

# Japan of Nevers

Never seen, Never heard, Never been

Let us tell you  
about the Japan  
you've never heard of.



AICHI-HIGASHIMIKAWA



"Heart" of JAPAN  
Technology & Tradition





Never seen, never heard, never been. Higashi-Mikawa in Aichi Prefecture offers all these "nevers."

Surrounded by sea and mountains, it's actually a great place to enjoy delicious food and activities against a backdrop of abundant nature.

There are numerous shrines and temples with living history and unique traditional culture, which is sure to satisfy your intellectual curiosity.

You can find everything here and have fun regardless of your tastes or style.



## NATURE .....P4

Stroll through forests while listening to chirping birds. View a night sky so full of stars they look ready to rain down on you. Refresh yourself by deeply breathing in the fresh air.



## SPORTS .....P6

Do some pleasant cycling with a Pacific Ocean view, or surf some breaking waves. Higashi-Mikawa's nature heartily welcomes healthy athletes.



## SHRINES & TEMPLES .....P8

Shinto shrines and Buddhist temples with solemn presences and extensive histories of faith. They are packed with appeal, including their development, buildings, and gardens.



## BEAUTY .....P10

Make cosmetics from locally mined minerals and view the extraction of essential oils from Japanese cypress and cedar trees. A rare opportunity to search for the source of beauty and healing.



## FRUIT PICKING .....P11

Sweet, juicy melons. Greenhouse-grown, bright red, ripe strawberries. Stretching south and north, Higashi-Mikawa offers various types of fruit to pick.



## JAPANESE FOOD .....P12

Japanese food places an emphasis on the flavor of the ingredients. Enjoy tastes only possible in Higashi-Mikawa, surrounded by mountains and the sea and offering a wide range of fresh ingredients.



## EXAMPLE ITINERARY.....P14

A recommended itinerary, making it possible to efficiently visit numerous tourist spots. Create an itinerary that fits your own schedule and tastes, and have fun traveling around!

We experienced Higashi-Mikawa.



This is Jennifer, who is from England and has been living in Japan for six years.

## OUTDOOR .....P5

Go mountain stream fishing and cast your line into glittering water. Forget yourself as you move through a forest like Tarzan, and have fun using your whole body at an outdoor recreational facility.



## FESTIVAL .....P7

Tezutsu fireworks, hand-held bamboo tubes that shoot fire while sparks rain down, making you wonder how no one gets burned. Hana-matsuri, a festival with a memorable ogre dance. Be sure to check out the festivals that carry on the traditions of the past.



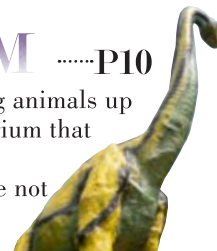
## ONSEN .....P9

Hot springs that warm you to the core and offer an incredible feeling of liberation. A region unique in that it offers pleasant hot springs in varied locations, including near the sea and in the mountains.



## ZOO & AQUARIUM .....P10

A zoo that is our pride and joy, boasting animals up close and unique exhibitions. An aquarium that specializes in deep sea creatures. Higashi-Mikawa's zoo and aquarium are not your typical attractions!



## CULTURE .....P11

Buildings and events that local residents have acquired and protected over many years. You can feel that history even by simply visiting for a short time.



## MICHINOEKI .....P13

Roadside stations (michi-no-eki) have shops that carry famous local specialties and items sold directly from producers, and are places where you can enjoy local dishes and snacks. There are ten roadside stations in Higashi-Mikawa, each overflowing with individuality.



## HIGASHIMIKAWAMAP.....P15

Learn about the vast Higashi-Mikawa area, along with the location of numerous tourist spots, using this single map. Useful for checking travel plans and your itinerary.



It was Japan unlike anything we've seen before!

This is Peter, who is from the USA and has been living in Japan for ten years.



