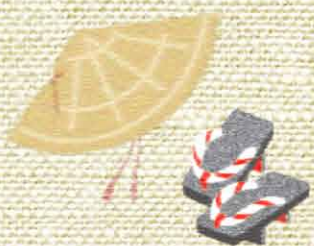
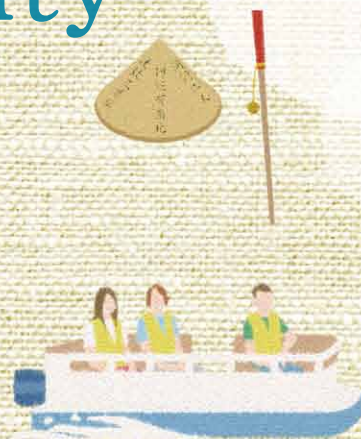


Enjoy the city step by step.
The more you explore, the more you'll love Tokushima City.



Tourism Guide Book of Tokushima City



Home to 138 rivers, including the Yoshino River - the largest river on the Shikoku Island - Tokushima City is nicknamed the “Water City”. The city’s landmark, Mount Bizan, reflects the colorful changes of the seasons. The excitement of the Awa Odori summer festival, and the charm of the local cuisine, tradition, and culture can all be experienced in Tokushima. The more you explore, the more you will discover in the fun city of Tokushima.

Mount Bizan

Mt. Bizan is a symbol of Tokushima. Named after its shape (“bi” meaning “eyebrow”), this landmark mountain can be spotted from any place in the city. Bizan Park, located on the peak, is a popular spot for viewing cherry blossoms. The panoramic view of the cityscape is beautiful, particularly during and after sunset, and is a spectacular way to take in the city.



Yoshino River

The Yoshino River (*Yoshinogawa*), nicknamed the “Shikoku Saburo” (*Saburo* meaning “third son”), is considered one of the top three rivers of Japan at 194 km long, and 1.3km wide at the river’s mouth.



Whitebait eel (*Shirasu-unagi*) fishing (Winter season, river mouth)



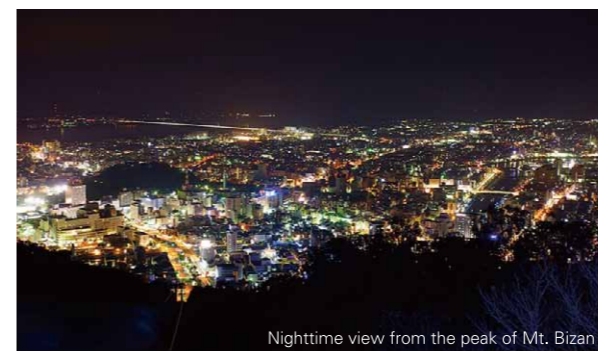
Yoshinogawa Bridge (*Yoshinogawabashi*)

Bizan Ropeway

At the foot of Mt. Bizan is the Awa Odori Kaikan, a center which provides easy access to the mountain peak via ropeway. Seasonal views can be enjoyed up close during the 6-minute ride up.



- Location: Awa Odori Kaikan Hall, 5F (2-20 Shinmachibashi, Tokushima City) ● TEL: 088-652-3617
- Ropeway Fee: [Adult: One-way 620 yen / Round-trip 1,030 yen] [Elementary School Child: One-way 300 yen / Round-trip 510 yen]
- Open year-long (closed only for maintenance)
- April – October: 9:00am – 9:00pm, November – March: 9:00am – 5:30pm
- Awa Odori Festival (August 12 – 15): 9:00am – 10:00pm
- Special Events: 9:00am – 9:00pm



Nighttime view from the peak of Mt. Bizan



Awa Odori

See

Guide of Tokushima City



Tokushima City's Awa Odori festival is by far the largest of the Awa Odori festivals held throughout the prefecture, and one of the largest summer festivals in Japan. The dance can be watched throughout the city center at several seated spectator venues called *enbujō*, or on most streets within the festival area. Over the four days of the festival, more than 1 million visitors from throughout Japan and overseas flock to Tokushima.

Awa Odori Event Info ●Dates & Time: August 12 – 15, 5:30pm – 10:00pm ●Location: Central Tokushima City ●Awa Odori General Information Desk: Operated during the festival and provides information and guidance on performance locations, sightseeing, and accommodations. Located in front of JR Tokushima Station. ●Inquiries: Awa Odori Management Office

The Origins of Awa Odori

Among the many varying opinions, there are three leading theories on how Awa Odori (Awa Dance) was started.

O-Bon Dance Theory

As the name of the theory suggests, Awa Odori is thought to have been performed around Tokushima Castle as a local style of dance for O-bon (a Buddhist festival to honor ancestors). Modern Awa Odori may have evolved from the *niwaka odori*, *kumi odori*, and *zomeki odori*, which are varying styles of *bon* dances performed by the general public.

Fūryū Dance Theory

Starting in the Muromachi era (1336 – 1573 CE) in the middle ages, *fūryū odori* is a combination of various forms of urban folk dance. Records of it being danced in Tokushima during the Tenshō period (1573 – 1592 CE) have led to the belief that the Awa Dance emerged from *fūryū odori*.

Castle Construction Theory

Following the construction of Tokushima Castle in the year Tenshō 14 (1586 CE), the feudal lord Hachisuka Iemasa issued a permit allowing commoners to openly celebrate the completion. This theory suggests that Awa Odori emerged from the jubilant dancing that occurred during the festivities.

All theories aside, it is generally agreed upon that there is an over 400-year old history behind Awa Odori. In the year Tenshō 13 (1585 CE), feudal lord Hachisuka Iemasa arrived in Tokushima, and is said to have accumulated wealth from goods like indigo and salt. Utilizing the abundant waterways, indigo merchants flourished and the style of Awa Odori became more sophisticated and dynamic. After the decline of Awa Indigo, however, a search for a solution to improve the economic status began. The idea of using Awa Odori as a source of public entertainment took hold, and after WWII, Awa Odori went through a revival, taking it from a simple local dance to what is now a symbol of Japan.



Music

The soul of Awa Odori is *yoshikono* music. It inspires enthusiasm in dancers using a collection of special instruments.



Fue (bamboo flute)

The *fue* is the instrument used to create the main melody.



Ōtsuzumi/Ōkawa (large hourglass-shaped drum)

Although it resembles the *kotsuzumi* (a smaller hourglass-shaped drum), the larger *ōtsuzumi* is used in Awa Odori.



Shime-daiko (high-pitched drum)

The *shime-daiko* pierces the music with a rhythmical beat.



Shamisen (three-stringed lute)

The *shamisen* infuses charm into the characteristic melody of Awa Odori.



Ōdaiko (large bass drum)

Acting as the foundation of the music, the *ōdaiko* inspires a more dynamic dance.



Kane (hand bell/gong)

The *kane* is used to conduct the pacing and rhythm of the music.

Viewing Awa Odori

Paid and Free Spectator Seat Venues

During Awa Odori, spectators can sit comfortably at ticketed seat venues or free seat venues to watch the dances. Visitors can also watch from other outdoor dance stages and along various roads. Nearly the entire city center is immersed in the Awa Odori festival.



Awa Odori Elite Performances

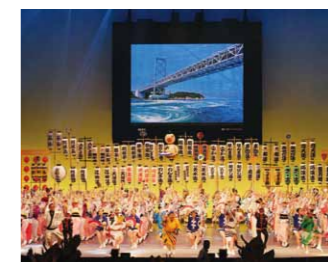
On August 11, the day prior to the start of Awa Odori, famous dance teams gather to give performances unlike any that can be seen during the main festival. Additionally, during August 12 – 15, groups of 6 teams perform on an indoor stage giving the audience an exceptionally entertaining version of Awa Odori.

