

Guide to the City of Setouchi

Sparkle *of* Setouchi

Discover Japanese Craftsmanship

Nature &
Craftsmanship

| Activities

| History

| Food

Sunrise and Sunset on the Seto Inland Sea

Enjoy the Seto Inland Sea's ever-changing sky, aptly named in both Japan's Top 100 Sunrises and Sunsets. (Photo: sunrise from Mt. Ohira)

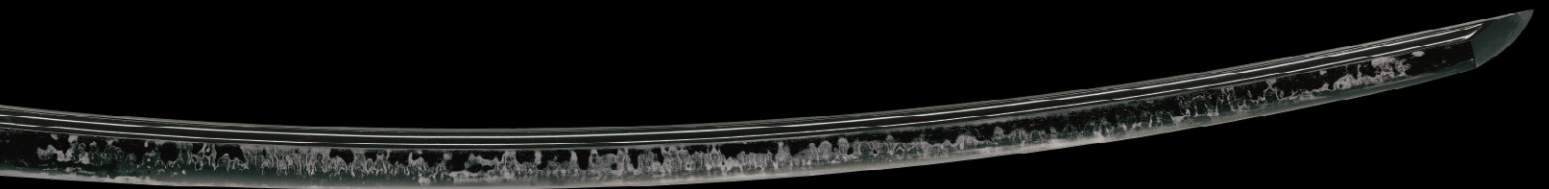
[Sunrise] Mt. Ohira (MAP-D1) / Kinkai Embankment (MAP-C2)

[Sunset] Ushimado Port Ferry Terminal (MAP-H2) / Ushimado Ten Shrine (MAP H-2) / Maejima Sunset Park (MAP-H3)

Nature & Craftsmanship

Welcome to the Earth and Artistry of Setouchi

In the Chugoku region of Okayama Prefecture, Setouchi City nestles up to the Seto Inland Sea. Also known as the 'The Aegean Sea of Japan', the coastline boasts stunning sunsets and Japan's premiere olive groves. Slightly inland lies the Osafune region, the home of the Bizen swords, where countless famous blades were forged.



An Unsigned Ichimonji Tachi, the National Treasure 'Sanchomo'

The Sanchomo, the prized heirloom of the feudal lord Uesugi Kenshin, is the crown jewel of the Bizen Osafune Japanese Sword Museum. Its feather-like temper line is still vibrant centuries after it was made.

(Exhibition dates subject to change. Please confirm in advance.)

Tel: 0869-66-7767 (Bizen Osafune Japanese Sword Museum)



Kuroshima Venus Road

Stroll along the Kuroshima Venus Road, an 800-meter sand bar from the mainland to Kuroshima Island that appears only at low tide.

Addr: Ushimado, Ushimado-cho, Setouchi (MAP-G3)

Tel: 0869-34-9500 (Setouchi City Tourism Association)

Please check the Hotel Limani website for dates the Road will be walkable.

Welcome To Setouchi City

The Setonaikai National Park follows the coastline and is bursting with activities, marine and otherwise, as well as local delicacies such as oysters. A key city along the overland roads, the traditional townscape, temples, and shrines keep history alive.



Ushimado Olive Garden

Take in the splendid view of 2,000 olive trees against the Seto Inland Sea, then stop by the shop for olive products.

Addr: Ushimado 412-1, Ushimado-cho, Setouchi (MAP-G1)

Tel: 0869-34-2370

Open year-round.

Setouchi City and the Japanese Sword

The historic Osafune region's many swordsmiths, the high quality iron sand and coal of the Chugoku area, and ample land and marine transportation, made this the Mecca of Japanese sword smithing. A quarter of the swords designated as national treasures came from Osafune, and the craftsmen working here today can trace their trade back a millennium.



Bizen Osafune Japanese Sword Museum

Centred on its collection of Bizen swords, it also holds regular events, from hands-on workshops, to once-monthly traditional smithing demonstrations, where tamahagane steel is forged at temperatures of up to 1200°C!

Addr: Osafune 966, Osafune-cho, Setouchi (MAP-B1)

Tel: 0869-66-7767

Hours: 9AM-5PM (last entry at 4:30PM)

Closed: Mondays (or the following day if Monday is a holiday), year-end/New Year period, or when the exhibits are being changed.



Sabukaze Ceramic and Pottery Museum

Come see 1400-year-old Sue ware, the precursor to Bizen pottery, excavated from the National Historic Site of the Sabukaze Kiln Ruins. Modern artists' works are also on display and for sale.

