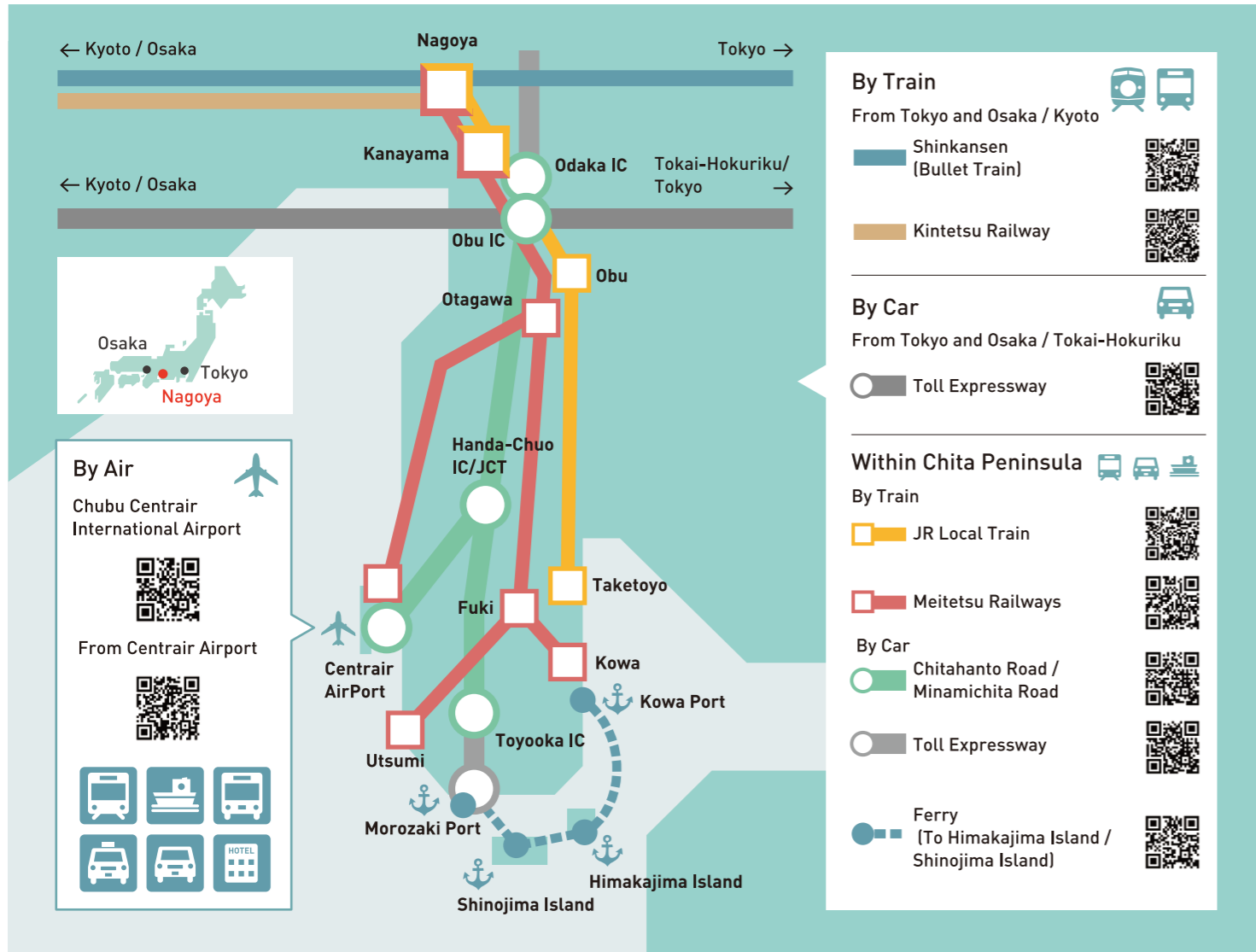


Access

For more information, please use the QR codes.



centrair Chubu Centrair International Airport



It's fun to visit Chubu Centrair International Airport! There is so much to do. When planning your trip, allow time to explore the airport theme park, Flight of Dreams, which includes an entire Boeing plane, a flight simulator, games, and other activities. Centrair boasts a Japanese-style community bath. A wood-scented sauna and a hot bath with views of landing and departing planes will revitalize you after long journeys or relax you on your way out. Restaurants and food shops prepare local specialties like Aichi-style miso dishes, local shrimp crackers, and seafood caught or farmed in nearby Ise Bay. But hungry travelers can also savor delicacies from other prefectures and high-quality foreign dishes. Around sixty shops sell practical travel items, souvenirs, and luxurious, stylish brand goods. Adding to the ambiance and expressing Central Japan's long history with samurai and ninjas, various ninja figures overlook the main terminal. Unlike most airports, this one is so pleasant that locals look forward to hanging out there.

