



IWATE

Japan

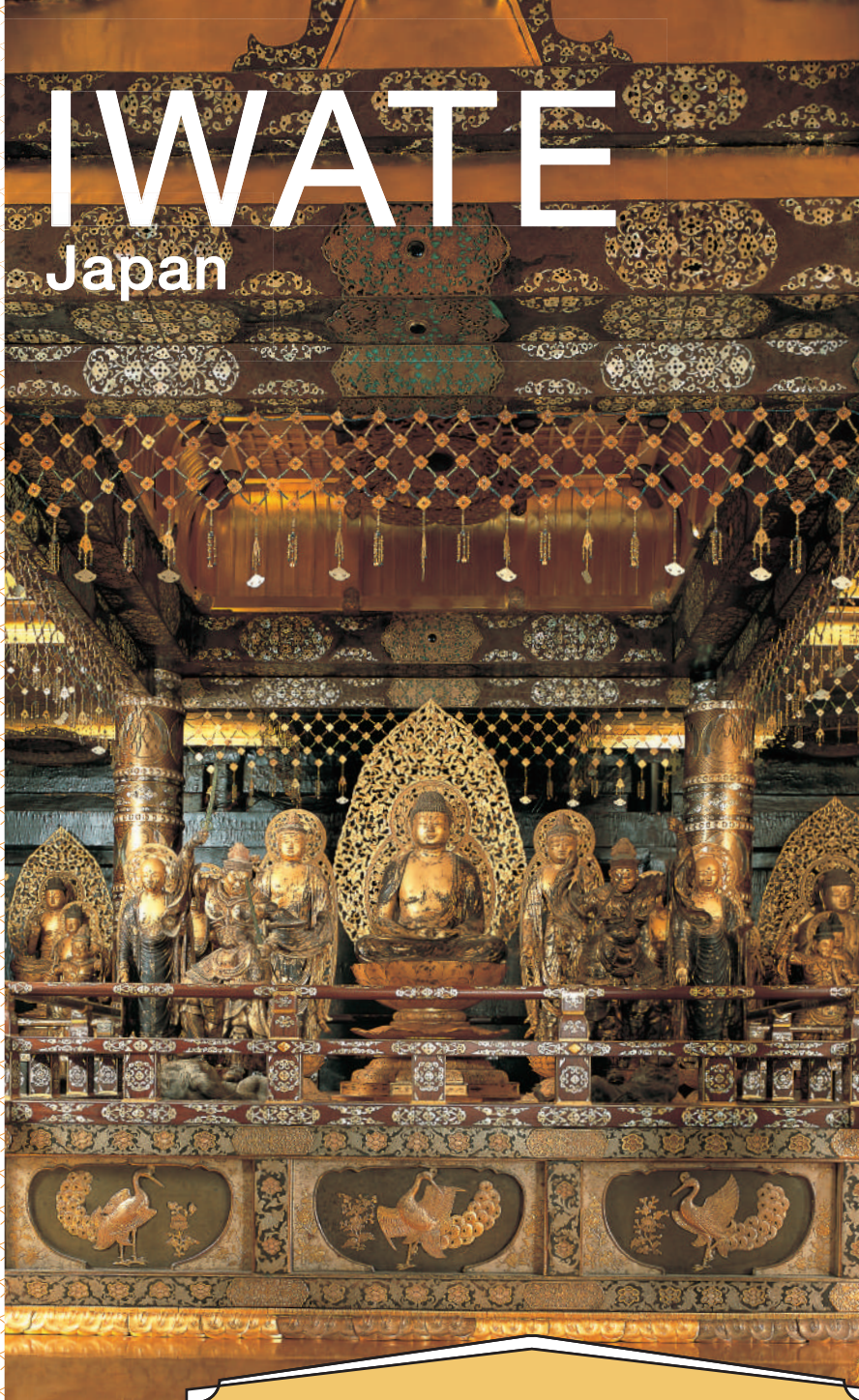
Iwate Tourist Guidebook

<https://visitiwate.com/>



IWATE

Japan



History and Culture

Iwate Prefecture

Iwate, located in the northeast part of Japan, is the 2nd largest prefecture after Hokkaido. Iwate is full of charm throughout each of the four rich, beautiful seasons and boasts stunning views of the sea from the Iwate coastline, elegant mountains, and many historical sites telling stories of history and culture represented by three world heritage sites.