Pre-festival Information

- Date & Times: August 11, 11:00am, 3:00pm, 7:00pm
- Inquiries: Awa Odori Management Office

Awa Odori Elite Performance Info

- Dates & Times: August 12 – 15, 11:00am, 1:30pm, 4:00pm
- Inquiries: Awa Odori Management Office



Niwaka-ren Dance Team

Novice or veteran, anyone can freely join this popular team to learn the basic steps of the dance from famous team leaders and experience dancing Awa Odori.



Awa Odori Kaikan

In addition to being able to watch Awa Odori performances all year long at the "Awa Odori Hall", there is a display of historical Awa Odori items, and also a VR corner (virtual reality) for experiencing the excitement of a real Awa Odori festival. There is also the "Arudeyo Tokushima" souvenir shop and the Awagin Bizan Ropeway Sanroku Station located in this facility. (More information on P7.)



Floor Guide

Awa Odori Kaikan	
5F	●Sanroku Ropeway Station ●Media Space
4F	●Activity Rooms
3F	●Awa Odori Museum
2F	●Awa Odori Hall, Gallery Space
1F	●Reception/Information, Arudeyo Tokushima Souvenir Shop

●Location: 2-20 Shinmabashi, Tokushima City ●TEL: 088-611-1611 ●URL: <https://awaodori-kaikan.jp/>

Watch

Guide of
Tokushima City



Awa Jūrōbe Yashiki Puppet Theater

One of Tokushima's entertainment traditions and a national intangible cultural asset is the Awa Ningyō Jyōruri (Jyōruri Puppet Theater). In addition to the performances, precious antiques are on exhibit here.

- Location: 184 Miyajima-Hon'ura, Kawauchi-chō, Tokushima City ● TEL: 088-665-2202
- Admission: Adult 410 yen, High School/University Student 310 yen, Elementary/Junior High School Student 200 yen
- Open: 9:30am – 5:00pm (July 1 – August 31, 9:30am – 6:00pm)
- Closed: December 31 – January 3
- Please inquire about the performance schedule.

Awa Ningyō Jyōruri



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<https://funfun-tokushima.jp/e.agf.hp.transer.com/enjoy/special/joruri/>

Inugai Outdoor Puppet Stage (Inugai Nōson Butai)

There are dedicated stages throughout Tokushima for puppet theater. One of these is the Inugai Outdoor Puppet Stage, a nationally recognized intangible asset of folk culture. The Awa Puppet Theater is performed here every November.

- Location: Go'o Shrine, 67-3 Hachiya, Hata-chō, Tokushima City
- TEL: 088-621-5419
- Ningyō Jyōruri Performance / November 3, annually
- 40 minutes by car from JR Tokushima Station
- Free Admission



Awa Deko Puppet Museum (Awa Deko Ningyō Kaikan)

Approximately 100 wooden puppets are on display at this archive, and visitors can learn about how these amazing puppets are crafted and operated.

- Location: 226-1 Miyajima-Hon'ura, Kawauchi-chō, Tokushima City
- TEL: 088-665-5600
- Admission: Adult 500 yen, Student 400 yen, Small Child 300 yen
- Open: 9:00am – 5:00pm
- Closed: Sundays, every 1st & 3rd Monday, December 30 – January 4, and unscheduled temporary closings



Tokushima Castle Museum & Omotegoten Garden of Old Tokushima Castle

Edo period Awa Province (modern-day Tokushima Pref.) and Awaji Province (part of modern-day Hyogo Pref.) prospered under the Tokushima-han Domain. This museum hosts an abundant collection and exhibit of artifacts that represent the domain's prosperity. Adjoining the museum is a beautiful palace garden in a style inspired by the Momoyama period (1583-1600 CE). The magnificent stone walls, dry bed garden, artificial hills, and pond provide plenty to be enjoyed.

【Tokushima Castle Museum (Tokushima-jo Hakubutsukan)】

- Location: 1-8 Jonai, Tokushima-chō, Tokushima City ● TEL: 088-656-2525
- Admission: Adult 300 yen, High School/University Student 200 yen, Junior High School Student & younger Free (20% discount for groups of 20+)
- Open: 9:30am – 5:00pm (Last entry 4:30pm)
- Closed: Mondays (open if national holiday, closed the following Tuesday), December 28 – January 2

【Omotegoten Garden of Old Tokushima Castle (Kyū-Tokushima-jo Omote Goten Teien)】

- Admission: Adult 50 yen, Child 30 yen
- Open: 9:00am – 5:00pm (last entry 4:30pm)
- Closed: Every Monday, the day following a national holiday, December 28 – January 4



Tokushima Prefecture Bunka-no-Mori Park (Tokushima-ken Bunka-no-Mori Sōgō Kōen)

Bunka-no-Mori Park is a multi-facility complex surrounded by forests. On the lush green park grounds are the Tokushima Prefectural Library, Tokushima Prefectural Museum, Tokushima Prefectural Modern Art Museum, Tokushima Prefectural 21st Century Hall, and Tokushima Prefectural Archive.

- Location: Mt. Mukaidera, Hachiman-chō, Tokushima City ● TEL: 088-668-1111
- Permanent Exhibit Admission: Adult 200 yen, High School/University Student 100 yen, Elementary/Junior High School Student 50 yen
- Temporary exhibits require additional admission fees.
- Open: 9:30am – 5:00pm (Library open until 7:00pm on weekdays)
- Closed: Every Monday (open if national holiday, closed the following Tuesday), December 29 – January 4
- Library & Archive additionally closed on the 3rd Thursday of each month.



Tokushima Prefectural Museum of Literature & Calligraphy (Bungaku Shodōkan)

Literary and calligraphic artworks associated with Tokushima, including a commemorative space dedicated to Setouchi Jakuchō, an author from Tokushima, are collected and exhibited for visitors to admire here.

- Location: 2-22-1 Nakamaegawa-chō, Tokushima City
- TEL: 088-625-7485
- Admission: Adult 310 yen, High School/University Student 200 yen, Elementary/Junior High School Student 100 yen (20% discount for groups of 20+)
- Open: 9:30am – 5:00pm
- Closed: Every Monday (open if national holiday, closed the following Tuesday), December 28 – January 4



Awa Kokufu Town Museum (Awa Kokufu Machikado Hakubutsukan)

This is not a single museum, but an entire town. While exploring the area, visitors can take in the essence of its history and culture. Visitors can also get hands-on experiences at the town's handicraft workshops.

- Location: Kokufu Town, Tokushima City
- TEL: 090-2821-7547
- Kokufu Museum
- 1. Silkworm Workshop,
- 2. Cable TV Broadcasting Station,
- 3. Awa Indigo Dyeing & Textile Workshop,
- 4. Awa Meiseki Stone,
- 5. Hyotan Gourd Museum
- 6. Awa Deko Puppet Museum,
- 7. Tenguhisa Puppeteer Archive,
- 8. Kinobe,
- 9. Tokushima Municipal Archeological Center (Center for Archeology),
- 10. Awa Historic Park
- Free Admission
- Open year-long (may vary per facility)



Moraes Exhibit

Portuguese-born writer and former Portuguese consulate of Kobe, Wenceslau de Moraes moved to his wife Fukumoto Yone's hometown of Tokushima after her passing. Visitors to the exhibit can learn about Moraes's intriguing legacy.