Addr: Nagahama 5092, Ushimado-cho, Setouchi (MAP-B2)

Tel: 0869-34-5680

Hours: 9AM-5PM

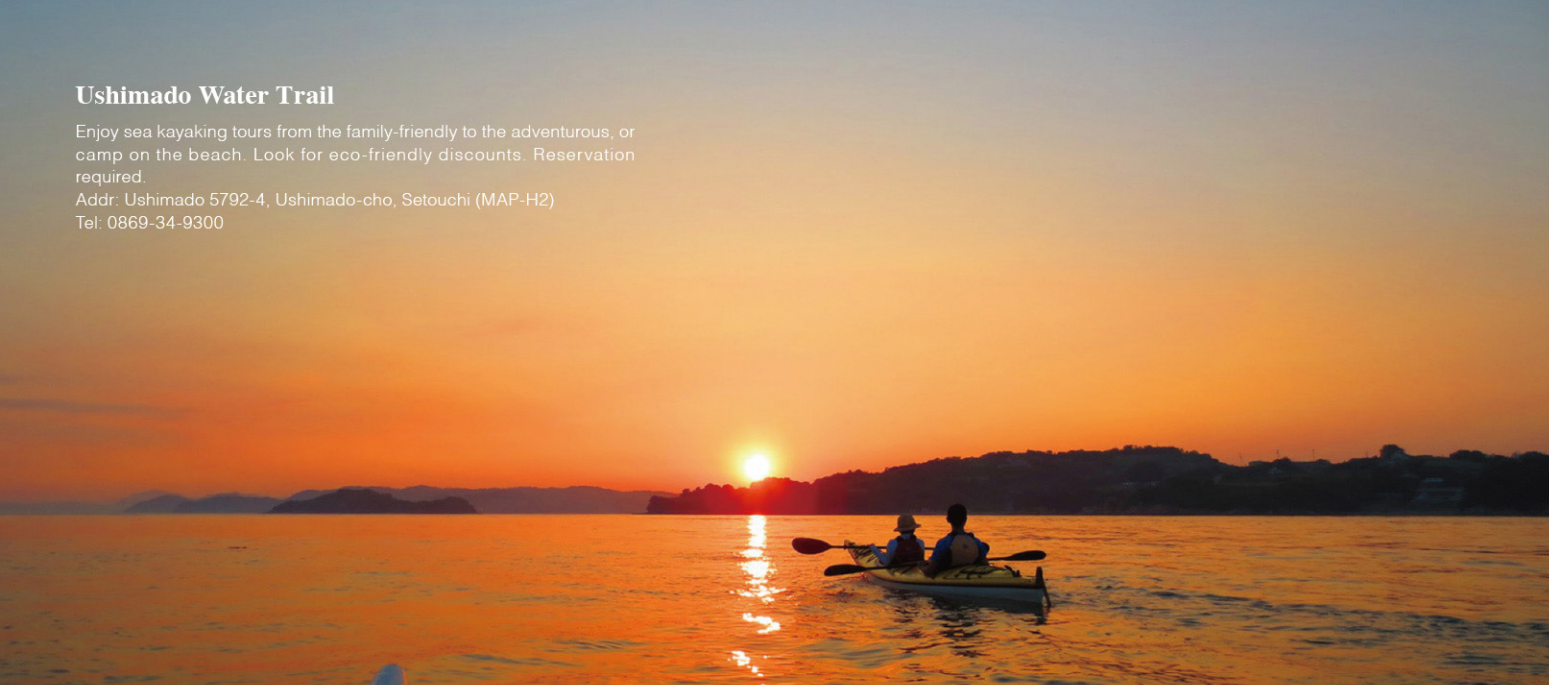
Closed: Monday (or the following day if Monday is a holiday), the day after a holiday (open if a Saturday or Sunday), year-end/New Year period.

Ushimado Water Trail

Enjoy sea kayaking tours from the family-friendly to the adventurous, or camp on the beach. Look for eco-friendly discounts. Reservation required.

Addr: Ushimado 5792-4, Ushimado-cho, Setouchi (MAP-H2)

Tel: 0869-34-9300



SUP

(Stand Up Paddleboarding)

Take a stand-up paddleboard out on the calm waves for cruising and more. Beginners welcome. Reservation required.

