Onaruto Bridge Uzu no Michi
大鳴門橋遊歩道 渦の道

On the promenade within the girders of Onaruto Bridge, the observation room has a glass floor for a thrilling view of the whirlpools from above.



住 Naruto Park, Naruto-cho Naruto City
TEL 088-683-6262

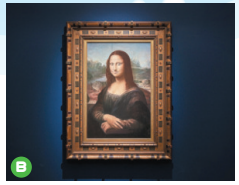
3 Naruto Park
鳴門公園

The park has an observation deck overlooking the Naruto Whirlpools, as well as souvenir shops, restaurants, and even accommodations.



住 Naruto Park, Naruto-cho Naruto City
TEL 088-684-1157 (Naruto City Tourism Promotion Division)

MEMO The Naruto Whirlpools are formed by the tides and do not occur throughout the day. They are most likely to appear about 1 hr and 30 min before and after both low tide and high tide. Check the tide chart on the sightseeing boat websites.



Ⓑ Leonardo da Vinci's "*Mona Lisa*" and other renowned works of art



Ⓐ The museum's iconic Sistine Hall

Naruto

2 World-famous Masterpieces at the Otsuka Museum of Art

Exhibiting "ceramic-board masterpieces," full-size reproductions of paintings on ceramic boards, this is the only museum in the world where visitors can see over 1,000 Western works of art, from ancient murals to contemporary paintings, in a single visit.

Otsuka Museum of Art
大塚国際美術館
住 Naruto Park, Naruto-cho Naruto City
TEL 088-687-3737

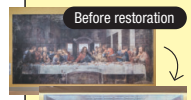
Don't miss this!



1 A different perspective
See the Sistine Hall from the balcony on the second basement floor for a look at this masterpiece from a higher vantage point.



2 Sense of touch
The art pieces can be viewed up close. In fact, because the ceramic boards are resistant to deterioration and fading, gentle touching of the work is permitted.





3 A before and after
The restoration of Leonardo da Vinci's "*The Last Supper*" took 20 years. Both the paintings before and after restoration have been reproduced.

Tokushima

3 A Stroll through Tokushima City

The heart of Tokushima City, the prefectural capital, is full of places to see. These four are within walking distance of JR Tokushima Station, perfect for a half-day outing.

ROUTE

Ⓐ Shinmachi Riverside Park
新町川・阿波製紙水際公園
住 2-23, Minamiuchimachi, Tokushima City
TEL 088-621-5295 (City Parks and Green Space Division)

↓ 1 min walk

Ⓑ Hyotan-jima Riverboat Cruise
ひょうたん島クルーズ
住 2 Minamiuchimachi, Tokushima City (in Shinmachi Riverside Park) TEL 090-3783-2084

↓ 10 min walk

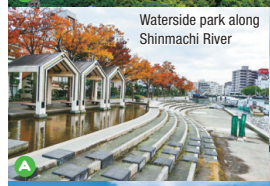
Ⓒ Awa Odori Kaikan
阿波おどり会館
●DATA (→P.12)

↓ 6 min on ropeway

Ⓓ Bizan Park
眉山公園
住 Mosukegahara, Bizan-cho, Tokushima City
TEL 088-621-5295 (City Parks and Green Space Division)



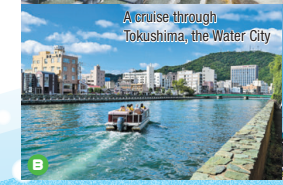
Tokushima City from the top of Mt. Bizan, accessible by ropeway



Waterside park along Shinmachi River



Awa Odori statue at the entrance of Ryogoku Bridge



A cruise through Tokushima, the Water City



Awa Odori experiences throughout the year

MEMO The dock for the Hyotan-jima Riverboat Cruise is located in Shinmachi Riverside Park, and the base station of the Bizan Ropeway to Mt. Bizan's summit is on the 5th floor of the Awa Odori Kaikan.

4 Discover Tokushima's Unique Natural Spectacles

Tokushima is blessed with a richly varied topography of mountains, rivers, and plateaus. Enjoy hiking and other activities as you explore the breathtaking sights found only in Tokushima.

Featured on the cover!

Iya Vine Bridge Miyoshi

祖谷のかずら橋

Iya Valley is a continuous series of 1,000-meter-class mountains and gorges. The standout here is the suspension bridge that spans the depths of the valley. As shown on the cover of this publication, this bridge was once a vital part of daily life.

住 162-2 Zentoku Nishiiyayama-mura, Miyoshi City
TEL 0883-76-0877 (Miyoshi City Tourist Information Center)

Oboke Gorge Miyoshi

大歩危峡

The gorge features steep cliffs on both sides of the river and is an excellent spot for rafting.

住 Shigezane, Yamashiro-cho, Miyoshi City
TEL 0883-76-0877 (Miyoshi City Tourist Information Center)

Okawara Plateau Sanagochi

大川原高原

At more than 1000 m in elevation, this plateau is famous for its hydrangeas and star-filled skies.

住 Kami-Okawara, Sanagochi-son
TEL 088-679-2973 (Sanagouchi Village Planning and Policy Division)

Yamainu-dake Kamikatsu

山犬嶽

This landscape of densely packed moss-covered rocks went viral on social media.

住 Ikumi, Kamikatsu-cho
TEL 0885-46-0111 (Kamikatsu Town Industrial Division)

Earth Pillars of Awa Awa

阿波の土柱

This terrestrial work of art was formed by the erosion of gravel layers and is a designated National Natural Monument.

