

Tokushima



Convention support book

Tokushima Prefecture Tourism Association



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ま

The land of hospitality, Tokushima

People, town and nature all welcome you here.

A stage for cultural exchange



Located on the east coast of Shikoku, Tokushima can be accessed in an hour flight from Tokyo and about 2 hours drive on the highway from Kyoto and Osaka. Tokushima has a mild climate throughout year and is blessed with many rivers such as the Yoshinogawa river that runs through the center of the prefecture from east to west.

With a clear blue sky, blue transparent ocean, canyons formed by Yoshinogawa river, Oboke Kobo with a shining jade color river, rarely-visited Iya Gorge and mountains, Tokushima is an area surrounded by a beautiful natural environment with one of the world's three largest tidal currents, "Naruto whirlpool", at its northern part and Japan's largest "Sennen Sango" (Thousand Year Coral) at its southern part.

Tokushima's unique culture embodied in "Awa Odori Dance" and "Awa Joruri puppet theater" combines with the hospitality culture (osettai) where local people receive pilgrims with hospitality in a display of tradition that dates back twelve centuries.

Tokushima's aquatic environment, green scenery and

hospitality spirit harmoniously combine into a space where the convention city, the rich natural environment and the traditional culture offer the perfect stage for your convention.

Tokushima has both a history as a water city and as a castle town but equally possesses modern metropolitan function.

At the center of the city a large-sized multi-purpose hall with a seating capacity of 5000 people along with more than 20 convention and accommodation facilities such as city hotels and business hotels compactly gathered together allow for various convention possibilities. Natural spaces where the visitor can relax during and after meetings such as Bizan and Shinmachigawa, two of Tokushima city's symbols, are abundant.

It is also possible to host conventions in rarely visited places such as the Iya Gorge, one of Japan's three remote locations. Tokushima prefecture provides a support system for visits, hosting expenses and after convention activities in order to provide you with the best convention stage.

Welcome to the city of hospitality, Tokushima City.

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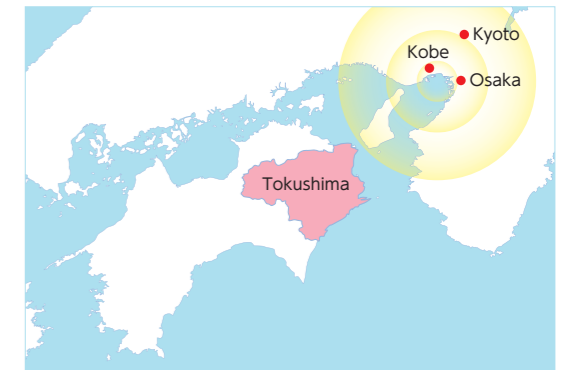
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For more information on the tourist facilities listed on this brochure, contact
Tokushima Prefecture Tourist Association
☎ +81-88-652-8814

Why choose Tokushima to host your convention?

Only One Tokushima.



Close and conveniently accessible from the Kansai area.

Located on the east coast of Shikoku, with very practical access.

The compactness of the city allows for a variety of conventions.



A large-sized multi-purpose hall (Asty Tokushima) along with numerous convention and accommodation facilities compactly located together allow for various convention possibilities.

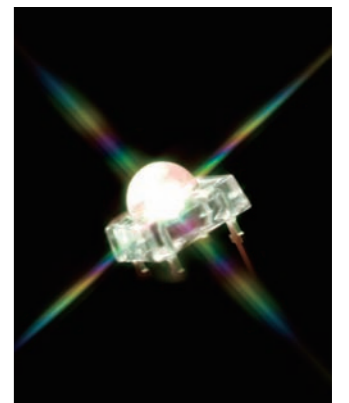
Tokushima's unique reception halls and attractions.



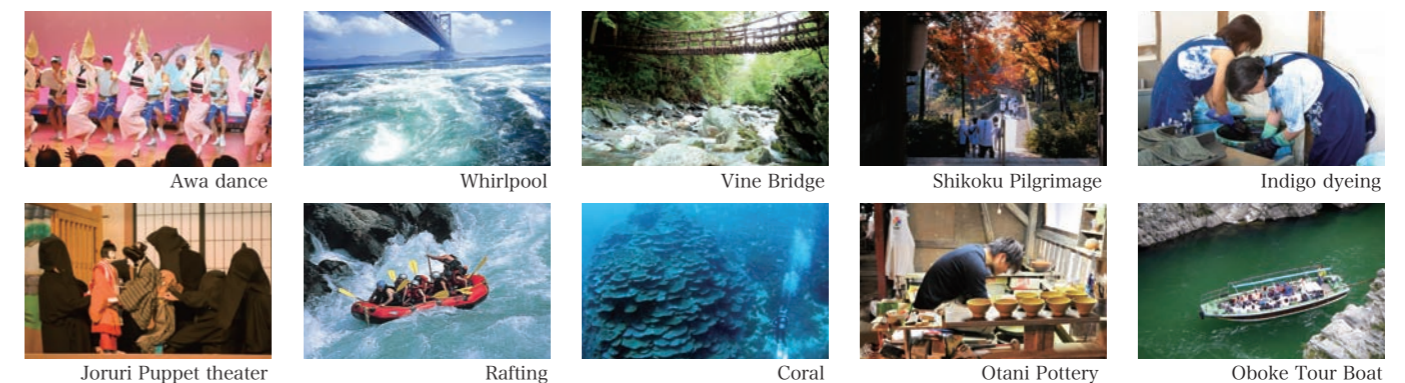
You can enjoy cruises, historical buildings, receptions held in splendid locations, "Awa Odori Dance" which is ranked on an equal level as the Carnival of Rio, and Tokushima's puppet theater "Awa Joruri puppet theater".

World-class companies and business models

The visitor can visit the world's top class LED makers, information communication related industries' satellite offices as well as business models for a pharmaceutical and local revitalization.



Experience Tokushima's unique culture, history and vast nature.



Fulfilling invitation grants options for conventions.

The promise of a successful convention with the nation's top class support options.

Asty Tokushima

Optimal communication between people, things, and information



Our facilities can be used for holding large-sized meetings, such as national conventions, various kinds of concerts, sports conventions, trade fairs, and exhibitions.

In addition, our facilities are equipped with special meeting rooms capable of holding international conventions and hosting a variety of meetings.

How to use Asty Tokushima

Open (use) time

Multi-Purpose Hall, Waiting Room / 9:00-21:00

Those rooms can be used in the following patterns: morning [9:00-13:00] afternoon [13:00-17:00] night time [17:00-21:00]
If you would like to use any of these rooms on Mondays, contact us.

Special Meeting Room, Meeting Room, Special Room / 9:00-20:00

Those rooms can be used in the following pattern: morning [9:00-12:00] afternoon [13:00-16:00] night time [17:00-20:00]
During use, there is no extra charge for the 12:00-13:00, 16:00-17:00 time periods.

Multi-Purpose space / 9:00-17:00

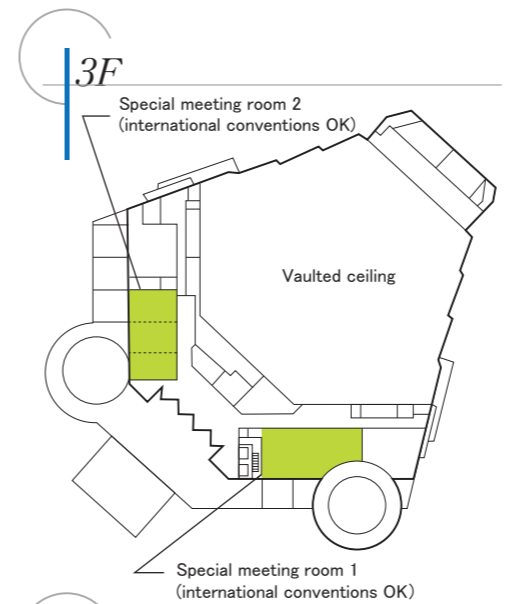
Closed day: third Tuesday of the month ※ Changeable if you want to use the hall. Please contact us.

If you have any questions or want to make a reservation, please contact us.

