

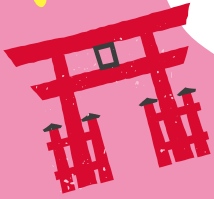


ひろしま



HIROSHIMA

広島



Tour Hiroshima ~ Scenic Spots,
Good Food, Fun Experiences



Western Japan MAP

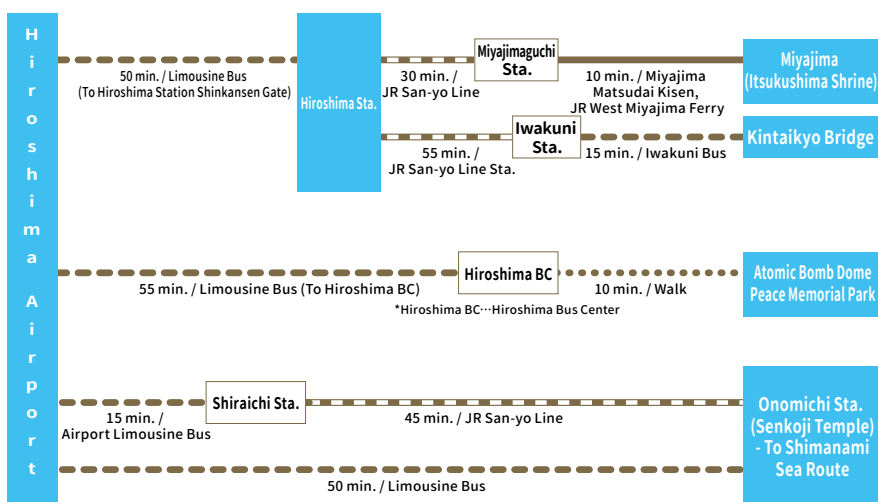


Legend

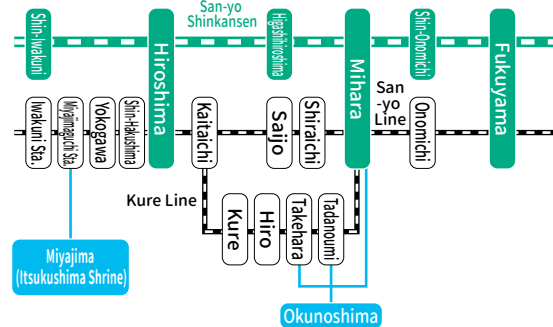
- Shinkansen
- JR line
- Highway



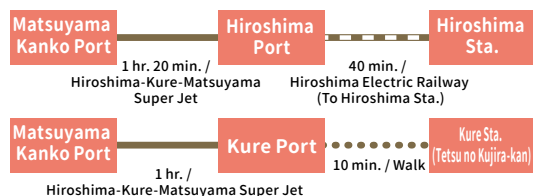
By Airplane ~ Hiroshima/Iwakuni from Hiroshima Airport ~



JR Lines in Hiroshima



By Ferry



1 *Traveling time is subject to change depending on the operation conditions.



Features

There are two World Heritage sites in Hiroshima: Atomic Bomb Dome and Itsukushima Shrine. Tourists from all corners of the world visit these sites and pray for everlasting peace. The rich natural environment of Hiroshima brings high-quality food from both the sea and the mountains. It is for this reason the prefecture is called the "Epitome of Japan".

History

The population of Hiroshima Prefecture is approx. 2,730,000 (as of November 1, 2023). The origin of the prefecture can be traced back to "Hiroshima Castle", which was established on a large delta by Mori Terumoto, a feudal warlord.

Companies of Hiroshima Origin


UNIQLO (apparel company), DAISO (100-yen shop), Calbee (snack-food manufacturer) started in Hiroshima. MAZDA (car manufacturer) and SAILOR PEN (fountain-pen manufacturer) also have their Headquarters in Hiroshima.

"The Best in Japan" in Hiroshima

Miyajima Island, on which Itsukushima Shrine is located, is one of Japan's Three Most Scenic Spots. Saijo District in Higashi-Hiroshima City is one of Japan's Three Major Sake-Brewing Districts, a must-visit place for sake lovers. Hiroshima is Japan's top producer of oysters and lemons. The ratio of Okonomiyaki restaurants to the population in Hiroshima is larger than in Osaka, which makes it top in the country.

Movies and Dramas Set in Hiroshima

"Your Name.", "In This Corner of the World", "Ponyo on the Cliff by the Sea", "A Letter to Momo", "Massan"



HIROKUMA is just an ordinary bear living in Hiroshima Prefecture.
HIROKUMA eats so much delicious food that **HIROKUMA** has been appointed as a **HIT Hiroshima Tourism Ambassador.**

If you see **HIROKUMA** around town, please give **HIROKUMA** a warm welcome.

There are five HIROKUMA in this brochure. Can you find it?



Zhao Fanyi
Exchange student from Taiwan



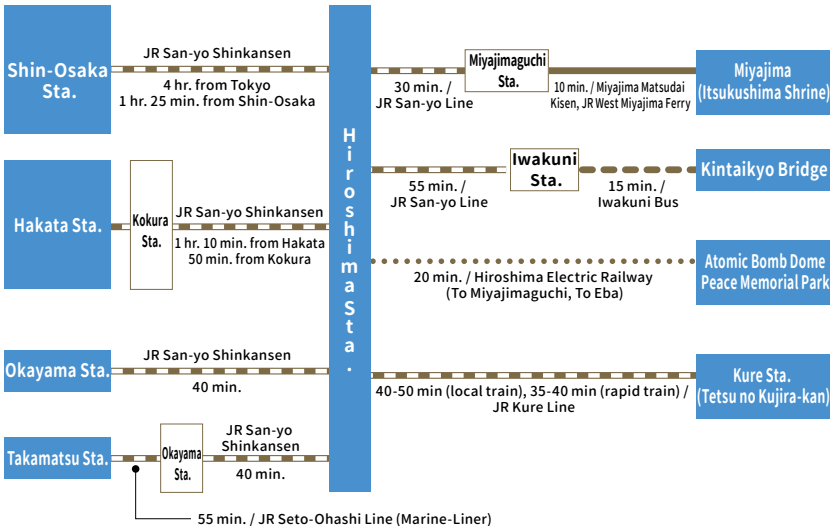
Wu Shangyang
Exchange student from Taiwan

I love Japanese culture and respect the politeness of the people. I am a college student who enjoys dance and photography.

I am humble but also cheerful. My dream is to visit new places around the world and talk with people from afar.