World Heritage Site, Hiraizumi (Hiraizumi)

In June of 2011, "Hiraizumi- Temples, Gardens, and Archaeological Sites Representing the Buddhist Pure Land" was listed as a UNESCO World Cultural Heritage Site.



Motsu-ji (Hiraizumi)

Pure Land Gardens boasting exquisite beauty throughout all four seasons.



World Heritage Site, Hashino Iron Mine (Kamaishi)

It was listed as a World Heritage Site in July, 2015 as a site symbolizing the modernization of the steel industry in Japan.



Chagu Chagu Umako Festival (Takizawa, Morioka)

100 beautifully decorated horses are ridden by children about 15 km at a walking pace along the road. Held on the 2nd Saturday in June.



Esashi Fujiwara no Sato Heritage Park (Oshu)

This part is a reconstruction of the buildings and streets of the Heian period. It is famous as a location for the filming of movie and TV shows.



World Heritage Site, Goshono Ruins (Ichinohe)
Ruins from the Jomon period dating back about 4,000 years spread across Gosono Jomon Park. Registered as a World Heritage Site in July 2021.



Morioka Castle Site Park (Iwate Park) (Morioka)

With cherry blossoms in the spring and fall colors in the autumn, this beautiful park is full of nature.



Oni Kenbai (Kitakami and Oshu)

Registered as a UNESCO Intangible Cultural Heritage in 2022.

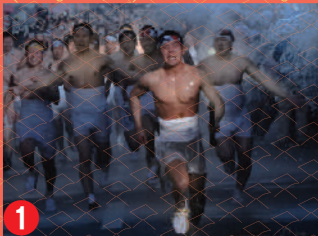


Hayachine Kagura (Hanamaki) Shishi-Odori (Deer Dance)

Registered as a UNESCO Intangible Cultural Heritage in 2009. (Throughout Iwate)



Festivals



1 February: Daito Ohara Water Festival
To pray for fire prevention, good health, and the fulfillment of their greatest wishes, men in their unlucky years run naked through the town, while people wait with buckets and pour water over them, wishing for various blessings.



2 April: Hitaka Hibuse Matsuri (Oshu)
9 musical hayashi-yatai floats decorated with luxurious ornaments move around town.



3 April: Spring Fujiwara Festival (Hiraizumi)
Various events take place including Yoshitsune's Eastern Flight Processional and a parade of children in period costume.



4 May: Esashi Jinku Festival (Oshu)
A festival celebrated by ten musical hayashi-yatai floats and 3,000 dancers.



5 May: Gokusui no En (Hirazumi)
Sake glasses float down the stream passing Motsu-ji, and poets dressed in the garb of the Heian period read poetry.



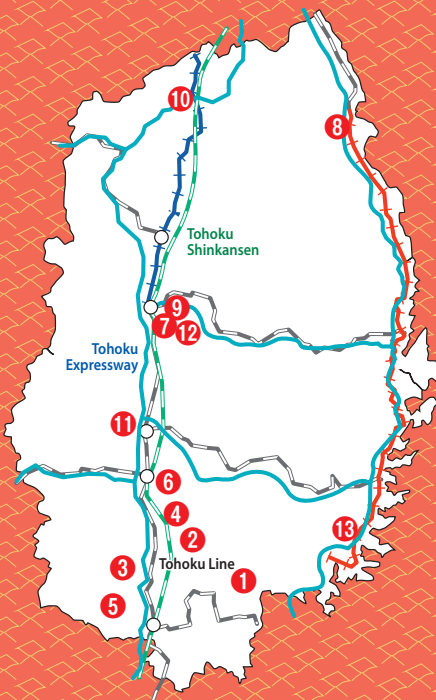
6 August: Kitakami Michinoku Performing Arts Festival (Kitakami)
More than 100 groups of performers gather from all over Tohoku to give competing performances.



7 August: Funekko Nagashi (Morioka)
Boats adorned with lanterns and other striking decorations float down the Nakatsugawa River wrapped in flame.



