

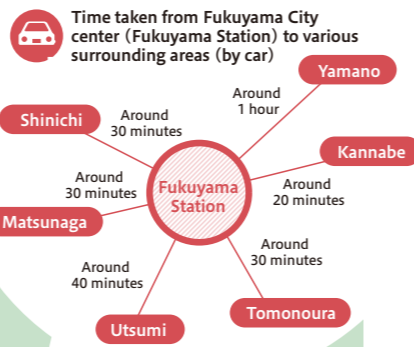
Fukuyama Area Map

Use this map to check the locations of sightseeing destinations, historical sites and amusement spots shown in this pamphlet!

■ = Facility name ■ = Experience

Location of Fukuyama

Fukuyama is the main center of the Bingo area, which is located in the center of the Seto Inland Sea region; the Bingo area is made up of six cities and two towns (the cities of Fukuyama, Mihara, Onomichi, Fuchu and the towns of Sera and Jinsekikogen in Hiroshima Prefecture, and the cities of Kasaoka and Ibara in Okayama Prefecture).



A city that's easy to reach by public transport

Fukuyama is located between Hiroshima Airport and Okayama Airport, both of which allow the city to be accessed from overseas or from other parts of Japan. As shinkansen (bullet train) services such as the Nozomi and Sakura stop at JR Fukuyama Station, this city is a handy place to stop when traveling north to Tokyo or south to Kyushu. Driving to Fukuyama is also easy and relaxing, thanks to the major expressways that run close by.

Access Guide Shinkansen (bullet train)

* Time required from Fukuyama Station when using the Nozomi, Sakura or Mizuho services

Tokyo	Around 3 hours 40 minutes
Shin-osaka	Around 1 hour
Hakata	Around 1 hours 30 minutes
Kagoshima	Around 3 hours



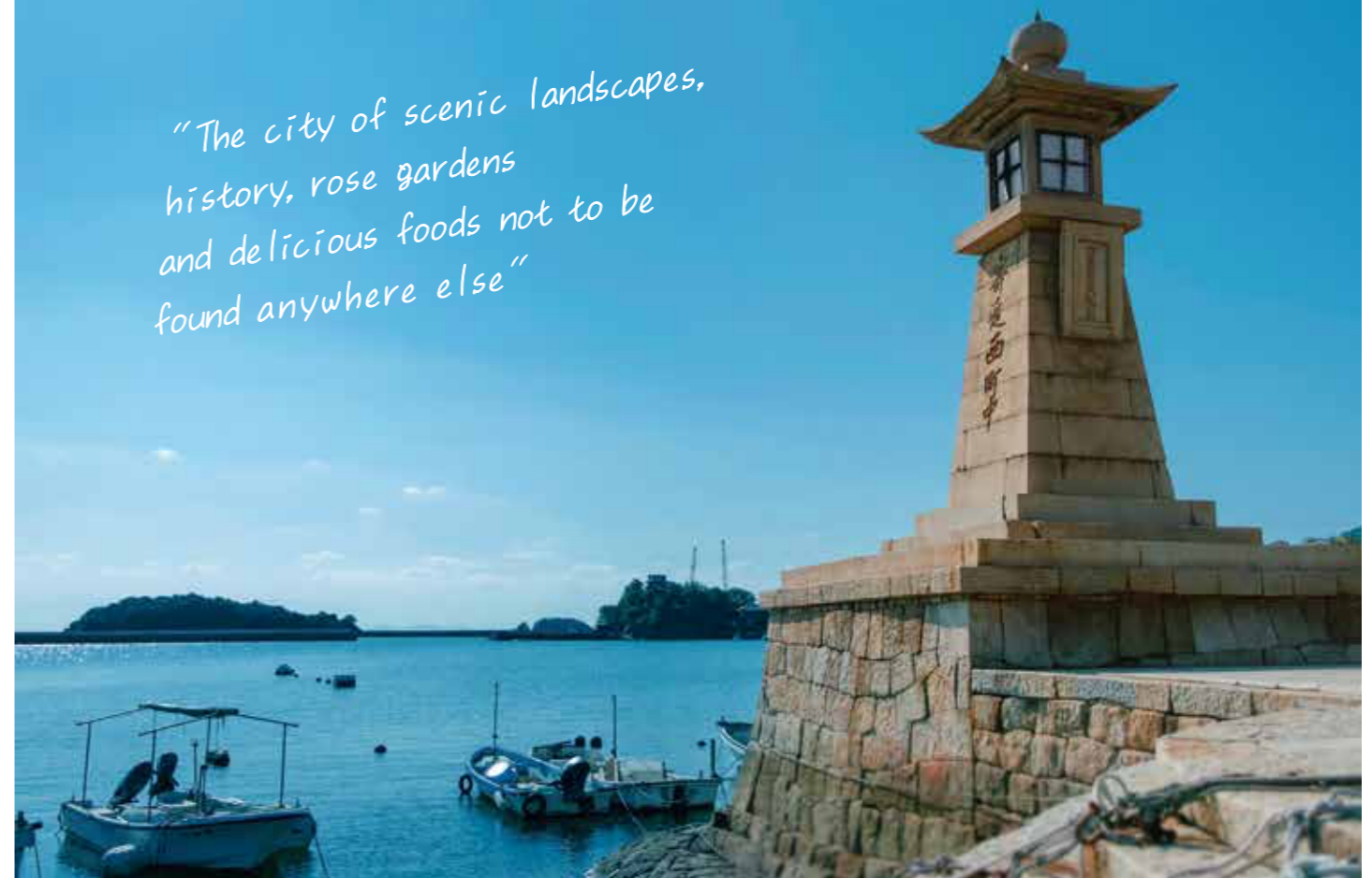
Fukuyama Convention & Visitors Association
 4F Fukuyama Chamber of Commerce & Industry Building,
 2-10-1 Nishimachi, Fukuyama City, Hiroshima Prefecture
 ☎084-926-2649



This pamphlet can also be read on a smartphone.

