



Perfect moments, always

Sales materials for B2B in the Chugoku Shikoku region

2025/6/16

JTB Hiroshima Branch Japan Inbound Tourism Team

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About the Chugoku Shikoku region



- The Chugoku Shikoku region in western Japan, situated between Kansai (Osaka) and Kyushu (Fukuoka), is a captivating tourist destination. Comprising nine prefectures, each with its own airport, it's easily accessible from Tokyo in about an hour.
- This area boasts UNESCO World Heritage sites like the Atomic Bomb Dome and Itsukushima Shrine, alongside cultural gems such as Okayama Korakuen Garden and Dogo Onsen. The region is renowned for its natural beauty, featuring art-centric Naoshima Island, the scenic Setouchi Shimanami Kaido, and the impressive Tottori Sand Dunes.
- Visitors can enjoy diverse activities including cycling, hiking, and sea cruises. The region also offers culinary delights like fresh seafood, Sanuki udon, and Hiroshima-style okonomiyaki.
- Discover the hidden charms of Japan in the Chugoku Shikoku region, where history, culture, nature, and gastronomy converge to create an unforgettable travel experience.

Recommended Itineraries: HIROSHIMA ①



Autumn🍁: Hiroshima city, Miyajima, Dogo Onsen, Shimanami

Day	City	Schedule	Meals
1	Hiroshima City	Arrive at Hiroshima Airport ~ Sankei-en Garden🍁 ~ Peace Memorial Park🍁 ~ Hiroshima City (Hondori shopping street, Don Quijote Hiroshima) <Stay: Hiroshima City>	B: In flight L: Restaurant D: Free meal
2	Miyajima	Shimose Art Museum ~ Shimada Fisheries Oyster Hut (Lunch) ~ Miyajima🍁 <Stay: Miyajimaguchi>	B: Hotel L: Restaurant D: Hotel
3	Hiroshima Matsuyama	🚢Hiroshima Port to Matsuyama Kanko Port (Depart at 9:20) ~ Matsuyama Castle🍁 ~ Okaido shopping street (It is also possible to visit Dogo Onsen Honkan) <Stay: Dogo Onsen (Ehime)>	B: Hotel L: Restaurant D: Hotel
4	Imabari Shimanami Onomichi	Imabari Towel Museum ~ Shimanami Kaido (Kirosan Observatory Park, Kosanji Temple or Citrus Park Setoda , Siomachi shopping street) ~ Senkoji Temple ~ Onomichi shopping street <Stay: Onomichi (Hiroshima)>	B: Hotel L: Restaurant D: Hotel
5	Hiroshima	Depart from Hiroshima Airport	B:Hotel L: In flight D: -



Autumn🍁: Iwakuni, Yamaguchi, Miyajima, Hiroshima

Day	City	Schedule	Meals
1	Hiroshima Iwakuni Yamaguchi	Arrive at Hiroshima Airport ~ Sankei-en Garden🍁 ~ Kintai Bridge🍁 ~ Yamaguchi Center for Arts and Media [Selected as one of "52 Places to Go in 2024" by The New York Times] <Stay: Yamaguchi city>	B: In flight L: Restaurant D: Restaurant
2	Yamaguchi Hagi Yuda Onsen	Rurikoji Temple ~ Ryufukuji Temple🍁 ~ [Selected as one of "52 Places to Go in 2024" by The New York Times] Akiyoshidai ~ Hagi Castle Town <Stay: Yuda Onsen>	B: Hotel L: Restaurant D: Hotel
3	Miyajima	Traveling ~ Shimada Fisheries Oyster Hut (Lunch) ~ Miyajima🍁 <Stay: Miyajimaguchi>	B: Hotel L: Restaurant D: Hotel
4	Hiroshima City	Peace Memorial Park🍁 ~ Hiroshima Castle ~ The Outlet Hiroshima (Lunch) ~ Don Quijote Hiroshima <Stay: Hiroshima City >	B: Hotel L: Free meal D: Free meal
5	Hiroshima	Depart from Hiroshima Airport	B:Hotel L: In flight D: -



