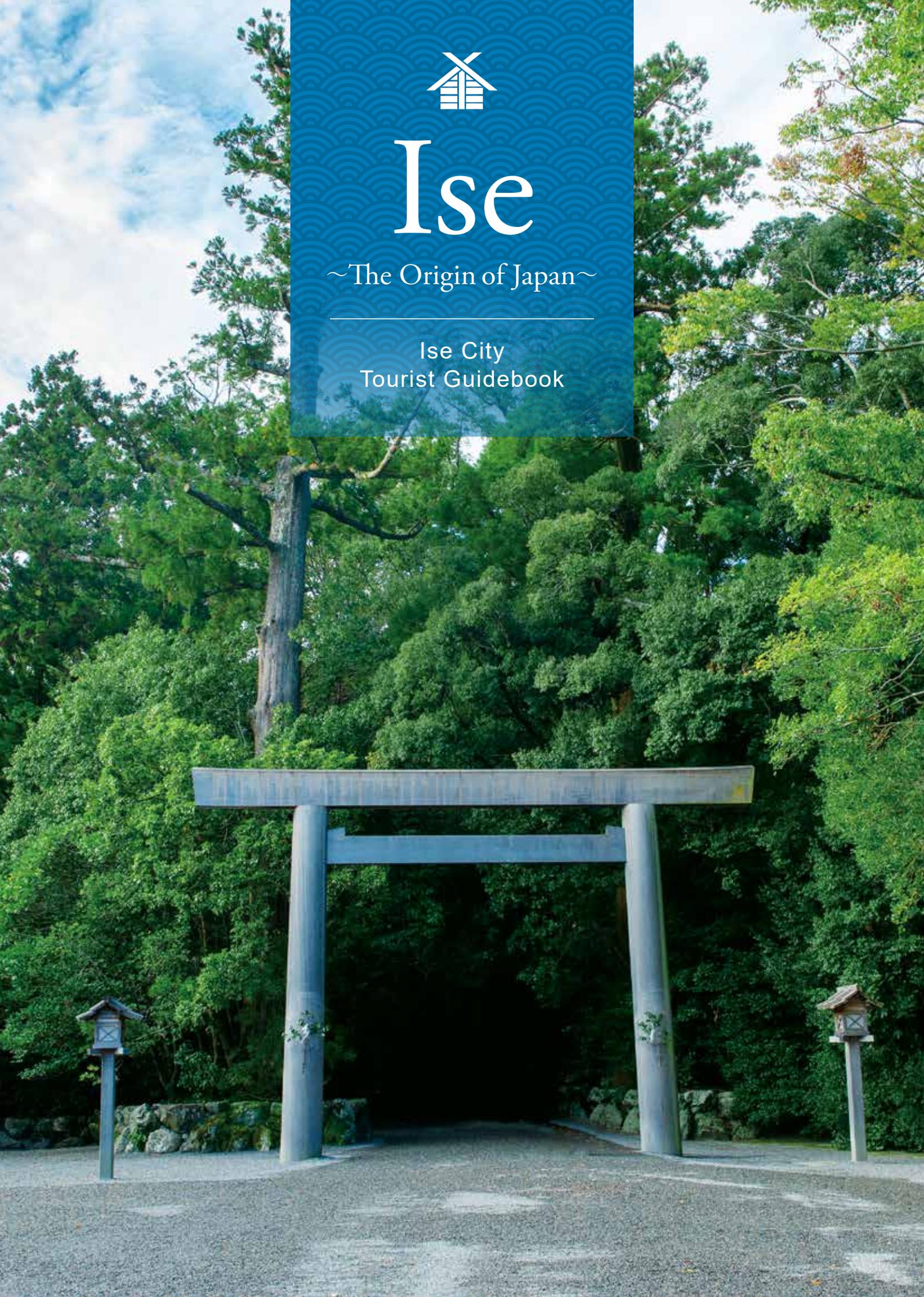




Ise

~The Origin of Japan~

Ise City
Tourist Guidebook



Welcome to Ise City

Where Myth and History Live Side-by-side

Ise City is located near the heart of the Japanese archipelago, rich with nature and boundless nourishment. It is the home to Ise Jingu, a Shinto shrine known as the spiritual home of the Japanese, and it is here that the stories of Japanese myth still live and breathe. Since ancient times, pilgrims have gathered here in Ise from across the country, interacting and exchanging ideas. In this way, Ise has served as a cultural crossroads, spreading a diverse array of ideas and beliefs closely tied to Japanese spirituality. Even today, the city remains a cultural touchstone for the people of Japan as the origin of Japan, and it welcomes eight million visitors every year.



Ise Jingu Naiku (Kotaijingu)

The people of Japan have been cultivating rice since before written history, so they understand the necessity of having fertile ground, moderate rainfall, and the gentle light of the sun. Within Ise Jingu's Naiku, or Inner Shrine, is enshrined the goddess Amaterasu-Omikami, the highest ranked *kami* – a type of deity – in the Japanese pantheon. Amaterasu-Omikami stands as goddess of the Sun, the source of all life. According to Japanese myth, Amaterasu-Omikami has been the ancestral *kami* of the Imperial Family for more than 120 generations of emperors and empresses, and she is worshipped as the guardian of the Japanese people. Here for 2,000 years people have been praying for a rich rice harvest, for peace across the land, and for the safety of the nation. The Naiku is inscribed on the hearts of the people of Japan as a sacred place to raise their voices in serene prayer. (See Area Guide on page 12.)



A sacred land for 2,000 years.
Praying to the *kami*
for peace in this land.

Shogu



Isuzugawa Mitarashi



Kaguraden



Kazahinomi-no-miya Bridge



Offering thanks and
prayers for the
blessings of nature.
Every day for 1,500 years
– without fail.

Shogu

Ise Jingu Geku (Toyo'uke-daijingu)

Toyo'uke-no-Omikami is the name of the *kami* worshipped here at Ise Jingu's Geku, or Outer Shrine. Toyo'uke-no-Omikami – the goddess of agriculture and industry – was enshrined here so she could offer food to Amaterasu-Omikami. Food is offered to the *kami* in rituals conducted at the Geku twice a day, in the morning and evening, with offerings including rice, dried skipjack tuna, fresh fish, seaweed, vegetables, fruits, salt, water and sake. Everything from the food to the dishes is made exclusively for the use of the *kami*, and the food is prepared using special fires and pure water drawn from the well located within the shrine. This ritual was begun when the Geku was first established around 1,500 years ago. Since then, it has been performed every single day without fail, through both war and natural disaster, out of gratitude for the blessings of nature being received and in prayer for the future survival of the people.

(See Area Guide on page 14.)



Shinto – the Home of the Japanese Soul

Arising from reverence and gratitude

The Shinto religion is native to Japan and has been passed down since time immemorial. Within its tenets lie many of the philosophies of the Japanese people. Shinto is not a monotheistic religion, and it has neither doctrine nor scripture. In Shinto, the *kami* are found within all things, from nature and natural phenomena to people's own ancestors. Shinto emerged from the ancient peoples' experiences with the natural world and their relationships with others – from their reverence of the power of nature, and from their gratitude for the blessings nature brings.

The *kami* also bring nature's fury

The *kami* born from nature are not always tranquil and serene. While the sun nurtures all life, it sometimes brings drought and famine. While the ocean was the cradle of life on Earth, it sometimes becomes enraged and strikes out with a tsunami, wreaking destruction. The Japanese people looked upon such events as resulting from the fury of the *kami*, and they worship those *kami* as *aramitama*, or wrathful spirits. People pray for blessings from the *kami*, and show their reverence of them, through regular festivals and ceremonies.

Yaoyorozu-no-kami – the infinite *kami* watching over Japan

In addition to the *kami* of nature, Shinto is home to a variety of other *kami*, including those responsible for clothing, food, and shelter; those who provide people with a livelihood; and those who gave birth to the country itself. Others enshrined as *kami* include historical figures who did great things for the country or their local region and the spirits of ancestors who watch over their descendants. The term *Yaoyorozu-no-kami* means literally "eight million gods", but it refers to the innumerable number of *kami* of Japan and perfectly captures the divine ideals of Japan.

Purify the body and mind before visiting the shrine

Kami are worshipped within the many shrines across Japan, all of which serve as centers of faith where believers can pray for continued health and express their gratitude to the particular *kami* enshrined there. The *kami* reside within mirrors, swords, stones, trees, waterfalls and more, and they abhor impurity and contamination. This is why shrines are protected by *torii*, gates that demarcate the boundary between the secular and sacred worlds, and why worshippers purify their hands and mouths at basins located at the entrances to shrine grounds.



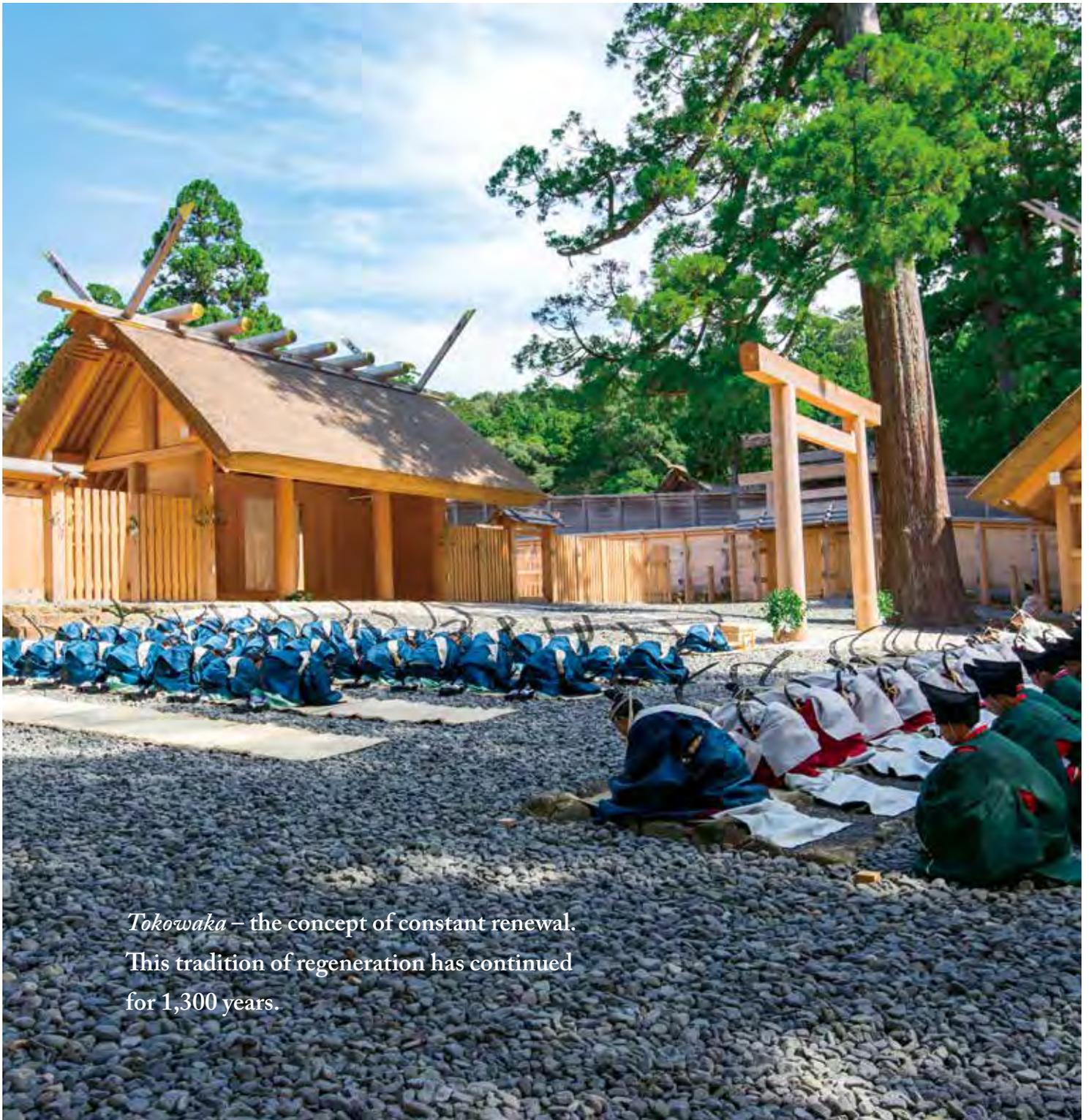
The Shoden and Kodenchi



Daini Torii



Shin'nomihashira-oiya at the Kodenchi, a structure protecting the sacred pillar



Tokowaka – the concept of constant renewal.
 This tradition of regeneration has continued
 for 1,300 years.

