

WONDER NATORI

The sea and mountains, bikes and the city,
fun and excitement—welcome to Wonder Natori!



Experience History
Visit a "healing spot"

Experience the City
Enjoy a relaxing time

Experience Cycling
Bicycle Theme Park

Experience the Sea

Discover great food



01 Experience the Sea



P03

Yuriage Port Morning Market

Fresh seafood and morning harvest, all in one place! A morning market limited to Sundays and holidays, with a tradition of over 40 years.

02 Experience the Sea



P05

Kawamachi Terasu Yuriage

A bright and stylish terrace along the Natori Estuary, filled with great food and gift sales as well as a riverside view.

05 Experience Cycling



P11

Natori Cycle Sports Center

Rinrin no Yado, Natori Yuriage Onsen
A cycling recreation center featuring bike paths, novelty bicycles, onsen, accommodations, and more.

06 Experience Cycling



P13

Sea Breeze Cycling

Choose from the half-day Yuriage Tour Course, or the relaxing full-day Airport Course!

WONDER NATORI

The sea and mountains, the past and present, packed with fun and great food! Welcome to Wonder Natori.



03 Experience History



P07

Visit a Kumano Shrine in Natori

The only municipality in the country where three Kishu Kumano shrines have been separately established. Visit Natori, where the 900-year-old Kumano faith still lives on.

04 Experience History



P09

Take a Walk Through History

Learn about the mysteries of Tohoku's largest keyhole-shaped ancient burial mound, and take a walk through a timeworn historic site.

07 Experience the City



P15

Park & Café @ Natori

Enjoy great food at the café, sit down with your favorite book, and have a wonderful time at a refreshing park.

08 Experience the City



P16

Enjoy the Charms of Flight

Sendai Airport, one of the largest in Tohoku, connects various parts of Japan to the world by air, and offers fun experiences.

Delicious treats unique to Natori!
Local Cuisine & Seafood



P17 - P18



Commemorate Your Trip
Natori Gifts

P19 - P20



See the City
City Guide Map

P21 - P22



The early bird catches more than the worm!

You won't want to miss this traditional seaside morning market!

01

Experience the Sea

Yuriage Port Morning Market

ゆりあげ港朝市

Open: 6:00am – 1:00pm Closed: (open only on Sun, holidays)
 Parking: 350 standard vehicles Contact: Yuriage Port Morning Market Coop (022-395-7211)

Yuriage Port, where akagai clam and shirasu catches are hauled in, is also home to the Yuriage Port Morning Market, an event popular with tourists and held on Sundays and holidays. Although interrupted by the earthquake disaster, over 40 shops that lined the area returned to their Yuriage operations in 2013, and feature fresh seafood, freshly picked vegetables, restaurants, and more. Wake up a little earlier than usual, and you'll be able to check out some of the great tastes of Natori!

Yuriage Port Morning Market



5min drive from Natori IC
 P22 Map D-2



Topics Experience

Take on the Morning Market Auction

Yuriage Port Morning Market Auction Space

The Yuriage Morning Market's famous auction starts at 10:00am, with participation open to all. A variety of products are available, with chances for great bargains every time. Participation is free, so come experience the exciting auction atmosphere!

Open: 10:00am *Sun, holidays only



Barbecue your favorite seafood! "Hadakimashi!"

Topics Experience

Morning Market Seafood Robatayaki

Yuriage Port Morning Market Robatayaki Space

Take the seafood you bought at the morning market to the adjacent Robatayaki area, and barbecue it up nice and hot! This barbecuing area is popular with families and groups, so make sure to secure a spot quick!

Open: 6:00am – 1:00pm
 *Sun, holidays only



Limited time!
 Seri Nabe Stew is available Oct – Apr

Grab a bite at the Yuriage Port Morning Market!

Seri Nabe Stew

Winner of the Sendai Nabe Grand Prix for the second consecutive year! This stew's seri parsley is sourced directly from farmers. (Suzutake)

A restaurant focusing only on ramen, featuring Yamagata Tendo Seimen noodles. The breakfast ramen option is so popular that it regularly brings in lines of customers. (Tendo Seimen)



Grab a bite before it sells out!

Steamed Gyoza

Handmade steamed dumplings packed with juicy pork and chives. Add as much kimchi as you like! (Hoka / Shinsen Gyoza-ou / Heiron)



Take in that perfect aroma!



A Morning Market Specialty! Popular year-round!

We've got it for cheap! How about a little extra! Hear the high-spirited chatter—a morning market specialty!



Ms. Kondo, from Uroko Marine Products



Maple Pavilion

Open: 10:00am – 4:00pm / 6:00am – 1:00pm (sun, holidays)
 Closed: Thur Contact: 022-395-7211

P22 Map D-2

A facility built after the earthquake disaster, with support from the Canadian government, among others. Featuring sales of Yuriage specialty products, recovery-related products, and more, as well as a photo and video exhibit to teach visitors about the earthquake. Even on days when the morning market is closed, visitors can enjoy seafood, gyoza, and coffee here.



★ Take a Break ★ Have a little rest at Maple Pavilion



Home-Roasted Coffee Café ROAST STAGE

A café featuring all kinds of great tastes, from the original Yuriage Blend, to several other types of home-roasted coffee and baked goods.

Open: 10:00am – 4:00pm / 6:00am – 1:00pm (sun, holidays)
 Closed: Mon, Thur
 Contact: 022-395-7211 (Maple Pavilion)



Restaurant Senya

A seafood bowl with tons of fresh ingredients over Miyagi Hitomebore rice. Ingredients change with each season.

Open: 10:00am – 4:00pm / 6:00am – 1:00pm (sun, holidays)
 Closed: Thur Contact: 022-395-7211 (Maple Pavilion)

Topics Experience

Yuriage Tour Boat

A small tour boat with a capacity of 20 people, departing from Maple Pavilion. Enjoy a cruise around Yuriage.

Open: 7:00am – 11:00am Contact: 022-395-7211 (Maple Pavilion)
 *Jul – Oct (sun, holidays only)
 *Charter/fishing boat reservations accepted all year
 Contact: 022-363-9535 (Marine Mechanic)



Fishing boats also popular!



Take a rest along the Natori River,
and relax on the spacious terrace.

02

Experience the Sea

Kawamachi Terasu Yuriage



Kawamachi Terasu Yuriage

かわまちてらす 関上

Parking: 117 standard vehicles
Contact: Kawamachi Terasu Yuriage Office (022-399-6848)

5min drive from Natori IC
P22 Map D-2

An elevated area overlooking the relaxing Natori River and Sendai cityscape, featuring a variety of shops that sell everything from kamaboko, to confections, to fresh fish and vegetables, as well as restaurants and cafés. Bustling every day with not only locals, but also families and tourists. The relaxing terrace area, illuminating Yuriage, is also a major Natori attraction.