# NATURE experience



## Bird watching

**Kirara Forest, Dando Uradani virgin forest**  
[Shitara Town, MAP-01]

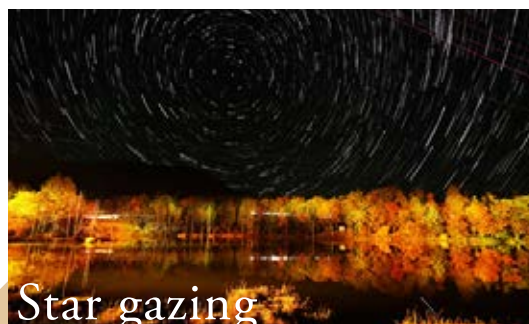
This virgin forest is full of massive beech trees. You can hear chirping birds all around you. Follow those songs back to their owners and find various wild birds, including Japanese jaybirds and bush warblers.



### Activity video

Being surrounded by trees and getting close to wild animals is a perfect way to escape from the bustle of busy cities. The peace and quiet feels really good.

YouTube channel  
"higashimikawa TV"



## Star gazing

**Chausuyama Highlands** [Toyone Village, MAP-02]

Located at the "top" of Aichi prefecture, this star gazing spot is popular among people from across Japan. You can view clear, starry skies because it is far from not only city lights and emissions but also the sea, which means there is little moisture in the air.



## Moss phlox fields

**Chausuyama Highlands** [Toyone Village, MAP-02]

The sight of 400,000 moss phlox plants of different shapes and colors, ranging from pink and white to light blue and bluish purple, spreading out in front of you on the top of a 1,358 m tall mountain that seems to be floating against a blue sky. A moss phlox festival is held from May through June.



# OUTDOOR experience

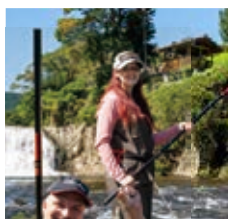


Ochise River Tsuta no Fuchi

## Mountain stream fishing

[Shinshiro City, Shitara Town, Toei Town, Toyone Village]

In Oku-Mikawa's clear rivers, you can enjoy fishing for red-spotted masu salmon from spring through early fall and for ayu from early summer through fall. You will forget the flow of time as you cast your line while breathing in the fresh air of the great outdoors.



### Activity video

The waterfalls of Tsuta no Fuchi are incredibly beautiful, and being able to eat the fish you catch is wonderful. The entire day was unbelievably fun. YouTube channel "higashimikawa TV"



## Grab-all-you-can ayu

[Shinshiro City and Shitara Town] Around June–October

In Oku-Mikawa, where clear rivers flow, you can try your hand at grabbing as many splashing, jumping ayu as you can using massive traps called Yana set in the river. Then you can eat the freshly caught ayu salted and grilled.



## Outdoor Recreational Facility

Forest Adventure Shinshiro [Shinshiro City, MAP-03]

Enjoy this French outdoor recreational facility located in the Shinshiro Comprehensive Park, which is surrounded by incredible nature. Move between tree trunks on scaffolding high up in the trees and then swoosh down to the ground on a zip line.





## Cycling

### Atsumi Cycling Road [Tahara City]

Cut through the wind with the Pacific Ocean in view. Climb the hills and reach the mountain top to be rewarded with a view of the city. Higashi-Mikawa allows you to enjoy numerous cycling routes that offer different scenery.



#### Activity video

The wind hitting your body feels nice and refreshes you. It is not only good exercise, but also offers outstanding views of the coastline.



YouTube channel  
"higashimikawa TV"



## Surfing

### Pacific Ocean Long Beach [Tahara City, MAP-04]

The Omotehama coast faces the Pacific Ocean and boasts stable waves all year long. Many people from across Japan visit this surfing spot, one of the top surfing spots in the country and the site of numerous surfing tournaments, including world-wide events.



## SUP

[Toyohashi City, Gamagori City, Tahara City]

With standup paddleboarding (SUP), you can stand on a unstable board and walk on the sea. If the waves and wind aren't too strong, it's simple even for beginners to enjoy after receiving a little training first.





# FESTIVAL

## experience



## Tezutsu fireworks

[Higashi-Mikawa] May–October

Under a shower of sparks that looks like it would burn, people support pillars of flame. You might even feel you need to shout a warning! They are holding Tezutsu Fireworks, hand-held fireworks that come from Toyohashi City. The highlight is the finale, when flames shoot up powerfully from the ground and there's a thunderous boom.