The *naiku bohei* ritual during the Shikinen Sengu

Shikinen Sengu

Every twenty years, the *kami* of Ise Jingu is transferred to a newly constructed shrine in a ritual called the *Shikinen Sengu*. The new shrine is built using traditional techniques, and the furnishings of the shrine are also made anew. This ensures that the shrine remains in a state of *tokowaka*, or eternal youth, thereby symbolizing people's hopes for the continued and perpetual existence of the *kami*, the people, and the nation. A great number of festivals are held and rituals are performed to prepare for the transfer of the *kami*. The people of Ise are at the heart of many of those lively events, including the *Okihiki* Festival, during which cypress logs are dragged through the city to the shrine. A large amount of cypress wood is required to reconstruct the main shrine building, but after the trees are harvested, seedlings are planted and are carefully nurtured for future harvest. Old timber is also reused in shrines and other places around Japan. In this way, the *Shikinen Sengu* also serves as a festival celebrating the regeneration of trees, and as a symbol of Japan's close connection to wood.



Start the new month with a pure heart.
Visit the neighborhood
around the *torii* monthly.



Tsuitachi Mairi

Tsuitachi Mairi is a custom at Ise Jingu that involves getting up early on the first day of the month to visit the shrine. Worshippers give thanks to the *kami* for keeping them healthy through the previous month and offer prayers for a similar outcome in the coming month. Many local customs from previous generations are still practiced in the modern day. One such custom involves visiting the shrine monthly to start the new month with a clean spiritual slate. Visitors are rewarded by being able to visit the shops in *okage-yokocho* – a side street located in the middle of the Oharai-machi around the gate to the Naiku – many of which open early in the morning on those days. Shrine visitors are welcomed with monthly special sweets, rice cakes, and bowls of rice porridge. It is a truly festive atmosphere. It is a testament to the symbiotic relationship between the city and the shrine, and to the hospitality of the community.

Where ancient travelers purified themselves, two rocks rise from the ocean. Thick ropes mark a sacred barrier and symbolize the bond of marriage.

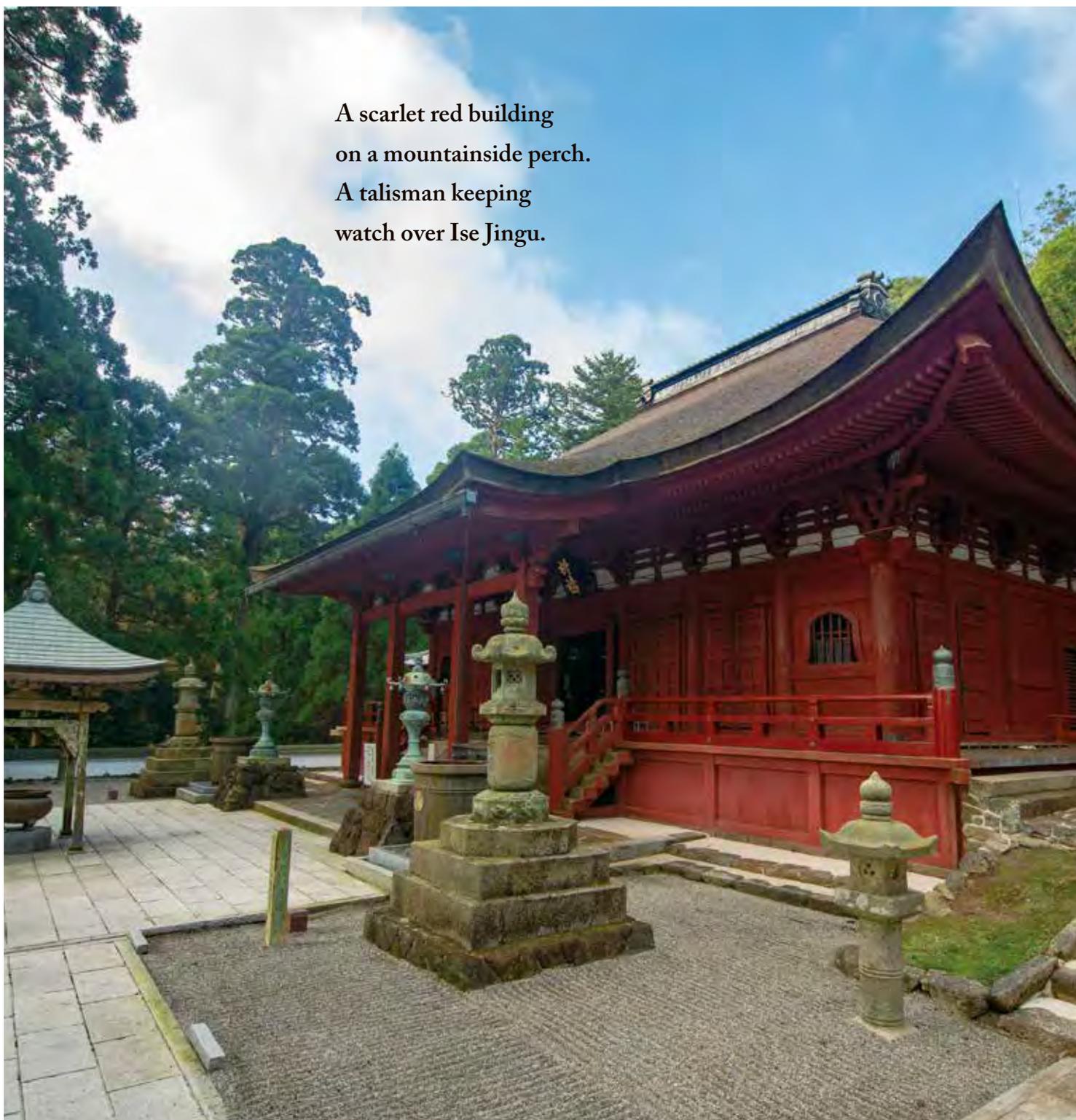


The Meoto Iwa (the married rocks) – Futami Okitama Shrine

Travelers making their way to Ise Jingu would gather here at Futamiura to purify themselves in the ocean waters before completing their pilgrimage. Futami Okitama Shrine is located on the eastern edge of the seashore here, and enshrined within is Sarutahiko-no-Okami, the *kami* of guidance. What makes the Futamiura landscape even more divine are two rocks – one smaller than the other – known as the Meoto Iwa. They are bound together by five intertwined ropes 10 centimeters thick and 35 meters long – creating a symbol of marriage. It also forms a *torii* for those worshipping the morning sun and a spirit stone called the *okitama shinseki* that lies below the surface of the bay, calming the waters. For approximately a month around the summer solstice, visitors can watch the sunrise from the waters beyond and between the two rocks. Similarly, the full moon can be seen to rise from between the rocks from October to January. Around the shore can be found a number of statues of frogs – the *futami kaeru* – which are said to serve as messengers to Sarutahiko-no-Okami.

(See Area Guide on page 18.)

A scarlet red building
on a mountainside perch.
A talisman keeping
watch over Ise Jingu.



Asamadake

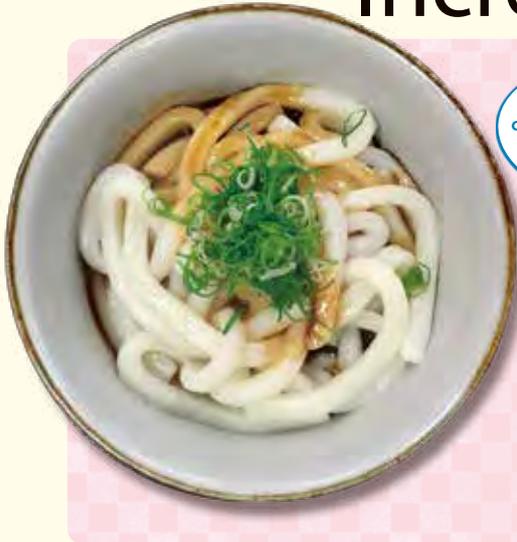
The ancient Japanese discipline of *onmyodo* taught that the northeast was the direction in which lay the origin of bad things. A Buddhist temple called Asamadake Kongoshoji lies to the northeast of Ise Jingu, which stands guard protecting the shrine from evil. It was once a custom among pilgrims to visit the temple after they prayed at the shrine. The scarlet-painted main hall and arched bridge stand in vivid yet dignified contrast to the green of the surrounding trees. Meanwhile, the observatory offers a view of Ise Bay, and on a clear day, the silhouette of Mount Fuji can be seen off in the distance. At the height of 555 meters, hikers can enjoy a pleasant climb from the foot of the mountain to both the temple and the summit. Get a reminder of your hike by sending yourself a postcard from the “post box in the sky” at the observatory of Iseshima Skyline near the top of the mountain.

(See Area Guide on page 20.)



Discover some culinary gems as you walk through the city.

Ise's Exquisite Cuisine and Incredible Souvenirs



Super-thick, chewy noodles coated in black sauce.

The soul food of Ise Ise Udon

Tamari partnered with *dashi* creates a black sauce with a huge impact. Traditionally served hot, but recently, chilled and other variations are also available at some restaurants.

Local cuisine from local fishermen Tekone-zushi

This traditional dish is made up of slices of freshly caught skipjack tuna marinated in soy sauce and paired with sushi rice. It is said the ingredients are heartily mixed together by hand.



Can also be made with Pacific bluefin tuna and other fish!

Eat in or get some as a gift?