CHITA PENINSULA TOURISM AREA COUNCIL

✉ info@tabichita.com

https://tabichita.com



Handa Tourism Association	☎ 0569-32-3264	✉ info@handa-kankou.com	Agui Town Tourism Association	☎ 0569-48-1111	✉ aguikanko@gmail.com
Tokoname Tourism Association	☎ 0569-34-8888	✉ mail@tokokan.net	Higashiura Town Tourism Association	☎ 0562-83-6118	✉ shoko@town.aichi-higashiura.lg.jp
Tokai Tourism Association	☎ 0562-32-5149	✉ info@tokaikanko.com	Minamichita Town Tourism Association	☎ 0569-62-3100	✉ info@minamichita-kk.com
Obu Tourism Association	☎ 0562-45-6227	✉ shoko@city.obu.lg.jp	Mihama Town Tourism Association	☎ 0569-83-6660	✉ mihama@aichi-mihama.com
Chita Tourism Association	☎ 0562-51-5637	✉ chita-kanko@ma.medias.ne.jp	Taketoyo Town Tourism Association	☎ 0569-73-7750	✉ info@taketoyo-sci.or.jp

The contents of this brochure are current as of November 2024.

CHITA PENINSULA

HANDA CITY / TOKONAME CITY / TOKAI CITY / OBU CITY / CHITA CITY
 AGUI TOWN / HIGASHIURA TOWN / MINAMICHITA TOWN / MIHAMA TOWN / TAKETOYO TOWN

