

MATSUSHIMA

Matsushima is known as one of the three most beautiful spots in Japan and is a popular sightseeing area in Miyagi. The most convenient way to get to Matsushima from Sendai is to take the JR Senseki Line train. It takes approx. 40 min. from Sendai Station to Matsushimakaigan Station. 1-3 trains run each hour.

Tour Zuiganji Temple with guides who speak English

Open weekly on Sundays and weekdays, irregular on Saturdays. Matsushima Goodwill Guide Club offers you a tour at Zuiganji Temple, a national treasure, by an English speaking guide from 10:00 a.m. to 3:00 p.m. for free from March to December. In case that you would like to have the tour on weekdays or on Saturdays, please contact them through the Internet at least one week in advance.

E-mail: sggmatsushima@amail.plala.or.jp

An example of guided tour (2 to 3 hours)▶Godaido, a landmark of Matsushima→Zuiganji Temple, a national treasure(a path to the temple with ancient caves, the main building)→Seiryuden Museum→(If time permits)Kantaritei tea house (they serve green tea made of powdered green tea)→Matsushima Museum

Sightseeing Spots in Matsushima

Entsuin Temple

Temple with a beautiful garden

★ Admission Fee:Adults: ¥500→¥400, Elementary/Junior high school students: ¥300→¥200
Note: One coupon can be used by up to five persons.



Touring the islands in Matsushima Bay by Sightseeing Boat

Take a tour around the tiny islands that dot Matsushima Bay. There are 3 routes, "Matsushima→Matsushima," "Matsushima→Shiogama," and "Shiogama→Matsushima."

Information Center at Central Sendai

Name	TEL&FAX/Hours	Address
Sendai Tourist Information Center	TEL 022-222-4069 FAX 022-222-3269 8:30 a.m. to 7:00 p.m. (9:00 a.m. to 5:00 p.m. (Dec.29-Jan.3))	JR Sendai Station Building 2F, 1-1-1, Chuo, Aoba-ku, Sendai, Miyagi Pref.

Guidance

Support in Your Language
JNTO Japan Visitor Hotline (English/Chinese/Korean/Japanese) TEL 050-3816-2787 24hours
Sendai Multicultural Center Interpretation Support Hotline(English/Chinese/Korean/Thai etc.) TEL 022-224-1919 9:00 a.m. to 5:00 p.m.(Daily, except on maintenance days and end of year holidays)
Miyagi Support Center for Foreign Nationals TEL 022-275-9990 9:00 a.m. to 5:00 p.m. (Mon.-Fri.) Excludes New Year holidays and public holidays.

Sendai official Tourism Website

DISCOVER SENDAI



Before you start your sightseeing of Matsushima, please drop in at the Tourist Information Center.

Visitors can get information from staff members in English every day, Chinese every Sunday, Korean every Saturday. The Matsushima Tourism Association, which is near the boat pier and is accessible from the JR Matsushimakaigan Station (7 min. walk) also offers these brochures, English, Korean, Chinese (Simplified), and Chinese (Traditional).

*Multilingual staff may be unavailable on some days.

Date Masamune Historical Museum

A wax-doll museum introducing the life of Date Masamune

★ Admission Fee:High school students and older:¥1,000→¥800, Elementary/Junior high school students: ¥500→¥400
Note: One coupon can be used by up to five persons.



Matsushima Shima-meguri Kanko-sen Tourist Boat Tickets

★ Adults¥1,500, Children¥750 : Save 10%

Marubun Matsushima Kisen and

New Matsushima Kanko-sen Tourist Boat Tickets

★ Adults¥1,500, Children¥750 : Save 10%. On boats with upper deck seating, guests are welcome to use the green cabin on the upper deck free.

How to use THE SENDAI MARUGOTO PASS Coupon Book

Apr.2024-Mar.2025



THE SENDAI MARUGOTO PASS Website



THE SENDAI MARUGOTO PASS Coupon Book

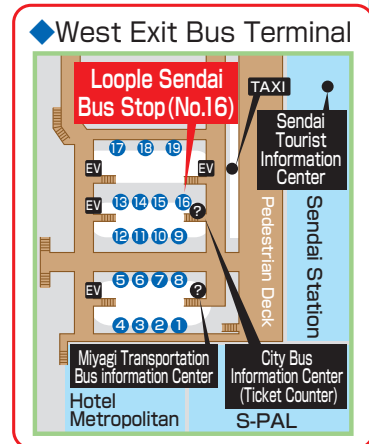
contains helpful information on shops, restaurants and sightseeing spots in Sendai and the surrounding area. It also contains discount coupons and special services to help you enjoy your trip.

★ mark means discounts or special offers

*The information on this leaflet may change without prior notice.



