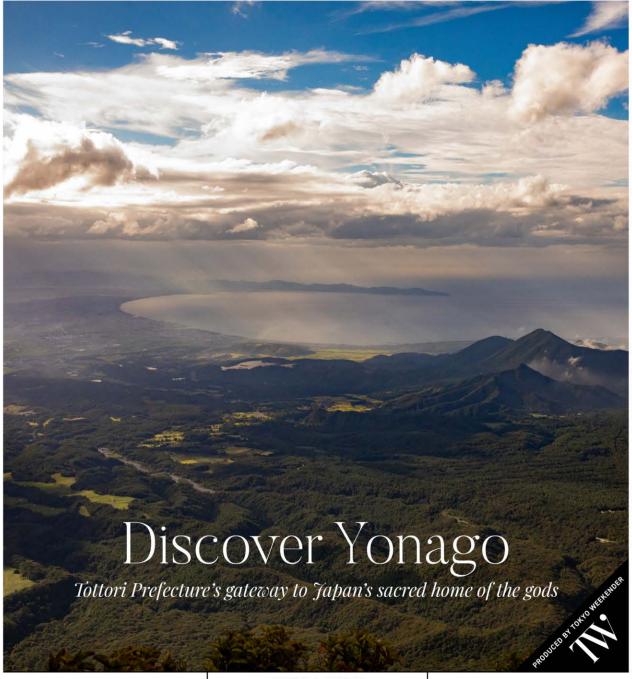
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Sea breezes, majestic landscapes, rich culture – Yonago offers everything a visitor to Japan desires.

NATURE & CUISINE

How Mount Daisen provides not only spiritual power but also fresh mineral water and ingredients.

ART & CULTURE

From Yodoe umbrellas to pottery, the city of Yonago is bursting with unique art and artisans.

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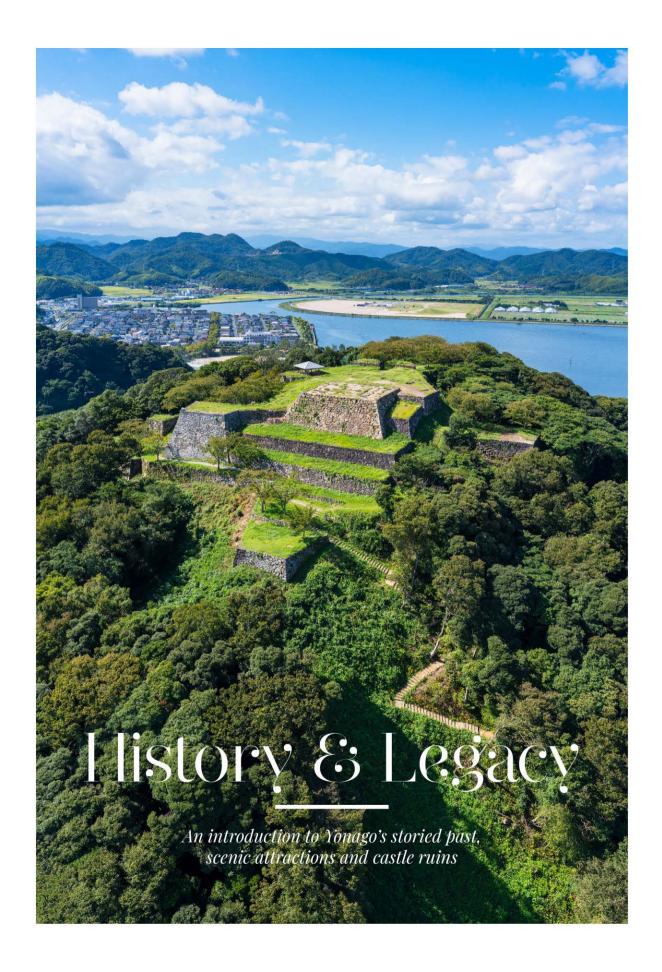
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Step into Yonago

Refreshing sea breeze, majestic landscapes, spiritual nature — welcome to Tottori's gateway to Japan's sacred home of the gods

ordered by the Sea of Japan, the stunning inland Lake Nakaumi and the majestic Mount Daisen, Yonago is a scenic city in western Tottori Prefecture that offers a diverse travel experience throughout all seasons. Blessed with a strategic location as Tottori's gateway to the mystic San'in, a beautiful coastline encompassing some of Japan's most worshiped landmarks, Yonago is the prefecture's second most populated city and one of its most culturally rich destinations. Boasting a storied history and traditions inspired by its magnificent nature and deeply rooted spiritual beliefs, the city is blessed with natural sites and culture that have defined the locals' slow,

harmonious and courteous way of life. It is here in Yonago where you will find a striking combination of modernity and tradition, unforgettable scenery stretching through vast mountainous lands and parks, an endless variety of nature-inspired delicious cuisine, and friendly locals who are proud to call Yonago their home.