Ise Gourmet Cuisine

Ise's cuisine is something that every visitor must experience, whether you try Ise udon, *tekone-zushi*, or the myriad array of other seafood available. All you need to do is figure out where to start!

Made with ingredients from the Ise-Shima region and the pure waters of the Miyagawa and Suzugawa rivers.

Local sweets, loved by locals

Panju

This baked snack is a cross between bread – or *pan* – and manju, a type of bun filled with a sweet bean paste. It is said to have been developed back in 1901. Alongside the classic *an* bean filling, green tea and other flavors are also available.



A dish from the staff meals Ama-tare Kara-age

The *tare* coating is made from traditional tamari, a type of soy sauce used in making Ise udon. This *kara-age* dish, essentially fried chicken, is born in Ise with a rich, mellow flavor.

Kushidango – another Ise favorite Mitsudango

Soft dumplings made of rice flour are coated in a sweet sauce reminiscent of days of old. Two sauces are available, one made from brown sugar, and one made from fine-grained *wasanbon* sugar, which has a subtle hint of sourness.



Appreciating the bounty of nature

Mikedon – a popular dish made near the Geku

Dondonbi which recreates the fires lit at the Geku on New Year's Eve and *Ise-chadon* with red snapper are the basics. In addition, each shop has its own original rice bowl dishes.



The culinary symbol of the Ise-Shima region Ise-ebi

Japanese spiny lobster is known as *Ise-ebi* here, and it symbolizes the true taste of Ise-Shima in autumn and winter. Can be eaten live, grilled, steamed, or in a variety of other ways, both Japanese-style and otherwise.



Worthy of a sacred offering Abalone

Abalone are harvested from spring to summer in the waters off Ise-Shima, and they are some of the area's most famous, and expensive, products. Gathered by the famous traditional *ama* divers of Toba and Shima.



Mie Prefecture – Japan's 3rd largest tea producer Ise Tea

Mie Prefecture stretches from north to south, and tea cultivation here takes advantage of the geographic characteristics of the region. The area is famous for its umami-laden *kabuse-cha*, *sencha*, and *fukamushi-sencha*.



A rare culinary tradition Same-no-tare

Dried shark or *same* is a local specialty that has been used for shrine offerings since ancient times. Available salted or with a sweet sake sauce flavor. Toast it lightly and eat.

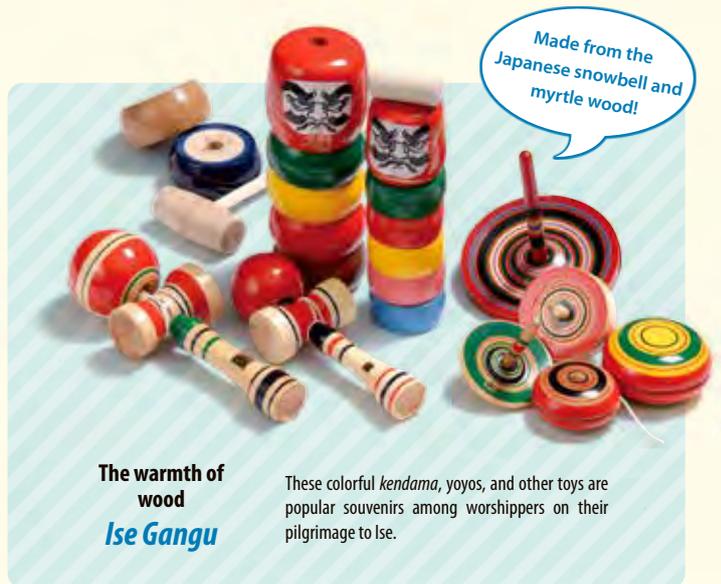
Explore Ise's rich selection of natural and historical products, from delicious seafood from local waters to traditional handicrafts made with heart.



Charming, colorful goods with modern designs

Traditional fabrics of Ise province
Ise Momen

Ise cotton products were once sold across the country by the merchants of Ise. Its soft touch and traditional colors, patterns, and textures were much loved.



Made from the Japanese snowbell and myrtle wood!

The warmth of wood
Ise Gangu

These colorful *kendama*, *yoyos*, and other toys are popular souvenirs among worshippers on their pilgrimage to Ise.

These items all contain within them the rich history and culture of the Ise area, and that essence can be felt the moment you take them in your hands. Pick up one of these unique souvenirs – a perfect reminder of your trip to Ise.

Beautiful traditional artisanship

Ise Souvenirs

Traditional Japanese paper used in the creation of shrine amulets
Ise Washi

This sacred paper has been used for more than 100 years for the creation of the shrine amulets known as *Jingu Taima*. Customers can also find products with more modern designs.




Wooden talismans that make the most of the grain
Ise Ittoori

These wooden sculptures were originally made by the carpenters of Ise Jingu, who used leftover wood from building the shrine structures to create carvings of the Seven Lucky Gods, the signs of the Chinese zodiac, and other figures.

A traditional craft revitalized at the turn of the 21st century
Ise Shunkei

This lacquerware native to Ise was first made during the Muromachi period, the era that spanned the mid-14th to late 16th centuries. They included rugged and convenient trays, nested-boxes, and other everyday items.




Delicate carvings of incredible workmanship
Ise Netsuke

These fasteners were designed to hang pillboxes and tobacco pouches from kimono belts. Made from the beautiful wood harvested from Japanese box trees grown on Mt. Asama.



Passing down the culture of the Geku
Ise Geku pilgrimage souvenirs

Creators in various disciplines give shape to their appreciation for the Geku. These unique souvenirs also pay respect to tradition.

Fresh and healthy vegetables and fruit
Ise produce loved by locals

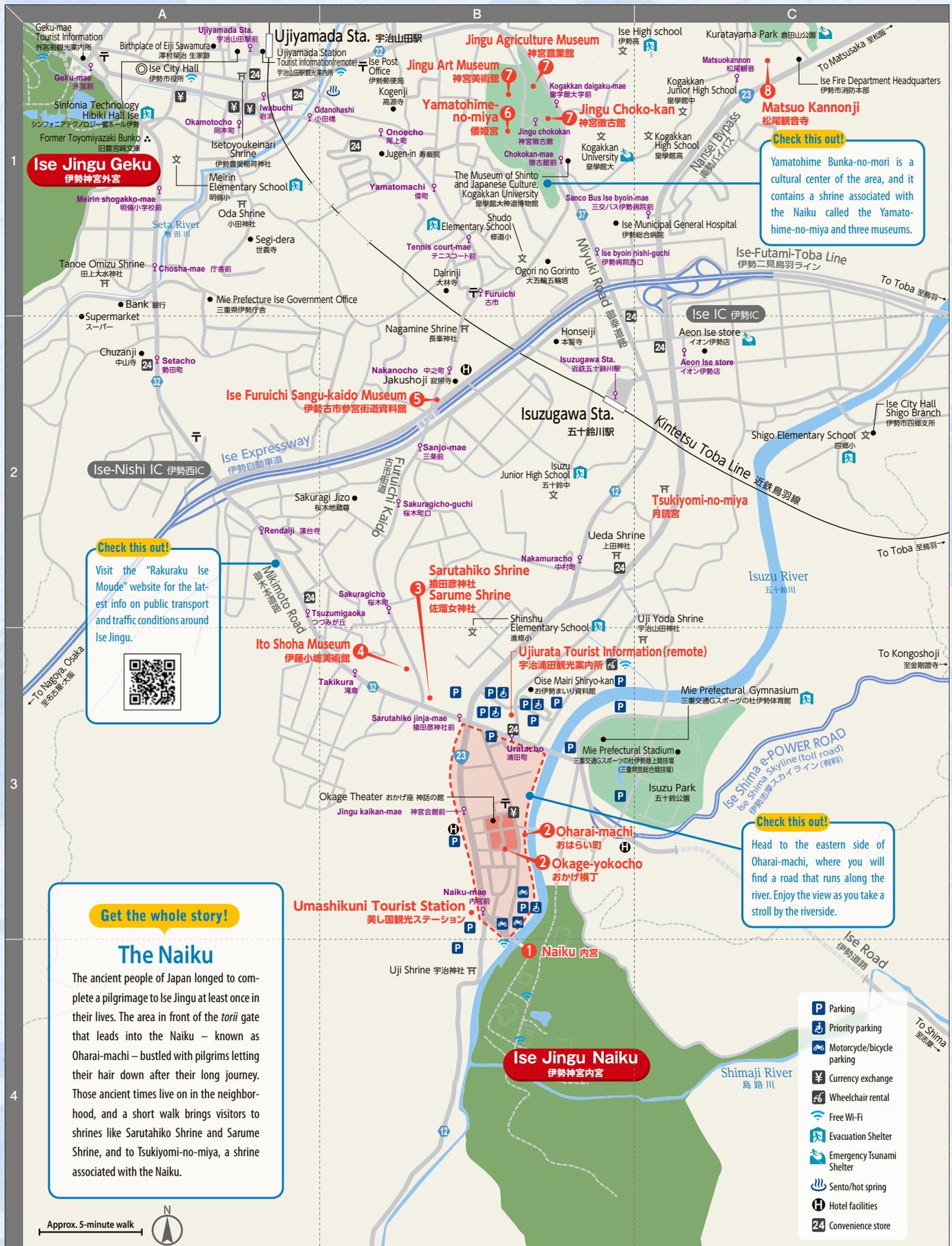
The warm climate, abundant rainfall and fertile ground of Ise allow for the cultivation of many agricultural products. Popular souvenirs include strawberries, mini-tomatoes, and *yokowa-imo*, a type of root vegetable with sticky texture and rich flavor. Rendaiji persimmons have been cultivated for around 300 years and are considered a natural treasure of the Ise area, marked by soft flesh and a mellow, melt-in-the-mouth sweetness.




Traditional sweets that make good emergency rations
Ise Shofuku Yokan

These snacks are storable for around five years, making them useful as emergency rations as well. They come in five package types displaying different cultural motifs from Ise.

Around the Naiku



Check this out!

Yamohime Bunka-no-mori is a cultural center of the area, and it contains a shrine associated with the Naiku called the Yamohime-no-miya and three museums.

Check this out!

Visit the "Rakuraku Ise Moude" website for the latest info on public transport and traffic conditions around Ise Jingu.



Get the whole story!

The Naiku

The ancient people of Japan longed to complete a pilgrimage to Ise Jingu at least once in their lives. The area in front of the torii gate that leads into the Naiku – known as Oharai-machi – bustled with pilgrims letting their hair down after their long journey. Those ancient times live on in the neighborhood, and a short walk brings visitors to shrines like Sarutahiko Shrine and Sarume Shrine, and to Tsukiyomi-no-miya, a shrine associated with the Naiku.

Check this out!

Head to the eastern side of Oharai-machi, where you will find a road that runs along the river. Enjoy the view as you take a stroll by the riverside.