- Location: 3F Tokushima City Central Community Center, 2-1 Jonai, Tokushima-chō, Tokushima City
- TEL: 088-621-5232
- Open: 10:00am – 4:00pm
- Closed: Every Tuesday, December 29 – January 3
- Free Admission





Awa Odori Kaikan Try Awa Odori

At the Awa Odori Kaikan, Awa Odori Kaikan teams and famous teams give performances throughout the year. After each performance, the audience is encouraged to join the team onstage for a group dance.

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Experience



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<https://funfun-tokushima.jp/e.agf.hp.transer.com/category4/experience/>

■ Expert Awa Odori Afternoon show (performed by Awa Odori Kaikan teams)

“Odorana Son-son” Awa Odori

From historical to modern style, watch how the Awa Odori has evolved over the centuries.

Performance time: 40 minutes

- Afternoon shows: 4 times per day (11:00am, 2:00pm, 3:00pm & 4:00pm)

■ Expert Awa Odori Evening show (performed by famous guest teams)

Daily Awa Odori

Thirty-three famous Awa Odori teams give daily performances throughout the year. Each team takes advantage of the stage to vibrantly showcase their own styles. Performance Time: 50 minutes

- Evening Performance: 8:00pm Daily

No performance days

■ Awa Odori Season (August 11 – 15) ※Temporary closings may occur

Afternoon show Winter holiday: December 28 – January 3 Evening show Winter holiday: December 21 – January 10



[Awa Odori Kaikan]

- Location: 2-20 Shinmachibashi, Tokushima City
- TEL: 088-611-1611
- URL: <https://awaodori-kaikan.jp/>



Glass Studio Workshop

This glass blowing factory holds numerous fun events which allow visitors to watch the production of glassworks and try hands-on workshops.

[Tokushima Glass Studio]

- Location: 78-4 Nakazu, Katura-chō, Tokushima City
- TEL: 088-669-1195
- Open: 9:00am – 5:00pm
- Closed: December 29 – January 3



Yusan-bako Box Painting Workshop

One of Tokushima's traditional handicrafts, *yusan-bako*, are lacquered wooden lunch boxes used for hiking excursions or festivals, or as *bentō* lunch boxes for children. This workshop allows visitors to decorate their own *yusan-bako*.

Aizome Indigo Dyeing Workshops

Tokushima has a long history of *aizome* (indigo dyeing), and has been the chief producer of natural Japanese indigo. There are several workshops where visitors can get authentic hand-on experiences dyeing with natural indigo dye within Tokushima City.



Main aizome indigo dyeing workshops in the city (Advanced reservation required)



Aizome Indigo Industrial Arts House (Aizome Kōgei-kan)

- Location: 81-1 Aza-Nishikawabuchi, Higashisadakata, Oujin-chō, Tokushima City
- TEL: 088-641-3181
- Open: 9:00am – 6:00pm
(Workshop hours: 10:00am – 4:00pm)
- Closed: January 1



Rampuya Apparel Factory (Orikōjo Rampuya - Okamoto Orifu Kōjō)

- Location: 161 Iuchi, Wada, Kōkufu-chō, Tokushima City
- TEL: 088-642-0062
- Open: 10:00am – 4:00pm
- Closed: Saturdays, Sundays, & national holidays



Nagao Orifu Textiles

- Location: 189 Wada, Kōkufu-chō, Tokushima City
- TEL: 088-642-1228
- Open: 9:00am – 4:00pm
- Closed: Saturdays, Sundays, & national holidays



Furushō Dyeing Factory

- Location: 9-12 Sakonanaban-chō, Tokushima City
- TEL: 088-622-3028
- Open: 9:30am – 11:30am, 1:30pm – 2:30pm
- Closed: Saturdays, Sundays, & national holidays
- Reception Hours:
- Closed: Sundays & national holidays

Water Activities

Feeding into the Seto Inland Sea, the 138 rivers flowing through the city give Tokushima its nickname of the “Water City”. People enjoying various watersports can be spotted around Tokushima's many waterways, particularly on holidays. Some businesses offer full-day watersport classes, leading to the increasing popularity of water activities.



SUP (Stand Up Paddleboard)

SUP classes at the Shinmachi River, which flows through the center of the city, give paddlers of any level a chance to safely see the city from a different perspective.

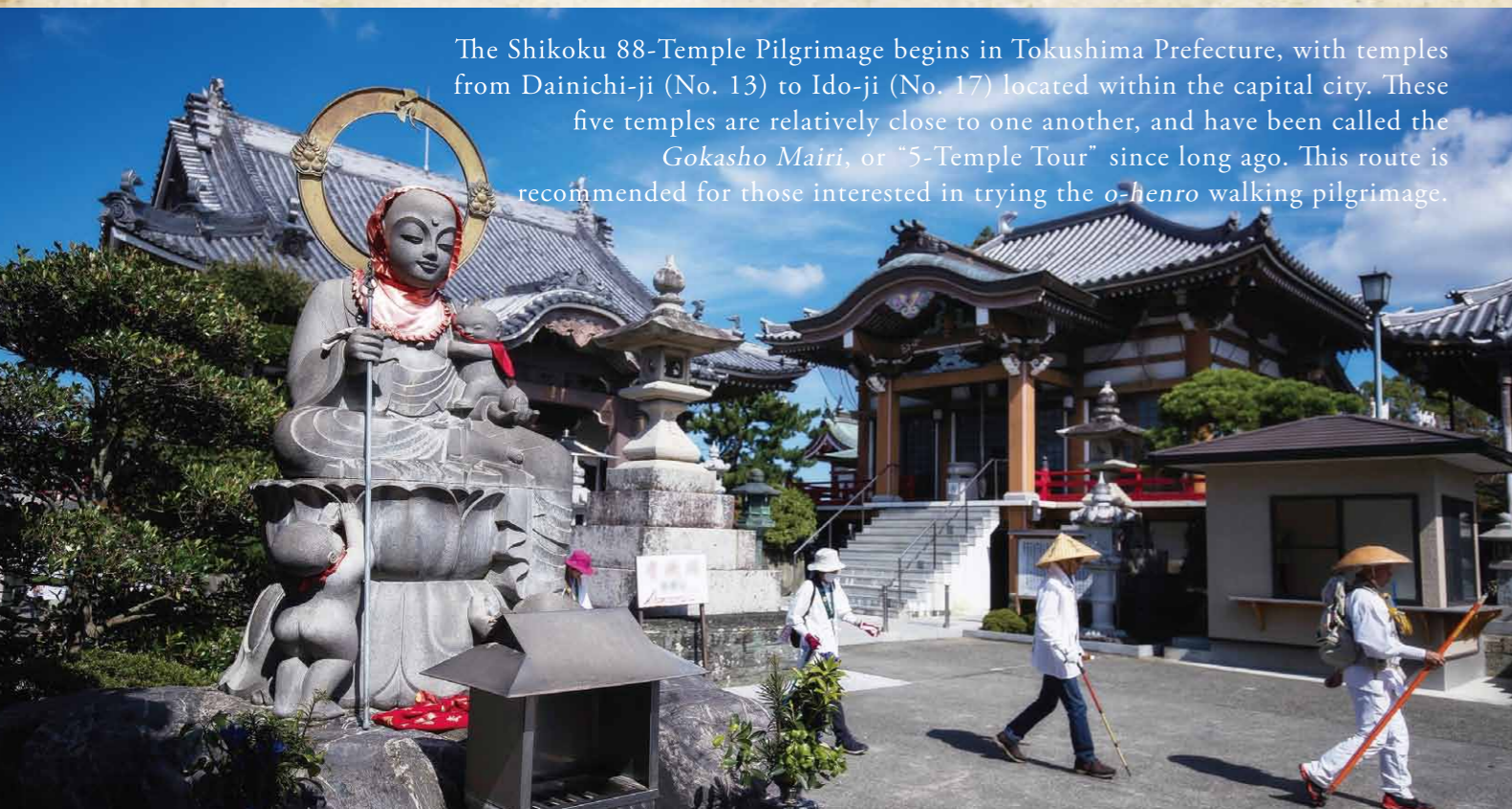


Surfing

This watersport can be enjoyed at Komatsu Beach, located in the northern part of the city. Several surfing shops around the city provide lessons, so even beginners can start surfing without difficulty.

