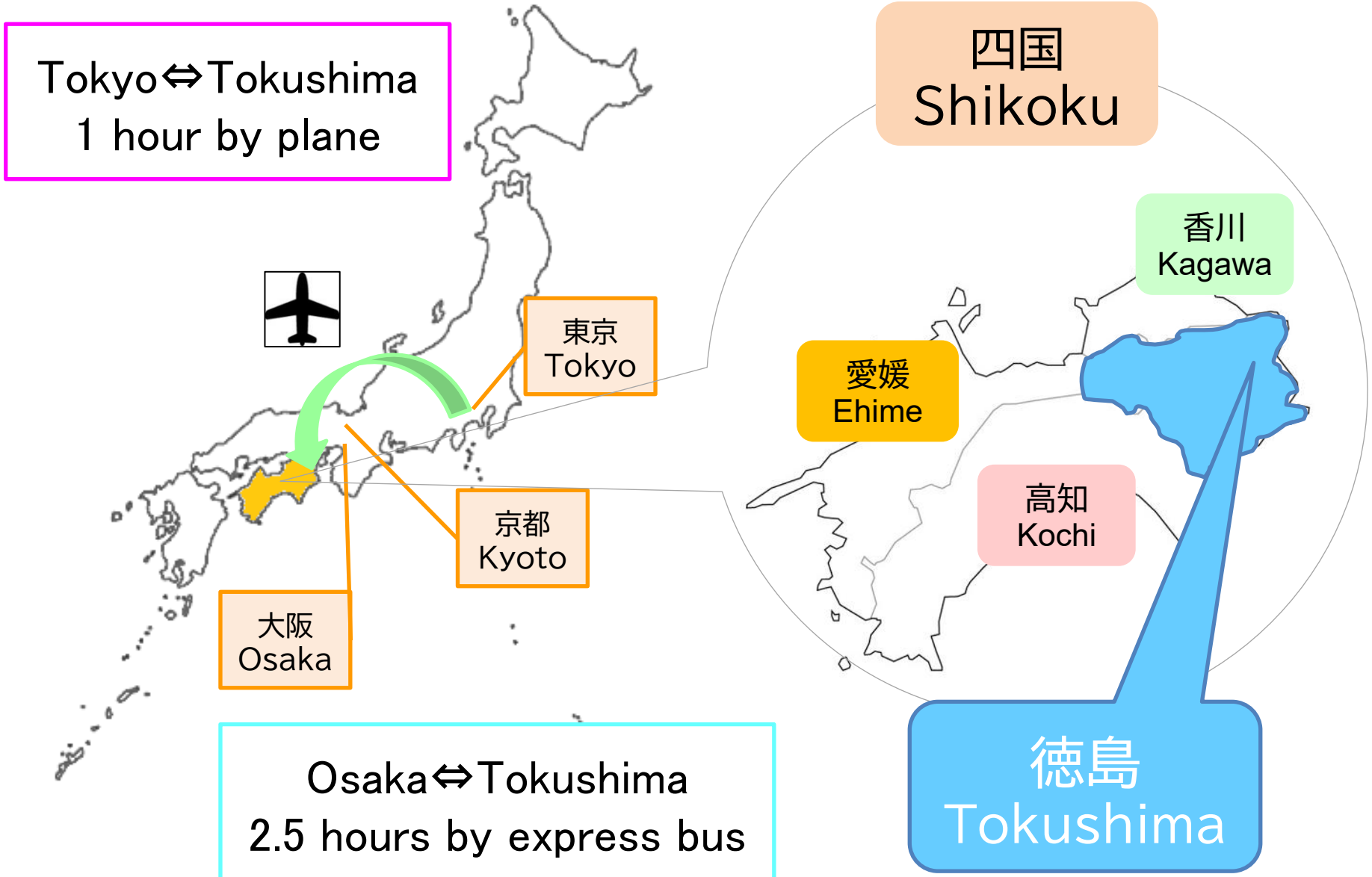
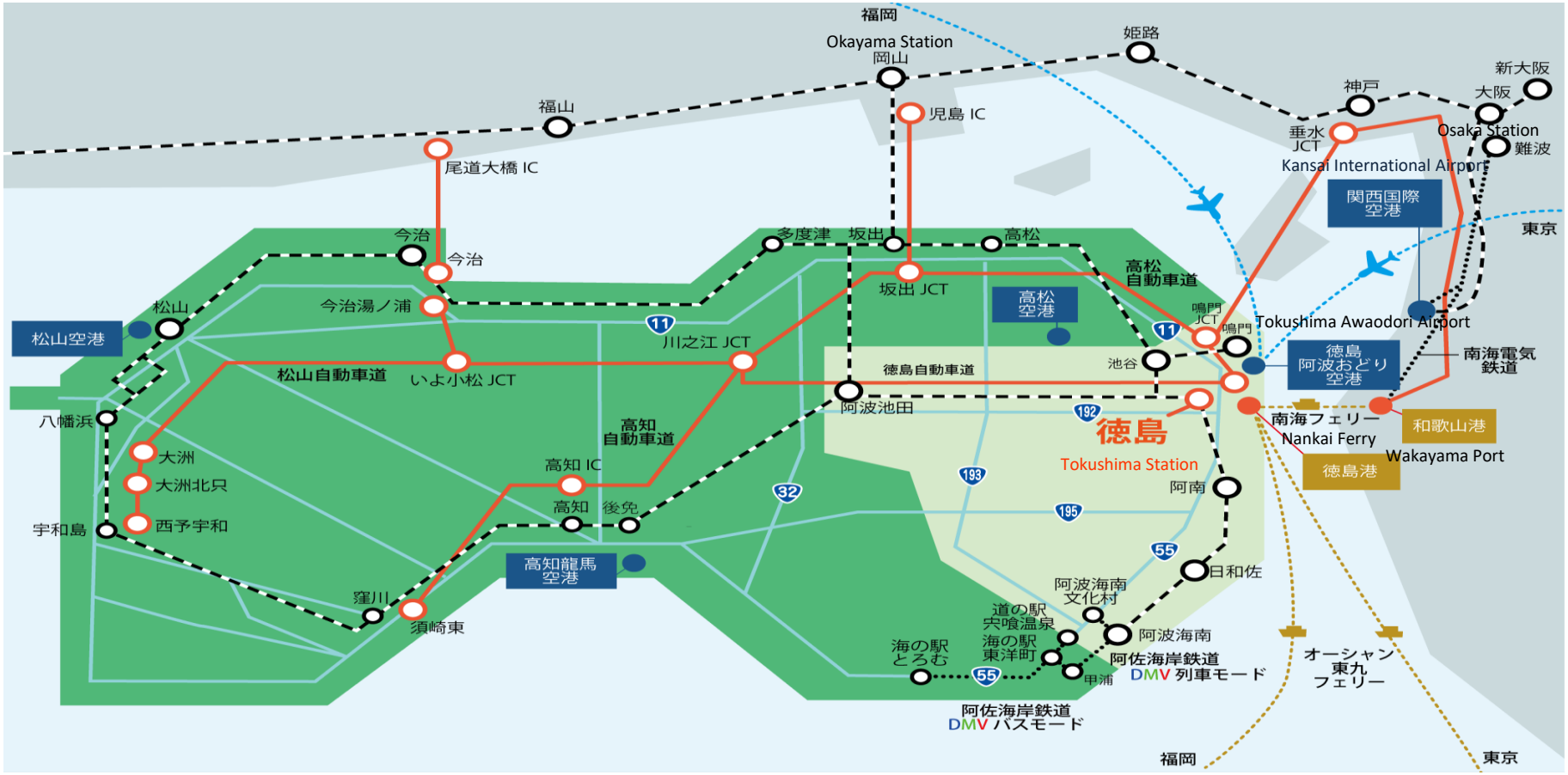

