



# What kind of Young is Young Kihoku

Read this guide book to find out.

Only here, in all of Japan!? A guidebook with a fresh approach

## index



# They may look similar but P01 each one has unique characteristics

Introducing different ways to enjoy the World Heritage Site Kumano Kodo

## The best places P03 to escape the crowds

Rich nature and stunning views

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A selection of festivals and events held throughout the year

## There isn't much here but there is history

Lots of historical places other than the Kumano Kodo

It's not just the hot springs-P09
The hospitality
is also warm

Hot springs and accommodation

## No arrangement! Naturally! P11 delicious

Kihoku souvenirs to eat and buy

Better than the world's p13 top roller coaster
Thrills and excitement!

Activities in the heart of nature

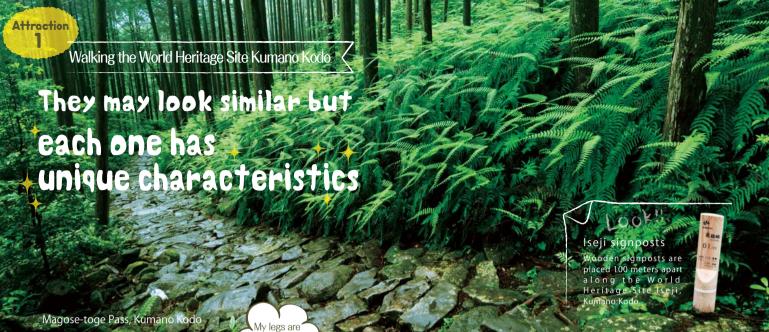


Sports training camp system

# A day in Kihoku

Enjoy the morning, afternoon and evening

Kihoku Town Map P19



Find the part of the Kodo which suits you ♪

Introducing different ways to enjoy the routes

short, so it takes me double the time!



Walking the stone-paved path



The pass features beautiful stone paving. The stone-paved path is very close to the starting point along the national route, so it is recommended for people who want to experience the atmosphere of the Kodo with ease.

Altitude Required time Distance

325m 2hours 30minutes Approximately 6.5km

Viewing Kii-no-Matsushima



Two roads cross, surrounding the open space of Haiikami Sakura Hiroba, so it is convenient for visitors traveling by car. The pass offers sweeping views of the beautiful group of islands called Kii-no-Matsushima.

Altitude Required time Distance

147m 2hours 40minutes Approximately 8.4km

Walking through a beautiful forest tunnel



The pass is at a low altitude, so it is comparatively easy to enjoy. The large wooden Kumagaya Bridge is one of the highlights.

113m

45 minutes

Approximately 1.5km

Iseji is a route which connects Ise-jingu Shrine to the Three Grand Shrines of Kumano. In the Edo period, making a pilgrimage to these shrines was so popular that the line of pilgrims walking along the route was likened to a trail of ants. After praying at Ise, they took the Iseji route to the Kumano shrines.



For those who don't want to climb

Nisaka-toge Pass

are beautiful

If you enter from the Umegatani direction. the path slopes downward. There are many kinds of trees, so you can enjoy different scenery throughout the seasons.

Altitude Required time Distance

241m 2hours 30minutes Approximately 8km



## Taking the zigzag path

## Tsuzurato-toge Pass

This pass once marked the border between Ise Province and Kii Province. It features grand views of the Kumano Sea and a zigzag path. Altitude Required time

357m 3hours 30minutes Approximately 9km

### Double the fun on the Kumano Kodo Walk with a guide

You might get to hear interesting stories about things you otherwise wouldn't have known, such as the local history and way of life in the past! Discover new attractions and immerse yourself in history as you

Inquiries: Guide request reception desk Higashikishu Chiikishinko Kousha

(Kumano Kodo Street guide club secretariat) Kinan Office Tel. 0597-89-6172 Fax. 0597-89-6184



Have the magnificent nature all to yourself

## The best places to escape the crowds

So many soothing, wide open spaces.