Lunch The Restaurants of Kawamachi Terasu Yuriage

Including a comfy place for the kids



Comfort food loved by locals

Bringing back lost flavors Momoya

Have a taste of Yuriage comfort food with an order of katsudon, brought back from this former Yuriage restaurant, Momoya.

Open: 11:00am – 8:00pm / 10:00am – 8:00pm (sat, sun, holidays)
Contact: 022-797-8895



Yuriage ingredients & spices

Curry Laboratory Emu

Featuring the staple butter chicken curry and more, all made with local Yuriage ingredients for an exquisite curry taste.

Open: 11:00am – 3:00pm *while supplies last
Closed: Tue Contact: 022-797-7559



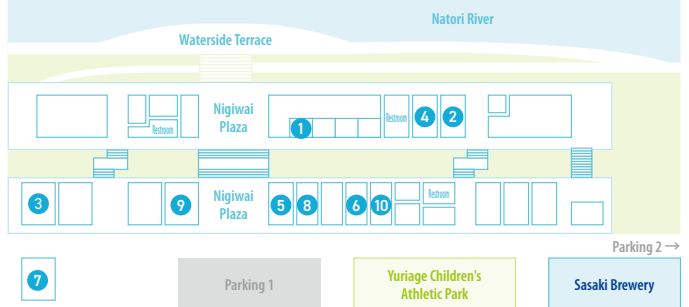
The secret to its popularity—an unchanged traditional taste

Since 1966 Hama Ichiban

A Chinese restaurant with a history over half a century. The unchanged great taste and hearty serving size of their miso ramen makes it a popular choice!

Open: 11:00am – 3:00pm *while supplies last
Closed: Wed Contact: 022-796-3221

Location Guide



Made by Yuriage's Sasanao, with over 100 years of experience making kamaboko

8 Sasakama Senbe Sasanao

A long-standing shop, and the only place in the world where visitors can get a taste of the sizable Sasakama Senbe, with its appetizing aroma and addictive crispy texture.

Open: 10:00am – 5:30pm
Closed: Thur
Contact: 022-385-3370



Crispy!
over 33.70cm!

A leading Suzuei product

9 Chirimen Sardines Suzuei

A fresh fish market with a history of over 120 years, and proud supplier of chirimen sardines and tsukudani. Visitors can also enjoy fresh raw shirasu when the catch is hauled in.

Open: 10:00am – 5:00pm
Closed: Tue
Contact: 022-748-4301



Enjoy the distinct tastes of chirimen sardines that have been dried by an experienced shop!

Topics Experience

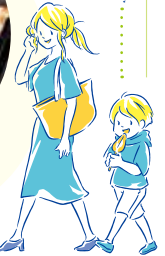
Speaking of Natori... Sasakama Grilling Experience

Try your hand at grilling some kamaboko yourself! Freshly made hot kamaboko is a must-have!

- 8 Sasanao Contact: 022-385-3370
- 10 Sasakei Contact: 022-784-1239



Make your own unique flavor of kamaboko!



It all started with the Rakuten Eagles Yuriage Children's Athletic Park

A place developed with the hope of becoming a symbol for the region, in response to the team's desire to help create a place for people to interact through sports, and bring smiles to the local community, from kids to adults.



Donated by the Tohoku Smile Project Fundraising Organization



With new seasonal products!

Waterside Resort Minamo Café

Featuring chifon cakes for each season, and great tasting fruity drinks!

Open: 10:00am – 5:00pm
Closed: New Years Contact: 022-797-5667



With seasonal fruit!

Fresh Vegetables and Fruit Yasaibatake Marche

Filled with vegetables sourced from nearby farmers, as well as locally produced fruits. The melon ice cream is also a definite must-try!

Open: 10:00am – 5:00pm *varies in winter
Closed: No set dates Contact: 022-796-0607



Everything tastes so good!

A confectionery with a bright shopkeeper Okitamaya

Featuring meat dango, skewered mochi, and the ever-popular warabi mochi drink that keeps visitors coming back for more!

Open: 10:00am – 5:00pm
Closed: Tue Contact: 022-797-1660

Featured Available right from Kawamachi Terasu Yuriage

Topics Experience



7 Stand-up Paddleboarding

Kawamachi Terasu Yuriage Waterside

The Natori River has a gentle flow and few swells, making it a great place for stand-up paddleboarding beginners to practice with confidence.

Open: 10:00am – 4:00pm
*scheduled from early May – mid Nov
Closed: Mon, tue (following day if holiday)
Contact: S.Natori base Surf Side Sports 090-1376-1655
*Contact for lesson info and pricing

A long-time Yuriage facility Sasaki Brewery

A brewery with a history of over 150 years. Featuring smooth sake made from local Natori water and rice with a refreshing taste, such as the leading Hosen Nami no Oto brand; Yuri, a drink dedicated to earthquake recovery; and more.



Open: 10:00am – 5:00pm
Closed: Wed
Contact: 022-398-8596



Take in a view of the city from the Kumano Nachi Shrine

Feel the sacred energy of a historic and noble shrine.

03

Experience History

Visit a Kumano Shrine in Natori

名取で熊野詣

The three Kumano shrines, where it's said that over 900 years ago, an old shrine maiden brought about the coming of the enshrined deity. Like the Kishu Kumano shrines, the Hongu, Shingu, and Nachi shrines were arranged in the same way as those of Kishu. The shrines' collectable stamps and charms are also popular among visitors.

For more on Kumano



Kumano Charms

Charms unique to Kumano, written in "crow characters." Said to heal illness, prevent disaster, and protect from all kinds of misfortune. Each of the three shrines has its own design and number of crows.

Collect stamps from each of the three different Kumano shrines in Natori!



Be Soothed by Kumano Stop By, Here and There Experience & Café

Topics Experience

Everyone loves strawberry picking!

Limited Time Strawberry Picking

La fraise

Filled with the richly fragrant sweet and sour Tochtotome and Nikoniko Berry varieties. A strawberry farm designed with accessibility in mind.

Open: 10:00am - 3:00pm *Jan - May Closed: Wed, thur
Parking: 30 standard vehicles Contact: 022-796-0813

P21 Map B-2

Topics Experience

Soba Experience Shop

Takadate Restaurant Suijin Soba

Firm soba noodles boasting amazing aroma and texture. We also recommend the abura soba. Soba noodle making experiences are also available for those who make reservations.