TOURIST GUIDEBOOK

知多半島観光ガイド



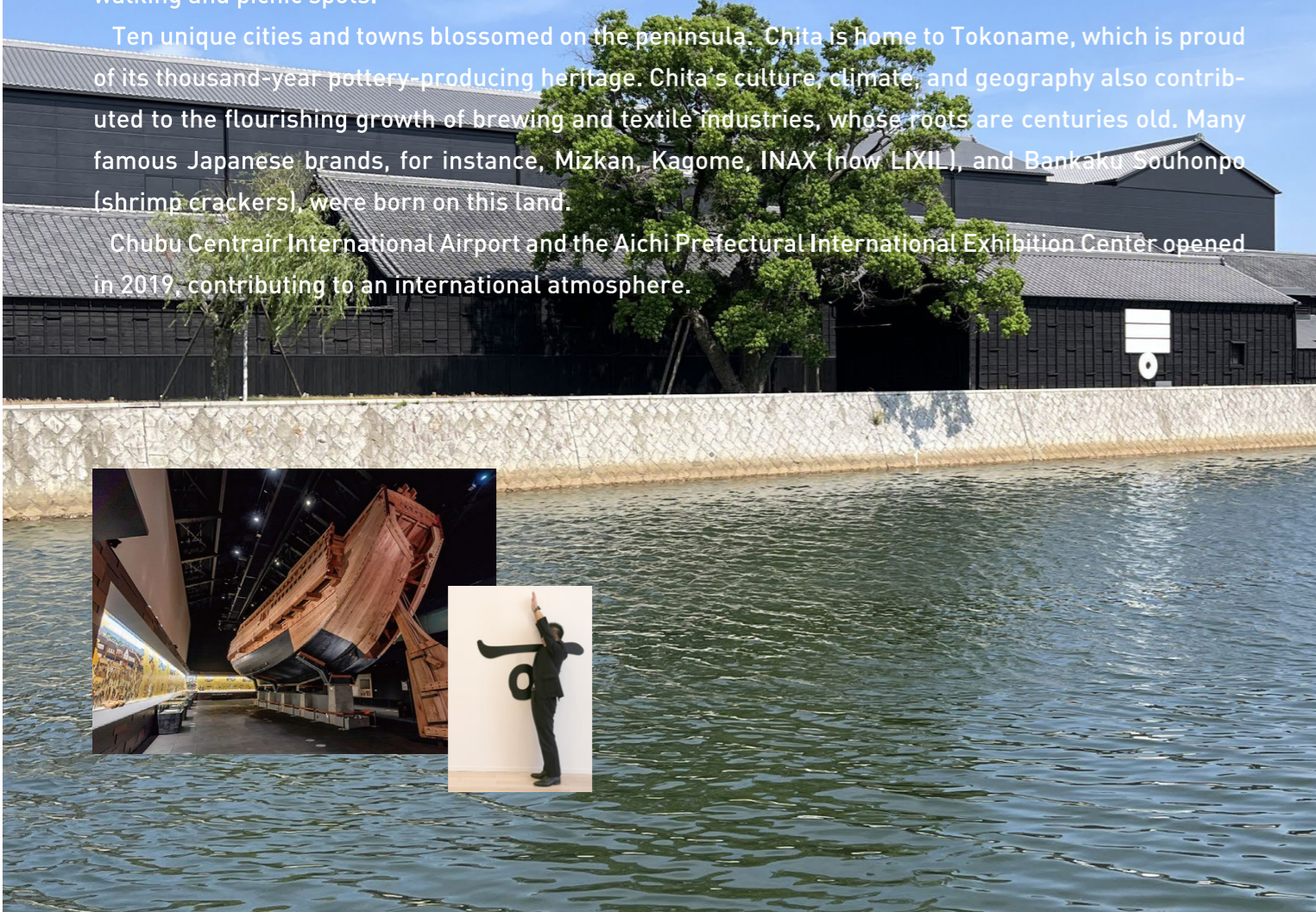
CHITA PENINSULA TOURISM COUNCIL

CHITA PENINSULA

The Chita Peninsula extends from Central Japan into the Pacific Ocean. Ise Bay and Mikawa Bay splash onto the peninsula. The southern part of the Chita Peninsula is blessed with scenic vistas, making it a popular driving and cycling destination. The northern section's vast parks are popular walking and picnic spots.

Ten unique cities and towns blossomed on the peninsula. Chita is home to Tokoname, which is proud of its thousand-year pottery-producing heritage. Chita's culture, climate, and geography also contributed to the flourishing growth of brewing and textile industries, whose roots are centuries old. Many famous Japanese brands, for instance, Mizkan, Kagome, INAX (now LIXIL), and Bankaku Souhonpo (shrimp crackers), were born on this land.

Chubu Centrair International Airport and the Aichi Prefectural International Exhibition Center opened in 2019, contributing to an international atmosphere.



Fermentation Culture

Extensive brewing of foods and drinks began in ancient times. Sake, vinegar, miso, and tamari brewing techniques were refined during the Edo (1603-1868) and Meiji (1868-1912) periods. Many breweries still utilize traditional wooden tools. Come visit Chita's breweries.



In this rare process, the sake base is placed into bags in a long wooden box. The bags are slowly squeezed or pressed, releasing pure sake.

Japanese breweries produce sake by fermenting rice with koji mold.



Tamari is a liquid byproduct of the miso-making process.

Sake made in Chita Peninsula



Sake, beer, wine, and whisky are also produced in the Chita Peninsula.



AICHI PREF.

centrair

The Chita Peninsula is centrally located along Japan's Pacific Ocean coastline.

Chubu Centrair International Airport offers much more than domestic and international flights: It is also a fun spot for eating, drinking, bathing, shopping, and hanging out with friends and family.

The Soil, the Agriculture, the Sea, and the Thread



SOIL
Gentle green hills upon soft clay layers define most of the Chita Peninsula's land. Potters discovered that its iron-rich soil produces a smooth, vermillion color when fired. Chita artists have been producing pottery for a millennium. The Japanese government listed Tokoname, one of six ancient kilns, as a Japan Heritage site.



AGRICULTURE
Residents of Japan consider Chita beef, figs, orchids, and chickens to be top-quality agricultural products, so they visit Chita farms to pick fruit and flowers and eat in local restaurants.