By Shinkansen ("Bullet Train")

~ Hiroshima/Iwakuni from Tokyo/Osaka/Fukuoka ~



By Ferry ~ A convenient way to travel in Hiroshima ~

Hiroshima	30 min. / Hiroshima Port ⇄ Miyajima	Miyajima (Itsukushima Shrine)
Miyajimaguchi	45 min. / Hiroshima City (Motoyasubashi Pier) ⇄ Miyajima	
Miyajimaguchi	10 min. / Miyajimaguchi ⇄ Miyajima	
Kure	45 min. / Kure Port ⇄ Miyajima	
Takehara	15 min. / Tadanoumi Port ⇄ Okunoshima	Okunoshima (Rabbit Island)
Mihara	30 min. / Mihara Port ⇄ Okunoshima *	
Onomichi	40 min. / Onomichi Port ⇄ Setoda Port *	Ikuchijima (Shimanami Sea Route)
	1 hr. / Onomichi Port ⇄ Tomonoura *	Tomonoura

*Operation limited to specific seasons or days of week

HiroshimaMAP

Saijo Sake Brewery Street

One of Japan's Three Major Sake-Brewing Districts



Sandankyo Gorge

Feel the therapeutic power of the forest!



Itsukushima Shrine

A mystic World Heritage shrine standing in the sea



Simose Art Museum

An art museum overlooking Miyajima



©SIMOSE

Peace Memorial Park

A place to pray for world peace



The Whale of Iron Museum

A huge display of an entire submarine



Tobishima Kaido

A series of islands like stepping stones



Kinoe Onsen

A hot spring with a special view of the Seto Inland Sea



Fruit Picking

Enjoy seasonal fruits throughout the year!



Flower Garden

The largest flower garden in Western Japan



Taishakukyo Gorge

A majestic view of a dynamic gorge



Senkoji Temple

A temple on a hill with a panoramic view of Onomichi Channel



Tomonoura

The scenic port town on which the animation film "Ponyo on the Cliff by the Sea" was based



Rabbit Island

Experience the healing power of 400+ rabbits



Shimanami Sea Route

A mecca for cyclists



Road legend

- IC-JCT National highway
- Prefectural highway



Miyajima Itsukushima Shrine

Miyajima Island is the principal tourist site in Hiroshima. It is traditionally believed that gods live on the island. There are many places to visit here, including Itsukushima Shrine (a World Heritage site) and the observatory on Mt. Misen. You can also enjoy a wide variety of food on offer while exploring the shopping arcade.



Itsukushima Shrine A Mystic World Heritage Shrine Standing in the Sea

Itsukushima Shrine was first built in 593. After several extensions and alternations, it was finally completed in 1168 and has remained ostensibly unchanged since. The view of the shrine in the sea is one of Japan's Three Most Scenic Spots. The shrine was designated as a World Heritage site in 1996. The O-Torii gate standing in the sea is a symbol of Miyajima. The gate has been rebuilt several times, and current gate is believed to be the 9th gate. You can enjoy the beautiful contrasting colors of the vermillion shrine and the deep blue sea only at Miyajima.



Check!

Learn before visit

Why was the O-Torii gate built in the sea?

Miyajima is also called Itsukushima, "an island enshrining gods". The whole island is considered a sacred object, housing the spirits of deities, while the surrounding sea was also considered holy area. Therefore, the O-Torii gate was built in the sea as an entrance to visit the shrine to worship.

When to visit Itsukushima Shrine

You can walk to the O-Torii gate at low tide. You will surely be impressed by the magnificence of the grand shrine gate when seeing it up-close. Be sure to check the times for low-tide and high-tide before visiting the shrine.



Wild deer on Miyajima



When arriving at Miyajima island, you will be welcomed by wild Japanese deer. It is said that there were already deer living on the island 6,000 years ago. Please do not to feed them, as they are wild.

Enjoy Food and Drinks at Omotesando Shopping Arcade

Omotesando Shopping Arcade



There are many food and souvenir shops alongside the arcade connecting Itsukushima Shrine and the ferry terminal. You can enjoy eating various foods unique to Miyajima while walking through the arcade.



Age Momiji

One of Miyajima's specialties is "Momiji Manju", a maple leaf shaped bun with a bean-jam filling. "Age Momiji" is fried Momiji Manju on a skewer. The crispy and hot Age Momiji tastes quite different from regular Momiji Manju. You will surely enjoy the difference.



MIYAJIMA BREWERY

The only beer brewery on the island. You can enjoy about 5 kinds of freshly-brewed beer at the beer stand attached to the brewery. Limited edition bottled beer from the brewery is also available to take as a souvenir.

Mt. Misen

The Highest Peak of Miyajima, with the superb view of the Seto Inland Sea

Mt. Misen is said to have been opened as an ascetic holy mountain site by Buddhist priest Kukai, posthumously called Kobo Daishi, in 806. The mountain is popular also as a hiking site. Located between Shishiwa Ropeway Station and the summit are many temple buildings, including Misen Hondo (The Main Hall) and Reikado Hall. In Reikado Hall, the sacred fire, which is believed to be the embers of a fire-offering by Kobo Daishi, and which has been burning for over 1,200 years. Going up through the area lined by many gigantic stones to the summit, you can enjoy a breathtaking 360-degree view of the Seto Inland Sea from the observatory.



The panoramic view of beautiful scenery of an archipelago from the summit observatory is impressive. The ropeway ride from the foot of the mountain 15 minutes, during which you can survey the mountain scenery below. From the Shishiwa Station to the summit is 30-minute walk.



The view from the inside through bare pillars is like a framed picture. You can enjoy cherry blossoms or colored maple leaves depending on the season, while a comfortable breeze threads its way between the pillars. The floor is boarded. The names of kabuki actors of the time and a senryu poem (17-syllable satirical poem) are written on the pillars and ceiling.



Senjokaku

Architectural Beauty of Uncompleted Shrine

The construction of Hokoku Shrine started in 1587, by order of Toyotomi Hideyoshi, the shogun who also established Osaka Castle. The shrine is called Senjokaku (Hall of One Thousand Tatami Mats), because the shrine building has space for 859 tatami mats. Construction stopped after the death of Hideyoshi, and the shrine remains uncompleted to this day. The exposed pillars and beams in the ceiling convey an atmosphere distinct from all other shrines.

Tsubo-shozoku Experience (Reservation required)

Dress up as nobles from 1,000 years ago

Tsubo-shozoku refers to the ancient costume that noblewomen and female members of high-ranking samurai families from 1,000 years ago wore when visiting temples or shrines. Unlike orthodox kimono, tsubo-shozoku is loose-fitting clothing with no obi belt, so you can easily try it on. A feature of the costume is a bamboo hat with long veil. Costumes for all season are available, so the dress-up experience program is popular regardless of the time of year. Why not dress up like a Japanese princess and take a walk around Miyajima? You will surely feel as if you have been transported back in time to ancient Japan.



Tsubo-shozoku appears attractive, blending or contrasting with scenes in Miyajima. Especially, it appears even more so when worn by a group of people. There are many photo opportunities, such as Daishoin Temple and the vermillion bridge at Momijidani Park. You can also take photos to include the resident deer. Where is your favorite photo spot?

Miyajima Public Aquarium

Meet the creatures in the sea

There are over 15,000 creatures of 380 species unique to the Seto Inland Sea on display, including finless porpoises, which are known as the "Whales of Setouchi". There are also many events where you can actually interact with sea creatures. The aquarium offers a lot to see, such as "Blessings of the Sea" where you can observe oysters on culturing rafts, and the "Live Show Pool" where you can enjoy watching sea lions perform.