Visit Fukuyama

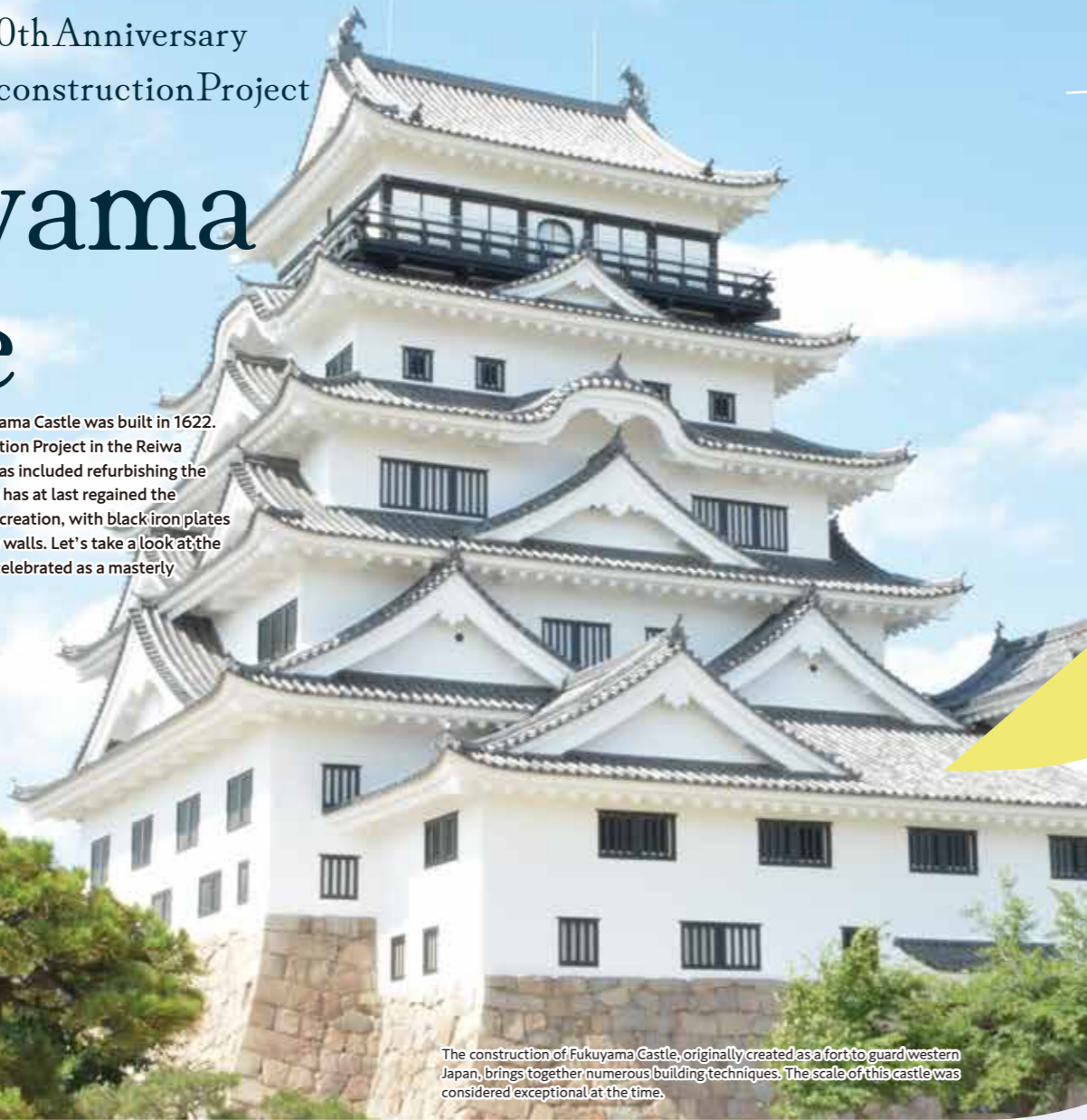
"The city of scenic landscapes, history, rose gardens and delicious foods not to be found anywhere else"



#FukuyamaCastle400thAnniversary
#FukuyamaCastleReconstructionProject

Fukuyama Castle

Four hundred years have passed since Fukuyama Castle was built in 1622. With the completion of the "Great Construction Project in the Reiwa Period," a major restoration process which has included refurbishing the exterior of the castle keep, Fukuyama Castle has at last regained the majestic appearance it had at the time of its creation, with black iron plates forming a striking contrast against the white walls. Let's take a look at the impressive features of this building, widely celebrated as a masterly example of a Japanese castle.



The construction of Fukuyama Castle, originally created as a fort to guard western Japan, brings together numerous building techniques. The scale of this castle was considered exceptional at the time.

Course 1

History of Fukuyama
Full Exploration Tour

This tour explores every aspect of Fukuyama Castle and its history. It takes around three hours.

- 01 | Fukuyama Castle
- 02 | Fukuyama Castle Museum
- 03 | Fukuju Kaikan Hall

COURSE 01 | Fukuyama Castle

Fukuyama Castle was built in 1622 by Mizuno Katsunari, a cousin of Tokugawa Ieyasu (the first shogun of the Tokugawa clan) and the first domain lord of Fukuyama. With its five-tiered keep, numerous turrets and gates, and a three-tiered stone wall, the castle was later designated a national treasure for its magnificent style. Sadly, most of the original structure of this cultural asset was destroyed by the firebombing of Fukuyama in 1945. In 1966, the castle keep, the Tsukimi-yagura Turret and the domain lord's bathhouse were reconstructed with funds donated by the public. The interior of the castle is now a museum, displaying important items once owned by Fukuyama domain lords, and other historical artefacts.

1-8 Marunouchi, Fukuyama City
☎084-922-2117 (Fukuyama Castle Museum)



Why not learn more about Fukuyama Castle with a tour guide?

In this tour, you will look around the exterior of Fukuyama Castle and its surrounding buildings while a tour guide tells you about the Important Cultural Properties on the site and other features. There are 30-minute and 60-minute tour options available.

(Tours in English are available. All tours are free of charge. Please reserve by telephone at least one week in advance; please note that reservation of tours over the telephone is handled in Japanese only.)



☎084-922-2117
(Fukuyama Castle Museum Club)

The domain lord who founded Fukuyama

Mizuno Katsunari

Information
The first lord of the Fukuyama Domain, Mizuno Katsunari, first founded Fukuyama by developing a castle town and carrying out flood-control works. The castle was completed in 1622, and the name Fukuyama adopted for the surrounding region.



Archives of Kenchu-ji Temple

Abe Masahiro

Information
Abe Masahiro (1819-1857) was the 7th domain lord of the Fukuyama Domain. At 26, he became the presiding senior councillor (similar to a modern prime minister) of the advisory council serving the Tokugawa Shogunate. After Commodore Perry came from America to Japan, Abe directed the signing of the Convention of Kanagawa, a treaty with America that opened Japan up to foreign trade.



Archives of Seishikan Alumni Association

Amazing features of Fukuyama Castle!

Japan's one and only "iron-clad castle!"

Fukuyama was protected from enemy attack with iron plates that were fitted onto the north-facing walls of the castle keep from the first to fourth floors, making this the only iron-clad castle keep in Japan. Reconstructed iron plates were made and fitted in a restoration project known as the "Great Construction Project in the Reiwa Period."



Touch the iron plates displayed in the castle museum!

Iron plates with the look and feel of the originals were reproduced from iron sheets donated by JFE Steel. Examples are on display in Fukuyama Castle Museum.

National Important Cultural Properties

The Sujigane-gomon Gate and Fushimi-yagura Turret are said to have been brought here from Fushimi Castle in Kyoto when Fukuyama Castle was built. These structures have survived war and disaster, earning them their place as National Important Cultural Properties of Japan.

Sujigane-gomon Gate



Sujigane-gomon Gate gets its name from the iron bars or sujigane which reinforce its doors and gateposts, fixed with iron rivets.