Tokushima
Shikoku
Japan
TOKUSHIMA
JAPAN

Tokushima location and access



Transportation between Tokushima and surrounding cities



Tokyo (Haneda Airport)	Nagoya (Nagoya Station)	Kyoto (Kyoto Station)	Osaka (Osaka Station)	Hiroshima (Hiroshima Station)	Fukuoka (Fukuoka Airport)
80 minutes by plane	100 minutes by bullet train	100 minutes by bullet train	150 minutes by bus	100 minutes by bullet train	60 minutes by plane
Tokushima Awaodori Airport	Okayama Station	Osaka Station		Okayama Station	Tokushima Awaodori Airport
20 minutes by bus	150 minutes by bus	150 minutes by bus		150 minutes by bus	20 minutes by bus

Tokushima Station

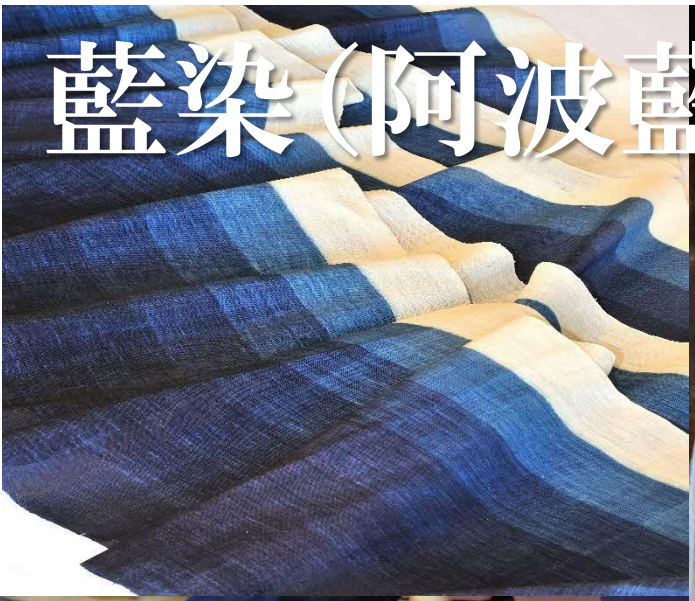
Tokushima (Awa) Traditional Cultural Experience



Awa-odori dance 阿波おどり

photo by Soichi Nomura

Tokushima (Awa) Traditional Cultural Experience



藍染（阿波藍） Indigo dyeing (Japan Blue)









Tokushima (Awa) Traditional Cultural Experience









お遍路 Ohenro-Shikoku Pilgrimage

Tokushima (Awa) Traditional Cultural Experience





Awa Japanese Traditional Puppet theater

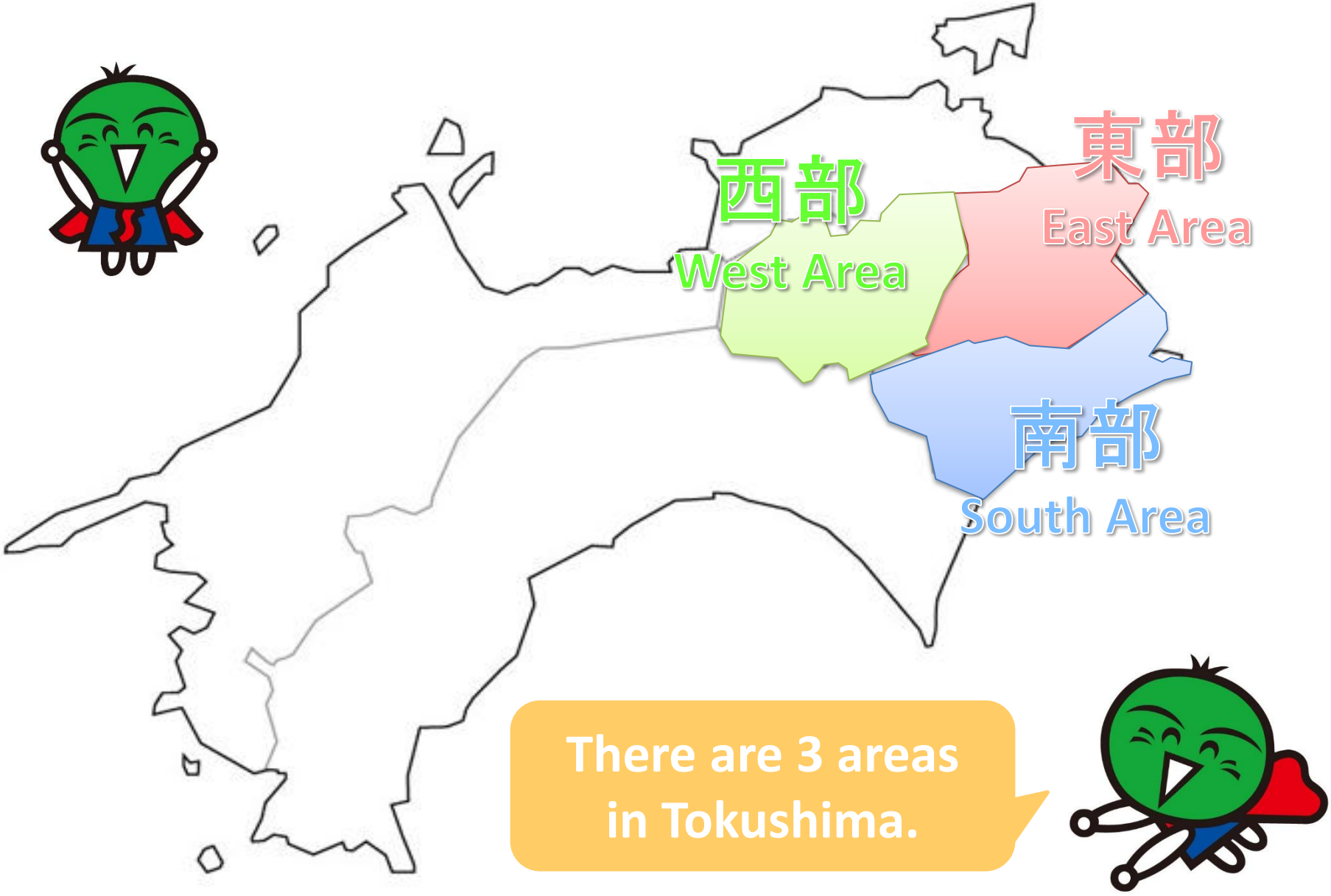
阿波人形浄瑠璃

Due to facility renovation work, Awa Jurobe Yashiki(Puppet Theater and Museum) will be closed from Novmber 1st, 2026 to late March, 2027.