住 540 Kitayama, Awa-cho, Awa City
TEL 0883-35-4211 (Awa City Tourism Association)

Mt. Tsurugi Miyoshi Mima Naka

剣山

To reach the top of this 1,955-meter-high mountain, take the lift from Minokoshi Station, where the parking lot is located, to Nishijima Station, near the summit.

Todoroki Kujuku(99) Falls Kaiyo

轟九十九滝

The waterfalls scattered around Todoroki Shrine are collectively known as Todoroki Kujuku Falls. The main waterfall, Hon-Taki, has a drop of 58 meters, with Niju-no-Taki and other falls located further upstream.

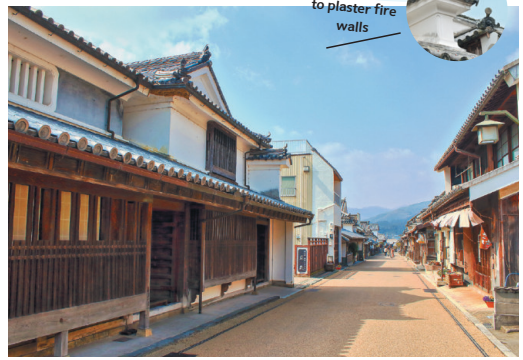
住 Kareidani, Hirai, Kaiyo-cho
TEL 0884-76-3050 (Kaiyo Town Tourism Association)

MEMO Iya Vine Bridge is made from hardy kiwi vines (*Actinidia arguta*), just as in the past. Since it's built with natural vegetation, it weathers quickly and is restored every three years.

Mima

5 Wandering through the Udatsu Townscape!

The "Udatsu townscape" is lined with the houses of indigo merchants from the mid-Edo to the early Showa period, and is a designated Important Preservation District for Groups of Traditional Buildings.



85 traditional buildings along a 430-meter street

Must-see SPOT

The Yoshida Family Residence
吉田家住宅



Once the residence of indigo merchant Yoshida Naobei, the structure now houses a museum. Get a glimpse into the lives of indigo merchants at the time.

住 53 Wakimachi Wakimachi, Mima City
TEL 0883-53-0960

Udatsu Agaru
うだつ上がる



This cultural complex inside a 150-year-old house includes a general store and a cafe.

住 156 Wakimachi Wakimachi, Mima City
TEL 050-3433-8218

PIZZA PUNTA
PIZZA PUNTA



A Meiji-era storehouse turned pizzeria, this restaurant is known for its authentic pizza.

住 39 Wakimachi Wakimachi, Mima City
TEL 050-8884-1178

Cultural experiences in the Udatsu townscape

The Udatsu townscape offers experiences in traditional culture. At Mirai Kobo, try your hand at making mini Mima *Wagasa* (traditional umbrellas) and lampshades, a time-honored craft of the region. To rent a Kimono, visit Kokokashiko.



Mirai Kobo (Mima City Traditional Crafts Experience Center)

住 92 Wakimachi Wakimachi, Mima City
TEL 0883-53-8599



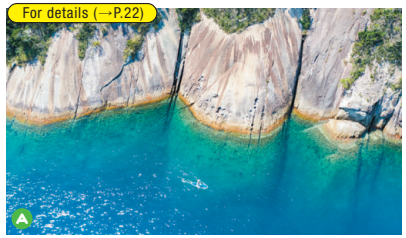
Kokokashiko (Kimono Rental)

住 55 Wakimachi Wakimachi, Mima City
TEL 090-2822-3066

6 Get Active

A treasure trove of nature, Tokushima invites visitors to get active. In addition to hiking, water sports such as rafting and SUP are also popular.

For details (→P.22)





A SUP boat cruise to an uninhabited island from Mugi
B Rafting on the rapids of Oboke–Koboke

7 Try Awa Indigo Dyeing



Tokushima's indigo has been cultivated in the Yoshino River basin since the Edo period and is recognized as the highest quality in the country. Even today, the tradition is passed down by expert artisans called "*Aishi*". Workshops offering indigo-dyeing experiences can be found throughout the area.



For details (→P.14)

A Traditional indigo-dyeing methods live on
B Easy, even for first-timers

MEMO Most of the buildings in the Udatsu townscape were once residences of indigo merchants. The "*Udatsu*" separating houses was a symbol of wealth, and the merchants built bigger and bigger *Udatsu*, as if in competition.

A Guide to Tokushima's Culture

Tokushima's traditional culture goes far beyond Awa Odori. Experience the unique cultural heritage found only here.

Awa Odori

Performed in groups called "*Ren*," Awa Odori is Tokushima's signature folk performing art.







Awa Odori all year round!

Awa Odori takes place during Obon holidays in August, but the Awa Odori Kaikan hosts live performances throughout the year and also has a museum.

Awa Odori Kaikan — Tokushima

阿波おどり会館

2-20 Shinmachibashi, Tokushima City
088-611-1611

~ Awa Odori in spring and autumn, too! ~

Spring
Spring Festival "Tokushima Castle Awa Odori"
When Late April
088-655-7331
(The Tokushima Shimbun Business Division)

Spring
Hana Haru Festa
When Mid-April
090-5214-2737 (Hana Haru Festa Executive Committee Office)

Autumn
Tokushima Odori Festa (Autumn Awa Odori)
When November
088-621-2342 (Tokushima Prefecture Tourism Planning Division)

Region-wide performances in August

During Obon holidays, Awa Odori are held across Tokushima Prefecture.

Tokushima City Awa Odori — Tokushima



The largest Awa Odori in the prefecture, held every year from August 11 to 15.

088-678-5181 (Awa Odori Mirai-he-Tsunagu Executive Committee Office)

Naruto City Awa Odori — Naruto



The first Awa Odori event of the season, held from August 9 to 11. Enjoy close-up views of the dancers.