FSC stands for Forest Stewardship Council. Its international head office is based in Bonn, Germany. In order to conserve the world's forests, it has established standards related to appropriate forest management, and certifies forests deemed to conform to those standards.



One of Japan's clearest streams

It is called the River of Miracles!

Choshi River

You can see fish without diving underwater! What's more, you can see the riverbed which is at a depth of three meters! The estuary marks the boundary between fresh water and sea water. You can see the sea water at the bottom and the fresh water at the top moving to and fro.





Shimogouchi

Shimogouchi boasts satoyama village scenery, which is rare nowadays. The Kihoku Satoyama Taiken Shogakko group conducts its experience and exchange activities here. On the second Saturday of every month, a farm restaurant is opened at Sobakura Asahiya. It provides a place to relax in the midst of nature while chatting with the local senior residents.



The first forest in Japan to acquire FSC certification

08 FSC Forest MAP C-4

A bright and beautiful forest. It is well-maintained, with neatly trimmed Japanese cypress trees, so it is full of light. It also contains the Machikado Museum, so you can take your time and enjoy your visit to the forest.



Islands floating in the sea



Kii-no-Matsushima

The sight of islands of various sizes floating in the Kumano Sea is so beautiful that the spot is called Kii-no-Matsushima. You can view the islands from the Mt. Takatsuka observation platform (MAP D-4) and Hajikami-toge Pass (MAP C-4).



## Festivals and events to enjoy

# Don't just watch Join in and have fun

There are many events you can participate in, including the Kil Lantern Festival, which features large lanterns made by the loca the Kihoku Summer Festival KODŌ, known for its heated raft race across the sea



**Attraction** 



If you are interested, contact the Kihoku Town Tourist Association



Kihoku Lantern Festival



A romantic river of light carrying lanterns full of wishes

## Kihoku Tanabata Monogatari

Period 1st Saturday in July MAP A-6



Touch the bonito, pick up the

Funa Danjiri

lucky candy and double your luck

A daring parade with a ship weighing one ton

## Sekifune Festiva

pray for large fish hauls and safety at sea. The

Period 3rd Sunday in October MAP B-6

A contest of giant lanterns and fireworks Launching everyone's hopes

## Kihoku Lantern Festival

The lantern and colorful firework contest is not to be missed. the festival being called the "Nebuta of the sea"



Period Saturday at the end of July MAP F-2





Period Mid-January MAP E-2



One of Japan's largest raft races on the sea!

## Kihoku Summer Festival KODO

Period Saturday at the end of July or in early August



The dancing and costume parade is so much fun!

## Tanemaki Gonbei Festival

Period Vernal Equinox Day MAP A-6







## Daisho-ji Temple / Lattice picture ceiling

The Ohara Fudomyo-o-zo statue, Fudo-do Hall and the lattice picture ceiling are designated cultural properties of the town.

The temple was built in 1657. It is said that the main statue Fudomyo-o-zo may have been made by Kobo Daishi. In the late Edo period, a lattice picture ceiling containing richly colored votive pictures of 100 great poets was created as an offering. If you lie on the tatami mats and look up, you will be drawn into that world.



🕻 Illusive temple of the Saigoku Kannon Pilgrimage

## Entsukaku seikannon-do



The Entsukakusei Kannon-do statue and temple gong are designated cultural properties of the town. Originally, the deity was meant to be one of the thirty-three Kannon of the Saigoku Pilgrimage. As it overslept and was late attending the meeting where the pilgrimage numbers were assigned, it came to be known as Asane Kannon, or the late rising Kannon.



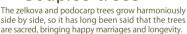
## Nagashima Shrine/ Giant camphor tree

The shrine forest is a designated Natural Monument of Mie Prefecture. In the forest is a giant camphor tree, which is said to be around 1,000 years old and have a height of about 28 meters. If you look at the trunk of the giant tree, it is said the image of an unborn child will appear.



Pray as a couple at the sacred trees existing harmoniously

## Nigo Shrine/ Couples' trees





(Improve your luck in competition!