Area division of Tokushima



Recommended Spot of Tokushima

East Area

阿波おどり会館



Awa Odori Kaikan





Recommended Spot of Tokushima

East Area





Bizan Ropeway



Mt.Bizan



Recommended Spot of Tokushima

East Area

あるでよ徳島



Arudeyo Tokushima～Local Product Shop～













Recommended Spot of Tokushima

East Area





Hyotanjima tour boat

ひょうたん島クルーズ





鳴門の渦潮
Naruto Whirlpools



Recommended Spot of Tokushima

East Area

観潮船
Whirlpools Sightseeing boat



Naruto Kanko Kisen

Uzushio Kisen



渦の道
Uzunomichi
Whirlpools Waliway

Recommended Spot of Tokushima

East Area

大塚国際美術館 Otsuka Museum of Art





Western masterpieces from 26 world countries
recreated to original size on ceramic boards





Recommended Spot of Tokushima

East Area

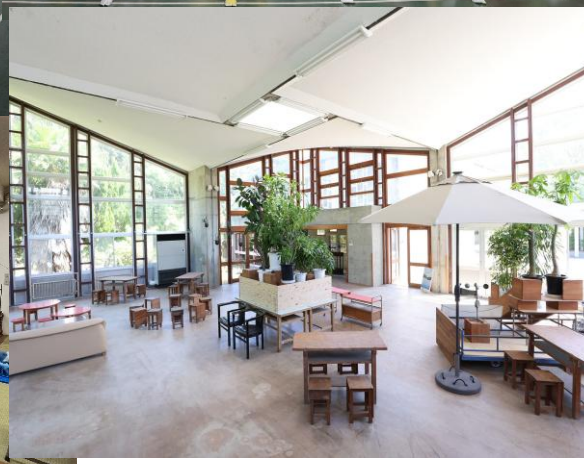
2024年6月 Open！

Tonaru SETO















Info

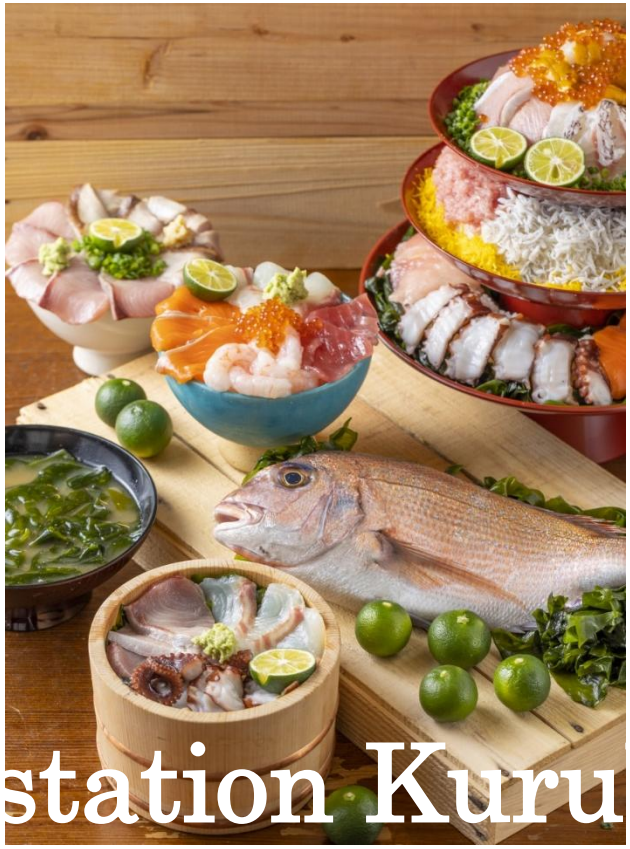
◆Awa Odori（at hotel tonaru Seto）
Awa Odori dance performances by troupes from Tokushima Awa Odori Association. Dance lessons experiences available.
Days: Sat, Sun and Public Holidays（2 performances a day）
1st: 11：00am～12：00pm, 2nd: 1：30pm～2：30pm
Cost：Adults 2,200 yen, junior high school students and younger 1,100 yen. *Free for children under 3 years old.
*20% discount for groups of 20 or more.
*Special performances from 4pm, 88,000 yen and up (please inquire before)
Capacity: 180 people

◆Fishing（at tonaru SETO ,Fusa Port, Uchino Sea）
Fishing with an instructor on floating rafts
Days: Sat, Sun and Public Holidays 8am to 12:30pm,1pm to 5pm（2 sessions a day）
Cost: Adults 9,900 yen, junior high school students and younger 6,600 yen. *Free for preschool children.
Capacity: 12 people per session

Recommended Spot of Tokushima

East Area









Roadside station Kurukuru Naruto









Recommended Spot of Tokushima

East Area













Narutotai Sake
Direct Sales from the Brewery
(Tasting Available)

本家松浦酒蔵

Honke Matsuura Brewing

Recommended Spot of Tokushima

East Area



Recommended Spot of Tokushima

East Area

藍の館
Ai no Yakata

Japan Blue







上勝町ゼロウェイストセンター









Kamikatsu Zero Waste Center

Recommended Spot of Tokushima

South Area

Cat God Shrine
(Omatsu Daigongen)

This shrine is very effective for passing exams and fulfilling wishes.