The Finless porpoise is a species of dolphin that does not have a dorsal fin. These finless porpoises used to be easy to find around Miyajima island, but today they are considered a rare species.



Oysters

Hiroshima is famous for its oysters. You should not leave Hiroshima without tasting them! Large oysters grilled in their shells are available at many stores, and you can take them out and eat while exploring the island.



Miyajima Sweets

Enjoy cute-looking sweets, such as drinks themed on "Good Fortune Japanese Sweets". Try and find your favorite one!

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Photo provided by: ITSUKI COFFEE

Miyajima Coffee

Many cafes serve coffee using home-roasted beans, and some have their own art gallery. You can have a relaxing time while exploring this World Heritage island.

Onomichi



Onomichi features local cats that appear 'out of nowhere' and casual and retro-style cafes where you can feel at home. Why not find your favorite cafe and try its specialty drink while taking plenty of breaks during your travels?

Senkoji Temple

Temple Overlooking the Town and Seto Inland Sea

Senkoji Temple located up on the hill is one of the representative tourist spots of Onomichi. Here, you can pray for your safe passage, and also enjoy the panoramic view of the town of Onomichi at the foot of the hill and the Seto Inland Sea. Next to the temple is a park where you can enjoy seasonal flowers. The temple is 3-minutes by ropeway ride from the town.



Point

Neko no Hosomichi (Cat Alley)



Neko no Hosomichi is a 200-meter long narrow alley with many cat-themed artworks including "Fukuishi Neko" hand-painted stone cats. You will feel as if you are lost in a world of fairy tales! As you walk the alley, perhaps you will be feeling much as the cats do.

Must Gourmet



Onomichi Ramen

A local ramen famous across the country, featuring a seafood broth type of soup seasoned with soy sauce and pork back fat. Stores serving Onomichi Ramen are so popular that on weekends customers can be seen lining up waiting for their turn.

Rabbit Island

Small Island with Rabbits in Seto Inland Sea



Kyukamura Okunoshima

Meet Rabbits and Sunset in Seto Inland Sea

Okunoshima Island is just a 15-minute boat ride from Tadanoumi Port in Takehara City. There are now at least 400 rabbits living on the island, so the island is known as "Rabbit Island". The cute rabbits certainly have a calming influence. You can also enjoy cycling around the island, with good food never far away and a hot spring at Kyukamura Okunoshima Resort Hotel.



Also visit



Takehara Townscape Conservation Area

Takehara City has flourished with its production of salt and sake for 300 years. The scenery in the town at its peak was of wealthy merchant houses and old temples with a long history, and which are now so well-kept that you will feel as if you have slipped back to a time some 300 years ago.

Kure

Beautiful and Bustling Port Town in the South of Hiroshima



The Whale of Iron Museum

The Museum with real submarines on display

The huge red-and-black steel object standing before the sea is a submarine that was actually in operation until 2004. It is called "Tetsu no Kujira" (the Whale of Iron) because it looks like a whale. Inside the submarine is a museum, where you can experience something of life on board a submarine including its navigation. You can also hear the calls of whales and dolphins from the make-believe marine environment surrounding the submarine.

Also visit



Craft Beer in Kure

Enjoy craft beer made using Kure's excellent natural water at the bar known as "Kaigun-san no Bakushu-kan" (Navy Beer Hall). You can enjoy aromatic beer with a citrus flavor, a specialty fruit from Setouchi District, in addition to Pilsner and Weizen beers. These beers are also popular to take away as souvenirs.



four seasons

Four Seasons Spotlight

Enjoy Hiroshima in Four Seasons

MAP /
Transportation

Spots

Gourmet

Hiroshima City

Experiences

Model Routes

Events

SPRING



Sera

Flower Village Kamu no Sato

The largest flower garden
in Western Japan

In spring, the garden turns pink with over 450,000 moss phlox, just like a pink carpet, and which is easily the largest in Western Japan. The best season is from early April to mid-May. You can also enjoy blue nemophila flowers at the same time. Take a picture and give it your best shot!



Hiroshima City

Peace Memorial Park Park of Prayer Filled with Cherry Blossoms

There are 300 cherry trees in the park, along the river close to Hondori Street, and many people come at any time of day or night to enjoy the blossoms. You can find many locals celebrating the cherry blossoms in the park. The night-time illuminated cherry blossoms are also a sight to behold.

SUMMER



Akiota Town

Sandankyo Gorge Best Hiking Spot

Sandankyo is a 16-km long gorge located in Akiota Town, Yamagata County. It is a natural spot where you can enjoy view from the boat as it makes its way down the gorge. You can feel the cool air, and the therapeutic forest. A one-day trip from Hiroshima City is possible. Or, you can stay over and enjoy the morning in the forest with the euphony of birds chirping!



Etajima City

Etajima SUP

Activities Safe Even for Beginners

SUP (Stand-up Paddleboarding) is an activity in which you stand on a board and paddle across the water. Qualified instructors will carefully guide you in the calm waters of Seto Inland Sea, so even beginners can enjoy this activity.

AUTUMN



Shobara City

Taishakukyo Gorge Beautiful Gorge with Autumn Colors

Taishakukyo is a 18-km long gorge in the center of the Chugoku Mountains that straddles Shobara City and Jinseki County. Why not escape from the bustle of city life and enjoy the majestic scenery of the gorge – nature filled with red and yellow autumn leaves? You can also enjoy riding a pleasure cruiser or some kayaking, and visit Onbashi Bridge located nearby.



Miyoshi City

Lit-up Leaves on Ozekiyama Park Lit-up Autumn Leaves on the Ozekiyama Summit

Ozekiyama Park is located in Ozekiyama Mountain in Miyoshi City, which is about an hour's drive from Hiroshima City. Red and yellow autumn leaves above the walking path to the observatory look just like a tunnel. The illuminated space gives rise to a sense of wonder.

WINTER



Northern Areas

Ski Sports in the Snow

There are 8 ski resorts in Hiroshima, the largest number in Western Japan. They are all a one or two hour drive from Hiroshima City, so you can enjoy skiing even on a day trip. It is easy to go as the ski clothing and equipment is available for rent.