Despite being a small city with a population of less than 150,000, Yonago's earliest settlement is recorded as dating back to some 25,000 years ago. The city's long history and its location at the base of Mt Daisen, which has since ancient times been worshiped as "home of the gods," has contributed to its people's long-standing spirituality. The strong belief of the coexis-



tence of spirits and humans has given Yonago its most unique landmarks today. Among them are the former Daisen Gyuba Ichi (Japan's Largest Livestock Market Born of Jizo Bodhisattva Worship), now designated as Japan Heritage, which was formed by worshipers who climbed the mountain with their cows and horses to pray for divine protection, and the numerous Jizo Bodhisattva statues lined along the city and Kamogawa River for good luck. In a more modern interpretation







of the blurred boundary between humans and spirits in Japan, through its Yonago Kitaro Airport, the city offers easy access to the neighboring Sakaiminato's famed Mizuki Shigeru Road, a local landmark celebrating Tottori-raised manga artist Shigeru Mizuki and his beloved fantasy creatures known as yokai (supernatural spirits in Japanese folklore). Another prominent location easily accessible from Yonago is the Mukibanda Yayoi Archaeological Remains, a vast natural site where hundreds of ancient dwellings from the Yayoi Period were discovered between 1995 and 1998 during the planning of a golf course. Today, the site is one of the largest Yayoi Period remains in the country and a beautiful location to oversee Mt Daisen and its surroundings. Last but not least, proving itself as a constantly evolving city, Yonago's



most recent fame is attributed to its popularization of Japan's triathlon since 1981.

Whether spring, summer, autumn or winter, Yonago invites travelers to immerse themselves in its countless landscapes and attractions that promise a taste of authentic Japan and a thorough relaxation of the mind and soul. Be it the Kaike Onsen hot spring resort to cure fatigue, the Yonago Castle Ruins to capture the memory of the city in a single view, the spiritual tour of the Jizo of the Kamogawa River to bring good luck, or Mt Daisen to inspire to always aim high, Yonago is a city that will remain in travelers' fondest memories.



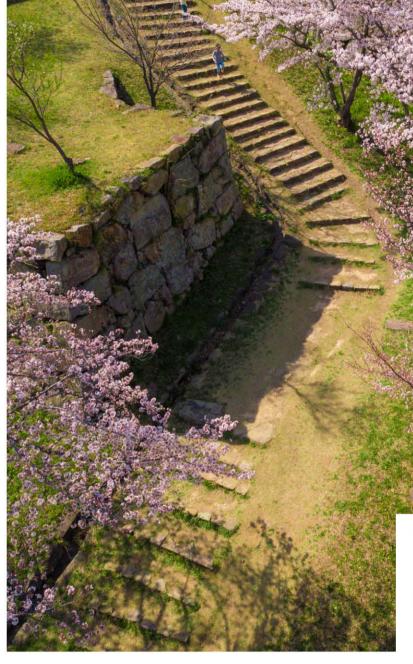


Yonago Castle Ruins

An unobstructed 360-degree view of the city's past and present

he cityscape spreads out before your eyes as you climb step by step, stone after stone. The Sea of Japan extends to the north, the clear blue Lake Nakaumi reflects on the west, and the majestic body of Mt Daisen proudly stands to the south-east as if ready to embrace. Here is Yonago's most indisputable landmark, the Yonago Castle Ruins, a historical site offering the best view of the city.

Designated as a national historic site in 2006, Yonago Castle's construction originally began around 1591, near the end of Japan's Sengoku (Warring State) Period, under the command of Kikkawa Hiroie, lord of western Hoki. Yonago's strategic location with waterfront access to Lake Nakaumi and Mt Daisen as a natural shield attracted Kikkawa's attention, prompting him to move his then





main residence from Gassantoda
Castle in present-day Yasugi city in
Shimane Prefecture to Yonago Castle.
Following several turbulent years and
changes in Kikkawa's successors, the
construction of the castle was at last
completed around 1602 on Minatoyama hill at the center of Yonago city,
offering not only an unobstructed
view of the entire area, but also a
strategic defense.

A key feature of Yonago Castle, thanks to which it earned its



popularity as "the finest castle in the San'in area," was its rare architecture. Unlike most castles in Japan at the time, Yonago Castle was formed by two towers, the main one on top of the hill consisting of five stories and a minor four-story one next to it. Proudly overseeing the city for the next 300-odd years, the castle was demolished during the Meiji Period following the government's establishment of the prefectural system and abolishment of local administration through feudal domains.

While most of Yonago Castle's structure was unfortunately destroyed, today we can still see its

foundations, the remaining stone walls on which the castle stood in its most glorifying days. Known among locals as "Shiroyama" (a castle hill), the site today is the city's most prominent sightseeing and hiking location offering a stunning panoramic view of the entire Yonago city and its surroundings throughout all seasons. Minatoyama Park, located at its base, is also a popular cherry blossom viewing spot in spring, attracting both local residents and tourists to the area.