088-684-1157 (Naruto City Tourism Promotion Division)

Udatsu Awa Odori Festival — Mima



Held around August 11 near Roadside Station Ai Land Udatsu, with fireworks as well.

0883-53-7393 (Mima City Chamber of Commerce)

Ikeda Awa Odori — Miyoshi



Held from August 13 to 16 near JR Awa-Ikeda Station where a new performance venue is located.

0883-76-0877 (Miyoshi City Tourist Information Center)

MEMO By the early Edo period, the prototype of Awa Odori had already taken shape and was widely danced by the local townspeople. The dance consists of three elements: the boldly expressive *Otoko Odori* (men's dance); the graceful, perfectly synchronized *Onna Odori* (women's dance); and *Narimono*, the ensemble of musical instruments.



Shikoku Pilgrimage

Founded by Kobo Daishi, the Shikoku Pilgrimage is a spiritual journey taking you to 88 temples, called "*Fudasho*".

Stairs to the main hall of Tairyu-ji

Tokushima, where the pilgrimage begins

The first temple of the Shikoku Pilgrimage, which spans four prefectures, is located in Tokushima. This first temple, Ryozen-ji, is called the "Temple of the Vow," while the pilgrimage temples in Tokushima Prefecture are called "*Dojo* of Awakening." Visiting all 88 temples completes the pilgrimage. However, it has become more common in recent years to visit only some of the temples.

Route and distance

The total distance to visit all 88 temples is about 1,400 km. Tokushima has 23 of the 88 temples.

Featured temples

Temple No. 1 Ryozen-ji — Naruto
霊山寺



The pilgrimage to purify your earthly desires begins here at Ryozen-ji, the first temple of the 88 sacred sites of Shikoku.



126 Bando Tsukahana, Oasa-cho, Naruto City TEL 088-689-1111

Temple No. 21 Tairyu-ji — Anan
太龍寺



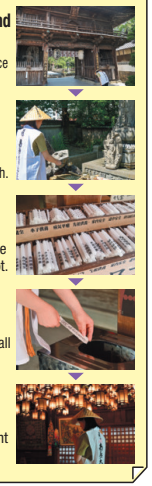
The main hall sits at the 618m summit of Mt. Tairyuji. Both the hall and Shashingatake(the inner sanctuary), a sacred rock where Kobo Daishi meditated, are accessible via ropeway from the mountain foot.



2 Ryuzan, Kamo-cho, Anan City
TEL 0884-62-2021

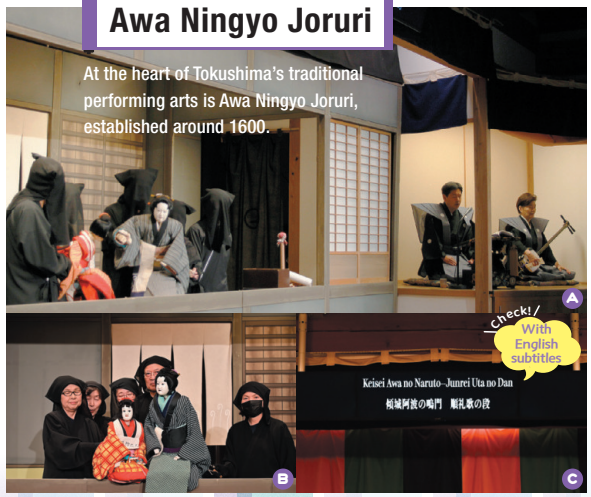
How to worship

1. **Bow at the *Sanmon* gate and enter the temple grounds**
   At the *Sanmon* gate, which is the entrance to the sanctuary, bow to the Buddha.
2. **Purify at the *Temizuya* (purification fountain)**
   First wash your left hand, then your right hand, and finally rinse your mouth.
3. **Offer light and incense at the main hall**
   Make an offering of a votive candle and incense at the designated spot.
4. **Offer a prayer slip and coins**
   Fill out the prayer slip in the main hall and place it in the designated box.
5. **Read sutras**
   Facing the principal image, bow with your hands together and chant sutras.



Awa Ningyo Joruri

At the heart of Tokushima's traditional performing arts is Awa Ningyo Joruri, established around 1600.



A centuries-old performing art

Awa Ningyo Joruri is a stage performance in which puppeteers, three to a single puppet, a *Tayu* (narrator), and *Shamisen* players work together as one. At the Awa Jurobe Yashiki, puppet shows are held twice a day.

Awa Jurobe Yashiki (Puppet Theater and Museum)

阿波十郎兵衛屋敷

Tokushima

184 Miyajima Honura, Kawauchi-cho, Tokushima City
TEL 088-665-2202

A A scene from the classic play "*Keisei Awa no Naruto*"
B Three puppeteers operate a single puppet
C Follow the plot with English subtitles

MEMO The Shikoku Pilgrimage is said to have a history of 1,200 years. *Goshuin* stamps can be collected at each temple.

Traditional Crafts

Tokushima's traditional crafts are rooted in everyday life. Experience the art of handcrafting at workshops that preserve time-honored methods.



One-on-one, hands-on instruction

A specialty since the Edo period

Awa indigo supported the finances of the feudal domain during the Edo period. Indigo plants cultivated in the Yoshino River basin were processed into a dye called "*Sukumo*" and distributed throughout the country. Dyeing workshops in Aizumi and Itano, where the indigo is produced, offer hands-on experiences.


Indigo-dyed items, popular as souvenirs

Try it here!