8 September: Kuji Autumn Festival (Kuji)
Large, gorgeous floats and dynamic mikoshi pass down the main streets of the city.



9 August: Sansa Odori (Morioka)
A vast parade of over 20,000 dancers, taiko drummers, and flute players. You can jump right in



10 September: Ninohe Matsuri (Ninohe)
A mikoshi leads a parade of 9 floats through the city.



11 September: Hanamaki Matsuri (Hanamaki)
Over 100 mikoshi and 10 splendid floats parade through the city.



12 September: Morioka Autumn Festival (Morioka)
With cries of "yaaare, yaaare," luxurious floats are pulled through the city.



13 October: Kamaishi Matsuri (Kamaishi)
Boats carrying shinto gods travel on the ocean with toramai (tiger performance) and Shinto dancers on board.

Hot springs



1

Matsukawa Onsen (Hachimantai) 20 mins by car from the Matsuo-Hachimantai IC



2

Ichinoseki Onsen-kyo (Ichinoseki)
70 mins by car from the Ichinoseki IC



3

Morioka Tsunagi Onsen (Morioka)
15 mins by car from the Morioka IC



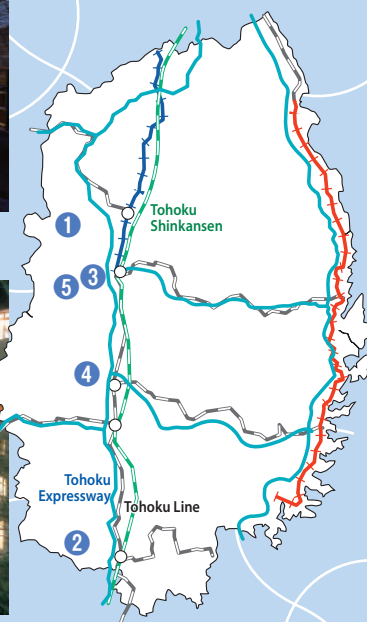
4

Hanamaki Onsen-kyo (Hanamaki)
15 mins by car from the Hanamaki IC



5

Oshuku Onsen (Shizukuishi)
25 mins by car from the Morioka IC



Ski & Golf



1 Geto Kogen Resort (Kitakami)

With abundant snowfall and 14 unique courses, both beginners and experts can enjoy the runs.
30 mins by car from the Kitakami-Ezuriko IC



2 Appi Ski Resort (Hachimantai)

21 courses totally 45.1km of total runs. A large ski resort with mainly long courses.



3 Shizukuishi Ski Resort (Shizukuishi)

Distinguished ski resort where the FIS Alpine World Ski Championships were held. There is an exhilarating downhill run with an elevation drop of 850 meters.
35 mins by car from the Morioka IC



4 Kitakami Country Club (Kitakami)

An 18-hole golf course that makes excellent use of the natural landscape with various types of practice areas.



5 Shizukuishi Golf Resort (Shizukuishi)

A 36-hole golf course with a sweeping view of Mt. Iwate that you can enjoy to your heart's content.
35 mins by car from the Morioka IC



6 Appi Kogen Golf Club (Hachimantai)

Boasts four serious 36-hole golf courses where domestic professional tournaments were held.
15 mins by car from the Matsuo-Hachimantai IC

Four Seasons and Nature



1

Tenshochi (Kitakami)
15 mins by bus from Kitakami Station



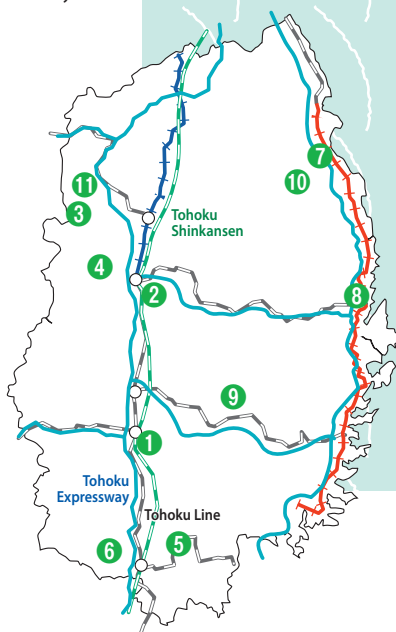
2

Ishiwarizakura (Morioka)
10 mins by bus from Morioka Station



5

Geibikei Gorge and Sightseeing Boat (Ichinoseki)
30 mins by car from the Ichinoseki IC