Autumn🍁: Miyajima, Hiroshima, Iwamiginzan, Matsue, Izumo

Day	City	Schedule	Meals
1	Miyajima	Arrive at Hiroshima Airport ~ Sankei-en Garden🍁 ~ Shimada Fisheries Oyster Hut (Lunch) ~ Miyajima🍁 <Stay: Miyajimaguchi>	B: In flight L: Restaurant D: Hotel
2	Miyajima Hiroshima City	Peace Memorial Park ~The Outlet Hiroshima (Lunch) ~ Hiroshima Castle ~ Don Quijote Hiroshima <Stay: Hiroshima City>	B: Hotel L: Free meal D: Free meal
3	Iwami Matsue	Iwami Ginzan Silver Mine🍁 ~ World Heritage Center ~ Stroll through Omori Town ~ ADACHI MUSEUM OF ART🍁 <Stay: Matsue >	B: Hotel L: Restaurant D: Hotel
4	Izumo Onomichi	Izumo Taisha Grand Shrine ~ Hirata Tourist Farm (Fruit picking) ~ Onomichi shopping street <Stay: Onomichi>	B: Hotel L: Restaurant D: Hotel
5	Hiroshima	Depart from Hiroshima Airport	B:Hotel L: In flight D: -



Autumn🍁: Matsue, Tottori, Hiroshima (4 or 5 Days)

Day		City	Schedule	Meals
1	1	Hiroshima Matsue	Arrive at Hiroshima Airport ~ Matsue Horikawa Pleasure Boat ~ Matsue Castle🍁 <Stay: Matsue>	B: In flight L: Restaurant D: Restaurant
2	2	Matsue Yonago	Yushien Garden🍁 ~ Mizuki Shigeru Museum ~ ADACHI MUSEUM OF ART🍁 ~ Tottori Prefectural Flower Park <Stay: Yonago>	B: Hotel L: Restaurant D: Restaurant
3	3	Tottori Hiroshima City	Daisen🍁 ~ Shoji Ueda Museum of Photography ~ HIROSHIMA ORIZURU TOWER <Stay: Hiroshima City>	B: Hotel L: Restaurant D: Free meal
4	-	Hiroshima City	Free Day <Stay: Hiroshima City>	B: Hotel L: Free meal D: Free meal
5	4	Hiroshima	Depart from Hiroshima Airport	B: Hotel L: In flight D: -



Recommended Itineraries: OKAYAMA ①



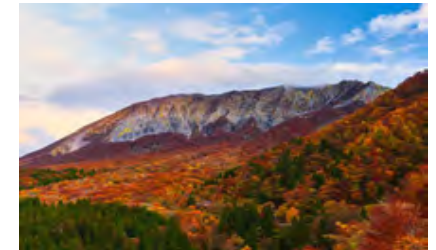
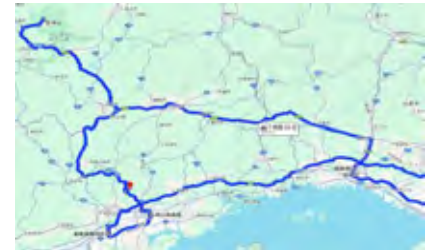
Autumn🍁: Okayama, Kurashiki, Shimanamikaido, Dogo Onsen, Onomichi

Day	City	Schedule	Meals
1	Okayama Kurashiki	Arrive at Okayama airport ~ Okayama Korakuen Garden🍁 ~ AEON MALL Okayama (Lunch) ~ Kurashiki Bikan historical quarter <Stay: Kurashiki (Okayama)>	B: In flight L: Free meal D: Restaurant
2	Imabari Matsuyama Dogo Onsen	Omiyage Nagano (Orange Picking) ~ Matsuyama Castle🍁 ~ Dogo Onsen <Stay: Dogo Onsen (Ehime)>	B: Hotel L: Restaurant D: Hotel
3	Shimanami kaido	Shimanami Kaido (Kirosan Observatory Park, Michi-no-Eki Yoshiumi Ikiikikan, Kosanji Temple, Shimanami Dolce) <Stay: Onomichi(Hiroshima)>	B: Hotel L: Restaurant D: Restaurant
4	Onomichi Okayama	Senkoji Temple ~ Onomichi shopping street ~ Don Quijote Okayama <Stay: Okayama>	B: Hotel L: Restaurant D: Restaurant
5	Okayama	Depart from Okayama Airport	B:Hotel L: In flight D: -



