

## Specialty Goods



### Kintoki Sweet Potatoes



Kintoki are cultivated in sandy soil rich with minerals from the sea in a mild climate with little rainfall, making for a healthy sweet potato rich in dietary fiber and vitamin C. They have a vibrant golden color, and an excellent taste stemming from a unique texture and full sweetness.

### Wakame Seaweed



This wakame is grown being tossed about in the torrents that produce Naruto's whirlpools, and has an excellent crunch. It is filled with numerous vitamins and minerals, along with the flavor, color, and crunch of a first-class product. When blanched, it shines a vibrant green.

### Lotus Root



Naruto's lotus root is grown in good quality clayey soil, and is white in color with a crisp taste that is soft on the palate. If you want to enjoy the taste, try it teriyaki style or with rice, and finding a restaurant with it filled and fried or fried on a skewer is also highly recommended.

### Sudachi Citrus



Sudachi are known throughout Japan as a specialty of Tokushima. Naturally the juice can be squeezed out and the skin can also be grated to use as seasonings that go great with any food, whether it be Japanese, Western, Chinese, etc., and have a refreshing aroma and pleasant acidity.

### Indigo Dyeing



This deep, vivid indigo is known to the world as Japan Blue. The indigo dye is made from the indigo plant, and a special dyeing method is used to color thread and fabric. The dyed cloth has color that is extremely fade-resistant, keeps away the cold, and will not irritate the skin.

## Souvenir Stores

### Naruto-Bussan Kan (locally made goods)



Specialty products using lotus root, wakame, and Naruto kintoki, and sudachi, along with well-known local brands of sweets, sake, etc. are available here. There are many traditional, national crafts that make splendid souvenirs as well, like Ôtani ware cups and various articles dyed using the special, local indigo dyeing process.  
Address: Higashihama-165-10 Muyachô Minamihama, Naruto-shi; 1st floor of the Uzushio Kaikan  
Phone: 088-685-2992  
Open: 9:00-17:00 Closed: New Year holidays

### Road Station "Daiku no Sato" Bussan Kan



Built during the First World War, this building has been designated as a registered tangible cultural property of Japan. A part of the barracks from the old Bando POW Camp was taken apart and rebuilt here, and is strongly reminiscent of that time. In addition to the selling of fresh produce grown on site, there are German meals to be enjoyed.  
Address: Higashiyamada-53 Ôsachôhino, Naruto-shi  
Phone: 088-689-1119  
Open: 9:00-17:00 Closed: 4th Mon. every month (or day after a Mon. holiday), 12/28 to 12/31