Shikoku 88-Temple Pilgrimage (Shikoku Reijō)

The Shikoku 88-Temple Pilgrimage begins in Tokushima Prefecture, with temples from Dainichi-ji (No. 13) to Ido-ji (No. 17) located within the capital city. These five temples are relatively close to one another, and have been called the *Gokasho Mairi*, or "5-Temple Tour" since long ago. This route is recommended for those interested in trying the *o-henro* walking pilgrimage.



Temple 13: Dainichi-ji

It is fabled that, following the divine instructions from the Buddha Vairocana (Dainichi Nyorai), Monk Kōbō-Daishi sculpted a statue of the Dainichi Nyorai and founded this temple with the statue as its principle object of worship.

●Location: 263 Nishi-chō, Ichinomiya-chō, Tokushima City
 ●TEL: 088-644-0069

Temple 14: Jōraku-ji

During Monk Kōbō-Daishi's training at Jōraku Temple, the Bodhisattva Maitreya appeared to him.

●Location: 606 Enmei, Kokufu-chō, Tokushima City
 ●TEL: 088-642-0471



Temple 15: Kokubun-ji

The Kokubun temples are a group of temples established in all of the historical provinces by Emperor Shōmu (701 – 756 CE). Renovated in the late Edo period, the Kokubun Temple in Tokushima has one of the most famous gardens in all of Japan, and is especially known for its splendid stone wall structure. (Admission: 300 yen)

●Location: 718-1 Yano, Kokufu-chō, Tokushima City
 ●TEL: 088-642-0525

Explore

Guide of Tokushima City

Temple 16: Kannon-ji

According to "The Legend of Kannon Temple", this temple was established by Monk Kōbō-Daishi.

●Location: 49-2 Kannon-ji, Kokufu-chō, Tokushima City
 ●TEL: 088-642-2375



Temple 17: Ido-ji

The Ido Temple was established under the order of Emperor Tenmu (673 – 686 CE). Located on the temple grounds is the *Omokage no Ido* well (literally "Well of Image"), where Monk Kōbō-Daishi is said to have used his staff to cleanse the murky well water.

●Location: 80-1 Kitayashiki, Ido, Kokufu-chō, Tokushima City
 ●TEL: 088-642-1324

Pilgrimage Temples Located in Tokushima Prefecture

- | | | | | |
|-----------------|-----------------|-----------------|----------------|---------------|
| ●01 Ryōzen-ji | ●06 Anraku-ji | ●11 Fuji'i-dera | ●16 Kannon-ji | ●21 Tairyū-ji |
| ●02 Gokuraku-ji | ●07 Jūraku-ji | ●12 Shōsan-ji | ●17 Ido-ji | ●22 Byōdō-ji |
| ●03 Konsen-ji | ●08 Kumatani-ji | ●13 Dainichi-ji | ●18 Onzan-ji | ●23 Yakuō-ji |
| ●04 Dainichi-ji | ●09 Hōrin-ji | ●14 Jōraku-ji | ●19 Tatsue-ji | |
| ●05 Jizō-ji | ●10 Kirihata-ji | ●15 Kokubun-ji | ●20 Kakurin-ji | |

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Teramachi Quarters (Teramachi Kaiwai)

During the growth of Tokushima's *jōkamachi* (castle city), Buddhist temples were relocated to this area. The charming atmosphere has contributed to it becoming a popular place for locals to take walks. Mt. Ōtaki is crowded with people enjoying cherry blossoms in springtime, and around the hiking trail entrance are famous "Taki-no-Yakimochi" grilled rice cake cafés.

Kinryōsui Spring

Kinryōsui is one of Tokushima City's many natural springs. It was used as a treasured source for the feudal lords' as well as the local residents' drinking water.



Awa Historical Park (Awa Shiseki Kōen)

The Awa Shiseki Kōen was constructed by the city to commemorate its 100th anniversary. Inside the park are zones for historical culture, ancient life, historical grove, and nature observation. Additionally, ancient burial mounds and restored *tateana jūkyo* (pit houses) can be examined here.

●Location: Nishiyano, Kokufu-chō, Tokushima City ●TEL: 088-621-5295
 ●Free Admission ●Parking Available



Kōgen-ji Temple

This is the familial temple of the Awa Province Hachisuka feudal family. This temple is where huge tombstones of the successive generations of feudal lords were placed, and has been designated as a national historic site.

●Location: 2-45 Shimosuketou-chō, Tokushima City
 ●TEL: 088-623-2570



Mount Benten

Standing at only 6.1 meters tall, Mount Benten is officially recognized as Japan's lowest natural mountain (according to the Geospatial Information Authority of Japan). It is said that Mt. Benten is formally an island. It only takes one minute to "hike" to this mountain's peak.

●Location: 8-1 Benzaiten, Kananokami-chō, Tokushima City ●TEL: 090-1007-5260



Zuigan-ji Temple

Located at the foot of Mt. Bizan, the Zuigan Temple grounds are well-known for their flow of *hōshō-sui* spring water, one of the Awa Province's famous mineral waters. The temple is also decorated by the natural beauty of the seasons with spring's cherry blossoms, summer's fresh green, and autumn's colorful leaves.

●Location: 3-18 Higashiyamate-chō, Tokushima City ●TEL: 088-652-5968



Jōroku-ji Temple

The triple-gated main temple building, the Kannon temple building, and a wooden statue of a seated Kannon deity are nationally designated cultural assets. Said to have been established during the Hakuho period (673 – 686 CE), this is the oldest of the famous temples in the Tokushima Prefecture and a popular spot for enjoying colorful autumn leaves.

●Location: 32 Jyōryū, Jyōroku-chō, Tokushima City ●TEL: 088-645-0334



Tenjin Shrine (Tenjinja)

Established in the year Bunka 6 (1809 CE), the deity statue of Chō'on-ji Temple was enshrined here, and watched after the former feudal lord Hachisuka and generations thereafter. The deity of this shrine has a long history of being worshipped as the patron of education. On the inner grounds is a shrine for the matchmaking deity Himemiya. Collecting this shrine's red seal stamp is also becoming popular.

●Location: 2-21 Shinmachibashi, Tokushima City ●TEL: 088-622-9962

Hyōtanjima Tour Cruise



Hyōtanjima Tour Cruise

Within central Tokushima is a 6-kilometer perimeter island-like area called Hyōtanjima (meaning "gourd-shaped island"), carved out by the many rivers that flow through the city. The Hyōtanjima Cruise takes passengers on a 40-minute sightseeing tour around the "island," passing by Mizugiwa Park, the yacht harbor, and the cityscape lining the rivers.

- Location: Shimachi River Mizugiwa Park Boat House (north side of Ryōgoku Bridge)
 ※Adverse weather conditions may lead to changes in the schedule, course, or cancellations, so please verify any changes in advance.
- Ride Fee: Free, (Small insurance fee required)
- Operation Hours:
 Year Round, 11:00am – 3:40pm, departure every 40 minutes
 July – August, 11:00am – 3:40pm, 5:00pm – 7:40pm, departure every 40 minutes
 August 12 – 15, 9:00am – 10:00pm, departure approximately every 15 minutes
- Closed: January 1



Shinmachi Boardwalk

On the opposite bank of the Shinmachi Riverside Park is the Shinmachi Boardwalk. Every month on every third and last Sunday, farmers' markets are held. During the Awa Odori season, festival vendors line the walkway.