SEA
Located centrally in Japan, the Chita Peninsula has flourished as a transportation hub since ancient times. The sea also provides abundant harvests. Fertile harbors along the peninsula nurture seaweed, fish, and other marine products. Of course, fishing and marine sports are popular pastimes.

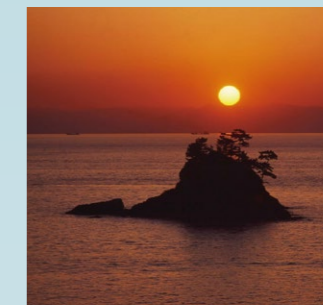


THREAD
Locals have been continuously weaving Chita Cotton for 400 years. Chita's Japanese towels and yukatas are famous throughout Japan.

UNESCO Intangible Cultural Heritage



For over 300 years, residents have celebrated the Shiohi-matsuri Festival, faithfully following its traditions. In 2016, this festival's history and celebrations were registered as a UNESCO Intangible Cultural Heritage. During this magnificent festival, locals pull five intricately carved and decorated floats into the sea at low tide.



Shinonjima Island

Shinonjima's evening views are listed among the best 100 Japanese sunsets. This lovely island is Chita Peninsula's southernmost point.



Tai Festival

Chita's unique Tai Festival celebrates the fish known in English as snapper or sea bream. This lovely island is Chita Peninsula's southernmost point. Locals create and parade with house-sized bamboo and paper fish on their shoulders through town into the sea.



Himakajima Island

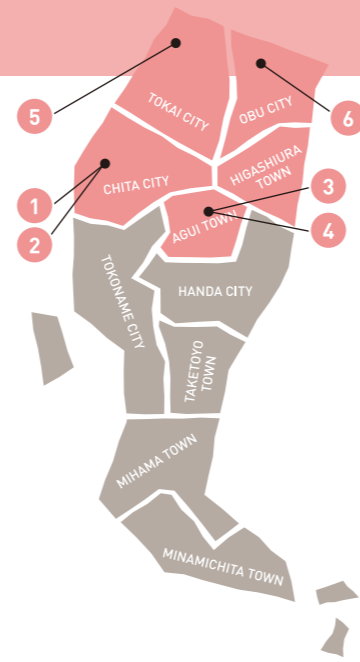
Riders of the popular swing on the hill at Himakajima, the southernmost point of the Chita Peninsula, seem to ascend into the sky over the horizon.



Whisky

Suntory Whisky produces Chita, a smooth whisky made with grain, at its Chita distiller

NORTHERN PART



Northern Chita boasts parks with holy sites, sculptures, orchards, and more. Local industries have birthed products and industries renowned in Japan but not well known outside. Chita's cotton textiles are acclaimed for their softness and beauty. The proud people of Chita hope you will join their festivals and workshops.

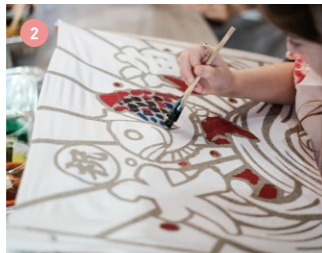
By car

- 1 Hand Weaving Studio Momengura Chita
- 2 Chita Cotton 478 20min
- 3 Niimi Textile Co., Ltd. 20min
- 4 Onigiri Teahouse Hotaru. 20min
- 5 The Great Buddha of Shurakuen Park, Tokai City 20min
- 6 JA Aguri Town Genki no Sato



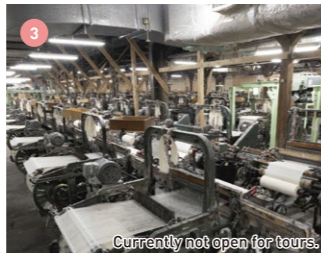
Hand Weaving Studio Momengura Chita

Learn from locals to weave cotton or shop for handmade goods in an ancient cotton storehouse. The cotton of Okada, Chita City, is highly esteemed in Japan.



Chita Cotton 478

Chita Cotton 478 sells locally woven cotton hand towels, scarves, clothes, handkerchiefs, and other textiles and teaches Japanese dyeing techniques to visitors.



Niimi Textile Co., Ltd.

Niimi crafts authentic Japanese-style cotton products, such as traditional decorative towels and summer kimonos, inspired by history and creativity. This local company still uses rare old-style shuttle looms.