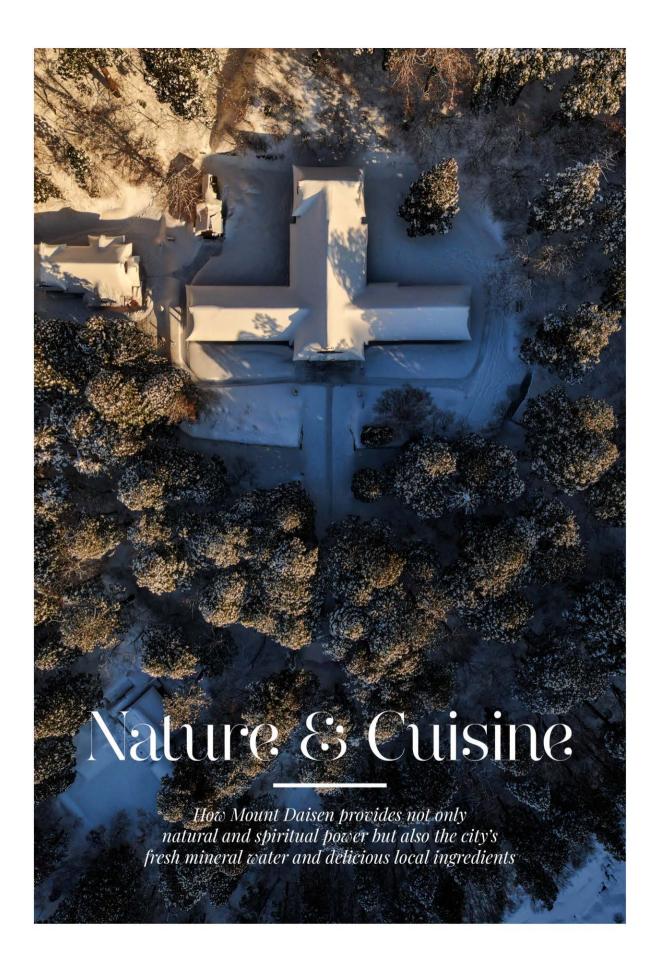
Accessible within just a 15-minute walk from the base to the top, the Yonago Castle Ruins site is the perfect location to oversee the city's landscapes and enjoy a refreshing mountain breeze while hiking to the top.





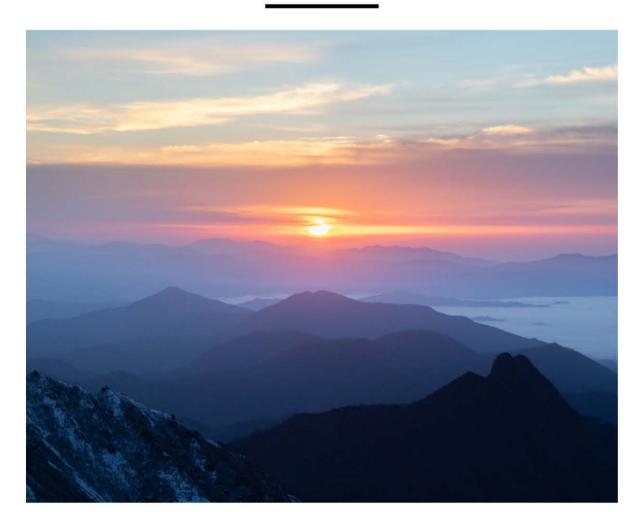
GETTING THERE

The Yonago Castle Ruins are approximately a 20-minute drive from Yonago Kitaro Airport or a 20-minute walk from JR Yonago Station.



Mount Daisen

All roads lead to this unbreakable shield



tanding at a height of 1,709 meters reminiscent of an unbreakable shield against natural disasters and human invasion, Mt Daisen is a natural and spiritual icon to the people of Yonago city and the highest, most sacred mountain in Japan's Chugoku region. Home to the holy Daisenji, a 1,300-year-old Buddhist temple overlooking the base of the mountain's cedar-lined paths, Mt Daisen has been worshiped since ancient times as a sacred home of

gods because of its breathtaking appearance, and served as a source of natural and spiritual power. Today, the mountain is a part of the Daisen-Oki National Park and is included in the list of Japan's 100 famous mountains.

"Daisen san no okage" (it is thanks to Mt Daisen) is a common saying among locals in the region referring to the many ways the mountain has continued to protect the people living nearby. Local people to date strongly believe that their lives have been blessed by Mt
Daisen in the way of experiencing
fewer natural disasters and having an
abundance of natural resources, farm
produce, livestock, and the region's
famous crystal-clean mineral water,
all of which together sustain their
longevity and livelihood.

Thanks to this belief, the mountain's plentiful pure nature has inspired a number of signature local attractions and products that continue to be loved by locals and tourists alike.