Tokushima Zoo & Tokushima Botanical Garden

The zoo and botanical garden are maintained through a themed effort to establish "a creative union of nature and humans". Flowering plants and various trees and shrubs of all seasons can be observed at the Tokushima Botanical Garden. Animal species from several global climates such as the temperate, tropic, Savanna, or Arctic climates are all cared for at Tokushima Zoo.

- [Tokushima Zoo]**
- Location: 22-1 Nyudou, Shibuno-chō, Tokushima City ● TEL: 090-3783-2084
 - Admission Fee: High School Student & Older 600 yen, Junior High School Student & Younger Free ● Open: 9:30am – 4:30pm ● Closed: Every Monday (if national holiday, closed the following Tuesday), & December 29 – January 1

- [Tokushima Botanical Garden]**
- Location: 45-1 Nyudou, Shibuno-chō, Tokushima City ● TEL: 088-636-3215 ● Free Admission ● Open: 9:30am – 4:00pm, year-long ● Information Office Closed Every Monday (if national holiday, closed the following Tuesday), & December 29 – January 3

Enjoy

Guide of Tokushima City

Komatsu Beach

Near the mouth of the Yoshino River, Komatsu Beach is only a 20-minute drive from central Tokushima City, and a popular spot for surfing and marine sports. During the summertime, the beach is officially opened, and enjoyed by many.

- Location: Asahino, Kawauchi-chō, Tokushima City
- TEL: 088-636-3131
- Official Swimming Season: Mid-July – Mid-August



Enjoy the evening's twinkling lights

● Permanent LED Illuminations
 (Viewable from sunset to midnight)



Shinmachi Riverside Park (Shinmachigawa Awa-seishi Mizugiwa Kōen)

On the bank of the Shinmachi River, which flows through the center of Tokushima City is the Shinmachi Riverside Park, where locals go to relax. In addition to the promenade, the park also includes stylish ponds and fountains, and LED light art displays.

Shinmachi Bridge (Shinmachibashi)

This artistic light display uses white LED light in geometric lines to create a variety of rhythmic patterns.

"Light Matrix: An operetta in white LED light"
 by Mischa Kuball



Ryōgoku Bridge (Ryōgokubashi)

The colorful LED light installation on the Ryōgokubashi Bridge changes with the temperature, noise levels, and traffic vibrations. The changes it makes with varying cosmic rays also add to the fascinating nature of this light art.

"SORA to MIZU (Sky and Water)"
 by Ōsaka Takurō



Fureai Bridge (Fureaibashi)

Raccoon folklore of the Awa region is expressed in white LED light artwork with a backdrop using a rainbow of colors stretching across the river on the side of the bridge. Beginning on opposite sides, two stories of dreams and reality meet in the center as a raccoon symbol of good fortune.

"Raccoon on Rainbow" by Taho Ritsuko



Kasuga Bridge (Kasugabashi)

The concept of this artwork is "history of indigo permeating the Shinmachi River". Among the scenery of the surrounding stillness of the night, indigo-colored lights brilliantly flow downward, reflecting on the water's surface.

Indigo Waterfalls
 (Bunka wo Denshō Suru Ai no Rakusui) / Spatial Practice



Awa Bank's Flowers in the Sandfall - Tokushima

This art installation can be found at the entrance of the Awa Bank Central Branch. The over 5-meter tall LED panel displays flowers blooming and whimsically cascading down through a fall of sand.

- Open: Weekdays, 9:00am – 4:50pm
- Location: Awa Bank Central Branch, West Entrance, 2-24-1 Nishisenba-chō, Tokushima City

Team Lab, Bunka no Mori

The digital art projection mapped "Universe of Water Particles in Bunka no Mori Park" and "Resonating Trees" exhibits are permanent installations at Bunka no Mori. (Viewing Time: Spring/Summer 7:00pm – 9:00pm, Autumn/Winter 6:00pm – 9:00pm)



Tokushima Ramen

One of Tokushima's representative cuisines, there are three main types of ramen broth used in Tokushima ramen: *shiro-kei* (white), *ki-kei* (yellow), and the well-known dark soy sauce and pork broth-based *cha-kei* (brown). It is estimated that there are over 100 Tokushima ramen restaurants within the capital city.

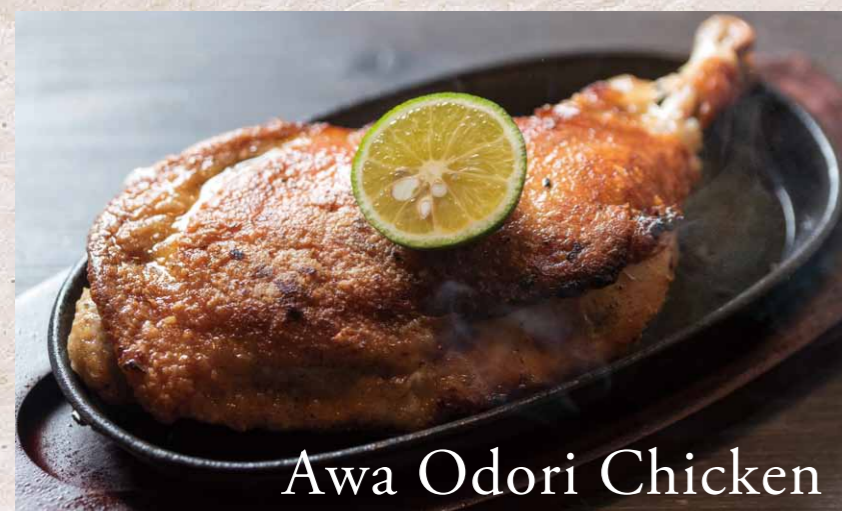


Eat

Guide of
Tokushima City



Following the Meiji era, the Edo era town surrounding Tokushima Castle became a merchant city, and developed into one of the leading economic centers of the post-war Shikoku Island. Tokushima City flourished, and due to its cuisine was known as "Gourmet Town", an area where local dishes have long histories and an array of "B-class gourmet" dishes are served. Local fresh vegetables, fish, and meats are used by numerous restaurants which should be tried at least once during a visit to Tokushima.



Awa Odori Chicken

Raised in the western and southern regions of Tokushima Prefecture, the Awa Odori breed of poultry is top grade. The umami (savory flavoring) provided by the high levels of glutamic acid, and delightfully firm texture, along with other palate pleasing traits, make Awa Odori chicken incomparable to other breeds.



Awa Beef

A pride of Tokushima Prefecture, Awa-gyū, or Awa beef, is richly marbled, giving it a smooth and tender texture. It is a popular item for souvenirs and gifts.

Seafood Cuisine (Kaisen Ryōri)

Tokushima City is connected to the Seto Inland Sea, and varieties of fresh seafood are caught within the city. Naruto *wakame* (kelp), Naruto *tai* (red sea bream) and *aori-ika* (bigfin reef squid) are just a few of the nationally distinguished seafood varieties found here. No matter the time of year, there's always something in season.



Sweet Bean Okonomiyaki (Mameten-tama)

One of the city's soul foods loved by the locals, this unique take on the Kansai-style okonomiyaki adds sweet kidney beans and tempura-fried small shrimp.