- Parking
- Priority parking
- Motorcycle/bicycle parking
- Currency exchange
- Wheelchair rental
- Free Wi-Fi
- Evacuation Shelter
- Emergency Tsunami Shelter
- Sento/hot spring
- Hotel facilities
- Convenience store



1 Worshipping the patron *kami* of Japan Ise Jingu Naiku (Kotaijingu)

Ise Jingu is considered the home of the Japanese soul. Although it is officially entitled “Jingu”, Ise Jingu is actually made up of a total of 125 shrines. The Naiku is dedicated to the worship of Amaterasu-Omikami, traditionally considered to be an ancestor to the Imperial family. Tradition also tells us that the shrine was first founded on the banks of the Isuzugawa River in the year 4 B.C.

📍 1 Ujitaicho, Ise City **MAP** B-4 ☎ 0596-24-1111 (Shrine offices)
🕒 Jan–Apr 5AM–6PM, May–Aug 5AM–7PM, Sep 5AM–6PM Oct–Dec 5AM–5PM



2 Having fun after visiting the Naiku Oharai-machi & Okage-yokocho

Oharai-machi grew up outside the *torii* to the Naiku, and traditional architecture can be seen on the shops that line the stone-paved streets. Okage-yokocho lies in the heart of the neighborhood, and visitors to the area can enjoy watching drummers play *taiko*, see *kamishibai* performances, and more.

📍 Okage-yokocho Ujijimazaicho & Ujikanokiricho, Ise City **MAP** B-3
☎ 0596-23-8838 (Okage-yokocho General Information) 🕒 Opening times differ by shop



3 The *kami* who shows the way Sarutahiko Shrine & Sarume Shrine

In the Shinto religion, Sarutahiko-Okami was one of the first *kami* to appear in the universe, and he has come to be known as the *kami* of guidance – he who shows people the correct path to take. Sarume Shrine is the home of the *kami* of the arts and entertainment. Many visitors come here to pray for luck in finding a spouse, or to improve their skill at something they are learning.

📍 2-1-10 Ujijurata, Ise City **MAP** B-3 ☎ 0596-22-2554 🕒 Open to the public



4 An Ise artist of the Meiji Period Ito Shoha Museum

Come see the works of artist Ito Shoha (name in Japanese order), the woman who stood at the heart of the traditional painting style known as Kyoto *gadan* in the late 19th and early 20th centuries. The building was designed in the traditional Ise warehouse style, giving it a relaxed, tranquil feel.

📍 2-4-65 Ujijurata, Ise City **MAP** B-3 ☎ 0596-22-2554
🕒 9:30AM–4PM Closed Mondays and Tuesdays ¥ Adults: 300 yen



5 Experience the prosperity of the old market town Ise Furuichi Sangu-kaido Museum

The Furuichi neighborhood served as a place for Ise pilgrims to consume normal food again, and it was once home to one of the three biggest red-light districts in Japan. The Sangu-kaido is the road connecting the Geku and Naiku; this museum teaches visitors all about the history of the road and displays historical items and videos about the red-light district and Ise-style kabuki drama.

📍 69 Nakanochi, Ise City **MAP** B-2 ☎ 0596-22-8410
🕒 9AM–4:30PM Closed Mondays (or on the day following national holidays) ¥ Free admission



6 A Naiku-affiliated shrine to Yamatohime-no-mikoto Yamatohime-no-miya

Located on a hill that is home to a number of shrine museums. Enshrined within is the *kami* Yamatohime-no-mikoto, who tradition tells us was the daughter of Emperor Suinin, the 11th emperor of Japan. She is said to have founded Ise Jingu in the Ise area as a place to worship the goddess Amaterasu.

📍 5 Kusubecho, Ise City **MAP** B-1 ☎ 0596-24-1111 (Shrine offices)
🕒 Jan–Apr 5AM–6PM, May–Aug 5AM–7PM, Sep 5AM–6PM, Oct–Dec 5AM–5PM



7 Experience spiritual culture at the *Jingu* museums Jingu Choko-kan/Jingu Agriculture Museum/Jingu Art Museum

The Jingu museums are comprised of three separate facilities, including the artifact museum, a registered tangible cultural property of Japan. Learn about the history of Ise Jingu, and see exhibits of sacred garments and other treasures used during the *Shikinen Sengu* ritual. The uniquely designed buildings are another highlight of a visit here.

📍 1754-1 Kodakushimotocho, Ise City **MAP** B-1 ☎ 0596-22-1700 (Jingu Choko-kan/Agriculture Museum)
☎ 0596-22-5533 (Jingu Art Museum) 🕒 9AM–4PM Closed Thursdays ¥ Adult access to all three museums: 700 yen



8 Japan's oldest temple dedicated to warding off evil Matsuo Kannonji

This temple is said to have been founded during the Nara period by a Buddhist priest named Gyoki, and its connection to the legendary Dragon King is said to help visitors ward off evil, protect them from disaster, and help them find marriage. Popular souvenirs include Dragon King talismans and five-colored *ema* tablets painted with the character for “bond”.

📍 156-6 Kusubecho Matsuoyama, Ise City **MAP** C-1 ☎ 0596-22-2722 🕒 8AM–4PM



Ise Trivia Some interesting local tidbits



The 125 Shrines of Ise Jingu

The term Ise Jingu officially refers to 125 different shrines, from the Naiku and Geku to 14 affiliated shrines, 43 auxiliary shrines (*sessha*), 24 subordinate shrines (*massha*), and 42 local shrines (*shokansha*).

Shimenawa

Shimenawa are used to welcome the deity called Toshigami. They are typically displayed over the New Year holiday, before being removed after January 7 or 15 (depending on the regions). However, in the Ise-Shima area, in line with local tradition, they are displayed in home entrances year-round to pray for good health. Ise *shimenawa* are characterized by the left side of the rope being thicker than the rest.



*Holidays above generally omit year-end holidays, golden week, O-bon, and temporary closures.

Around the Geku



Check this out!
Takayanagi Shotengai is another shopping street that hosts a night market from June until early July on Saturdays and any day ending in "1, 6, 3, or 8."

Check this out!
Shimnichi Shotengai is a 570-meter-long covered shopping arcade that often is used as a shooting location for film and television shows in Japan.

Check this out!
Iseishi Station Baggage Storage and Ujijamada Station Baggage Delivery Counter offer a baggage delivery service to hotels. (Details on back cover.)

Get the whole story!

The Geku

In line with the Ise Jingu convention of having festivals start from the Geku, people on their pilgrimage to Ise also customarily visit the Geku before the Naiku. The *kami* revered at the Geku is also the *kami* of food, and over the years, the road that connects Iseishi Station with the shrine, called the Geku Sandō, has become packed with shops offering culinary delights. Visitors can also find souvenir shops and more.

Check this out!
This road is the shortest route between the Naiku and the Geku. It is named after Mikimoto Kokichi (name in Japanese order), the entrepreneur known as the father of the cultured pearl industry and who funded the road's construction.

Approx. 5-minute walk

- Parking
- Priority parking
- Motorcycle/bicycle parking
- Currency exchange
- Wheelchair rental
- Free Wi-Fi
- Convenience store
- Evacuation Shelter
- Emergency Tsunami Shelter
- Sento/hot spring
- Hotel facilities



1 Worshipping the *kami* of the necessities of life Ise Jingu Geku (Toyo'uke-daijingu)

Toyo'uke-no-Omikami is the *kami* of clothing, food, shelter, agriculture, and industry, and she is worshipped here at the Geku, known locally by the nickname *Geku-san*. After a seven-minute walk from Iseshi Station, visitors find the sacred *sando* surrounded by massive trees.

📍 279 Toyokawacho, Ise City **MAP** A-3 ☎ 0596-24-1111 (Shrine offices)
🕒 Jan–Apr 5AM–6PM, May–Aug 5AM–7PM, Sep 5AM–6PM, Oct–Dec 5AM–5PM



6 A Geku-affiliated shrine Tsukiyomi-no-miya

The *kami* enshrined here is Tsukiyomi-no-mikoto, a younger brother of Amaterasu-Omikami, the same as is worshipped at the Naiku-affiliated Tsukiyomi-no-miya. The holy area is surrounded by trees that are hundreds of years old, and visitors experience a sense of tranquility rarely found in an urban setting.

📍 1-3-19 Miyajiri, Ise City **MAP** A-2 ☎ 0596-24-1111 (Shrine offices)
🕒 Jan–Apr 5AM–6PM, May–Aug 5AM–7PM, Sep 5AM–6PM, Oct–Dec 5AM–5PM



2 Discover the history of the *Shikinen Sengu* Sengukan Museum

The *Shikinen Sengu* has been performed for 13 centuries, and the Sengukan Museum has a full-size model of the Geku's main shrine, exhibits describing the process through which sacred garments and other treasures used in the *Shikinen Sengu* are made, and a variety of other materials connected to the ritual.

📍 126-1 Toyokawacho Maeno, Ise City **MAP** A-3 ☎ 0596-22-6263
🕒 Entry 9AM–4PM (Exhibits close at 4:30PM) Closed second and fourth Tuesday of the month (or on the day following national holidays) ¥Adults:300yen



7 Learn the roots of traditional Ise washi Ise Washi-kan

This museum is found on the grounds of Taiho Washi Kogyo, the company that produces the traditional Japanese paper – or *washi* – used to make the sacred talismans offered by Ise Jingu. Visitors can see exhibits showing the tools used to make the traditional paper and can purchase various types of Ise *washi*.

📍 1-10-30 Ozeko, Ise City **MAP** A-2 ☎ 0596-28-2359
🕒 9:30AM–4:30PM Closed Weekends (Events held second Saturday of the month, reservations required.) ¥Free admission



3 The Entrance to Ise – Starting the pilgrimage from the Geku Geku-Sando

This *sando* – or approach road – stretches about 400 meters from Iseshi Station to the Geku. The road is lined with traditional hotels, restaurants, souvenir shops and more, and it was once known for being in the top three streets in Japan for the number of hotels built here. More dining establishments are operating into the night nowadays, and the *sando* continues to become more and more lively.

📍 Honmachi, Ise City **MAP** A-2 ☎ 0596-28-4933 (Ise Kikuichi – The Geku Sando Development Association)
🕒 Open year round *Each shop sets its own holidays.



8 A home that welcomed pilgrims Former residence of *Onshi* Maruoka Sodayu

Onshi was the name used to describe the people who provided lodgings and information to those visiting Ise on pilgrimage. There were once 800 *onshi* residences in the city, but this is the only one that remains. When open to the public, visitors can tour the inside of the residence and see various materials from the past.

📍 1-9-7 Miyamachi, Ise City **MAP** A-2 ☎ 0596-27-0455 (Takahashi)
🕒 Normally closed, but opens to public for events multiple times a year ¥Free admission when open



4 A famed baseball pitcher from Ise Birthplace of Eiji Sawamura & Zenryoku Ishi

Baseball pitcher Eiji Sawamura left his mark on Japanese baseball history. A stone monument inscribed with a quote by Sawamura was built near his birthplace in the Meirin Shotengai in 2017 to mark the 100th anniversary of his birth.