8

Jodogahama (Miyako)
1hr and a half from the Morioka-Minami IC



9

Kappabuchi Pool (Tono)
25 mins by bus from Tono Station



3

Aspite Line Snow Corridor (Mid-April to early May) (Hachimantai)
25 mins by car from the Matsuo-Hachimantai IC



6

Genbikei Gorge (Ichinoseki)
10 mins by car from the Ichinoseki IC



10

Ryosendo Cave (Iwaizumi)
2 hrs by car from the Morioka-minami IC



4

Koiwai Farm Solitary Cherry Tree (Shizukuishi) 15 mins by car from the Morioka IC



7

Kitayamazaki (Tanohata) 2 hrs and 25 mins by car from the Morioka-minami IC



11

Fall colors in Hachimantai (Hachimantai) 40 mins by car from the Matsuo-Hachimantai IC

Experience



1 Sappa Boat Adventures (Tanohata)

2 hrs and 25 mins by car from the Morioka IC / 10 min walk from the Sanriku Railway Tanohata Station
* Subject to the condition of the ocean. Operating all year round, by reservation.



2 Shower Climbing (Kuji)

Walk up a mountain stream with a guide.
30 minutes by car from Kuji Station



3 The Blue Cave / Sappa Boat Ride (Miyako)

* Subject to the condition of the ocean.
Operates every day from March to November



4 Strawberry Picking (all Iwate)

Strawberry picking can be enjoyed all over Iwate from late December to June.



5 Morioka Handi-Works Square (Morioka)

Visitors can try their hand at making various crafts, folk crafts, and foods or observe.
10 mins by car from the Morioka IC



6 Tono Furusato Village (Tono)

Traditional houses and *nambu magariya* from Iwate were relocated here and preserved in this experiential facility. Visitors can try their hand at various activities including making soba and mochi. 60 mins by car from the Towa IC / 20 mins by taxi from Tono Station



Hachimantai Trekking (Hachimantai)

Together, Hachimantai and Aomori Prefecture's Lake Towada make up Towada-Hachimantai National Park, a wonderful location for trekking. 40 mins by car from the Matsuo-Hachimantai IC



Miyazawa Kenji Memorial Museum (Hanamaki)
Learn about the life and works of Kenji Miyazawa, poet and children's author from Hanamaki City. 15 mins by car from the Hanamaki-Minami IC



Koiwai Farm (Shizukuishi)
Japan's largest private composite farm. At the "Makiba-En" here, you can enjoy meals, shopping, events and pleasant strolls. 15 mins by car from the Morioka IC

Views of the Sanriku Coast

Let's walk the Michinoku Coastal Trail



Kosode Coast (Kuji)

Known for the "Northernmost Ama Divers." There are must-see distinctive rock formations including Tsurigane Cave and Kabutoiwa Rock.



Unosu Cliffs (Tanohata)

A picturesque area of Sanriku with cliffs 200 meters tall stretching out along the coast.



Goishi Coast (Ofunato)

There are spectacular views from this scenic spot of various unique rock formations worn down over the years by the rough waves of the ocean.



Takatamatsubara (Rikuzentakata)

Tens of thousands of pine trees that covered the beach were all destroyed by the tsunami but this one Miraculous Lone Pine Tree survived and became a symbol of post-disaster reconstruction.

Iwate Culinary Culture



Sushi, seafood



Sea urchin, Ichigoni
(Hirono, Kuji)



Abalone



Mochi Dishes (southern Iwate)



Grains Dishes (northern Iwate, Hanamaki)



Apples



Morioka Jajamen Noodles
(Morioka)

Wanko Soba (Morioka, Hanamaki)



Morioka Reimen
(Morioka, etc.)



Mutton Barbecue (Tono, Hachimantai, Shizukuishi, etc.)



Soba



Iwate Beef

Traditional crafts and specialty items

Nanbu Cast Ironware (Morioka, Oshu)



Nanbu Kodai Katazome (Morioka)



Kuji Amber (Kuji)



Iwayado Tansu (chest of drawers)
(Morioka, Oshu)



Joboji-nuri Lacquerware (Ninohe, etc.)