Soak and heal at Yonago's most scenic natural remedy resort

pleasant day at the beach ends with a relaxing hot spring soak here at Kaike Onsen hot spring resort. Yonago's most multifaceted landmark. Discovered by local fishermen in 1900, Kaike Onsen was developed as a resort in 1921 and has since become the city's prime location for complete relaxation of the body and mind. Today, comprised of some 20 hotels and Japanese-style ryokan (inn) lined along the seacoast, Kaike Onsen is the largest hot spring resort in the San'in area and the finest location in Yonago where visitors can enjoy a full package of healing hot springs, a day at the beach, delicious local cuisine, and true omotenashi hospitality.

Revered for its stunning landscapes encompassing Yumigahama peninsula's white-sand beaches, pine trees, and breathtaking sunrises highlighted by the silhouette of Mt Daisen in the background, Kaike Onsen has been featured in a number of Japan's most prestigious landscape selections, including the "100 selected



views of Japanese sunsets and sunrises," "100 selected places to view Japanese beaches," "100 selected views of Japanese white beaches and green pine vistas," and "100 selected views of Japanese cities," awarded to cities with exceptionally scenic urban views.

Kaike Onsen's famed hot spring water wells up from the Sea of Japan and is high in sodium and calcium chloride, a combination that results in a thorough warming up effect on the body. Thanks to its salty waters with groundwater temperature of 63 to 83 degrees Celsius, the resort is a popular venue for people practicing thalassotherapy, the use of seawater as a natural remedy for various health conditions including nerve and back pain, anemia, rheumatism and chronic skin diseases, as well as for helping to create beautifully smooth skin.

Kaike Onsen is also known as Japan's birthplace of triathlon, which was first introduced in the area in 1981. The annual All Japan Triathlon Kaike Competition attracts visitors from across Japan and the world every summer.

THERE

GETTING Kaike Onsen resort is approximately 15 minutes by car from Yonago Station. For a list of hotels in the area, see www.kaike-onsen.com

The Spring of Life

Where there is water, there is growth

eep forests, untouched grounds, clean mountain rivers – when it comes to pure nature in Yonago, the local saying, "It is thanks to Daisen," echoes like no other. Aside from providing beautiful landscapes, Mt Daisen is also the source of Yonago's clean and pleasant-tasting mineral water, which in itself is the spring of life for the region's flavorful local produce, namely rice, meat, vegetables, fruit and liquor. Yonago is home to five of Mt Daisen's purest springs, among which the best known in the San'in area, Ame no Manai, was selected by the Ministry of the Environment as one of Japan's 100 finest water springs.

The secret to Mt Daisen's pure water lies in its deep and vast beech forest. A sacred mountain since ancient times, up until the Meiji Period, climbing the mountain used to be severely restricted, resulting in the preservation of its rich nature and ecosystem. The water is abundant in sodium, calcium and iron among numerous other essential minerals and is one of Japan's most sought-after spring water brands. A natural blessing for locals, Yonago's tap water is also derived from Mt Daisen, making the city one of Japan's top-ranked regions for clean drinking water.



Access to such pure water is also crucial for the production of Japanese sake whose prime ingredients are rice and water. Yonago and its surrounding cities are home to several



prominent sake breweries, among which are Inata Honten, a company with over 340 years of history; Kumezakura, a sake, beer and plum wine brewery with headquarters based at the base of Mt Daisen; and Chiyomusubi, an innovative brand with labels varying from traditional to sparkling sake. A sip of any of these brands is enough to suggest that the old Japanese saying, "Where there is good water, there is good sake," could have been pointing straight to Yonago.

Tottori Wagyu

The taste of a champion

Boundless green lands, clean air, pristine waters, a stress-free environment and a deeply rooted dedication to breeding the best cattle—this is what it takes for a small prefecture to produce Japan's highest quality premium beef: Tottori Wagyu. Boasting an impeccable flavor and a melt-in-the-mouth texture, Tottori Wagyu is a top-quality beef brand that accounts for only 0.6 percent of Japan's commercial wagyu produce. Its exceptionally lean and marbled beef won the top honors at Japan's 2017 National Com-



petitive Exhibition of Wagyu, or "Wagyu Olympics," a prestigious competition held once every five years to determine the best beef in the country. Tottori Wagyu's rich taste derives from its exceptionally



high (more than 55 percent) oleic acid content, a major component of olive oil that ensures a strong umami taste in addition to tangible health benefits, including reduced low-density lipoprotein (LDL) cholesterol.

Tottori Wagyu can be enjoyed in various traditional Japanese culinary styles, from yakiniku grilled meat to sukiyaki and shabu shabu simmered in hot-pot style. A highly recommended spot where one can enjoy a perfectly combined offer of different cooking styles is Yonago's famed Kyoshotei, a prominent restaurant that specializes in superb quality Daisen Kuroushi (black cattle) beef produced around Mt Daisen. Visitors can select various wagyu dishes

a la carte or opt for one of Kyoshotei's three prime courses: the basic Daisen Kuroushi Wagyu Course, the Premium Course, or the Champion Course, a luscious menu featuring several wagyu dishes combined with carefully selected local ingredients to complement the rich flavor of the wagyu. An unforgettable culinary pleasure, Tottori Wagyu is a one-on-one champion encounter no beef lover should miss.

