

miyagi, tohoku

NATORI

1 day vacation!



Tourist Guidebook for Natori, Miyagi



1 day vacation!



In Natori, you can move both your body and your soul.
1 day vacation!



14-min train ride from Sendai Station

Take a look at the videos showcasing the experiences you can enjoy in Natori!



Experience activities that let you feel the sea breeze, wander through the mountain forests, explore historical sites, or unwind in a charming cafe. Surrounded by both the sea and mountains, the area offers a wealth of fresh ingredients and a variety of local gourmet delights. Why not spend a day in Natori and rejuvenate yourself?

Model Course 01

Here's one plan to consider.

Family Course



8:00

Head to Yuriage Harbor Morning Market!
Join the auction market and enjoy grilling your freshly purchased seafood on the spot!



10:00

Natori Cycle Sports Center Hit the cycling course!
Enjoy the unique novelty bikes and have a blast on the trampoline dome too.



12:00

Lunch at the Rinrin no Yado inn
Take a moment to relax and recharge with a delicious meal and a soothing hot spring bath.



14:00

Strawberry picking
Try the different varieties and compare.



16:00

Sendai Airport
Enjoy plane spotting from the observation deck, then head off for some souvenir shopping.



MOUNTAIN SIDE Mountain forests



SEASIDE Beach



Model Course 02

Feel free to explore the places that catch your interest.

Friends' Course



9:00



SUP on the Natori River
This is a great location!

13:00

Kawamachi Terasu Yuriage
Enjoy the river breeze over a delicious lunch.



15:00



Natori Library
Unwind at the café in the library.

18:00

Dinner in Natori
Indulge in Natori's local specialties, including ark shells and *seri nabe* (Japanese parsley hot pot).



20:00



Umi no Mieru Oka Park
Head to this nighttime lookout with a stunning view of central Sendai.



FOOD Fine Cuisine



ACTIVITY Experience





Recharge your batteries in the Yuriage area with delicious food and the lively locals! Discover two iconic spots on the coast where you will meet a lot of friendly people with bright smiles. Hop on the Natorin bus to get there.

Beach



Take a stroll around Kawamachi Terasu Yuriage while savoring the great tastes on offer.

Kawamachi Terasu Yuriage

Address: 1-6 Yuriage Chuo, Natori City Contact: 022-399-6848

Enjoy a special time at this vibrant spot that offers a variety of Yuriage attractions. You can appreciate a great meal while admiring the scenic beauty of the Natori River, explore the wonderful long lineup of shops, or take a leisurely stroll alongside the river with a favorite drink in hand.



area with delicious food and the lively locals! friendly people with bright smiles. Hop on the Natorin bus to get there.



Get up early on Sunday to visit the Yuriage Port Morning Market.



Yuriage Port Morning Market

Address: 3-5-1 Yuriage Higashi, Natori City Contact: 022-395-7211

Tons of fresh seafood caught in nearby waters are landed at Yuriage Port. This morning market, located at the port, is open from 6:00 am to 1:00 pm only on Sundays and National Holidays, offering high quality food products, like fresh seafood and locally-grown vegetables, at reasonable prices. There are also restaurants and a barbecue area, where you can cook the seafood you've just bought in the market.



Try different kinds of seafood rice bowls!



Yuriage's soul food
Yuriage's local favorite, Momoya's Katsu-don (pork cutlet rice bowl) has made a comeback after the earthquake!
Katsu-don Momoya
(Floor Guide 1)



Ice cream on fruit
Spoil yourself with the very best way to enjoy the freshest seasonal fruit.
*Fruits will vary according to the season.
Yasaibatake Marche
(Floor Guide 2)



Nicely spiced curry with ingredients from Yuriage
Authentic curry made with the perfect blend of spices. The unique daily special is a must-try!
*Takeout available.
Curry Laboratory Emu
(Floor Guide 3)



Packed with flavor!— Octopus Rice
A bento lunch box featuring the freshest seafood straight from the market! The winter specialty is oyster rice.
Uroko Suisan (Floor Guide 4)

gourmet Local favorites!

Lots of fun both in and outside the facility!



Sasakama grilling experience
Freshly made hot kamaboko is a must-have. No reservation required.
① Sasakei (Floor Guide 5)
② Sasanao (Floor Guide 6)



SUP (stand-up paddleboarding)
Stand on a board and paddle down the Natori River to experience an alternative amazing view from the water.
S..Natori base
Contact: 090-1376-1655



Free Tuk Tuk shuttle
This Tuk Tuk shuttle operates between Kawamachi Terasu Yuriage and the Earthquake Recovery Museum (see p8) between 11:00 am and 3:00 pm on Saturdays, Sundays and National Holidays from April to November.