Open: 11:00am - 3:00pm, 5:00pm - 9:00pm Closed: No set dates
Parking: 10 standard vehicles Contact: 022-799-7097 *while supplies last

P21 Map B-2

The Three Kumano Shrines and the Old Woman from Natori

Long ago, there lived a shrine maiden from Natori who visited Kishu Kumano every year. Eventually, she got too old to make the trip, and so she decided to build three small Kumano shrines somewhere closer. Later, a traveling mountain priest received a vision from the Kishu Kumano Gongen deity of a message to deliver to the woman, which seemed to be a poem written on a leaf. The message roughly translated as "a long way / the years slip by / into old age / remember / I'll never forget." He found the leaf, and gave it to the old woman. Upon reading it, she was moved to tears. The devotion of such a woman spread among the region, and it is said that the deity came to her shrines, and was divided into all three of them.

Yatagarasu

Said to be the guiding familiar of the Kumano deity during the time of Emperor Jinmu's expedition to the east, it serves as a guide showing the way to a better direction. Its three legs are said to represent heaven, earth, and humanity; and it is also said to be the avatar of the sun. The figure is also well-known as the symbol of the Japan Football Association.

Try the popular abura soba topped with plum and grated daikon!



Enshrined Deity

Kumano Hongu Shrine

P21 Map A-1

Also known as Hongu Junjisho, it is said to be where Ketsumiko, the deity of crops, is enshrined. The Kumanodo Junjish Deer Dance, a performance held in hopes of good harvests, is still performed to this day, and is registered as one of the city's Intangible Folk Cultural Assets.

Parking: 20 standard vehicles
Contact: 022-386-2353



~3min drive

The central area of the Natori Kumano Shrines

Kumano Shrine

P21 Map B-1

With deep ties throughout the land since its foundation, it received offerings and land donations from samurai, and was protected from successive generations of the Sendai Clan. The main shrine, built in an architectural style known as Kumano-dzukuri, as well as the performances of Kumanodo Kagura, and Kumanodo Bugaku, are handed down here.

Parking: 20 standard vehicles
Contact: 022-386-8838

Check out the Yatagarasu writings!



~10min drive

A life changing experience!

Kumano Nachi Shrine

P21 Map A-2

Enshrined at the summit of Mt. Takadate are the two deities, Haguro and Kumano Fusumi. Fusumi is also written as Musubi (meaning connection, union, etc.), and as such, is said to be the deity of marriage. Don't miss the two connected sacred trees on the grounds of the shrine!

Parking: 50 standard vehicles
Contact: 022-765-8217



Stamps



Yatagarasu charms

Ritona Berry Garden ag:re bread+café

Located at the Ritona Berry Garden blueberry farm, Agre Bread & Café features popular healthy lunches and confections, all made with home-grown vegetables.

Open: 10:00am - 5:00pm Closed: Mon, tue, wed *subject to change
Parking: 20 standard vehicles Contact: 022-208-3524

P21 Map B-2

Blueberry Picking Experience

(reservation req.) Available mid Jul - end of Aug



Sacred Trees

Roasted Coffee Frigoles

Enjoy the ever-popular Sri Lankan chicken wing curry along with our specialty roasted coffee. Naan available as substitute for rice.

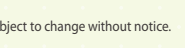
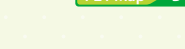
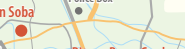
Open: 10:00am - 6:00pm Closed: Thur, every 2nd wed
Parking: 6 standard vehicles Contact: 022-397-7761

P21 Map B-1



Stone Seat of Minamoto no Yoritomo

It's said that Minamoto no Yoritomo went to Kumano Shrine to wish for victory in battle, and sat on this stone on his way back from Hirazumi.





Between the 4th and 5th centuries...

Natori was the center of Tohoku!?

04

Experience History

Take a Walk Through History

歴史を訪ねよう

From Tohoku's largest mysterious keyhole-shaped ancient burial mound, to traditional architecture, to the 33 Kannon of Oshu, and more—there are many significant places and historic sites to be seen in Natori. Come and take a journey through time!



Experience the history and culture of Natori Natori Museum of History and Folklore

A museum dedicated to the history and culture of Natori featuring historical and folklore related materials divided between two buildings, including exhibits on Raijinyama Kofun, archaeology, the three Natori Kumano Shrines, and more—all presented in an easy-to-follow manner via projection mapping and info retrieval systems.

Open: 9:00am – 5:00pm
Closed: Mon (following weekday if holiday)
Parking: 22 standard vehicles (free)
Contact: 022-724-7935

8min drive from Natori Chuo Smart IC
P22 Map > C-2



Natori Museum of History and Folklore



Check it out! Kofun Fureai Square / Oyako Square



An approximately 1/10th size version of the Raijinyama Kofun, located in front of the museum. The area features playground equipment and a well-kept lawn. An artificial turf area equipped with a wooden deck and benches is also available for young children.

National Historic Site

Tohoku's largest keyhole-shaped ancient burial mound Raijinyama Kofun

This three-tiered keyhole-shaped ancient burial mound measures a total length of 168m, with the rear circle portion reaching a diameter of 96m, and height of 12m, as well as the front portion measuring at a length of 72m, width of 96m, and height of 6m—making it the largest ancient burial mound throughout Tohoku. Based on its shape and location, as well as objects excavated from the site, it is estimated to have been constructed around the latter half of the 4th century. Based on its size as well, it is presumed to be the resting place of the head of a local clan that ruled over the surrounding area.

Parking: 30 standard vehicles (free)
Contact: 022-724-7176 (Culture & Sports Section)
P22 Map > B-3



A place filled with visitors in spring, who come to see the famed sakura in full bloom.

Important Cultural Property



The largest historic residence throughout the old Sendai territory Horaguchi Residence

Designated as a national Important Cultural Property. The interior features a four-room layout with no dividing space between rooms with tatami and earthen floors—a layout known as Natori Style, due to its frequency of appearance throughout the region.

Parking: 3 standard vehicles (free)

P22 Map > C-2



Important Cultural Property



A Natori style medium-sized farmhouse Former Nakazawa Residence

Designated as a national Important Cultural Property. A typical kind of private residence often seen throughout the Natori area. The layout features no dividing space between rooms with tatami and earthen floors, as well as three prominent independent pillars.