Grilled Rice Cakes (Taki no Yakimochi)

This treat is said to have as long a history as Tokushima Castle, built over 400 years ago by lord Hachisuka Iemasa who ruled over Awa Province. Natural spring water from the foot of Mt. Bizan is used in the making of the *mochi* (pounded rice). Then, the *mochi* is wrapped around *anko* (sweet bean paste), flattened, and lightly grilled. To this day, this treat's long history is continued at Yaki-mochi-ya shops, and beloved by the locals.

Tokushima City
Tourism Homepage

Fun! Fun!
Tokushima

<https://funfun-tokushima.jp/eagf/hp.transer.com/category4/gourmet/>



Other Tokushima Cuisine



Bridal Confectionery (Hanayome-gashi)

Hanayome-gashi are thin, grilled pounded rice cakes made from *mochi-gome* (mochi rice) and coated with simple syrup. The rice cakes are named after a now-obsolete marriage celebration custom where brides paraded around the neighborhood with these refined treats.



Whole Fish Sushi (Bōze no Sugata-zushi)

Ibodai (Japanese butterfish, called *bōze* in the local Awa dialect) is used in this style of sushi. Tenderized with vinegar, the whole fish up to the head can be eaten.



Buckwheat Porridge (Soba-gome Zōsui)

Eating whole, unground buckwheat grain is a local practice uncommon in the rest of the country. With the husk removed, it is stewed with chicken and vegetables.



Tarai Udon Noodles

It is believed that *tarai udon* was originated in the Miyagouchi area at the end of the Edo period by lumberjacks who rested next to mountain streams and prepared *udon* noodles in an iron cauldron. They later began transferring the *udon* from the pot into wooden washbasin-like bowls called *hanbon*, leading to the communal eating style.



Handa Sōmen Noodles

High quality wheat and clear underground water sourced from the Yoshino River are used to make local-style *sōmen* noodles, which are popular for their well-matched thickness and firm texture.



Iya Soba Noodles

Although the day and night in the Iya Valley bring extremes of heat and cold, the climate is perfect for producing *soba* (buckwheat) in the secluded region. The noodles made from the *soba* flour have been a long-loved native dish.



Awa Sanbon Sugar

A light and delicate sugar that almost instantly melts on the tongue with the faintest aroma, make Awa Sanbon sugar a luxury.



Sudachi Citrus Fruit

Sudachi is a specialty product and a symbol of Tokushima. The citrus fruit is characterized by its pleasant aroma and tart juice, and is consumed in alcoholic beverages, sweets, and other dishes and treats.



Naruto Kintoki Sweet Potato

These nationally renowned local sweet potatoes grow well in Tokushima's mild climate and high quality sands gifted by the Yoshino River. Their signature vivid burgundy skin, soft and flaky texture, and high sugar content make these sweet potatoes and treats made from them a popular souvenir.

Guide of Tokushima City Shop



Arudeyo Tokushima
On the 1st floor of Awa Odori Kaikan, visitors can shop or get information on tourism. A selection of over 1800 specialty goods, popular local foods, and souvenirs from Tokushima Prefecture are either sold or on display.

- Location: 2-20 Shinmachibashi, Tokushima City
- Open: 9:00am - 9:00pm
- Closed: December 28-January 1
- TEL: 088-622-8231

Among popular purchases are textiles, home decor, and accessories dyed with "Japan Blue" *aizome* indigo, which is a famous product of Tokushima that has been gaining international attention. Many other fascinating items such as uniquely textured cotton fabrics called *shijira-ori* or the traditional *yusan-bako* lunch boxes, are produced in the castle city of Tokushima. Other additional opportunities to shop are at morning markets held periodically for vendors to sell their various produce and food products as well as privately crafted items.

Tokushima City Tourism Homepage
Fun! Fun! Tokushima
<https://funfun-tokushima.jp/eagf.hp.tnsr.com/category4/shopping/>

Central Tokushima City Morning Market Information



Tokushima Marché
On the last Sunday of each month, vendors collectively sell their fresh produce. This farmers' market is held primarily at the Shinmachi Boardwalk, and can be identified by the numerous large white parasols lining the walkway with sellers proudly displaying their unique products.

- Location: 1 Higashisenba-chō, Tokushima City
- Time: Last Sunday of the month, 9:00am - 3:00pm



Tokushima "Bikkuri" Sunday Market
Held at the Tokushima Textile Wholesale Complex, this Sunday market is the largest in Tokushima. From early morning to mid-afternoon, shoppers can peruse various vendors selling agricultural produce and Processed foods, Street foods and drinks, daily goods, and more.

- Location: 60 Toiyamachi, Tokushima City
- TEL: 088-657-7511
- Time: Every Sunday, Early morning - 2:00pm



Tomony SunSun Market
This fun, open-air market at the Shinmachi Riverside Park is operated by local students. Customers can shop at vendors and cafes for local produce, food products, baked goods, and more while enjoying live music and raffles.

- Location: Shinmachi Riverside Park, 2 Minami-Uchimachi, Tokushima City
- TEL: 088-653-1161
- Time: Monthly, every 3rd Sunday, 10:00am - 3:00pm
July - September Night Market, prior Saturday, 5:00pm - 9:00pm



Tokushima Flower and Autumn Leaf Viewing Guide



● Tokushima Botanical Garden (Tokushima Shokubutsuen)

The Tokushima Botanical Garden consists of the Toshi Ryokuka Shokubutsuen (Urban Afforestation Botanical Garden), Entrance Area, and Nature Observation Area. Beautiful seasonal flowers can be viewed year round.



● Roses (Bara)
Viewing Season: From Mid-May and from Mid-October ■ Tokushima Central Park (Tokushima Chūō Kōen) (10 minutes on foot from JR Tokushima Station)



● Japanese Iris (Hanashōbu)
Viewing Season: Late-May - Early-June ■ Suketō Ryokuchi Greenery Park (20 minutes on foot from JR Tokushima Station)



● Cherry Blossoms (Sakura)
Viewing Season: Late-March - Early-April ■ Tokushima Central Park (Tokushima Chūō Kōen) (10 minutes on foot from JR Tokushima Station) ■ Seibu Park (Seibu Kōen) (40 minutes on foot from JR Kuramoto Station) ■ Bizan Park (Bizan Kōen) (10 minutes on foot from the Awa Odori Kaikan)



● Azaleas/Rhododendron (Tsutsuji)
Viewing Season: Early May ■ Shiinomiya Shrine (20 minutes on foot from JR Kuramoto Station) ■ Suwa Shrine (20 minutes on foot from JR Sako Station)



● Jōroku Temple Autumn Leaves (Joroku-ji Kōyō)
Viewing Season: Late-November - Early-December (2 minutes on foot from the Jōroku-ji Bus Stop (Tokushima City Bus))



● Zuigan Temple Autumn Leaves (Zuigan-ji Kōyō)
Viewing Season: Early-November - Mid-November (15 minutes on foot from JR Tokushima Station)