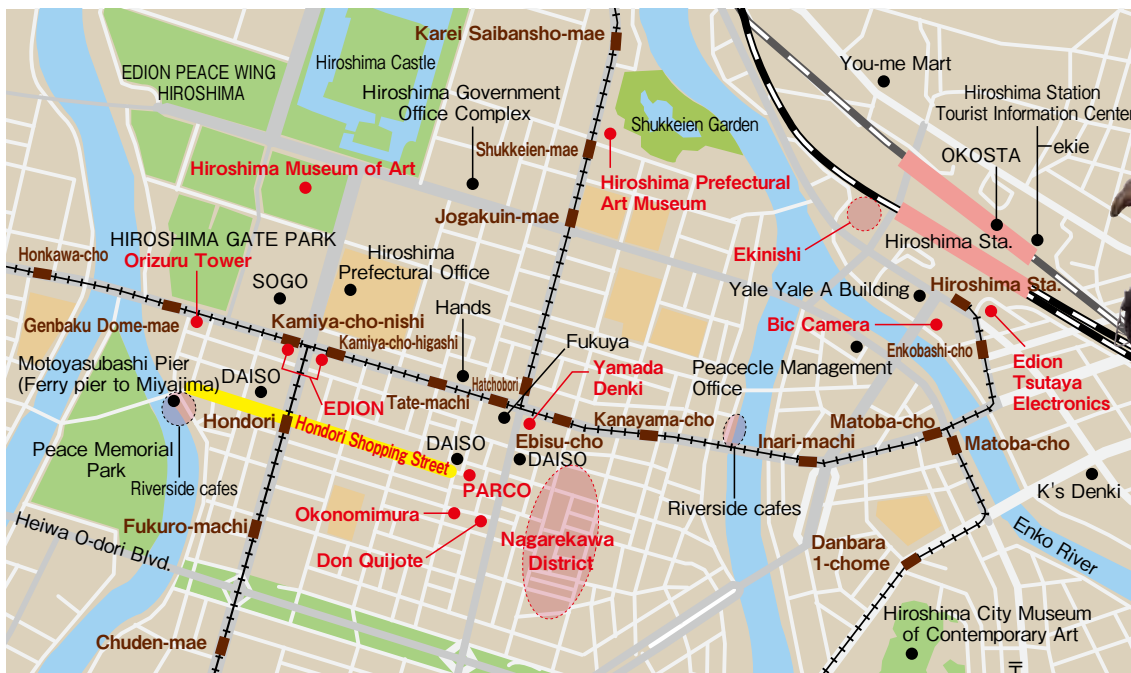
Shobara City

Bihoku Hillside Park Bihoku Illumi with 700,000 Lights

Bihoku Illumi is an annual winter illumination event held at Bihoku Hillside Park in Shobara City. It is an hour and half drive from Hiroshima City. The illuminations are designed in a manner utilizing the natural treeline and topography. You will feel as if you are swimming in light in this fantastic atmosphere. The event is held from early November to early January.

Hiroshima City

Hiroshima City serves as the focal point of the Chugoku Region. While streetcars traverse the city, nature thrives even in the center, with seven rivers flowing through it. Hiroshima City boasts numerous attractions, including the Atomic Bomb Dome, a World Heritage site. Consider beginning your journey from this vibrant city.



Tour around Hiroshima City!



So many places to visit!



Peace Memorial Park

Park of Prayer for Peace

The park was built for praying for everlasting world peace. The park is located in the center of Hiroshima City. The Atomic Bomb Dome (a World Heritage site) and Hiroshima Peace Memorial Museum are located in this park. The park is surrounded by rivers, and is quiet with abundant greenery. There a lot of monuments, and you can learn about the past, present, and future of Hiroshima while exploring the park.



Orizuru Tower

A new tourist spot

Orizuru Tower is a commercial complex located next to the Atomic Bomb Dome. It is a leading tourist attraction in Hiroshima. From here, the roof-top observatory, you have a panoramic view of Hiroshima City, with the Peace Memorial Park in front of you. Orizuru Wall on the 12th floor is filled with orizuru, or folded paper cranes, that tourists from across the world have folded and 'posted' in. There is also a bar where you can enjoy various drinks including original cocktails, and a souvenir shop with about 1,000 items for sale, such as famous Hiroshima confectionery and artifacts.



Make your own orizuru and post it into the wall!



Food in Hiroshima City



Okonomimura

Okonomimura is a four-story building full of Okonomiyaki restaurants. At each restaurant, you can enjoy watching cooks making okonomiyaki on the hot plate right in front of you.



Ekinishi

Ekinishi is backstreet area on the west side of Hiroshima Station, and which is easily accessed on foot. There are over 40 izakaya (Japanese-style bars), serving unique dishes, with many using locally produced ingredients. The old buildings are well preserved, lending a nostalgic atmosphere to the area.



Cafes along the River

There are cafes by the river close to Peach Memorial Park. You can have lunch or tea while enjoying the view of river and nature in the park.

Column

Tour around the City on "Peacecle"



"Peacecle" is a bicycle sharing system. You can rent and return a electric bicycle to any bike dock in the city, which means you can explore the city easily and freely. A one-day pass for this is sold at facilities such as hotels. You can find interesting places which you may not notice when touring by bus or streetcar.



Hiroshima Castle

The Castle that gave Hiroshima its name

Hiroshima Castle, which was established in 1589, is located in the center of Hiroshima City. It is also called "The Castle of Carp". The castle is surrounded by a huge moat, taking advantage of its land with many rivers. You can see carp swimming in the moat. In addition, you can look out over Hiroshima City from the 5th floor of the castle tower.



Shukkeien Garden

Japanese Garden Reflecting Samurai Culture

Shukkeien Garden is a Japanese garden adjacent to the Hiroshima Prefectural Art Museum. It was established in 1620 by order of Asano Nagaakira, feudal lord of the Hiroshima Domain. Although located in the center of the city, the garden with its rich nature such as pond and seasonal flowers make visitors forget the bustle of big cities. Tea ceremonies and other events are often held in the garden.



Three Museums in Hiroshima City



Hiroshima Museum of Art features modern Western art including impressionism works, as well as Japanese paintings. Hiroshima Prefectural Art Museum features modern paintings and Oriental arts and crafts. Hiroshima City Museum of Contemporary Art (Hiroshima MOCA) was designed by the well-known architect Kurokawa Kisho, and exhibits contemporary artworks. Each museum is located in a quiet place surrounded by greenery. Especially, Hijiyama Mountain where Hiroshima MOCA is located, is a famous spot for cherry blossoms. The three museums are close to each other and you can visit them via public transport. Why not spend a day filled with art?

1 **Hiroshima Museum of Art**



2 **Hiroshima City Museum of Contemporary Art**



3 **Hiroshima Prefectural Art Museum**



Naka Incineration Plant

Incineration Plant Just Like an Art Museum

The Naka Incineration Plant located in the south of Hiroshima City was designed by the world-famous architect Taniguchi Yoshio. The plant is equipped with the latest technology. With its radical design, the building does not look at all like a typical incineration plant but rather a contemporary art space, and a beautiful one at that. The exterior space and the Ecorium on the 2nd floor are open to the public. You will enjoy taking artistic pictures of this marvelous modern building.



Island Hopping

Onomichi Shimanami Sea Route

A 70-km long cycling road

Shimanami Sea Route is the bridge that connects the islands in Seto Island Sea. It was designated "One of the World's Most Incredible Bike Routes" by CNN in 2015. There are many sites to visit along the route. Bikes for rent are available, making it easy to enjoy cycling.



You can see the town as it looked 100 years ago.