Yuriage Children's Athletic Park
This park, right next to Kawamachi Terasu Yuriage, was gifted by the Rakuten Eagles for kids to have lots of fun.

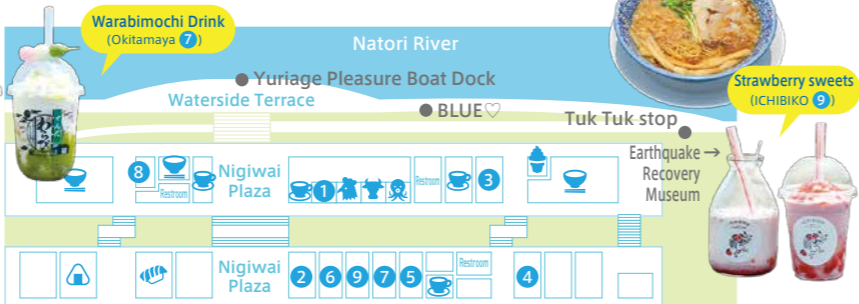


Tanuki Chuka Ramen (Menya Ko 8)

Very cool local supermarket! Food Garden Yuriage Supermarket

This supermarket is like a seafood theme park with a host of unique and amazing sections. At Suisan Talkoku, you'll find the freshest seafood landed and brought in by local fishermen direct from local ports, as well as a variety of processed products. The Sky Tank features live fish in the tank that can be prepared on the spot. At the food court, Yuriage Marine Kitchen, you can choose from an extensive menu, including different kinds of rice bowls with fresh raw seafood on top.

Address: 2-1-1 Yuriage Chuo, Natori City
Contact: 022-796-8801



<Floor Guide>

Yuriage Children's Athletic Park

Sasaki Brewery



Join the auction!

Auction experience

Get ready with a fan marked with your auction number and raise it high when the auctioneer introduces an item you want to bid on. If your number is called, the item is all yours! From 10:00 am every Sunday.



Rice Bowl with Three Parts of Tuna
Senya (Maple Pavilion)



Johama Don
Ryotei Hamaya (Maple Pavilion)

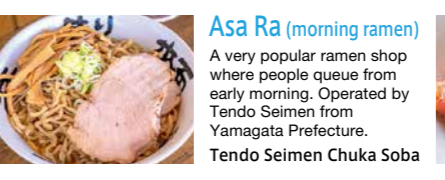


Sea Urchin & Salmon Roe Rice Bowl
Kaisentei (Maple Pavilion)

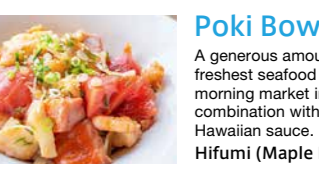
A huge variety of seafood rice bowls in each restaurant! Really hard to choose!



Morning market favorites!



Asa Ra (morning ramen)
A very popular ramen shop where people queue from early morning. Operated by Tendo Seimen from Yamagata Prefecture.
Tendo Seimen Chuka Soba



Poki Bowl
A generous amount of the freshest seafood from the morning market in a perfect combination with the Hawaiian sauce.
Hifumi (Maple Pavilion)

Original Yuriage Sui-gyoza

When you bite into this handmade gyoza, the hot juice of the meat fills your mouth. Free kimuchi provided as a topping!
Hoka



Okinawa food
This wholesale store has a wide variety of Okinawa products on offer, usually served to professionals, such as mimiga (pig's ear) and pork cartilage soki, all at reasonable prices.
Hosono Yojibei Shoten

Set sail from the Morning Market! Yuriage Pleasure Boat (MIYAGI HARBOR CLUB)



Take a 30-min. cruise to enjoy scenic views of the Yuriage area from the sea while learning about the area's effort to recover from the earthquake. As you venture into open water, it may get a little choppy at times, which only adds to the fun. This exciting journey is offered from July to October, and details and tickets are both available at the Maple Pavilion of the Morning Market. Another pleasure boat, Yuriage-maru, departing and arriving at Kawamachi Terasu Yuriage is also available from May to October.



Tastes of the morning market on weekdays! Maple Pavilion

This facility, located next to the Yuriage Port Morning Market, was established with a lot of support, including that of the Canadian government. Some of the sections here are related to recovery efforts from the earthquake, including video displays and goods for sale, as well as a food court offering seafood rice bowls, gyoza, and coffee.
Contact: 022-395-7211 Closed: Thu

Enjoy freshly brewed coffee

Choose your favorite beans to be prepared one cup at a time.
ROAST STAGE



1 day vacation!