### Activity video

We were lucky to see this up close, because we'd never seen anything like this before. I don't think there is any other country where fireworks are as developed as in Japan. There is nothing else like Tezutsu Fireworks.

YouTube channel  
"higashimikawa TV"



## Nagashino Battle Flag Festival

[Shinshiro City] May 5

The best part of the festival is the musket display by the musket troop. The festival is held on the site of the Nagashino castle ruins, and is intended to calm the spirits of the warriors who died in the battle. The three festivals--the Tsukude Old Castle Festival, Shitaragahara Battlefield Festival, and Nagashino Battle Flag Festival--are referred to as the "Shinshiro warring states trilogy."



## Hana-matsuri

[Shitara Town, Toei Town, Toyone Village] November–January

This performance, part of a Shinto ritual, is used to ward off evil spirits and pray for harmony between the gods and men, a bountiful harvest, and health. It has been designated a national important intangible folk cultural property.



# SHRINES & TEMPLES

experience



## Toyokawa Inari Temple

[Toyokawa City, MAP-05]

The Toyokawa Inari temple bustles with visitors praying for such things as prosperity in business. With its rows of fox statues sitting right next to each other, Reikozuka Fox Mound is popular as an "spiritual place." Be sure to enjoy the row of souvenir shops and restaurants in front of the entrance after visiting the temple.



Famous Toyokawa products  
Toyokawa Inari-zushi



## Fumonji Temple

[Toyohashi City, MAP-06]

Located in an area of abundant nature, this temple is beloved as the Toyohashi Japanese maple temple. Founded 1,300 years ago and protected by both the Kamakura Shogunate and Tokugawa Shogunate, the temple houses numerous national treasures.

## Horaisan Toshogu Shrine

[Shinshiro City, MAP-07]

A shrine that is a national important cultural asset. As lands with a strong connection to the Tokugawa family, the Third Shogun Tokugawa Iemitsu ordered the construction of this shrine, which was completed during the reign of the Fourth Shogun Tokugawa Ietsuna. There are 1,425 steps on the main path to this shrine, which is surrounded by cedar trees 370 years old.



### Activity video

Located only a ten-minute walk from the station, we had an utterly unique cultural experience. It was extremely interesting that when we got to the back of the temple grounds, there was an area full of stone fox statues.

YouTube channel  
"higashimikawa TV"





# ONSEN experience



## Yuya Onsen

[Shinshiro City, MAP-08]

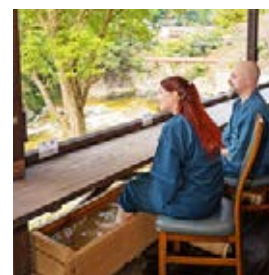
Soak in the warm water while listening to the murmuring river flowing in front of you and being caressed by the mountain breeze blowing through the trees. This hot spring area sits amid rich nature. You can take even just a short rest with the foot baths.



### Activity video

Soaking in the hot water washes away your tiredness and relieves your stress. There was a wonderful feeling of melding the warm water, steam, and river flowing behind me.

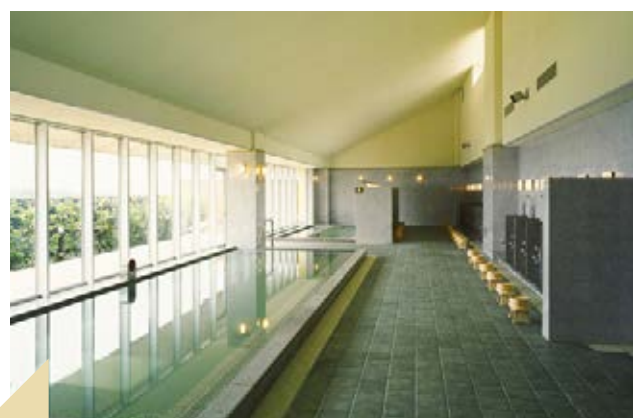
YouTube channel  
"higashimikawa TV"



## Gamagori Onsen Village

[Gamagori City MAP-9]

Gamagori has four hot spring villages—Gamagori Onsen, Miya Onsen, Katahara Onsen, and Nishiura Onsen. All of them are near the ocean and mountains and provide visitors calming views while bathing in the warm waters.