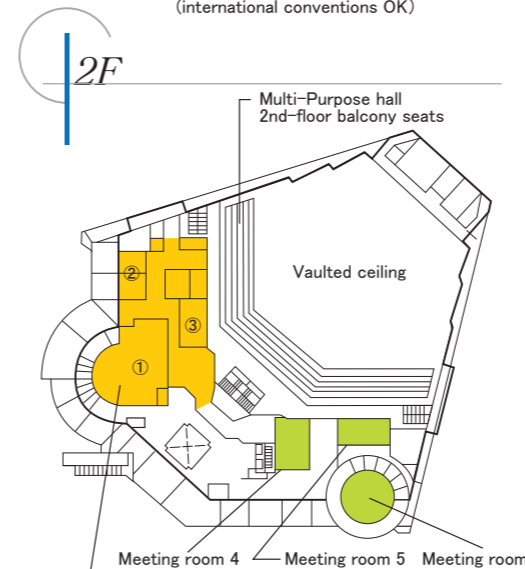
Asty Tokushima 1-1 Hoji Higashihama Yamashiro-cho Tokushima-city 770-8055 TEL: +81-88-624-5111 / FAX: +81-88-625-8469

<http://www.asty-tokushima.jp/>

The hall can usually handle up to 10 to 20 work sessions.



Multi-Purpose Hall



Special meeting room 1



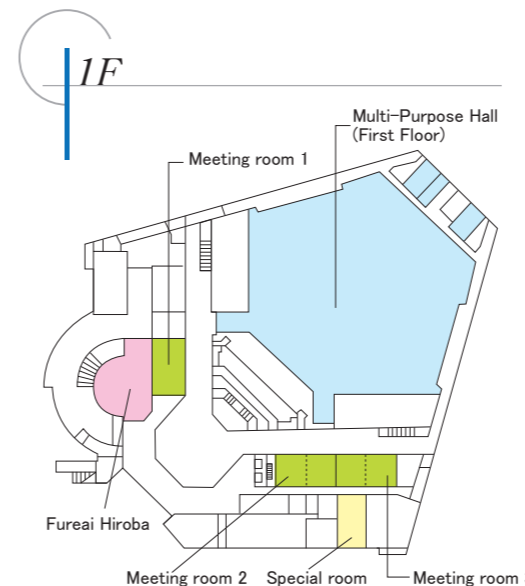
Meeting rooms 4 & 5



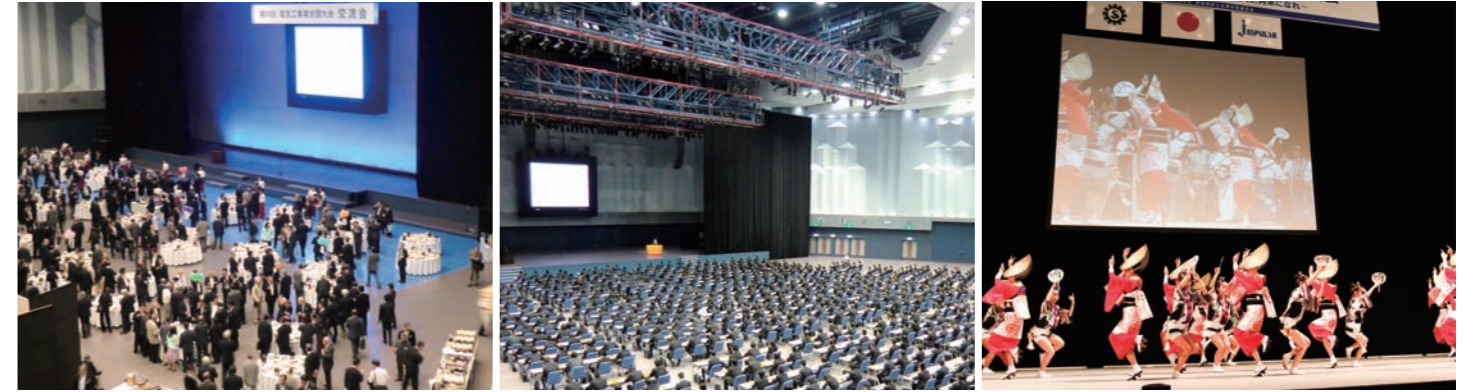
Meeting room 6

Outline of the facility

Special room 1,3F, approximately 310m ²	<ul style="list-style-type: none"> ◎ The hall is equipped with simultaneous interpreting room, simultaneous interpreting equipment (3 languages) and video equipment. ◎ The capacity of the room is approximately 150 people. (300 people, theater style) ◎ The hall is used specifically for meetings
Special meeting room 2, 3F, approximately 320m ²	<ul style="list-style-type: none"> ◎ Simultaneous translation room. ◎ The capacity of the room is approximately 150 people. (300 people, theater style) ◎ The room can be divided into three rooms of about 100m².
Meeting room 1, 1F, approximately 160m ²	<ul style="list-style-type: none"> ◎ The capacity of the room is approximately 75 people. (150 people, theater style) ◎ The room can be divided into two rooms of about 80m².
Meeting room 2, 1F, approximately 150m ²	<ul style="list-style-type: none"> ◎ The capacity of the room is approximately 75 people. (150 people, theater style) ◎ The room can be divided into two rooms of about 75m².
Meeting room 3, 1F, approximately 150m ²	<ul style="list-style-type: none"> ◎ The capacity of the room is approximately 75 people. (150 people, theater style) ◎ The room can be divided into two rooms of about 75m².
Meeting room 4, 2F, approximately 160m ²	<ul style="list-style-type: none"> ◎ The capacity of the room is approximately 75 people. (150 people, theater style) ◎ The room can be divided into two rooms of about 80m².
Meeting room 5, 2F, approximately 170m ²	<ul style="list-style-type: none"> ◎ The capacity of the room is approximately 75 people. (150 people, theater style) ◎ The room can be divided into two rooms of about 85m².
Meeting room 6, 2F, approximately 180m ²	<ul style="list-style-type: none"> ◎ The capacity of the room is approximately 75 people. (150 people, theater style)
Special room	[1F] About 90m ²
Multi-Purpose hall	◎ Available area of 3,150m ² (about 48.5mx about 65m)
Auxiliary facilities	◎ Two elevators (capacity of 25 people) 60m / min Freight (capacity of 25 people) 45m / min



■ A structure suitable for various kinds of events.



Version 1

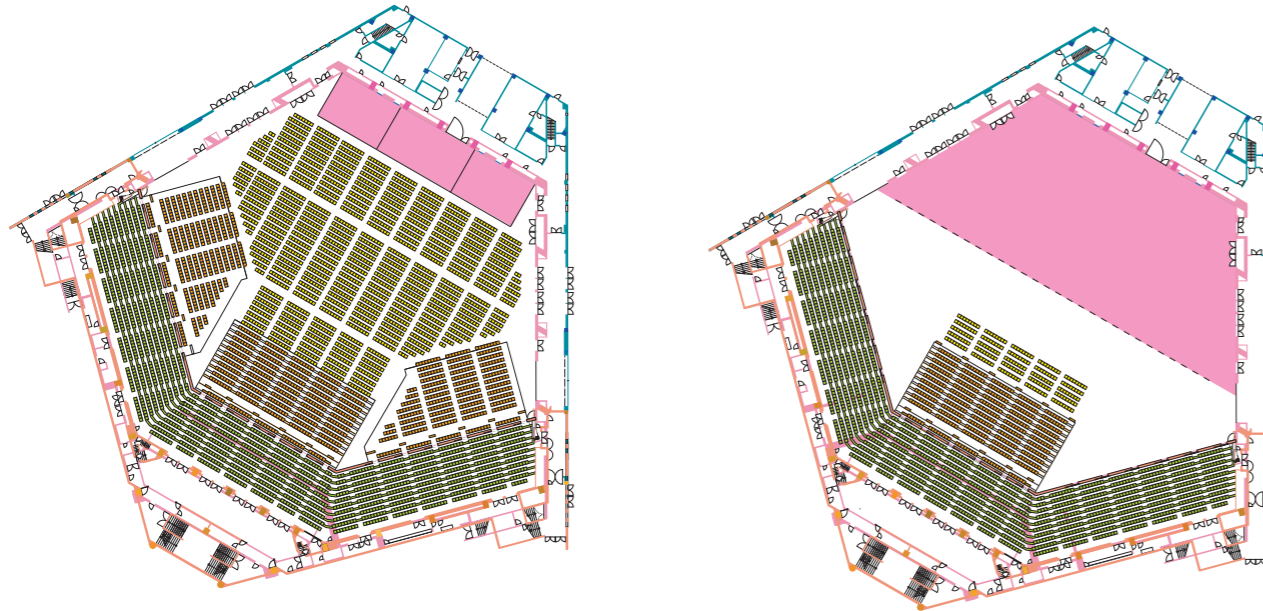
■ Capacity of 5,000 people.
In addition to being used for meetings,
it can also be used for exhibitions.

5,000 seats

- Large-sized meetings, national conventions and more.