お松大権現

Recommended Spot of Tokushima

South Area

Temple 21 “Tairyu-ji”
太龍寺





“Tairyu-ji” Ropeway
太龍寺ロープウェー





日和佐うみがめ博物館カレッタ
Hiwasa Sea Turtle Museum Caretta









Reopening on July 19, 2025

Recommended Spot of Tokushima

South Area

出羽島
Tebajima Island

国指定 重要伝統的建造物群保存地区 選定
National preservation area for group of important traditional buildings







Recommended Spot of Tokushima

South Area

DMV
Dual Mode Vehicle









竹ヶ島シーカヤック＆SUP
Takegashima Sea Kayak & SUP





海中観光船ブルーマリン

Underwater sightseeing boat Blue Marine



Japanese only

Recommended Spot of Tokushima

West Area

脇町うだつの町並み
Udatsu Townscape

【Koko Kashiko】Kimono Dressing Experience



【Aizome Kobo】Indigo Dyeing Experience



【Mirai Kobo】Japanese umbrella/lampshade Making



Recommended Spot of Tokushima

West Area

大歩危峡
Oboke Gorge





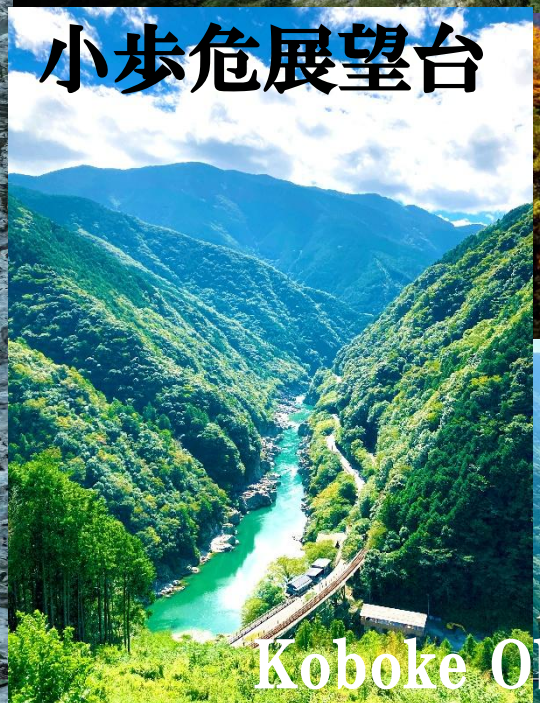
祖谷渓
Iya Valley

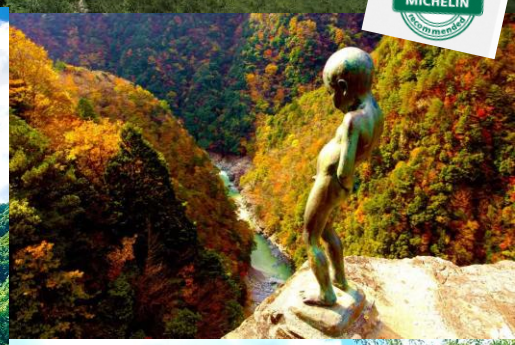
Michelin Green 2 stars☆☆



観光遊覧船
Sightseeing Boat

小歩危展望台





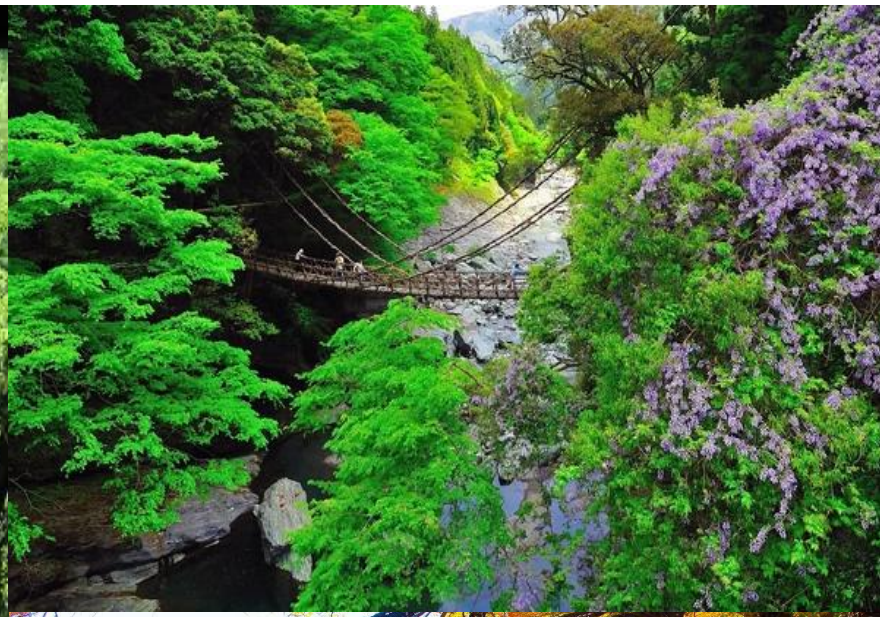


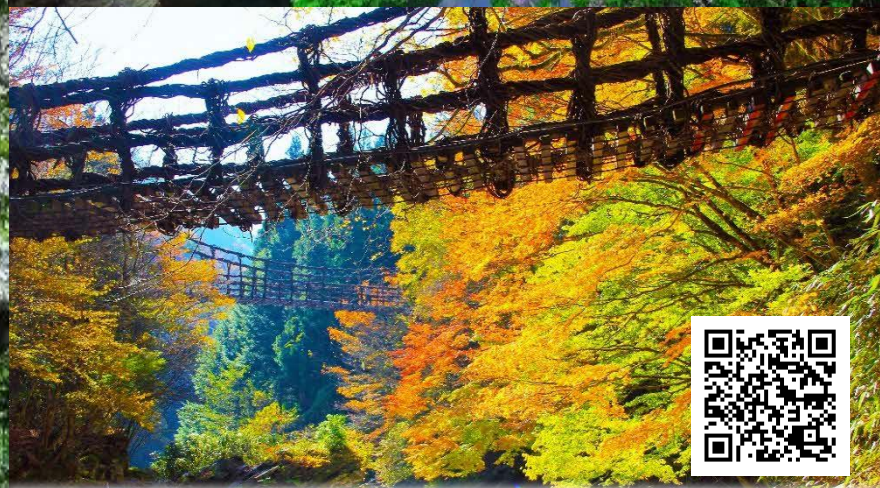
Koboke Observation Deck

Recommended Spot of Tokushima

West Area

祖谷のかずら橋
Vine Bridge





OkuiyaDoubleVineBridges

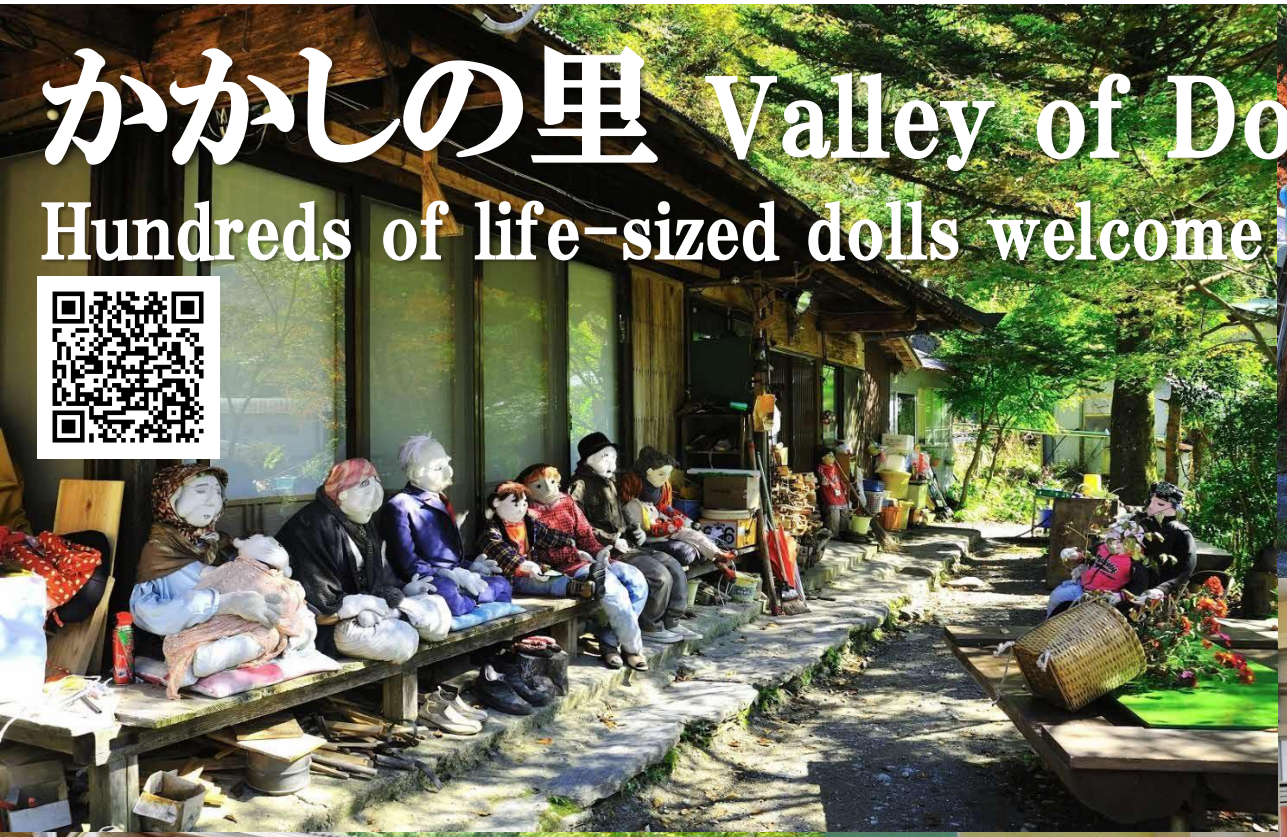
奥祖谷二重かずら橋

Recommended Spot of Tokushima

West Area

かかしの里 Valley of Dolls

Hundreds of life-sized dolls welcome you











Recommended Spot of Tokushima

West Area

雲海(八合霧)
Sea of clouds



Take a chartered taxi to the sea of clouds

Recommended Spot of Tokushima

West Area

吉野川・大歩危ラフティング
Rafting





WorldRaftingChampionship2017
held in Miyoshi-city



Forest Adventure Iya Valley
フォレストアドベンチャー・祖谷





Recommended Spot of Tokushima

West Area





BROMPTON Bicycle Pottering





ブロンプトンポタリング

Tokushima Special Experience

South & West Area

剣山
Mt. Tsurugi

The second highest mountain in western Japan.
Mt.Tsurugi is selected as one of 100 Mountains of Japan.







藍よしのがわトロッコ
Ai Yoshinogawa Torocco

～Luxury Scenic train～







四国まんなか千年物語観光列車
Shikoku Mannaka Sennen Monogatari
～Luxury Scenic train～









Tokushima Special Experience ～Fruit Picking～











Tokushima has a mild climate with many sunny days and an abundance of various fruits.
The fruits are large and sweet, and fresh fruit can be harvested all year round.

Educational Trips – Learn about SDGs

East Area

Vistors can learn how to reduce waste at the Zero-Waste Town of Kamikatsu