Onigiri Teahouse Hotaru.

Eat Hotaru Onigiri's onigiri, rice balls, to bolster your health, please your palate, and support Chita farmers. The fresh rice balls contain Chita rice, produce, and pride. They're perfect for picnics.



5 The Great Buddha of Shurakuen Park, Tokai City

The Great Buddha of Shurakuen Park, Tokai City

This 18.8-meter-tall Buddha, a Tokai City symbol, is larger than Kamakura's Great Buddha and Todaiji Temple's famous Buddha. Visitors can also enjoy 500 colorful maple trees in the park where the Buddha meditates.



Omeian Teahouse

Experience an authentic tea ceremony in a serene tearoom. Kimono-clad tea masters gracefully serve matcha and sweets. Savor the moment, tea, and garden views. Omeian Teahouse is within Shurakuen Park.



6 JA Aguri Town Genki no Sato

JA Aguri Town Genki no Sato

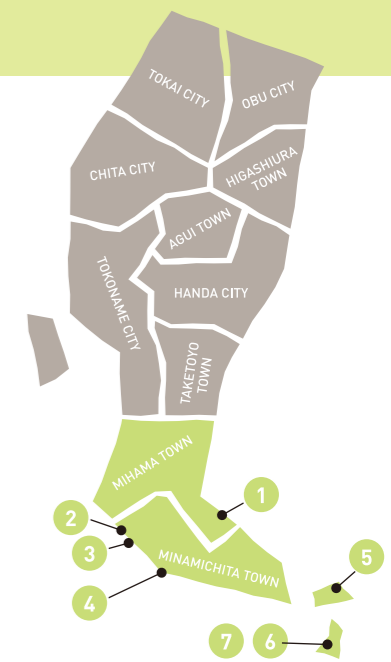
One of the Chita Peninsula's largest direct sales centers for seafood, agricultural, and livestock products. From abalone to zucchinis, you'll find it. You can also exercise and play games on the nearby grounds.



Megumi no Yu Onsen

Genki no Sato's grounds include a Japanese hot spring with various baths. The naturally silky mineral water is soothing. Potters in Tokoname City crafted the earthenware tubs.

SOUTHERN PART



Southern Chita is similar to a wellness resort with tropical beaches, numerous bicycle routes, and mouthwatering seafood harvested or farmed in Ise Bay. The sunsets are so enchanting that many rich Tokyoites have second homes here. Small islands with idyllic beaches at the Chita Peninsula's tip wait for you.

By car

- 1 Uotaro 15min
- 2 Noma-saki Lighthouse 1min
- 3 Hall of Nutrition and Health 10min
- 4 Arakuma Shrine 15min

By Ferry

- 5 6 Morozaki Port 10min Himakajima Island / Shinojima Island



Uotaro

This lively market offers an astounding variety of seafood immediately delivered from nearby ports. You can barbecue seafood and eat at the market while viewing the vast blue sea and sky.



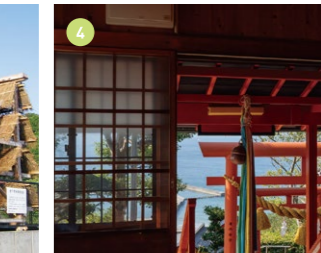
Noma-saki Lighthouse

With its romantic atmosphere, this classic Ise Bay lighthouse attracts visitors from across Japan. The white lighthouse, glittering sea, and Chita Peninsula sunsets make for Instagrammable photographs.



Hall of Nutrition and Health

Visit this old-fashioned sea-salt production facility using Ise Bay seawater to join a salt-making workshop. A restaurant serves local dishes, and a tiny market stocks Chita-grown fruit and vegetables.



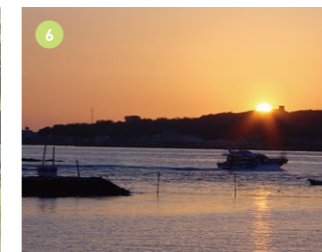
Arakuma Shrine

Overlooking Ise Bay, Arakuma Shrine has gorgeous sea and village views. Ascend a trail of vermilion gates to the shrine. The friendly priest performs Shugendo rites, which combine Shintoism, Buddhism, and folk beliefs.