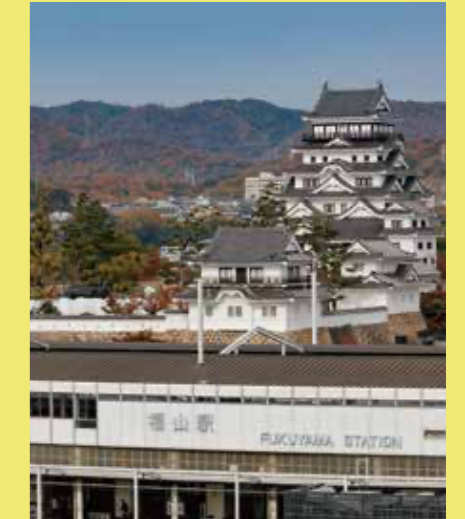


Fushimi-yagura Turret

A magnificent structure featuring a three-tiered roof set off with white walls

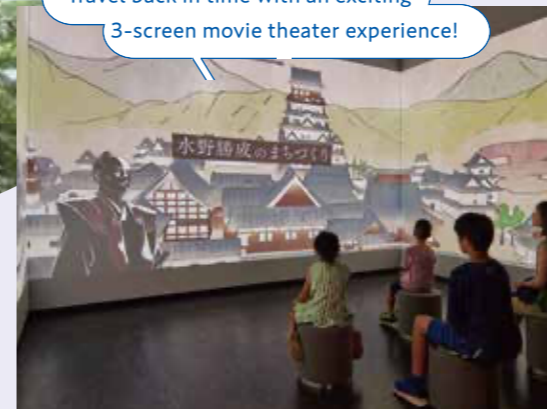
A handy location near the station

Standing close to JR Fukuyama Station, Fukuyama Castle is a well-known example of a national cultural icon that's easy to reach by train. Travelers can even view the castle keep, Fushimi-yagura and stone walls from the Sanyo Shinkansen platform for Shin-osaka (third floor of Fukuyama Station).



Located a five-minute walk from JR Fukuyama Station North Exit

Travel back in time with an exciting 3-screen movie theater experience!



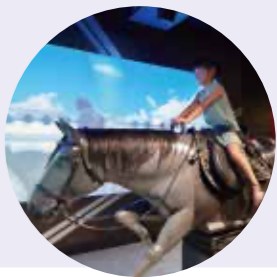
COURSE 02 | Fukuyama Castle Museum

The inside of Fukuyama Castle's keep has been turned into a museum where visitors can learn about the history of Fukuyama Castle and the local area. Visitors can enjoy all kinds of experiences, including the Spearhead Ichibanyari Race experience where you can ride a robotic horse while racing against spear-wielding warriors, and the Matchlock Gun Experience where you can try firing a replica matchlock. From the top of the castle keep, you can enjoy a sweeping view of the Fukuyama cityscape.

1-8 Marunouchi, Fukuyama City
☎084-922-2117



Visitors can watch high-impact immersive movies in a large movie theater equipped with three 3.5m-high screens.



COURSE 03 | Fukuju Kaikan

Fukuju Kaikan Hall was built in the 1930s by Anbe Wasuke, a merchant who amassed a fortune dealing in seafoods. Located to the northeast of Fukuyama Castle, it features a traditional Japanese-style building and tearoom, a western-style building with windows designed in the Venetian Renaissance style, and a garden designed to show the beauty of the four seasons. A national Registered Tangible Cultural Property, it is the setting for many cultural events in modern times.

1-8-9 Marunouchi, Fukuyama City
☎084-923-1516



Visitors to the Maison Anbe cafe located inside Fukuju Kaikan Hall can enjoy a view of Fukuyama Castle.

Enjoy something sweet while taking in the view of Fukuyama Castle



Fukuyama City Of Roses

Course 2

"The perfect route for lovers of roses"

#OneMillionRoses

Tour the places that make Fukuyama the City of Roses. This route takes around three hours.

- 01 | Fukuyama Station North Exit Square
- 02 | Rose Park
- 03 | Hanazono Park
- 04 | Midorimachi Park

Fukuyama, City of Roses: the town where a million roses bloom. This special feature of Fukuyama dates back to the aftermath of World War II, when citizens planted around a thousand rose seedlings in Fukuyama, hoping for peace and regeneration of a city that had been devastated by the conflict. This idea has developed into a concept that Fukuyama calls the Rose Mind - thoughtfulness, kindness and helping one another. Nowadays, citizens, companies and public officials together engage in various events aimed at passing this concept on to future generations.



"Fukuyama, City of Roses
Fukuyama's rose character, Rola"

#Chosen as the venue for the World Rose Convention



The World Rose Convention is held once every three years by the World Federation of Rose Societies, which has 40 member nations. Fukuyama was chosen as the host city for the 20th Convention (held in 2025).



COURSE 01 | Fukuyama Station North Exit Square

This plaza was created as an entranceway connecting JR Fukuyama Station with Fukuyama Castle. With its rose-filled flowerbeds, lawn, chairs and tables, it's a place where visitors can take a break and enjoy the City of Roses. In May, this is the perfect spot to admire the view of Fukuyama Castle against the beautiful blooming flowers.

1-1 Marunouchi, Fukuyama City
☎084-928-1095 (Parks and Greenery Div, Fukuyama City)

There are 11 rose varieties named after Fukuyama!

Roses named after Fukuyama

Be sure to visit all of the parks where roses are planted - Rose Park, Hanazono Park and Midorimachi Park - so you can see all the varieties listed here!



COURSE 03 | Hanazono Park

Hanazono Park is located halfway between Rose Park and Midorimachi Park. Seven of the 11 rose varieties bearing the Fukuyama name are planted in the flower beds found here.

2-7-1 Hanazonocho, Fukuyama City
☎084-928-1095 (Parks and Greenery Div, Fukuyama City)



COURSE 04 | Midorimachi Park

Midorimachi Park centers on Rose Hill, a cluster of flowerbeds in the shape of a hexagonal platform. It is owned and lovingly tended by members of the local community. Rose Hill is crowned with display boards featuring the history of Fukuyama, City of Roses and information about rose varieties, which can be enjoyed year-round as an outdoor museum of roses.

9-5 Midorimachi, Fukuyama City
☎084-928-1095 (Parks and Greenery Div, Fukuyama City)



COURSE 02 | Rose Park

Rose Park is the embodiment of Fukuyama, the City of Roses. In April 2024, it reopened after renovations in which an additional 7,000 roses from 670 varieties were planted, along with the creation of an archway of climbing roses, walking paths and lighting effects. The park is one of the main venues for the Fukuyama Rose Festival held each May, when nighttime illuminations transform the park into a truly magical place.

1-5-1 Hanazonocho, Fukuyama City
☎084-928-1095 (Parks and Greenery Div, Fukuyama City)



#ThePortThatWaitsForTheTide

Tomonoura

Tomonoura stands at the point where the tides from each end of the Seto Inland Sea meet one another. It has long been celebrated as "the port that waits for the tide," due to its history as the place where voyaging sailors and merchants would stop and wait for the tides to ebb and flow. Today, countless visitors continue to be captivated by this port town, with its beautiful scenery and historic atmosphere.



Course 3

"Full Exploration Route around the port that waits for the tide"

This route brings together all the most historic and enjoyable spots within walking distance of Tomonoura. While it is possible to return on the same day, visitors taking this route are recommended to consider an overnight stay in the area.



01 | Joyato Stone Lighthouse

Dating back to 1859, Joyato Stone Lighthouse is a symbol of Tomonoura. The lighthouse rises straight out of the sea on a base of masonry; including the base it stands over 10 meters in height, making this one of the tallest lighthouses in Japan. When the lantern is lit at sundown, a magical atmosphere is created.

