

# ACCESS MAP

## Map of Sendai and Surrounds



# SENDAI Incentive Tours Guide

Sendai has a long history and was established as a Castle Town in the Edo Period (1601) by Date Masamune. Sendai is the gateway to the Tohoku region and also the economic, cultural and transport center of the region. We promise to welcome warmly all visitors to Sendai! Whether you stay in a hotel in Sendai and walk around town enjoying the local cuisine, stay at a nearby hot spring resort, visit Matsushima, one of Japan's three most scenic spots, or enjoy the changing seasons, we look forward to your visit.



**A special trip  
starting  
in Sendai**



### Incentive Tour Support

Our organization will offer support for entertainment and experience tours for passengers participating in incentive tours to Sendai.

Conditions: The tour group must originate overseas

The tours must be carried out by places of business for reward, training, invitation, commemorative tours for employees.

The group must be of 15 people or more and spend at least one night in accommodation in Sendai City.

For more information please see below for contact details.

Here are some plans unique to Sendai to make your incentive tour even more special. They are sure to satisfy visitors to Sendai. We have many more plans available as well.

## Welcome!

Sendai welcomes you with something special for your tour and unique to Sendai such as traditional entertainment, music and performances!

### Oshu Sendai Omotenashi Group Date Busho Tai Warriors

This show is derived from Sendai's most famous Feudal Lord, Date Masamune of some 400 years ago. The group performs martial arts to give you a taste of the spirit and charm of Date Masamune. Enjoy this samurai performance!



### Sendai Suzume Odori – the Sparrow Dance.

This dance represents local Sendai entertainment and is said to have begun in 1603 as a dance to celebrate the completion of the walls of Sendai Castle. The dance can be arranged for various sized stages and times. Enjoy the uplifting performance!



### Shibata Siblings (Tsugaru Shamisen)

The group plays the Tsugaru shamisen and has won 38 shamisen championships nationally. Enjoy the strength and melancholic tone of their music.



### Kamo Tsunamura Drums

This Japanese drum playing group represents Sendai and performs 50 stages both in and out of Sendai every year. Enjoy the intensity of their performance.

## Unique Venue

Here is a collection of unique facilities suitable as party venues.



### Entsuin

This is the mausoleum and family temple of Mitsumune, a descendent of Date Masamune. It is located in Matsushima, known as one of the three most beautiful scenic spots in Japan. Nearby is the Zuiganji Temple, a national treasure of Japan. You can dine here while enjoying the beautiful scenery of the changing seasons such as roses in summer and coloured leaves in the autumn.

Capacity : 120 -150 standing/ 60 seated (indoors)  
Available Time : 17:30 – 21:00 URL : <http://www.entuain.or.jp/>

### Matsushima Bay Cruise

Dine while cruising the islands of Matsushima, known as one of the three most beautiful scenic spots in Japan.



Capacity : 150 standing/ 100 seated  
Available time : Negotiable  
URL : <http://www.marubun-kisen.com>



### The old Date mansion – Shokeikaku – a Sendai city designated tangible cultural property

The structure is made of carefully selected pine wood and is over 200 years old. It is a predominantly single story building with a second floor over one part. The total area of the building is over 700m<sup>2</sup>.



Capacity : 100 standing/ 80 seated  
Available time: Lunch : 11:30 – 15:00 / Dinner : 17:00 – 20:00  
URL : <http://www.shoukeikaku.jp>



### Kimono Experience

Try on a kimono with the help of a professional kimono fitter. You can choose the kimono or yukata you wish to wear.

Time required : 2 hours  
Cost : ¥10,000 for dry cleaning for each group depending on the number in the group.  
Number of people : Maximum 25

### Flower Arranging Experience

Enjoy the Japanese aesthetic culture of arranging seasonal flowers. Discover more about yourself through the beauty of the flowers.



Time required : Approx. 1 hour  
Cost : ¥1,000 pp for flowers  
Number of people : 3-20 maximum.



### Zen Meditation Experience

Zen meditation is typical of Zen training. By experiencing the meditation and sitting straight backed, looking into your own mind you can achieve unity between mind and body.

Time required : 30 minutes (negotiable)  
Cost : ¥500 pp (includes entrance to the garden)  
Number of people : 90 maximum.

## Experience Plans

Programs for you to experience Sendai traditions and Japanese culture.



### Akiu Craft Park

There are nine ateliers with craftsmen producing traditional crafts. You can view the craftsmen practice their skills first hand, or, alternatively have them teach you and have a go yourself.

**Kokeshi (wooden dolls) Painting** : Time required: 1 hour  
Cost : ¥1,000 pp approx. Number of people : 1 to 65 max.  
**Handkerchief Dyeing** : Time required: 1 hour  
Cost: ¥1,500 pp approx. Number of people: 2 to 30 max.  
**Chopsticks Lacquering** : Time required: 40 mins.  
Cost: ¥1,300 pp approx. (postage extra) Number of people : 3 to 20 max.  
**Spinning Top Painting** : Time required: 15 mins.  
Cost : ¥1,000 pp approx. (postage extra) Number of people : 1 to 20 max.

## Factory Inspection Tours

We can arrange a variety of factory and company inspections at your request.



### Beer Brewery Kirin Beer Sendai Plant

The plant was badly damaged in the Great East Japan Earthquake but has been reconstructed and is now known as a symbol of Tohoku Restoration. You can tour the factory and follow the beer making process as well as learn about the reconstruction since the earthquake.



### Disaster Prevention and Disaster Area Reconstruction

Volunteer guides will talk to you about their experiences and the things they learnt from the Great East Japan Earthquake as you inspect the town.