DAISEN KUROUSHI KYOSHOTEI

ADDRESS 1-60-11 Kakubancho,

Yonago, Tottori Prefecture

TEL 0859-30-2989

OPEN Mon-Sat 5pm-11pm.

Lunch available on

Sat 11:30am-2:30pm.

Closed Sun

WEB www.kyoshotei.com

Mountain to Table

The best of Yonago's gourmet delights

iving at the foot of Mt Daisen is a blessing the people of Yonago have for centuries been skillfully taking advantage of to produce a variety of original food and drink brands made with selected local ingredients and utmost dedication. When visiting Yonago, make sure to taste and bring home a selection of Mt Daisen's best local gifts, ranging from vegetables, fruits and meat to dairy products and beer.



Shirobara Soft Cream

A best-selling product by Daisen Nyugyo Dairy Industry Cooperative, Tottori Prefecture's leading dairy manufacturer, Shirobara soft cream is a mouthwatering soft-serve ice cream made with plenty of fresh milk from cattle bred and fed around Mt Daisen. Sold primarily at Daisen Makiba Milk no Sato, a leisure facility operated by Daisen Nyugyo, the ice cream is immensely popular for its rich and creamy milky taste.

Daisen Ham

A recipient of multiple awards, Daisen Ham is a Yonago-based meat manufacturing company that has since 1954



been producing top-quality ham, sausages, bacon and other meat products. With a wide selection of ham assortment fit both for daily use and gifts, Daisen Ham is always a special addition to the table whether you're enjoying a family breakfast or a holiday feast.

Daisen G Beer

Proudly serving the local tables and bars since 1997, Daisen G Beer brewery was launched by local sake manufacturer, Kumezakura Sake Brewery, following the company's accurate hunch that if the region could produce good sake, it could produce great beer, too. Using Mt Daisen's clear spring water when



brewing and its mineral-rich black, fertile soil (called kuroboku) to produce crops, Daisen G Beer is made of original barley, hops and, in some brands such as the Daisen G Yago, even sake rice. Daisen G Beer's lineup

includes the classic Weizen, Pilsner, a winner of the 2016 International Beer Cup, Pale Ale and a range of limited editions and seasonal bottles. The brewery's latest product, Daruma Ale, Kaike Onsen's first original brew, was launched in 2019.



Daisendori

A top-quality poultry brand in Japan, Daisendori's meat is well known for its exceptional tenderness and exquisite umami taste. Bred in the surroundings of Mt Daisen and fed with original fodder, Daisendori's chickens are raised in a stress-free environment resulting in an unparalleled taste. Although available at restaurants throughout Japan, Yonago has a variety of local dishes prepared with fresh Daisendori chicken, so make sure to give it a try while touring the city.

hen the sun sets and the busy day is about to end, two locations in Yonago turn their lights on, ready to embrace the night: the area surrounding Yonago Station and the nightlife district Asahimachi, which is reached in an easy 20-minute walk from Yonago Station.

Yonago Station is the city's hub for nighttime entertainment, hosting a variety of hotels, traditional and modern Japanese diners, karaoke facilities and bars. Here you can taste a variety of Yonago and the San'in area's best specialties, including Daisendori chicken, fresh seafood from the Sea of Japan, and, of course, plenty of local sake.



Yonago After Five

Where there's a light, there's a way in

For a more nostalgic experience, take a stroll to Asahimachi, a narrow, neon-lit alley lined with countless small bars and pubs that have thrived in the area since its old days. Reminiscent of Tokyo's popular Shinjuku

Golden Gai and Omoide Yokocho, Asahimachi's streets are where you can enjoy a more personalized experience of traditional rural Japan and its people. Rumor has it the name Asahimachi (sunrise town) derives from the

habit of getting lost in bar-hopping until the sun rises. It is indeed this kind of place, so take your time and experience at least a couple of bars on a single visit.

A recommended spot to taste local Yonago beer is Jap Brewery, just a few minutes on foot from Asahimachi. A brewery, a bar and a modern diner in one, the venue is a product of crowdfunding that gave birth to the area's now popular 475 Beer, a play on words that reads "Yonago" in Japanese. Order a la carte or choose a tasting set of four of the brewery's best flavors.



JAP BREWERY

ADDRESS 142-2 Higashikurayoshi-machi, Yonago,

Tottori Prefecture

TEL 0859-23-0475

OPEN 5:30pm-11:30pm.