Autumn🍁: Okayama, Tottori, Himeji, Kobe, Kurashiki

Day	City	Schedule	Meals
1	Okayama Daisen	Arrive at Okayama airport ~ Daisen🍁 ~ Sweets castle "Kotobuki-jo" ~ Tottori Prefectural Flower Park <Stay: Tottori>	B: In flight L: Restaurant D: Restaurant
2	Tottori Himeji	The Tottori Sand Dunes ~ Himeji Castle🍁 <Stay: Kobe (Hyogo)>	B: Hotel L: Restaurant D: Reataurant
3	Kobe	Kobe bay cruise ~ Nankin-machi (Chinatown) (Lunch)~ MITSUI OUTLET PARK MARINE PIA KOBE <Stay: Kurashiki (Okayama)>	B: Hotel L: Reataurant D: Reataurant
4	Kurashiki Okayama	Kurashiki Bikan historical quarter ~ Okayama Korakuen Garden🍁 ~ Don Quijote ~ AEON MALL Okayama (Dinner) <Stay: Okayama>	B: Hotel L: Restaurant D: Free meal
5	Okayama	Depart from Okayama Airport	B: Hotel L: In flight D: -



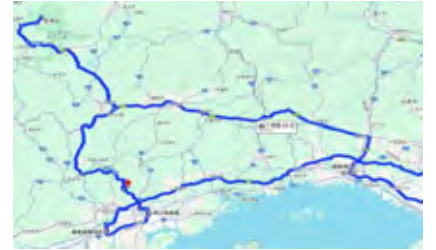
Autumn🍁: Okayama, Hiruzen, Izumo, Matsue, Kurashiki

Day	City	Schedule	Meals
1	Maniwa Yasugi Matsue	Arrive at Okayama airport ~ Hiruzen Highland (Hiruzen Jersey Land, Kimendai observatory)🍁 ~ Tourist Farm Watanabe (Orange picking) <Stay: Matsue (Shimane)>	B: In flight L: Restaurant D: Restaurant
2	Izumo Matsue	Izumo Taisha Grand Shrine ~ Shimane winery ~ Matsue Castle🍁 ~ Lake Shinji cruising <Stay: Tamatsukuri Onsen(Shimane)>	B: Hotel L: At Shimane winery D: Hotel
3	Matsue Yasugi Kurashiki	Yushien Garden🍁 ~ ADACHI MUSEUM OF ART🍁 ~ AEON MALL Kurashiki (Dinner) <Stay: Kurashiki (Okayama)>	B: Hotel L: Restaurant D: Free meal
4	Kurashiki Okayama	Kurashiki Bikan historical quarter ~ Okayama Korakuen Garden🍁 ~ Don Quijote Okayama <Stay: Okayama>	B: Hotel L: Restaurant D: Restaurant
5	Okayama	Depart from Okayama Airport	B: Hotel L: In flight D: -



Winter 🌨️ : Okayama, Hiruzen, Himeji, Osaka, Kobe, Kurashiki

Day	City	Schedule	Meals
1	Okayama Hiruzen Himeji	Arrive at Okayama airport ~ Kyukamura Hiruzen-Kogen (snow activities) 🌨️ ~ Himeji Castle <Stay: Osaka>	B: In flight L: Restaurant D: Restaurant
2	Osaka	Course A : Universal Studios Japan Course B : Tsutenkaku ~ Kuromon Market ~ Dotonbori cruise <Stay: Osaka>	B: Hotel L: Free meal (A) Free meal (B) D: Free meal (A) Restaurant (B)
3	Kobe	Kobe bay cruise ~ Nankin-machi (Chinatown) (Lunch)~ MITSUI OUTLET PARK MARINE PIA KOBE <Stay: Kurashiki (Okayama)>	B: Hotel L: Restaurant D: Restaurant
4	Kurashiki Okayama	Kurashiki Bikan historical quarter ~ Okayama Korakuen Garden ~ Don Quijote ~ AEON MALL Okayama (Dinner) <Stay: Okayama>	B: Hotel L: Restaurant D: Free meal
5	Okayama	Depart from Okayama Airport	B: Hotel L: In flight D: -