Locate in eastern Tokushima, Kamikatsu became the first muncipality in Japan to have a ”zero-waste declaration” in 2003. Since then, the town has continued its zero-waste initiatives and was selected by the Japanese government as a ”SDGs Future City”

In this town, SDGs are apart of daily life. For example, all recycable waste is thouroughly sorted and seperated into 45 different catagories, and for everyday items that can still be used, they’re given a second life at the town’s thrift shop.

Students can also participate in hands-on study tours at this SDG friendly town.

Photo:
Zero Waste Center Kamikatsu

Educational Trips – Learn about SDGs

East Area

Kamikatsu Zero Waste Center

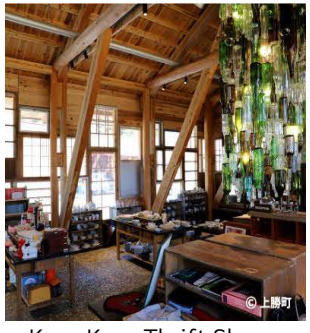


【A town where SGDs live and breathe】

Serving as the only waste collection in Kamikatsu town, townfolk bring their rubbish to this center to be sorted and recycled. Currently, the recycle rate is over 80% and the center has been shown on news programs throughout Japan and overseas. The facility aims to be a place where people can learn to make SDGs apart of their lives and learn what it means to live sustainably.



Waste Station



Kuru Kuru Thrift Shop

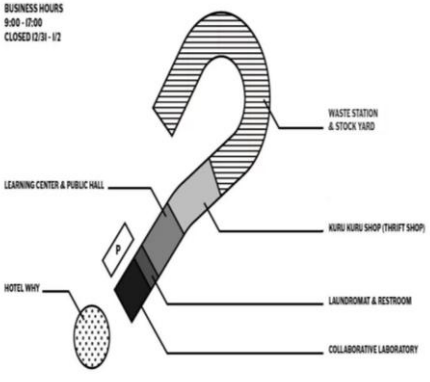


HOTEL WHY

【Learn through the wisdom and actions of Kamikatsu's residents】

Kamikatsu is also known for its leaf business company that sells locally grown leaves and vegetables, which are used as decoration in high-end cuisine. With a small population, many of which are elderly women, and a mountainous terrian that is unfriendly for large-scale agriculture, the town's people have created a sustainable business that can thrive with the town's unique situation.

Zero Waste Center Kamikatsu YouTube Channel
https://www.youtube.com/@user-cu4vf3kx5m



Facility Hours 9:00 AM~ 5:00 PM
For non-residents of Kamikatsu, please first come to the reception area for tours and check-ins.
The Kuru Kuru Thrift Shop is located in the reception area.
Tours of waste disposal stations are available from 2 PM on Mon~Fri and from 3:30 PM on weekends.
Please apply at Study WHY for facility tours.
The Kuru Kuru Thrift Shop is also located inside the reception space

Waste Station Hours Mon~Fri 7:30 AM ~2:00 PM
Weekends 7:30 AM~ 3:30 PM
An immediate waste processing facility where residents bring their rubbish to be sorted into 13 types and 45 different catergories.