Townscape of Mitarai



Historic sites such as merchant houses and boathouses from 400 years ago are preserved.

Funayado Cafe Wakacho



A boathouse from 400 years ago has been restored and turned into a café

Kousanji Temple / The Hill of Hope



An 'Instagrammable' photo spot



SEA SPICA routes
 → Eastward route
 ← Westward route

Tobishima Sea Route

SEA SPICA

Rental Bicycle Information

New road for cyclists of all levels
 Shimanami Sea Route used to be known as a cycling road for intermediate-advanced level cyclists. Today, with many rental bicycles available, beginners can also enjoy cycling along here.

1 Cottage Kajigahama



Driving on Shimanami Sea Route



Enjoy the view of the beautiful islands of the Seto Island Sea while driving from Onomichi to Imabari



Enjoy the view of the beautiful islands of the Seto Island Sea from this high-speed sightseeing cruiser



Onomichi City Kousanji Temple / The Hill of Hope

Gorgeously colored buildings and imposing white-marble objets d'art

The temple of the Jodo-Shinshu Sect Buddhism, which took over 30 years to build, was dedicated to the mother of the founding chief priest of the temple. Behind the gorgeously colored temple buildings is a hill, on which imposing white-marble objets d'art are displayed. The white-marble brought from Italy matches the blue sky and sea. The temple and the hill are open to the public for a fee, jointly as Kousanji Museum.



Kure City Tobishima Sea Route

The route with bridges connecting seven islands

Tobishima Sea Route is a 50-km long road consisting of seven bridges connecting islands of the Seto Inland Sea, that line up like stepping stones in a Japanese garden. The islands have flourished from old times as sites for ships at anchor, and the bridges served an important role in transportation between the islands. You can enjoy cycling on Tobishima Sea Route with attractive views of the expansive sea and historical townscape.



Giant Store Onomichi
The store offers bicycle maintenance and rental bicycles. Start your cycling tour from here.

ONOMICHI U2 (Hotel Cycle)
You can bring your bicycle into the hotel within the facility

Shimanami Dolce
Why not take a rest and have seasonal fruit gelato?

Oyama Shrine
A guardian god for cyclists. Pray for your safe trip.

Dolphin Farm Shimanami
Meet and play with friendly dolphins!

Rental Bicycle Information

Rent a bicycle and enjoy cycling! You can rent and return the bicycle at different places.

- 1 Onomichi Port (Onomichi Station Pier Parking Space)
- 2 Onomichi Civic Center Mukaishima
- 3 Habu Port (Onomichi City Central Parking Space)
- 4 Setoda Tourist Information Center
- 5 Onomichi City Setoda Sunset Beach
- 6 Kamiura Rental Cycle Terminal (Tatara Shimanami Park)
- 7 Hakata Rental Cycle Terminal (Hakata S-C Park)
- 8 Yoshiumi Rental Cycle Terminal (Yoshiumi Iki-Iki Kan)
- 9 Chuo Rental Cycle Terminal (Sunrise Itoyama) / Imabari City Cycling Terminal
- 10 JR Imabari Station Rental Cycle Terminal












Hiroshima-yaki

Soul food

Hiroshima-style okonomiyaki with ingredients added in layers

A thorough analysis of Hiroshima-yaki

Layers

-  Aonori (green laver)
-  Sauce
-  Egg
-  Chinese noodles
-  Tsunagi
-  Pork
-  Green onion
-  Tenkasu
-  Cabbage
-  Fishmeal, etc.
-  Dough

Eat with a spatula!



Soul food loved by Hiroshima residents

Okonomiyaki is a representative local dish for Hiroshima. Okonomiyaki in Hiroshima is totally different from that in Kansai Region. For the Kansai version, all ingredients are mixed in with the dough and cooked together. In the Hiroshima version, many kinds of ingredients such as cabbage and pork are layered on thin dough, making it healthier than the Kansai-style okonomiyaki. Another feature of Hiroshima-style okonomiyaki is that noodles are also used as an ingredient. Special okonomiyaki sauce is spread on top before eating. You can add toppings such as green onion, red pickled ginger, or cheese if you like. Vegetarian okonomiyaki menus are also available at some restaurants.

Noodles

Local Noodles in Hiroshima Prefecture



Soy sauce & pork-bone broth

Hiroshima Ramen

Soy sauce flavored soup made of seafood and pork bone broth perfectly match the hard-boiled thin noodles. There are many ramen shops loved by the locals, and some have a history of over 50 years. Come and try some uniquely local ramen!



You can choose the spiciness

Hiroshima Tsukemen

Tsukemen is cold noodles served with a separate sauce dip. The main feature of Hiroshima tsukemen is the sauce, which is very spicy. Toppings such as roasted pork and boiled cabbage are also unique to Hiroshima. The sauce dip is soy-sauce based, and chili pepper, Chinese chili oil and sesame seeds are added. You can set the spiciness to your liking.



Addictive flavor of Japanese pepper

Shirunashi Tantanmen (noodles without soup)

Tantanmen noodles served without soup is a local dish from Sichuan Province, China, which is a sister province to Hiroshima Prefecture. The Sichuan dish was re-arranged to Hiroshima-style, subsequently developing into Shirunashi Tantanmen. The noodles are mixed with hot and spicy sauce, for which you can choose the level of spiciness. After finishing the noodles, you can add boiled rice to mix with the leftover sauce. You will possibly become addicted to the tingling sensation that comes from Japanese pepper!

Other

Momiji Manju

Most famous souvenir from Hiroshima.



Sweet bean-jam is filled in a momiji (maple leaf) shaped soft bun. Many different flavors such as green tea, chocolate, strawberry and custard cream are also available. The maple leaf shape also differs depending on the maker.

Lemon



Highest production volume in Japan

Lemons from the islands of the Seto Inland Sea can be eaten with their skin on, and various products are made using them, such as jams, seasonings, juices, and liquor. The fresh and mild sourness is very popular.

Food from the Sea

Warm water of the Seto Inland Sea provides various products. Seafood from this area is very nutritious and also has plenty of fat. You can enjoy dishes made of fresh fish.

Oysters

Most famous product from Hiroshima is oysters. Large and meaty oysters of Hiroshima are called "Milk of the Sea", and served in many different ways. They are especially fresh and tasty in winter, when they are harvested from culturing rafts.



There are many ways to enjoy oysters



Grilled oysters



Raw oysters



Fried oysters



Sautéed oysters with butter soy sauce



Oyster hot pot



Kakigoya is popular in winter



協力/島田水産

Kakigoya, or "oyster huts", are popular sites where oysters freshly harvested are charcoal grilled in their shells. You can grill and eat as many oysters you like for a limited time at Shimada Fisheries Oyster Hut at Miyajimaguchi.

Eat until you are full!



Much more seafood!



Small sardines

They are especially fresh in summer and at their best for sashimi and tempura.



Octopus

Octopus from Hiroshima has a meaty and crunchy texture. Mihara City is famous for its octopus catch.