## Hongu-no-yu

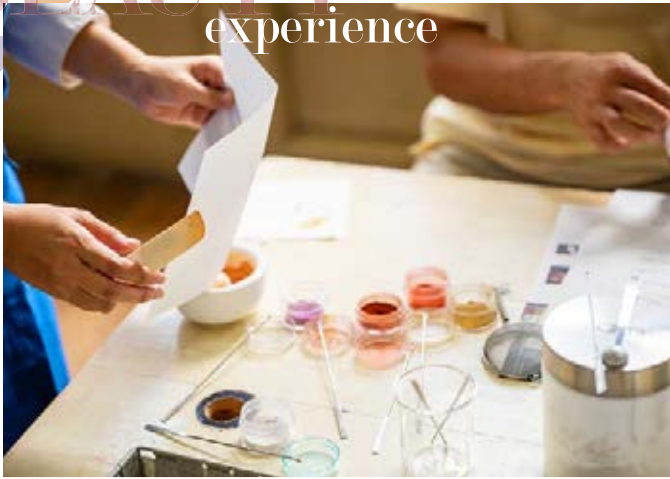
[Toyokawa City, MAP-10]

Located near the Mt. Hongu trailhead, the hot spring facilities are surrounded by abundant nature and are perfect for day trips. Boasting various types of baths, including a large bath, carbonated bath, open-air bath, and medicinal bath, these hot springs makes it possible to refresh your mind and body.



# BEAUTY

## experience



## Hand-made cosmetics

**Naori** [Toei Town, MAP-11]

Make your own desired foundation by simply adding ingredients, mixing, and filtering. This incredible experience is possible because Toei Town is the only place in Japan where the mineral sericite, one of the ingredients, is produced.

## Hands-on distilling

**Oku-Mikawa Distillery** [Shinshiro City, MAP-12]

This distillery offers hands-on experiences based in the themes of nature and beauty. You can enjoy various activities, including taking part in tours of the essential oil distillation process, trying your hand at making various fragrant cosmetics, and soaking your feet in a Japanese cypress-leaf foot bath.



# ZOO

## AQUARIUM

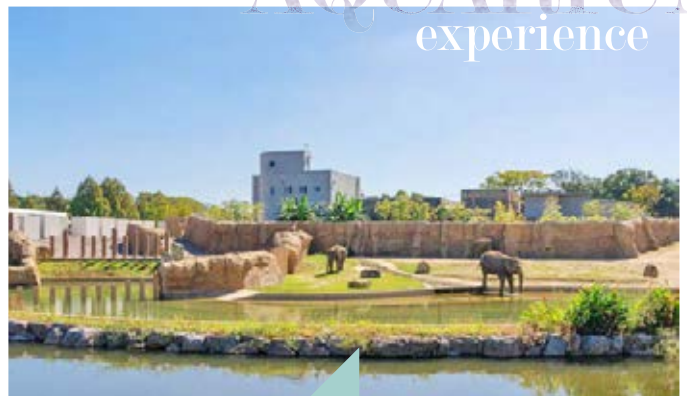
## experience



## Aquarium

**Takeshima Aquarium** [Gamagori City, MAP-13]

This aquarium has both salt water and fresh water exhibitions. Among them, the deep sea creature exhibition is the best in Japan. The sea lion show and capybara show, which visitors can view up close, are also very popular.



## Zoo

**Toyohashi Zoo and Botanical Park**  
"Non Hoi Park"

[Toyohashi City, MAP-14]

Elephants slowly meandering through one of the largest enclosures in Japan. Polar bears getting up really close. Giraffes approaching near enough to almost lick you with their long tongues. This popular zoo, which allows visitors to get close to the animals, also offers several other ways to have fun, including a botanical garden, natural history museum, and amusement park.