Closed Sun and national holidays





Yodoe Umbrellas

Vibrant colors of a living tradition

he history of Japan's colorful Yodoegasa (Yodoe umbrellas) dates back to 1821 when artisan Kurayoshiya Shuzo settled in Yonago's Yodoe district and opened an umbrella shop. The presence of bamboo forests for sourcing one of the main materials needed, and wide sandy beaches for drying dozens of umbrellas at the same time, made Yodoe a location primed for a flourishing umbrella industry. Heavy rainfall along the seacoast of western Japan further increased the demand for the business, which thrived in the area for over a century after its establishment. By the early twentieth century, there were 71 artisan shops in Yodoe, handcrafting some 500,000 umbrellas a year at peak times.

Made by creating a robust bamboo frame, weaving vibrantly colored silk threads beneath the canopy, decorating with oil-coated washi paper, and finally drying in the sun, each Yodoe umbrella was passed through the hands of multiple artisans in a total of 70 painstaking steps. This unrivaled dedication to the craft made Yodoe umbrellas loved all over Japan until their gradual decline in demand after the 1950s due to an increased import of cheaper foreign umbrellas.

Although designated as an intangible cultural property in 1976, the craft struggled to survive, leading local artisans to establish the Wagasa Denshokan, a place to celebrate and nurture the artistry of the Yodoe umbrella. Thanks to these efforts to preserve the craft, Yodoe is one of the few remaining Japanese towns where traditional umbrellas are still produced. Today, Yodoe umbrellas are used primarily in traditional festivals, weddings and cultural events. Visitors to the Wagasa Denshokan can take part in workshops to experience the making of a Yodoegasa-inspired lamp stand, an attraction no visitor to Yonago should miss.

WAGASA DENSHOKAN

ADDRESS 796 Yodoe, Yodoecho, Yonago, Tottori Prefecture

TEL 0859-56-6176

WORKSHOP COST ¥6,600-¥11,000 (approximately one hour). Book at least one week before the workshop. Available for participants over 10 years old. Available for groups of one to five people.



Hosshojiyaki Kaikegama

Pottery from the heart of Yonago

mbracing a pottery style with roots dating back to the Edo Period (1603-🛮 1868), Hosshojiyaki Kaikegama is one of Yonago's most renowned and thriving traditional craft venues. Serving as the studio of its master potter Yuzo Ando, a workshop for students learning the craft and a destination for tourists eager to try their hand at making traditional Japanese pottery, Kaikegama is bustling with people and activity throughout the year.

Born in Yonago in 1944, Ando, a man whose name today is well known among pottery experts in Japan, inherited Kaikegama from his father in 1969. While continuing the traditional Hosshoji pottery style, Ando introduced new features to the craft by mixing sand from the shore of neighboring Kaike Onsen hot spring resort and satetsu (sand containing traces of iron) from the local Hino River into the clay and glaze of the completed products. Now, over half a century into the history of the craft, various Kaikegama original potteries are decorated in esteemed hotels and venues throughout Yonago.

Visitors interested in learning the craft directly from Ando can participate in a pottery workshop at Kaikegama where they can make a traditional yunomi (tea mug) or chawan (bowl). Ando typically sits with workshop participants and guides them, though he won't necessarily take over to turn their products into perfect creations. "Every product is its maker's original work even the failed ones," is his motto. Ando will, however, give each creation a final touch before it is dried, glazed, fired and finally posted to its maker's home in a package full of love and memories from Yonago.

POTTERY STUDIO HOSSHOJIYAKI KAIKEGAMA

ADDRESS 2-19-52 Kaikeonsen, Yonago,

Tottori Prefecture

TEL 0859-33-2826

OPEN 9am-5pm

COST

WORKSHOP Trial classes from ¥3,500 (includes clay, apron and instruction fees). One class is open to up to 30 people. Reservations are required.





Shoji Ueda Museum of Photography

Homage to the artist of the dunes

SHOJI UEDA MUSEUM OF PHOTOGRAPHY

ADDRESS 353-3 Sumura, Houki-cho, Saihakugun, Tottori Prefecture

ACCESS By car: 25 minutes from Yonago

Station; 40 minutes from Yonago Kitaro Airport

TEL 0859-39-8000

OPEN 9am-5pm (last entrance 4:30pm).

Closed Tue (or the following day if Tue is a national holiday), Dec through Feb, and during exhibit changes

ciuiigo

ADMISSION ¥900 (general), ¥500 (college and high school students), ¥300 (junior

high and elementary school students)
WEB www.houki-town.jp/ueda

here is nothing in sight but lush agricultural land, an astounding view of Mt Daisen and what appears to be four giant boxes lined up when viewed from afar. It is the perfect setting for a museum dedicated to a surrealist artist who cherished simplicity as much as his homeland of Tottori. Here is the Shoji Ueda Museum of Photography, a tribute to a photographer who, through his work, turned Tottori's sand dunes, Yonago city and his hometown of Sakaiminato into internationally renowned sites.

Shoji Ueda (1913-2000) was

shoji Ueda (1913-2000) was a leading figure in the history of Japanese photography who spent the majority of his life in Tottori, shooting predominantly around Yonago (where he had a studio and gallery) and the prefecture's iconic sand dunes. He is known for often using his family members as models for his surrealist photography, adding a somewhat personal story to his work, a technique that eventually led to him receiving global acclaim in the 1970s. Among his best-known works are "My wife in the dunes" (1950), "Hat" (1980), and "Doodle Face" (1949).