Open: 10:00am – 3:30pm Closed: Mon, wed, fri (closed mid Nov – mid Apr)
Parking: 8 standard vehicles (free) Contact: 022-724-7176 (Culture & Sports Section)

P22 Map > B-3

A shrine related to the Nihon Shoki Saeno Shrine (Doso Shrine)

It's said that the deity who danced in front of the cave of the sun god, Ama no Iwato, during its opening, was enshrined here during the eastern expedition of Yamato Takeru, a prince of Emperor Keiko. As such, it is believed that the shrine provides good fortune for those seeking to improve their talents in music and performing arts. The bamboo forest road, which once served as the front approach to the shrine as it continues straight toward its torii gate, serves as a highlight of the area.

Parking: 8 standard vehicles (free) Contact: 022-382-3887



P21 Map > B-3



The talented noble who served as inspiration for Hikaru Genji Grave of Lieutenant General Fujiwara Sanekata Ason

Fujiwara Sanekata Ason, who served as a lieutenant general during the mid Heian period, was also known as a talented poet, and is said to have been the inspiration for the character Hikaru Genji in The Tale of Genji. While riding down to Mutsu due to trouble with Fujiwara Yukinari, he fell off his horse in front of the guardian deity of Kasashima, and died. Saigyō composed a poem in memory of Sanekata, reading "he left a name / that time does not decay / now I find / in his memory / a patch of silvergrass in this withered field." A tablet in memory of Bashō's poetry that starts with, "Kasashima / where is it on this rainy day / along this muddy road," is also located in Uematsu.

Parking: 5 standard vehicles (free) Contact: 022-724-7175 (Culture & Sports Section)



P21 Map > B-2

Bashō's poetry engraved on the Uematsu's south side Doso Road Tablet



Kasashima's guardian deity of travelers, said to have made Sanekata fall off his horse



Bamboo Forest Road

Saigyō Poetry Tablet



Katami no Susuki Silvergrass





NATORI CYCLE SPORTS CENTER

05

Experience Cycling

Natori Cycle Sports Center

名取市サイクルスポーツセンター

Opened in October of 2020 as Tohoku's only cycling facility, it also features onsen baths in the Yuriage area. The center is home to a bike path of around 4km per lap, a skateboarding park, 3x3 basketball court, futsal court, playground, and more. After a day of sports, visitors can also enjoy the natural springs of the Rinrin no Yado inn.

Open: 9:00am - 5:00pm (4:30pm Dec - Mar)
 Closed: Wed (outdoor facilities) (excl. summer vacation)
 Parking: 160 standard vehicles
 Contact: 022-385-8027

*See website for various pricing info.

Natori Cycle Sports Center



Biking, onsen, and enjoyable experiences!

Anyone can join in on the fun!



輪りの宿 名取ゆりあげ温泉

Rinrin no Yado, Natori Yuriage Onsen
 Featuring both Japanese and Western style rooms that guests can bring their bikes into. With a capacity of 100 guests, the facility can also be used by those looking for a place to stay during training.

*Hiroura Bay and Mt. Zao visible from onsen.

Open: (check-in) 3:00pm, (check-out) 10:00am
 Contact: 022-385-8027
 Open: (day spa) 10:00am - 8:00pm
 Closed: (day spa) every 2nd wed

7min drive from Natori IC

P22 Map D-2

Yuriage Port Restaurant HACHI

Hachi was opened with the goal of becoming a beloved local restaurant of the restored Yuriage Port. It features La Fata Napolitan Soup made with delicious whole Natori tomatoes. The Maboroshi no Meiten Curry, also from Natori, is a must-try!

Open: 10:00am - 8:00pm *breakfast served for guests only
 Closed: In accordance with Natori Cycle Sports Center closures
 Contact: 022-797-8812



Port Restaurant Spicy Curry

La Fata Napolitan Soup

Natori Cycle Sports Center Layout



Ride an exciting path along three beaches!



Featuring a 4km/lap long road, 1.6km/lap mid road, and a 0.9km/lap short road. Ideal for school club practice, cycling competitions, and training sessions. Visitors and families also welcome.



Equipped with 90 bicycles (70 for in-facility, 20 for out), from the latest sports bikes, to those aimed at women, families, and kids, as well as 40 novelty bikes. For those looking to bike around Natori, sport-type and electric assist bikes are also available.

*Rental pricing info available on-site

Fun for kids and their parents Playground / Omoshiro Bike Plaza



Various facilities for kids to have a fun and safe time, including playground equipment, a fuwa fuwa dome (type of air trampoline), fountain, and novelty biking plaza.



06

Experience Cycling

Sea Breeze Cycling

潮風サイクリング

An easy 3 hours

Yuriage Tour Course

A relaxed half-day course around Yuriage. Recommended for cycling beginners. Filled with places to visit while learning about the earthquake disaster, sights to see, and lots of great food to eat.



Start to Finish

Total 5.8km



Natori Cycle Sports Center

Rinrin no Yado, Natori Yuriage Onsen

Location 6

-0.7km
3min



Michinoku Coastal Trail Natori Trail Center

Providing all necessary information for those interested in the Michinoku Coastal Trail and "Long Trail Walking Culture." A facility where hikers, locals, and tourists can relax and interact.

Open: 9:00am - 5:00pm (Apr - Nov), 9:00am - 4:00pm (Dec - Mar)
Closed: Tue / Dec 29 - Jan 3 Contact: 022-398-6181

Campgrounds opening in 2021!



Andon Pines

This row of Kuromatsu pines near the plaza were planted in the days of the Sendai Clan, on the order of clan lord Date Masamune. The trees, known as the Andon Pines, are said to have been used as a landmark by fishermen, rather than a lighthouse.



Kawamachi Terasu Yuriage

Take a break over at Kawamachi Terasu Yuriage

Strawberry Specialty Shop Ichibiko

A shop run by the farmers that bring us the "edible jewels" known as Migaki Ichigo strawberries. Ichibiko Milk is also highly recommended!

Open: 10:00am - 5:00pm, 9:00am - 5:00pm (sat, sun, holidays)
Closed: No set dates
Contact: 022-226-7405



Natori Earthquake Memorial Park

In addition to the monument, poetry tablet, and memorial square and name board, a relaxing area overlooking the sea is also available.

Natori Estuary



Natori Earthquake Recovery Museum

A facility dedicated to passing on the memories and lessons learned from the Great East Japan Earthquake to future generations, to make sure the it is never forgotten, and to raise awareness of disaster prevention. Admission is free.