# FRUIT PICKING

experience



## Melon picking

[Gamagori City, Tahara City]  
Around June–September

The sweet aroma and dripping juices from melons cut in half. Juicy muskmelons grown with plenty of sunlight are one of the famous products of Higashi-Mikawa.

## Strawberry picking

[Toyohashi City, Toyokawa City, Gamagori City, Tahara City]  
Around December–May

Boasting long daylight hours, the temperate Higashi-Mikawa region is the home of numerous strawberry farms. Enjoy picking various types of strawberries.



# CULTURE

experience

## Shukuba-machi

Toyohashi City Futagawa Shuku Honjin Museum  
[Toyohashi City, MAP-15]

Many travelers passed along the Tokaido road during the Edo Period (1603–1867). The thirty-third shukuba-machi (post town) from Tokyo's Nihonbashi, Futagawa Shuku retains several original buildings, including the honjin (lodging for upper class patrons), hatogo (lodging for common people), and a merchant house, making visitors feel like they slipped back in time.



Provided by Toyohashi City  
Futagawa Honjin Museum



## Wadaiko Fitness

Shidara [Toei Town, MAP-11]

Receive instruction from the professional musical group Shidara, who perform wadaiko (Japanese drum) and bamboo flute music around the world. Strengthen your core using fitness moves set to Japanese drum beats. Enjoy the beat of the music and refresh your body and mind.





# JAPANESE FOOD

Popular Japanese dishes made from seasonal ingredients, with cooking methods employing the meticulous skills of craftsmen and appeal of the ingredients. The kind of food only possible in this region is truly local culture.



## Seafood

The seafood caught in the Mikawa Bay and Atsumi open sea boasts incredible freshness and a uniquely delicious taste. This is because it is fresh bounty of the sea just unloaded at fishing ports.



## Japanese sake

Higashi-Mikawa is blessed with an environment rich in nature and quality water, making it the home of numerous sake brands. Sake breweries with long histories make delicious sake using very particular brewing methods.



## Japanese beef [Dando beef and Horai beef]

A delicious fatty flavor spreads through your mouth with every bite. The red meat has a wonderfully deep flavor that is drawn out the more you chew. This flavor of Japanese beef, extremely difficult to find anywhere else, is possible because these are Dando beef and Horai beef, two of Higashi-Mikawa's leading brands of beef.



# MICHINOEKI

A roadside station (michi-no-eki) offers several ways to enjoy yourself, including buying and eating local specialty products. There are ten distinctive roadside stations in Higashi-Mikawa, and they are perfect for learning about the area. Be sure to pick up some souvenirs there.

Walk around while snacking on delicious foods available only in that area.



Michi-no-eki Tahara Mekkun House

## Shopping

You can purchase a wide range of products from the region, including locally grown fresh agricultural products, famous local sweets and sake, and traditional handicrafts. They make perfect travel souvenirs and presents.



Michi-no-eki Tahara Mekkun House

Offering a wide range of locally baked pastries



Michi-no-eki Toyone Greenport Miyajima

## Information

Furthermore, they also serve as sources of varied information, including road conditions, local history and culture, and tourist spots. You can also obtain details about local performing arts, festivals, and limited-time events, such as farmers markets and exhibitions.



Michi-no-eki Tahara Mekkun House



Michi-no-eki Tahara Mekkun House



Michi-no-eki Mekkulu Shinshiro



Michi-no-eki Mekkulu Shinshiro



## Food

Michi-no-eki Mekkulu Shinshiro

Enjoy various tastes, ranging from those of truly local dishes made from specially selected local products to those of snacks and drinks that are great for snacking.

## Higashi-Mikawa Michi-no-eki

- Michi-no-eki Toyone Greenport Miyajima [Toyone Village MAP-16]
- Michi-no-eki Horai Mikawa Sangoku [Shinshiro City, MAP-21]
- Michi-no-eki Tsugu Kogen Green Park [Shitara Town, MAP-17]
- Michi-no-eki Mekkulu Shinshiro [Shinshiro City, MAP-22]
- Michi-no-eki Aguri Station Nagura [Shitara Town, MAP-18]
- Michi-no-eki Toyohashi [Toyohashi City, MAP-23]
- Michi-no-eki Shitara [Shitara Town, MAP-19]
- Michi-no-eki Tahara Mekkun House [Tahara City, MAP-24]
- Michi-no-eki Tsukude Tezukuri-mura [Shinshiro City, MAP-20]
- Michi-no-eki Akabane Loco Station [Tahara City, MAP-25]



# Example Higashi-Mikawa itinerary

Higashi-Mikawa boasts many appealing tourists spots. If you want to have the most fun possible, we recommend you decide on a theme or objective and then visit those types of places. Here is an example for nature and Japanese culture.