### JF Kitanada "Fish Market"



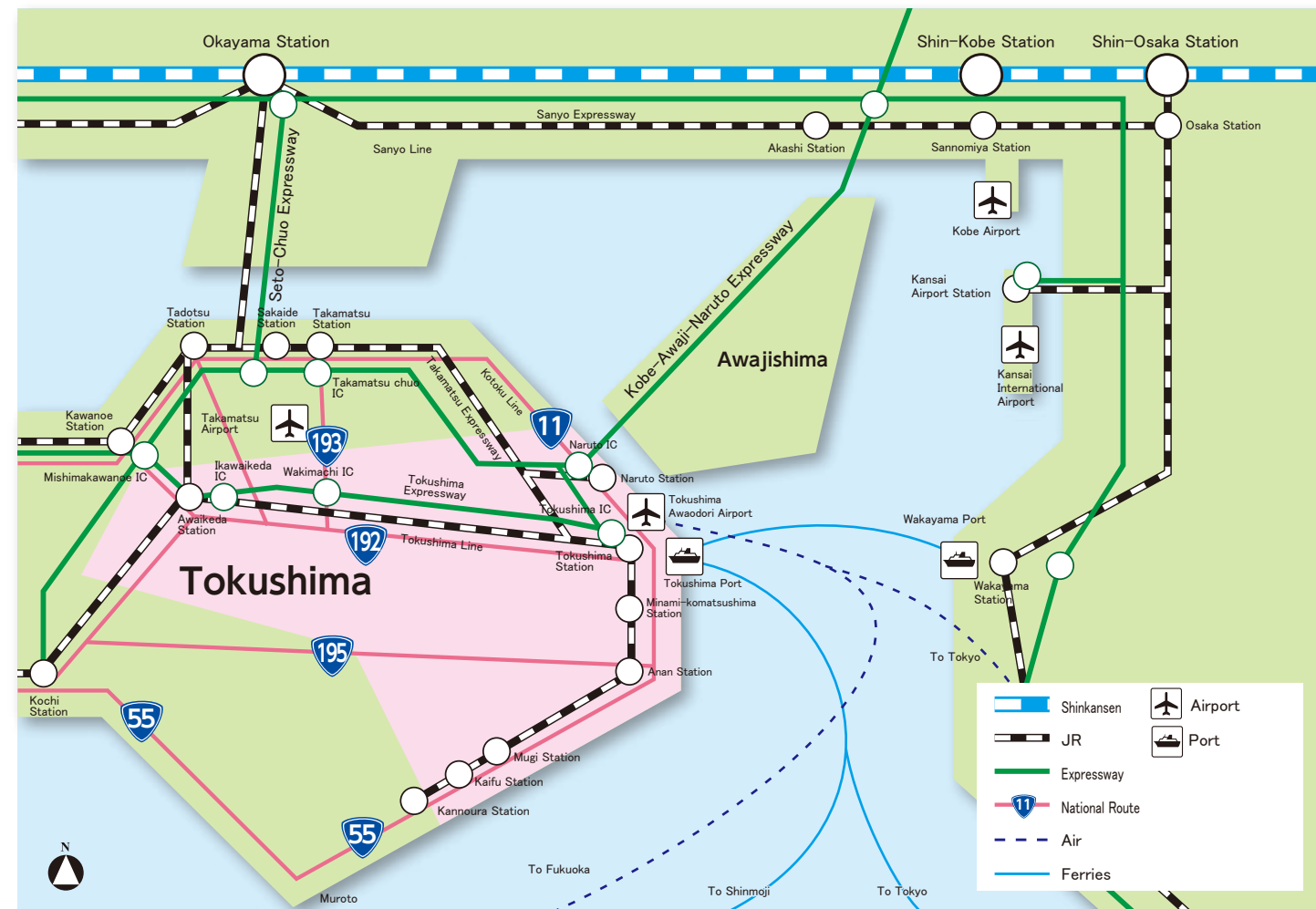
At this fishery cooperative you can find a wide array of recommended seafood for purchase, from fish swimming in tanks at the fresh fish corner, to dried seafood prepared by fishermen at the dried fish corner, to prepared food items and sushi made using locally caught fish at the deli corner. There is also a dining area with a variety of seafood dishes on site.  
Address: Aigadani-23 Kitanadachô Shukumodani, Naruto-shi  
Phone: 088-683-8137  
Open: 9:00-17:00 Closed: open year round

# Access to NARUTO



## Time Required to Reach Naruto

	Point of Departure	Time Required
<b>Airplane</b> To Tokushima Awaodori Airport	Tokyo (Haneda)	~1hr 15min
	Fukuoka	~1hr
<b>Ferry</b> To Tokushima Port	Tokyo Port (Ariake)	~19hrs
	Kitakyushu (Shinmoji Port)	~14.5hrs
	Wakayamakô (Port)	~2hrs
<b>Car</b> (Rental Car, High-Speed Bus) To Naruto City	Kobe	~1hr
	Kyoto	~2hrs
	Osaka	~2hrs
	Okayama	~2hrs
	Hiroshima	~3hrs
	Takamatsu	~1hr
	Matsuyama	~2.5hrs
	Kochi	~2.5hrs



Please direct sightseeing inquiries here

### Naruto City Tourist Information Center

Suberiwa-75-1, Muyachô Ôkuwajima, Naruto-shi 〒772-0011  
TEL:088-686-0743 (open year round)