Hon-Aizome Yano Factory Aizumi

本藍染矢野工場

The traditional natural-lye fermentation method is used for indigo dyeing at this factory. Reservations are required for hands-on experiences.


Learn about indigo, too


Dyeing handkerchiefs and scarves

住 25-11 Enokuchi Yakami, Aizumi-cho TEL 088-692-8584
✉ yanokozyou@gmail.com

Awa Washi


Attached shop offering Washi items

Yoshinogawa's enduring craft

Awa Washi, made from plants such as *Kozo*, *Ganpi*, and *Mitsumata*, is recognized as one of Japan's traditional crafts. Try your hand at Washi-making.

Try it here!

Awa-Gami Factory Yoshinogawa

阿波和紙伝統産業会館

Committed to preserving the tradition of Awa Washi, the facility allows visitors to observe and experience Washi-making.

住 141 Kawahigashi, Yamakawa-cho Yoshinogawa City TEL 0883-42-6120

Otani-yaki


A selection of stately pieces

Six pottery studios in one area

This pottery, produced in Oasa-cho in Naruto city, was introduced in 1780 by a potter from Bungo Province in Kyushu who came to Shikoku on pilgrimage.

Try it here!

OTANIYAKI tamura 1784 Naruto

大谷焼 元山窯 田村陶芸展示館

This studio is run by Eiichiro Tamura, the 10th-generation potter of the Motoyama Kiln. Pottery-making experiences are available at the workshop.

住 3-1 Otani Nakadori, Oasa-cho, Naruto City TEL 088-689-4039

MEMO The origins of Otani-yaki are in the production of large jars for indigo dyeing. To make jars as tall as a person, potters developed *Ne-Rokuro*, a traditional technique unique to the region, in which the wheel is turned while lying down.

Awa's Devotion to Tanuki and Cats

Tokushima is home to many folktales and ghost stories. Among the most famous are "*Awa Tanuki Gassen*" and "*Awa Kaibyo-den*."



Tanuki and cats as revered deities

"*Awa Tanuki Gassen*" is set in Komatsushima City, where there are shrines dedicated to Tanuki(Japanese raccoon dog) as well as giant Tanuki statues. "*Awa Kaibyo-den*" takes place in Anan City, which has an actual shrine dedicated to cats.

Tanuki & Cat SPOTS

A Kincho Shrine Komatsushima

金長神社

The shrine dedicated to Kincho-Tanuki, the great commander who appears in *Awa Tanuki Gassen*, is also known as a power spot for financial luck.

住 Wakitani, Chuden-cho, Komatsushima City TEL 0885-32-3809 (Komatsushima City Commerce, Industry and Tourism Division)

B Komatsushima Station Park Komatsushima

小松島ステーションパーク

In addition to an open plaza, library, and other facilities, the park has a 5-meter-tall Tanuki statue, one of the largest in the world.

住 1-13 Amibuchi, Komatsushima-cho, Komatsushima City TEL 0885-32-2118 (Komatsushima City Urban Development Division)

C Omatsu Daigongen Anan

お松大権現

On the grounds of this shrine, said to grant prayers for success and victory, are countless cat deities, including a *Fudo Myo-o* in cat form.

住 63 Fuke, Kamo-cho, Anan City TEL 0884-25-0556

Festivals & Events

Featured Events

Check out the festivals and events happening all over the prefecture! In addition to Awa Odori, there's so much to enjoy.

Machi★Asobi Tokushima



A comprehensive event based on the concept of "Having the most fun in Tokushima," bringing together the anime, gaming, and other entertainment industries.

When May and mid-October (scheduled)
✉ npo@machiasobi.or.jp (NPO Machi★Asobi)

Nishi-Awa National Fireworks Competition Mima / Miyoshi



One of the largest fireworks competitions in western Japan, with around 20,000 fireworks lighting up the autumn night sky. A music festival and other events are also held.

When Early November
TEL 050-5482-3142 (Nishi-Awa Fireworks Executive Committee)

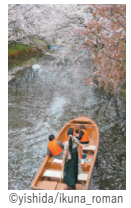
Tokushima Marathon Tokushima



The largest marathon in Shikoku. Runners start in front of the Tokushima Prefectural Office and follow the Yoshino River to the finish at the Tokushima City Athletic Stadium.

When Late March
TEL 088-621-2150 (Tokushima Prefecture Sports Promotion Division)

Katsuura Sakura Matsuri Katsuura


©yishida/ikuna_roman

Held along the "Ikuna Roman Kaido." Enjoy the illuminated cherry blossoms and riverboat rides, as well as the Big Hina-matsuri Doll Festival also taking place.

When Late March to early April
TEL 090-8970-6728 (Ikuna Roman-no-Kai)

Event Calendar

Udatsu wo Ikeru Mima
When Late January to early March
TEL 0883-53-8599 (Mima Tourism Bureau)

Komatsushima Minato Matsuri Komatsushima
When Late July
TEL 0885-38-6522 (Komatsushima Minato Matsuri Executive Committee)

Shikoku Sake Festival Miyoshi
When Late February
TEL 0883-72-0143 (Awa-Ikeda Chamber of Commerce and Industry)

Yoshinogawa Festival Yoshinogawa
When Late July
TEL 090-3783-2084 (Yoshinogawa Festival Executive Committee)

Tebajima Art Exhibition Mugi
When Late March
TEL 0884-72-0107 (Tebajima Oidetteba Project)

Furusato Carnival Awa Tanuki Festival Tokushima
When Early November
TEL 088-655-7667 (JRT Shikoku Broadcasting)

Must-Try! Awa Cuisine

Blessed with rich natural surroundings, Tokushima is a treasure trove of delicious local ingredients! Here are some regional dishes you won't want to miss.