ACTIVITY

Try eco-friendly "human power" cycling

Two activities unique to Natori, whether as a family outing or a new

and hiking

hobby just for you.

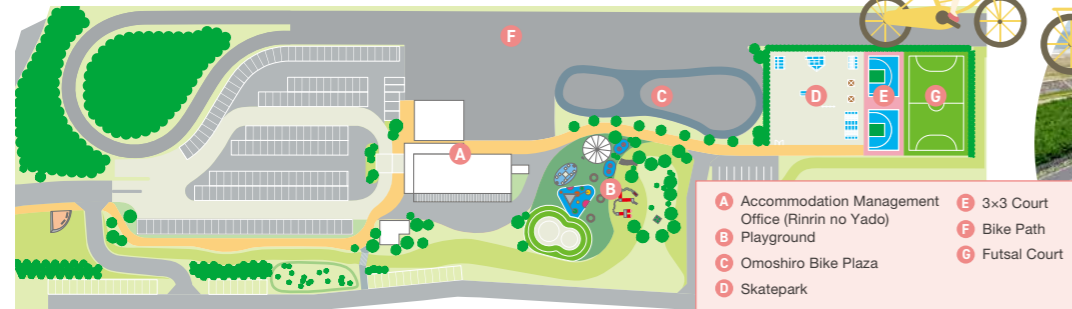
Experience

A family-friendly cycling spot

Natori Cycle Sports Center

This center is a place representative of "cycle city" Natori, featuring 160 bicycles, including the newest sport bike models and a range of easy options for different ages and genders. Rent a bike and ride around the spacious cycling area with 4 km, 1.6 km or 0.9 km courses. There are also a variety of other attractions, including a kids' play area, a 3x3 court, and a skateboard park.

Ride along a cycling route with a pleasant sea breeze.



Which one of these fun bikes would you choose?



Pop next door for a little break.

Rinrin no Yado, Natori Yuriage Onsen

This hotel offers accommodation not only for regular tourists but also for cyclists with their own bicycles. The main feature is the bath with natural hot spring water drawn from 1,200 m underground, and you can enjoy a wonderful panoramic view of Hiroua Bay and the Zao Mountains while relaxing in it. The bath is also open to the general public. Another great feature is the hotel restaurant that serves delicious meals and desserts made with locally-grown ingredients.

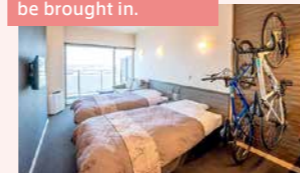
Address: 2-20 Higashi-suka, Yuriage, Natori City
 Contact: 022-385-8027
 Open: Day spa 10:00 am-8:00 pm
 Yuriage Port Restaurant Hachi 10:00 am-5:00 pm
 Closed: Day spa every 2nd wed
 Yuriage Port Restaurant Hachi: Wed (excl. summer vacation period)



Enjoy the tastes of Yuriage!



There are some rooms which allow bikes to be brought in.



After a hard day's cycling, relax in the comfortable stay offered here. Ideal accommodation for training camps too as it can cater for up to 100 guests.

Yuriage Port Restaurant Hachi



Have fun splashing around in the Fountain Square! (summer only)



Bounce up and down on the Fuwafuwa Dome!



Address: 2-20 Higashi-suka, Yuriage, Natori City
 Contact: 022-385-8027
 Open: Apr-Nov: 9:00 am-5:00 pm; Dec-Mar: 9:00 am-4:30 pm
 Closed: Wed (excl. summer vacation)



Try a small part of a long journey

Michinoku Coastal Trail Natori Trail Center

This long trail was created after the Great East Japan Earthquake disaster. The full trail is actually very long, so why not try just a short stretch in Natori by the beautiful Pacific Ocean?

Learn about the Michinoku Coastal Trail and its walking culture



This trail center offers information about the Michinoku Coastal Trail and its walking culture, catering not only to hikers but to tourists and locals alike. There are some cozy spaces for relaxation and social interaction, as well as a shop selling hiking goods.

Address: 3-12-1 Yuriage Higashi, Natori City
 Open: Apr-Nov: 9:00 am-5:00 pm; Dec-Mar: 9:00 am-4:00 pm
 Contact: 022-398-6181
 Closed: Tue / Dec 29-Jan 3 *Opening days and hours are subject to temporary changes.



Cozy space featuring a wood stove



Find your own way to relax here, like reading books about long trails of the world or just chatting with friends. The wood stove here will be turned on during the winter.

There's a camp site too!



Both tent sites and car camping sites are available.