### Naruto City Tourism Promotion Division

Higashihama-170 Muyachô Minamihama, Naruto-shi 〒772-8501  
TEL:088-684-1157 FAX:088-684-1339  
E-Mail:kankoshinko@city.naruto.lg.jp

### Naruto City Uzushio Tourist Association

Higashihama-165-10 Muyachô Minamihama, Naruto-shi 〒772-0003  
TEL:088-684-1731 FAX:088-684-1732  
E-Mail:info@naruto-kankou.jp



English  
英語版

# NARUTO

~The Inland Sea, SETOUCHI~  
Discover the Hidden Charms of West Japan



# Naruto Gourmet

\*Image is for illustration purposes.

## Naruto Sea Bream



These sea bream grow up tossed about in the fierce waters of the Naruto Strait, and have a lean, cherry-colored glistening figure that makes them of the highest quality. You can try the full fish as sashimi in "sugata-zukuri" and also thoroughly enjoy the fish's rich flavor with rice in "tai meshi."

## "Naru-churu" Udon Noodles



When talking about the well-guarded secret menu of Naruto, this udon is a very popular item. The soft noodles float in a beautiful golden broth, and it is topped off with fresh, finely shredded deep-fried tofu. These three tastes are woven together into a single flavor that is truly the soul food of Naruto.

## Tokushima Ramen



Tokushima ramen is a kingly dish with medium cut noodles in pork bone broth, soy sauce soup topped with pork belly, green onions, bean sprouts, and a raw egg. There are three types, each with their own unique, delicious flavor, and they can be identified by the color of their broth: white, brown, or gold.

## Naruto's Sweets



Local specialty "Naruto Kintoki," as well as Awa Wasanbon sugar, wakame, lotus root, etc., are all used in the rich, delicious sweets of the area, giving them regional color. The puffy texture and rich red bean taste are features of "Awa Uiro," and Naruto is one of the three major Uiro producers in Japan along with Nagoya and Yamaguchi.

## Naruto's Local Sake



The rich waters below the Sanuki Mountains is used to grow rice excellent for making a variety of popular Japanese sake such as junmai, honjozo, and ginjoshu, among others. Additionally, as far as sake unique to the region, there is alcohol made using "Naruto Kintoki" (locally grown sweet potatoes) and a drink made using sudachi citrus, which is a specialty of Tokushima.

## Pears



The pear is a popular fruit of early autumn. The renowned "Awa pear," a Chojuro Asian pear, has an amazingly refreshing sweet taste, even though the Kosui and Hosui Asian pear varieties are now more mainstream. From mid-August through late September you can enjoy hunting for pears.





## The Naruto Whirlpools

Experience

### Naruto Whirlpool Experience



●Whirlpool Sightseeing Boats  
Address: Narutotōchō, Naruto-shi (Kameura Tourist Port)  
Phone: 088-687-0101  
Open: 9:00-16:20  
Closed: open year round  
Prices: Large Viewing Ship: Adults ¥1800, Children ¥900;  
Underwater Tourist Ship (by appointment): Adults  
¥2400, Children ¥1200



●Whirlpool Ride Boats  
Address: Narutotōchō, Naruto-shi (Kameura Fishing Port)  
Phone: 088-687-0613  
Open: 8:00-16:30  
Closed: open year round  
Prices: Adults ¥1550, Children ¥780

### The Naruto Ocean Promenade "Uzu-no-Michi"



Along the bridge girders of the Ōnaruto Bridge stretches this 450m walkway. You can see the structure of the bridge's girders up close while enjoying the pleasant sea air. At the tip of the observation area, you will be able to see the whirlpools swirling 45m below through the glass floor, but the rather impressive sight may make you involuntarily recoil a little.  
Address: Narutotōchō, Naruto-shi (Naruto Park) Phone: 088-683-6262  
Open: 9:00-18:00 (can vary by season) Closed: 2nd Mon. of June, Sept., Dec., Mar.  
Prices: Adults ¥510, JHS/HS Students ¥410, Elem. School Students ¥250  
Discount: discount for groups of 20+