Hidehira-nuri Lacquerware



Sake



Nanbu Senbei (wheat crackers) (Morioka, etc.)



Koiwai Dairy Products (Shizukuishi)

Shopping

Lala Iwate Morioka

Tel: +81-19-626-8178
Hours: 10:00-18:00 (Last day of the month: 10:00-17:00)
Closed: 2nd and 4th Sundays (Open every day in August and December)
Access: 15 mins walk from Morioka Station
<https://www.iwatekensan.co.jp/shop/lala/>



Parc Avenue Kawatoku

Tel: +81-19-651-1111
Hours: 10:00-19:00
(7th floor restaurant area: 11:00-21:00)
Access: 15 mins walk from Morioka Station
<https://www.kawatoku.com/foreign/en/>



Aeon Mall Morioka Minami

Tel: +81-19-631-3450
Hours: 10:00-21:00
*Business hours vary at some locations
Open 365 days a year
Access: 10 mins by bus from Morioka Station
<https://www.aeon.jp/sc/moriokaminami/>



Aeon Mall Morioka

Tel: +81-19-605-3511
Hours: 10:00-21:00*Business hours vary at some locations
Open 365 days a year
Access: 10 mins by bus from Morioka Station, near the Morioka IC
<https://morioka.aeonmall.jp/>



Iwate Galaxy Railway IGR

The Iwate Galaxy Railway (IGR) runs between the north of Iwate Prefecture and Morioka City, in the center. The railway invites you to relax in the calming car interiors as you watch the scenery change outside the windows, and then take a walk through towns overflowing with history and culture. <http://www.igr.jp>