Open: 9:30am - 4:30pm (Apr - Nov), 10:00am - 4:00pm (Dec - Mar)
Closed: Tue (following day if holiday) / Dec 29 - Jan 3
Contact: 022-393-6520



-0.7km
3min

-0.8km
4min

-0.6km
3min

-0.5km
2min

-0.5km
2min

-0.5km
2min

-0.5km
2min

-0.5km
2min

-0.5km
2min

-0.5km
2min

Location 1

Location 2

Location 3

Location 4

Location 5

Location 6

Location 7

Location 8

Location 9

Location 10

Location 11

Location 12

Location 13

Location 14

Location 15

Location 16

Location 17

Location 18

Location 19

Location 20

A relaxing full day

Airport Course

A full-day course that runs from Yuriage to Sendai Airport. Recommended for those accustomed to cycling. Enjoy a refreshing journey to the airport, and relax at a park or café.



Location 1

Michinoku Coastal Trail Natori Trail Center

P13

Location 2

Kitagama Disaster Prevention Park

A newly constructed park along the east side of Sendai Airport. The park is filled with fun playground equipment, making it popular with parents and children. Aviation enthusiasts will also be able to see take-offs and landings up close. The Hinan Oka, or "Evacuation Hill," also serves as an evacuation site.

Location 3

Sendai Airport

P16



Beef Tongue Specialty Restaurant Kantanya

A beef tongue specialty restaurant located on the 1st floor of Sendai Airport, with ingredients sourced directly from the Jinchu specialty shop. The marbled beef tongue, and plump beef tongue set are highly recommended! For takeout, they also offer the ever-popular Sorabben, limited to the airport shop! Have a meal while watching the take-offs and landings outside!

Open: 10:30am - 9:00pm
Contact: 022-383-3429



The Popular Sorabben!

Start to Finish

Total 12.3km

-0.7km
3min

-4.5km
20min

-0.5km
2min

-0.6km
3min

-0.6km
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Natori Cycle Sports Center

Rinrin no Yado, Natori Yuriage Onsen

An expansive cemetery to the right heading towards Sendai Airport. A cycling landmark.

See the take-offs and landings up close!

Wash away that cycling sweat with a refreshing shower!

Take a break at a nice café with lots of Yuriage gift sales!

See the planes up close!

See the take-offs and landings up close!

See the take-offs and landings up close!

See the take-offs and landings up close!

See the take-offs and landings up close!

See the take-offs and landings up close!

See the take-offs and landings up close!

See the take-offs and landings up close!



Tea Leafall

Lunch also available!

A popular café with over 40 types of TeaEat brand original teas, including the fruit tea TeaEat itself, made with edible tea leaves.

Open: 10:00am - 5:00pm
Closed: Mon
Parking: 5 standard vehicles
Contact: 022-796-5406



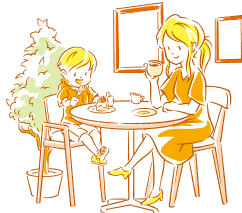


07

Experience the City

Park & Café @ Natori

パーク&カフェ@名取



Relax at a café, enjoy some great food, read your favorite book at the library, and have some fun at the park! Head on over for a wonderful day!

01 Café Jazz Café Coffee & Session Pablo

Desserts & Lunch & Jazz

A long-standing jazz café, founded in 1984. Although shut down after the earthquake disaster, it has had a miraculous comeback. Enjoy authentic coffee, homemade desserts, and lunch.

Open: 11:00am – 7:00pm,
11:00am – 5:00pm (sun)
Closed: Mon
Parking: 6 standard vehicles (free)
Contact: 022-398-5442



P22 Map C-2

03 Café A creative chiffon cake café with all sorts of variety Miu-Kitchen

Pot. Chiffon Cakes

Fluffy pot chiffon cakes that go great with the homemade custard, and make great gifts.

Freshly brewed coffee also available at the dining space!



P22 Map B-3

Open: 10:30am – 5:00pm
(while supplies last)
Closed: Mon, tue (and other periodic closures)
Parking: 4 standard vehicles (free)
Contact: 022-796-7734

02 Café A café in the library, for those who enjoy reading Café Mozart Eureka

In the Natori Library

The popular Mozart café, now at Natori Library. For lunch, choose from the daily special, pasta, or sandwich selection.

Open: 7:30am – 7:00pm,
7:30am – 6:00pm (sat, sun, holidays)
Closed: Mon, every 4th wed
(in accordance with library closures)
Parking: Natori Library Parking Lot
Contact: 022-383-7172



P22 Map C-2

04 Café Sister location to the Shichino Resort Café Shichino Café Atalata

Pancakes & Pizza

Shichino Café's sister location. Featuring pancakes that melt in your mouth, and authentic brick oven pizza, as well as a fully-equipped kids area.



P22 Map C-3

Open: 10:00am – 5:00pm,
10:00am – 6:00pm (sat, sun, holidays)
Closed: No set dates
Parking: 60 standard vehicles
Contact: 022-796-5214

Featured Location

For sports, nature, and history

Jusanzuka Park

P22 Map B-3

A spacious park region for everyone from children to adults to enjoy sports and recreation throughout all seasons, including a sports park (baseball field, athletics field, tennis court, etc.), historical park (Jusanzuka Kofun, dating back from the Jomon to Kofun periods), and a nature park (with trees and flowers).

Parking: ~69 standard vehicles
Contact: 022-384-2111 (City Planning Section)



Featured Location

A huge park with plenty of open space

Mitazono Central Park

P22 Map C-3

Near Aeon Mall Natori and Mitazono Station, with the theme of being a "Time Capsule of Smiles," the area is surrounded by greenery and flowers, and brings a smile to all its visitors. The park is also home to a large playground and multipurpose space, as well as a sakura plaza.

Parking: 25 standard vehicles
Contact: 022-384-2111 (City Planning Section)



08

Experience the City

Sendai Airport

仙台空港

Open: 6:10am – 9:30pm
Parking: ~1,846 vehicles (fee charged)
Contact: 022-382-0080

5min from Sendai Airport IC

P22 Map D-3

Overlooking the take-offs and landings Observation Deck Smile Terrace

Experience the wind and sound from the rooftop, and see the runway up close along with the powerful scenery of take-offs and landings unique to the airport.

Open: 6:45am – 8:00pm
Closed: No closures (except during bad weather)



Airport Museum Tobuccha

See real cockpit instruments and galleys, business class seats, and even experience a flight simulator.

Open: 9:00am - 7:00pm
Closed: No closures



Business class boarding experience!

Have a look through Miyagi and Tohoku specialty products!

Featuring all kinds of gift and specialty product sales along the 2nd floor Central Plaza, as well as a variety of restaurants on each floor. Enjoy the products and tastes of Michinoku.