Addr: Kashino 6642-2, Ushimado-cho, Setouchi (MAP-E3)

Tel: 0869-34-6966 (B-Tree)

Hours: 12PM - 7:30PM (April-October), 12PM-8PM (November-March)

Closed: Wednesday



Cruising

Delight in one-of-a-kind views from a wind-borne yacht, or a charter around a group of five islands. Reservation required.

Addr: Ushimado 3900, Ushimado-cho, Setouchi (MAP-H2)

Tel: 0869-34-5500 (Hotel Limani)

Open: March-November



Photo by Jin Inomata (Organization for Saving the Sunameri)

Porpoise Watching

Ride with experienced guides to the best spots to see the Seto Inland Sea's finless porpoise (sunameri). (Sighting not guaranteed. We appreciate your understanding.) Reservation required.

Addr: Ushimado 5792-4, Ushimado-cho, Setouchi (MAP-H2)

Tel: 0869-34-9300 (Organization for Saving the Sunameri)



Cycling

See the sights of historical Ushimado and Maejima on two wheels! [Ushimado Area]

Addr: Ushimado 3031-2, Ushimado-cho, Setouchi (MAP-H2)

Tel: 0869-34-5250 (Setouchi City Tourism Center "Kirari-kan")

Hours: 8:30AM-5PM

Closed: Tuesday

[Maejima Area]

Addr: Ushimado 5662-4, Ushimado-cho, Setouchi

Tel: 0869-34-4356 (Setouchi City Midori no Mura)

Active

Revel in Nature

Lose yourself in the calm waters and balmy weather that make the Seto Inland Sea perfect for sea kayaking, SUP, and yachting year-round. Come to Setouchi City, once the heart of the Japanese



Strawberry Picking

Indulge in berries right off the stem at Kuroisan Green Park's strawberry farm. Reservations prioritized.

Addr: Mushiage 5165-196, Oku-cho, Setouchi (MAP-C1)

Tel: 0869-25-0891 (Kuroisan Green Park Highway Rest Area)

Hours: 9AM-5PM

Open: January-June

Closed: Monday/Tuesday/Thursday/Friday

Paper Knife Workshop

Learn from real swordsmiths how to file and shape your own paper knife from a freshly-hammered iron spike.

Addr: Osafune 966, Osafune-cho, Setouchi (MAP-B1)

Tel: 0869-66-7767 (Bizen Osafune Japanese Sword Museum)

Hours: 9AM-5PM

Closed: 1st/3rd Saturday, 4th Sunday



ities

and Tradition

sword industry, and make your own paper knife with a real swordsmith. After that, why not try your hand at pottery or one of any number of other traditional crafts.



Pottery Wheel Throwing

Try your hand at throwing anything from regular bowls to traditional Bizen ware.

Addr: Nagahama 5092, Ushimado-cho, Setouchi (MAP-B2)

Tel: 0869-34-5680 (Sabukaze Ceramic and Pottery Museum)

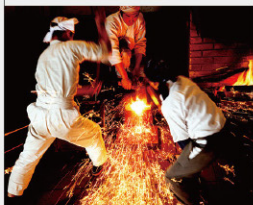
Hours: 9AM-3PM

Closed: Monday/Tuesday (or the following day if either is a holiday), the day after a holiday (open if a Saturday or Sunday), year-end/New Year period.

Events

Visit temples and shrines to see festivals and ceremonies that go back centuries.

January



Sword Village, 'Uchizome-shiki'

A Shinto ceremony blessing the forge and its craftsmen with a safe and productive year.

Addr: Osafune 966, Osafune-cho, Setouchi (MAP-B1)

Tel: 0869-66-7787 (Bizen Osafune Japanese Sword Museum)

April



Mt. Uetera's Yokeiji Temple Cherry Blossom Festival

Held annually from April 1st-8th. Celebrate the birth of the Buddha under the picturesque cherry trees.

Addr: Kitashima 1187, Oku-cho, Setouchi (MAP-A2)

Tel: 086-942-0186

May



Koboji Temple 'Neri Kuyo' Ceremony

Held every May 5th. A reenactment of Amida Nyorai and other Buddhist figures guiding deceased souls to the Pure Land.

Addr: Senzu 239, Ushimado-cho, Setouchi (MAP-B3)

Tel: 0869-34-2050

October



Ushimado Autumn Festival

Dragon-headed floats wind their way through the town on the 4th Sunday of October.