2,000 seats

- When half the space is utilized
- ◎ The space can be utilized for poster exhibitions by using the available partitions.



- ◎ The maximum seating capacity of this hall is 5,000 people.
- ◎ The hall can be used to hold large-sized national conventions, academic conferences, general conferences, research conferences and lectures, as its maximum capacity (theater-style) is 5,000 people when the stage is set 36m long, 6.4m wide and 1.2m high.
- ◎ There are 8 meeting rooms which can be used for breakout sessions.
The maximum seating capacity is 1,500 people.
(Approx. 750 people, lecture style)
(Tokiwa Hall, 5 rooms for 220 people, can be combined for large-sized meetings)
- ◎ The horizontally movable seats installed in the room make it possible to hold performances requiring various seating arrangements.
- ◎ The detailed expression of speakers can be shown to the audience by using large-sized image equipment.
- ◎ Thanks to air conditioners, which heat and cool the hall and audience seatings, conventions are very comfortable.
- ◎ Our facility has been designed to be user-friendly by installing a loop antenna that services the hearing-impaired.

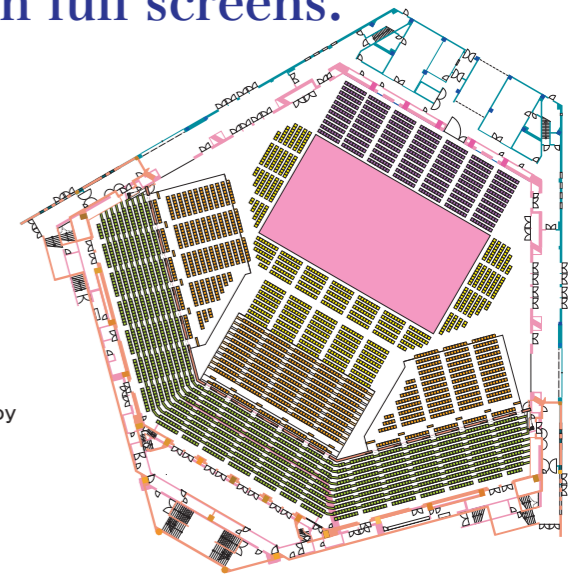
Version 2

● Sport events and more.

Flexible use for indoor sports.
On-court action can be caught on full screens.

4,000 seats

- ◎ Our facility is equipped with terraced seatings that surround a center court, making it eminently suitable for watching and enjoying sports.
- ◎ The ceiling of the facility is 18m high, which enables spectators to watch and enjoy official sporting games, such as volleyball and tennis.
- ◎ The facility features 4,000 seats for supporting spectators.
- ◎ A large-sized imaging system enables spectators to watch and enjoy the amazing actions of players by zooming in on their expressions.
- ◎ The scoreboards installed at two locations help the audiences to grasp the flow of the games.



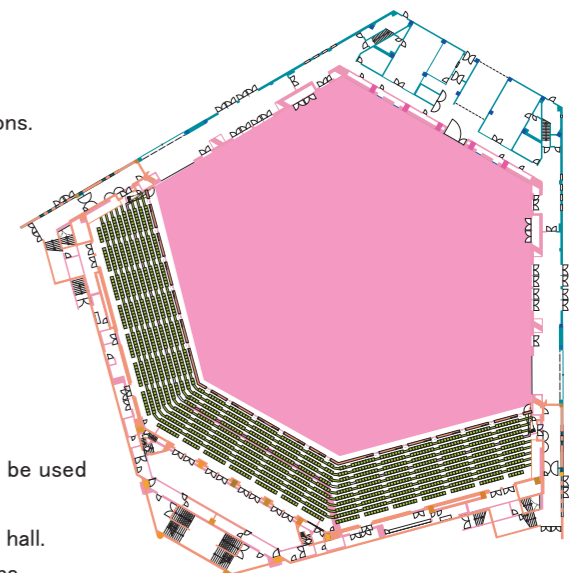
Version 3

● Trade fair and exhibition

A wide space that can be flexibly adapted
for any time, place and occasion.

3,000m²

- ◎ All 3,000m² of arena space can be used for trade fairs and exhibitions.
- ◎ Urethane resin elastic coating load limit: 5t / m² (vertically adjustable floor 0.5t / m²).
- ◎ There are 4 electrical outlets on the wall for electricity and telephone, and 18 water supply and drainage locations on the floor. Also, 200 temporary telephone lines, LAN cables, and gas pipe openings are available for various events such as trade fairs and exhibitions.
- ◎ Two entrances, with dimensions of 6.3m x 4.5m, are located on the south side and north side of the arena and can be used for loading and unloading.
Also, upon request, an 11-ton truck can be driven directly into the hall.
- ◎ There are 3 meeting rooms available on 1F for business negotiations.



Awagin Hall [Tokushima Prefectural Local Cultural Hall]

The cultural-arts complex with the hall at its center
The visitor can experience Japanese culture
in a tea-ceremony house and more.

Within 10 minutes walking distance from JR Tokushima Station, it is very conveniently located near Aibahama Park and Shinmachigawa Park and is surrounded with hotels, public offices and shopping streets. The facility includes exhibition and meeting rooms of various sizes, a 75 tatami-matted Japanese room and a tea-ceremony room with Japanese garden as well as halls that can be used for a wide range of events.



[Location] 2-4 Aiba-cho Tokushima-city
[Opened] 9:00-21:30
[Closed] Bimestrially / Dec. 29th - Jan. 3rd

[Booking opening] 1 year ahead
[Parking] 302 cars (adjacent prefectural parking)
[Contact for reservations] TEL: +81-88-622-8121 / FAX: +81-88-622-8123

<http://www.kyoubun.or.jp/>

Outline of the facility

Name	Area (㎡)	Ceiling height (m)	Capacity				Note
			Theater	School	Dinner	Buffet	
Hall	1,264	15 (Stage) 7	809	-	-	-	
Large exhibition room	370	5	-	-	-	-	
Exhibition room A	378	3.3	-	-	-	-	
Exhibition room B	358	3.3	-	-	-	-	
Large meeting room	533	7 (Stage) 3	500	300	-	-	



Hotel Clement Tokushima

JR Tokushima Sta. Can be used
for various kinds of conventions.



[Location] 1-61 Nisi, Terashima-honcho Tokushima-city
[Opened] 9:00-21:00
※ Adaptable to customer requirements.
[Closed] Opened 365/365
[Booking opening] any time
[Parking] 560 cars (JR Tokushima Station Parking)
[Contact for reservations] TEL: +81-88-656-3111 / FAX: +81-88-656-3132
<http://www.jrhotelgroup.com/eng/hotel/eng143.htm>

Our facility is located at the center of the city and has direct access to JR Tokushima Station and The Express Highway Bus. With an extremely convenient access from both inside and outside of the prefecture, it is equipped with small-to-medium sized halls that can be used for a variety of events, depending on the purpose of the event and the number of participants. Large halls can also be used for a wide range of events, such as international conventions, receptions and exhibitions. Wi-Fi connection is available in all guest rooms, lobbies and all halls. A top-class facility in Shikoku with restaurants and a shopping center.

Outline of the facility

Name	Area (㎡)	Ceiling height (m)	Capacity				Note
			Theater	School	Dinner	Buffet	
3F Kinsen	378	3.0	380	210	180	260	Lighting and audio equipment, screen (dividable into 2)
3F Small Hall [Kiyooka, Kunpu, Ryokufu]	189	2.8	150	100	90	100	Lighting and audio equipment, screen (dividable into 3)
4F Clement Hall	762	6.0	1,000	500	450	800	Lighting and audio equipment, screen (dividable into 3)
5F Small hall Katsura, Aioi, Tachibana	56/45/48	2.6	-	24	24	-	
6F Japanese room Koyo	78	2.4	-	-	50	-	Dividable into 2
18F Ginga	142	-	-	-	80	110	
18F Bellevue	181	-	-	-	104	140	

Tokushima Grandvrio Hotel

Perfect for a variety of conventions and
as a base for sightseeing and business.



[Location] 3-5-1 Bandai-cho Tokushima-city
[Opened] 9:00-21:00
[Closed] Opened 365/365
[Booking opening] 1 year ahead
[Parking] 200 cars
[Contact for reservations] TEL: +81-88-624-1111 / FAX: +81-88-624-2375
<http://www.tokushima-hotelresort.com/>

Our hotel is located in front of Shinmachigawa which runs through the verdant waterfront district in the center of Tokushima City. It is located at the center of Tokushima City's business district, where the prefectural government offices, city hall, and various public facilities are concentrated, and where numerous historical sites are found, such as Bizan, which stands as a symbol of the city. Such a prime location makes it perfect to be used for a variety of conventions.