Our recommended itinerary!

## Get-your-fill-of-nature itinerary<Overnight> Rental car



## Experience Japanese culture itinerary<day trip> bus, walking, and rental cycle



## Cycle Tour Itinerary<day trip> train, bus, walking, and rental cycle





# Higashi-Mikawa Area MAP

**01 Kirara Forest, Dando Uradani virgin forest**  
1-1 Dando Damine, Shitara-cho, Kitashitara-gun, Aichi

**02 Chausuyama Highlands**  
70-185 Goshodaira, Sakauba, Toyone-mura, Kitashitara-gun, Aichi

**03 Forest Adventure Shinshiro**  
66-1 Yage, Omi, Shinshiro-shi, Aichi (in Shinshiro Comprehensive Park)

**04 Pacific Ocean Long Beach**  
Oishi, Akabane-cho, Tahara-shi, Aichi

**05 Toyokawa Inari Temple**  
1 Toyokawa-cho, Toyokawa-shi, Aichi

**06 Fumonji Temple**  
7 Nabeyamashita, Unoya-cho, Toyohashi-shi, Aichi

**07 Horaisan Toshogu Shrine**  
1 Horaiji, Kadoya, Shinshiro-shi, Aichi



**08 Yuya Onsen**  
4-1 Kamiyadaira, Notose, Shinshiro-shi, Aichi (Yuya Onsen Development Association)

**09 Gamagori Onsen Village**

**10 Hongu-no-yu (Onsen)**  
1-1685 Hongushita, Kaminagayama-cho, Toyokawa-shi, Aichi

**11 Naori(Nokiyama School)**  
13-7 Nokiyama, Shimoda, Toei-cho, Kitashitara-gun, Aichi

**11 Shidara (Nokiyama School)**  
13-7 Nokiyama, Shimoda, Toei-cho, Kitashitara-gun, Aichi

**12 Oku-Mikawa Distillery**  
Yuya Enchi 1, 23-4 Kitano, Notose, Shinshiro-shi, Aichi

**13 Takeshima Aquarium**  
1-6 Takeshima-cho, Gamagori-shi, Aichi