844-3 Tomo, Tomocho, Fukuyama City
☎084-928-1043 (Tourism Section, Fukuyama City)



02 | Irohamaru Exhibit Hall

In 1867, Sakamoto Ryoma, a samurai who was active in the last Shogunate government of Japan, was on board a merchant vessel called the Irohamaru, owned by the Kaientai trading firm. The Irohamaru collided with a ship owned by the clan of the local Kishu domain, and sank around 15 km from the coast of Tomonoura. The Irohamaru Exhibit Hall has a video of the diving expeditions that explored the wreck, and various valuable historical artefacts.

843-1 Tomo, Tomocho, Fukuyama City
☎084-982-1681



The Exhibit Hall is a converted Edo Period warehouse, known as the "great warehouse."



03 | Ota Family Residence

This collection of buildings, dating back to the 18th century, was built by wealthy merchants who made their fortunes brewing homeishu, a sweet Japanese liquor flavored with herbs and a local specialty of Tomonoura. These historical buildings allow us to glimpse the wealth of the family that built them. They are now designated National Important Cultural Properties as examples of the houses created by merchant families in the Seto Inland Sea region.

The main Ota townhouse, in the middle of a historic Tomo neighborhood

842 Tomo, Tomocho, Fukuyama City
☎084-982-3553



- 01 | Joyato Stone Lighthouse
- 02 | Irohamaru Exhibit Hall
- 03 | Ota Family Residence
- 04 | Tomonoura Museum of History and Folklore
- 05 | Tomo Terasu
- 06 | Fukuzen-ji Temple Taichoro
- 07 | Masuya Seiemon House



04 | Tomonoura Museum of History and Folklore

Affectionately known as the Tide-Waiting Museum in Japan, this museum affords sweeping views of the entire harbor. Its permanent exhibitions feature historical materials ranging from ancient times to the present day, including themed displays on topics such as traditional metal forging in Tomo.

7536-1 Ushiroji, Tomocho, Fukuyama City
☎084-982-1121



Traditional townhouses and port facilities dating back to the Edo Period make this a port town like no other in Japan.

06 | Fukuzen-ji Temple Taichoro

The Taichoro (reception hall) was built as a guesthouse of Fukuzen-ji, a temple of the Shingon Buddhist sect, in 1690. It was visited by the envoys sent to Japan by Korea, who called it "the most beautiful landscape in Japan." The sight of the Tomonoura landscape from the windows is a treat for the eyes.

2 Tomo, Tomocho, Fukuyama City
☎084-982-2705



The traditional hidden chamber where Sakamoto concealed himself was not discovered until 120 years after his death.



05 | Tomo Terasu

This building, located in the heart of Tomocho, is a popular stopping-point for visitors touring the area. It features an exhibition corner that displays information on everything from the methods of reconstruction work used to restore traditional buildings to the cultural artefacts and festivals that make up the heritage of Tomonoura, Fukuyama.

812-1 Tomo, Tomocho, Fukuyama City
☎084-982-6760



Why not explore Tomonoura with the guides from the Tomonoura Shiomachi Guide Association!



Visitors can explore Tomonoura with the help of guides who know the area well. Guided tours in Japanese are available three times a day on Saturdays, Sundays and public holidays, free of charge and with no reservation required. (Free tours are in Japanese only.) Tours last around 1 hour 30 minutes or longer. Visitors can also book a one-on-one tour for a fee. (English-language tours are available too, but must be reserved in advance; Reservations can be made via fax, email, or telephone. Please note that telephone reservations are only available in Japanese.)

☎084-982-3200 FAX 084-970-5105 E-mail info-tomo@oboe.ocn.ne.jp
(Tomonoura Shiomachi Guide Association; Secretariat: Tomonoura Tourism Information Center)



Take in the view of Sensuijima and Bentenjima, which appear to float in the Seto Inland Sea.

07 | Masuya Seiemon House

This traditional building, originally a merchant's house, is where Sakamoto Ryoma stayed for several days after his ship, the Irohamaru, sank off the coast. Visitors can see the hidden chamber in the attic where Sakamoto concealed himself, fearing for his life. On the first floor is a giftshop offering a variety of local items decorated with Fukuyama and Tomonoura motifs.

422 Tomo, Tomocho, Fukuyama City
☎084-982-3788



See here for more sightseeing attractions in Tomonoura.



Tomonoura Experiences

Activities



The Tomonoura landscape viewed from the sea is a sight like no other!

Tomonoura offers all kinds of experiences where you can enjoy the nature, culture and unique delights that make Tomonoura special. Why not make some amazing memories in the port that waits for the tide?

Sea kayaking

Sea kayaking offers another way to tour Tomonoura's most popular attractions, including the Tomonoura coastline, Sensujima Island, Bentenjima Island and Abuto Kannon (p. 11). Using a high-stability kayak, this is an adventure that can be enjoyed safely even by those who are new to kayaking.

Tour options

Tomonoura half-day tour From 8,150 yen (For adults and children aged 3 and over)
 "Tomonoura/Shimanami Kaido 1-day adventure From 13,550 yen(including lunch)"
 * Children aged 3-12 must be accompanied by a parent or guardian. Participants must confirm in advance what to bring and what clothing to wear.

Murakami Suigun Shokai: Setouchi Seakayak Adventures

849 Tomo, Tomocho, Fukuyama City
 Kayaker's CAFÉ (Assembly point)
 ☎090-8718-4141

Visitors will be assisted by an experienced guide. Children are permitted to join the half-day tour.



Steel Forging Experience

A unique steel forging experience at Santo workshop, the open factory of Sangyo, a local ironwork company



The experience takes around 2 hours; visitors can take their creations home with them.

This tour is a chance to experience steel forging using the traditional forging techniques developed at Sangyo, long a site of anchor production. In the factory workshop where these old techniques have been handed down, you can work with a factory craftsman to create a frying pan or tray by pounding steel into shape!

Tour options

Frying pan From 12,800 yen
 Iron tray/incense stick holder From 11,200 yen

* For adults and children from the upper grades of elementary school. The experience must be reserved in advance using an application form on the Santo workshop official website.

Santo

26-179 Ushiroji, Tomocho, Fukuyama City
 ☎084-983-5551 (Sangyo)



Chikuwa/Furikake-Making Experience



Senbei and chikuwa made with your own hands - what could taste better?

Amochinmi is a company that sells products made from minced seafood (surimi) and other delicacies. Try your hand at creating chikuwa (a kind of fishcake) by shaping surimi around a bamboo stick, and enjoy creating hand-made senbei (rice crackers) and furikake (seasonings for sprinkling on rice). These activities are also fun for children. Around 1 hour is required.

Tour options

Chikuwa-making experience 360 yen each
 Senbei making experience 600 yen for five crackers
 Furikake-making experience 800 yen each

* Children under 10 must be accompanied by a parent or guardian. These experiences are available on Saturdays, Sundays and public holidays only.

Amochinmi Taisho no Sato

1567-1 Ushiroji, Tomocho, Fukuyama City
 ☎084-982-3785



Visitors can also combine this experience with line fishing



AND MORE! /

More places to try out new experiences around the Tomonoura area!

Yokoshima Traditional Fishing Experience

See traditional fishing methods up close, with large nets lowered to the seabed to trawl for seafood from a moving boat. Tasting freshly-caught seafood straight from the ocean is a special part of the experience. Held from mid-April to late October.