📍 1-11-14 Iwabuchi, Ise City **MAP** B-3
🕒 Open to the public



5 A nationally registered tangible cultural property Kintetsu Ujyamada Station

This station was established in 1931 as the terminal of the Sangu Express Electric Railway line to Ise, and the three-story structure is built of steel-reinforced concrete. It has a terracotta-style exterior, and the site is still home to a bus turntable and the old fire watch tower.

📍 2-1-43 Iwabuchi, Ise City **MAP** B-3 ☎ 0596-28-2767



Ise Trivia Some interesting local tidbits

How to purify your hands and pray to *kami*

Before entering the shrine grounds, visitors must cleanse themselves by washing their hands at the *temizuya*. First, take the ladle in the right hand and use it to pour water over the left hand. Then repeat the process with the opposite hand. Cup your left hand and fill it with water from the ladle, then rinse your mouth with the water, and wash your left hand again. Finally, clean the handle of the ladle by filling it, then holding it vertically to allow the water to pour out. When praying to *kami*, the formal custom is to bow twice, clap twice, then bow once again.



Shrine goods

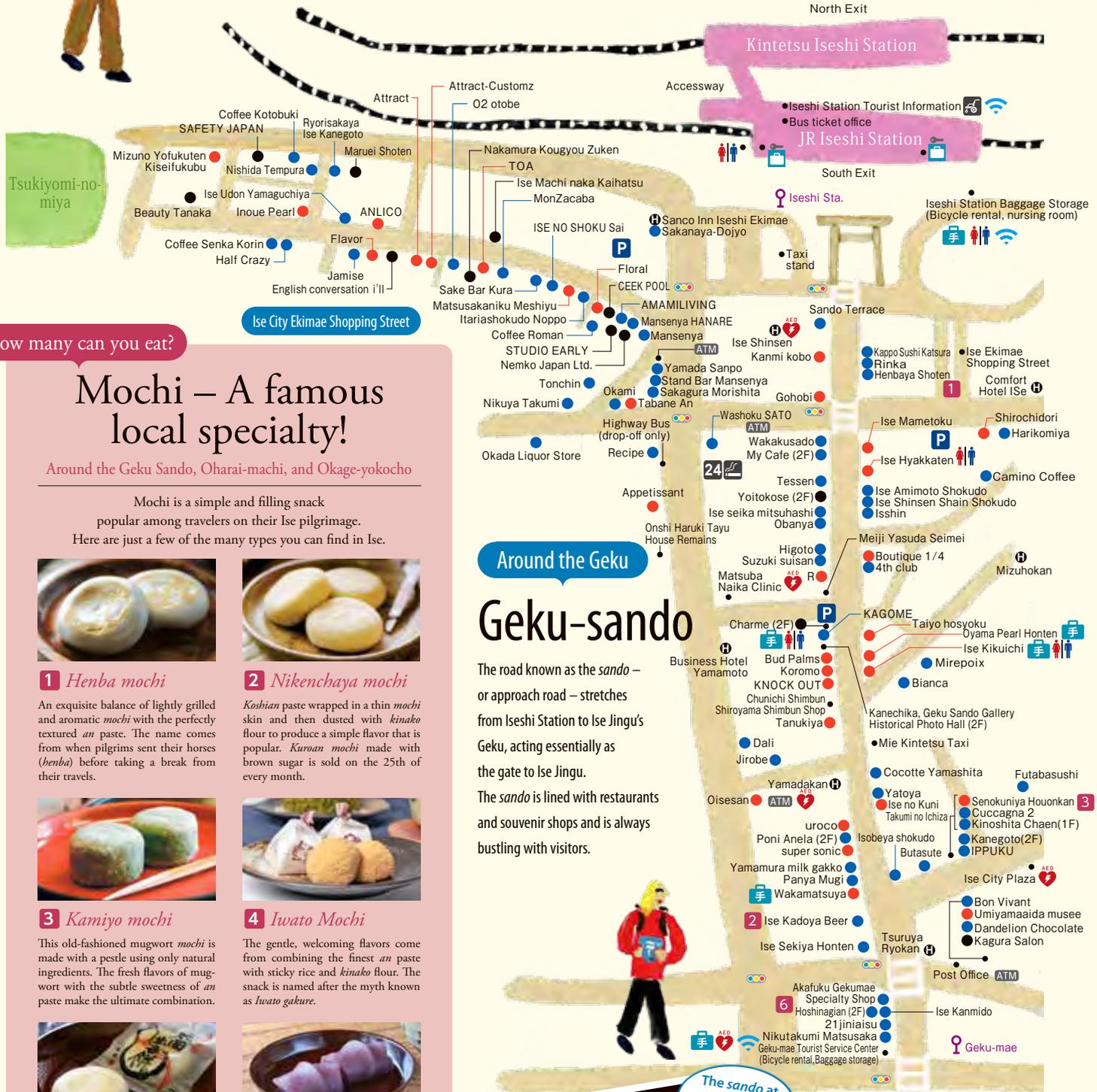
Ise Jingu is considered to be the most sacred of Japanese shrine complexes. Pilgrims purchase talismans and other items at shrines and display them in *kamidana* at their homes, with the items from Ise in the front, followed by items from the local *ujigami* shrines, then other shrines. Amulets and talismans can be purchased from the Naiku and Geku at their respective *kaguraden* facilities.

*Holidays above generally omit year-end holidays, golden week, O-bon, and temporary closures.

Eat, take photos, and enjoy a walk through town!

Sando Guide Map

The *sando* is packed with things to see, buy, and eat!



How many can you eat?

Mochi – A famous local specialty!

Around the Geku Sando, Oharai-machi, and Okage-yokocho

Mochi is a simple and filling snack popular among travelers on their Ise pilgrimage. Here are just a few of the many types you can find in Ise.



1 Henba mochi

An exquisite balance of lightly grilled and aromatic *mochi* with the perfectly textured *an* paste. The name comes from when pilgrims sent their horses (*henba*) before taking a break from their travels.



2 Nikenchaya mochi

Koshian paste wrapped in a thin *mochi* skin and then dusted with *kinako* flour to produce a simple flavor that is popular. *Kuroan mochi* made with brown sugar is sold on the 25th of every month.



3 Kamiyo mochi

This old-fashioned mugwort *mochi* is made with a pestle using only natural ingredients. The fresh flavors of mugwort with the subtle sweetness of *an* paste make the ultimate combination.



4 Iwato Mochi

The gentle, welcoming flavors come from combining the finest *an* paste with sticky rice and *kinako* flour. The snack is named after the myth known as *Iwato gakure*.



5 Taiko shusse mochi

The name comes from words of praise offered by Toyotomi Hideyoshi, a famous political figure in 16th century Japan. High-quality *an* is wrapped in freshly made *mochi*, and then each one is grilled by hand.



6 Akafuku mochi

This *an*-covered mochi sweet has been made for more than 300 years. Shaped to resemble the shallows of the Isuzu River, the three ridges in the paste represent the pure waters, while the mochi symbolizes the pebbles that lie on the river bed.

Around the Geku

Geku-sando

The road known as the *sando* – or approach road – stretches from Iseishi Station to Ise Jingu's Geku, acting essentially as the gate to Ise Jingu.

The *sando* is lined with restaurants and souvenir shops and is always bustling with visitors.



The *sando* at night is a must-see!



Ise Jingu Geku



Cuisine on the way



Croquettes

The perfect, easy-to-eat snack. Many glorious types available, including versions with Matsusaka beef and *Ise-ebi*, or spiny lobster.



Skewers

The rich variety of skewers include seafood, Matsusaka beef, Ise pork and other famous specialties of the Ise-Shima region.



Kamaboko

Hot and tender when fresh out of the oil! Experience delicious fish flavors the moment you place one in your mouth.



Nikuman

Steamed buns with delicious fillings of Matsusaka beef, Ise pork and more. A perfect snack for a chilly day!



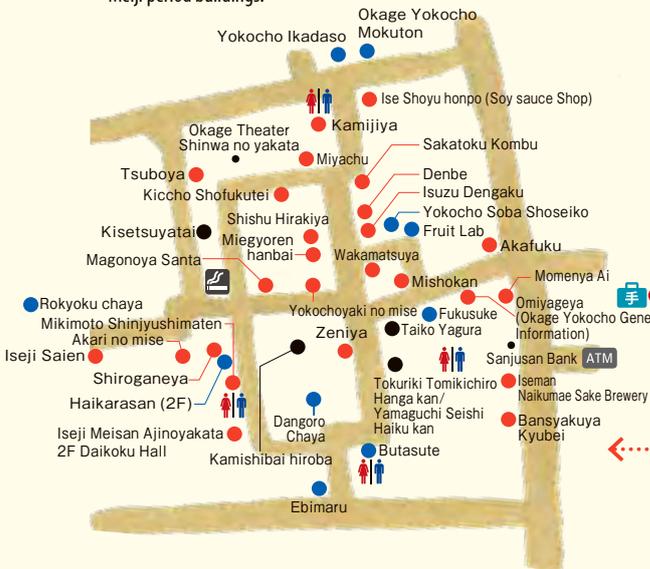
Soft ice cream

The classic summer snack. Try Japanese styles like Ise tea, tofu, and the rare Ise *tamari* soy sauce flavor too!

Around the Naiku

Okage-yokocho

Named after people's gratitude and appreciation – or *okage* – towards the shrine. Visitors get the genuine Ise experience in this neighborhood full of reconstructed and reproduced Edo and Meiji period buildings.



Check out Okage-yokocho!



The Okage-yokocho maneki-neko statues

Statuses of *maneki-neko* both large and small can be found scattered around Okage-yokocho. Every year, maneki-neko are brought from around Japan for a festival held in September.