## Toyoura Shrine/ Prunus zippeliana tree

A historic shrine, which is dedicated to the 14th emperor Chuai, son of Yamato Takeru. There is a prunus zippeliana tree, and it is said to bring luck in competition



One of Mie Prefecture's largest Japanese gardens

## Tanemaki Gonbei no Sato



A Japanese garden centered on the folksong about the brave Tanemaki Gonbei, which is passed down in Kihoku. Opening times: 9:00am-5:00pm Admission: Free Closing days:Mondays, national holidays (except for March to May and September to October), December 29th to January 3rd.



Bathing in the thick hot water feels so good!

## 

This hot spring is located in a guesthouse area by the sea, and has a warming wooded feel. It is a day visit hot spring, which is used by locals on a daily basis. In the surrounding area, you can enjoy fishing, bathing, mandarin orange picking and walking along the Kumano Kodo. There is also a hot spring stand which sells 30 liters for 100 yen.

Bathing fees: Adults: 510 yen (people 65 or over: 410 yen), children: 300 yen Opening times: 10:00am - 9:00pm \*Admission until one hour before closing time Closing days:Open all year round. Open from 1:00pm on the 4th Wednesday of the month Tel 0597-49-3080

At guesthouses, hotels and ryokan

## you can eat tasty cuisine made with local ingredients



The fish market in Kihoku sells a large variety of fish. At the guesthouses, hotels and ryokan you can find rare kinds of seafood not sold in supermarkets. Enjoy the cuisine and hospitality offered by each establishment!

### Guesthouse, hotel and ryokan index

	V	(/	Area code: 0	rea code: 0597)		
Region	Location	Name	Tel	Capa city		
M i u r a	MAP D-3	ryokan Misuzu	49-3031	16		
D o z e	MAP D-3	guesthouse Azuma	49-3122	30		
	MAP D-3	guesthouse Outani	49-3433	22		
	MAP D-3	ryokan Mutsumi Ryokan	49-3030	10		
s F a u t r o u	MAP E-3	guesthouse Mihama	49-3310	20		
	MAP E-3	guesthouse Minoshima	49-3630	45		
	MAP E-3	guesthouse Unabara	49-3123	15		
	MAP E-3	guesthouse Sazanami	49-3202	20		
	MAP E-3	<b>guesthouse</b> Kii-No-Matsushima	49-3048	45		
	MAP E-3	guesthouse Momotaro	49-3217	28		
	MAP E-3	guesthouse Hamakaze	49-3436	40		
	MAP E-3	guesthouse Araragimaru	49-3446	9		
K a i n o	MAP E-3	guesthouse Kitomaru	47-2164	15		
	MAP E-3	ryokan Kinokuni	47-4023	30		

Region	Location	Name	Tel	Capa city
NH ai gg aa ss	MAP F-2	guesthouse Ichiei	47-2656	21
h h i i m a	MAP F-2	Hotel Tokinoza	46-2111	218
b S a h r i a m a	MAP E-1	ryokan Arikujiso	47-2661	10
A g a	MAP B-5	ryokan Ribon Ryokan	32-0242	20
	MAP B-6	hotel Business Hotel Shin	32-0118	13
	MAP B-5	guesthouse Hiromi	32-0775	12
W a t a r	MAP B-5	ryokan & Lodge Sansui	32-0573	35
	MAP B-5	guesthouse Sasaki	32-1681	20
u Y r a a g u c h i	MAP C-5	guesthouse Green Pia 👺 Genzaemon	39-0770	17
k S a h t i s m	MAP D-5	ryokan 👺 Ryokan Boyo	39-0116	15
u a u r a	MAP D-5	ryokan Mishimaya Ryokan	39-0018	10
		misming a nyonan		

There are many

establishments

boasting tasty

cuisine!