Tour options

Traditional fishing experience 48,000 yen for up to 6 visitors altogether

* Each additional visitor costs 7,000 yen per adult, 2,500 yen per child. Lunch is included.

Yokoshima Fisheries Cooperative Association

Yokoshima Fishing Port, Utsumicho, Fukuyama City
 ☎084-986-2008

UniqueFoodsOfFukuyama

The taste of Fukuyama

Fukuyama is full of special local foods, created from the natural bounty of the tranquil Seto Inland Sea and the rich mountain terrain surrounding the city.

Sea bream dishes



Above all, sea bream (tai) dishes are what Tomonoura's local cuisine is famous for. Drawn to the Seto Inland Sea where the ocean tides and water temperatures create an abundance of the foods that sea bream feed upon, these fish are caught in large hauls in early summer. Sea bream can be enjoyed in a variety of ways: as sashimi (raw fish), as shio-yaki (grilled simply with salt), as tai-meshi (cooked with seasoned rice), and as tai-cha-zuke (a similar dish but with hot green tea or dashi broth added). Fukuyama has many sea bream restaurants, serving the fish all year round.



Tai-somen

In tai-somen (sea bream cooked with wheat noodles), the sea bream dashi (broth) can be tasted throughout the whole dish. This is a local dish served at times of celebration.

Tai-meshi and tai-cha-zuke

Tai-meshi, a dish said to have been eaten originally by fishermen aboard their boats (right), and tai-cha-zuke, served in hot broth or tea (left)

(Left) In tai-meshi, rice and fish are cooked together, so that the rice takes on a rich, succulent flavor. (Right) In tai-cha-zuke, the fish gives the dish a lovely texture and fragrance.



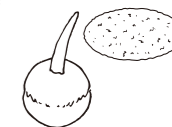
Underneath a layer of rice, this bowl is packed with seasonal ingredients and sea bream, with dashi (broth) poured over the whole dish. Ordering this dish is a kind of treasure hunt where you discover what tasty treats wait for you under the rice!

In this uzumi-style icecream, fruit and other sweet treats have been hidden under a layer of soft icecream.



Fuku Tsumami

Fuku Tsumami is a general name given to a snack that includes seven types of nibbles made from ingredients special to Fukuyama: nebuto (a type of fish), chichiika (tiny squid), kuwai (arrowhead tuber), gasuten (fish sausage fried in tempura batter) and tai-chikuwa (cylindrical fish cakes made from sea bream). The name fuku tsumami means lucky nibbles, suggesting a snack with a sense of luck and happiness.



It includes seven types of nibbles - chichiika flavored with vinegared miso or deep-fried in tempura batter, nebuto deep-fried or marinated in a spicy vinegar sauce, kuwai deep-fried simply, tai-chikuwa and gasuten.



Nebuto, also known officially as tenjikudai, is a white-fleshed fish around 3-5 cm long caught in the Seto Inland Sea. Chichiika is also known as beika. Gasuten, another Tomo specialty, is also popular.

Uzumi

During the Edo Period (1603-1868), the ruling government imposed "frugality laws" that banned luxuries; as a result, many people began to serve dishes with the vegetables and seafood hidden underneath the rice. As richly-flavored dashi (broth) was essential for making such a dish tasty, Fukuyama's tai-uzumi (made with red sea bream from Tomonoura) was considered the supreme example of this kind of dish.



The abundance of sealife that makes Fukuyama cuisine possible

Bingo Fish



Bingo Fish is a collective name given to 27 types of fresh seafood that are particularly recommended by the local fisherman from among the seafood caught from four cities along the Seto Inland Sea coastline: Fukuyama, Mihara and Onomichi (Hiroshima Prefecture), and Kasaoka (Okayama Prefecture).



Bingo Fish can be tried at more than 40 restaurants in Fukuyama.

Grapes

Fukuyama grows some of Hiroshima Prefecture's finest grapes, exporting around 1,000 tons a year. The New Bailey A variety is particularly recommended for its intense fragrance and rich, sweet taste. The Pione and Shine Muscat also get rave reviews.



Numakumacho is a well known vineyard in the south of the city.

FukuyamaBrand Take home a little piece of Fukuyama

Here you'll find a collection of the finest traditional foods and local specialties beloved in this region since time out of mind: a Fukuyama brand concept for the modern age.



Currently, there are four breweries creating homeishu

Bingo Fukuyama Wine

Grapes grow in rich profusion in Fukuyama, a region of warm temperatures, low rainfall and long hours of sunlight. A culture of wine production has developed in this area, taking advantage of this rich natural environment.

Fukuyama Wine Kobo - Fukuyama Hiroshima Japon (Cuvée Rose)
contact@enivrant.co.jp

Numakuma Yume Kobo (Rose Mind)
info@numakuma-yume.com

Yamanokyo Ota Winery
084-931-4572



(From left) Rose Mind, created using Muscat Bailey A from Sera; Cuvée Rose, a sparkling wine with a rich rose-like color; Yamanokyo Wine, using grapes from the winery's own vineyard.



Tomono General Incorporated Association
contact@tomono-liqueur.com



Tomonoura Limoncino

Tomonoura Limoncino is handmade by local women using rare Hiroshima organically grown lemons. This liquor balances the refreshing fragrance made with traditional limoncello techniques with the characteristic bitter sweetness. You can enjoy it straight from the bottle or as a cocktail.

What is the Fukuyama brand concept?

This concept brings together all the products, techniques and activities that stand for the Fukuyama style - local ways that have been cultivated and refined to perfection over the centuries - and certifies them with Fukuyama's official stamp of approval. For the perfect souvenir, look no further!



Click here for more details



Homeishu

Homeishu is a type of Japanese medicinal liquor brewed in Tomonoura since the 17th century by infusing 16 types of herbs into shochu (distilled liquor), glutinous rice and koji (a fermentation agent). It was first sold by Kichibei Nakamura (a doctor of Chinese medicine) in Osaka in 1659, and became famous as a classic Fukuyama product, often presented as a gift to court nobles. With its distinctive, sweet flavor, it is prized not only as a tasty indulgence but also as a medicinal drink. Amazake (sweet sake) and sweet treats such as candies and cakes flavored with homeishu are also popular souvenirs.

Tomo Homeishu Cooperative
084-970-5374



Japanese sake (nihonshu)

Tenpoichi is Fukuyama's only sake brewery, founded in 1910. It creates sake for pairing with meals, seeking to brew sake with a deep, satisfying flavor and a pronounced "bite." Tenpoichi's Rose Mind, which uses Fukuyama rose yeast, was served to guests at the G7 Hiroshima Summit in 2023.

Tenpoichi
084-962-0033

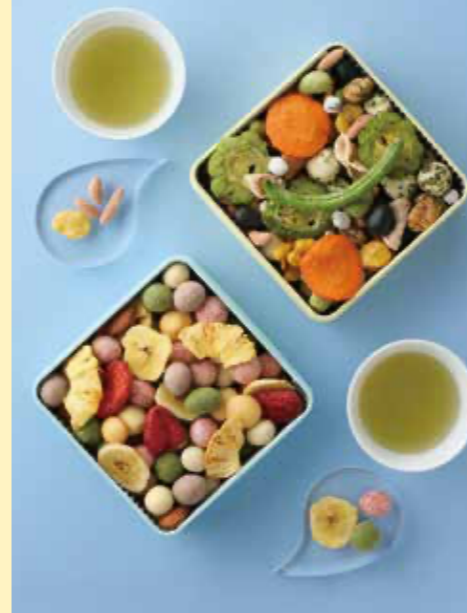


(Left) Tenpoichi, a crisp, dry sake; (Right) Rose Mind, a sake with a sweet yet tangy flavor.