An easy walk on the Natori City route

The Natori City route takes you through the vast plains shaped by the Abukuma and Natori Rivers. This trail offers a chance to reflect on the memories of the earthquake while appreciating the abundance and beauty of the surrounding nature. This might also inspire you to take on the Michinoku Coastal Trail.



Mt. Hiyori



Maple Pavilion



Michinoku Coastal Trail Natori Trail Center



Michinoku Coastal Trail

This extensive trail spans a total of 1,000 km, stretching from Soma City, Fukushima Prefecture in the south, to Hachinohe City, Aomori Prefecture in the north. Along the way, it winds its way through a stunning range of natural landscapes, including the oceanside, rivers, fields and forests. The history, culture and lives of people in the surrounding areas have long been shaped by both the challenges and the abundant blessings that nature has bestowed on them. Take a walk along the trail, meet the warm and welcoming locals, and immerse yourself in the rich experience this region has to offer.



Great experience for the whole family!

Visit local restaurants and farmers for a tasty, enjoyable Natori experience!

Try different varieties of strawberries!



Kerokero no Mori Fun all year round!

This farm cultivates delicious strawberries all year round, leveraging their previous wealth of experience and expertise in growing the fruit for cake shops.

Address: 555 Daibayashi, Shimomasuda, Natori City
Contact: 0224-37-2277 (Kerokero no Mori Ltd.)

La Fraise A farm growing different kinds of strawberries!

Open between January and early June, offering popular brands, like Tochiotome and Yayoihime, as well as Miyagi's Nikoniko Berry and Moikko!

Address: 3-5 Hattan, Takadate Kawakami, Natori City
Contact: 022-796-0813

Try Miyagi's famous beef tongue on the BBQ

This barbecue joint is run by a company in Sendai specializing in the production of beef tongue. Due to the great location right next to the factory, it can boast an extensive menu, including the factory's own beef tongue. Enjoy Miyagi's specialty at lunch or for an early dinner.



Come empty handed!
No need to clear up!

JINCHU YURIAGE FACTORY

This place has outdoor booths to which you can bring your own car, and also all-weather indoor booths. There is also a dog run, so you can bring your furry friends with you.

Address: 3-9-1 Yuriage Higashi, Natori City
Contact: 0120-70-4129
(Entry hours: 10:00 am–6:00 pm)



enjoy NATORI!



Soba making experience— a once-in-a-lifetime must-try activity!



Shinmei Soba Kei, using soba flour produced in Natori

The soba noodles in this restaurant are made from home-grown buckwheat roughly milled using a stone grinder. Try soba making at the special dojo here!

Address: 10 Shinmei, Tako, Natori City
Contact: 022-797-0408



Suijin Soba—Made with natural spring water from Kumano Nachi Shrine

The skilled chef teaches soba making using premium soba flour and natural spring water from a sacred spot drawn from 40 meters underground.

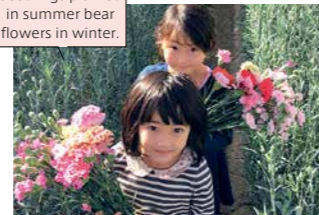
Address: 71-1 Goshoji, Takadate Kawakami, Natori City
Contact: 022-799-7097

Pick carnations, Natori's specialty

Flower growing as an industry started around 1940 in Natori City, and the city has now become the top producer of carnations in the Tohoku region. Even after the Great East Japan Earthquake when the tsunami devastated flower farms and greenhouses, carnations continued to bloom one after another bringing both solace and joy to the producers.



Seedlings planted in summer bear flowers in winter.



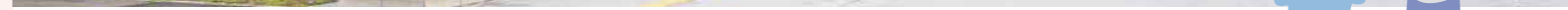
Carnation picking experience in a farm in the Kozukahara district. This is an excellent opportunity to learn directly from the farmer.

Natori Tourism Association
Contact: 022-382-6526

Learning lessons from the disaster and passing them on

In March 2011, a major earthquake and tsunami swept away Yuriage, a port town that had thrived for centuries, and Shimomasuda, a fertile agricultural district. Since then, efforts to restore the area's former vitality have been underway, with new features and activities introduced to ensure the memories of the disaster are never forgotten. Experience the resilience and energy of recovery as you explore various parts of the area.

Memorial



Preserving the memory of the disaster Natori Earthquake Recovery Museum

This museum was established to pass on the memory and lessons of the Great East Japan Earthquake to the world and to future generations, with the aim of fostering disaster awareness and building a disaster-resilient society. It has a variety of features, including a diorama of Yuriage before the disaster, interactive disaster-prevention exhibits, panels and lecture videos about tsunamis, and limited-time-only special exhibitions, offering diverse perspectives on disaster preparedness. Admission free.