**14 Toyohashi Zoo and Botanical Park (Non Hoi Park)**  
1-238, Oana, Oiwa-cho, Toyohashi-shi, Aichi

**15 Toyohashi City Futagawa Shuku Honjin Museum**  
65, Naka-machi, Futagawa-cho, Toyohashi-shi, Aichi

**16 Michi-no-eki Toyone Green Port Miyajima**  
29-3 Miyanosima, Sakauba, Toyone-mura, Kitashitara-gun, Aichi

**17 Michi-no-eki Tsugu Kogen Green Pack**  
2-156 Higashiyama, Tsugu, Shitara-cho, Kitashitara-gun, Aichi

**18 Michi-no-eki Aguri Station Nagura**  
32 Morida, Nishinagura, Shitara-cho, Kitashitara-gun, Aichi

**19 Michi-no-eki Shitara**  
17-7 Nakada, Kiyosaki, Shitara-cho, Kitashitara-gun, Aichi

**20 Michi-no-eki Tsukude Tezukuri-mura**  
10-2 Nagarami, Tsukudekiyooka, Shinshiro-shi, Aichi

**21 Michi-no-eki Horai Mikawa Sangoku**  
106-1 Tanaka, Shimoyoshida, Shinshiro-shi, Aichi

**22 Michi-no-eki Mokkulu Shinshiro**  
329-7 Gotanda, Yatsukaho, Shinshiro-shi, Aichi

**23 Michi-no-eki Toyohashi**  
113-2 Ichinosawa, Higashinanane-cho, Toyohashi-shi, Aichi

**24 Michi-no-eki Tahara Mekkun House**  
5-74 Higashiakaishi, Tahara-shi, Aichi

**25 Michi-no-eki Akabane Loco Station**  
32-4 Onishi, Akabane-cho, Tahara-shi, Aichi

**26 Star Forest Misono**  
91-1 Noji, Misono, Touei-cho, Kitashitara-gun, Aichi

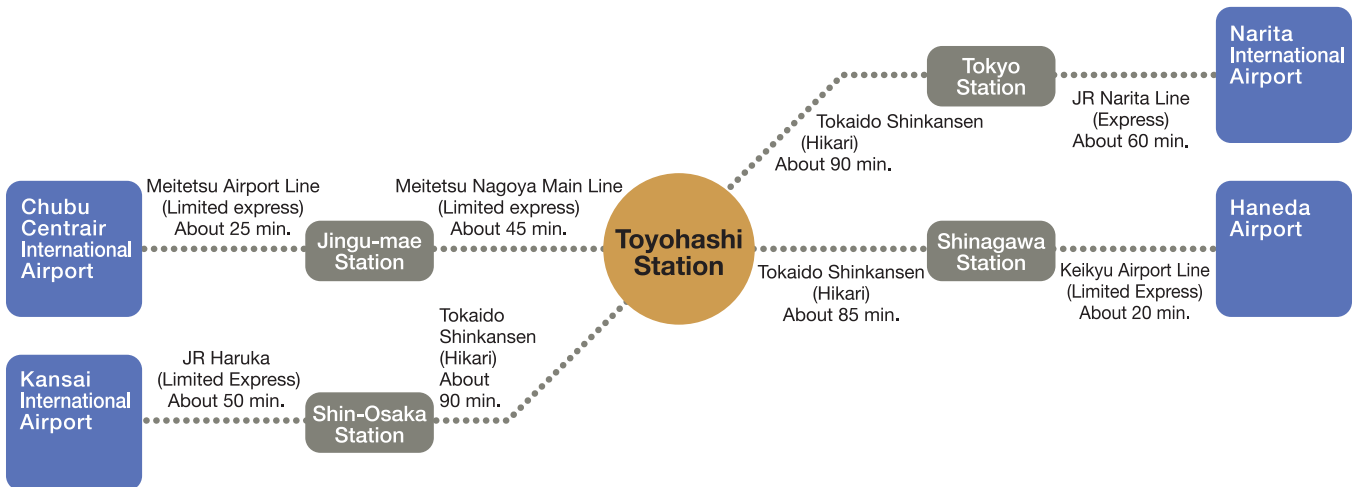
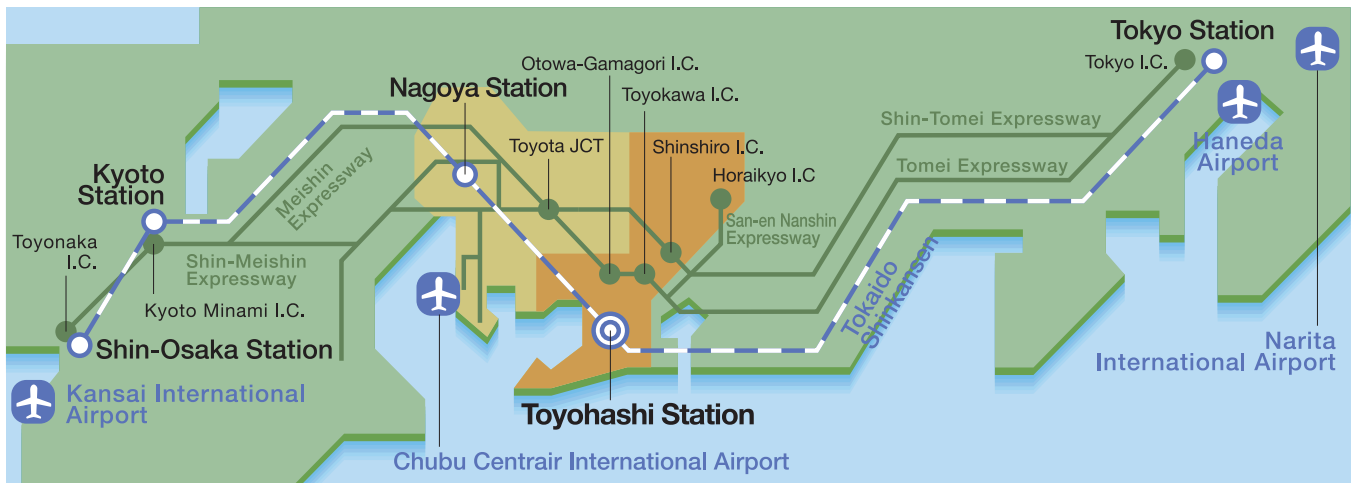
**27 Komaya merchant house**  
21 Shinbashi-cho, Futagawa-cho, Toyohashi-shi, Aichi