Autumn🍁: Takamatsu, Shodoshima, Kurashiki

Day	City	Schedule	Meals
1	Takamatsu	Arrive at Takamatsu airport ~ Ritsurin Garden🍁~ Shikoku Aquarium ~ Spa(Hotel Reoma No Mori) <Stay: Ayagawa (Kagawa)>	B: In flight L: Restaurant D:Hotel
2	Takamatsu	Nakano Udon School ~ Kotohira-gu shrine🍁~ Marugame Shjopping street (Lunch) ~ Don Quijote <Stay: Takamatsu (Kagawa)>	B: Hotel L: Free meal D: Restaurant
3	Shodoshima	🚢Takamatsu Port to Tonosho Port (Depart at 9:00) ~ Angel road ~ Shodoshima Olive Garden ~ Kankakei🍁 ~ Hishio no sato ~ Twenty Four Eyes Movie Studio ~ 🚢Tonosho Port to Takamatsu Port (Depart at 17:30) <Stay:Kurashiki (Okayama)>	B: Hotel L: Restaurant D: Restaurant
4	Kurashiki Takamatsau	Kurashiki Bikan Historical Quarter ~ AEON MALL Okayama (Lunch) ~ Okayama Castle <Stay: Takamatsu (Kagawa)>	B: Hotel L: Free meal D: Restaurant
5	Takamatsu	Depart from Takamatsu Airport	B:Hotel L: In flight D: -



Autumn🍁: Takamatsu, Shodoshima, Kurashiki

Day	City	Schedule	Meals
1	Takamatsu Naruto	Arrive at Takamatsu airport ~ Naruto whirlpool sightseeing boats ~ Awa Odori Kaikan ~ Otsuka Museum of Art <Stay: Naruto (Tokushima)>	B: In flight L: Restaurant D: Restaurant
2	Takamatsu	Ritsurin Garden🍁 ~ Nakano Udon School (Lunch) ~ Kotohira-gu shrine🍁 ~ Marugame Shjopping street ~ Don Quijote <Stay: Takamatsu (Kagawa)>	B: Hotel L: At Nakano Udon School D: Restaurant
3	Shodoshima	🚢Takamatsu Port to Tonosho Port (Depart at 9:00) ~ Angel road ~ Shodoshima Olive Garden ~ Kankakei🍁 ~ Hishio no sato ~ Twenty Four Eyes Movie Studio ~ 🚢Tonosho Port to Takamatsu Port (Depart at 17:30) <Stay: Kurashiki (Okayama)>	B: Hotel L: Restaurant D: Restaurant
4	Kurashiki Okayama	Kurashiki Bikan Historical Quarter ~ AEON MALL Okayama(Lunch) ~ Okayama Castle <Stay: Takamatsu (Kagawa)>	B: Hotel L: Free meal D: Restaurant
5	Takamatsu	Depart from Takamatsu Airport	B:Hotel L: In flight D: -



Autumn🍁: Takamatsu, Tokushima, Kochi, Shodoshima

Day	City	Schedule	Meals
1	Takamatsu Kochi	Arrive at Takamatsu airport ~ Kotohira-gu Shrine🍁 ~ Kochi Castle ~ Hirome Market (Dinner) <Stay: Kochi>	B: In flight L: Restaurant D:Free meal
2	Kochi	Makino Botanical Garden ~ AEON MALL Kochi (Lunch) ~ Oboke-kyo & Koboke-kyo🍁 <Stay: Takamatsu (Kagawa)>	B: Hotel L: Free meal D: Restaurant
3	Shodoshima	🏰Takamatsu Port to Tonosho Port (Depart at 9:00) ~ Angel road ~ Shodoshima Olive Garden ~ Kankakei🍁~ Hishio no sato ~ Twenty Four Eyes Movie Studio ~ 🏰Tonosho Port to Takamatsu Port (Depart at 17:30) <Stay: Takamatsu (Kagawa)>	B: Hotel L: Restaurant D: Restaurant
4	Takamatsu	Nakano Udon School (Lunch) ~ Ritsurin Garden🍁~ Marugame Shopping street ~ Don Quijote ~ Spa(Hotel Reoma No Mori) <Stay: Takamatsu (Kagawa)>	B: Hotel L: At Nakano Udon School D: Hotel
5	Takamatsu	Depart from Takamatsu Airport	B:Hotel L: In flight D: -