Himakajima Island

Ride a bicycle or walk about Himakajima Island. Discover artwork on beaches and locals drying octopuses in the sun. Enjoy swimming, eating like a king, observing herons catch meals, and breathing sea breezes.



Shinujima Island

This quiet island, famous for sunsets, is at the southernmost point of the Chita Peninsula and boasts unique traditions, fresh sardines and oysters, beach restaurants, bioluminescent plankton, and other surprises.



Natural Rock Oysters

Rock oysters grow in Ise Bay. Between May and September, savor these delicacies, some as big as large hands. Try them barbecued, grilled with sake and lemon, or savor the sweetness and saltiness of raw oysters.

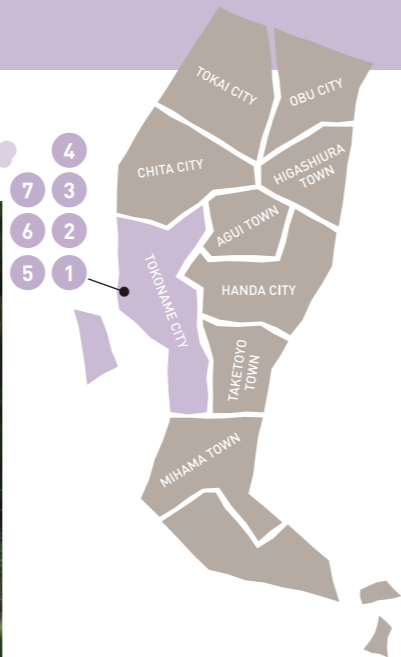


Winter Oysters

Creamy Ise Bay winter oysters are farm-cultivated. Eaten between November and April, these small oysters are the oysters most people know. Chita chefs serve them raw, grilled, steamed, and in other mouth-watering ways.

POTTERY

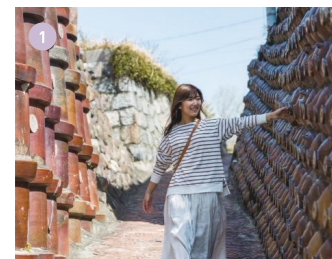
岩手



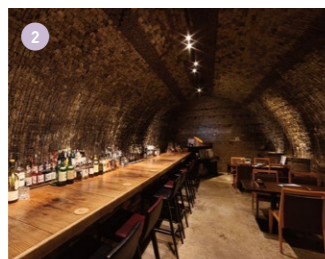
Tokoname pottery is praised in Japan for its unique colors and techniques. Japanese and foreign potters create together and encourage each other. Strolling the unique Tokoname Pottery Footpath, you'll meet superbly talented artists, be inspired, and, if you want, make pottery. Workshops abound!

By car

- 1 Tokoname Pottery Footpath 1min
- 2 Bar & Bistro Kyoei-gama 4min
- 5 INAX MUSEUMS 10min
- 6 Kanefuku Mentai Park Tokoname 1min
- 7 Rinku Beach



Tokoname Pottery Footpath
The Tokoname Pottery Footpath transports strollers to a time when Tokoname produced more clay products than other Japanese locales. Visitors discover a charming world of potters, brick chimneys, and kilns.



Bar & Bistro Kyoei-gama
The owners renovated an authentic kiln into a unique restaurant for dining in style and appreciating the atmosphere of a factory producing earthenware used across Japan. The lunch and pottery-making experience is unforgettable.



Techniques of Tokoname Potters
Mogake is a traditional Tokoname pottery-making technique. Potters place seaweed on their artwork before firing, resulting in swirling patterns. Only potters near the sea utilize this unique technique.



Maneki Neko
Tokoname City is the largest producer of beckoning cats in Japan. Large ears, eyes, and heads characterize the Tokoname-style maneki-neko. It is said that a cat with its right paw raised attracts money, and a raised left paw welcomes people.



Tokoname Pottery Making Experiences
You can find various fun pottery-making experiences in many locations. Create your pottery with an electric potter wheel, a traditional wheel, or your hands under the guidance of local artists.



INAX MUSEUMS
Six amazing museums display the wonders of Japanese pottery and ceramics from other countries for one low price. Visitors can also create their own earthenware artworks in various workshops with skilled teachers.