Kuwaikko

Kuwaikko is made from the kuwai or arrowroot tuber, a local Fukuyama specialty. Whole sprouted kuwai are deep-fried, then tossed in salt from the Seto Inland Sea for a simple, tasty snack. They are the perfect nibble to enjoy with a beer.



Fukiyo Daikoku and Yebisu

The word fukiyo refers to the way the breeze ruffles leaves and the petals of flowers, and evokes images of beautiful landscapes. Mametoku is a store that makes snack mixes featuring beans from all four seasons. It's two box set includes Fukiyo Daikoku, which has plenty of black beans, including charcoal-roasted beans, perfect for a snack, and Fukiyo Yebisu, made with select sweetened beans.

Tokunaga Seika
084-922-2710



Ginger Rice Mix

A mix infused with fragrant ginger, allowing you to create aromatic ginger rice, a dish made in Ekiyacho to the north of Fukuyama. Anyone who tries this product, with its refreshing gingery fragrance and subtly spiced broth, is sure to be hooked.

Ginger Diamond
084-922-2663



A "hidden gem" made by a store that specializes in making and selling unique ginger-based items



F.F.G jeans

NSG Co., Ltd. 0847-52-4888

This is a new brand of Fukuyama denim, created by a group of eight textile companies centering on NSG. Created using special dyeing, embroidery and sewing techniques, these soft-feeling jeans get excellent reviews for the way they feel when worn. Produced using environmentally-friendly manufacturing methods.



Nouvelle Rose

These cakes, flavored with almond, are baked in the shape of a rose; a serving of specially-made red rose petal preserve lies at the heart of each cake. The chocolate-flavored Nouvelle Rose Chocolat is also popular.

Marrond'or
084-954-0925



Sold in boxes or one at a time

SHINOTEX

These socks are created by reusing thread and cloth remnants left over from denim production, through a collaboration between Shinohara Textile (a local denim manufacturer) and another local firm. They have a wonderfully supple feel, enveloping your feet with their soft touch.

Shinohara Textile Co., Ltd. 084-976-1511



"Upcycled" socks, knitted using a traditional knitting machine.

"Made in Fukuyama" denim

Fukuyama has been a center for cotton production ever since Mizuno Katsunari, first lord of the Fukuyama Domain, started to encourage cotton production. A new type of kasuri textile (a type of fabric resist-dyed with indigo) was created in this region in the 19th century; called **Bingo-gasuri**, it is one of the three main types of kasuri fabric created in Japan. The background to Fukuyama's growth into a hub for denim production lies in the weaving and dyeing technologies that developed in this area for producing heavy-weight fabrics. Boasting globally acclaimed textile production technologies, Fukuyama now produces around 80% of all denim created in Japan.

See here to learn more about Bingo-gasuri / Shinichi History And Folk Culture Museum



916 Shinichi, Shinichicho, Fukuyama City
0847-52-2992

Shinichi History Museum is dedicated to the preservation and usage of Bingo-kasuri, the foundation of Fukuyama's textile industry. Visitors can learn about cloth production processes, see displays of the equipment used, and try out cotton ginning machines and spinning wheels for themselves. (The workshop must be reserved in advance.)



Rose stole and pin-on badge with a rose motif

Rose Goods®

A wide array of Rose Goods only to be found in Fukuyama, the City of Roses, are on sale. Stoles dyed with rose extracts, rose perfume, incense holders, pin-on badges and towels are the perfect purchases for anyone looking for a special souvenir unique to Fukuyama.

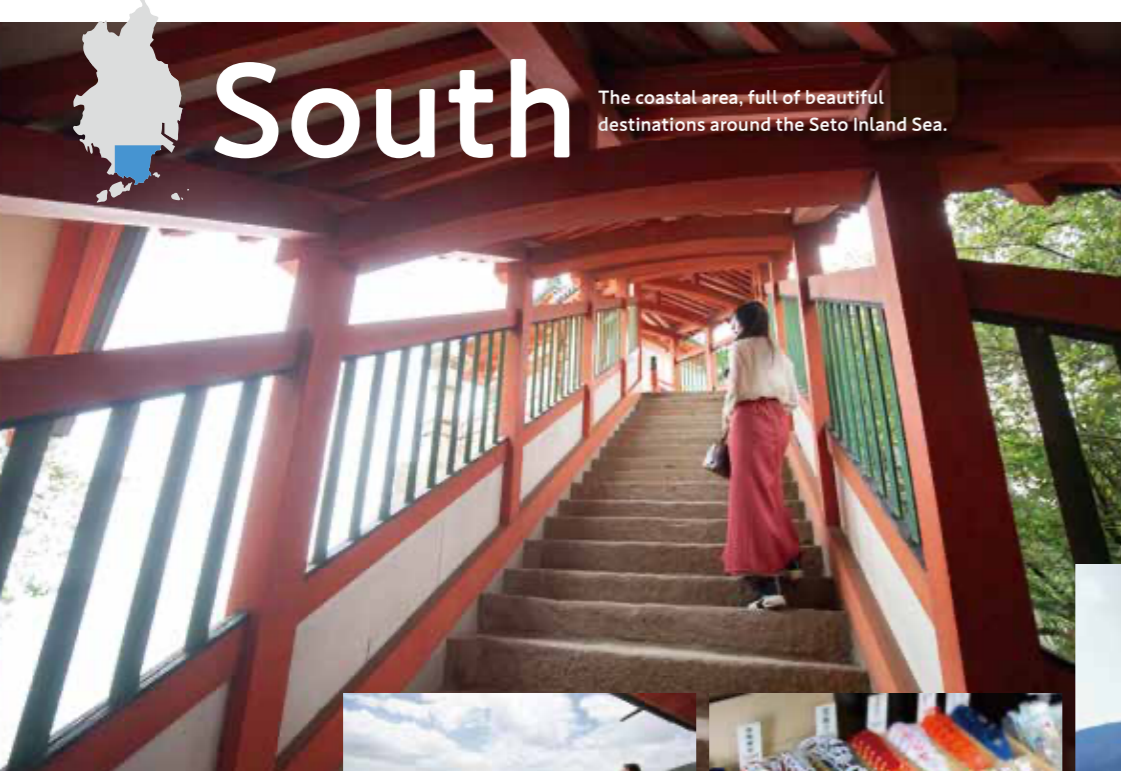
Bara (Rose) Goods Fukuyama Friends
080-1934-5755



See here for more gifts from Fukuyama



GreatDaysOutAroundFukuyama Fukuyama Area Guide



South

The coastal area, full of beautiful destinations around the Seto Inland Sea.



The steps leading up to Kannon-do Hall. The beauty of Kannon-do Hall has been celebrated over the years in ukiyo-e images and literary works. Votive tablets in the shape of a woman's breasts are offered in the hall for those praying for a safe childbirth.



