Sample Japan's hottest culinary and travel delights
Kagoshima

Dining and Relaxing at Japan's Southern Gateway

Now conveniently accessible by Shinkansen, Kagoshima in southern Kyushu offers travelers a variety of sights, culture, food, and relaxing hot springs.

From left, brands of *imo-jochu*, distilled liquor made from sweet potatoes; *satsumaage*, a snack of seasoned and deep-fried fish paste; freshly caught *kibinago* served as sashimi; *karukan*, a slightly sweet Japanese confectionary with a light, fluffy texture.

Kurobuta pork *shabu-shabu*. Thin slices of rose-colored pork are waved back and forth in simmering soup, then dipped in raw egg. (Cooperation: Ajimori)
Experience spiritual tranquility and enjoy delicacies fresh from the sea in the Ise-Shima area of Mie Prefecture.

Above: The main sanctuary of Naiku. Below left: The main sanctuary building seen from outside the surrounding wall; public entry is not permitted as the grounds are regarded as sacred. Below right: Kaguraden, a prayer hall stands midway along the approach to the main sanctuary. (Photos: AFLO)

The rocks, one small and one large, are considered married.

Ama shellfish divers hold fresh lobsters and shells.

Amiyaki, fillet of Matsuzaka beef grilled over a high flame (Cooperation: Rikiya)

Thick, juicy abalone simply grilled (Cooperation: Nihonryori Tai)

Shops in old traditional buildings line the streets of Oharaimachi.

Ise-Shima
A Spiritual Pilgrimage by the Sea
Hiraizumi

Tohoku Cultural Treasure Now Recognized Worldwide

Known throughout the centuries for its rich cultural heritage—resplendent Buddhist temples and breathtaking gardens that change through each season—Hiraizumi is now striving to become the leading light in the recovery of the Tohoku region.

Rapids flow between precipitous cliffs at Genbi Gorge. The dumplings are delivered to the customers in a basket that glides across the ravine on a rope (right).

Geibi Gorge offers the beauty of its ravine to passengers rocking gently in a boat piloted by an oarsman.

Wanko soba served in Hidehira-style lacquered dishes (Cooperation: Ekimae Bashokan)

The Konjikido hall is housed in a reinforced concrete building for protection.

Oizumigaike Pond at the Motsu-ji Temple, modeled on the lake in Pure Land Buddhism

Nambu ironware kettle (Cooperation: Kamasada)

Nambu senbei comes in sesame and peanut.

Marbled Maezawa beef, ready to be dipped in simmering broth for shabu-shabu (Photo: AFLO)
Matsuyama

A Land of Serene Climate and Rich History

A popular travel destination boasting Japan's oldest onsen, historical sights and delicacies from the Seto Inland Sea.

Dogo Onsen Honkan, a magnificent public bathhouse built in 1894. You can sense its history while bathing. (Right: the men's side of the Kami-no-yu bath.)

Matsuyama Castle is the symbol of Matsuyama. From the castle keep you can see the city and the Seto Inland Sea (right).

Left: Uchiko with its rows of historical buildings. Right: Tobe-yaki porcelain sold in the pottery town of Tobe.

Left: Tai-men, a signature dish made from the bounty of the Seto Inland Sea. Right: Tai-meshi, sea bream sashimi served with rice and a soy sauce-based topping blended with egg yolk. (Cooperation: Goshiki)

Jakoten made from minced small fish.

Left: Iyokan, a sweet and sour-tasting citrus fruit (Photo: AFLO) Right: Taruto, a Matsuyama dessert