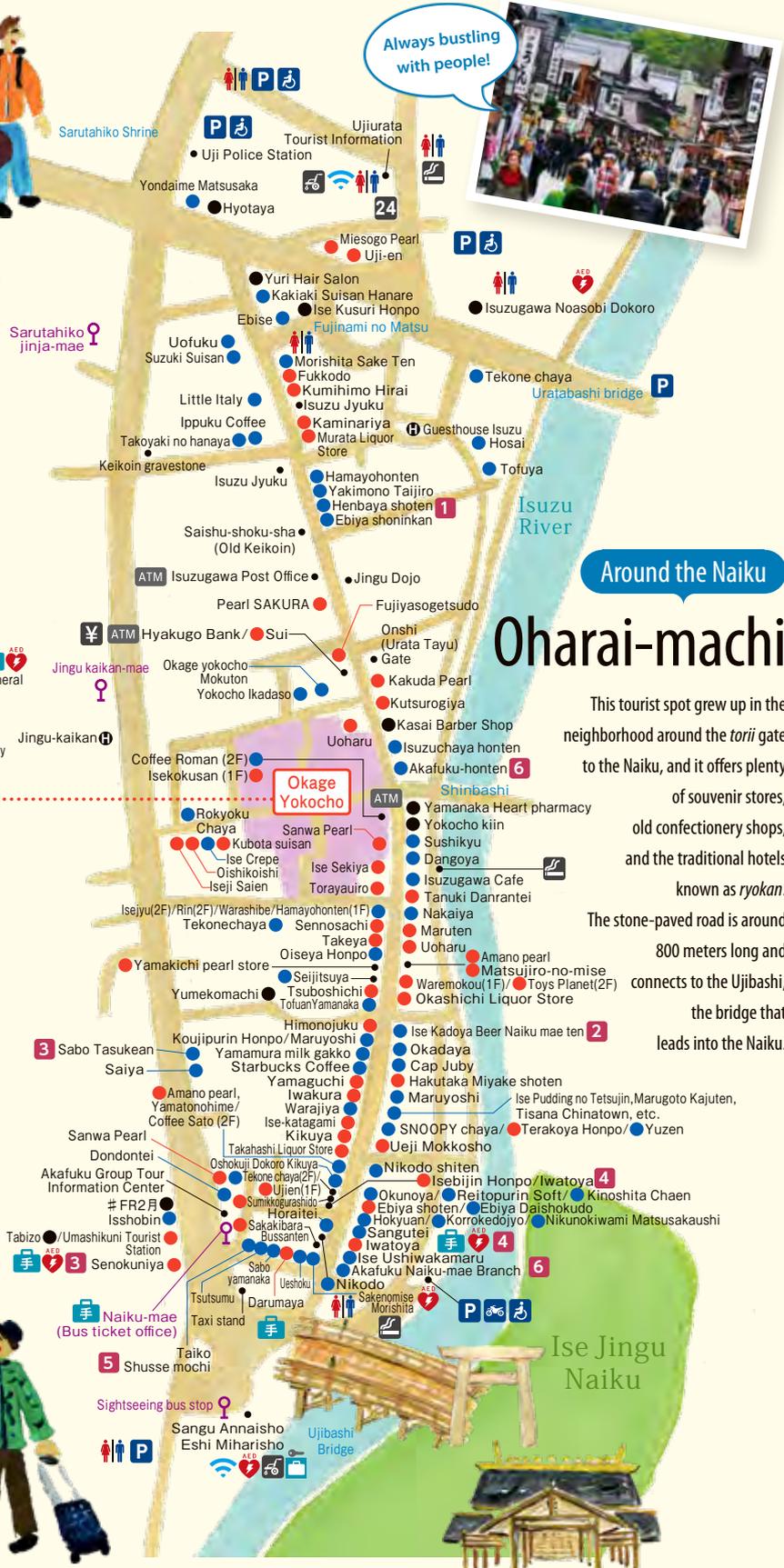
Kamishibai

People of all ages love to watch *kamishibai*, or "paper plays," and visitors can watch the nostalgic performances here in Okage-yokocho. (Plays are performed on weekends and over the New Year holidays.)

Shin'on Daiko

Drummers come from around the country to present performances in thanks for the divine blessings they receive. Performances are held in the Taiko Yagura in Okage-yokocho. (Performances held on weekends and over the New Year holidays.)

Icon Overview	Parking	24 Convenience store
● Souvenir shop	🚗 Priority parking	📶 Free Wi-Fi
● Restaurant	🏍️ Motorcycle/bicycle parking	🔒 Coin-operated lockers
🏠 Accommodations	💱 Currency exchange	🧳 Baggage Storage
● Other	♿ Wheelchair rental	🏧 ATM
🚻 Toilets	🚬 Smoking area	🚑 AED

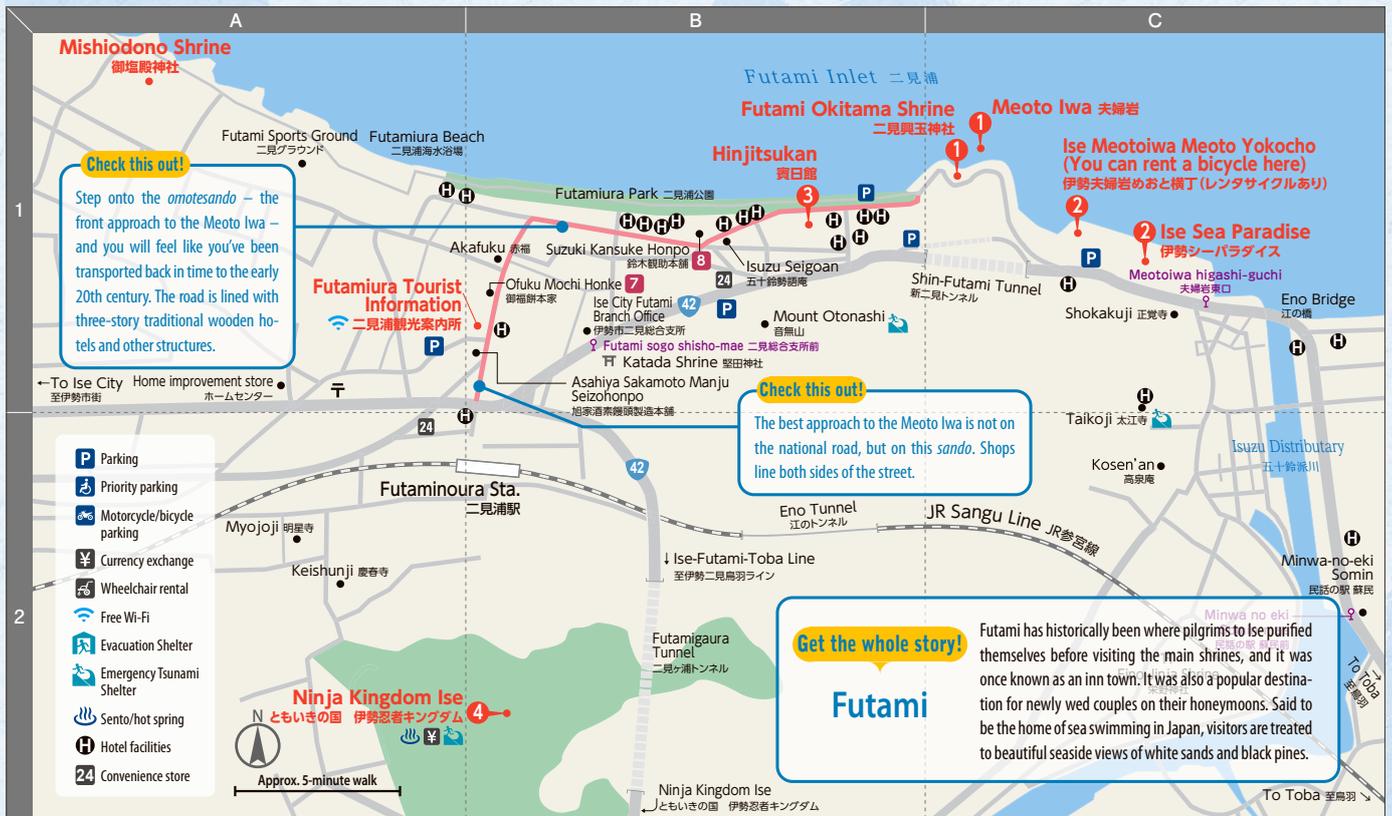


Around the Naiku

Oharai-machi

This tourist spot grew up in the neighborhood around the *torii* gate to the Naiku, and it offers plenty of souvenir stores, old confectionery shops, and the traditional hotels known as *ryokan*. The stone-paved road is around 800 meters long and connects to the Ujibashi, the bridge that leads into the Naiku.

The Futami Area



Area Guide The Futami Area



1 Futami – The gateway to Ise and the matchmaking town Meoto Iwa & Futami Okitama Shrine

Since ancient times, Ise pilgrims have purified their bodies in the waters off Futamiura, while the Meoto Iwa, tied together by a massive *shimenawa*, have served as a symbol of matchmaking. Depending on the weather, visitors can see Mt. Fuji as they watch the sunrise from between the rocks around the summer solstice.

575 Futamicho E, Ise City C-1 ☎ 0596-43-2020



3 A museum of beautiful, old-fashioned architectural design Hinjitsukan

This building is a nationally designated important cultural property. Visitors can see rooms where members of the Imperial family once stayed and examples of dignified traditional Japanese architecture. The Momoyama-style grand hall is laid with 120 *tatami* mats, with a stage and a coffered ceiling complete with chandeliers.

566-2 Futamicho Chaya, Ise City B-1 ☎ 0596-43-2003
 9AM–4:30PM Closed Tuesdays (or on the day following national holidays) ¥Adults: 310 yen



2 Get up close with sea creatures Ise Sea Paradise & Meoto Yokocho

The walrus show and other up-close shows are popular among visitors to this aquarium. The adjacent shopping mall is connected to the *sando* that leads to the Meoto Iwa, and shoppers can purchase pearls and other sea products harvested in local Ise-Shima waters.

580 Futamicho E, Ise City C-1 ☎ 0596-42-1760 (Ise Sea Paradise) 0596-43-1111 (Meoto Yokocho)
 9AM–5PM (Times change by season) ¥Adults: 2,100 yen (for aquarium)



4 Watch a period drama with ninjas and more Ninja Kingdom Ise

Visitors here will find a scale reproduction of Azuchi Castle – the castle that once belonged to Oda Nobunaga. Below it spreads a castle town that looks just like it would have in the past. Visitors can watch period plays and ninja shows, take part in ninja athletics, enjoy a meal, or go to the *onsen*.

1201-1 Futamicho Mitsui, Ise City B-2 ☎ 0596-43-2300
 9AM–5PM ¥Adults: 4,900 yen (Free entry after 5PM) *Hot spring access also available.



A famous local specialty!

Around Futami

How many can you eat?



7 Ofuku-mochi B-1
 This traditional mochi made with Japanese ingredients has been popular in the area since the Edo period.



8 Kuyachaya-mochi B-1
 A sweet Azuki bean paste jelly with a touch of salt. It goes very well with green tea.

The Kawasaki Area



- Parking
- Priority parking
- Motorcycle/bicycle parking
- Currency exchange
- Wheelchair rental
- Free Wi-Fi
- Evacuation Shelter
- Emergency Tsunami Shelter
- Sento/hot spring
- Hotel facilities
- Convenience store

Check this out!
This area is home to cafés and other shops built in renovated warehouses. A great place to wander as you shop.

Check this out!
Charter a wooden boat and experience a river pilgrimage! Contact: Kamiyashiro Minatomachi Saisei Group (0596-36-3755)

Get the whole story!
Kawasaki
Ise was packed with pilgrims during the Edo period, and this warehouse district grew as ocean transport increased. The streets on the left bank of the Seta River still appear as they did in the past. It has recently drawn attention for the stylish shops that are opening inside old renovated warehouses.

Area Guide **D** The Kawasaki Area



1 The warehouse neighborhood – Ise's kitchen Ise-Kawasaki Merchant Museum & Warehouses

This museum is in a renovated mid-Edo period sake wholesaler and shows visitors the history and culture of the merchant families of Kawasaki, which once flourished as “Ise’s kitchen”. The warehouses that line the Seta River are home to around 20 cafés, antique stores, and shops selling retro goods.