(Area code: 0597)

Pets are welcome

(Please contact each establishment for details)

Camp sites/simple accommodation facilities

(Area code: 0597)

Region	Loca tion	Name	Tel	Capa city
Higashi Nagashima	MAP F-2	MAC Magotaro Auto Camp	47-5371	480
Furusato	MAP E-3	Kii-Nagashima Hiike Kaigan Auto Camp Site * Open: Mid-April - Mid-October	49-3732	120
Bin-no- yama	MAP A-6	Camp inn Miyama	33-0077	437
Shima katsuura	· · · · · · · · · · · · · · · · · · ·		32-1661	50

Full of the blessings of nature! Specialties & souvenirs

## No arrangement Naturally

delicious Tasty with just salt and soy sauce because the

ingredients are good!





### Season: October - end of April (Differs depending on the location)

The name has strong associations with Ise-Shima, but Kihoku boasts one of Mie Prefecture's largest Ise ebi hauls. It is one of the main kinds of seafood served in Kihoku in



### Watari oyster

### Season: November to around March

As the oysters are cultivated in a brackish water lake, the salinity concentration is controlled to the limit. They don't have the characteristic smell of oysters, and the flesh is yellow and sweet. As the amount cultivated is limited, they are also called "rare oysters"

### Seaweed

### Season: All year round (Differs depending on the type)

Many kinds of seaweed grow in the rich sea, including hijiki, wakame, arame, hirome and aosa. A 100% locally grown ingredient, which is the pride of Kihoku.



## Ocean sunfish

The Ocean sunfish is a fish of Kihoku. The town has long had the custom of eating the fish, which has a texture similar to chicken tenderloin.

Season: All year round

### Bonito

Bonito is landed fresh, not frozen. Around May, you can sample the fresh taste of "Higaeri katsuo" (Same day bonito), which is bonito straight from the sea!



Season: March to around June



Season: February to around May

## Japanese amberjack

Shimakatsuura, one of Kishu's three main amberjack fishing grounds, is in Kihoku. As large numbers are caught around the spring equinox, the fish is also known as "Higan buri", or Equinox amberjack.

## ook!

If you want to buy souvenirs, check out the Kihoku souvenir illustrated booklet! You can find it at Michi-no-Eki Kii-Nagashima Manbo, Michi-no-Eki Miyama, and Kihoku PA Hajikami Terrace.



## io Kii-Nagashima Minato Ichi

A morning market with an array of local specialties, including fresh seafood, sushi, mandarin oranges and fish paste products. It is a lively,

Location:Nagashima Port fish market Open:2nd Saturday of the month Time: 9:00am - 12:00pm



## 🔟 Minato Asaichi / Kihoku

A morning market with an array of local specialties, including fresh seafood. It is a lively market with many shoppers. There is a BBQ corner where you can eat what you buy on the spot. Location: Nagashima Port fish market Open: 4th Saturday of the month Time: 9:00am - 1:00pm

## Year End Kii-Nagashima Minato Ichi

The Kii-Nagashima Minato Ichi which is held on the 2nd Saturday of each month is expanded to coincide with the end of year shopping. You can buy products at a 20-30% discount.

cation:Nagashima Port fish market Open: End of December Fime: 9:00am-2:00pm



## 27 Kihoku PA Haiikami Terrace

At Tanemaki Gonbe Cafe & Rest you can eniov fresh sashimi. Oshiki soup and more.

Location: 600 Miura (Kihoku PA on the Kisei Expressway) Opening times: Product shop/8:00am-6:30pm Café/10:00am-6:30pm(last order 6:00pm)

Closing days: Open all year round Tel: 0597-46-1011



### 21 Michi-no-Eki Kii-Nagashima Manbo

Sells local specialties, and on holidays you can enjoy skewered Ocean sunfish from a stall!

Location: 2140-73 Higashi Nagashima Opening times: 8:15am - 7:00pm

(Saturdays, day before national holidays/7:45am-8:00pm) Closing days: Open all year round

Tel: 0597-47-5444



## Michi-no-Eki Miyama

Has convenient access to Magose-toge Pass. The soft ice cream, which is highly rated by the locals, is worth trying!