Kuru Kuru Thrift Shop 9:00 AM~5:00 PM
A shop where you can donate and take home reusable items for free. (Donations not available for non-residents of of Kamikatsu Town)

Availability: All-year round
Duration: Approx. 45 Minutes
Number of Guest: 50 Guests(50 or more can be done on request)
Price: Please contact the facility
Address: Shimohiura 7-2 Fukuhara, Kamikatsu, Katsuura District, Tokushima
Contact: East Tokushima Tourism Authority
TEL: +81-88-678-2811
Mail: inbound@east-tokushima.jp

[East Area]
East Tokushima Tourism Authority

Educational Trips – Learn about SDGs

South Area

【South Area】Experience Special Marine Sports

3 GOOD HEALTH AND WELL-BEING

14 LIFE BELOW WATER

The southern part of Tokushima is home to several bays and inlets that are suitable for even beginners to enjoy a range of marine sports. Some of the best surfing spots in Japan are located here, and even some surfers migrate down in search for the best waves. The area has rich ecosystem, full of reefs and beaches where loggerhead turtles come ashore to lay their eggs. In Minami Town, a self-sufficiant city, much like Kamikatsu Town, has been selected as an ”SDG Future City”.

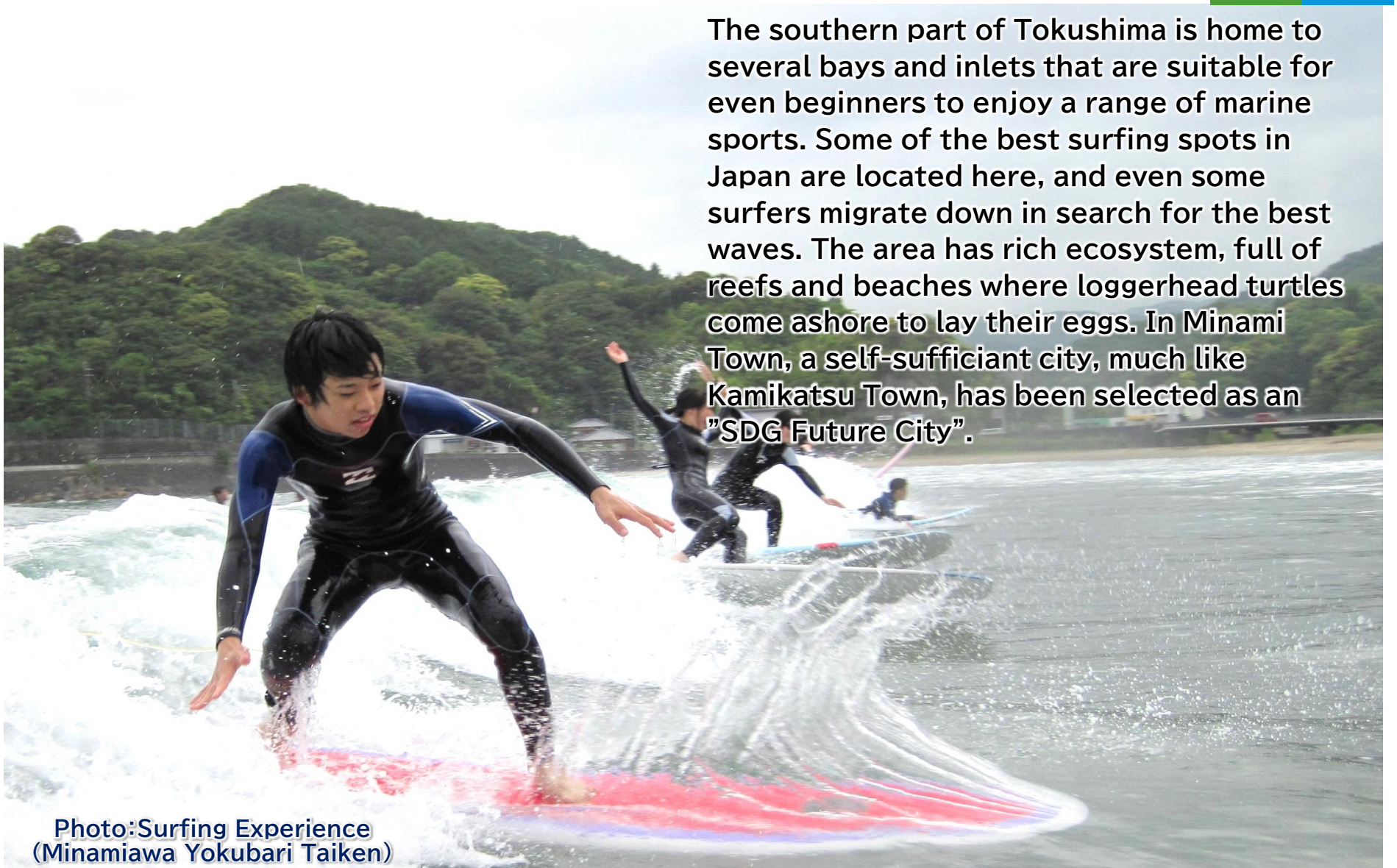


Photo:Surfing Experience
(Minamiawa Yokubari Taiken)

Educational Trips – Learn about SDGs

South Area

Yokubari Taiken - Southern Seas Experience

【Learn and play in the sea】

In addition to surfing and kayaking, that take advantage of Tokushima's prestine oceans, this program allows vistors to explore local fishing, foresting and agricultural industries. Under the guidance of experience instructors, participants can experience a variety of marine sports and gain an understanding of the sea and what a sustainable society looks like.













【Example】

School Name: Tokyo Public High School
Students: 191 (99 Males, 92 Females)
Teachers: 10

Experience		Venue	Gender		Teachers	Total
			Male	Female		
Morning	Snorkling	Marine Jam(Kaiyo Town)	16	14	1	31
	Sea Kayaking	Marine Jam(Kaiyo Town)	7	12	1	20
	Ise Lobster Cuisine	Maze no Oka Site C (Kaiyo Town)	35	23	2	60
	Katsuo Tataki (Seared Bonito)	Maze no Oka Site B (Kaiyo Town)	25	22	2	49
	Surfing	Ikumi Surfing Beach (Toyo Town)	5	14	1	20
	SUP	Ebisu Beach (Minami Town)	11	7		18
Afternoon	Sea Kayaking	Marine Jam(Kaiyo Town)	16	14		30
	Surfing	Ikumi Surfing Beach (Toyo Town)	7	12		19
	Snorkling	Marine Jam(Kaiyo Town)	13	7	2	22
	Vine Weaving	Maze no Oka Multipurpose Room (Kaiyo Town)	3	12	1	16
	Indigo Dyeing	Maze no Oka Site A (Kaiyo Town)	3	12	1	16
	Harbor Fishing	Furumugi Harbor (Mugi Town)	45	32	2	79
	SUP	Ebisu Beach (Minami Town)	15	15		30

【Learning from the reality of the oceans】

In recent years the number of loggerhead turtles coming ashore to lay their eggs has been steadily decreasing. Participating on an education trip such as this allows vistors to be exposed to the reality of a deteriorating natural environment. This expreience aims to exposes people to the sea can help more people be exposed to the reality of very real environmental issues we face, and raise awareness of the need to preserve the marine environment.