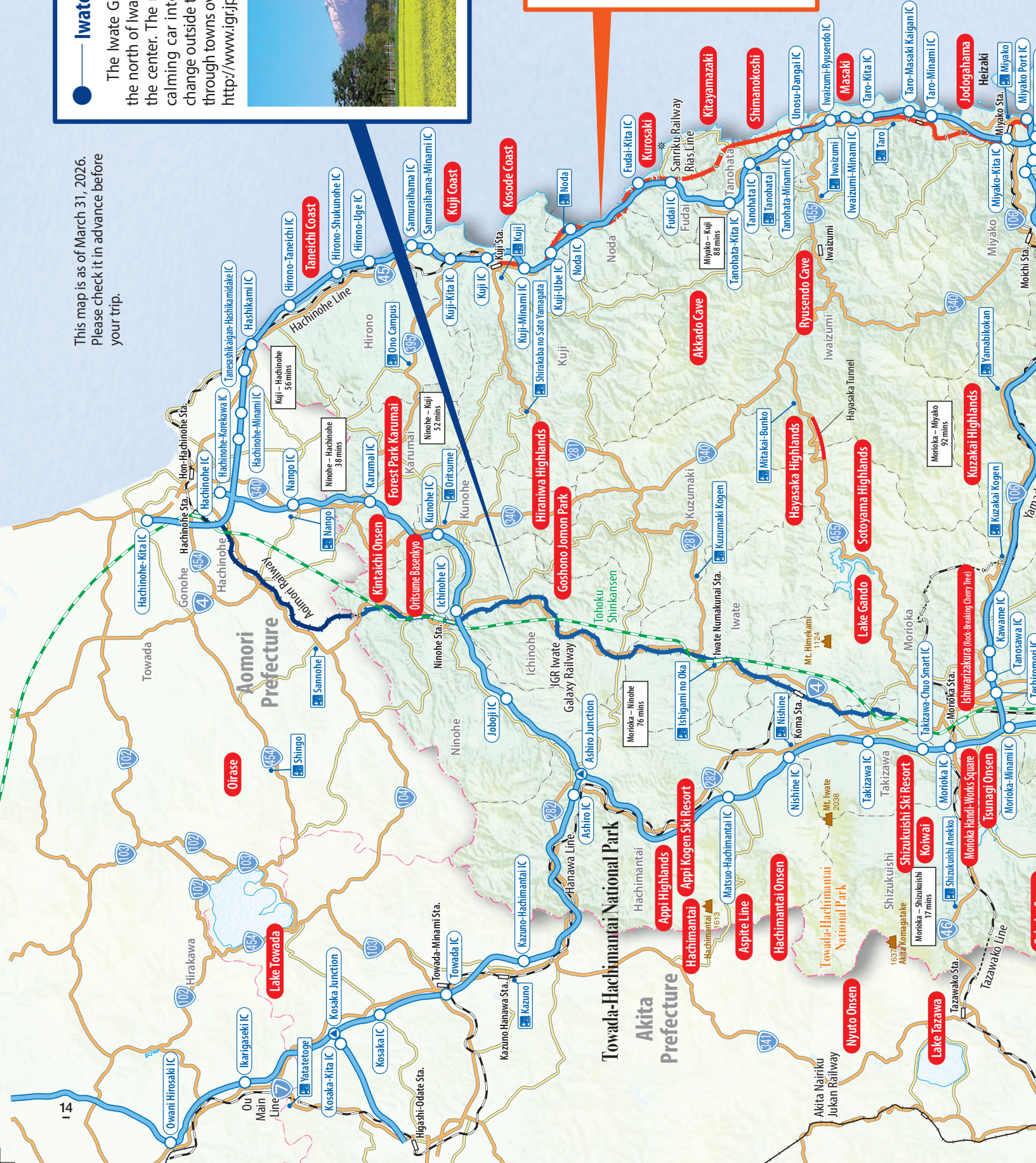
Sanriku Railway

This local railway runs along the Sanriku Coast, and is popular for its event cars and merchandise.