Meat

Tokushima has designated brand-name varieties for beef, pork, and chicken, each established as a local specialty.

A variety of juicy dishes



Awa Beef

This premium marbled beef, sourced from Tokushima-raised Kuroge Wagyu and graded A4 to A5 or higher, is known for its mellow flavor and rich sweetness.



Awa Tonton

A brand of pork that inherits the meaty quality of wild boar, Awa Tonton is known for its deep Umami and succulence.

Grilled skewers, simple and delicious♡





Awaodori Chicken

A cross between Shamo and a broiler breed, this meat chicken is raised in Tokushima's bountiful natural environment and valued for its firm texture and exceptional flavor.

Seafood

Facing both the Seto Inland Sea and the Pacific Ocean, Tokushima offers an abundance of diverse seafood. Many of Japan's top brand-name fish are found here as well.



Sudachi Buri (Yellowtail)

Raised on feed mixed with Sudachi peel, this yellowtail has well-marbled flesh with a fine texture.



Ise Ebi (Japanese spiny lobster)

In southern Tokushima, Ise Ebi season begins in autumn, with the peak harvest around October to November.



Hamo (Conger pike)

Tokushima is one of Japan's leading producers of Hamo. The flesh is mild in flavor with an elegant, delicate taste.



Naruto Wakame (Seaweed)

Naruto is home to many Wakame cultivation facilities. The seaweed is prized for its firm texture and pronounced briny aroma.

Naruto Tai (Sea bream)

A brand-name fish proudly hailing from Tokushima, this natural sea bream grows in the fast currents of the Naruto Strait. It has a firm, springy texture and exceptional Umami.



Made-in-Tokushima Produce



Sudachi

A specialty product accounting for over 90% of Japan's supply, Sudachi is known for its bright aroma and refreshing flavor.

Season: August to September



Naruto Kintoki

Grown in areas such as Naruto and Matsushige, this sweet potato is prized for its fluffy texture and rich sweetness.

Season: January to March



Kito Yuzu

Cultivated in the Kito district of Naka, Kito Yuzu is renowned as one of the highest-quality Yuzu varieties in Japan.

Season: November to December



Sakura Momo Ichigo

Grown in Sanagochi, this rare strawberry is large in size and typically reaches an average sugar content of about 15° Brix.

Season: December to April

Noodles

Tokushima is actually something of a "Noodle Kingdom," offering everything from Ramen and Udon to Soba and Somen, each with its own distinct character.



Handa Somen

A specialty of Tsurugi, this Somen is noticeably thicker than typical varieties and has a firm, resilient texture.

Add Sudachi vinegar for a flavor twist!





Tokushima Ramen

A local Ramen known for its rich pork bone–soy sauce broth, typically topped with stewed pork and a raw egg.



Tarai Udon

A specialty of Donari in Awa-city, this Udon is served in a wooden washbasin.



Iya Soba

Made from buckwheat grown on the steep mountain slopes of the Iya region, this Soba is thick and short.

Check!

Soba-gome Zosui



A porridge made by simmering soaked buckwheat grains, this dish is a specialty of Iya in Miyoshi.



Gokusai Kenpi

A top-seller at Roadside Station Kurukuru Naruto, this snack features ultra-thin, crispy sweet-potato sticks.

Naruto Kintoki Sweets

Naruto Kintoki sweet potatoes are perfect for desserts. Enjoy them as souvenirs or takeout treats.



Naruto Kintoki Uzumaki Soft Serve

This soft-serve ice cream, made generously with Naruto Kintoki sweet potato, is inspired by the famous Naruto whirlpools.

B-grade Gourmet Food

Beloved by Tokushima locals, these everyday comfort foods have near-universal name recognition within the prefecture!



Mame-Ten-Tama

An Okonomiyaki containing sweet red kidney beans, the sweet-and-savory combination is surprisingly addictive.



Kin-chan Ramen

A nationally popular instant ramen, Kin-chan Ramen is the flagship product of Tokushima Seifun.



Tokushima Style Fish Cutlet

A cutlet of minced fish mixed with curry powder, this local favorite is perfect with rice or on its own.

MEMO Sudachi is synonymous with Tokushima. Locals squeeze it over everything, from Sashimi and grilled fish to Chuhai and even Miso soup!

MEMO Tokushima residents also enjoy river fish, especially Ayu and Amego caught in the clear upper reaches of the Yoshino River. In Iya, they are often sold grilled with salt.

Try Awa Cuisine!

Try the specialties featured on the previous page at these restaurants.
Each one is a standout in its own right.

Awa beef, Awaodori chicken, Naruto Tai, Hamo, Ise Ebi, Naruto Wakame

Toku-san Tokushima
居酒屋とくさん

Near JR Tokushima Station. Offers a full range of Tokushima dishes.

住 1-42 Nishi Terashimahon-cho, Tokushima City TEL 088-654-1930



Naruto Tai, Hamo, Sudachi Buri

Totokatsu Tokushima
徳島魚問屋 とっ喝

Famous for its sea bream rice made with Naruto Tai.

住 13-1 Konya-machi, Tokushima City
TEL 088-625-0110



Awaodori chicken, Awa beef, Awa Tonton, Naruto Tai, Naruto Wakame

Yoshikono Tokushima
紺屋町よしこの

The perfect spot to enjoy Awaodori chicken at its best.

住 5-6 Konya-machi, Tokushima City (Acty21 8F)
TEL 088-654-1694



Awaodori chicken

IKKO Tokushima
骨付き阿波尾鶏 一鴻

Where the famous bone-in Awaodori chicken originated.