Outline of the facility

Name	Area (㎡)	Ceiling height (m)	Capacity				Note
			Theater	School	Dinner	Buffet	
Grandvrio Hall	1,074	6.6	1,000	740	600	1,200	Five rooms dividable into smaller compartments, lighting and audio equipment, screen
Vrio Room	285	3.0	300	160	130	250	Four rooms dividable into smaller compartments, lighting and audio equipment
Fukujyu	91	3.0	40	30	-	50	
Hourai	91	3.0	40	30	-	50	

Awa Kanko Hotel

A welcoming smile and meticulous service



[Location] 3-16-3 Ichiban-cho Tokushima-city
 [Opened] 09:00-21:00 (depends on customers requirements)
 [Closed] Opened 365/365
 [Booking opening] any time
 [Parking] 60 cars
 [Contact for reservations] TEL: +81-88-622-5161 / FAX: +81-88-622-2857

<http://www.awakan.jp/>

The new gateway to Shikoku, only one minute walking distance from JR Tokushima Station. Located in Tokushima City's business district, where the Tokushima Prefectural government buildings, city hall, and other public facilities are concentrated, and close to historical sites, such as Bizan, a symbol of the city-our facilities can accommodate a wide variety of events such as parties, meetings, and dining events. We welcome our guests with meticulous service and a smile.

Outline of the facility

Name	Area (m ²)	Ceiling height(m)	Capacity				Note
			Theater	School	Dinner	Buffet	
Crystal Palace	430	5.4	500	280	300	500	Lighting and audio equipment, special lighting effects, screen (can be divided into half), various kinds of projectors
Diamond Palace	300	3.4	300	180	150	250	Lighting and audio equipment, special lighting effects, screen (can be divided into half), various kinds of projectors
Royal Palace	300	3.4	300	180	150	250	Lighting and audio equipment, special lighting effects, screen (can be divided into 3 parts), various kinds of projectors
Small meeting rooms	45	3.0	40	20	—	—	

Tokushima Grand Hotel Kairakuen

Facilities filled with a traditional Japanese atmosphere, with Japanese gardens and more.



[Location] 1-8 Iga-cho Tokushima-city
 [Opened] Depends on customers requirements
 [Closed] Opened 365/365
 [Booking opening] 1 year ahead
 [Parking] 50 cars
 [Contact for reservations] TEL: +81-88-623-3333 / FAX: +81-88-622-7426

<http://www.kairakuenkanko.co.jp/>

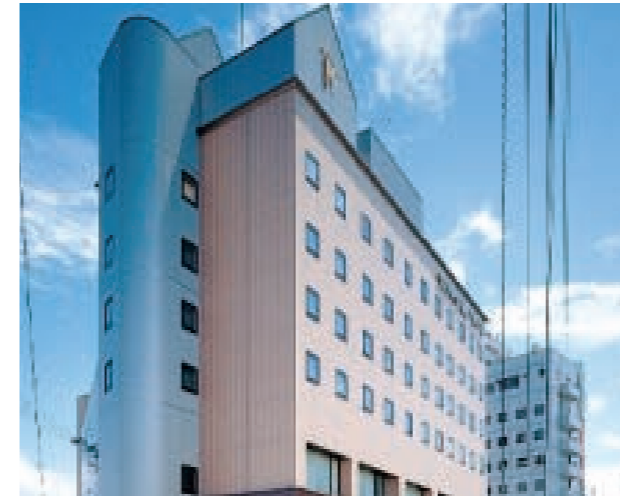
A quiet downtown oasis located at the center of Tokushima City, taking in the foothills of Bizan as its own garden space. A space with charm that prizes the lyrical quality of Japanese travel, and features fine accommodations as well as other facilities for meetings and parties. Conveniently located close to the shopping district, approximately 5 to 10 minutes walking distance. Guests can enjoy a variety of dishes that are typical of Tokushima.

Outline of the facility

Name	Area (m ²)	Ceiling height(m)	Capacity				Note
			Theater	School	Dinner	Buffet	
Heian	396	10.0	450	350	200	500	Lighting
Naruto	120	2.6	150	100	80	200	Lighting

Hotel Sunshine Tokushima

Heal your fatigue in our spacious bathing facilities.



[Location] 2-9 Minamidekijima Tokushima-city
 [Opened] 9:00-21:00 (exhibitions: 09:00-18:00)
 [Closed] Opened 365/365
 [Booking opening] any time
 [Parking] 100 cars
 [Contact for reservations] TEL: +81-88-622-2333 / FAX: +81-88-622-2314

<http://www.hotel-sunshine.co.jp>

Located with the best transportation access-5 minutes driving west on national road 192 from Tokushima Station. We show devoted consideration to our guests with our spacious bathing facilities in the hotel, where they can recuperate from strain and fatigue. We look forward to your visit and have prepared a variety of meeting facilities, such as a hall that accommodates a maximum capacity of 250 seats, a Japanese-style hall where guests can relax face to face, and casual party rooms.

Outline of the facility

Name	Area (m ²)	Ceiling height(m)	Capacity				Note
			Theater	School	Dinner	Buffet	
Houou	303	3.6	300	220	220	250	Lighting and audio equipment
Patio	201	5	200	110	110	180	Lighting and audio equipment
Hagoromo	98	3	100	60	60	80	Lighting and audio equipment
Asuka(Japanese room)	45 Japanese-mats	—	—	—	60	—	

Renaissance Resort Naruto

A promise of total satisfaction



[Location] 16-15 aza-Oge Tosadomariura Naruto-city
 [Opened] 9:00-22:00
 [Closed] Opened 365/365
 [Booking opening] any time
 [Parking] 200 cars
 [Contact for reservations] TEL: +81-88-687-2580 / FAX: +81-88-687-2211

<http://www.renaissance-naruto.com/>

The Great Naruto Bridge spanning Naruto Channel can be seen from the hotel, located inside the scenic Setouchi National Park. All guest rooms have an ocean view. The water of the open-air bath and large bath overlooking the area is from Naruto's only natural spring water. The hotel provides sports options such as pater golf, tennis, rental bicycle as well as marine sports during Summer. You can savour Naruto's delicious food in season at our four restaurants which provide a wide range of different dishes as well as dining at the hall.

Outline of the facility

Name	Area (m ²)	Ceiling height(m)	Capacity				Note
			Theater	School	Dinner	Buffet	
Kaiten	345	4.0	340	200	200	150	Lighting and audio equipment, screen
Buru-ro-zu	286	2.7	—	—	100	—	Lighting and audio equipment, screen
Namiji	168	3.5	140	80	70	50	Lighting and audio equipment, screen
Yunagi	109	2.3	—	—	48	—	Lighting and audio equipment, screen
Masi room	114	2.5	50	30	40	36	Lighting and audio equipment, screen

Naruto Grand Hotel

An open atmosphere for your events



[Location] Ogejima Naruto-cho Naruto-city
 [Opened] 9:00-21:00
 [Closed] Opened 365/365
 [Booking opening] 6 months ahead
 [Parking] 80 cars
 [Contact for reservations] TEL: +81-88-687-1515 / FAX: +81-88-687-0010

<http://www.narutograndhotel.com/>

It is possible to hold events in an open atmosphere surrounded by the nature of the Naruto Channel. Large meeting rooms provide ample space while lighting and audio can be used for a variety of purposes such as seminars and exhibitions. The hotel is also equipped with rooms that can be used as small meeting rooms. In addition, the hotel can provide a serene development/process environment with features such as discussions meals after meetings. The space is designed to suit you as a meeting and party place where distinguished guests gather.

Outline of the facility

Name	Area (㎡)	Ceiling height(m)	Capacity				Note
			Theater	School	Dinner	Buffet	
Convention hall	370	2.9	250	180	180	200	Lighting and audio equipment, screen(dividable into 3)
Room Oonaruto Japanese room	200Japanese-mats	—	—	—	180	—	Lighting and audio equipment, screen(dividable into 3)

The Lodge Naruto

A resort hotel overlooking the Island Sea, reminiscent of the Mediterranean Sea.



[Location] 182 aza-Okawasuji Kitanada-cho Orino Naruto-shi
 [Opened] 9:00-22:00
 [Closed] Opened 365/365
 [Booking opening] 1 year ahead
 [Parking] 427 cars
 [Contact for reservations] TEL: +81-88-682-0246 / FAX: +81-88-682-0948

<http://www.trusty.jp/lodge/naruto/>

A resort hotel reminiscent of the Mediterranean sea on the hill from which you can overlook the calm the Inland Sea. A convention hall with a maximum of 200 seating capacity is available inside and can be used for meetings, training and all sorts of purposes. The hotel comes with a professional golf course ideally using the beautiful scenic view and the natural landscape of the site.