### "Eddy" the Whirlpool Museum



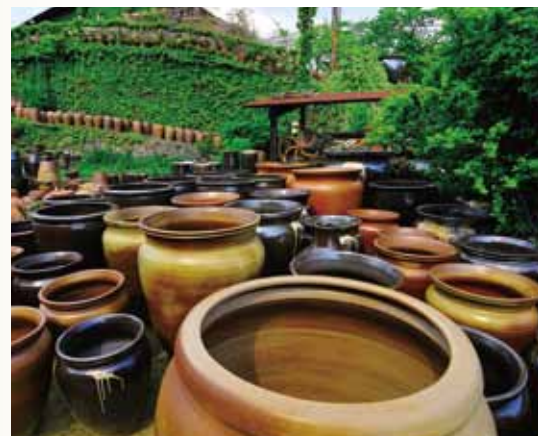
In addition to exhibits related to the whirlpools and the Ōnaruto Bridge, the location houses a theater where you can experience a massive eddy and trick art of the Ōnaruto Bridge, among other things. Looking out on the straight from the panoramic look out point will treat you to a masterpiece.  
Address: Naruto, Naruto-shi (Naruto Park) TEL: 088-687-1330  
Open: 9:00-17:00 (may change seasonally) Closed: open year round  
Open: 9:00-18:00 (can vary by season) Closed: 2nd Mon. of June, Sept., Dec., Mar.  
Prices: Adults ¥510, JHS/HS Students ¥410, Elem. School Students ¥250  
Discount: available for groups of 20+

### Eska Hill Naruto



A tourism escalator measuring 68m in length and covering a height differential of 34m goes up to the mountain observatory in Naruto. The observatory overlooks the Naruto Strait, and offers a superb view of the Ōnaruto Bridge. If the weather is fair, you can see as far as Wakayama and Shodoshima.  
Address: Narutotōchō, Naruto-shi (Naruto Park) Phone: 088-687-0222  
Open: 9:00-17:00 (may change seasonally) Closed: 2nd Mon. of June, Sept., Dec., Mar.  
Prices: Adults ¥440, Elem. School Students ¥100  
Discount: discount for groups of 30+

## Ōtani Ware



In the late Edo Period, Ōtani-Yaki or Ōtani Ware began the making of pottery using red clay in Ōtani village. Japan is proud of its climbing kilns used in the firing process of this kind of pottery, and large ceramics fired using them also have an impressive stature. In order to bake these massive ceramics, a "lying-down potter's wheel" is used with the pottery turning the wheel by kicking it with their feet while lying down; this is a distinctive, traditional method of Ōtani and has been designated as a traditional craft of Japan. Nowadays, they also make daily use items like cups, and the rustic style has been gaining popularity. Moreover, in addition to being able to purchase these products, you can also take a tour of the pottery-making process.

### Purchasing, Observing, & Trying Pottery-Making

●Ōtani Yaki Tōgyō Kyōkai (Ōtani Ware Workshop)  
Address: Ōsachō Ōtani, Nishidai-3  
TEL: 088-689-0204  
Open: 9:00-17:00  
Closed: no planned closures

●Onishi Toki  
Address: Higashiyamadani-17-2 Ōsachō Ōtani  
TEL: 088-689-0414  
Open: 9:00-17:00  
Closed: on Wednesdays

●Yoshimi Gama  
Address: Higashiyamadani-45 Ōsachō Ōtani  
TEL: 088-689-0172  
Open: 9:00-18:00  
Closed: no planned closures

●Tamura Shoji (Inc.)  
Address: Nakadori-3-1 Ōsachō Ōtani  
TEL: 088-689-4039  
Open: 9:00-17:00  
Closed: no planned closures

●Pottery Hall (Umezato Gama)  
Michinoe-30-1 Ōsachō Ōtani  
TEL: 088-0048  
Open: 9:00-17:00  
Closed: no planned closures