Availbility: May-Oct.(SUP available all year round)

Experience Duration: 2.5 hours

Reservation: 1 month in advance required

Address: 14 Honson, Nakamura, Mugi, Kaifu District, Tokushima

Contact: The Lower Right of Shikoku Tourism Organisation

TEL: +81-884-72-2622 **FAX:** +81-884-72-2623
Mail: shikoku@minamiawa.jp

[South Area]
General Incorporated Association Minami Awa Tourism Bureau

Educational Trips – Learn about SDGs

West Area

【West Area】Learn the hidden virtues that Nishi Awa's ancestors left behind

Partake in a educational tour in the western part of Tokushima, in the mountains of central Shikoku. Through this "ESD educational tour", partcipants will study real-life sustainable agriculture practices. Most of the educational tours are located in villages on steep mountainsides, and are recognized as a "World Agricultural Heritage Site" for their resource-recycling focused agriculture.

Why not experience life in an environment that is not just useful for enhancing your farming skills, but is also a valuable experience to strengthen your life skills?

Nishi-Awa's Sloping Farm Systems Were Selected as World Agricultural Heritage in 2018

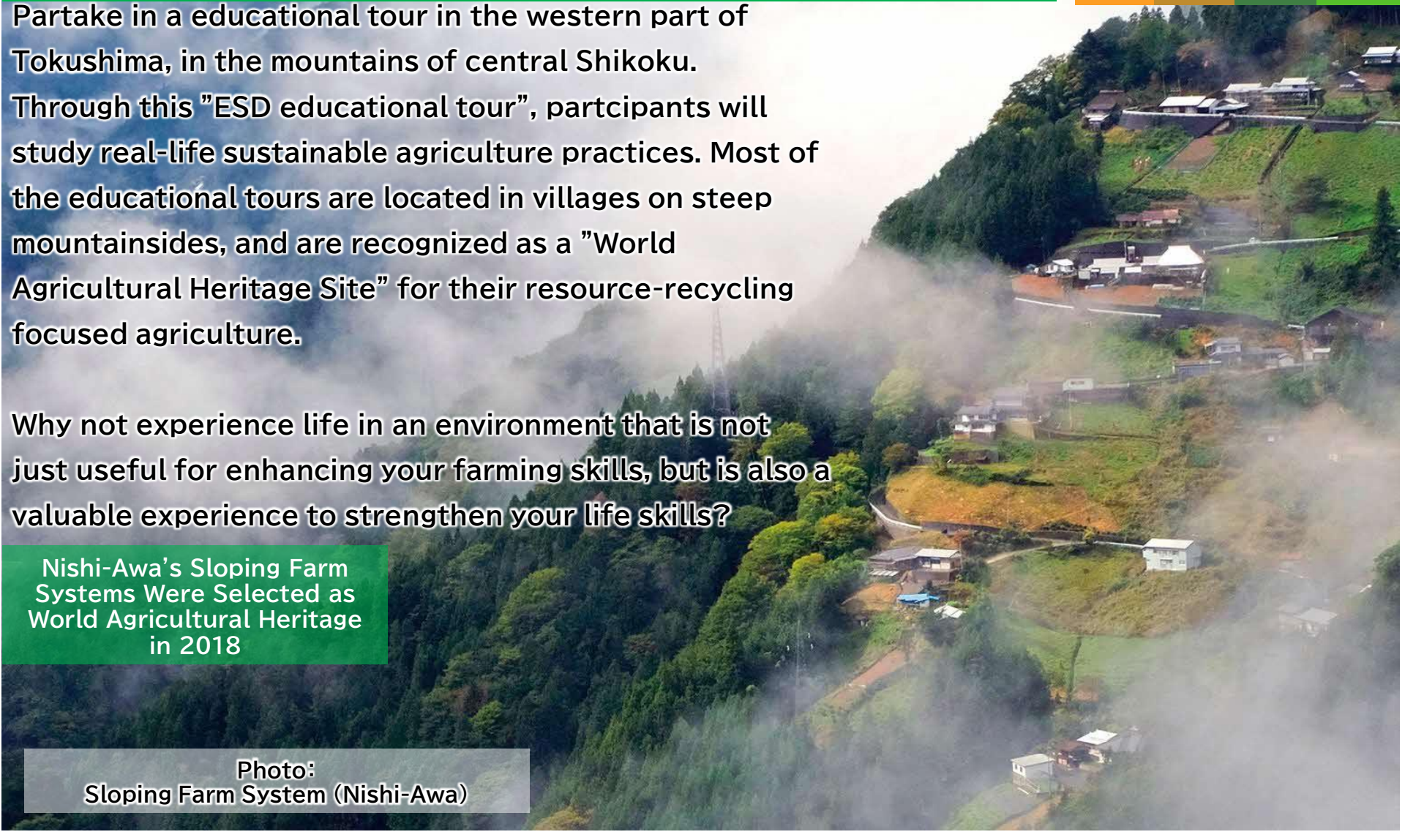


Photo:
Sloping Farm System (Nishi-Awa)

Educational Trips – Learn about SDGs

West Area

Sora no Sato - Yamasato Story

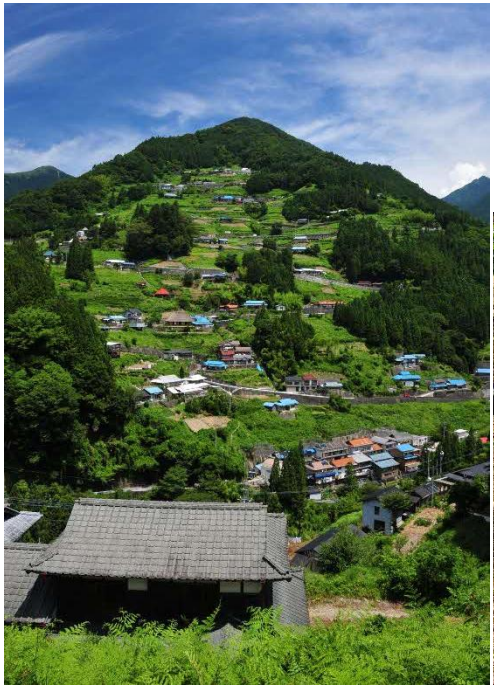


【Interactions as a valuable experience】

Part of the appeal for foreigners visiting this area is the quality exchanges with the local residents of the village. Although the area is mountainous, has few convience stores, and can be inconvenient to reach, the experience of staying in a private home and experiencing the wisdom of the locals is a truely invaluable experience.
The traditional farms are sustainable thanks to their coexistance with nature and resource-recycling ways and are sure to grant vistors an insight into the values traditional life can have in a modern enviroment.