Outline of the facility

Name	Area (㎡)	Ceiling height (m)	Capacity				Note
			Theater	School	Dinner	Buffet	
Mistral + Il mare	227	3	200	120	120	90	Can be divided into 2 rooms
Competition room	100	3	70	50	50	60	Can be divided into 3 rooms
Mistral	157	3	150	70	90	100	
Il Mare	70	3	50	30	30	30	

Naruto, Otuska Sport Park [Tokushima Naruto General Exercise Park]

The biggest arena in Shikoku, a user-friendly sports facility



[Location] 61 aza-Yonmai Tateiwa Muya-cho Naruto-city
 [Opened] 9:00-21:00 (exhibitions: 09:00-18:00)
 [Closed] Opened 365/365
 [Booking opening] any time
 [Parking] 100 cars
 [Contact for reservations] TEL: +81-88-622-2333 FAX: +81-88-622-2314

This sport park is equipped with the largest arena in Shikoku. Many other facilities are also found, such as an athletics stadium, a baseball field, a martial art practice space and a Japanese archery room that can be used for a variety of sports such as sumo tournaments, archery as well as indoor sports. All the facilities are equipped with slopes, toilets and elevators to be easily accessible to anybody.



Flat diagram of Naruto General Exercise Park



A Pocari Sweat Stadium (track and field)
 B 2nd Track and field stadium
 C Amino Value Hall (gymnasium)
 D Oronamin C stadium (baseball)

E Soyjoy Martial Arts Dojo
 F Kyudo
 G Tennis
 H Sumo
 I Soccer
 J Symbol tower
 K Symbol zone
 L Hyotan pond
 M Children space
 N Gathering place



JA Bank Kuramoto Park [Tokushima Kuramoto Park]
 One of Tokushima's most popular sports facility



Southern Tokushima Health Exercise Park
 A huge stadium with a 5,000 seating capacity



Oomiko Tennis Center
 mixed with sand

A highly recommended meeting venue: the hot springs

Shikoku and Tokushima are surrounded by hot springs lodgings embedded in natural landscapes where guests can heal their bodily fatigue enjoying perfect seasonal views.

By all means, book a meeting at our hotel and enjoy the hot springs. See what it's like.



① Iyakei Onsen Iya Hikyo-no-yu

401 Oinouchi Nishiyayamamura Miyoshi-city TEL: +81-883-75-2311

Popular lodging facilities for large-style communal baths paved with famous Awa blue stones. Iya Gorge can be seen through the glass windows that surround the communal bath facilities. Enjoy the local cuisine that incorporates Amego fish harvested in the freshwater stream Iyagawa and local mountainside-grown vegetables.

<http://www.hotel-hikyounoyu.co.jp>

Capacity
180 seats

② Oboke Onsen Hotel Sun River Oboke

1259-1 Nishiu Yamashiro-cho Miyoshi-city TEL: +81-883-75-2311

Guests are able to look over Koboke Gorge and Yoshino River, Japan's fastest whitewater, from our communal bathing facilities that open out onto the natural landscape. Fountains of youth believed to make skin smooth and beautiful without lotions are popular in the local area.

<http://www.oobokeyonsen.jp>

Capacity
180 seats

③ Oboke Onsen Hotel Oboke-kyo Mannaka

1644-1 Nishiu Yamashiro-cho Miyoshi-city TEL: +81-883-84-1216

Located in the middle of Oboke Gorge, our guests are able to enjoy open-air bathing and local cuisine in the midst of nature, where the beautiful seasonal colors are on parade. Guests can enjoy the magical atmosphere of the gorge, which is lit up through the changing seasons.

<http://www.mannaka.co.jp/index.html>

Capacity
150 seats

④ Tsukigatani Onsen Tsuki-no-yado

Fukuharahirama Kamikatsu-cho Katusura-gun 71-1 TEL: +81-885-46-0203

The hot springs in Kamikatsu-cho is famous for "Happa Business". How about rejuvenating body and soul, surrounded by beautiful trees overlooking Katsura River spread out right in front of your eyes.

<http://www.e-kamikatsu.jp/>

Capacity
80 seats

⑤ Kamiyama Onsen

85 Jinryo Aza Honuetsuno Kamiyama-cho Myozai-gun TEL: +81-88-676-1117

Hot springs in undeveloped woodland about a 35-minutes drive from Tokushima City.

<http://kamiyama-spa.com/>

Capacity
200 seats

Tourists can relax and enjoy the dynamic whirlpool and the beauty of the Inland Sea on the large-sized whirlpool sightseeing boat



Naruto whirlpool sightseeing boat "Wonder Naruto".

Chisaki. 264-1 Aza Oge Tosadamariura Naruto-cho Naruto-city
TEL: +81-88-687-0101

<http://www.uzushio.com/>

Naruto Straits boasts Japan's strongest current and is one of world's three strongest currents in addition to Messina Straits in Italy and Seymour Narrows in Canada. A large-sized whirlpool sightseeing boat, "Wonder Naruto," safely takes tourists on an up-close tour of the dynamic whirlpool. The tourists can enjoy a relaxed reception cruise on the large-sized whirlpool sightseeing boat (seating capacity of 399 people).

This is the spirit of Edo, Meiji and Taisho that gave birth to modern Japan



Kashino Club

29-1 Aza Kitakawamukai Yonnokoshi Hiroshima Matsushige-cho Itano-gun
TEL: +81-88-699-1007

<http://www.kashino.jp>

All the main facilities in Kashino Club are relocated or renovated historic buildings built during the Edo, Meiji and Taisho period. We provide the luxury of chartering a floating palace on water. The "main building Kashino residence" is like a spacious mansion with a total floor area of 1000 m², which evokes the elegant beauty of Taisho modernism, including chandelier in amber color shining overhead in a banquet hall and distinguished guest rooms adorned with Western-style table arrangements. Designated as a registered tangible cultural property of Japan in 1999. Only genuine materials are used, which give an elegant luster and high tone.

The ocean water and wind create an extraordinary atmosphere.



m's Happiness

1-4-6 Tsudamotomachi Tokushima-city
TEL: +81-88-663-0353

<http://www.ms-happiness.com/>

One hundred and thirty eight rivers, large and small, run through the center of Tokushima City, shaping the city center into an area called Gourd Island. The circular tour boat "m's. Happiness" cruises along the surrounding rivers. The boat has a glass ceiling that fully opens up giving the boat an expansive atmosphere. The cruise ride creates an extraordinary atmosphere for the on board tourists. The boat, which provides a maximum seating capacity of 64 people, can be used for relatively large parties.

Feel the sense of liberation! Harbor views of the urban waterfront from the Dining&Bar



PACIFIC HARBOR

3-5-1 Nakasu-cho Tokushima-city
TEL: +81-88-626-3939 (general)

<http://www.thepacificharbor.cpm/>

A perfect location reminiscent of an overseas resort sporting a relaxed atmosphere and a yacht harbor right in front of your eyes. The location is a 5-minute drive from Tokushima Station, which makes it easy to invite guests and to access the hotel and other amenities. The facility can be used for various meetings and for hosting unforgettable parties. Experience the chef's special dish and hospitality in the dining hall that seems to float in an elegant atmosphere.

Leaves changed the city!

Visit to Irodori Corporation and Kamikatsu-cho.



Visit Irodori, the company that garnered attention all over Japan with its leaf business, which became the subject of the movie "It's a Beautiful Life - IRODORI," and Kamikatsu-cho which is well-known for its "zero-waste" project.

An original from Tokushima! A soy-based solution!

Otuska Pharmaceutical Co., Ltd.
Tokushima Itano Factory



Tokushima Itano Factory started in 1999 as a pharmaceutical factory. The factory started producing food products with soy starting in 2008. The factory has a biotope created onsite where natural groves have been preserved with the motto, "a factory that is environment-and people-friendly and open to the community."

Activity based tourism

Indigo dyeing

Visitors can experience indigo dyeing, which brought prosperity to Awa Tokushima, at various locations throughout Tokushima prefecture.

[Gallery of Indigo Dyeing Ai-no-Yakata Furushozome Factory Genuine Indigo Dyeing Yano Factory Waza-no-Yado]

Handkerchiefs dyeing About 30~60 minutes



Produce handmade Japanese paper yourself

The origins of Awa Traditional Japanese Paper date back 1300 years and its technique has been passed down to this today. You can try producing traditional handmade Awa Japanese Paper yourself.