Location: 1439-3 Aiga Opening times: 9:00am-6:00pm (Until 7:00pm in August only)

Closing days: New Year's Day only

Tel: 0597-32-1661





Swim underwater in the clear sea

## **Snorkeling**

"I'd like to try snorkeling, but it's a little scary…" If this is you, don't worry! Enjoy swimming underwater in the clear sea of Kihoku with a kind and dependable instructor!



OK for beginners

## Fishing

How about making your fishing debut in the fishing town of Kihoku? Even beginners can enjoy simple fishing from the embankment. All the equipment is provided so you can easily give it a try.



Instruction from a professional who has traveled around the country

## Sea kayak class

Kihoku has an indented coastline, and you can get a completely different perspective of the town from a kayak in the sea. Cut across the waves and head out to sea! If you're lucky, you might be able to explore sea caves!



Dive into a waterfall basin!

## Natural rock slide

Choshi River is called "the River of Miracle", and in its clear upper stream you can join in the fun which the locals love! Be brave and try this extraordinary adventure!

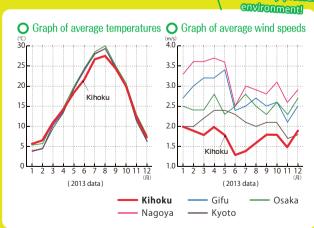


## Surrounded by nature, in a guiet environment, you can focus on your training

You can enjoy sports at a range of facilities, including a ground, baseball field, tennis courts and a gymnasium. In the area there are many training spots which make use of the natural scenery and topography, including the coastline and running courses. You can train to improve basic fitness and muscle strength, which lead to better sports performance.

## Cool in summer, warm in winter

it truly is the perfect place for sports \lthas a really pleasant



As Kihoku faces the sea, a breeze flows through the town all year round. Due to the effects of the warm Kuroshio current, snow doesn't cover the ground even in the depths of winter, and it is pleasantly warm. The excellent climate conditions make it possible for athletes to devote themselves to training and important conditioning with peace of mind, with a reduced risk of injury.

## Check!! \ Training camp privilege /

## Use the sports facilities for free!

Requirement 1 You stay in accommodation in the town and use the sports facilities

Requirement 2 Five or more teams participate in a tournament or practice game (Please contact the relevant sports facilities)

A special assistant provides

## Take care of everything with just one phone call!

We can arrange a training camp plan which suits your needs.

- Sports facility reservation (We can reserve thegymnasium etc. in case of bad weather)
- Accommodation facility reservation (We can divide large groups among facilities)
- Lunch box reservation
- Transfer arrangements (Moving between accommodation and sports facilities, etc.)
- Activity and nature experience instructor introductions, etc.

## Steps to the training camp

Call to tell us the training camp schedule, and your sports and accommodation facility requests.

We will propose a plan and budget in line with your requests at a meeting with you.

We will make the necessary reservations.

Enjoy your training camp in Kihoku.



See the "Kihoku Sports Camp and Training Camp Guide" for details. First, make an inquiry!



### Application / Inquiries

Training Camp Support **Sports Promotion Section** Lifelong Learning Division, Kihoku Town Office

### Tel 0597-46-3125

Fax 0597-47-5910

Reception times: 8:30am-5:15pm (Except for Saturdays, Sundays and national holidays)

769-1 Higashi Nagashima. Kihoku-cho, Kitamuro-gun, Mie Prefecture 519-3292

Kihoku-cho Sports





In the morning, experience the power of nature and the bustle of the market!

## Special scenes which can only be seen in the morning



Have the superb view all to yourself

## Sunrise

Kihoku, which faces the Pacific Ocean, has many sunrise-viewing spots. You can see the sun rising over the sea from the Funakoshi coast, the observation platform on Mt. Takatsuka, and other places.



It feels like you are in an aquarium!