Shoji Ueda Museum of Photography opened in the town of Houki, about a 25-minute drive from Yonago Station, in 1995. It archives more than 12,000 of Ueda's photographs in its award-winning building designed by famed Japanese architect Shin Takamatsu. The museum features a variety of Ueda-inspired "surreal entertainment" tricks for visitors, making it worth visiting for its creativity as well as its collection. On your visit, try to find the many hidden sights of Mt Daisen from inside the museum while taking your own version of Ueda-style photographs as a memory.



Adachi Museum of Art

A living canvas of Japan's four seasons

ADACHI MUSEUM OF ART

ADDRESS 320 Furukawa-cho, Yasugi, Shimane

TEL 0854-28-7111

OPEN 9am-5:30pm (Apr-Sep),

9am-5pm (Oct-Mar)

ADMISSION ¥2,300 (adults), ¥1,800 (university stu-

dents), ¥1,000 (high school students), ¥500 (elementary and junior high school

students)

WEB www.adachi-museum.or.jp/en

ust an hour's drive from central Yonago takes visitors to the beautiful Adachi Museum of Art, a local landmark known for its extensive collection of Japanese paintings and immaculate Japanese garden. The museum was founded in 1970 by then 71-year-old local businessman Adachi Zenko as a way to combine his two passions in life – Japanese art and gardens. Today, the museum's famous garden attracts people from across the country throughout the year to see its ever-changing look in all seasons – from the colorful azalea in spring and fresh greenery in summer, to the crimson and deep orange foliage in autumn and snow-covered landscapes in winter. The garden's beauty has continuously earned the top spot in the prestigious Japanese Garden Ranking since 2003.

The museum houses about 1,500 works by renowned Japanese painters including Yokoyama Taikan, Takeuchi Seiho and Kawai Gyokudo, in addition to an extensive collection of ceramic works by Kitaoji Rosanjin, a renowned Japanese ceramist native to the area. It also has on display approximately 250 contemporary masterpieces by Miyasako Masaaki and other artists. The museum also houses two cafés and a traditional tea house where visitors can take a rest while strolling in the picturesque garden. With easy access from Yonago Kitaro Airport, the museum is a wonderful destination to refresh one's mind in a traditional Japanese garden setting surrounded by inspiring art and history.

Mizuki Shigeru Road

Walking down the alley of Japan's yokai kingdom

hey're hiding behind shops, climbing on street lights, sitting on benches next to you and surprising you from every corner as you walk the road – congratulations, you have just encountered the area's largest population, the mischievous yokai (supernatural creatures) of the Mizuki Shigeru Road.

Dedicated to the life and work of legendary manga artist and Tottori native Mizuki Shigeru (1922-2015), who is best known for his yokai manga series Ge Ge Ge no Kitaro, Mizuki Shigeru Road is undeniably the most popular attraction in the Yonago-Sakaiminato area; a place where children and adults can enjoy activities both day and night. Partially an open-air museum, partially a theme park, the famous road is an 800-meter-long shopping arcade extending from Sakaiminato Station into the city, lined with 177 yokai bronze



©MIZUKI Productions



©MIZUKI Productions

statues of Mizuki's fantasy creatures and local urban legend yokai. Launched in 1993, Mizuki Shigeru Road's yokai population continued to expand over the years due to public popularity, reaching its current peak in 2018 following a major upgrade in its look and attractions. Since its opening, the road has been immensely popular, attracting thousands of tourists and manga fans from all over the world.

For ultimate enjoyment, allow yourself an ample amount of time when visiting as there will be plenty to see and do: stop by the Yokai Shrine and draw a fortune slip, take photos with your favorite yokai, and spook yourself with a letter of the future at the Yokai Post, where your handwritten note to self can be sent five years later. To get to know the fantasy creatures better, purchase a Yokai Guidebook at the Sakaiminato Tourist Information Center or various stores along the road and collect yokai stamps, which you will find hiding here





and there as you advance down the road. The Mizuki Shigeru Museum, toward the end of the alley, is another must-visit destination, a wonderful insight into the author's life and works, featuring yokai sculptures, notes and a number of the writer's personal belongings.

For a different kind of experience, stop by Mizuki Shigeru Road after dark and see it changing its look before your eyes in various colors, shades and sounds. The Mizuki Shigeru Road is also a wonderful spot for purchasing local souvenirs inspired by Mizuki's characters and Tottori's landmarks.

While in the area, make sure to also stop by at Sakaiminato's fish markets, bustling with energy and delicious seafood taken in the area's freshwaters. Sakaiminato is one of Japan's leading fishing ports, priding itself with having Japan's largest annual crab

catch. At the markets, you can enjoy browsing at and tasting local delicacies, especially Tottori's famous crab in winter, Sakaiminato salmon in spring, and tuna and oysters in summer. Watch out, though - the fresh fish is also a favorite treat of the local yokai - make it yours before they do!