●Moritoki (Inc.)  
Address: Iriinokata-24 Ōsachō Ōtani  
TEL: 088-0022  
Open: Weekdays: 8:30-17:00  
Sunday: 9:30-16:30  
Closed: Studio: Sun.  
Store: New Year holidays

●Yanotōen  
Address: Kubara-71 Ōsachō Ōtani  
TEL: 088-689-0006  
Open: 8:30-17:00  
Closed: no planned closures

### Summer Evening Fireworks



The prefecture boasts a fireworks display of great scale to announce the arrival of the season of Awa Odori. The viewing location is close to the launch site along the Miyagawa river, where a thrilling fireworks display of 5,000 colorful rockets can be seen up close. It is always bustling with a large number of spectators.  
Venue: Near the Naruto Bunka Kaikan (Cultural Center) (along the Miyagawa river)  
Period: August 7th every year  
Time: 19:00-22:00  
Inquiries: 088-685-3748 (Naruto Awa Odori Committee)

### Naruto Awa Odori



As if to announce the start of summer in Awa, Naruto's Awa Odori (dance festival) is held, and is the grandest festival of its kind in the prefecture. For a series of days during this period, in addition to Awa dance being showcased at the theater, anyone is free to participate and contribute to this lively form of communication, as the town is overtaken in dancers.  
Venue: Designated spectator areas west of JR Naruto Station  
Period: August 9-11 every year  
Time: 19:00-22:00  
Inquiries: 088-685-3748 (Naruto Awa Odori Committee)

## Naruto Sightseeing

information

## WEST



### German Bridge



Near Ōsahiko Shrine this bridge of 96 meters runs over a small stream in Maruyama Park in an area famous for its autumn leaves. The bridge was built for local residents by the German POWs living in the Bando POW Camp using stone masonry techniques that were completely new to Japan.  
Address: Ōsachō Bando, Naruto-shi  
Inquiries: 088-684-1157 (Naruto City Tourism Promotion Dept.)

### German House



This location was built in order to convey to future generations what occurred between the German POWs who lived at the Bando POW Camp in Ōsachō and the locals during the three years from 1917 to 1920. Here you can visit and enjoy a variety of videos, models, dioramas, robots, as well as other displays.  
Address: Higashiyamadani-55-2 Ōsachōhino, Naruto-shi  
TEL: 088-689-0099 Open: 9:30-17:00 (no entry after 16:30)  
Closed: 4th Monday of the month (or following day if that day is a holiday), 12/28-12/31  
Cost: Adults ¥400, Elem. & JHS Students ¥100, Discount: available for groups of 20+

### 2nd Temple of the Shikoku 88 Temple Pilgrimage: Gokuraku-ji



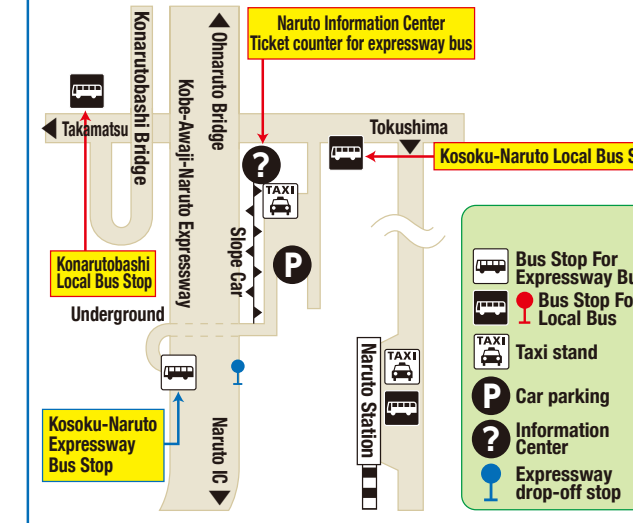
These temple grounds are surrounded on three sides by mountains, giving them a tranquil resonance. The gardens of the temple spread out as you pass under the red temple gate, conjuring an image of paradise. Up stone steps waits the main hall where Kobo Daishi is enshrined in a statue known as "Anzan Daishi," and is prayed to for safe birth.  
Address: Danzoku-13 Ōsachō, Naruto-shi Phone: 088-689-1112  
TEL: 088-689-1212 Open: 6:00-17:00