Food from the Mountains

Surrounded not only by the sea but also by mountains, Hiroshima is known for once being one of three flourishing cattle markets from over 1,000 years ago. There are several brands that are part of Hiroshima beef.

Hiroshima Beef

Traditional Hiroshima beef features a rich taste, which becomes tastier the longer you chew. It also features a high degree of marbled fat and a soft texture. This fragrant and luxurious beef is cooked in various styles. Try some different styles during your stay in Hiroshima.



Hiroshima Beef

"Japanese cattle raised in Hiroshima Representative brand of Hiroshima"



Motonari

"Born in Hiroshima Raised in Hiroshima Hiroshima-pedigree"



Hiba Beef

"Born in Shobara Raised in Hiroshima Hiroshima-pedigree"



Jinsekikogen Beef

"Born in Jinsekikogen Raised in Jinsekikogen Hiroshima-pedigree"



Sake

There are 47 sake breweries in Hiroshima. Sake breweries are located all across the prefecture, and Saijo District in Higashi-Hiroshima City is especially known as one of Japan's Three Major Sake-Brewing Districts. Enjoy mellow and aromatic sake from Hiroshima!



Saijo Sake Brewery Street

The Sake that was served to the President of the USA

Tokusei Gold Kamotsuru

The former president of the USA, Barack Obama, enjoyed this sake when visiting Japan. Gold foil flakes in the shape of cherry blossom petals float in the rich-tasting aromatic sake.



Japanese Whiskey

"SAKURAO" is a whiskey made at a distillery located on the opposite shore of Miyajima, a World Heritage island. It features the flavors of raisins, oranges and peaches, with a sweetness like vanilla, and moderate astringency and sourness. The whiskey matured near the Seto Inland Sea which gives it its subtle scent of the sea.

Photos provided by: SAKURAO Brewery and Distillery



Lemon Gin

Locally made gin, flavored with carefully selected lemons, produced by a long-established sake brewery in Setouchi District. This refreshing fragrance of lemon is especially tasty when blended with soda and plenty of ice. Note that the rich citrus oil may make the gin cloudy, but this is normal and expected.

Photos provided by: SETOUCHI DISTILLERY Miyake Honten



Other sake made in Hiroshima

Japanese Wine

The climate in northern Hiroshima is suitable for grape cultivation. Especially well-known is "TOMOE" produced in Miyoshi Town, which has won prizes at various competitions in Japan and abroad.

Photos provided by: Hiroshima Miyoshi Winery (TOMOE)



Houmeishu

Locally brewed sake in Tomonoura District in Fukuyama City. It is a liqueur made from sweet sake and 16 kinds of herbs, and is known as to be good for health and beauty. You will like its distinctive sweetness and aroma.

Photos provided by: Irie Toyosaburo Honten (Houmeishu)



Good Time Shopping

Shopping is a must-do activity when travelling! You can buy items unique to Hiroshima, as well as cosmetics, name-brand products, and probably just about anything!

MAP P9



Hiroshima City Hiroshima Hondori Shopping Street

Hiroshima's major shopping street leading to Peace Memorial Park

One of the largest shopping streets in the Chugoku and Shikoku Regions. A variety of stores (clothing, souvenirs, and more) and restaurants, new and long-established, are lined up along the 577-meter arcade. There are many cafes and restaurants in the surrounding areas, as well. You can enjoy shopping with your friends and family and take your time looking around.

Flower Face Washing Brush

Elegant face washing brushes that produce a very fine lather, made by a local cosmetics brush manufacturer.



Photos provided by: Koyudo

Where to buy Hiroshima Fude Center

Hiroshima City THE OUTLETS HIROSHIMA

The largest AEON outlet mall in the Chugoku and Shikoku Regions

This shopping mall contains more than 200 stores, including popular sports brands as well as international and domestic fashion brands. There are also shops selling souvenirs from the Hiroshima and Setouchi areas, as well as restaurants. You can spend a whole day at this mall. It takes approx. 40 minutes by direct bus from Hiroshima Station to the mall (service operates on Mondays, Wednesdays, Fridays, Saturdays, Sundays, and national holidays).



Handbags, etc.

Bags (tote bags, etc.) and purses crafted with high sewing skill, and using basketball and volleyball ball fabrics



Where to buy FUKUNARY



Hiroshima City Don Quijote

One of Japan's best discount stores

Don Quijote is a discount store popular with many regardless of age or gender. The Hiroshima Hatchobori Store consists of 6 floors, from the basement to the 5th. It is open until 5:00am, making it possible for customers to shop, well into the night.



Photos provided by: SOGO

Hiroshima City Department stores

SOGO, Mitsukoshi, Fukuya

There are 3 department stores in the center of Hiroshima City. SOGO is located close to the Peace Memorial Park. Fukuya and Mitsukoshi are within walking distance of SOGO, through Hondori Shopping Street.



Photos provided by: Edion Tsutaya Electrics

Hiroshima City Electrical Appliance Stores

Edion Tsutaya Electronics, Yamada Denki (LABI), EDION, Bic Camera

At Edion Tsutaya Electronics, you can buy well-designed home appliances, and books, as well as stationary. The store is operated by EDION, one of Japan's major electrical appliance stores. There are many other appliance stores in Hiroshima City. Why not take a tour?

There are many drugstores on Hondori Shopping Street

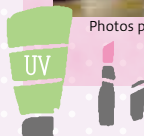


Photos provided by: wants

Hiroshima City Drugstores

Wants, Matsumotokiyoshi

You can buy low-price cosmetics, snacks, and daily essentials at these stores. There are many drugstores around the central area of the city, so you will find one easily.



Enjoy Hand-crafting!

Making local dishes and traditional artifacts is a good memory of your Hiroshima trip.

Hatsukaichi City (Miyajima) Shakushi no Ie

Choose your favorite "shakushi" and have your name written on it

Shakushi (rice scoop) a specialty product of Miyajima. It is a popular souvenir item as it is said it brings good luck. You can choose your favorite from shakushi of various sizes, on which each a certain message is written. In addition, you can have your name written on the back of the shakushi.



▲ Shakushi-shaped smartphone straps with various messages
▼ Shakushi come in different sizes, up to more than 50 cm long

Fukuyama City Shinshoji Temple: Zen Museum and Gardens

A meditation experience while seated in a Zen temple

The entire precincts of the temple are parts of a museum, which makes you feel as you are in a different dimension. You can enjoy the world of Zen Buddhism through art installations, seated meditation, and sutra copying, in a distinctive atmosphere.



Enjoy freshly-baked Momiji Manju!



Make an original shakushi with your name written on it

Pick some fruit and get a feel for the season



◀ Sweet-bean jam is the most popular flavor

Miyoshi City Hirata Kanko Noen

Seasonal fruits available year round

Grapes in autumn, Strawberries in spring... You will surely enjoy picking and eating fruits while getting a feel for the season. Cooking class is also offered at the farm. Make sweets using seasonal fruits as though you are a patissier.