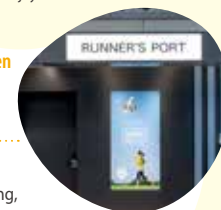
Perfect for those looking to freshen up a bit during their trip Runner's Port

Runner's Port

A base at the airport to shower (fee charged) after running, walking, cycling, etc. A new airport service.

Open: 7:00am – 9:00pm Usage Fee: ¥800 (towel rental ¥100)

*Only cash payments accepted
*Separate facilities for men and women



Natori Station is right here!

Featured Location

A Natori Stationfront cultural icon Natori Library

Directly connected to the east exit of Natori Station. Featuring newspapers and magazines on the second floor, a children's book area and café, general materials on the third floor, an information section, and study hall. The café, as well as newspaper and magazine area, open at 7:30am.

Open: 9:00am – 7:00pm, 9:00am – 6:00pm (sat, sun, holidays)
Closed: Mon, every 4th wed (following day if holiday) / Dec 29 – Jan 3
Parking: Parking Lot 1 & 3 Contact: 022-382-5437
*See website for parking fee

P22 Map C-2



Provided information is subject to change without notice.



Beer straight off the tap!

Mongolian Barbecue

A beer restaurant with a German home theme, featuring their popular fresh Sapporo draft beer, and famed Mongolian barbecue.

Sapporo Beer Sendai Beer Garden Contact: 022-384-9301

Can't talk about Natori without mentioning Seri Nabe!

Seri Nabe Stew

Natori's seri parsley, nurtured by the water, climate, and skilled farmers of the area. Along with its great taste and aroma, it's also characterized by its edible roots. Seri Nabe Stew is a must-try, and is in season from October to around March.

<Seri Nabe Stew is available at the following (contact for more info)>

- | | |
|--|--|
| Bonten Shokudo | Contact: 022-382-7050 |
| Ryotei Hamaya | Contact: 022-398-5547 |
| Enzo | Contact: 022-796-4127 |
| Suzutake (Yuriage Port Morning Market) | Contact: 022-395-7211 (Maple Pavilion) |
| Shinmei Soba Kei | Contact: 022-797-0408 |
| Izakaya Taisho | Contact: 022-384-8902 |
| Sapporo Beer Sendai Beer Garden | Contact: 022-384-9301 |
| Yamaneya | Contact: 022-398-5615 |

Natori Local Cuisine Western Area

Taste and compare Natori's specialties

Loved by kids and adults!

Salisbury Steak

A simmered tomato and cheese Salisbury steak, all made from scratch, including sauce and dressing.

Hoshisanchi no Hanbagu Contact: 022-384-6757



The shop is named after a street in England!

Sells out quick!

Confections & Tarts

Eight varieties of crispy tarts, handmade with Hokkaido wheat and butter. Menu changes with each season at this nice little hideaway shop.

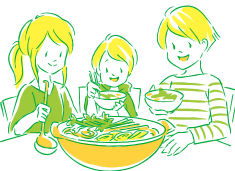
Knights Bridge Contact: 022-384-7104

Gelato Specialty Shop

Rich, Smooth Gelato

A seriously good gelato, made from fresh locally produced milk, fruit, vegetables, rice, and more.

Natu-Lino Contact: 022-397-8235



History & City Locations

A Thorough Commitment

Chiffon Cake

Eight varieties of fluffy chiffon cakes, all handmade by an owner with a focus on egg quality. Eat at the shop, or order for take-out. Also recommended for lunch.

Café shokudo Laugh. Contact: 022-393-5609



All kinds of great cuisine

Sushi rice prepared with an original vinegar!



At the port, of course it tastes great!

Nigiri Sushi

A shop boasting impeccable nigiri sushi, made with skillfully prepared rice and only the best carefully chosen ingredients of the day. Popular with locals.

<Sushi is available at the following (contact for more info)>

- | | |
|----------------|-----------------------|
| Wakakusa Sushi | Contact: 022-385-0818 |
| Suehiro Sushi | Contact: 022-384-8388 |
| Moriya Sushi | Contact: 022-384-5792 |
| Sushikin | Contact: 022-384-1633 |
| Konomi Sushi | Contact: 022-384-5012 |

Natori's New Specialty

Hokugen Shirasu

Along with Yuriage in Natori, the southern coast of Miyagi is home to Japan's northernmost shirasu fishing. Hokugen ("northern limit") Shirasu can be enjoyed straight from a boiling pot, but raw shirasu, unique to the port area, also tastes great! (Jul - Nov fishing season)

<Shirasu Bowls are available at the following (contact for more info)>

- | | |
|----------------|-----------------------|
| Ryotei Hamaya | Contact: 022-398-5547 |
| Wakakusa Sushi | Contact: 022-385-0818 |
| café malta | Contact: 022-796-6930 |
| Suzuei | Contact: 022-748-4301 |
| Yamaneya | Contact: 022-398-5615 |



Taste and compare 2 types of shirasu!

Natori Seafood Cuisine

Eastern Area

GREAT SEAFOOD

Sea & Cycling Locations

The biggest catches throughout the country!

Akagai Clam Bowl

Natori's akagai clams feature excellent color, taste, and aroma, as well as large and plump meat that provides a distinct sweetness and firm texture. The clams are very popular as high-grade ingredient at Toyosu Market, and visitors to Natori will be able to enjoy fresh catches at reasonable prices. In season Jan - Apr (catches prohibited in Jul, Aug).

<Akagai clams are available at the following (contact for more info)>

- | | |
|----------------|-----------------------|
| Ryotei Hamaya | Contact: 022-398-5547 |
| Wakakusa Sushi | Contact: 022-385-0818 |



Tons of fresh seafood!

Seafood Bowl

An extravagant bowl of seafood, filled with seasonal ingredients. Goes great with Miyagi rice!

<Seafood bowls are available at the following (contact for more info)>

- | | |
|----------------|--|
| Ryotei Hamaya | Contact: 022-398-5547 |
| Senya | Contact: 022-395-7211 (Maple Pavilion) |
| Wakakusa Sushi | Contact: 022-385-0818 |

Enjoy Natori's specialties throughout the seasons, from shirasu in the summer, to akagai clams in winter!

Natori Cuisine





Direct from Yuriage

At Kawamachi Terasu Yuriage / Café Malta!