**28 Hii-no-sekimon**  
Stone Gate of Sunrise Hii-cho, Tahara-shi, Aichi

**29 Cape Irigo**  
Irigo-cho, Tahara-shi, Aichi



## AICHI HIGASHIMIKAWA ACCESS MAP



## INQUIRIES

**Toyohashi City**  
**Toyohashi Visitors & Convention Association**  
 42-1 Ishizuka, Hanada-cho, Toyohashi-shi, Aichi 〒440-0075  
 (located inside Toyohashi Chamber of Commerce & Industry)  
 TEL: 0532-54-1484  
<http://www.honokuni.or.jp/toyohashi/>



**Toyokawa City**  
**Toyokawa City Tourism Association**  
 Prio (5F), 3-133 Suwa, Toyokawa-shi, Aichi 〒442-0068  
 TEL: 0533-89-2206  
<https://www.toyokawa-map.net>



**Gamagori City**  
**Gamagori City Tourism Association**  
 1-3 Motomachi, Gamagori-shi, Aichi 〒443-0043  
 TEL: 0533-68-2526  
<https://www.gamagori.jp>



**Shinshiro City**  
**Shinshiro City Tourism Association**  
 Kinro Seishonen Home (1F), 5-2 Nishiirifune Shinshiro-shi, Aichi 〒441-1384  
 TEL: 0536-29-0829  
<https://shinshirokankou.com>



**Tahara City**  
**Atsumihantou Visitors Bureau**  
 5-74 Higashiakaishi, Tahara-shi, Aichi, 〒441-3416  
 TEL: 0531-23-3516  
<https://www.taharakankou.gr.jp>



**Shitara Town**  
**Shitara Town Tourism Association**  
 17-7 Nakada, Kiyosaki, Shitara-cho, Kitashitara-gun, Aichi 〒441-2302  
 TEL: 0536-62-1000  
<https://www.kankoshitara.jp>



**Toei Town**  
**Toei-cho Kanko Machizukuri Association**  
 13-7 Nakiyama, Shimoda, Toei-cho, Kitashitara-gun, Aichi 〒449-0206  
 TEL: 0536-76-1780  
<https://www.toeinavi.jp>



**Toyone Village**  
**Toyone Village Tourism Association**  
 29-3 Miyanosima, Sakauba, Toyone-mura, Kitashitara-gun, Aichi 〒449-0405  
 TEL: 0536-87-2525  
<https://www.toyonemura-kanko.jp>



**Higashi Mikawa**  
**Aichi Higashi-Mikawa Regional Tourism Association**  
 42-1 Ishizuka Hanada-cho, Toyohashi-shi, Aichi 〒440-0075 (within Toyohashi Chamber of Commerce & Industry)  
 TEL: 0532-54-1484 <http://honokuni.or.jp/>



**Oku-Mikawa**  
**Oku-Mikawa Tourism Association**  
 329-7 Gotanda, Yatsukaho, Shinshiro-shi, Aichi 〒441-1318  
 (Tourism center in Michi-no-Eki Mokuiku Shinshiro)  
 TEL: 0536-29-9393  
<https://www.okuminavi.jp>