Addr: Ushimado, Ushimado-cho, Setouchi

Tel: 0689-34-9500 (Setouchi City Tourism Association)

History

The Roots of Setouchi

A vital transportation hub by land and sea, Setouchi is steeped in history. Travel back in time as you stroll through the streets.



Historical Bizen Fukuoka

Sat at a vital crossroads, Bizen Fukuoka grew into the Chugoku region's leading commercial city, whose streets still evoke those bygone days.
Addr: Fukuoka, Osafune-cho, Setouchi (MAP-A1)
Tel: 0869-34-9500 (Setouchi City Tourism Association)
For a guided tour: 0869-34-9500 (Bizen Fukuoka Guide Association)



Shiomachi Karakoto Street

The thriving port town of Ushimado boasts a townscape centuries old, such as Honrenji Temple, a sign of the port's success, and a former police station.
Addr: Ushimado, Ushimado-cho, Setouchi (MAP-H2)
Tel: 0869-34-9500 (Setouchi City Tourism Association)



Ushimado Shrine

Climb a path of stone steps from the beach and you'll find the 1300-year-old Ushimado Shrine. An observation deck offers a stunning view of the Seto Inland Sea.
Addr: Ushimado 2147, Ushimado-cho, Setouchi (MAP-I1)
Tel: 0869-34-5197

Mt. Uetera's Yokeiji Temple

Founded in 749, the temple houses several Buddhist statues designated as Important Cultural Properties. A brilliant light display delights crowds every December 31st.
Addr: Kitashima 11187, Oku-cho, Setouchi (MAP-A2)
Tel: 086-942-0186



Art

Setouchi has everything from the works of local-born Yumeji Takehisa to grand public installations.



Setouchi City Museum of Art

Explore amazing artwork with ties to the city of Setouchi.
Addr: Ushimado 4911, Ushimado-cho, Setouchi (MAP-F1)
Tel: 0869-34-3130
Hours: 9:30AM-5PM (last entry at 4:30PM)
Closed: Monday (or the following day if Monday is a holiday), holidays (open if a Saturday or Sunday), year-end/New Year period, or when exhibits are being changed.



Yumeji Art Museum Yumeji Birthplace Memorial Museum and Shonensanso

Takehisa Yumeji's works and other items are displayed in his restored atelier.
Addr: Honjo 2000-1, Oku-cho, Setouchi (MAP-B2)
Tel: 0869-22-0622
Hours: 9AM-5PM (Last entry at 4:30PM)
Closed: Monday (unless it's a holiday or compensatory holiday), year-end/New Year period, or when the exhibits are being changed.



Ushimado Art Harmonia

Bask in the harmony of art and nature as you visit these three installations around Ushimado.

[Left: The Reflective Eye]
Addr: 5662-4 Maejima Port, Ushimado, Ushimado-cho, Setouchi (MAP-H3)
[Middle: Rendezvous]
Addr: Ushimado Olive Garden Summit Plaza (near the "Bell of Happiness"), Ushimado 412-1, Ushimado-cho, Setouchi (MAP-G1)
[Right: Harborwind Circus]
Addr: Ushimado Yacht Harbor Park, Ushimado-cho, Setouchi (MAP-F2)

Food

A Taste of Setouchi

From seafood to sweets to sake,
indulge yourself in the bounty of Setouchi.



Nakamitsu Shoten (Ushimado)

A wide variety of fried fish cakes made from the catch of the day.
Addr: Ushimado 3178, Ushimado-cho, Setouchi (MAP-H2)
Tel: 0869-34-2159
Hours: 8:30AM-5PM
Closed: Tuesday, Wednesday



Koso Sake Brewery

Founded in 1830, local ingredients and talented brewmasters create an outstanding mellow sake you won't want to put down.
Addr: Ushimado 4943-1, Ushimado-cho, Setouchi (MAP-F1)
Tel: 0869-34-2002
Hours: 9AM-5PM
Closed: Saturday, Sunday, holidays



Kitchen Kaizoku

The local hot spot's secret recipe makes their Prawn Fried Rice and Curry a gourmand's dream.
Addr: Ushimado 4173, Ushimado-cho, Setouchi (MAP-G1)
Tel: 0869-34-4741
Hours: 10:30AM-6:30PM (irregular holidays)

Bizen Fukuoka Ichimonji Udon

This beloved local udon shop's own farm provides the duck and wheat for their famous Kamo Nanban Udon (limited time only).
Addr: Fukuoka 1588-1, Osafune-cho, Setouchi (MAP-A1)
Tel: 0869-26-2978
Hours: 10AM-3PM
Closed: Wednesday, 1st/3rd Tuesday