2-25-32 Kawasaki, Ise City **MAP** B-1 ☎ 0596-22-4810 ⌚ 9:30AM–5PM Closed Tuesdays (or on the day following national holidays) ¥ Adults: 350 yen (Ise-Kawasaki Merchant Museum)



2 Get hands-on experience at an old kamaboko shop Wakamatsuya – Hands-on kamaboko and chopstick making

Kawasaki is near Ise Jingu and is also the destination for much of the fresh seafood caught in the waters off Ise-Shima. This shop has been operating for more than 100 years, and here visitors can experience making their own traditional Ise-style kamaboko fish sausage. Visitors can also join a chopstick-making class which is offered to raise awareness about traditional Japanese food culture.

1-9-28 Kawasaki, Ise City **MAP** B-2 ☎ 0596-23-1721 ⌚ 10:00AM–6PM (Kawasaki location) ¥1,650 yen/person (kamaboko) 1,100 yen/person (chopsticks)



3 A bathing custom born in Ise Sento

It is said that Ise Yoichi (name in Japanese order) founded Japan's first *sento* public bathing house in Edo (the former name of Tokyo) after being inspired by the pilgrims purifying themselves in the waters off Futamiura. Many *sento* can still be found in the neighborhoods around Ise Jingu.

Throughout Ise City **MAP** B-1, B-2, etc.
 Depends on *sento*



4 Make kombu with the skill of an artisan Shave your own oboro kombu at Sakatoku Kombu

Kombu kelp is an essential part of Japanese cuisine. Here at this century-old *kombu* shop in Kawasaki, visitors can learn the artisanal techniques required to shave a piece of *oboro kombu*.

2-7-20 Jinkyu, Ise City **MAP** B-2 ☎ 0596-28-2068 ⌚ 8:30AM–6PM Closed Wednesdays *Except holidays and in December ¥ From 2,000 yen/person(1H)



Ise Trivia

Some interesting local tidbits

Ise Merchants

The greatest merchants of Edo-period Japan were said to come from Osaka, Omi, and here in Ise, and many of the major companies of today are connected to the Ise merchants of the past. Ise commerce developed at the port, the destination for goods being transported to Ise Jingu, and Japan's first paper banknotes were produced here during the Edo period.

*Holidays above generally omit year-end holidays, golden week, O-bon, and temporary closures.

The Asamayama Area



Area Guide E The Asamayama Area

Check this out!

Unseasoned hikers can expect to reach the observation area near the top of the mountain in around two hours. But be careful! There are no toilets between the start of the trail and the peak.

Parking	Currency exchange	Evacuation Shelter
Priority parking	Wheelchair rental	Emergency Tsunami Shelter
Motorcycle/bicycle parking	Free Wi-Fi	Hotel facilities

Get the whole story!

Mount Asama

At 555 meters, Mount Asama is the highest peak in Ise-Shima National Park. It was once considered sacred, and Kongoshoji, a Buddhist temple located on the mountain, was often the final destination for pilgrims to Ise Jingu. The observation area at the top of the mountain offers an incredible view of the surrounding area.

Check this out!

Take the Sangu Bus to Mount Asama!
Operates on weekends, holidays and during New Year's and O-on holidays. Five buses run a day.

Isuzugawa-ekimae	Uratacho	Ise-Shima Skyline	Kongoshoji	Sanjo Koen
Approx. 25 minutes				



1 The temple that protects Ise Jingu from Evil Kongoshoji & Okunoin

A line from a play called the *Ise ondo* says, "A pilgrimage to Ise without a visit to Asama is only half complete." Get a taste for the solemn atmosphere around the stupa on the *sando* to the Okunoin.

📍 548 Asamacho, Ise City **MAP** C-2 ☎ 0596-22-1710
🕒 9AM-3:45PM (Main temple hours) Open year-round



2 Captivating views from the peak Mt. Asama Mountaintop Observatory/ Footbath/Tenku-no-post

This scenic spot offers a view of Mt. Fuji on clear days. Hikers can take in the view of the Toba islands while enjoying a foot bath and can see the retro-style red "post box in the sky", the Tenku-no-post.

📍 185-3 Asamacho Nago, Ise City **MAP** C-2 ☎ 0596-22-1248
🕒 10AM-4PM (Foot baths) ♫ Adults: 100 yen (Foot baths)



3 Enjoy the scenery on the roads around Mt. Asama Ise Shima e-POWER ROAD (Ise-Shima Skyline)

The Ise-Shima Skyline stretches from Ise to Toba and offers incredible scenery throughout. Along the way, stop for a perfect view of Ise Bay. Crowds of people come on New Year's Day to watch the sun rise over the ocean.

📍 Asamacho, Ise City **MAP** A-2 ☎ 0596-22-1810 (Ise toll gate)
🕒 7AM-7PM *Changes by season
♫ Light, small and regular-sized vehicles: 1,270 yen



4 A hiking course with views aplenty Mt. Asama trailhead (Asama-takemichi)

Mt. Asama is 555 meters in height and the trail from the Deai-no-hiroba to the peak along Asama-takemichi is around 5.5 kilometers long, making this an easy hike even for beginners. From the peak, hikers can continue to Kongoshoji and the observation area. The trailhead is about a 10-minute walk from Asama Station.

📍 Asamacho, Ise City **MAP** B-2 🕒 N/A



Ise Trivia

Some interesting local tidbits

The Ise Ondo

This song is said to have come from a working song that spread nationwide in which participants call out "Yatokose, Yoiyana!" It is still sung at celebratory occasions.



Don't miss Ise's beautiful nature or amazing events!

Ise Throughout the Year

Ise is home not only to the ceremonies and rituals connected to Ise Jingu but also to a wealth of other fun events and festivities. Numerous spots are popular among flower lovers, so why not stop by to see what's in bloom while you're here?

Jingu Hono Grand Sumo

Late March to early April

A dedication ceremony held in the Naiku garden with a procession and rituals by top-ranked sumo wrestlers.



The 1,000-person yukata visit to Geku-san

August 1

A new summer custom that arose from the traditional pilgrimage conducted on the first day of the eighth month to pray for good health and a rich harvest.

Spring Ise-rakuichi Market

Mid-May

Open twice a year in Spring and Autumn, shoppers can pick up specialty goods from around the Ise-Shima area in this market in front of the Geku.



Ise Jingu National Dedicatory Fireworks Festival

Mid-July (Saturday of the three-day weekend with Marine Day)

Fireworks masters from around the country gather to light up the night sky with around 10,000 fireworks.



Hatsuhobiki

October 15 (Geku) & 16 (Naiku)

Coinciding with the Ise Jingu Kan'name ceremony, this ritual celebrates the first offering of the year's rice harvest.

Oise-san Marathon (Ise Half Marathon) – Mizuki Noguchi Cup

Early December

This popular race is held in the hometown of Mizuki Noguchi, gold medal winner in the women's marathon at the 2004 Athens Olympics.



Ise Matsuri

Second weekend of October

City residents take part in this procession of carriages hauling lumber, drummers, mikoshi, and parades. It is one of Ise's biggest festivals.



Ohinasama-meguri in Futami

Early February to early March

Around 6,000 hina dolls decorate the area around the Futami ryokan inn.

The Flowers of Ise



Cherry blossoms	Late March to mid-April	Miyagawatsutsumi Park, Isuzugawa River, Naiku Gardens, Miyuki Road, Mt. Otonashi, Yokowacho
Azalea	Late April to early May	Matsuo Kannonji, Iso Shrine, Asama Sanjo Koen
Wisteria	Late April to early May	Geku Magatamaike Pond, Taikoji
Rose	Mid to late May, Mid to late October	Jingu Rose Garden

Iris	Mid-May to mid-June	Geku Magatamaike Pond, Futami Shobu Roman-no-Mori
Water lily	Late June to August	Asamadake Kongoshoji
Autumn leaves	Early to late November	Naiku Gardens
Plum	Late February to late March	Garyubai Park, Rikyuin Park

Information

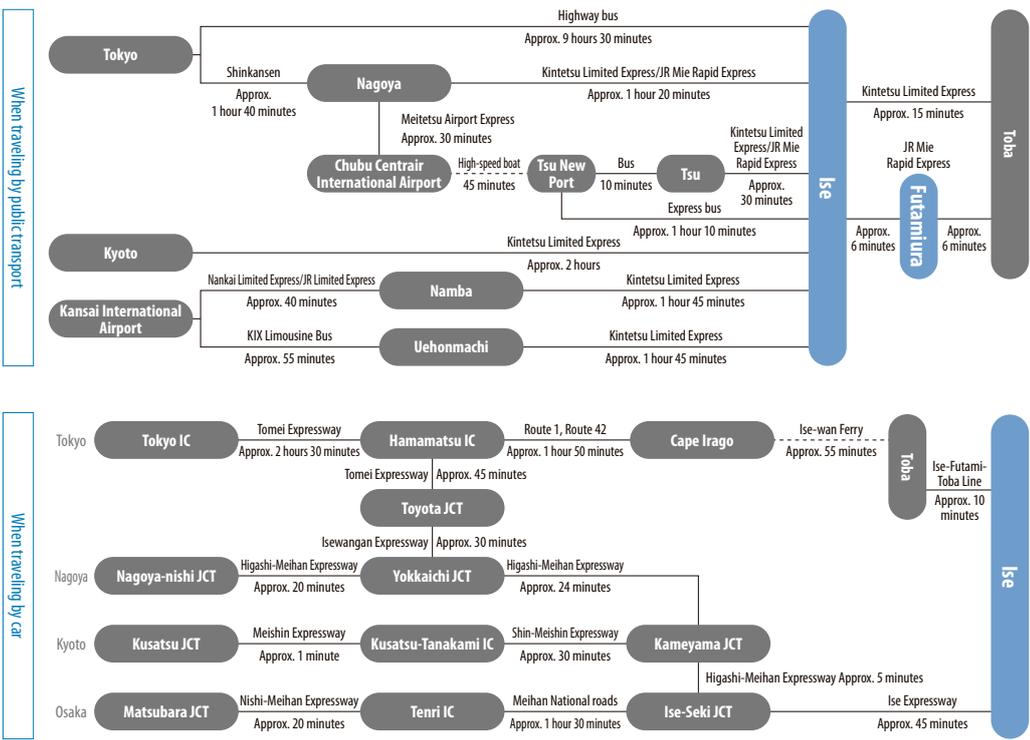
See the Access map for Ise and Transportation Quick Help Chart for info on how to travel around the city!