Awa Traditional Japanese Handmade Paper Hall

Handmade postcards About 1 hour

Otani-Yaki Pottery Experiences

Otani Yaki-Mino Ware is known for its unique technique and was designated as a traditional Japanese artwork. Experience pottery and painting.

[Otani-Yaki Otani Ware Pottery Industry Association]

Pottery painting About 30 minutes

Hand kneading About 90 minutes

Electric potter's wheel About 30~60 minutes



Convention hosting support

Main support menu

- Introduce the halls and accommodation facilities
- Introduce affiliated businesses
- Welcome sign
- Support visits
- Arrangements to contact related organizations
- Provide related materials

Subsidy system

① Subsidies for accommodations

Tokushima Prefecture will subsidize conventions held in the prefecture for large groups from all over Japan, as well as subsidize conventions held in prefectural facilities that are booked for more than 100 nights of lodging total.

Total number of people who stay over	Subsidized amount		
	Nation-wide academic conference	Other conferences	International conferences
100-299 nights	¥ 300,000	¥ 200,000	Nation-wide academic conference For each foreign participant ¥ 10,000 are added (maximum ¥ 2,000,000)
300-999 nights	¥ 600,000	¥ 400,000	
1,000-1,999 nights	¥ 1,200,000	¥ 800,000	
2,000-2,999 nights	¥ 1,500,000	¥ 1,000,000	
3,000-3,999 nights	¥ 2,400,000	¥ 1,600,000	
Over 4,000 nights	¥ 3,000,000	¥ 2,000,000	

② Subsidies for facilities use

Large conventions that book more than 1,000 nights total are eligible to receive a subsidy equivalent in amount to the fee charged for using Tokushima prefectural public facilities (use free of charge).

* The use fee for auxiliary facilities and equipment, however, shall be exempt from the subsidy.

③ Other subsidies

Conventions booking more than 300 nights total lodging are eligible to receive an additional subsidy if they do the following:

- Subsidy for attractions such as local performing arts
- Shuttle bus operation
- Subsidy for after-bath tour - support

Total number of people who stay over	Other subsidy amount			
	Local performing arts	Shuttle bus operation	Tour before or after the event	Maximum amount
Over 300 nights	¥ 70,000	¥ 70,000	¥ 70,000	¥ 200,000
Over 2,000 nights	¥ 70,000	¥ 140,000	¥ 140,000	¥ 340,000

Educational trips, bus subsidies (for travel agencies)

Target expenses

Bear the expenses for transportation within Tokushima Prefecture for educational trips, MICE (fee for chartered bus)

Subsidized amount

Half of the actual cost (if staying more than 2 nights in the prefecture, then three quarters of actual expenses after the second day).

Contact at: Tokushima Prefecture Tourism Association
770-8055 1-1 Bouji-Higashihama, Yamashiro-cho, Tokushima city
☎ +81-88-652-8814 conv@tokushima-kankou.or.jp

Town of Zomeki

賑

Tokushima developed on a sandbar along the Yoshino River nearly 400 years ago. In the castle towns where enormous wealth was amassed through indigo and salt, commoners devoted their lives to artistic activities, showing great enthusiasm for the Awa Odori Dance and Joruri Puppet theater. Such artistic traditions are still alive, and when artistic performances are held in these normally quiet towns, the people show a passionate enthusiasm for the performances. Such artistic and musical traditions as the colorful Awa Odori dance and the buoyant sounds of the shamisen--often called "Zomeki"--embody the spirit of Tokushima City.



"Awa Odori Dance" which draws nearly 1.3 million during 4 days, ranks with the Carnival of Rio.

Awa Odori

Awa Odori is the largest festival in the prefecture, a tradition that has been passed down over the generations for more than 400 years. It is also one of the largest dance festivals in the world, measuring up with the likes of the Rio Carnival! More than 1,300,000 visitors come to Tokushima each year from August 12 to 15 to find the entire prefecture caught up in Awa Odori fever, and there are twelve large stages that are erected in Tokushima City for displays of the dance. It is also held in the cities of Naruto and Miyoshi, as well as other locations throughout the prefecture.



Awa Joruri Puppet theater



Awa Puppet Theatre is a melding of simple puppet plays with joruri, an ancient form of dramatic narrative accompanied by shamisen music. Unlike bunraku puppet theatre found in Osaka that was enjoyed by the upper classes, the roots of Awa Puppet Theatre are found in the popular entertainment of farming people, through its large and flamboyant movements, loud recitation style, and simple melodies. Another of its defining feature is the use of very large wooden puppets, called deko. Awa Puppet Theatre is performed in Tokushima, most regularly on the stage of the Awa Jurobei Yashiki.

Bizan overlooking the town of Zomeki

It is said that Bizan took its name from the fact that its shape looks like an eyebrow when seen from any direction. Bizan's gentle mountain contour with an elevation of 290m is even mentioned in Man'yoshu poetry, and the people have adored Bizan as a symbol of Tokushima. From Bizan's peak, the climber can see Tokushima's cityscape, Ohnaruto Bridge, the Inland Sea, and afar off Awaji Island and the Kishu mountains. Bizan is rich with natural beauty through all seasons, including the cherry blossoms in the spring and autumn leaves in the fall. Further, it is well known for its beautiful night views, having been chosen as one of the top 20 night views in Japan, which surely contributes to the memorable time visitors have in Tokushima.



旅

Relaxed Tour of Remote Areas

Ride on JR Tokushima Line and Dosan Line from Tokushima City for about two hours, there you find Oboke and Koboake, most unexplored regions in western Japan, and Iya Valley in which Taira Family legend is being passed through generations. The regions are located in the upstream area of the great river, Yoshino River, which flows from west to east in Tokushima Prefecture, and around Tsurugi Mountain Semi-national Park spreading around Tsurugi Mountain (1955 meters above sea level), which is one of one-hundred top mountains of Japan.

Relaxed Tour of Remote Areas

The remote areas of Oboke and Koboake

In Oboke gorge you can find a series of bluish gray fantastically-shaped rocks stretched out for about 5 kilometers. An extraordinary scenery can be seen in springtime when vivid azalea flowers show their faces through fresh green, and in autumn when both shores are trimmed by red leaves. In Koboake gorge downstream, serpentine rapid stream resembling a wriggling dragon hit on rocks. The area is an excellent spot for rafting.

who escaped into the forest after being defeated by the Minamotos. The Kazura bridge of Iya, one of the three most unusual bridges over Iya river, is a suspension bridge of woven vines that can be cut off anytime when pursuers are closing in. The double Kazura bridge in the upper stream of the Iya river can also make us imagine the life of the Taira family at the time.



Going Down the River

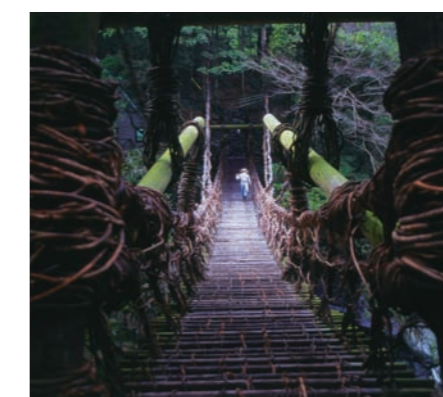
Ride on a sightseeing excursion ship at the bottom of the ravine feeling limpid water and liver breeze on your cheek, and you will be surrounded by a stunningly beautiful panorama.



Iya Gorge

Go deeper into the forest from the Oboke gorge along the Iya River flowing at the bottom of the V-shaped valley, to find the legend of the Taira samurai family

Iya Vine Bridge



It is a bridge made of woven shirokuchi-kazura (a species of vine) and suspended 14 meters above the surface of the river. Although the bridge is reinforced by wire ropes for sightseeing visitors, it swings when you cross it, and most people freeze when seeing the river surface under their feet.

Oboke & Iya Hot-spring Village

There are hot springs of different water quality here and there around the unexplored region, Oboke gorge, and Iya gorge.

Steam rising from hot springs in Mother Nature charms visitors. Surrounded by

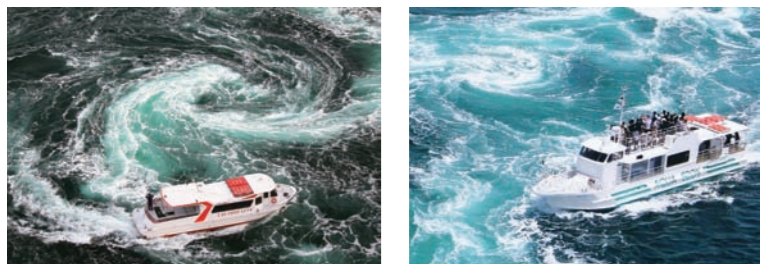
deep ravines, the area that once was the hide-out of the Taira family is filled with the wonders of an unexplored region.