## <sup>™</sup> Fish market MAP F-2

Head to the lively fish market! With an array of fresh and highly unusual fish, you can enjoy feeling like you are in an aquarium. There are also guided tours on which you can learn about fish and fishing methods. (Reservation required)Contact: Kihoku Town Tourist Association Tel 0597-46-3555

## Take it easy in the afternoon Walk around the traditional Uo-machi (Fishing village)



23 Lift bridge MAP E-2

When walking around the town, music can be heard. It notifies people that the bridge is lifting. There is a crossing gate in front of the bridge, where people wait for the bridge to rise and boats to pass through. Prioritizing boats instead of people is a typical custom of fishing villages. The times of boats passing through are not set, so you are lucky if you get to see the sight.



Find your favorite taste

<sup>24</sup> Himono-dori MAP F-2

Sun-dried marine products line the shopfronts. Using fish caught on the same day and drying them in the sea breeze gives the products a completely different flavor. It is a flavor that cannot be made in large volumes, and which can only be tasted here.

### When you are tired of walking

## Uo-machi no Tamariba (Former Maruhi Shoku-do)

An old house with the atmosphere of a bygone era. Inside there is a room with tatami mats where you can freely take a rest. Steeped in Uo-machi history, and with old-fashioned toys, it is the perfect place in which to relax. Note that it is sometimes closed!



Have a romantic evening Scenic views created by the black sky

A first-rate experience you can enjoy for free



The coast during the off season is a recommended spot where you can have the starry sky all to yourself. The air in Kihoku is clear, so if the weather is good you can see the Milky Way and shooting stars.

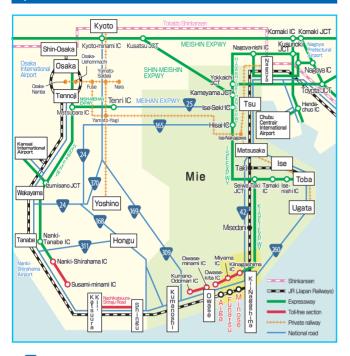
Like a train flying through the sky



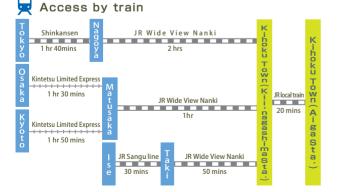
The last train on the Kisei Line departing from Kii-Nagashima and bound for Kameyama runs through the mountains. It creates a magical sight, as if the train is flying through the sky. At around 7:49 pm, look north from the parking lot of Michi-no-Eki Kii-Nagashima Manbo! The train has few cars, so the chance to see it will be gone in an instant!



## • Access to Kihoku Town







There are also highway buses from Tokyo, Nagoya, Tsu and Matsusaka



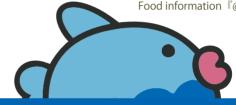
Kihoku Town is located in southern Mie Prefecture. It was established on October 11th, 2005 through the merger of Kii-Nagashima Town and Miyama Town. It has an abundance of nature and World Heritage sites of the Sacred Sites and Pilgrimage Routes in the Kii Mountain Range, including Kumano Kodo.

## Get tourist and food information from Kihoku Town on **LINE**

Search for the ID and register!

Tourist information <code>@kihoku\_shokan</code>

Food information <code>@kihoku-kanko</code>.



### Commerce and Tourism Division, Kihoku Town Office

769-1 Higashi Nagashima, Kihoku Town, Kitamuro-gun, Mie Prefecture 519-3292 Tel: 0597-46-3115 Fax: 0597-47-5906 E-mail: shokan@town.mie-kihoku.lg.jp http://www.town.mie-kihoku.lg.jp/

## Kihoku Town Tourist Association

2410-73 Higashi Nagashima, Kihoku Town, Kitamuro-gun, Mie Prefecture 519-3204 Tel: 0597-46-3555 Fax: 0597-46-3556 E-mail: info@kihoku-kanko.com



Kihoku Town Tourist Association Website http://www.kihoku-kanko.com/