Apple pie making in the season of apples



Hatsukaichi City Miyajima Traditional Crafts Center

Momiji Manju Making

Momiji manju is perhaps the most famous sweet in Hiroshima. You can experience making momoji manju, starting from baking the buns all the way to boxing-up the finished momiji manju as a souvenir. The flavor of the filling is selected from sweet-bean jam and chocolate. With assistance from professional confectioners, you can enjoy freshly-baked hot Momiji manju.





◀The Shoshintei is a garden, with a heart-shaped pond called Shinji-ike at its center. You can enjoy beautiful scenery here, whatever the season.



▲Eat the okonomiyaki you made yourself

Hiroshima City **OKOSTA**

Enjoy making okonomiyaki!

Okonomiyaki experience offered by sauce manufacturer "Otafuku Sauces". Enjoy making and eating okonomiyaki, the soul food of Hiroshima. Vegetarian okonomiyaki menus are also available. The venue OKOSTA is only 2-minutes walk from Hiroshima Station.



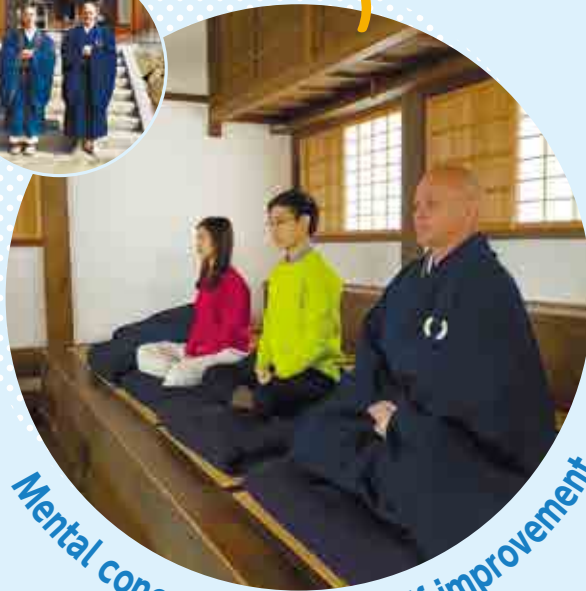
Photo:Nobutada OMOTE

▲Art pavilion "KOHTEI"



▲Professional cooks will assist you in making okonomiyaki!

for the season



Mental concentration and self-improvement



Make your own okonomiyaki



Kumano Town **Writing Brush Making**

Traditional handicraft from the 19th Century

Kumano Town is the top producer of writing brushes in Japan, and "Kumano Brushes" are designated as one of the nation's traditional crafts. Writing brush making comprises 12 steps, and you can experience two of these: one known as "Koromo-ge-maki" and finishing. You can also enjoy writing or painting using the brushes.



Make your own writing brush, with assistance from experienced artisans



Hiroshima City **Upstream River Trekking in Hiroshima's Outback**

Outdoor Activities in Oku-yuki District

The adventurous activity in which you climb up a mountain's torrent against the flow of the water. You will surely have the feeling of becoming one with nature in the beautiful surroundings of Yuki District. You can participate in either the beginner's course or the intermediate course.



An outdoor tour in Oku-yuki with a guide to accompany you. There is a waterfall jumping/diving event at the end of the tour!

Course

3 Days 2 Nights

First time to Hiroshima? Standard Plan: Hiroshima ~ Miyajima ~ Saijo

Day 1 Miyajima

Enjoy local special "Anago-meshi" for lunch. Age Momiji is also a must-eat item. Why not stay over at Miyajima?



Sightseeing in Miyajima



Overnight stay in Miyajima



Anago-meshi



Age Momiji
(fried Momiji manju)

Saijo Sake Brewery Street

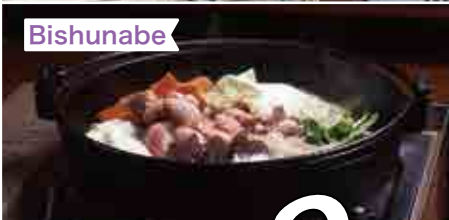
Day 2 Saijo

Visit the sake breweries on Saijo Sake Brewery Street. Having Bishunabe for lunch will make you feel a little tipsy! In the evening, you can enjoy a luxury dinner on the cruise ship Ginga.



Ginga

Bishunabe



Day 3 Hiroshima City

Enjoy the tea ceremony at Shukkeien Garden. Strolling around the Peace Memorial Park is also a nice plan. Making Okonomiyaki at OKOSTA at Hiroshima Station would be the best way to finish your trip.

Shukkeien Garden

Atomic Bomb Dome



OKOSTA

Course
4 Days 3 Nights

Experienced travelers should visit **Sera**, **Onomichi**, and **Okunoshima Island** in Takehara.

Day 1 - 2



Hiroshima, Miyajima, Sera

Sera Lily Garden

Setsugetsu Fuka Fukuchiin

Travel to Hiroshima City from Miyajima by the ship "World Heritage Sea Route". How about a KAGURA performance at Hiroshima Prefectural Citizen's Culture Center (Wednesdays, 7:00pm~). You can take 'Instagrammable' photos at Sera Lily Garden. Enjoy a BBQ at HIROSHIMA BBQ TERRACE at Michi-no-Eki Sera, and Japanese tea at Setsugetsu Fuka Fukuchiin



World Heritage Sea Route



KAGURA



BBQ



Map / Transportation

Spots

Gourmet

Hiroshima City

Experiences

Model Routes

Events

Day 3 - 4

Onomichi, Takehara



Shimanami Cycling



Giant Store

Rent a bicycle from the Giant Store at ONOMICHI U2, and enjoy cycling on the Shimanami Kaido Cycling route. Enjoy Setoda Lemon Hot Pot with octopus for lunch at Chidori on Ikuchijima Island. On the last day of your trip, explore the Takehara Machinami Preservation District in the morning. Visit Rabbit Island and play with the rabbits in the afternoon.



Takehara Townscape Conservation Area



Setoda Lemon Hot Pot



Okunoshima Island

Hiroshima has many interesting local events throughout the year. Why not visit some of them?