Address: 1-1-1 Yuriage Higashi, Natori City
Open: Apr–Nov: 9:30 am–4:30 pm; Dec–Mar: 10:00 am–4:00 pm
Contact: 022-393-6520 Closed: Tue (open if Tuesday is a national holiday, closed the following day)



Praying every day and looking to the future Earthquake Memorial Park

This park's centerpiece is the Prayer Square, where visitors can pay tribute to those who lost their lives in the disaster. The 8.4 m-tall Mebae Tower in the square symbolizes the height of the tsunami that devastated the area. Other notable features include Mt. Hiyori, a long-standing local landmark; a section displaying disaster remnants that evoke memories of the former Yuriage district; and areas for relaxation and taking in the ocean views.

Address: 2-3-1 Yuriage Higashi, Natori City

Activities to visit disaster-related spots

P05 Cycling

P06 Michinoku Coastal Trail

P04 Yuriage Pleasure Boat, etc.



Learning about that fateful day from those who experienced it Storyteller Talks

The Mémoire de Yuriage museum can provide tailored programs to fit the needs of the visitors. One such program, Storyteller Talks, is offered by survivors who share their experiences and reflections while showing videos and photos to remind of the importance of people's lives.



Tsunami Recovery Memorial Museum Mémoire de Yuriage

Address: 3-5-1 Yuriage Higashi, Natori City
Contact: 022-738-9221

Sharing personal experiences in their own voices Disaster study program



Visiting disaster spots together Yuriage Disaster Guides

The group offers guided tours to disaster-struck areas. This paid program includes easy-to-follow explanations about the disaster, using original informational documents and accounts from their own experiences.



Yuriage Disaster Guides Group

Address: 5-6-1 Otemachi, Natori City
Natori City Citizens' Activity Support Center
Contact: 090-3583-1359
(Secretariat: Kaku)

Experience Stunning Hilltop Views, Nature
Explore natural woodlots and ancient shrines close to town. Feel the

Mountain forests



A family-friendly cycling spot



A panoramic view of Sendai Bay and Natori City



Umi no Mieru Oka Park

Address: 5 Yurigaoka, Natori City

This popular recreational park is great for a fun, active day. It offers many kinds of playground equipment, an open grassy area, and tennis courts. The park features panoramic views of the Pacific Ocean and the cityscapes of Natori and Sendai. At night, enjoy breathtaking views of the illuminated scenery.

A family-friendly walking course

Mt. Takadate Nature Recreation Facility



The best time to see *katakuri* is early April.



Additional hiking



Scan the code for details!



Day camping is also available at Iko no Hiroba

Spend a relaxing time in an area set up for tents and barbecues. The site includes restrooms and running water.
Address: Tateyama, Takadate Yoshida, Natori City



Goshazan & Sotoyama Trail

This nature trail connects two mountains—Goshazan (elevation: 295 m), which has five shrines on its summit, and Sotoyama (elevation: 314.6 m), the tallest mountain in Natori. These join Mt. Takadate as nature conservation areas designated by Miyagi Prefecture with archetypal *satoyama* (mountain forests) that are home to rare plants and animals. Upon reaching the summit, you'll be rewarded with healing views stretching far into the distance.

Walks & Historical Explorations
area's serene power.

Nachigaoka Lookout

Address: 3-5-11 Nachigaoka, Natori City

This hidden local viewing spot offers a beautiful night view. It only appears after climbing a long flight of stairs next to the Nachigaoka Community Center. It is also close to Kumano Nachi Shrine and the Mt. Takadate Nature Recreation Facility, so you can reach it easily on a stroll around to other sites.

The only three Kumano shrines in the Tohoku region are here in Natori!



Kumano Hongu Shrine

The deity enshrined here is Ketsumiko-no-kami, the god of the harvest. The Kumanodo Junijin Deer Dance is still performed to this day as a prayer for abundance.

Address: 34 Gotanda, Takadate Kumanodo, Natori City
Contact: 022-386-2353



Kumano Shrine

The central Natori Kumano shrine has a main structure built in the Kumano-zukuri style. It is a prefectural tangible cultural property. The local performing arts Kumanodo Kagura and Kumanodo Bugaku are still taught here today.

Address: 51 Iwakuchikami, Takadate Kumanodo, Natori City
Contact: 022-386-8838



Kumano Nachi Shrine

Located at the top of Mt. Takadate with scenic views. The main deity is Kumano Fusumi-no-Okami, believed to enhance the bonding of a close relationship.