Naruto Whirlpools 渦

Naruto Straits lies between Naruto City, Tokushima Prefecture, the southwestern part of Awaji Island, and Hyogo Prefecture. Naruto Whirlpool is known as one of the world's three strongest currents, joining Messina Straits in Italy and Seymour Narrows in Canada.

The recurring whirlpools can reach a size of more than 20 meters. The whirlpools turn at speeds of 20 km per hour, roaring so loud that you feel as if you might be pulled inside.



The naruto whirlpool is a candidate for registration as a World Heritage site.

The mystery of the earth's inner workings and the physics of the land.

Naruto Straits has a width of only 1,400 meters. The fast current forms from the ocean water that gushes into the narrow channel with the ebb and flow of the tide between Seto Inland Sea and the Pacific Ocean. In addition, the complicated terrain at ocean floor contributes to the countless whirlpools that appear.

The whirlpools constantly grow and converge with each other, whirling clockwise and then counter clockwise in response to the changing current. The roaring whirlpools retreat and eventually disappear into Kii Channel and Harima-Nada Sea. It is believed that Naruto (Roaring Seto) was named after this roaring sound.

Whirlpool highlights

The best time to observe the whirlpools is an hour and a half before and after the ebb and flow of the tide, which happens twice a day. Unfortunately, the whirlpools stay on the ocean surface for less than a minute. It's important to plan ahead by using a tide table before going to watch the whirlpool.

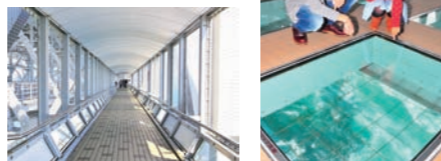
The best time to catch the big, dynamic whirlpools is during the spring and fall when tidal changes are at their maximum. The whirlpools can reach up to 20 meters and are believed to be among the largest in the world.

Spectacular views of the ocean

Uzu-no-michi

A 450-meter walkway built inside the bridge beams (beneath the road) of Ohnaruto Bridge, which spans the channel waters. At the end of

the walkway is an observation room that allows views of the tidal current and the recurring whirlpools in Naruto Straits below through a glass floor situated 45 meters above the ocean, all of which enables visitors to experience the mystery of nature.



Eddy, the Ohnaruto Bridge Crossing Memorial Hall

Theme museum of Naruto Whirlpools and Onaruto Bridge. Naruto Straits scenes and swirling tides can be viewed on 270-inch high-definition images, and fishes living in Naruto Straits are exhibited. A 360-degree view is available from the rooftop.

Whirlpools Sightseeing Boat

You can who view the extraordinary whirlpools from a small-sized express sightseeing boat, which get so close to the whirlpool that you may get splashed; or you can take a large-sized tidal sightseeing boat which crosses right over the whirlpool, or a small-sized submersible that offers underwater views. You won't be able to contain your excitement.

Enjoy masterpieces that will never fade

Otsuka Museum of Art

Location

Naruto Park, Naruto-cho, Naruto-city
TEL +81-88-687-3737

Opening time

9:30-17:00
Closed on Mondays
(on the following day in case it is a public holiday)

Ticket

6-18 years old ¥ 540, university students ¥ 2,160,
Others ¥ 3,240



The Otsuka Museum of Art is a "Ceramic board masterpiece art museum" with the largest exhibition space in Japan (total floor of 29,412 square meters), built to commemorate the Otsuka Pharmaceutical Group's 75th anniversary in Naruto City, Tokushima Prefecture. Inside, there are more than 1,000 replicas of priceless masterpieces of Western art from ancient murals to contemporary paintings from more than 190 art museums in 25 countries worldwide. These masterpieces

are reproduced to their original size on the ceramic panels by special printing technique. Unlike the small size photographs of the paintings in art books or textbooks, visitors will be able to appreciate the true artistic value in the original size, and appreciate the works of the major art museums of the world while being in Japan.

The museum was constructed in a different structure, where the hill was hollowed in order to protect the beautiful

Naruto surroundings and view. If visitors are to view all the exhibits in this 5 story museum, from B3F to 2F, they will have to walk almost 4 Km. Furthermore, while the original masterpieces cannot escape the damaging effects of today's pollution, earthquakes and fire, the ceramic reproductions can maintain their color and shape for over 2,000 years, and this is a large contribution in the nature of preserving the history of cultural treasures.



Naruto Bando "Ninth Symphony" Location of the Asian premiere



In June 1st 1918, during World War I, Beethoven's Ninth Symphony was played for the first time in Asia by German soldiers who were detained as prisoners of war in Bando, Naruto City, Tokushima Prefecture.

Bando, Naruto City, right near the first fudasho (temples where amulets are distributed to pilgrims) of the Shikoku Pilgrimage, has a long tradition of hospitality that was seen when Toyohisa Matsue, head of Bando prisoners of war camp, gave German soldiers freedom and a warm welcome. Soon good mutual

relationships were developed beyond country borders between the German soldiers and the local people. In the camp, soldiers engaged in sport and music playing, and volunteered in activities using new techniques for agriculture, stock raising and bread making. The arch of the bridge they built still remains today. The building of the bridge was believed to have become their life purpose as they were not informed of the war situation. It is these circumstances that lead to the performance of the Ninth Symphony. Today, Naruto City German Museum

House is built on the site of the camp as a memorial. A number of precious remains of the time including books made by German soldiers, photos and daily necessities are kept herein. The bridge stone arch built by the German soldiers remains nearby.

Naruto City established a friendship-city relationship with Lüneburg City in Germany, and Tokushima Prefecture established a friendship-state relationship with Niedersachsen State in Germany.



Overflowing with nature

海

Nature

The southeast corner of Shikoku, which lies along the Muroto-Anan Quasi-National Park, features myriad charms such as Treasure Mountain which captivates travelers once they set foot on the mountain.

One never tires of the gorgeous landscape, where the indigo-blue sea and subtropical life meet, in places such as Ohama-kaigan, well-known for the eggs deposited there by Red Sea turtles, the Senba Kaigan sheer cliffs, and Mitoko Wan where coral reef crowd the coast.

Senba Coastal Cliff

Senba Kaigan cliff, which was designated as a specially protected district of Muroto-Anan Quasi-National Park, features a bluff at a height of 250m that extends for 2km across a deeply-indented coastline.

Highlights from Minami Awa Sunline, which connects the coastline between Minami-cho and Mugi-cho, include a

40-minute tour of sea cliffs on a fishing boat called the Umigame Marine Cruise, which covers approximately 13km.

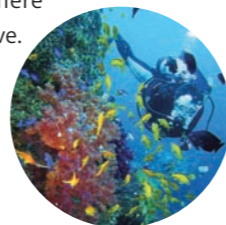
Takegashima Marine Park

Takegashima is the southern most island of the islands belonging to Tokushima Prefecture. At Takegashima Marine Park, visitors can see coral and tropical fish on the ocean floor from an observation room located at the bottom of the tour boat called

Blue Marine. The tour on Blue Marine lasts for about 40 minutes.

Sea kayaking is also popular. There are two courses available: The Takegashima course which features beautiful coral reefs and tropical fish; the Mitoko Wan course features scattered islands where parasitic organisms live.

Beginners can relax because an instructor is always at hand.



藍

The home of Japan Blue

Normal indigo is called "jiai," whereas the indigo grown on the fertile soil found along the major river Yoshinogawa, which runs through Tokushima from east to west, is called "hon-ai." Hon-ai has the highest rank for quality and also for quantity.



Kukai and Hosshin-no-Dojo.

Pilgrimage

巡

Shikoku has a pilgrimage culture that includes a circuit of 88 sacred temples. Tokushima, where the first 23 temples on the circuit are located, is called Hosshin-no-Dojo ("awakened mind"). Hosshin-no-Dojo is believed to refer to the spirit needed to seek the courage and enlightenment to take the first step on a long journey, the beginning of a journey that will traverse nearly 1,400 km along the Shikoku pilgrimage circuit.

Why do people embark upon pilgrimages to the temples? Some go on the pilgrimage to heal their hearts, others to hold a memorial service for a departed soul, some to rediscover themselves, others pilgrimage when they feel unhappy at their work, some to heal an illness, others to repent, some to stay healthy, and others to go sightseeing, and so on. There's a different reason for every person.



Kukai and Hosshin-no-Dojo.