Autumn🍁: Takamatsu, Dogo Onsen, Shimanami, Naoshima, Shodoshima

Day	City	Schedule	Meals
1	Takamatsu Dogo	Arrive at Takamatsu airport ~ Ritsurin Garden🍁~ Kotohira-gu shrine🍁~ Dogo Onsen ~ Dogo shopping street <Stay: Dogo Onsen(Ehime)>	B: In flight L: Restaurant D: Hotel
2	Dogo Onomichi Kurashiki	Shimanami Kaido (Kirosan Observatory Park, Michi-no-Eki Yoshiumi ikiikikan) ~ Onomichi ~ AEON MALL Kurashiki <Stay: Kurashiki(Okayama)>	B: Hotel L: Restaurant D: Restaurant
3	Naoshima	🚢Uno port to Naoshima (Depart at 11:00) ~ Benesse House Museum (Lunch) ~ Chichu Art Museum ~ Art House Project ~ 🚢Naoshima to Takamatsu port (Depart at 17:00) ~ Marugame shopping Street (Dinner) <Stay: Takamatsu(Kagawa)>	B: Hotel L: Restaurant D: Free meal
4	Shodoshima	🚢Takamatsu Port to Tonosho Port (Depart at 9:00) ~ Angel road ~ Shodoshima Olive Garden ~ Kankakei🍁~ Hishio no sato ~ Twenty Four Eyes Movie Studio ~ 🚢Tonosho Port to Takamatsu Port (Depart at 17:30) <Stay: Takamatsu(Kagawa)>	B: Hotel L: Restaurant D: Restaurant
5	Takamatsu	Depart from Takamatsu Airport	B:Hotel L: In flight D: -



Autumn🍁: Yonago, Kaike Onsen, Misasa Onsen, Tottori

Day	City	Schedule	Meals
1	Yonago Kaike	Arrive at Yonago airport ~ Kaike Onsen <Stay: Kaike Onsen (Tottori)>	B: - L: In flight D: Hotel
2	Yonago Misasa	Mizuki Shigeru Road ~ Mizuki Shigeru Museum ~ Tottori Prefectural Flower ~ Daisen🍁 ~ Gosho Aoyama Manga Factory <Stay: Misasa Onsen (Tottori)>	B: Hotel L: Restaurant D: Hotel
3	Tottori	The Tottori Sand Dunes ~ Sandboarding Experience ~ The Sand Museum ~ Uradome Coast sightseeing boat ~ WATANABE MUSEUM OF ART ~ <Stay: Tottori City >	B: Hotel L: Restaurant D: Restaurant
4	Yonago	Depart from Yonago Airport	B: Hotel L: In flight D: -



Hiroshima Prefecture



Around Miyajima

- **Miyajima Grand Hotel Arimoto** (Ryokan)

<https://en.miyajima-arimoto.com/>

- **Aki Grand Hotel & Spa** (Ryokan)

<https://www.akigh.co.jp/en/>

Hiroshima City

- **ANA Crown Plaza Hiroshima** (Hotel)

<https://www.ihg.com/crowneplaza/hotels/us/en/hiroshima/hijja/hoteldetail>

- **Hilton Hiroshima** (Hotel)

<https://hiroshima.hiltonjapan.co.jp/>

- **Via Inn Prime Hiroshima Shinkansenguchi** (Hotel)

<https://www.viainn.com/en/hiroshima-s/>

Okayama Prefecture



■ Okayama City

- Hotel Granvia Okayama (Hotel)

<https://www.granvia-oka.co.jp/en/>

- ANA Crown Plaza Okayama (Hotel)

https://www.ihg.com/crowneplaza/hotels/us/en/okayama/okjja/hoteldetail?_PMID=9950222

■ Kurashiki

- Kurashiki Ivy Square (Hotel)