Hokugen Shirasu

From fresh shirasu boiled or sundried, to chirimen sardines and tsukudani—a great selection of gift sales. (Jul - Nov fishing season)

Suzuei Contact: 022-784-4301
Senshin Foods Contact: 022-796-2339 *Sold at café malta
café malta Contact: 022-796-6930

A specialty product that flies off the shelf! At Café Malta



Salted Akagai Clams

Akagai clams sourced from Yuriage, salted for a maximum original taste and flavor, providing an amazing delicacy.

café malta Contact: 022-796-6930

At each Sasakei throughout Natori!

Miyagi Drops

Made with creamy cheese inside dough kneaded with Miyagi vegetables—an exquisite taste.

Sasakei Contact: 022-784-1239



Beef Tongue Sendai Chili Oil

This great companion to rice is filled 90% with beef tongue. Three varieties available, including spicy and olive spicy.

Jinchu Contact: 0120-72-3850

On sale now at Yuriage Direct Sales Market / Sendai Airport

Limited sales of delicate fresh confections

Jonamagashi (High-Grade Confections)

Smooth and soft fresh confections. With a long-standing business of over 70 years, the tastes of these treats make great gifts.

Seishodo Contact: 022-384-1627



Specialty Products



The bounty of the sea, mountains, and land. Natori masterpieces, born from skilled craftsmanship.

Available at Pentee locations!



Cheese Tart

An excellent tart made with a blend of three cheeses. Makes a great gift!

Fromage Hakozuka & Café Hakozuka Contact: 022-384-1627



Walnut Yubeshi

Dough made with high-quality mochi rice and walnuts, for a chewy texture and fragrant aroma.

Kansendo Contact: 022-381-6561

Direct sales available in Natori

Direct sales available!



Sanshoku Monaka Wafers

Enjoy the exquisite tastes and aromas of three flavors—high quality sesame, adzuki bean, and white bean paste. A famous confection, made to satisfy customer demand.

Kotobuki Sanshoku Monaka Contact: 022-384-4939

Direct sales available in Yuriage!



Craft Beer

Craft beer (happoshu) made with live yeast and no filtration or heat treatment. Brewing and selling pilsner, weizen, dunkel (lager), and more, as well as apple, strawberry, and grape ale.

Miyagi Micro Brewery Contact: 022-385-8231

Featured Interviews

Brothers taking up new challenges while preserving tradition

We're coming up on 150 years since the company was founded, and my brother (a toji master brewer) and I have certainly had our fair share of challenges. One of them was in producing Yuri, one of our junmai sake brands dedicated to the efforts towards recovery from the earthquake disaster. We gave it that name in hopes of a full recovery for Yuriage. Leiro, one of our junmai ginjo brands, is one of our more "fashionable" labels—and that was the work of my brother. It's got a great fruity taste and crisp quality to it. And together with Sasanao, a local kamaboko shop, we've also come up with a junmai named after the shop—Sasanao—made with some of the ingredients that go into their Sasakama. As always, we'll continue to devote ourselves to being a local sake shop that brews great local tastes.



Hosen Nami no Oto Brewing Sasaki Brewery

5th Generation Brewer Mr. Hiroshi Sasaki

A sake brewery founded in 1871, and its leading Hosen Nami no Oto brand.



Sasaki Brewery Contact: 022-398-8596

Featured Interviews

Always happy to see the smiles born from a gift of flowers

Carnations have been cultivated here in Natori since before the war, and now there are 8 farms throughout the Kozukahara area. Natori carnations are shipped 5cm taller than national standards, and are in high demand thanks to their wide range of uses. With one flower per stem, it takes a lot of time and effort in removing buds and setting support nets so that they don't bend. Even so, just being able to see the smiles on people's faces when I get to hand them the final product, and see the color it brings their day—that is enough to make me very happy.



Natori Flower Producers Association (Sugai Gardening) Carnation Farmer Sugai Gardening Representative Mr. Hiroki Sugai

In bloom—Natori carnations, Tohoku's primary producers.



Otentosan Contact: 022-382-6020

*Natori carnations available Nov - May

Featured Interviews

Sasakama—eat as many as you like, every day

Sasanao has its origins back to its founding in 1916, when huge catches of karei and hirame flounder would come in at Yuriage Port for processing. They would mince them by hand, then grill them over charcoal, and form their shape in the palm of their hands. We've kept a strict focus on what made our Sasa kamaboko have its sharpness and flavor, without change since establishment. We lost a lot during the earthquake disaster, but all of our employees are completely devoted to making a product that can be loved by the locals, so that we can, as much as possible, give back to the area that has taken such good care of us—Yuriage and Natori.



Sasanao President Mr. Naoya Sasaki

Knead it, grill it—Tenohira Kamaboko. An unchanged traditional technique and taste.



Sasanao Contact: 022-395-5155

Natori City Guide Map

名取市まち歩きマップ

Natori Taxi Contacts

Natori Transportation TEL: 022-382-1456
 Masuda Taxi TEL: 022-382-3036
 Natorigawa Transportation TEL: 022-386-6877
 Inari Taxi TEL: 022-382-1121

Natori Car Rental Contacts

Orix Rent-a-Car (Natori City Hall Branch) TEL: 022-383-3993
 Nico Nico Rent-a-Car TEL: 0570-042-525
 Toyota Rent-a-Car TEL: 022-384-0100
 Nissan Car Rentals (Sendai Airport Branch) TEL: 022-383-2823
 Nippon Rent-a-Car (Sendai Airport Branch) TEL: 022-382-0971
 Mutsumi Kanko Car Rentals TEL: 022-382-3613
 Fuji Cars Japan TEL: 022-383-6600