【Enhance your personal skills】

Participants of this educational tour will become more familiar with local issues through exchanges with the local residents, and will also help deepen mutal understandings with people from different walks of life.
This experience of living with harsh nature cannot be be experience in urban areas, and everything that is done in the villages are backed by many years of experience.





Availablity: All-year round
Number of Applicants: 400 people
Address: 995-1 Ikedacho Shima, Miyoshi, Tokushima
Contact: Nishi-Awa Tourism Association Sora no Sato
TEL: +81-883-76-0713
FAX: +81-883-76-0753
Mail: sora-yamazato@nishi-awa.jp

[West Area]
Nishi-Awa Tourism Association Sora no Sato

Model Course ①

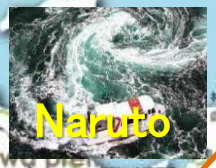




Kobe

Osaka





bus

KIX

ferry









Model Course Route ①
(Kansai Airport In/Out)

Day1	Arrive at Kansai Airport ⇒ go by highway bus or ferry⇒Tokushima Naruto Whirlpools, Awa-odori Kaikan Stay at a hotel in Naruto or Tokushima
Day2	Indigo dyeing ⇒Wakimachi Udatsu Townscape⇒Oboke Gorge Sightseeing Boat･Iya Valley⇒Iya Vine Bridge Onsen Hotel at Oboke and Iya
Day3	Iya Valley⇒Kagawa Kotohiragu Shrine, Nakano UdonSchool Stay at a hotel in Kagawa
Day4	Kagawa⇒Ehime Matsuyama Castle, Imabari Towel Musuem Dogo Onsen, Stay at a hotel in Ehime
Day5	Ehime⇒ Okayama KurashikiBikanHistoricalQuarter Hotel in Okayama
Day6	Okayama ⇒ HimejiCastle⇒Kobe ⇒Osaka Stay at a hotel in Osaka
Day7	Depart from Kansai Airport

Model Course ②



Shodoshima



Osaka

KIX

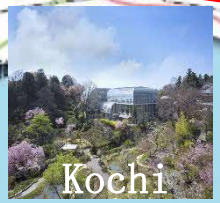
















Model Course Route ②
(Tokushima Airport In/Out)

Day1	Arrive at Tokushima Airport⇒Awa-odori Kaikan, Indigo Dyeing, Naruto Whirlpools ⇒ stay at a hotel in Naruto or Tokushima
Day2	Naruto or Tokushima⇒RitsurinGarden⇒Shodoshima Olive Park, Angel Road ⇒ Stay at a hotel in Shodoshima
Day3	Shodoshima⇒Okayama KurashikiBikan Historical Quarter⇒Imabari Towel Museum, Ehime Matsuyama Castle ⇒ Stay at a hotel in Matsuyama
Day4	Matsuyama ⇒ Tokushima Iya ValleyOboke GorgeSightseeingBoat, YoshinogawaRafting, Iya Valley Forest Adventure ⇒ Onsen, stay at a hotel in Oboke Iya Valley
Day5	Iya Valley ⇒Kochi Katsurahama, Makino Botanical Garden, Hirome Market ⇒ Stay at a hotel in Kochi
Day6	Kochi⇒Tokushima DMV⇒ Kamikatsu Zero Waste Centre, Omatsudaigongen(Cat Shrine) ⇒ stay at a hotel in Naruto or Tokushima
Day7	Tokushima ⇒ Depart from Tokushima Airport

Gourmet Cuisine of Tokushima

鳴門鯛 Naruto sea bream



鱧 Hamo-conger eel



伊勢海老 Ise lobster



海賊料理 Pirate Cuisine



Gourmet Cuisine of Tokushima

阿波尾鶏 Awa-odori chicken



阿波牛 Awa Beef/Wagyu



阿波地美栄 AWA GIBIER (Venison dishes)



阿波地美栄 AWA GIBIER (Wild boar meat hot pot)



Gourmet Cuisine of Tokushima - Noodles

徳島ラーメン Tokushima Ramen



たらいうどん Tarai Udon



半田そうめん Handa-somen



祖谷そば Iya Soba



Gourmet Cuisine of Tokushima

徳島お好み焼「豆天玉」
Tokushima-style Okonomiyaki



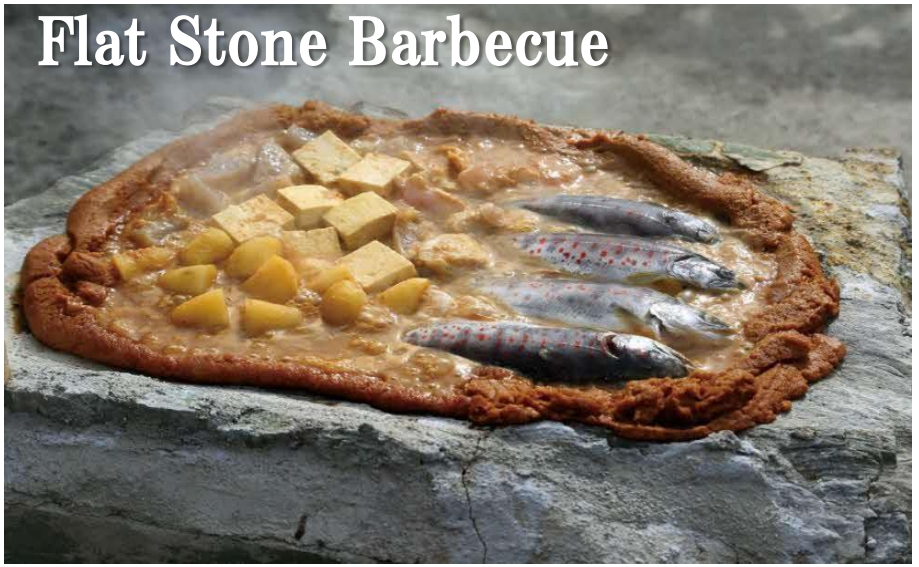
そば米雑炊 Sobagome zosui
(Buckwheat porridge)



でこまわし Dekomawashi
Famous Iya Valley Skewers



ひらら焼 Hirarayaki
Flat Stone Barbecue





DISCOVER TOKUSHIMA (HP)

Please feel free to contact us.

Tokushima Prefecture Tourism Association
Tourism Promotion Division

1-1,Bandai-cho, Tokushima-City,Tokushima,
770-0941 Japan
TEL：+81-88-652-8814
FAX：+81-88-677-3131
MAIL: tourism@tokushima-kankou.or.jp