<https://www.ivysquare.co.jp/>



Kagawa Prefecture



■ Kotohira

- **Kotosankaku** (Ryokan)

https://kotosankaku.jp/en/#_ga=2.100821187.396125045.1743661346-2118426603.1743661346

- **Koubaitei** (Ryokan)

<https://www.koubaitei.jp/en/>

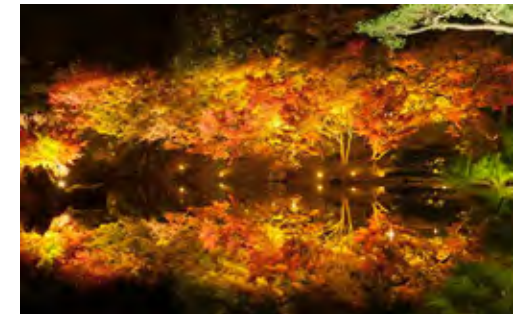
- **Hotel Reoma No Mori** (Hotel)

<https://www.ooedoonsen.jp/reomanomori/>

■ Takamatsu City

- **Takamatsu Tokyu Rei Hotel** (Hotel)

<https://www.tokyuhotels.co.jp/en/takamatsu-r/index.html>



Tokushima Prefecture



■ **Naruto**

- **Aoawo Naruto Resort** (Hotel)

<https://www.aoawo-naruto.com/en/publics/index/>



■ **Oboke Kobo**

- **Hotel Kazurabashi** (Ryokan)

<https://www.kazurabashi.co.jp/>

■ **Tokushima City**

- **Tokushima Grandvrio Hotel Tokushima** (Hotel)

<https://www.grandvrio-hotelresort.com/tokushima/>

Ehime Prefecture



■ Dogo Onsen

- **Hotel Tsubakikan** (Ryokan)

<https://tsubakikan.co.jp/>

- **Funaya** (Ryokan)

<https://www.dogo-funaya.co.jp/>



■ Uwajima

- **JR Hotel Clement Uwajima** (Hotel)

<https://www.jrclement.co.jp/uwajima/en/>

■ Matsuyama City

- **Ana Crowne Plaza Matsuyama** (Hotel)

<https://anacpmatsuyama.com/english/>

Kochi Prefecture



■ Kochi City

- **Joseikan** (Ryokan)

<https://www.jyoseikan.co.jp/>

- **Nishitetsu Inn Kochi Harimayabashi** (Hotel)

<https://inn-kochi.nnr-h.com/>

■ Shimanto River

- **New Royal Hotel Shimanto** (Hotel)

<https://www.nrh-shimanto.co.jp/access/>

Yamaguchi Prefecture



■ Nagato Yumoto

- Otanisanso (Ryokan)

<https://otanisanso.co.jp/en/>

■ Hagi

- Hagi Honjin (Ryokan)

<https://www.hagihonjin.co.jp/>

■ Yuda Onsen

- Nishi-no-Miyabi Tokiwa (Ryokan)

https://www.n-tokiwa.co.jp/lg_en/

Shimane Prefecture



■ Tamatsukuri Onsen

- Hotel Gyokusen (Ryokan)

https://www.hotel-gyokusen.co.jp/lg_en/

■ Matsue City

- Hotel Ichibata (Hotel)

<https://hotel.ichibata.co.jp/en/>

- Matsue Excel Hotel Tokyu (Hotel)

<https://www.tokyuhotels.co.jp/en/matsue-e/index.html>



Tottori Prefecture



■ Tottori City

- **The New Otani Tottori** (Hotel)
<https://www.newotani-tottori.jp/access/>
- **Hotel Monarque Tottori** (Hotel)
<https://hotel-monarque.jp/en/>

■ Misasa Onsen

- **Misasakan** (Ryokan)
<https://www.misasakan.co.jp/en/>

■ Kaike Onsen

- **Kaike Grand Hotel Tensui** (Ryokan)
<https://www.kaike-grandhotel.co.jp/tensui/>



JTB Corp. Hiroshima Branch Japan Inbound Tourism Team

E-mail: dics@jtb.com

HP: <https://discover-chushi-japan.com/> (DiCS)

<https://www.jtbcorp.jp/en/> (JTB)

Please feel free to contact us if you need help planning or arranging your trip.



Perfect moments, always