Address: 8 Tateyama, Takadate Yoshida, Natori City
Contact: 022-765-8217

Compare the stamps depicting the mythical Kumano Yatagarasu (three-legged crow) at the three shrines.

Visit natural and historical spots

Visit a sacred place in the Tale of Genji Grave of Lieutenant General Fujiwara Sanekata Ason



The final resting place of a renowned Heian-era aristocrat and talented poet, said to have been the model for Hikaru Genji. Visit this poetic site that has drawn cultural luminaries over the centuries, including Saigyō, Bashō, Yosa Buson, and the Meiji-era haiku innovator Masaoka Shiki.

Address: 42 Kitano, Medeshima Shiote, Natori City

Walk around the largest tumulus in Tohoku Raijinyama Kofun

The largest keyhole-shaped burial mound in Tohoku, a national monument and historic site dating back to the late 4th century. Thought to be the tomb of a regional ruler, the area around the burial mound has been developed as a historic site park that comes alive with cherry blossom revelers in spring.



Address: Yama, Uematsu / Katahirayama, Medeshima Azukishima, Natori City
Contact: 022-724-7176
(Culture and Sports Section)



Scan the code for details!



1 day vacation!



Taste the Unique Flavors of Natori

Don't miss the three famous foods of Natori and beloved local delicacies.

Fine Cuisine



Delicious down to the roots!
Japan's top producer!

Natori's Seri Parsley

Natori grows 80% of the *seri* (known as water celery or Japanese parsley) in Miyagi Prefecture, which is Japan's top producer of the sensitive herb. Grown in underground stream water, *seri* has been produced in Natori for well over 150 years. Enjoy it in *seri nabe*, a hotpot dish that uses the vegetable from root to leaf.



Hoshisanchi no Hanbagu

A menu with lots of tasty choices, especially reasonable for lunches on weekends and holidays. Raised tatami-floored seating is also available.
Address: 1-3-13 Ainomori, Natori City
Contact: 022-384-6757

Hamburg

Hamburg steak

Hamburger Restaurant HACHI

A long-established, classic favorite in Natori. The hamburgers are tender and flavorful, made with a golden ratio of 7 parts beef to 3 parts pork.
Address: 529-1 Yanagida, Masuda, Natori City
Contact: 022-384-2508



Ramen

Ramen



Menbu Suginoya

The signature dish is Tai Dashi Shio Ramen, made with an excellent sea bream broth. The *tai meshi* (sea bream rice) is another popular item that often sells out.
Address: 180-1 Shinmei, Tako, Natori City
Contact: 022-383-5001

Ramen NARUTOYA

The ramen broth is made from over 30 carefully selected ingredients, paired with custom straight noodles. The *char siu* pork seared over wood charcoal is also a delight.
Address: B-104, 395-1 Yanagida, Masuda, Natori City
Contact: 022-383-7610



cafe mozart Eureka

Located inside the Natori City Library, this café in a stylish space serves dishes and sweets made from local ingredients, perfect for a relaxing break.
Address: 4-7-30 Masuda, Natori City (in Natori City Library)
Contact: 022-383-7172



ag:re bread+cafe

Escape everyday life at this special farm that grows its own blueberries. Savor bread baked with seasonal ingredients at the bakery café in a natural setting.
Address: 10-6 Hattan, Takadate Kawakami, Natori City
Contact: 022-208-3759



Is It Café Time Yet?

Natori makes it difficult to choose because there are so many wonderful cafés!

COFFEE&SESSION PABLO

A jazz café founded in 1984, now run by two creative types. The wall speakers immerse the space in great jazz music.
Address: 630-8 Nakani, Shimoyoden, Natori City
Contact: 022-398-5442



Natu-Lino

The fresh, creamy gelato is made from raw milk squeezed daily and locally grown fruits, vegetables, and rice. So delicious that it is served to state guests.
Address: 93-1 Minamioki, Iinozaka, Natori City
Contact: 022-397-8235



Sweets



Baked goods and tarts Knights Bridge

This hidden gem is known for its crispy tarts made with premium Hokkaido flour and butter that offer great value for money. Eight or so varieties are baked fresh daily.
Address: 3-8-30-8 Masuda, Natori City
Contact: 022-384-7104



Miu Kitchen

Moist, fluffy chiffon cakes made with the finest ingredients. The recommended Chiffon Cake Plate is available only for dine-in guests.
Address: 162-10 Yama, Tekurada, Natori City
Contact: 022-796-7734



café shokudo Laugh.