Every pilgrim is impressed with the spirit of hospitality that the people of Shikoku

demonstrate. The sense of "omotenashi", or hospitality, which was key to Tokyo's successful bid for the Olympics, is found everywhere in Shikoku. The word "ohenrosan" also has a tone of reverence, which allows people to experience the faith of "Doko Futari" (companion travelers)--the pilgrims who constantly walked side by side with Kobo Daishi Kukai during his training. By accompanying Kukai, pilgrims acquired enormous power to keep walking. Even beginners can enjoy the pilgrimage circuit,

especially the first 10 temple sites. The Shikoku pilgrimage circuit has increasingly gained historical value as a cultural heritage while some people are actively trying to get Shikoku Henro registered as a World Heritage site.



Mystery of indigo



The white fabric immersed in the blackish indigo liquid inside the indigo pot does not produce color in its own. At first,

the fabric changes into brown but once it is exposed to air it turns into a deep, clear green. While the fabric dries, it turns to bright blue. By repeating the dyeing process, the color turns even more blue. The Chinese thinker Junshi wrote, "The blue color extracted from indigo is even more blue than indigo itself." The mystery of indigo gave rise to the saying that "although the blue color is taken from indigo, the extracted blue is even deeper than the indigo ingredient itself".

will release a car equipped with more.



The museum specializes in the indigo "Ai-no-Yakata." The building was originally the residence of an indigo merchant, which tells of a time of prosperity. The exhibition shows indigo cultivation and processing. The visitors can experience indigo dyeing.

The color of the Japanese soul Japan Blue.

A British man who visited Japan at the beginning of the Meiji era described the beautiful color with the words "Japan Blue" when he saw people who lived surrounded by things dyed in indigo, such as clothing, furniture, and bedding. Even though we use a single word for indigo, in fact, there is a variety of colors derived from indigo, such as white suffused with a subtle blue hue, indigo white, deep navy blue and so on. For instance, indigo that is so deep that it almost appears black was called

"Kachiuro," and because it sounds like the phrase "winning color" in Japanese, it was used to dye military armor for luck; it was also used for samurai family celebrations. At the same time, indigo was inexpensive and could be used to dye any kind of fabric, which made it very popular with every social class from commoners to the Shogun. Eventually indigo came to permeate deep inside the Japanese heart.

48 color



"Udatsu Townscape" is a townscape during the Edo Period (1700s) when indigo merchants experienced great prosperity. Government-designated Preservation District for Groups of Historic Buildings.



Awa Wasanbon Sugar あわさんぽんとう

Tokushima produces a rare domestic sugar called bamboo sugar using a traditional technique. Richly flavorful, Awa Wasanbon sugar is now in big demand as a sweetener for high-end Japanese-style confectionery all over Japan. The sugar is now spreading to western sweets and cooking.



Awa Japanese Paper あわわし

It is believed that the origin of Awa Japanese paper goes back 1,300 years ago when the ancestor of Awa Inbeuji came to Awa Country and started making paper and fabric. The production of Awa Japanese paper flourished, along with indigo and wasanbon sugar, during the Edo period. Awa paper's superior characteristics, such as its water-resistance, tear-resistance, thinness and light weight, makes it especially suitable for computer printing paper.

Bamboo dolls たけにんぎょう

Bamboo dolls that sound like musicians playing the festive rhythms of the Awa Odori Dance. The dolls are made by hand using bamboo from Tokushima, and each one of them has its own unique movement and facial expression, which perfectly describes the uplifting feeling of the Awa Odori Dance.

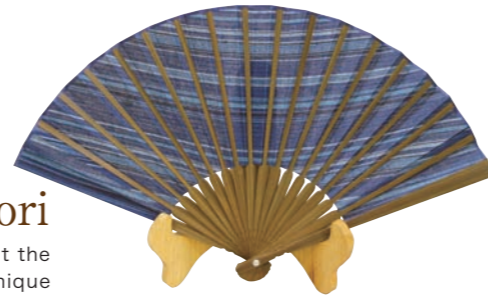


Otani Pottery おおたにやき

Otani Pottery is made with a unique technique called "Nerokuro" and its best-known pot is the large-sized water lily pot. Recently, it's not just the large-size pottery that have become popular but also practical items full of earthy warmth and folk simplicity, as well as countless interior products.

Shijiraori しじらおり

Awa Shijiraori was originally made at the beginning of the Meiji period. Its unique waffle texture called Shibo is generated through surface tension created by the number of and combination of warp and woof. The cotton makes the fabric feel soft and light and easy to wear, and doesn't stick to sweaty skin due to micro Shibo. The fabric feels fresh and perfectly suited for summer weather.



Indigo dyeing あいぞめ

In Tokushima, indigo dyed fabric is dyed through a method called Hakkodate using Awa indigo as an ingredient. As the saying goes—"the color of blue extracted from indigo is a deeper blue than indigo itself"—indigo dye adds a deep and beautiful texture when the fabric is washed. In Tokushima, it's not just the kimonos but other dresses, small everyday-use items, accessories, and interior products that are dyed with indigo.

The kingdom of root vegetables, Tokushima brand vegetables やさい

Naruto Kintoki is grown in sandy soil containing rich minerals and is characterized by its warm, soft, chestnut-like texture, moisture, sweetness and its shiny golden color.

Tokushima boasts the second largest harvest of Renkon lotus root in Japan. Tokushima Renkon lotus root is characterized by its distinctive fragrance, almost transparent whiteness, sheen, and crunchy texture.

Tokushima yields the top harvest of carrots (spring carrots) in Japan. Carrots cultivated by farmers with care by incorporating "tunnel cultivating," which raises the temperature in the ground and contributes to early harvest of carrots, are rich in carotene and sweet and soft.



美味
三味

TOKUSHIMA GOURMET

Awagyū あわぎゅう



Japanese black cattle raised in the mild climate and abundant nature of Tokushima, "Awagyū" Approximately 2,000 cattle of grade 4 quality or higher with a clear pedigree are shipped annually. The superior feed techniques of cattle ranchers in Tokushima Prefecture make the beef highly valued in the marketplace for the color of its fat and its marble-like tenderness that melts in the mouth and is delicious to the taste.

Awa Conger ほも

The high-quality ingredients that add color to the summer table. Common Japanese Conger. It's an essential ingredient especially in Kansai areas such as Kyoto Gion Festival and Osaka Tenjin Festival. Actually, most Common Japanese Conger are harvested in Tokushima.

There are two seasons for Common Japanese Conger, from June through July and from November through December. In addition to summer Common Japanese Conger with its elegant, simple taste, enjoy conger fattened during the autumn and the winter, which are also excellent. Some are said to weigh as much as 500~600g. Dishes that use Common Japanese Conger are well-known, such as parboil, sashimi, hamonabe, and dobinmushi.



Awaodori あわおどり

No chicken dish in Tokushima surpasses that of Awaodori. It tastes great baked, boiled, fried, or stir-fried. Its good quality meat puts it in demand among professional chefs and typical households. Sauté chicken thigh is what brings out the best. The ideal is crunchy skin and juicy meat. When breast meat is lightly salted and smoked, it yields a texture like ham and a deep flavor.

Naruto seabream たい

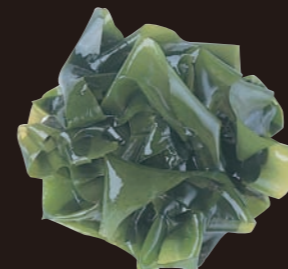
The red seabream tossing about in Naruto Straits is a high-end fish called Naruto seabream. Its firm texture and bright color makes it stand out. In the spring when seabream are getting ready to spawn they are called "Sakuradai" and in the autumn when they are ripe for harvesting they are called "Koyodai." Seabream taste the best during these two seasons.



Naruto Wakame わかめ

Tokushima has always been rich in wild wakame, and which was even mentioned in thousand-year documents as a gift from the Awa region.

Naruto wakame, grown and tossed about in the strong tidal current, is characterized by its thickness, firm texture, good flavor and bright green color. There are three types of wakame: Shiokura Wakame salted after blanching the raw seaweed and cooling it with cold water in order to enhance its preservability and its fine taste; blanched Shiokura Wakame rinsed with water; and Naruto Ito Wakame which is dried and shredded into thread-like strands.



Sudachi すだち

Tokushima's representative specialty product is a type of citrus. Sudachi can be enjoyed in a variety of ways, such as squeezing juice on top of pickled vegetables and baked fish, and floating slices on sake and shochu. Sudachi is used in vinegar and jam, miso soybean paste, and various other processed foods.

伝統
技・味

TOKUSHIMA TRADITION