Conger Eel Restaurant Aoshima

The best eel of the season, an original recipe, and a secret sauce come together for an exquisite bite.
Addr: Ushimado 5405-2, Ushimado-cho, Setouchi (MAP-F2)
Tel: 080-1934-7448
Hours: 11AM-2:30PM
Closed: Thursday, 1st/3rd Wednesday (open if a holiday)

Oysters

In winter, drop by an oyster hut to savor fresh-caught oysters on a charcoal grill.
[Maejima Oyster Hut]
Addr: Ushimado 5662-4, Ushimado-cho, Setouchi (MAP-H3)
Tel: 0869-34-4356 (please call for hours)
[Kuroisan Green Park]
Addr: Mushiage 5165-196, Oku-cho, Setouchi (MAP-C1)
Tel: 0869-25-0891 (please call for hours)



Meitou Miso

Founded in 1954, a traditional producer of miso, dry malted rice, amazake (a sweet fermented rice drink), and more.
Addr: Haji 14-3, Osafune-cho, Setouchi (MAP-A1)
Tel: 0869-26-2065
Hours: 8AM-4PM (Monday-Friday), 8AM-12PM (Saturday)
Closed: Sunday, holidays



Ushimado Gelato COPIO

The go-to spot for gelato made in-house from fresh milk and fruit.
Addr: Ushimado 479-4, Ushimado-cho, Setouchi (MAP-H1)
Tel: 0869-34-6446
Hours: 12PM-5PM
Closed: Monday, Tuesday (in winter), OPEN Saturday, Sunday, holidays

Souvenirs

Find everything from
sword merch to local
specialties and unique
sweets!



Gift shop and specialist sword supplier Fureai Bussankan

A wide range of real and replica swords, as well as tools for their upkeep, and limited edition memorabilia.
Addr: Osafune 966, Osafune-cho, Setouchi (MAP-B1)
Tel: 9869-66-7550
Hours: 9AM-5PM
Closed: Monday (or the following day if Monday is a holiday), year-end/New Year period, or when the exhibits are being changed.



Kuroisan Green Park Highway Rest Area

Browse the bounty of Setouchi, from fresh seafood and produce to artisanal goods.
Addr: Mushiage 5165-196, Oku-cho, Setouchi (MAP-C1)
Tel: 0869-25-0891
Hours: 9AM-5PM
Open year-round.



Setouchi City Tourist Center Setouchi Kirari-kan

Find products from Meitou Miso, Koso Sake Brewery, Gelato COPIO, and more!
Addr: Ushimado 3031-2, Ushimado-cho, Setouchi (MAP-H2)
Tel: 0869-34-5250
Hours: 8:30AM-5PM
Closed: Tuesday



Japan's Largest Sweet Shop

The aisles of old-fashioned sweets are a sight to behold!
Addr: Higashi-Sue 1373-5, Osafune-cho, Setouchi (MAP-B1)
Tel: 0869-26-6580
Hours: 10AM-5PM (Mon-Sat), 9AM-5PM (Sun, holidays)
Closed: year-end/New Year period, inventory days (see website for details)

Lodging



Hotel Limani

A seaside resort hotel complete with pool and beach activities. All rooms have a sea view.
 Addr: Ushimado 3900, Ushimado-cho, Setouchi (MAP-H2)
 Tel: 0869-34-5500
 Languages Spoken by Staff: English, Chinese, Thai



Hotel Shunka Setouchi Ushimado Resort

Gaze out over the water and enjoy original French cuisine. All rooms have a sea view.
 Addr: Ushimado 380-8, Ushimado-cho, Setouchi (MAP-G1)
 Tel: 0869-34-6112 (irregular holidays)
 Languages Spoken by Staff: English



Pension Kuroshiomaru

Bask in the sound of the waves from a hammock on the terrace of this guesthouse.
 Addr: Kashino 6550, Ushimado-cho, Setouchi (MAP-E3)
 Tel: 0869-34-5755 (irregular holidays)
 Languages Supported: English (via translation app)



Ushimado Guesthouse Nen Dokoro

Take a break from the everyday and book a private getaway in this renovated traditional town-house.
 Addr: Ushimado 2974, Ushimado-cho, Setouchi (MAP-H2)
 Tel: 090-4108-1056
 Languages Supported: English (via translation app)