Try the popular Taketori egg omelette with hashed beef in demi-glace sauce, served over Natori red rice. Or the Japanese-style Gapao rice made with Natori *seri* when in season.
Address: 396-1-103 Yanagida, Masuda, Natori City
Contact: 022-393-5609



Caught in Japan's northernmost fishing grounds

Hokugen Shirasu (whitebait)

From July to November, savor the freshest shirasu from Yuriage, Japan's northernmost fishing grounds. Hatching in plankton-rich seas, the transparent baby sardines are caught and quickly processed near the fishing port. They are a delicious Natori specialty that can be eaten raw, boiled, or sun-dried.



A prized delicacy, the finest in Japan Yuriage Ark Shells

Known for their rich taste and vibrant color, these high-end shellfish are a must-try. About 80% of the catch is shipped to Tokyo. Featured in high-end sushi restaurants in Ginza and elsewhere, the clams usually cost from 2,000 to 3,000 yen per piece. The finest in Japan, these highly prized shells are best enjoyed fresh in Natori.



Recommended spot



Natori Specialty Products Shop natori sun

The Natori City Tourist Bureau runs a store filled with a wide variety of Natori specialties and original goods. If you reside in Japan, you can apply on the spot for furusato nozei when purchasing goods to get a tax deduction. The Natori City Tourist Information Center is also located here.

Address: Aeon Mall Natori 1F, 5-3-1 Morisekinoshita, Natori City
Contact: 022-382-6526
Open: 10:00 am-9:00 pm
Closed: Mon (open if Monday is a national holiday, closed the following day)



Aeon Mall Natori

A big, entertaining mall that includes an area where children can play.

Natori City Tourist Bureau website



Scan for other dining info



Gateway to Tohoku: Natori City

The uniquely designed terminal embodies themes of light, wind, and dreams for the future with its natural light and wavy roof. It serves as a gateway connecting Tohoku with the world and is a fun, vibrant place to visit even for non-flyers.

Sendai Airport

Address: Minamihara, Shimomasuda, Natori City Contact: 022-382-0080



A place for children to play!



Observation Deck Smile Terrace

Get up close to the action from the rooftop as you watch planes take off and land on the runway and taxi on the tarmac. Feel the breeze and take in the powerful roars of the aircraft.



Airport Museum Tobuccha

Fly an airplane in a popular flight simulator (fee required). Also, explore real aviation equipment on display and learn through original videos on your way to becoming an airplane expert.

Go on the Sendai Airport Access Line!



Great for shopping and dining, too!

Browse for Miyagi souvenirs, or take a break and enjoy a Zunda Shake at Zunda Saryo. Or relax with fine coffee and Tohoku muffins at Flat White Coffee Factory. You also have a choice of places to eat, including the beef tongue specialty restaurant Jinchu or the Fisherman Japan restaurant, which serves an oyster and fresh seafood rice bowl.



Zunda Saryo Zunda Shake

Fine coffee & Tohoku muffins

four seasons

The Seasonal Charms of Natori

Natori has cool summers and little snowfall in the winter, making it an ideal climate in which to live. People also can enjoy foods and events unique to each season.



Spring

Full Flowering

Admire the cherry blossoms at the best-known viewing spot near Natori City Hall. The Natori Spring Festival is held in the open area there when the rows of cherry trees are in full bloom. Also keep an eye on the cherry trees planted along the Teizan Canal to commemorate the city's recovery.



Summer

Stillness and Motion

Celebrate summer with the lively Natori Summer Festival in August. The festival features food stalls, stage performances, fireworks, and much more. For a quieter experience, join the June firefly-watching events near the Kawauchisawa River and other waterways.



Changing Colors

Enjoy the fall foliage in two children-friendly parks—the hilltop Umi no Mieru Oka Park (photo) and Jusanzuka Park. Also, check out the Furusato Natori Autumn Festival to buy all kinds of fresh produce and regional specialties.

Autumn



Tasty Time

Savor the best winter flavors with a traditional *seri nabe*, featuring Japanese parsley with edible roots, available from September to March. Or try locally caught fresh Yuriage ark shells, in season from January to April.

winter

The Best Souvenirs of Miyagi

Kissho-brand Sasa-kamaboko

Try these fish cakes with their delicate texture and rich flavor, freshly processed on board the fishing vessels.

Sasakei Contact: 022-784-1239



Kasane

A new "palm of the hand" style of sasa-kamaboko, embodying 100 years of tradition, is layered with fresh slices of fish.

Sasanao Contact: 022-241-2324



Locally crafted sake

Natori Sake

This sake brewed in Yuriage uses local rice and pure underground stream water from the Natori River that flows in front of the brewery.