Natori Accommodation Contacts

Rinrin no Yado, Natori Yuriage Onsen **P22 Map D-2**
 TEL: 022-385-8027

Kasugakan **P22 Map C-2**
 TEL: 022-385-0505

Hotel Route Inn (Natori) **P22 Map C-2**
 TEL: 022-784-4450

Hotel Route Inn (Natori Iwanuma IC) **P22 Map B-4**
 TEL: 050-5847-7601

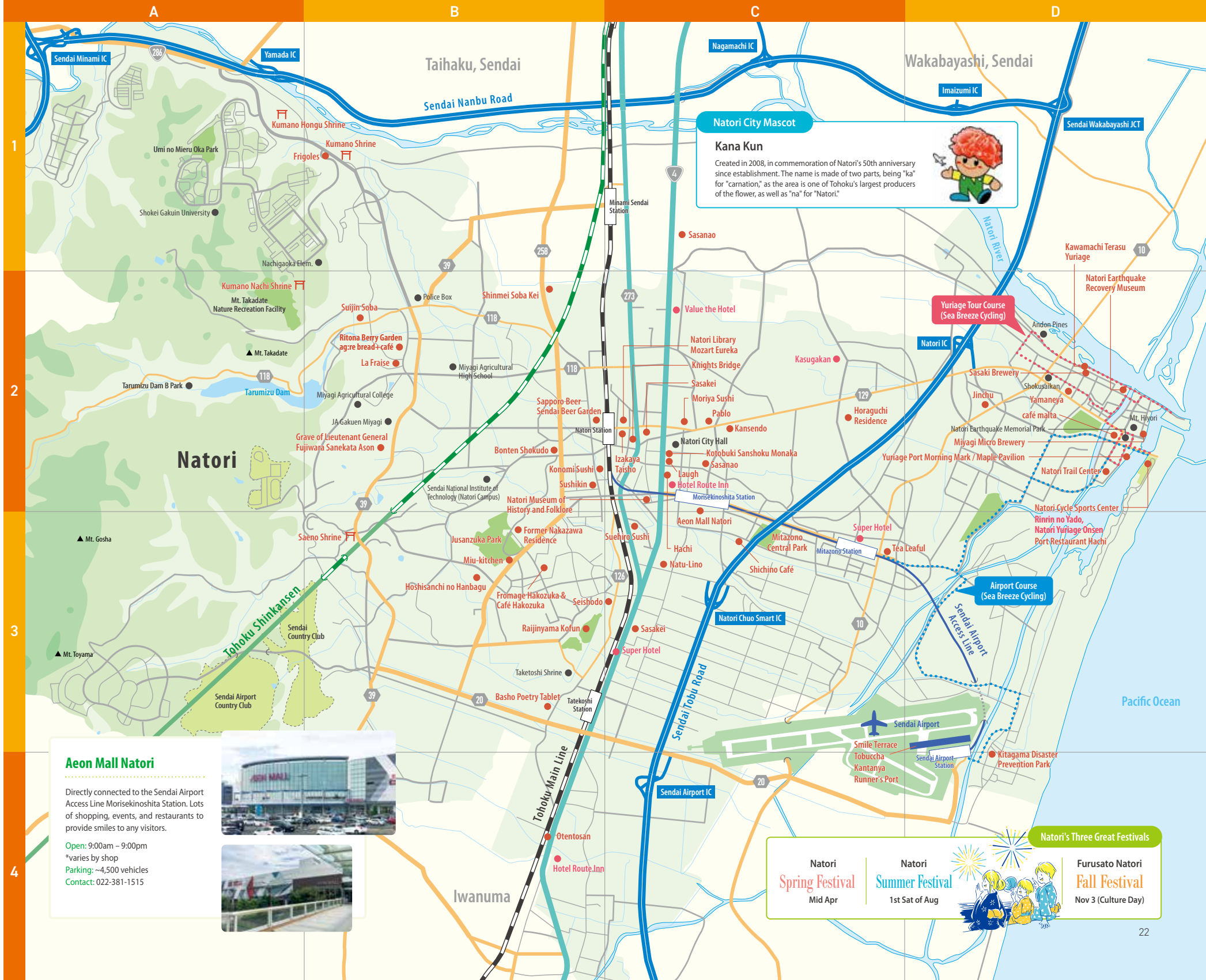
Super Hotel (Mitazono Sendai Airport) **P22 Map C-3**
 TEL: 022-208-9020

Super Hotel (Sendai Airport IC) **P22 Map C-3**
 TEL: 022-208-9040

Value the Hotel (Sendai Natori) **P22 Map C-2**
 TEL: 022-383-8567

Natori Bus Natorin

See Natori City website for timetable guide.



Natori City Mascot

Kana Kun

Created in 2008, in commemoration of Natori's 50th anniversary since establishment. The name is made of two parts, being "ka" for "carnation," as the area is one of Tohoku's largest producers of the flower, as well as "na" for "Natori."

Aeon Mall Natori

Directly connected to the Sendai Airport Access Line Morisekinoshita Station. Lots of shopping, events, and restaurants to provide smiles to any visitors.

Open: 9:00am - 9:00pm
 *varies by shop
 Parking: ~4,500 vehicles
 Contact: 022-381-1515

Natori's Three Great Festivals

Natori Spring Festival Mid Apr	Natori Summer Festival 1st Sat of Aug	Furusato Natori Fall Festival Nov 3 (Culture Day)
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Transportation Guide



By Train

JR Tokyo Station	Tohoku Shinkansen (~1hr 40min)	JR Sendai Station	Tohoku Line / Joban Line / Sendai Airport Access Line (~15min)	JR Natori Station
JR Morioka Station	Tohoku Shinkansen (~1hr 15min)			
JR Yamagata Station	Senzan Line Rapid (~1hr 15min)			
JR Fukushima Station	Tohoku Shinkansen (~21min)			

By Car

Tokyo (Urawa IC)	Tohoku EXPY (~3hr 30min)	Sendai Minami IC	Matsushima	Sanriku EXPY / Tobu Road (~35min)	Natori IC	
Morioka (Morioka IC)	Tohoku EXPY (~2hr)			Sendai Nanbu Road / Tobu Road (~11min)		
Yamagata (Yamagata Kita IC)	Yamagata EXPY / Tohoku EXPY (~45min)			Sakunami Onsen Akiu Onsen		Sendai Nanbu Road / Tobu Road (~20min)
Fukushima (Fukushima Iizaka IC)	Tohoku EXPY (~45min)					

Flights

Domestic	Sapporo (New Chitose)	~1hr 10min	Sendai Airport	Seoul	International
	Narita	~1hr		Dalian	
	Komatsu	~1hr		Beijing	
	Nagoya (Chubu)	~1hr 15min		Shanghai	
	Osaka (Itami)	~1hr 15min		Taipei	
	Osaka (Kansai)	~1hr 20min		Bangkok	
	Kobe	~1hr 15min			
	Hiroshima	~1hr 20min			
	Izumo	~1hr 25min			
	Fukuoka	~1hr 45min			
Okinawa (Naha)	~2hr 45min				

(As of Sept, 2020)

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

TEL: 022-384-2111 / FAX: 022-384-4150
https://www.city.natori.miyagi.jp

Natori Tourism Association

TEL: 022-382-6526 / FAX: 022-393-4995
https://www.kankou.natori.miyagi.jp

Natori Tourism Association Website

The Natori Tourism Association website is mobile-compatible, and features detailed information on the highlights and sights of Natori. A convenient search-by-type feature is also available, to easily find map info on food, specialty products, tourist attractions, experiences and parks, accommodations, and more.