### Ōsahiko Shrine



This is a famous, nationally-recognized shrine that Tokushima Prefecture is very proud of. Surrounded by trees, the grounds are enveloped in a solemn, majestic atmosphere, and the divine camphor tree has stood for over 1,000 years—a natural monument of Naruto. Some pilgrims setting out on the Shikoku pilgrimage can be seen coming here to pray for a safe journey.  
Address: Hirozuka-13 Ōsachō, Naruto-shi Phone: 088-689-1112  
TEL: 088-689-1212 Open: 6:00-17:00

### Kosoku-Naruto Expressway Bus Stop Map



### Naruto-Park Map



### Uchinoumi Sea (Naruto Skyline)



The Naruto skyline running along the north side of the Uchinoumi has a rich character. Near the center of the skyline is an observation deck that looks out in all directions, allowing you to take in a tremendous 360° panorama. On the south side of the Uchinoumi there are a variety of things to enjoy at the Naruto Uchinoumi Park.  
Address: Kita-679 Narutotōchō Takashima, Naruto-shi (Naruto Uchinoumi Park)  
Phone: 088-687-3175 Open: 6:00-22:00 (varies by facility) Closed: Park Center: Tues. (or day after a Tues. holiday); open on Tues. in Apr., May, & Sept. to Nov.; closed Dec. 29th to Jan. 3rd

### Myōkensan Park



Myōkensan Park is built around the summit of Mt. Myōkensan. In the park is a symbol of Naruto, "Toride Naruta," and the observatory there overlooks Naruto city. The park is known for its cherry blossoms, and in the spring people come from far and wide to take in trees' beautiful flowers.  
Address: Miyacho Hayasaki, Naruto-shi  
Address: 088-684-1157 (Naruto City Tourism Promotion Dept.)  
Open: Sat., Sun., & National Holidays

### Hanamiyama-Kokoro no Tegami Hall



This spot overlooks the Naruto Strait, Ōnaruto Bridge, and Awaji Island. There are a variety of seasonal flowers to be enjoyed, such as the blossoms of the weeping cherry trees, rhododendrons, winter jasmine, sasazuka camellias, and others. At the hall, depending on your wishes, you can have a letter delivered to a destination of your choosing after one to five years.  
Address: Ōge-234 Narutotōchō Tosadamaiura, Naruto-shi Phone: 088-687-3555 Open: 10:00-16:00  
Closed: Tuesday, New Year holidays Prices: Free

### Ōtsuka Museum of Art



This art museum exhibits over 1,000 full-size ceramic tiles that faithfully replicate masterworks representative of the art of Europe spanning from antiquity to modern day. The viewing course extends to about 4km, bringing together the masterpieces of Leonardo da Vinci, Van Gogh, and Picasso, as well as others.  
Address: Narutotōchō, Naruto-shi (in Naruto Park) TEL: 088-687-3737 Open: 9:30-17:00 (no entry after 16:00) Closed: Mondays (following day if Monday is a holiday) and other special closures  
Cost: General Admission ¥3240 (Advance Ticket ¥3100), College Students ¥2160 (Advance ¥2100), Elem. & JHS Students ¥540 (Advance ¥520)

## Watch a video of the sightseeing spots of Naruto.

Using the smartphone/tablet, read the "AR" and watch the video!

Downloading using the COCOAR2 App

Method 1: Use the QR code to access a download page.  
Method 2: Search for COCOAR2 in an app store.

1 Scan the target image that has the mark to read it..

2 You will hear a ringing sound and video playback will start.

First download the app from the QR code on the right.

Video Availability Until Oct. 30, 2017