住 3-12-8 Higashi Terashimahon-cho, Tokushima City (Tokushima Ekimae Branch) TEL 088-678-5995



Naruto Tai, Naruto Wakame

Arashi Naruto
味処あらし

Fresh catch straight from local fishermen. Well worth the wait.

住 51-1 Kitanohama, Okuwajima, Muya-cho, Naruto City TEL 088-686-0005



Tokushima Ramen

Inotani Tokushima
中華そば いのたに本店

Serving the quintessential bowl of Tokushima Ramen.

住 4-25 Nishidaiku-machi, Tokushima City
TEL 088-653-1482



Tarai Udon

Niimiya Awa
たらいうどん新見屋

Enjoy your meal while overlooking the peaceful stream.

住 100-1 Kanbata Miyagawauchi, Donari-cho, Awa City TEL 088-695-2068



Handa Somen

Handa Somen Shokudo Tsurugi
半田そうめん食堂

One of the few restaurants serving authentic Handa Somen.

住 68-1 Higashiura Sadamitsu, Tsurugi-cho
TEL 080-6376-7328



Iya Soba

Iya Bijin Miyoshi
祖谷美人

Offering traditional Iya cuisine. Overnight stays with relaxing hot springs are also available.

住 9-3 Zentoku, Nishiiyayama-mura, Miyoshi City TEL 0883-87-2009



Naruto Kintoki sweets, Awa beef, Awa Odori chicken

Kurukuru Naruto Naruto
道の駅くるくる なると

Plenty of Tokushima's local delicacies, specialties, and meals to try.

住 338-1 Kanedanokoshi Bizenjima, Otsu-cho, Naruto City TEL 088-685-9696



Mame-Ten-Tama

Hayashi no Okonomiyaki Tokushima
はやしのお好み焼

Known and loved across Tokushima.

住 1-30 Minamiuchi-machi, Tokushima City
TEL 088-623-7120



Tokushima Style Fish Cutlet

Ikezoe Kamaboko Tokushima
池添かまぼこ店

A long-established shop and birthplace of Fish Cutlet.

住 3-100 Saiwai-cho, Tokushima City
TEL 088-622-8255



MEMO Tokushima Ramen is categorized into three types based on the color of the broth: Brown, White, and Yellow. Each has its own distinct characteristics and flavor. Inotani, Chuka Soba falls under the brown style.

Visit a Retro Café!

Tokushima has a vibrant coffee culture, with many cafés serving carefully crafted coffee. Here are some recommendations.



Takashima Coffee Tokushima
たかしまコーヒー店

This classic Japanese coffeehouse has over half a century of history, with solid wood tables and a well-worn menu board that create a nostalgic charm.

住 2-20-1 Yaoya-machi, Tokushima City
TEL 088-652-1071

A Counter seating available B Their signature toasted sandwiches C Just a short walk from JR Tokushima Station

Hare to Ke Coffee Miyoshi
ハレとケ珈琲

Set in a former school classroom, this café serves hand-drip coffee and pizzas made with local ingredients, along with other carefully crafted menu items.

住 15 Onishi, Ori, Ikeda-cho, Miyoshi City
TEL 0883-75-2208

A The old classroom blackboard used as the menu board B Make your own hand-drip coffee C Adorable cat-shaped pizza



Rescue cats strolling outside the window

Local Specialty Sweets

Here's a selection of signature sweets from well-loved shops. Everything except the gelato also makes a great souvenir.

Patisserie Pearl's Lemon Cake

The bright, citrusy glaze and soft, airy texture create a perfect balance.

Patisserie Pearl Miyoshi
パール洋菓子店

住 2618 Ueno, Ikeda-cho, Miyoshi City
TEL 0883-87-8809



PRISM LAB's Yuzu Peel Chocolat

Made with confit peel of Kito Yuzu coated in chocolate, this specialty is available only at the end of each month.



PRISM LAB Tokushima
PRISM LAB

住 5-71-6 Bandai-cho, Tokushima City
TEL 088-660-5593

Akanean's "Yutama"

Yutama is a beautifully crafted Tokushima confection capturing local flavors in each sphere.



Akanean
菓游 茜庵 Tokushima

住 3-44 Tokushima-cho, Tokushima City
TEL 088-625-8866

TONPUKU's Gelato

With a high fruit content, this gelato tastes almost like eating the fruit itself.

TONPUKU Kamikatsu
TONPUKU

住 62 Hirama, Fukuhara, Kamikatsu-cho

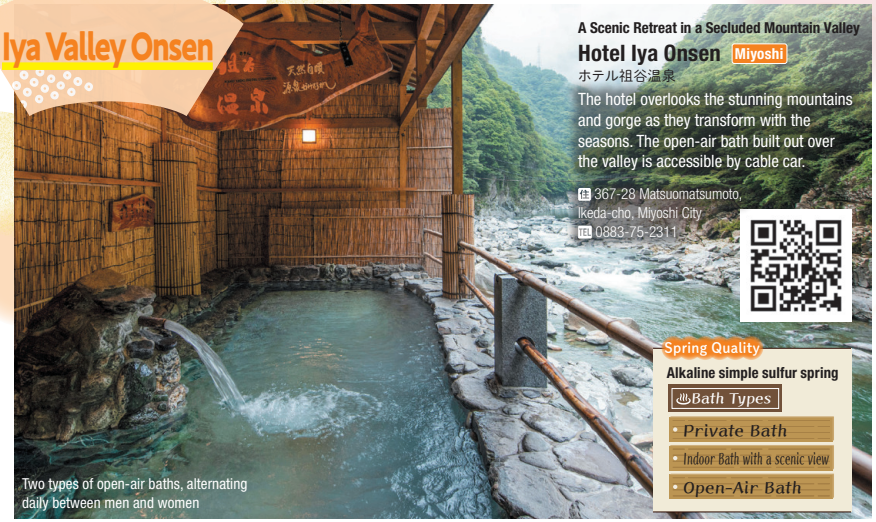


MEMO Some varieties of Akanean's Yutama are made with Awa Wasanbon sugar. The confection comes in five flavors: Yuzu, Sudachi, Yamamomo, Ume, and Yuko.