Tokushima City Event & Sightseeing Schedule

Month	Event
January	1/1 Mt. Bizan New Year's Sunrise viewing (from the peak of Mt. Bizan) 1/9 - 1/11 Ebisu Festival (Tōri-machi & Kotoshironushi Shrine)
February	From Mid-February 2/23 Hina-matsuri (Doll Festival) events (Tokushima Castle Museum, etc.) Tokcy's birthday (Tokushima City PR Mascot)
March	Late-March Cherry blossom season (Mt. Bizan)
April	Late-April Hana Haru Festa (Aibahama Park)
May	Early-May Golden Week events (Tokushima Zoo, Tokushima Castle Museum, etc.)
June	6/1 Japan's lowest natural mountain, Mount Bentei's season opening (Katanokami Town)
July	Mid-July Komatsu Beach opens (until mid-August) Mid-July Awa Odori Kaikan Festival (Awa Odori Kaikan Hall) Mid-July Tokushima Hyōtanjima Suitsai Festival (Aibahama Park) Late-July Yoshinogawa Festival (Yoshinogawa riverbed)
August	Mid-August 8/11 Japanese Music Leisure Boat Cruise (Shinmachi River and Suketō River) Awa Odori Pre-Festival (Yamashiro-chō, Asty Tokushima) 8/12 - 8/15 Awa Odori Elite (Awagin Hall - Tokushima Arts Foundation for Culture) 8/12 - 8/15 Awa Odori Festival (Tokushima City) 8/12 - 8/15 Awa Odori Experience (Awa Odori Kaikan)
September	Mid-September-early-October Tokushima Night Zoo (4 Days, Tokushima Zoo) Late-September Moon viewing at Mt. Bizan (Mayu no Jyūgoya)
October	Sports Day Awa Beef Family Barbeque (Yoshinogawa riverbed)
November	Early-November Furusato Carnival Awa Tanuki Festival (Aibahama Park) Early-November Jōroku Temple Autumn Special Public Opening (Jōroku Temple, Jōroku Town) 11/3 Inugai Outdoor Puppet Stage presents Awa Ningyō Jōruri Puppet Theater (Gōō Shrine, Hata Town)
December	Early-December Yume-Narie and Castle Memorial (Tokushima City Gymnasium) Early-December - Late-December LED Illuminations (Tokushima City)

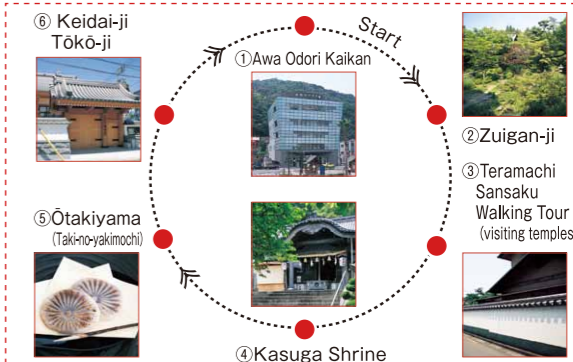
Tokushima Sightseeing Volunteer Guides

Introducing recommended tour courses in Tokushima City, carefully selected by tourist guide volunteers. Please enjoy plenty of attractive Tokushima!

- **Fixed Course (Every Saturday & Sunday)**
[No reservation or participation fees necessary]
Approximately 2 hours
Saturdays: 10:00am departure from the Tokushima City Tourism Information Center (JR Tokushima Station)
Sundays: 9:40am departure from Awa Odori Kaikan
- **5 Hand-picked Courses**
[3-day advanced reservation required, fee required]
Approximately 2 - 3 hours
1. Daimyō Hachisuka Quest
2. Teramachi Historic Stroll (See course chart on the right)
3. Bizan Peak and Awa Odori Dance Experience
4. Hyōtanjima Sightseeing Route
5. "Chotto ii tabi" Personalized Tour
- **Seasonal Walking Tours**
Enjoy Tokushima's four seasons on these courses:
Movie & TV Filming Location Visit
5-Temple O-henro Trek
LED Evening Stroll
Yusan-bako Lunch Box Excursion
Dessert Tour

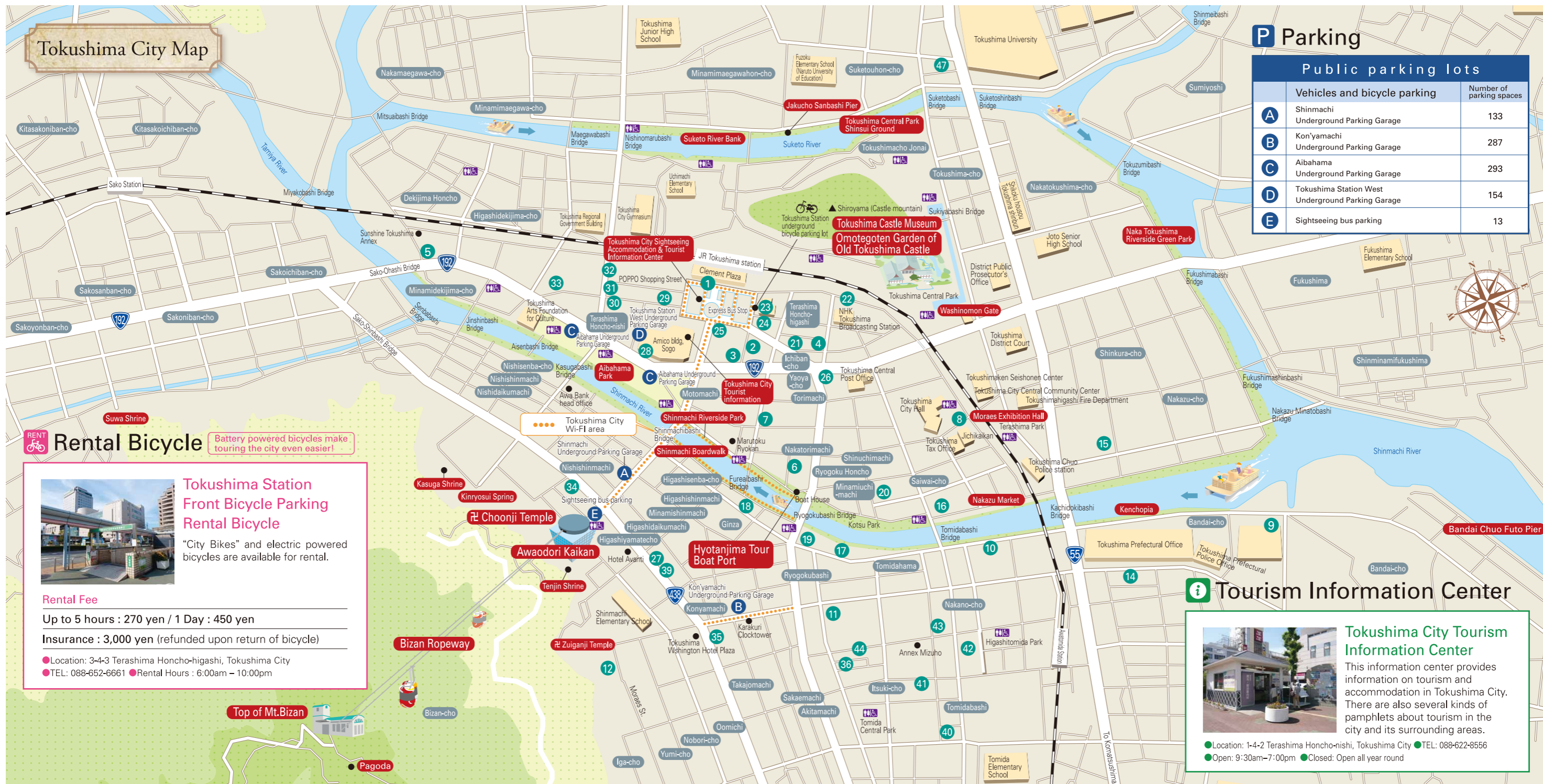


★ The "History of Teramachi 2-Hour Walking Course"



Reservations must be made by 5:00pm three days in advance. Please contact the Tokushima Tour Guide Volunteer Association via telephone or fax.

TEL/FAX: 088-655-1910 Location: 1F Awa Odori Kaikan, 2-20 Shinmachibashi, Tokushima City, 770-0904
URL: <http://tokushimaguide.iinaa.net/>



P Parking

Public parking lots		
	Vehicles and bicycle parking	Number of parking spaces
A	Shinmachi Underground Parking Garage	133
B	Kon'yamachi Underground Parking Garage	287
C	Aibahama Underground Parking Garage	293
D	Tokushima Station West Underground Parking Garage	154
E	Sightseeing bus parking	13

Rental Bicycle

Battery powered bicycles make touring the city even easier!