Abuto Kannon (Bandai-ji Temple Kannon-do Hall)

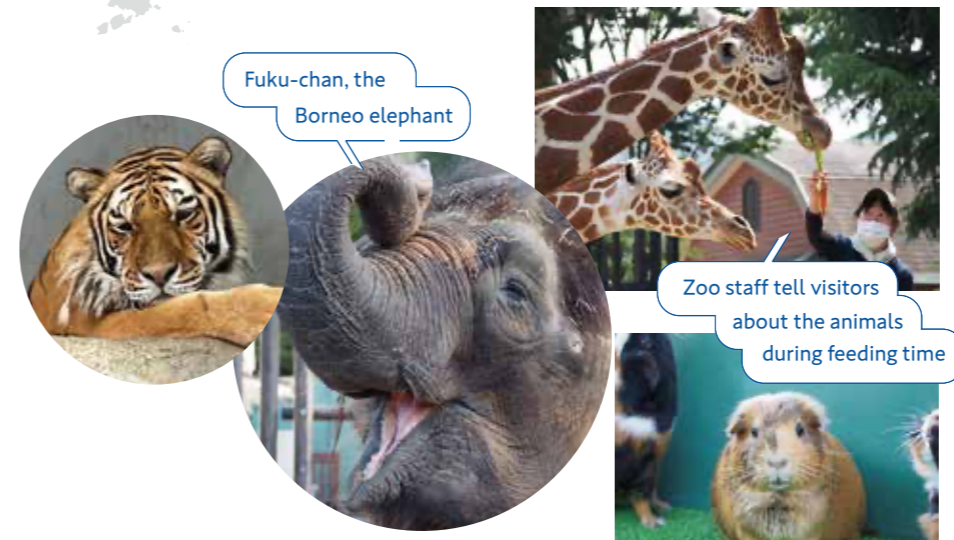
Kannon-do Hall with its vermilion-lacquered walls stands at the top of the sheer cliffs of Cape Abuto, the southernmost tip of Numakuma Peninsula, offering panoramic views of the Seto Inland Sea. The present-day hall, rebuilt in 1570-1573 by Mori Terumoto, a warlord, is a designated National Important Cultural Property. People come here to pray for safety at sea, conception and safe childbirth.

1427-1 Notohara, Numakumacho, Fukuyama City
☎084-987-3862



North

Northern Fukuyama is rich in nature, with numerous sites connected with history and famous people.



Fuku-chan, the Borneo elephant

Zoo staff tell visitors about the animals during feeding time

Fukuyama City Zoo

Fukuyama City Zoo boasts Japan's only Borneo elephant, plus giraffes, penguins and more, with a total of about 480 animals from 60 species housed here (as of the end of June 2024). Visitors can get close to the animals and enjoy watching them in their day-to-day activities.

276-1 Fukuda Ashidacho, Fukuyama City
☎084-958-3200



Kuzuhara Residence

Kuzuhara House is the birthplace of Shigeru Kuzuhara, an educator and writer of children's songs, poems and stories. In front of the house stands a stone monument engraved with the poem Sunset, considered Kuzuhara's masterpiece.

1220-1 Kannabecho-yahiro, Fukuyama City
☎084-965-6111 (Wed/Sat/Sun)
* For other days of the week, please inquire at the Kannabe Town Tourism Association ☎084-963-2230



Renjuku and Kan Chazan Former Residence

Renjuku was established as a private academy by the Confucianist scholar Kan Chazan, famed in Japan as the greatest poet of his day. It served as the academy for the children of the local Fukuyama Domain. Designated a National Special Historic Site, it has been undergoing a 12-year preservation and renovation process since February 2021.

640-3 Kawakita, Kannabecho, Fukuyama City
☎084-963-2230 (Kannabe Town Tourism Association)



Kannabe Honjin inn

This building served as an inn during the Edo Period (1603-1868), when the local area prospered as a post town. It was a high-status inn designed to host traveling lords, as can be seen in the main features of the building, which have been preserved to this day, including traditional rooms featuring tatami mats and the main gate. It is a designated Important Cultural Property of Hiroshima Prefecture.

528 Kawakita, Kannabecho, Fukuyama City
☎084-967-5273 (Suganami Zaidan)



Yamanokyo/Ryuzu Falls

Yamanokyo is a park rich in nature, located in the far north of the city. With cherry blossoms in spring, greenery in summer and autumnal colors in the fall, a stroll in these beautiful gorges is a serene experience in any season. The Ryuzu Falls themselves, pouring dramatically down a 60m drop, are an impressive sight.

Yamanocho, Fukuyama City
☎084-928-1042 (Tourism Strategy Div, Fukuyama City)



Photo: Nobutada OMOTE

The temple also features a restaurant (Gokan-do), a tea house (Ganku-in), and a Japanese tea room. Two options (a day-trip option, and an overnight stay option) are available for the Zen experience.

Shinshoji Zen Museum and Gardens

The museum's extensive grounds feature an art pavilion KOHTEI characterized by a roof of traditional kokera-buki (thin shingles of cypress wood), the Shogon-do gallery that houses a collection of works by Zen monk Hakuin Ekaku, and a tea house restored by Sen no Rikyu, the 16th century tea master famous for developing the Japanese art of the tea ceremony. You can also take part in a Zen Buddhism experience, or try shakyo (copying sutras or Buddhist scriptures by hand).

91 Kamisanna, Numakumacho, Fukuyama City
☎084-988-1111

menu

Shakyo experience/Zen Buddhism experience: 1,000 yen (An additional admission fee is also required)

* The Zen Buddhism experience must be reserved in advance



Jokoku-ji Temple

Jokoku-ji Temple is believed to have been founded by Nisshin, a monk of the Nichiren Buddhism sect. The building, which dates back to the Edo Period (1603-1868), houses valuable artefacts from the 16th century when the temple served as a residence for the Muramachi Shogun Ashikaga Yoshiaki, resulting in its status as an Important Cultural Property of Hiroshima Prefecture and of Fukuyama City.

1481 Ko, Kumanochi, Fukuyama City
☎084-959-0006



Crescent Beach Seaside Park

This beautiful beach forms a crescent moon-shaped expanse of white sand, 600 meters in length. With its gentle waves and clean waters, it is a popular spot for swimming. The beach campsite is open all year round, with many activities for visitors to enjoy.

340-7 Ha, Utsumicho, Fukuyama City
☎084-986-3100 (Utsumi Fisharina)



A campsite with a spectacular view of the beautiful Seto Inland Sea

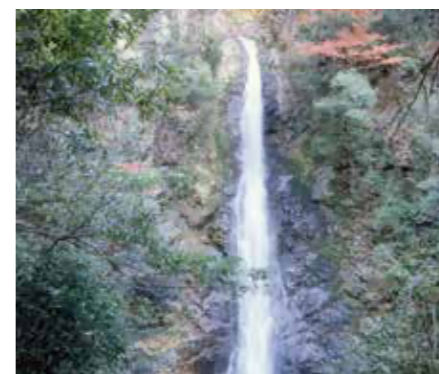


The vermilion-lacquered honden or main hall, designated a National Important Cultural Property

Bingo Ichinomiya Kibitsu-jinja Shrine

Kibitsu Shrine is said to have been founded in 806. The main shrine building had once fallen into disrepair, but it was rebuilt in 1648 by Mizuno Katsunari, the first lord of the Fukuyama Domain. The main building designated as a National Important Cultural Property was restored to its former glory when its restoration work had been completed in 2022. The Shinto deity of Kibitsu Shrine has been as the guardian of Bingo region since its settlement.