Information



Access Chart



Highway bus information

Mie Kotsu Sanco Reservation Center ☎ 059-229-5555

Ise → Yokohama → Tokyo		
Toba #2 Bus	Iseshi-ekimae	Yokohama Station East Exit Ikebukuro Station East Exit
Dep. 20:50	→	Arr. 06:15
Toba #4 Bus	Dep. 22:00	→ Arr. 05:50 → Arr. 07:06
Information: Mie area: 0596-25-7131		
Tokyo → Yokohama → Ise		
Ikebukuro Station East Exit	Yokohama Station East Exit	Iseshi-ekimae
Toba #1 Bus	Dep. 21:20	→ Arr. 06:55
Toba #3 Bus	Dep. 22:10	→ Arr. 23:45 → Arr. 07:30
Information: Tokyo area: 048-643-5520		

Aoki Bus ☎ 0598-49-7510

Ise → Tokyo	
Kintetsu Ujijamada Station	Tokyo
Dep. 20:25	→ Arr. 06:36
Tokyo → Ise	
Tokyo	Kintetsu Ujijamada Station
Dep. 22:40	→ Arr. 08:20

WILLER EXPRESS ☎ 0570-200-770

Ise → Tokyo → Yokohama		
Iseshi-ekimae	Shinjuku Station South Exit	Yokohama Station East Exit
Dep. 20:40	→ Arr. 05:40	→ Arr. 06:40
Saitama → Tokyo → Ise		
Omiya Station	Ikebukuro	Iseshi-ekimae
Dep. 20:25	→ Dep. 21:20	→ Arr. 06:55

Transportation Quick Help Chart

 On foot	 Car or taxi
 Kintetsu Limited Express	 Sanco Bus
 JR (Mie Rapid Express)	 CAN Bus

Visit the Rakuraku Ise Moude website at www.rakurakuise.jp for info on public transport access and parking around Ise Jingu.



*Times listed below are approximations and so should be used for reference only. For details, please contact the relevant transport provider.

*See page 20 for information on the Sango Bus between the Isuzugawa Station and the top of Mt. Asama.

Iseishi Station		Ugata Station		Toba Station		Mt. Asama Peak		Kawasaki		Futamiura		Naiku		Geku		Ujiyamada Station	
	38 min		23 min		30 min		20 min		30 min		7 min		15 min		25 min		10 min
	55 min		30 min		31 min		30 min		30 min		14 min		18 min		8 min		15 min
	45 min		30 min		30 min		30 min		30 min		14 min		15 min		10 min		5 min
	45 min		30 min		30 min		30 min		30 min		15 min		20 min		6 min		5 min
	30 min		50 min		20 min		20 min		30 min		17 min		30 min		25 min		10 min
<i>*By Ise-Shima Skyline</i>		<i>*By Ise-Shima Skyline</i>		<i>*By Ise-Shima Skyline</i>		<i>*By Ise-Shima Skyline</i>		<i>*By Ise-Shima Skyline</i>		<i>*By Ise-Shima Skyline</i>		<i>*By Ise-Shima Skyline</i>		<i>*By Ise-Shima Skyline</i>		<i>*By Ise-Shima Skyline</i>	
	9 min		58 min		31 min		30 min		30 min		17 min		30 min		8 min		15 min
	5 min		45 min		30 min		30 min		30 min		15 min		23 min		10 min		16 min
	15 min		45 min		30 min		30 min		30 min		15 min		20 min		10 min		10 min
	6 min		45 min		30 min		30 min		30 min		15 min		30 min		25 min		10 min
	2 min		59 min		30 min		30 min		30 min		15 min		30 min		8 min		5 min
	3 min		30 min		30 min		30 min		30 min		15 min		20 min		10 min		6 min
	2 min		30 min		30 min		30 min		30 min		15 min		20 min		10 min		5 min
	6 min		30 min		30 min		30 min		30 min		15 min		20 min		10 min		10 min
	1 min		35 min		10 min		10 min		10 min		5 min		15 min		5 min		5 min
	3 min		50 min		34 min		34 min		34 min		3 min		19 min		10 min		5 min
	3 min		50 min		60 min		60 min		60 min		3 min		10 min		10 min		5 min
	3 min		40 min		30 min		30 min		30 min		15 min		60 min		60 min		10 min
	2 min		40 min		30 min		30 min		30 min		15 min		60 min		60 min		10 min

If a large-scale disaster strikes Ise City...

1. First, find a safe place

- Large earthquakes can cause tsunamis to be generated. Evacuate to higher land or to a tsunami evacuation shelter. (Evacuation shelter locations can be found on the maps on pages 12, 14, 18, 19, and 20.)
- Obtain correct information, and stay in your hotel or at an evacuation shelter until the situation calms down.

2. How to obtain correct information

- Using a smartphone or other mobile device
 - ⇒ Visit the Ise City website for emergency info and a list of evacuation shelters. [Click](#) on the automatic translation buttons at the top of the page to display the content in English, Portuguese, Simplified Chinese, Traditional Chinese, Korean, German, Italian, French or Thai.
 - ⇒ Visit BOSAIMIE.jp for info on traffic, damages, and evacuation shelters. [Available in](#) Japanese, English, Portuguese, Simplified Chinese, Traditional Chinese, Korean, German, Italian, French or Thai.
- When no smartphone or other mobile device is available
 - ⇒ Information can be obtained at some convenience stores and gas stations displaying a "Disaster Return-Home Support Station" sticker, and at evacuation shelters and other sites.



Ise City website



BOSAIMIE.jp



Disaster Return-Home Support Stations stickers

3. How to let loved ones know you are safe

- A disaster message line is available by dialing "171".
- Visit the Disaster Message Board web 171 from your smartphone or other mobile device and leave a message there. [Site available in](#) English, Chinese, and Korean.



Disaster Message Board web 171

References

- Ise City broadcasts emergency information throughout the city on the municipal disaster management radio system (Japanese language only).
 - ⇒ If a large earthquake strikes, the broadcast will provide information on intensity and deliver warnings. Broadcasts will continue even if a tsunami advisory or tsunami warning is issued and if evacuation advisories or orders are issued due to tsunami or flooding damage. This information will be posted on the Ise City website, and machine-translations can be displayed English, Portuguese, Simplified Chinese, Traditional Chinese, Korean, German, Italian, French and Thai.
- Ise City sends out emergency information notices using the "Area Mail" system.
 - ⇒ Area Mail is used to deliver emergency civil protection information such as evacuation information, tsunami advisories, tsunami warnings, large-scale terrorist attacks, etc. This information is delivered to all compatible mobile devices in a specific area through the municipal disaster management radio system. (Japanese language only. As of March 2019, information is delivered to NTT Docomo, AU, and Softbank devices.)

Tour Guides and Omotenashi Helper

Oise-san Tour Guide Association

Volunteer guides provide tours of Ise Jingu's Naiku and Geku.
Price: Free *Guests are responsible for the 1,000-yen fee for transport required to get to the shrine and 1,000 yen for lunch when tours take place between 12PM and 1PM.
How to apply: Contact by fax or through the website at least seven days ahead of time.
Phone/Fax: 0596-23-3323 (Gekumae Tourist Information)

Oise-san Tour Guides

Certified guides provide various tours around the Ise Jingu area
Price: Naiku from 3,500 yen, Geku from 2,500 yen, and more
 *Depends on tour area and number of guests.
How to apply: Contact through the website, or by phone or fax at least three days ahead of time.
Phone: 0596-24-3501 (Umeshikuni Tourist Station)

Ise Omotenashi Helper

These helpers welcome pilgrims in wheelchairs and others requiring assistance in traversing stairs at Ise Jingu Naiku.
Price: From 5,000 yen *Depends on mobility and number of assistants required
 *Service not available on Thursdays
How to apply: Contact by email, phone, or fax at least seven days before planned visit.
Phone: 0599-21-0550 (Ise-Shima Barrier-Free Tour Center) **Fax:** 0599-21-0585 **Email:** iseshima@barifuri.com

Contact Numbers

Tourist Information Offices

Iseishi Station Tourist Information	0596-65-6091
Geku-mae Tourist Information	0596-23-3323
Futamiura Tourist Information	0596-43-2331

Other Tourism Associations

Ise City Tourist Association	0596-28-3705
Toba City Tourist Association	0599-25-3019
Shima City Tourist Association	0599-46-0570
Minami-ise Tourist Association	0599-66-1717
Iseshima Tourism & Convention Organization	0596-44-0800
Iseishi Station Baggage Storage	0596-65-6861

(See details on following page.)

For inquiries about information found in this pamphlet please contact:

Ise City Tourism PR Division 0596-21-5565
Ise City Tourism Association 0596-28-3705





Check these out!

Saiku Heian no Mori (Saiku remains)
ざいこう平安の杜 (斎宮跡)

This historical park has reproductions of 9th-century public office buildings.

Yamada Bugyosho Memorial Hall
山田奉行所記念館

The study and other parts have been restored, and exhibits include documents from the former magistrate's office.

Mikimoto Pearl Island

The island is home to a pearl museum, shops, and more.

Ise-Shima National Park

This national park spreads across the Shima Peninsula and four surrounding municipalities.

Check these out!

Ozaki Gakudo Memorial House
See historical exhibits about politician Yukio (aka Gakudo) Ozaki.

Rikyuin Park
This is where the Saio, unmarried imperial princesses, would stay when serving Ise Jingu.

Kumano Kodo Iseji
The pilgrimage road connecting two sacred sites, Ise Jingu and Kumano Sanzan.

Ama Huts
Have a meal while you listen to the stories of the ama divers.

Goza Shirahama Beach
Selected as one of the hundred best places to swim in Japan, the shallow waters at this beach seem to stretch out forever.

Yokoyama Tenku Café Terrace
Enjoy the view of Ago Bay from this observation deck/café.

Great for sightseeing! Rental Bicycles

Rates

- City cycles Up to 4 hours: 800 yen, More than 4 hours: 1,000 yen
- Electric assist bicycles Up to 4 hours: 1,500 yen, More than 4 hours: 2,000 yen
- Rental bicycle overnight fee 100 yen

*Please note that additional charges will be incurred if the bicycle is returned outside of hours. *Please contact each office for hours of operation and other details. (See page 23 for phone numbers) *Bicycles must be returned to the location from which they were borrowed. Please do not leave the bicycles in indiscriminate locations.

<https://ise-kanko.jp/StDocs/rentacycle/>

Deliver your bags to the hotel! Baggage Delivery Services

JR/Kintetsu Iseishi Station (on the JR side) Kintetsu Ujiyama Station Deposit

Deliver

Hotels and ryokan inns within the city limits of Ise, Toba, and Shima. Receive

JR/Kintetsu Toba Station Deposit

Deliver

JR/Kintetsu Iseishi Station (on the JR side) Receive

Baggage can be deposited and delivered for individuals staying at lodgings in the Ise, Toba, and Shima areas (excluding some outlying islands). Deliveries are scheduled to arrive by 5PM.

Baggage Desk:
Iseishi Station Baggage Storage (0596-65-6861)
Drop-off hours: From 9AM to 1:10PM (Or until 1PM at Ujiyama Station)
Fee: 1,150 yen per piece of baggage *As of February 2023

*Baggage can be deposited for safekeeping between 9AM and 5:30PM for 500 yen per item.

Baggage Desk:
Toba Station Baggage Delivery Counter (080-6698-9622)
Drop-off hours: From 9AM to 12:30PM
Pick-up hours: 2:30PM to 5:20PM
Fee: 930 yen per piece of baggage *As of January 2023

*Geku-mae Tourist Information also accepts baggage for safekeeping between 8:30AM and 4:30PM.