EVENT

Jan.	Hatsukaichi City	New Year's Festival (Itsukushima Shrine)		Jun.	Mihara City	Sankeien Flower Festival				
	Otake City	Otake Oyster Festival		Jul.	Hiroshima City	Hiroshima Minato Yume Fireworks Festival				
	Mihara City	Mihara Shinmei Market		Aug.	Miyoshi City	Miyoshi Kinsai Festival				
Feb.	Mihara City	Ofuku Biraki Festival, Hadaka Festival (Kui Inari Shrine)		Sept.	Hiroshima City	Peace Memorial Ceremony				
	Shobara City	Hiroshima Snowball Battle in Takano		Oct.	Mihara City	Mihara Yassa Festival				
Mar.	Hiroshima City	Hiroshima City Fisheries Festival		Nov.	Hatsukaichi City	Kangensai (Itsukushima Shrine)				
	Mihara City	Noji Spring Festival (Futon Danjiri)		Dec.	Kumano Town	Brush Festival				
Apr.	Onomichi City	Onomichi Sakura Festival		Jan.	Higashi-Hiroshima City	Sake Festival				
	Hatsukaichi City	Peach Blossom Festival		Feb.	Onomichi City	Cycling Shimanami				
May	Hiroshima City	Blossom Circumference		Mar.	Hatsukaichi City	Chrysanthemum Festival				
	Takehara City	Takehara Bamboo Festival		Apr.	Hiroshima City	Hiroshima Food Festival				
Jun.	Hiroshima City	Hiroshima Flower Festival		May	Hiroshima City	Hiroshima Ebisu Taisai Festival				
	Kitahiroshima Town	Mibu no Hana Taue		Jun.	Onomichi City	Onomichi Betcha Festival				
						Jul.	Hatsukaichi City	Daishoin Fire Walking Ceremony		
								Aug.	Hatsukaichi City	Chinkasai (Shinto Ceremony)

Fruit Picking Calendar

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.
Hirata Kanko Noen						Strawberry	Cherry	Plum			Apple	
Sera Kosui Farm						Strawberry			Pear	Grape		
Sera Taiho Farm									Pear	Grape		

Closes when all fruit has been sold.

Flower Calendar

Enjoy flowers of all seasons in Hiroshima! There are many flower gardens in northern Hiroshima, and you can enjoy beautiful flowers whatever the season, especially in spring, summer, and autumn. Why not take a tour of some flower gardens?

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.
Sera Kogen Farm			Tulips	Weeping cherry			Sunflowers		Dahlias	Garden Mums		
Flower Village Kamu no Sato			Moss phlox	Nemophila								
Sera Kogen Hana no Mori					English Roses							
Sera Flower Station			Viola	Nemophila	California Poppies		Petunia		Cosmos	Salvia	Lilies	
Bihoku Hillside Park			Daffodils	Nemophila	Tulips		Sunflowers		Cosmos			
			Violas									

Please note that the availability is subject to change depending on the weather.

Let's Go!

Transportation Information

JR-WEST RAIL PASS

JR is a convenient way to travel within Japan. A wide variety of limited-edition excursion tickets for tourists are available, and you can choose the one that best suits your travel destination. You can also get a discount by booking the ticket prior to your travel.

JR-WEST
RAILPASS



Discover
West Japan



5 Days

Hiroshima-Yamaguchi Area Pass

15,000 yen and up

Areas you can visit Hakata, Yamaguchi, Miyajima, Hiroshima, Onomichi, etc.

Okayama-Hiroshima-Yamaguchi Area Pass

17,000 yen and up

Areas you can visit Hakata, Yamaguchi, Miyajima, Hiroshima, Okayama, etc.

Kansai-Hiroshima Area Pass

17,000 yen and up

Areas you can visit Miyajima, Hiroshima, Kobe, Osaka, Nara, Kyoto, etc.

5 Days

Setouchi Area Pass

22,000 yen and up

Areas you can visit Hakata, Yamaguchi, Miyajima, Hiroshima, Okayama, Matsuyama, Kotohira, Takamatsu, Kobe, Osaka, Kyoto, Nara, etc.

7 Days

Sanyo-San'in Area Pass

23,000 yen and up

Areas you can visit Hakata, Yamaguchi, Hiroshima, Matsue, Kobe, Osaka, Nara, Kyoto, etc.

Sanyo-San'in-Northern Kyushu Area Pass

26,000 yen and up

Areas you can visit Fukuoka, Kumamoto, Oita, Saga, Nagasaki, Hiroshima, Yamaguchi, Tottori, Shimane, Okayama, Hyogo, Takamatsu, Kyoto, Osaka, Nara, etc.

How to purchase

- 1) Purchase an exchange ticket (MCO or E-MCO) at a travel agency, etc. before entering Japan.
- 2) Purchase at JR-WEST ONLINE TRAIN RESERVATION.
- 3) Purchase at a station or travel agency in Japan."

Visit Hiroshima Tourist Pass Excursion ticket for foreign visitors to Hiroshima

"Visit Hiroshima Tourist Pass" is an excursion ticket valid for route-buses, streetcars, (Hiroshima Electric Railway) and ferries (Miyajima Route) in Hiroshima. There are two types of tickets: "digital ticket" available from the official website of Hiroshima Electric Railway and a "paper ticket" available at ticket counters and local travel agencies.

Read the QR code to purchase a ticket



1 Days
1,000 yen



2 Days
1,500 yen



3 Days
2,000 yen

Ticket Privileges Visit Hiroshima Tourist Pass Coupon Book

Ticket purchasers will receive a "Visit Hiroshima Tourist Pass COUPON BOOK", a guidebook that includes discount coupons for restaurants and sightseeing facilities.

How to purchase

Hiroshima Airport Information Counter, Hiroshima Station South Exit Transportation Information Center, Bus Ticket Counter on the 1st floor of the Shinkansen Exit, Hiroshima Bus Center Counter on the 3rd floor, etc.

Hiroshima-Matsuyama Line Discount Service Hiroshima-Matsuyama Line Discount Service

Why not visit Shikoku Region after Hiroshima? The most convenient way to visit Ehime Prefecture in Shikoku Region traveling from Hiroshima, is to take the Super Jet or Cruise Ferry and cross the Seto Inland Sea from Hiroshima/Kure Ports to Matsuyama Port. You can get a discount by showing your passport at the ticket counter.

Setonaikai
Kisen



Fare (one way, adult)

High Speed Boat [Super Jet]

Cruise Ferry

Hiroshima - Matsuyama

Regular fare
8,000 yen

▶ **5,600 yen**

Regular fare
5,000 yen

▶ **3,500 yen**

Kure - Matsuyama

Regular fare
6,300 yen

▶ **4,410 yen**

Regular fare
4,000 yen

▶ **2,800 yen**

How to purchase

Show your passport at the port ticket counter.

The information in this publication is current as of March 2024. Information may be subject to change in the future. Please contact each facility in advance.



There are five HIROKUMA in this brochure.
Can you find it?



The Official Guide to Hiroshima

Hiroshima Tourism Official Site
<https://dive-hiroshima.com/en/>



OFFICIAL
SNS



◀ Tourist brochure (eBooks)

▶ Introducing the charms
of Hiroshima prefecture with a video!



i HIROSHIMA TOURIST INFORMATION CENTER

**Hiroshima Station
Information Center**



📍 2F, JR Hiroshima Station
Shinkansen Exit, 2-37 Matsubaracho,
Minami-ku, Hiroshima City,
Hiroshima Prefecture
☎ 082-263-5120



**Onomichi Tourist
Information Center**



📍 1-1 Higashi Goshomachi,
Onomichi City
(in JR Onomichi Station)

☎ 0848-20-0005



**Miyajima-guchi Tourist
Information Center**



📍 1-11-1 Miyajimaguchi,
Hatsukaichi City,
Hiroshima Prefecture

☎ 080-2937-4669