Relaxing Onsen by Area

Attractive hot-spring destinations can be found throughout Tokushima. Here are some of the most popular areas and their accommodations. Be sure to check out the convenient day-visit onsen, too.

Iya Valley Onsen


Two types of open-air baths, alternating daily between men and women

A Scenic Retreat in a Secluded Mountain Valley

Hotel Iya Onsen Miyoshi

ホテル祖谷温泉

The hotel overlooks the stunning mountains and gorge as they transform with the seasons. The open-air bath built out over the valley is accessible by cable car.

住 367-28 Matsuomatsumoto, Ikeda-cho, Miyoshi City
TEL 0883-75-2311

Spring Quality
Alkaline simple sulfur spring
Bath Types
- Private Bath
- Indoor Bath with a scenic view
- Open-Air Bath


Views of seasonal landscapes from the indoor bath


Take the cable car to the open-air baths


Rooms with views of the surrounding mountains

Iya valley Onsen


A

A Spectacular View from the Sky-High Open-Air Bath

Hotel Kazurabashi Miyoshi

新祖谷温泉ホテルかずら橋

The defining feature of this hotel is its sky-high open-air bath and its spectacular panoramic view. Their dinner showcasing local cuisine is also popular.

住 33-1 Zentoku Nishiiyayama-mura, Miyoshi City
TEL 0883-87-2171

Spring Quality
Alkaline simple sulfur spring
Bath Types
- Open-Air Bath
- Indoor Bath with a scenic view
- Sauna
- Private Bath


B


C

A 180-degree panoramic views of seasonal landscapes
B Standard Japanese-style room
C Take the cable car to the sky-high open-air baths

MEMO The Iya Valley is Tokushima's most popular hot spring area. With hotels offering sweeping views of the breathtaking gorge, it's a favorite spot for romantic getaways as well.

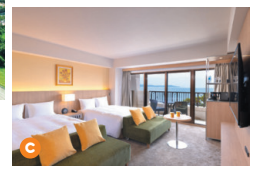
Naruto Onsen


Open-air bath with views of the sunrise and the moonlit sea

Spring Quality
Sodium chloride spring
Bath Types
- Open-Air Bath
- Indoor Bath with a scenic view
- Sauna


A


B


C

A Oceanfront location with panoramic views of Awaji Island
B Awa local cuisine buffet "Awa Zanmai"
C Van Gogh–inspired "Sunflower Room," new in July 2024

Enjoy a Resort Stay with Plenty to Explore

AoAwo Naruto Resort Naruto

アオアヲ ナルト リゾート

Overlooking the Naruto Strait, this large seaside resort features two towers with a range of guest rooms. The property includes pools, a private beach, and five restaurants.

住 16-45 Oge, Tosadomariura, Naruto-cho, Naruto City TEL 088-687-2580

Shishikui Onsen


Luxuriously smooth "Beautifying Hot-spring Water"

Spring Quality
Sodium bicarbonate spring
Bath Types
- Indoor Bath with a scenic view
- Sauna

A Seaside Resort Onsen

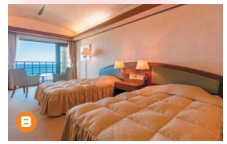
Hotel Riviera Shishikui Kaiyo

ホテルリビエラししくい

This elegant Western-style hotel offers guest rooms and scenic baths overlooking the Pacific Ocean. Enjoy delicious meals featuring local specialties unique to Kaiyo.

住 226-1 Matsubara, Shishikuiura, Kaiyo-cho
TEL 0884-76-3300


A


B

A The hotel's offerings of local seafood and Awaodori chicken to savor B Ocean views from the guest rooms

Fully Equipped Day-Visit Onsen


Exceptionally Mineral-Rich Hot-Spring Waters

ARATAE no YU Tokushima

徳島天然温泉 あらたえの湯

Located within Tokushima City, this large day-use bathhouse offers indoor and open-air baths, a löyly sauna, and *Ganbanyoku* (heated stone spa). Esthetic treatments, massage services, and relaxation lounges are also available.

住 1-2-8 Minamitamiya, Tokushima City
TEL 088-633-0261

MEMO At AoAwo Naruto Resort, summer brings the "AoAwo Summer Holiday" program with a variety of beach activities. The resort also offers seasonal experiences throughout the year.

Mountain River Ocean

Adventures!

Tokushima has a wide range of outdoor activities. Refresh your body and mind with adventures in the mountains, rivers, and ocean.



Ⓐ Mt. Tsurugi, Tokushima's most popular hiking destination Ⓑ Alpine flowers blooming in summer

Hiking

Mt. Tsurugi and several other peaks in Tokushima reach around 1,800 meters. The region offers routes ranging from serious treks to more accessible hikes, giving hikers plenty to enjoy.

Mountain — Recommended Routes

Here are three recommended routes from the many attractive options across the prefecture. All can be enjoyed as day hikes.

Hiking season is generally from May to October!