400 Miyauchi, Shinichicho, Fukuyama City
☎0847-51-3395



Central Fukuyama

Central Fukuyama around JR Fukuyama Station is a cultural and historical zone that is home to many temples and shrines.

Myooin Temple

Myoo-in is an ancient temple famed for its "Main Hall" and "Five-storied pagoda", considered national treasures. It is said to have been founded by Kukai (Kobo Daishi), a monk well-known in Japanese history. Its Hondo main hall, rebuilt in the 14th century, is built in the Setchuyo style, which fuses together both Japanese and Chinese architectural elements, and is one of the oldest buildings in Japan exhibiting this style. The temple's pagoda is the fifth-oldest of the many five-storied pagodas that are designated as national treasures of Japan.

1473 Kusadocho, Fukuyama City
☎084-951-1732

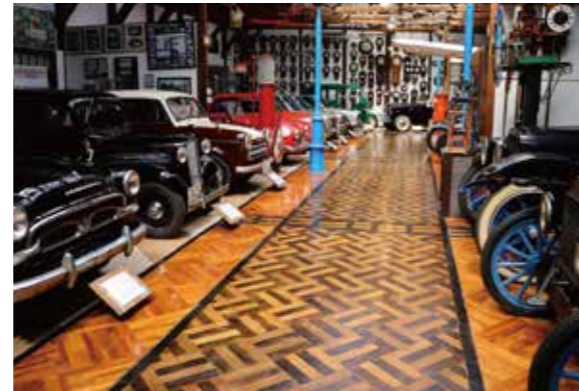


The principal image housed in the temple is a wooden statue of the eleven-faced Sho-Kanzeon, a form of Kannon, bodhisattva of mercy; it is a National Important Cultural Property of Japan.

Fukuyama Cultural Zone (Fukuyama Museum of Art and other facilities)

Fukuyama Cultural Zone is the area around Fukuyama Castle, which features all kinds of cultural facilities. Fukuyama Museum of Art with its symbolic Arch of Love, Fukuyama Museum of Literature, Fukuyama City Human Rights and Peace Museum, Fukuyama Museum of Calligraphy and Hiroshima Prefectural Museum of History can all be visited within Fukuyama Castle Park.

Around the Marunouchi area of Fukuyama



Fukuyama Auto & Clock Museum

This museum displays a variety of vehicles from throughout the 20th century including classic cars and three-wheelers, as well as the unique clocks used in Edo Japan (1603-1868), a western clock tower, everyday items from 1930s and post-World War II Japan, and much more.

3-1-22 Kitayoshizucho, Fukuyama City
☎084-922-8188



West

Western Fukuyama features some exciting attractions for visitors, including an amusement park that symbolizes Fukuyama itself and a museum full of unusual items.



Miroku no Sato Amusement Park

Miroku no Sato is Hiroshima Prefecture's biggest amusement park. In addition to the park itself, home to more than 20 types of attractions, Miroku no Sato also features a recreated 1950s-style Japanese townscape called the Sometime Road, and Dinosaur Park where visitors can encounter some impressive prehistoric monsters.

638-1 Fujiecho, Fukuyama City
☎084-988-0001



Matsunaga Footwear Museum (Ashiato Square)

This museum displays unusual footwear from all over Japan, and toys special to the Fukuyama region. Exhibits include valuable artefacts such as matsunaga geta (wooden shoes), which have supported local industry, and the shoes of famous sports players, including those from the Hiroshima Toyo Carp, the professional baseball team based in Hiroshima. The museum also preserves and displays traditional Japan and world toys, inherited from Japan Folk, Toy, and Doll Museum.

Ashiato Square, created by Taro Okamoto, a well-known Japanese artist

4-16-27, Matsunagacho, Fukuyama City
☎084-934-6644



TakePartInEvents!

Late April to early May



Tomonoura Tourism Seabream Netfishing

Board a spectator boat to watch fishermen practicing their traditional fishing methods, passed down in Tomonoura for four centuries. Tomonoura's traditional net fishing method, known as Tomonoura tai-shibari and designated an Intangible Cultural Property of the city, is impressive to watch.

Fukuyama Convention & Visitors Association ☎084-926-2649

Mid-May to late May



Fukuyama Rose Festival

Fukuyama Rose Festival is the city's biggest event. It is hosted across the many Fukuyama parks and sites where roses bloom.

Fukuyama Festival Planning Committee Headquarters (Fukuyama Convention & Visitors Association)
☎084-926-2649

Last Saturday in May



Fukuyama Tomonoura Bentenjima Fireworks Festival

In this festive event of early summer, the town of Tomonoura and its surrounding islands are illuminated as fireworks fill the skies above.

Fukuyama Tomonoura Bentenjima Island Fireworks Festival Committee (Fukuyama Convention & Visitors Association) ☎084-926-2649

Early July



Otebi Ritual

The Otebi Festival is one of Japan's three major fire festivals, and is designated an Intangible Cultural Property of Fukuyama. In this event, worshippers carry huge, flaming torches called otebi to the main hall of Nunakuma Shrine, to pray for good health and to keep evil at bay.

Nunakuma Shrine ☎084-982-2050

August 13-15



Fukuyama Summer Festival

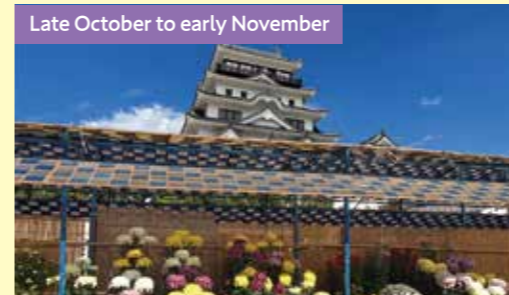
Fukuyama Summer Festival is an action-packed three-day event that includes Niagari Odori (a traditional Fukuyama dancing style, held in veneration of ancestral spirits), Fukuyama Yukata Festival (where festival-goers wear yukata or summer kimono), and Ashida River Fireworks Festival. The highlight of the fireworks festival is the Water Star Mine, a floating installation that discharges fireworks above the river; at 1.4 km, it is the longest of its kind in western Japan.

Fukuyama Festival Planning Committee Headquarters (Fukuyama Convention & Visitors Association) ☎084-926-2649

Niagari Odori: dancing to remember ancestral spirits



Late October to early November



Fukuyama Chrysanthemum Exhibition

In this event, chrysanthemums lovingly tended by chrysanthemum enthusiasts and elementary/junior high school students are put on display. They form a beautiful contrast against the backdrop of Fukuyama Castle.

Fukuyama Convention & Visitors Association ☎084-926-2649

Second Sunday of January



Notohara Tondo

In this event, New Year decorations made of straw and more than 10 meters high, known as tondo, are paraded through the neighborhoods of Notohara. The moment of abare-tondo, when all six tondo collide with one another, is a must-see event for visitors!

Notohara Neighborhood Planning Promotion Committee (established within Notohara Exchange Hall)
☎084-987-4460

See here for more event information and details