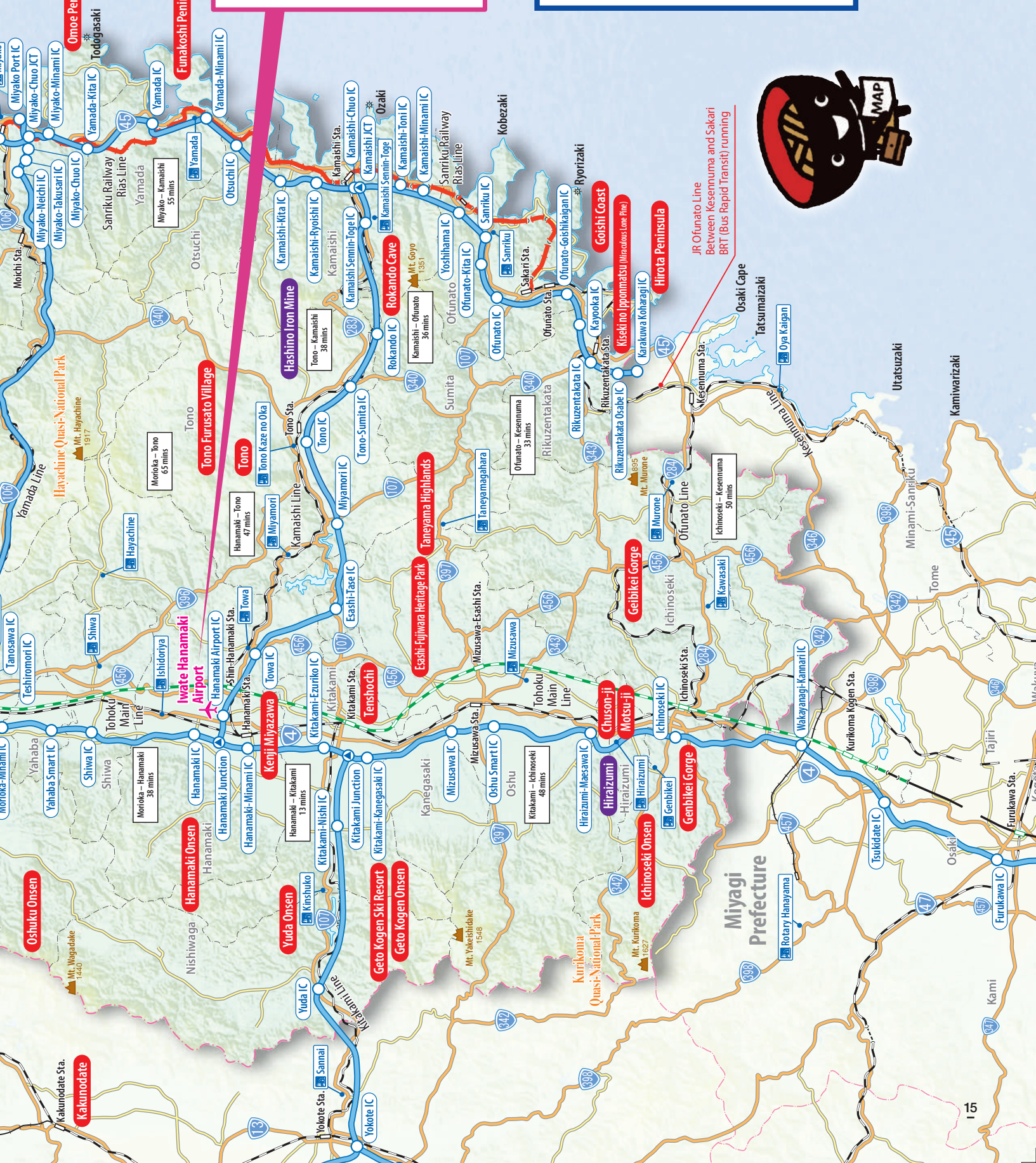


Sanriku Fukko National Park

This map is as of March 31, 2026.
Please check it in advance before your trip.



al Park



Iwate Hanamaki Airport
Hanamaki Airport's new terminal is Iwate Prefecture's gate to the sky.



Approximate travel time by car between points. (Based on 60km/hr)

Morioka - Miyako
92 mins

- Shinkansen
- JR
- Sanriku Railway
- IGR
- Expressway
- National Route
- Michi-no-Eki (Roadside Station)
- Iwate Hanamaki Airport



JR Ofunato Line
Between Kesenuma and Sakari
BRT (Bus Rapid Transit) running

Access Guide

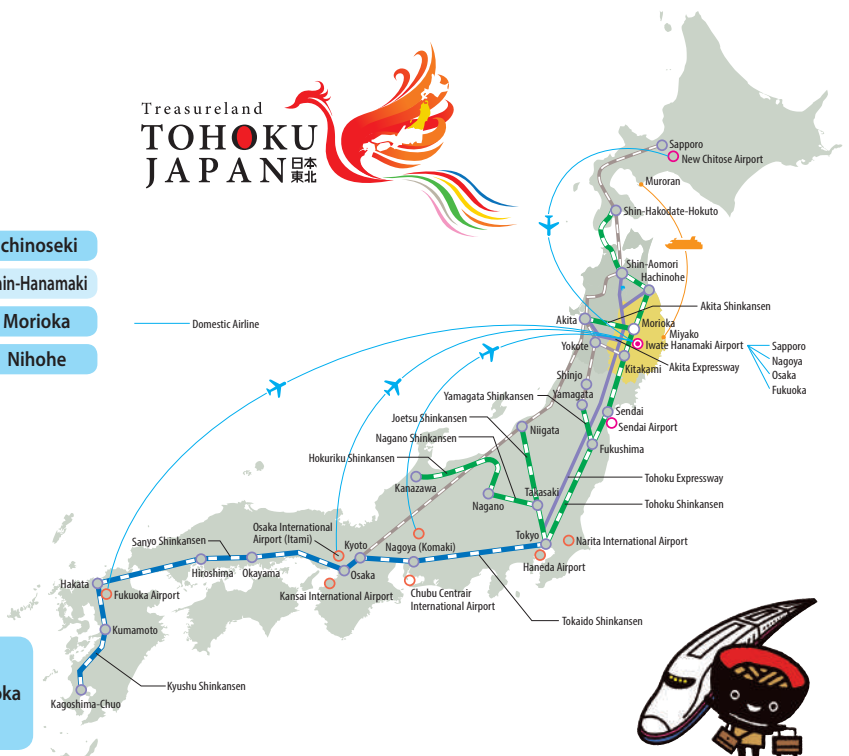
● Access from major airports outside of Iwate

