

# Where Resilience Meets Nature: Discover the Authentic Spirit of Tohoku

An essential destination guide and booking resource for international partner travel agencies seeking authentic Japanese rural landscapes and deep cultural connection.

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# Beyond the Golden Route: Discover Authentic Japan

## Genuine Experiences & Deep Connections

Moving beyond standard destinations like Tokyo and Kyoto, today's travelers seek genuine experiences and profound cultural exchange. Minamisanriku is a coastal town of 11,000 residents embraced by rich rias coastlines and lush satoyama forests.

## The Authentic Value of Minamisanriku

While we lack massive theme parks, we offer world-class bountiful oceans, smiling locals living in harmony with nature, and the powerful resilience born from overcoming adversity. We guarantee unforgettable lifetime memories for your clients.



# Visual Stories: The Heart of Minamisanriku



1. Breathtaking Sunrise over Shizugawa Bay



2. Warm Smiles & Interactions with Local Fishers



3. Exquisite Fresh Seafood (Kirakira Don Bowls)



4. Rich Forests, Traditional Kiriko & Moai Statues

# Seamless Access from Tokyo & Sendai



## From Tokyo:

Approx. 90 mins by Tohoku Shinkansen to Sendai Station + approx. 90 mins by car/direct bus (Total ~3 hours).



## From Sendai Airport (SDJ):

Approx. 80 mins by car or chartered bus (Ideal for group logistics).



## Circuit Route:

Only 50 mins from Matsushima and 60 mins from Hiraizumi, making it the perfect hub for history and culture tours.



# A Key Node in Tohoku's Golden Route

## High-Value Circuit Integration

Seamlessly incorporate Minamisanriku into premium Tohoku heritage and nature itineraries, such as: "**Tokyo → Nikko → Matsushima/Sendai → Minamisanriku → Hiraizumi/Aomori.**" It serves as a vital anchor to enrich multi-day touring packages.



# Core Pillars Defining Minamisanriku



## 1 Ocean Bounty

World-class rias coast cultivating supreme oysters, scallops, silver salmon, abalone, and octopus.



## 2 Sustainable

Circular ecosystem connecting mountains to sea. Advanced community holding ASC & FSC international certifications.



## 3 Resilience

Unshakable human spirit recovering from the 2011 disaster, welcoming visitors with heartfelt hospitality.



## 4 Authentic Life

Immersive cultural exchange blending directly into the daily lives of local farmers and fishermen.

# Reasons to Choose Minamisanriku for Your Tours



## 1 High-Value Differentiation

Delight repeat visitors and authentic-travel seekers with exclusive, non-mainstream experiences.



## 2 Flexible Group & FIT Scaling

Easily adaptable from private FITs to school educational tours and corporate incentive groups.



## 3 Heartwarming Human Connections

Meaningful interactions with locals drive high customer satisfaction and glowing reviews.



## 4 Ideal Field for SDGs & Resilience

Perfect for itineraries centered around sustainability, disaster mitigation, and community give-back.

# Year-Round Seasonal Wonders & Harvest Highlights



## **Spring** Mar – May

### **Fresh Greenery & Sea Abundance**

Wakame seaweed & silver salmon harvest. Perfect weather for coastal trekking.



## **Summer** Jun – Aug

### **Marine Activities & Sea Urchin Peak**

Renowned fresh sea urchin, kayaking, SUP, swimming, and fishing experiences.



## **Autumn** Sep – Nov

### **Harvest Peak & Culinary Delights**

Bonito fish, rice harvesting, farming experiences in crisp autumn weather.



## **Winter** Dec – Feb

### **Serene Scenery & Winter Seafood**

Oysters, abalone, octopus, crisp blue skies, hot springs, and comforting local cuisine.

# Experiential Programs for Learning & Inspiration

| Category              | Program Overview                                                   | Capacity            | Key Features                                                    |
|-----------------------|--------------------------------------------------------------------|---------------------|-----------------------------------------------------------------|
| Disaster & Resilience | Minamisanriku 311 Memorial Learning Program / Storyteller Bus Tour | FIT to 100+ (Group) | Inquiry-based learning through visual arts and dialogue on life |
| Fishery & Ocean       | Raft Cruise, Ropework & Fish Filleting with Local Fishermen        | 2 – 50 pax          | Authentic hands-on activities guided directly by local masters  |
| Satoyama & Farming    | Seasonal Farmwork (Planting/Harvesting) / Cedar Crafting           | 2 – 40 pax          | Experience nature's bounty and traditional Japanese agriculture |
| Culture & Craft       | Lucky Octopus Painting / Traditional Kiriko Paper Cutting          | 1 – 180 pax         | Immerse in local prayers, artistry, and handcraft traditions    |

*\*Please refer to our Tariff Sheet for detailed pricing, duration, and language availability.*

# Unsurpassed Culinary Delights from World-Class Waters



## Minamisanriku Kirakira Don

Luxurious seasonal seafood rice bowls featuring spring salmon, summer sea urchin, autumn catch, and winter oysters.



## Food x Location Experiences

Seafood feasts at fisherman-run inns, Sanriku wine pairings with ocean-view dining, and home-style cooking.

## Dietary Accommodations

Vegetarian, Halal-friendly, and allergy-specific menus can be customized upon advance request.



# Distinct Accommodation Styles Tailored to Client Needs



## Oceanfront Hot Spring Resorts

Stunning Pacific ocean views, panoramic hot spring baths, and large banquet halls. Perfect for international groups and families.



## Farm & Fishery Homestays (Minpaku)

Stay with local host families for heartwarming cultural exchange and daily life sharing. Highly popular for educational tours and FITs.



## Renovated Kominka & Nature Lodges

Warm wooden traditional farmhouses and nature pensions. Ideal for small groups, incentives, and independent travelers.

# Ready-to-Use Sample Itineraries

## **[Course 1] FIT: "3-Day Active Wellness & Local Living Retreat"**

Escape urban life and immerse in Minamisanriku: Cycling through coastal villages, authentic home-cooking, and homestay experiences.

### **DAY 1: Arrive & Onsen**

**10:50–12:30** Sendai → Minamisanriku

**12:30–14:00** Seafood Lunch at Sun Sun Village

**14:00–16:30** KATARIBE Walk & 311 Memorial

**17:00** Check-in: Resort Hotel & Ocean Onsen



### **DAY 2: Cycling & Minpaku**

**09:00–12:30** Satoyama Cross-Bike Cycling

**12:30–14:00** Regional Cooking Workshop

**14:00–16:00** Indigo Dyeing Craft Experience

**16:30** Check-in: Traditional Minpaku Stay



### **DAY 3: Coastal Exploration**

**08:30** Heartfelt Breakfast & Farewell

**09:30–12:30** Free Rental Cycle Exploration

**12:30–14:00** Souvenir Shopping & Local Lunch

**14:30** Express Bus Departure for Sendai



# Comprehensive Support by Minamisanriku Tourism Association



## One-Stop Desk

Seamless management from initial inquiry and quotation to itinerary planning and local booking.



## Licensed Travel Agency

Registered under Miyagi Governor Travel Agency License No. 3-330, assuring reliable operations.



## Language Support

Professional interpreters (English, Traditional Chinese, etc.) arranged upon request.



## Proven Track Record

Extensive experience hosting international school groups and delegations from Taiwan, US, and Asia.

# Contact Us for Inquiries & Custom Quotations

Minamisanriku Tourism Association (B2B Inbound Desk)

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"Delivering unforgettable Japanese journeys to your valued clients."