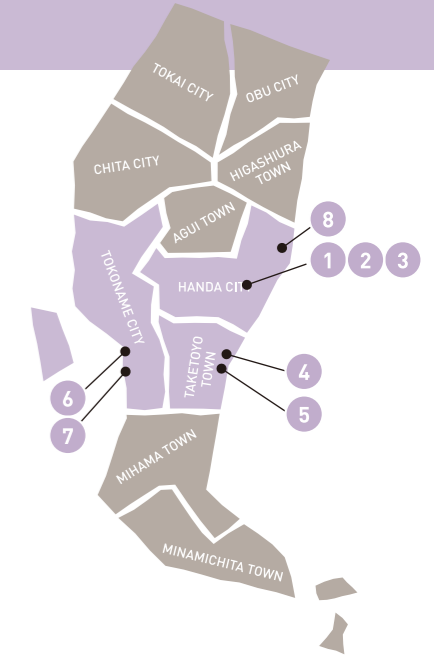
Kanefuku Mentai Park Tokoname
Mentai Park is an unusual museum/factory/amusement park celebrating mentaiko, marinated codfish eggs. Whether you love codfish eggs or are just curious, you'll never forget visiting this unusual facility.



Rinku Beach
From this rare beach close to Centrair, you can see airplanes and the sunset simultaneously. Rinku Beach has cafes, barbecue spots, and sauna facilities, and it's near a shopping mall.

BREWERY TOUR

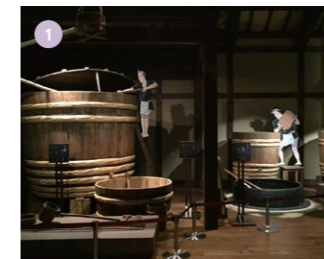
醸造



Chita Peninsula's rich climate nurtured the development of unique varieties of sake, soybean miso, tamari, soy sauce, and vinegar. Chita vinegar helped spark the world sushi boom. Because so many local traditional breweries, some with interactive museums, welcome visitors and offer samples, traveling here is a tasty adventure.

By car

- 1 Mizkan Museum (MIM) 2 Handa Canal, Handa City 3 Kunizakari Sake Bunka-kan 10min
- 4 Nakasada Shoten 2min
- 5 Machi-no-Eki Ajino Kura Taketoyo 15min
- 6 Sawada Sake Brewery 10min
- 7 Restaurant Morita Aji no Yakata 30min
- 8 Shikishima Sake Brewery



Mizkan Museum (MIM)
The Mizkan Museum's surprisingly engaging interactive exhibitions introduce Japanese food culture, focusing on sushi and vinegar. Mizkan, Japan's premier vinegar manufacturer, was founded in 1804.



Handa Canal, Handa City
Handa City's sake, vinegar, miso, and tamari breweries have endured over 300 years. Large wooden ships transported brewery products from the Handa Canal to all over Japan.



Kunizakari Sake Bunka-kan
Come for the sake tasting and to learn sake culture. An excellent sake museum displays brewing tools and techniques dating to the 1600s. The brewery's reflection floats on the surface of the historic Handa Canal.



Nakasada Shoten
Nakasada Shoten produces miso and tamari, which are essentials of Japanese cuisine. Soybeans and salt mature for over two years in large wooden vats, creating a rich flavor sought by chefs across Japan.



Machi-no-Eki Ajino Kura Taketoyo
Six breweries in Taketoyo Town have followed traditional miso and tamari brewing methods for generations. This community market near the historic Kura-no-Machi area is where you can sample and buy miso, tamari, and local seasonings.



Sawada Sake Brewery
Sample fantastic local sake after touring the rustic Sawada Sake Brewery. Established in 1848, the old-style brewery, known for its brand sake called Hakuro, is in a quiet Ise Bay port town.



Restaurant Morita Aji no Yakata
Chita Peninsula's oldest brewery houses this unique restaurant, which displays Japan's food culture. The menu features fermented dishes and drinks, such as miso cutlet, tamari ice cream, sake, and even miso beer.



Shikishima Sake Brewery
The ninth-generation owner of this family-run sake brewery aims to continue brewing "food sake." Tours are available, and you can stroll the brewery grounds, which blend history with modernity. Definitely, taste samples of fresh sake.