Ushimado TARI

A luxurious glamping spot with a private beach. Sauna/BBQ available for day trips as well.
 Addr: Ushimado 6129, Ushimado-cho, Setouchi (MAP-E3)
 Tel: 0869-34-5551 (irregular holidays)
 Languages Supported: English (via translation app)

Access

From Hiroshima

By Car

Hiroshima Interchange
 ⇨ Sanyo Expressway
 ⇨ Kurashiki JCT
 ⇨ Hayashima Interchange
 ⇨ National Route 2
 ⇨ Okayama Blue Line
 ⇨ Setouchi City Proper

JR Lines

Hiroshima Station
 ⇨ Sanyo Shinkansen
 ⇨ Okayama Station
 ⇨ Ako Line
 ⇨ Get off from Odomi Station to Osafune Station



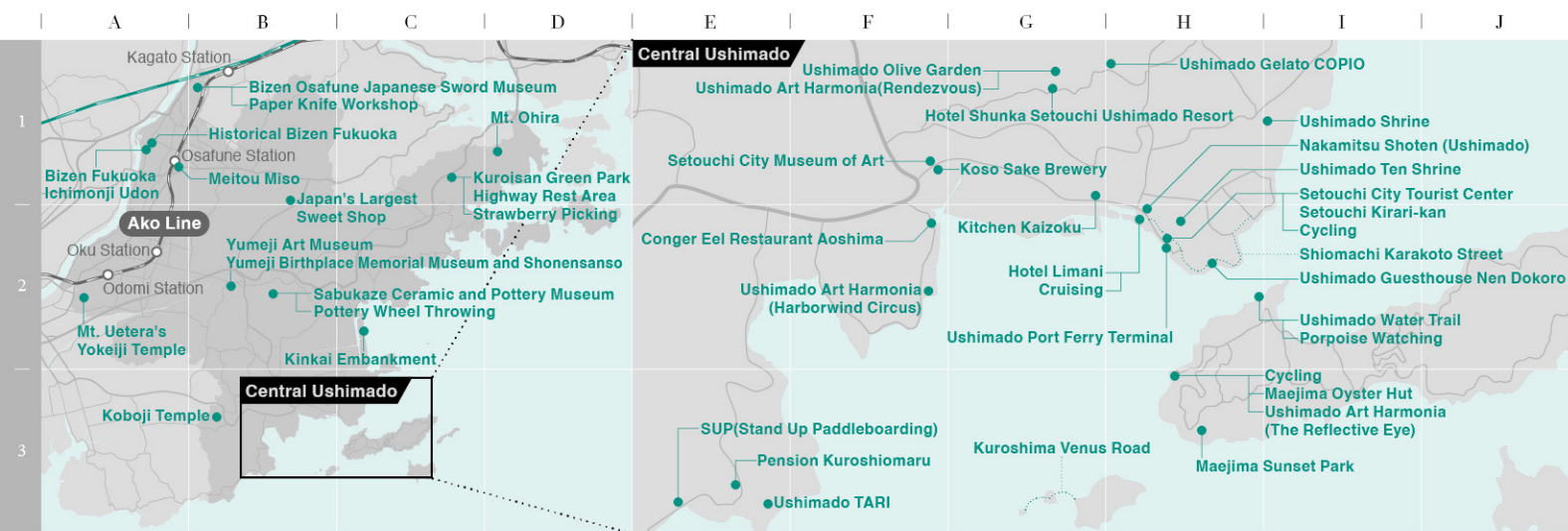
From Kyoto/Osaka

By Car

Kyoto-minami Interchange
 ⇨ Take the Meishin Expressway
 ⇨ Suita JCT ⇨ Chugoku Expressway
 ⇨ Kobe JCT ⇨ Sanyo Expressway
 ⇨ Bizen Interchange ⇨ Okayama Blue Line
 ⇨ Setouchi City Proper

JR Lines

Kyoto Station or Shin-Osaka Station
 ⇨ Tokaido Shinkansen or Sanyo Shinkansen
 ⇨ Okayama Station ⇨ Ako Line
 ⇨ Get off from Odomi Station to Osafune Station



For Tourism Inquiries:

Setouchi City Tourism Association



Addr: Ushimado 3031-2, Ushimado-cho, Setouchi,
 Okayama Prefecture 701-4302 (Setouchi City Tourist
 Center, Setouchi "Kirari-kan")
 Tel: 0869-34-9500 Closed: Tuesday