- ①The coupons can be used for discounts or special services at the shops and facilities in the booklet.
- ②When you use a coupon, please tear off the coupon from the booklet and give it to a staff member.
- ③Coupons colored in light blue are for "Shiogama Sushi Meguri".
- ④Discounts and special offers differ according to shops, restaurants or facilities. The contents of discounts and offers are subject to change without notice.
- ⑤These coupons and the "Shiogama Sushi Meguri" coupons cannot be used in conjunction with other coupons.



Sightseeing Spots in Sendai

Bus Stop Number on the route map

4 Zuihoden Mausoleum

Zuihoden Mausoleum

Built in the gorgeous Momoyama style of architecture, this is the final resting place of Lord Date Masamune, founder of Sendai.



★ Adults: ¥570→¥460, High school students: ¥410→¥310, Elementary/ Junior high school students: ¥210→¥160
Note: One coupon per person.

6 Site of Sendai Castle

Aoba Castle Museum

Possessions of Date Masamune such as documents and wedding furnishings are exhibited.

★ Admission fee: Adults/College students: ¥770→¥660, Junior high/High school students: ¥550→¥440, Elementary school students: ¥330→¥220
Note: One coupon can be used by up to five persons.



The Loople Sendai is a city tour bus that takes you to major tourist spots in the central area of Sendai. The bus runs every 20 minutes.



The Sendai Welcome Squad: Date Busho-tai



*Photographed in 2023

Performance available at the site of Sendai Castle and other places in Sendai, with photo sessions.

5 Sendai City Museum/Sendai International Center/Sendai Ryokusaikan Visitor Center

Sendai City Museum

This museum exhibits a variety of materials related to the history and culture of Sendai, including cultural properties donated by the Date family and the Materials Related to the Keicho-era Mission to Europe, a National Treasure of Japan.

★ Group discount rates apply for the permanent exhibition admission. Note: One coupon per person.



9 International Center Subway Station/Miyagi Museum of Art

The Miyagi Museum of Art

*Closed until 2025 for renovation work.

Exhibits center on artwork associated with Miyagi and the Tohoku region. The museum collection also includes works of art from German Expressionist artists such as Klee and Kandinsky.



11 Osaki Hachimangu Shrine

Osaki Hachimangu Shrine

Designated a National Treasure, this shrine is Japan's oldest existing structure built in the gongen-zukuri style of architecture.

★ You will receive a free postcard at the ceremony hall if you give your coupon or present Sendai Marugoto Pass. Open from 9:00 a.m. to 5:00 p.m.



YAMADERA

1 Endo Main Store

★ La France pear soft-serve ice cream
¥350 → ¥300
Note: One coupon per person.



3 Taimenseki Restaurant

★ 10% discount for meals
Note: One coupon can be used for all group members.



5 Shoseido Sweets Shop

★ Customers who purchase over ¥1,000 of manju cakes, morokoshi sweets, or kintsuba sweets will receive 1 free morokoshi sweet
Note: One coupon per person.



2 Manzou

★ Customers who purchase over ¥2,000 will receive a small gift
Note: One coupon per person.



4 Fumotoya (main store/Tozanguchi branch)

★ Cherry soft-serve ice cream, La France pear soft-serve ice cream
¥400 → ¥350,
¥50 discount on meal menu items
Note: One coupon per person.



6 Yamadera Basho Memorial Museum

★ Admission fee:
Adults ¥400 → ¥320,
Elementary/Junior high/High school students: Free
Note: One coupon can be used by up to five persons.



→ SENDAI INTERNATIONAL AIRPORT SHOP & DINE →



Jushoan, at the Airport

Grilled beef tongue, sushi, and seafood dishes

★ 5% discount on meals
Note: One coupon can be used by up to four persons.



MMC ORGANIC CAFÉ

Light meals and runways view

★ 10% off on all items
Note: One coupon can be used by up to four persons.



Soba Restaurant Marumatsu

Japanese soba noodles

★ 5% discount on meals
Note: One coupon can be used by up to four persons.



General Store Hagi

Specialties from Miyagi and Tohoku region

★ 5% off the total tax-included price
Note: One coupon per person. Not applicable to certain products. Cannot be used with other discounts.



FLATWHITE COFFEE FACTORY Sendai Airport

Pour-over coffee made from beans roasted in-house

★ ¥30 off the Coffee of the Day
Note: One coupon can be used by up to two persons.



Yoneki Jujido Drugstore Sendai Airport

Medicine, drinks, snacks and souvenirs

★ 10% off medicine and certain items (Soft drinks and snacks are excluded.)
Note: One coupon per person. Cashless payment is not accepted for this discount.