		(Narita Express)		Tokyo	(Tohoku Shinkansen)	
Narita International Airport	Approx. 1 hr				Approx. 2 hr 05 mins	Ichinoseki
					Approx. 2 hr 42 mins	Shin-Hanamaki
(Tokyo Monorail)		(JR)			Approx. 2 hr 10 mins	Morioka
Haneda Airport	Approx. 20 mins	Hamamatsucho	Approx. 6 mins		Approx. 2 hr 53 mins	Nihohe

Sendai Airport	(Sendai Airport Access Line)	Sendai	(Tohoku Shinkansen)	Morioka
	Approx. 25 mins			
	(Connecting bus)			
	Approx. 40 mins			

● Access from within Japan

Sapporo	(New Chitose)	Approx. 55 mins	Iwate Hanamaki Airport	(Connecting bus)	Morioka
Nagoya	(Komaki)	Approx. 1 hr 10 mins		Approx. 53 mins	
Osaka	(Itami)	Approx. 1 hr 20 mins			
Fukuoka	(Fukuoka)	Approx. 2 hrs			

 **TOHOKU EXPRESSWAY PASS**

With the Tohoku Expressway Pass, you can use Tohoku's expressways as much as you like for one set price!

Please pick up a special ETC card along with your rental car.

Options range from 2 to 14 days at prices ranging from 4,100 to 12,200 yen.

For example: Regular expressway tolls (regular-sized car)

Sendai Airport – Chusonji (Hiraizumi-Maesawa IC)	One way: 3,650 yen
Sendai Airport – Shirakami-Sanchi (Owani-Hirosaki IC)	One way: 7,950 yen

https://en.driveplaza.com/drawari/tohoku_expass/

 JR EAST PASS Tohoku Area

This special pass lets you freely get on and off all express and normal trains (including shinkansen) within a specified free area!

Price: Adults (12 and older) **35,000 yen and up**
 *1 Children's prices are half the adult price. *2 Prices are subject to change.

Conditions for purchase: Available only to foreign citizens with non-Japanese passports, visiting Japan for less than 90 days.

<https://www.jreast.co.jp/multi/pass/eastpass.html>

JR Tohoku-South Hokkaido Rail Pass

This special pass lets you freely get on and off all express and normal trains (including shinkansen) within a specified free area!

For details, please check the QR code or the URL below.

<https://www.jreast.co.jp/multi/pass/tohokuhokkaido.html>

 TOHOKU HIGHWAY BUS TICKET

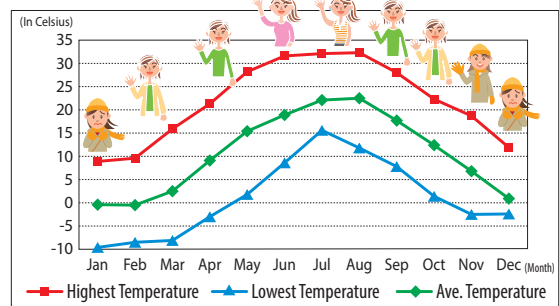
This special bus ticket lets you freely get on and off highway buses throughout the six prefectures of Tohoku (including about 60 routes), for either two or three days!

Price	2-Day Pass	9,000 yen
	3-Day Pass	9,800 yen *There is no child fare for this pass.

<https://japanbuslines.com/en/thbt/>

Treasureland
TOHOKU
JAPAN 日本東北

● Temperature fluctuations throughout the year in Iwate prefecture (Morioka)



Guidance in 5 languages for sightseeing in Iwate

Iwate Hiraizumi Interpreters and Guides Association

<http://iwate-guide.sakura.ne.jp/en/en01.html>

Inquiries:

Iwate Hiraizumi Interpreters and Guides Association Office
13-1 Katsuraishi, Hiraizumi-cho, Nishiiwai-gun, Iwate Pref. 029-4102
TEL: +81-191-46-3762 (9:00-18:00)
FAX: +81-191-46-3518
e-mail info.ihiga@iwate-guide.sakura.ne.jp



Iwate Prefecture Tourism and Promotion Office

10-1 Uchimaru, Morioka City, Iwate 020-8570

Tel: +81-19-629-5573 Fax: +81-19-623-2510

<https://iwatetabi.jp/en/>



Iwate PR characters, the “Wanko Brothers”

The Golden Land IWATE, JAPAN