Tokushima Station Front Bicycle Parking Rental Bicycle

"City Bikes" and electric powered bicycles are available for rental.

Rental Fee

Up to 5 hours : 270 yen / 1 Day : 450 yen

Insurance : 3,000 yen (refunded upon return of bicycle)

● Location: 3-4-3 Terashima Honcho-higashi, Tokushima City
● TEL: 088-652-6661 ● Rental Hours : 6:00am - 10:00pm

Tourism Information Center

Tokushima City Tourism Information Center

This information center provides information on tourism and accommodation in Tokushima City. There are also several kinds of pamphlets about tourism in the city and its surrounding areas.

● Location: 1-4-2 Terashima Honcho-nishi, Tokushima City ● TEL: 088-622-8556
● Open: 9:30am-7:00pm ● Closed: Open all year round

- ### STAY List of Accommodation
- Tokushima Ryokan Inn Association - Inns & Hotels
For General Information: ● Tokushima City Tourism Information Center, TEL: 088-622-8556
● Tokushima Ryokan Inn Association, TEL: 088-626-5121
- | | | | | |
|--|---|--|--|--|
| <p>1 JR Hotel Clement
1-61 Terashima Honcho-nishi
TEL: 088-656-3111</p> <p>2 Ava Kanko Hotel
3-16-3 Ichiban-cho
TEL: 088-622-5161</p> <p>3 Awanokuni Subaruyado Yoshino
3-18 Ichiban-cho
TEL: 088-654-2255</p> <p>4 Hotel Astoria
2-26-1 Ichiban-cho
TEL: 088-654-6151</p> <p>5 Hotel Sunshine Tokushima
2-9 Minamidekijima-cho
TEL: 088-622-2333</p> <p>6 Kenzan Hotel
2-11 Minamiuchimachi
TEL: 088-654-3331</p> <p>7 Hayashi Annex
2-22 Nakatorimachi
TEL: 088-622-9191</p> | <p>8 Hotel Senshukaku
3-55 Saiwai-cho
TEL: 088-622-9121</p> <p>9 Tokushima Grandvrio Hotel
3-5-1 Bandai-cho
TEL: 088-624-1111</p> <p>10 Hotel New Marushin
3-10 Tomidahama
TEL: 088-652-4752</p> <p>11 Hotel Hakusuien
1-40 Nakano-cho
TEL: 088-622-9165</p> <p>12 Tokushima Grand Hotel Kairakuen
1-8 Iga-cho
TEL: 088-623-3333</p> <p>13 Century Plaza Hotel ※
1-46-1 Minamishowa-cho
TEL: 088-655-3333</p> <p>14 Hotel Taiyo Noen Kenchomae
1-15 Showa-cho
TEL: 088-655-5151</p> | <p>15 Business Hotel Palace 21
1-26 Nakazu-cho
TEL: 088-655-0021</p> <p>16 Hyper Inn MayUp Tokushima
3-108 Saiwai-cho
TEL: 088-655-6757</p> <p>17 Hyper Inn Echihisa
1-22 Tomidahama
TEL: 088-623-6081</p> <p>18 Hyper Inn Tokushima Higashi-Senba
2-15 Higashisenba-cho
TEL: 088-626-0818</p> <p>19 Hyper Inn Tokushima Ryogoku
1-9 Tomidahama
TEL: 088-625-1288</p> <p>20 Tomoya Ryokan
1-49-1 Minamiuchimachi
TEL: 088-652-6051</p> <p>21 APA Hotel Tokushima-Ekimae
2-21 Ichiban-cho
TEL: 088-655-5005</p> | <p>22 Sakuraso (Japanese Style Inn)
1-25-1 Terashima Honcho-higashi
TEL: 088-652-9575</p> <p>23 Daiwa Roynet Hotel Tokushima-Ekimae
3-8 Terashima Honcho-higashi
TEL: 088-611-8455</p> <p>24 Tokushima Station Hotel
3-4 Terashima Honcho-higashi
TEL: 088-652-8181</p> <p>25 Hotel Sunroute Tokushima
1-5-1 Motomachi
TEL: 088-653-8111</p> <p>26 Toyoko-inn Tokushima-Ekimae
1-5 Ryogoku Honcho
TEL: 088-657-1045</p> <p>27 Toyoko-inn Tokushima Station Bizanguchi
2-7 Higashidaikumachi
TEL: 088-626-1045</p> <p>28 Smile Hotel Tokushima
1-24 Motomachi
TEL: 088-626-0889</p> | <p>29 Four Season Tokushima
1-54-1 Terashima Honcho-nishi
TEL: 088-622-2203</p> <p>30 The Agnes Hotel Tokushima
1-28 Terashima Honcho-nishi
TEL: 088-626-2222</p> <p>31 The Agnes Hotel Plus
1-34 Terashima Honcho-nishi
TEL: 088-655-1212</p> <p>32 The Grand Palace Tokushima
1-60-1 Terashima Honcho-nishi
TEL: 088-626-1111</p> <p>33 Hotel Osaka
2-19 Terashima Honcho-nishi
TEL: 088-623-5451</p> <p>34 Business Hotel Kondo
1-10 Nishidaikumachi
TEL: 088-622-8511</p> <p>35 NEXEL Relaxation & Spa
1-4 Oomichi
TEL: 088-679-1230</p> |
|--|---|--|--|--|

TOKUSHIMA CITY Wi-Fi Tokushima City Free Public LAN Service

Tokushima City gets many visitors from around Japan and overseas for sightseeing or on business. To help make visits more comfortable, the city provides a free LAN service, TOKUSHIMA CITY Wi-Fi.
(At the Tokushima City Tourism Information Center (JR Tokushima Station), the Awa Odori Kaikan, and other locations)

How to Use (iOS & Android):

- Find the Tokushima City SSID
1. From your phone's home screen, select [Settings] → [Wi-Fi] → [On]
2. When connected to the wireless network, select [Tokushima City Wi-Fi]
- Select a language at the login screen
- Sign in at the login screen
Log in using SNS or e-mail, and complete the sign-up.

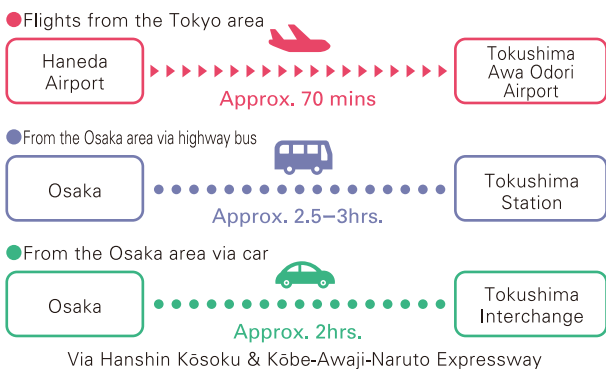
Accessible wherever this sticker is posted.

For help with how to use and troubleshooting: Wi2 Customer Center 10:00am - 7:00pm Open year-long
TEL: 0120-858-306 (Japanese) TEL: 0120-985-805 (English)

Tokushima City Sightseeing Map



Access from Tokyo & Osaka



Wide-area access map



● Published by the Tokushima City Tourism Division
 2-5 Saiwai-chō, Tokushima City, Tokushima Prefecture 770-8571 TEL: 088-621-5232
 ● Tokushima City Tourism Homepage
<https://funfun-tokushima.jp.e.agf.hp.transer.com/>



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