OMIZUKI Productions

GETTING THERE

Mizuki Shigeru Road is about a 15-minute drive or train ride from Yonago Kitaro Airport. It can also be reached by train from Yonago Station via Sakaiminato Station (approximately 45 minutes). Sakaiminato's fish markets are about a 5 to 10-minute drive from Mizuki Shigeru Road.

Memorable Local Experiences

The best of Yonago's annual cultural and seasonal events

pectacular cherry blossoms in spring, breathtaking night lights in summer, one-of-a-kind competition and traditional chants and parades — whenever you visit Yonago, the city always awaits you with a surprise. Get to know the locals, learn about the city, and create your best memories of Yonago with these must-see annual events.



Yonago Cherry Blossoms Festival

Come spring, Yonago's Minatoyama
Park transforms into a spectacular pink
painting when its approximately 500
cherry trees fall into full bloom. Beautiful as if taken straight from a painting,
the venue attracts locals and tourists
for a picture-perfect rendezvous amid
sakura sights and scents. During the
festival, paper lanterns illuminate the
cherry trees at night time, while locals
put their singing skills to a test at a
local karaoke competition.

WHEN: From late March until early April. (Exact dates change depending on blooming prospects.) WHERE: Minatoyama Park



Yoitomakase Festival

Held at the local Hiyoshi Shrine, Yoitomakase is a popular annual festival with a history of over 370 years. Every May, a grand parade of people clad in traditional attire tours the streets of Yonago chanting enyoiyana, enyoi to makase, sasasa, saa yoitomakase, (a better place, become a better place, let the world be a better place) to pray for rich harvest and people's good health and safety.

WHEN: May 3

WHERE: Hiyoshi Shrine

Opening of Kaike Onsen Beach

Sea kayaking, banana boats, fishing tours — your summer recreation journey is all set at the beautiful Kaike Onsen. After spending a full day of adventures at the white sand beach, return to the resort for a quiet and relaxing soak at the Kaike Onsen hot springs — it is only here where you can have the luxury of both!

WHEN: From early July until late August **WHERE:** Kaike Onsen Hot Spring Resort

All-Japan Triathlon Kaike

Watch athletes compete in this severe 3-km swim, 42.195-km run, and 140-km cycle competition taking place in Kaike Onsen Resort, the birthplace of Japan's triathlon. Held in Yonago since 1981, the All-Japan Triathlon Kaike is a must-see event that brings heat, sweat, and glory to Yonago's most famous sightseeing spots.

WHEN: July

WHERE: Various locations across the city For more information or application to participate, visit *kaike-triathlon.com*



Yonago Gaina Matsuri

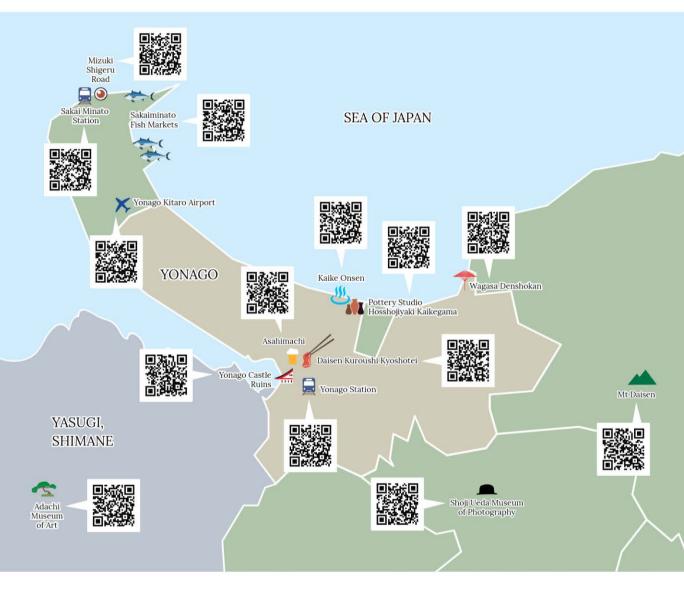
This hugely popular two-day festival brings citizens and tourists together in a series of spectacular events, including a massive lantern procession, traditional performances, taiko drums, food stalls and more. The festival culminates with a breathtaking fireworks display at Yonago port and Minatoyama Park, lighting up the night sky with glorious lights.

WHEN: End of July

WHERE: Yonago Port, Minatoyama Park

WEB: gainamatsuri.jp

Map & Access



Other venues that might come in handy during your visit to Yonago:



Convenience Stores



Aeon Mall Hiezu



Starbucks



Mcdonald's



Uniqlo

Yonago City International Tourist Information Center

OPEN 9am - 6pm | ADDRESS 2 Yayoicho, Yonago, Tottori (JR Yonago Station premises) | TEL 0859-22-6317