An otherworldly landscape

Yamainu-dake Kamikatsu

山犬嶽

The trail stretches 1,740 m (about 75 min.) from the trailhead to the summit of Yamainudake. Stop by to admire the stunning carpet of moss, about 950 m (about 40 min.) from the trailhead.

For details (→P.14)

Distance About 3.5 km
(About 2km from the parking lot to trailhead)

Duration About 2 hr 30 min
(About 40 minutes from the parking lot to trailhead)

TEL 0885-46-0111 (Kamikatsu Town Office Industrial Division)


One of Shikoku's most famous waterfalls

Todoroki Kujuku(99) Falls Kaiyo

轟九十九滝

Starting with the main waterfall known as Hon-Taki, visitors can follow a path past several surrounding falls. The distance from the Hon-Taki to the innermost Nabewari-no-Taki is about 1.5 km.

For details (→P.10)

Distance About 3 km

Duration About 2 hrs

TEL 0884-76-3050 (Kaiyo Town Tourism Association)


Gorgeous autumn foliage

Mt. Tsurugi

剣山

A lift operates from the base, and three routes lead from the upper lift station to the summit. The shortest route takes about 40 min. but is quite steep. The Otsurugi-Jinja Course, which takes around 1 hour, is recommended.

For details (→P.10)

Round Trip: From Nishijima Lift Station to Mt. Tsurugi summit

Distance About 2 km to 4 km

Duration About 1 hr 20 min to 2 hr 20 min
Lift operating season: Mid-April to late November

TEL 0883-62-2772 (Tsurugi Mountain Tourism Lift)

CHECK! Enjoy Golf in Tokushima!

Tokushima has 14 golf courses, including well-known championship courses. All offer beautiful, scenic settings for an enjoyable round.


At Sunpia Golf Club

Recommended Courses



SUNPIA GOLF CLUB Tokushima
サンピアゴルフクラブ

Featuring 18 flat holes set across gently rolling hills, this is one of Tokushima's premier golf clubs.

住 215-1 Azuma, Nyuta-cho, Tokushima City
TEL 088-644-1100



GRANDEE NARUTO GOLF CLUB 36 Naruto
グランディ鳴門 ゴルフクラブ36

This is the largest course in Shikoku and offers rounds with views of the Seto Inland Sea and surrounding mountains.

住 182 Okawasuji, Orino, Kitanada-cho, Naruto City TEL 088-682-0246



J Classic Golf Club Awa
Jクラシックゴルフクラブ

Supervised by Tokushima-born professional golfer Jumbo Ozaki, this tournament-level course is renowned for its exceptional quality.

住 176-1 Meigetsu, Akizuki, Donari-cho, Awa City TEL 088-695-5215

SUP

Stand Up Paddleboard

Experience SUP in water-rich Tokushima! From the Pacific Ocean in Kaiyo and the great Yoshino River to serene mountain dams, our diverse waters offer endless fun. With such abundant resources, Tokushima is the perfect destination for any paddler. Come and explore the beauty of our nature from the water!


Options range from single-rider boards to large BIG SUPs for groups.

HORIZON Naruto
HORIZON

Enjoy SUP and sea-kayak tours on the calm waters of Uchinoumi.

住 246-29 Kuroyama, Tosadomariura, Naruto-cho, Naruto City
TEL 090-3782-4250

Ocean


Surf Points in Kaiyo

Surfing

Tokushima's coastline offers many excellent surfing spots. Local surf shops also provide beginner-friendly lessons.

Two Major Surf SPOTS

1 Komatsu Coast Tokushima
小松海岸

Conveniently located near the city center, this area offers a variety of marine activities and is suitable for beginners.

2 Shishikui Coast Kaiyo
宍喰海岸

One of Japan's premier surfing spots, where professional competitions are also held. Suitable for beginners to advanced surfers.

River

Rafting

Oboke–Koboke is a renowned rafting destination where even world championships have been held. Experience thrilling runs through powerful rapids.


Descending rapids with drops of up to 2 meters

BIGSMILE Rafting Miyoshi
ビックスマイルラフティング

This rafting company operates along the Yoshino River and offers guided trips with an experienced instructor riding in each boat.

住 574 Okawamochi, Yamashiro-cho, Miyoshi City
TEL 0771-29-5370

Kayak

Kayak tours are held in the mild seasons of spring and autumn. Participants are taken to the day's best spot on the middle reaches of the Yoshino River.


Instruction is provided beforehand.

Trip -the river guide of Shikoku- Tsurugi
Trip 四国の川の案内人

Small-group tours are led by the guide couple, the Ushios, with stream-walking in the summer and mountain tours in the Mt. Tsurugi range in winter.

住 122 Kaizekawamukai, Sadamitsu, Tsurugi-cho
TEL 0883-68-8022

MEMO Mt. Tsurugi is Tokushima's most iconic peak. Standing at 1,955 m, it is the second-highest mountain in western Japan. It is also famed as a sacred mountain, with legends including tales of Solomon's treasure.

MEMO From northern areas such as Naruto and Tokushima City to southern towns known for rock fishing, like Minami, Mugi, and Kaiyo, many places along the coast offer excellent ocean fishing.

TOKUSHIMA PREFECTURE

2026

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ALL

Discover Tokushima

Packed with travel information from Tokushima Prefecture and the Tokushima Prefectural Tourism Association

WEST

NISHI-AWA

Mt. Tsurugi & Yoshino River Tourism Area

From activity reservations to information on dining, souvenirs, and accommodations

SOUTH

Minami Awa

Find activities, accommodations, dining, and events in this region known for its diverse natural features

EAST

East Tokushima

Featuring information on Naruto and other major sightseeing areas, along with culture, activities, and dining