Sasaki Brewery Contact: 022-398-8596



Natori's Specialty Products

Natori's specialty products are perfect gifts to take home. Here is just a sampling.

Craft Beer

Brewed using water sourced from Yuriage. The wide variety of craft beers include fruit-infused beers.

Miyagi Micro Brewery Contact: 022-385-8231



Brewery tours OK!

Beloved Japanese Sweets

Walnut Yubeshi

Enjoy the rough texture and nutty aroma of this artisan-made Japanese sweet using chunks of walnuts for added crunch and flavor.

Michinoku wagashi shop Kansendo Contact: 022-381-6561



Take home the best stuff in Japan!



Hokugen Shirasu

The shirasu set includes boiled shirasu with donburi sauce, sun-dried shirasu, and peppery sansho chirimori for a delightful taste variety.

café malta Contact: 022-796-6930



Salted red clams

Premium salt-preserved Yuriage ark shells. This delicacy is a perfect complement to alcoholic beverages.

café malta Contact: 022-796-6930



Novelty Items

Beef Tongue Sendai Chili Oil

This chili oil is packed with beef tongue, making up 90% of the jar. It is delicious on rice. Variations include a spicier blend with chili and Sichuan pepper or a spicy olive oil-based version, great as a bread spread.

Beef tongue specialty restaurant Jinchu Contact: 0120-72-3850



Sanshoku Monaka Wafers

Light wafers filled with three delicious flavors in one—red adzuki beans, white beans, and sesame or matcha.

Kotobuki Sanshokumonaka Honpo, Ltd. Contact: 0120-510-238



The mascot characters of Natori await your visit!



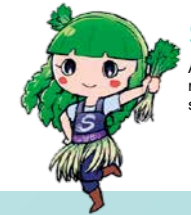
Kana Kun

The Natori city mascot character has a carnation blooming on his head, and his body forms the letter N.



Shi-Rassu

Officially created through an industry-academia-government collaboration to raise awareness of Yuriage Shirasu.



Serina Chan

A cheerleading mascot representing Sendai *seri*, a specialty product of Natori.

character

Transportation Guide

By Train

JR Tokyo Station	Tohoku Shinkansen (Approx. 1 hr 30 min)	JR Sendai Station	Tohoku Line / Joban Line / Sendai Airport Access Line (Approx. 14 min)	JR Natori Station
JR Morioka Station	Tohoku Shinkansen (Approx. 1 hr 15 min)			
JR Yamagata Station	Senzan Line Rapid (Approx. 1 hr 15 min)			
JR Fukushima Station	Tohoku Shinkansen (Approx. 21 min)			

By Car

Tokyo (Urawa IC)	Tohoku EXPY (Approx. 3 hr 30 min)	Sendai Minami IC	Matsushima	Sanriku EXPY/Tobu Road (Approx. 35 min)	Natori IC
Morioka (Morioka IC)	Tohoku EXPY (Approx. 2 hr)		Sakunami Onsen	Tohoku EXPY/Sendai Nanbu Road/Tobu Road (Approx. 50 min)	
Yamagata (Yamagata Kita IC)	Yamagata EXPY/Tohoku EXPY (Approx. 45 min)		Akiu Onsen	Sendai Nanbu Road/Tobu Road (Approx. 20 min)	
Fukushima (Fukushima Iizaka IC)	Tohoku EXPY (Approx. 45 min)				

Flights

Sapporo (New Chitose)	(Approx. 1 hr 10 min)	Sendai Airport	(Approx. 2 hr 10 min)	Seoul	International
Niigata	(Approx. 45 min)		(Approx. 3 hr 45 min)	Dalian	
Narita	(Approx. 1 hr)		(Approx. 5 hr 20 min)	Beijing	
Nagoya (Chubu)	(Approx. 1 hr 10 min)		(Approx. 3 hr 50 min)	Shanghai	
Osaka (Itami)	(Approx. 1 hr 15 min)		(Approx. 4 hr 30 min)	Taipei	
Osaka (Kansai)	(Approx. 1 hr 15 min)		(Approx. 8 hr 40 min)	Bangkok	
Kobe	(Approx. 1 hr 20 min)				
Hiroshima	(Approx. 1 hr 20 min)				
Izumo	(Approx. 1 hr 25 min)				
Fukuoka	(Approx. 1 hr 40 min)				
Okinawa (Naha)	(Approx. 2 hr 30 min)				



Commerce and Tourism Section, Life and Economy Department, Natori City

80 Yanagida, Masuda, Natori City, Miyagi 981-1292 TEL: 022-724-7149 / FAX: 022-384-4150 <https://www.city.natori.miyagi.jp>