

Traditional Pilgrimage Walk

Gekusando 外宮参道

Ise Jingu consists of many shrines but Geku (the outer shrine) and Naiku (the inner shrine) are the most visited. Many of the visitors will visit Geku first and finish their worshipping at Naiku, stopping at the many restaurants and shops that can be found along the way. Local delicacies and traditional crafts can be seen and experienced on this route with shops forming long lines because of their popularity. Restaurants and bars welcome customers throughout the day and many stay open late into the evening too.



Kifuda (wooden tag) 参宮木札



Through the ages, as it was said to be "visit Ise once for life", Japanese worshippers have traveled to Ise Jingu with various thoughts and wishes.

In the mid 18th century, they brought ladles for the proof of visiting Ise, and people of Ise provided special services for those travelers. It is a "Kifuda (wooden tag)" now to substitute for this ladle.

- stores selling Kifuda and providing omotenashi service
- stores providing omotenashi service

A meal Ise Udon / Mikedon

Ise Udon 伊勢うどん

Ise Udon is extra-thick, soft and chewy noodles flavored with salty-sweet black soy sauce. It is a fast food only eaten in Ise area since Edo period (1600s) when Oise-mairi (pilgrimage to the Ise shrine) became common for Japanese.



Mikedon 御饅餅

The word "Miké" is composed of the kanji (ideogram), 「饅 (ke)」 that means "food", and the kanji 「御 (mi)」 that indicates its importance, its sacredness.

At Geku, in Ise Jingu, every day in the morning and in the evening, sacred food is dedicated to KAMIs. This ritual, called "Higoto-asayu-oomikesai", has been going on for 1500 years, never missing a day. "Miké-don" was created with the aim of conveying "the importance of food" and "the gratitude towards food" from Geku's local communities. ※"don" is a rice bowl dish.

The rice used in the Miké-don, is cultivated in Mie prefecture and the main ingredients of the toppings come from the Ise-Shima area. And Miké-don is cooked to give thanks to KAMI.



Introduction of shops

- Baggage storage
- Wheelchair friendly tables
- Western-style toilet available
- Wheelchair accessible WC
- Automated External Defibrillator
- Wi-Fi
- Accept credit cards (Card acceptance may vary)

Restaurant

Restaurants open later than 8:00PM

- Hamayo-honten 浜与本店**
Whitebait specialty store and restaurant serving whitebait dish.
- Ise Sekiyahonten・Asoranochaya 伊勢せきや本店・あそらの茶屋**
Japanese style café; open early for breakfast. "Asagayu" (rice porridge) is a popular item served only in the morning. You may take an elevator to the second floor where the café is located.
- Bon vivant ボンヴィヴァン**
Ise's foremost classic French restaurant loved by many locals and visitors.
- Magatamatei 勾玉亭**
Buffet restaurant offering a wide variety of local food choices. You may take an elevator to the second floor where the restaurant is located.
- Cuccagna 2 クッカーニャ・ドゥーエ**
Italian restaurant and bar; only open for dinner. The offer includes cocktails too.
- Butasute 豚捨**
Casual dining produced by Ise meat specialty store; gyudon (beef bowl), hamburg steak and croquette prepared to go are the famous items.
- Poni Anela ポニアネラ**
A cozy wine bar found on the second floor offering dishes made from local Ise-shima seafood.
- Isobeya shokudo いそべや食堂**
Offering Ise's famous Ise Udon as well as a variety of rice bowl dishes and set menus at reasonable prices.
- Cocotte Yamashita ココット山下**
A popular French restaurant preparing affordable daily lunches and full course dinners.
- Jirobe じろべえ**
Ise Udon can be found at this small but popular shop with many returning customers.

Cafe&Other

- Akafuku 赤福**
Akafuku is one of the most famous rice cake in Ise; a chewy mochi (rice cake) covered with smooth red bean paste. This is the one and only Akafuku original chaya (tea shop) around Geku neighborhood.
- Dandelion Chocolate Ise Geku, Umi Yama Aida Musée ダンデライオン・チョコレート 伊勢外宮前うみやまあひだミュージゼ店**
Dandelion Chocolate is a chocolate factory offering the finest single origin bean-to-bar chocolate; simply made with cocoa beans and organic cane sugar. They opened a first location in Kuramae district in Tokyo and a second location here in Ise.
- Kinoshita chaen 木下茶園**
Enjoy variety of Ise tea and hojicha (roasted green tea) desserts with drinks on the go.
- Ise Kadoya Beer 伊勢角屋麦酒**
Locally owned brewery retail store that offers four different kinds of local beer.
- Wakamatsuya 若松屋**
A popular kamaboko (steamed fish cake) shop. Deep fried Filhos (Tofu with thinly sliced vegetables) and cheese sticks are take-out ready!
- Yamamura milk gakkou 山村みるくがっこう**
The Yamamura milk shop offers milk in classic glass bottles, yogurt, homemade goods, and soft serve ice cream for take-out.
- Yatoya やとや**
Rice of rice. You can also take out rice balls and miso soup. Eating space is only bench in front of store.
- Komayakangetsudo 駒屋観月堂**
Strawberry Daihuku (Rice Cake) and Sake flavored cake are popular Japanese sweets here. Take-out only.
- Mitsuhashi Panju ミツ橋ぱんじゅう**
"Panju" is a local sweet which can contain sweet red bean paste, custard, or Ise Tea and sweet red beans baked in a bun. Minimum order of 3.
- CAMINO COFFEE カミノコーヒー**
A local shop specializing in homemade roasted coffee. Eat in customers can enjoy a drink and handmade scones.
- Gohoubi 伊勢百貨店 五豊美**
From specialty sake (tasting available), designer pearl jewelry, and custom wood crafts to Ise's traditional paper cutting stencils, many unique local goods can be found here.
- Oisemairi Café Sando TERRACE お伊勢まいり Café 参道テラス**
Enjoy a hand dripped coffee made from beans slowly roasted over charcoal. The sponge cake is highly recommended.

- Mirepoix ミルポワ**
A French restaurant utilizing local Ise ingredients. Hors d'oeuvres or pasta, to an authentic full course with wine and sake also available.
- Nomnom 食堂・喫茶ナムナム**
Set combos, rice casseroles, and fried noodles are prepared daily. Sake is also available.
- Suzuki suisan 鈴木水産**
Simple grilled dishes of Ise spiny lobster, abalone, and oysters are a staple of this shop. Orders can be made using the shops ticket vending machine.
- Iwafujiya 岩藤屋**
This shop offers Soba and Udon Noodles. Ise tea is kneaded into Udon noodles creating the popular Ise Tea Udon.
- Queen Diner クイーンダイナー**
Lunch and dinner are served with dishes being carefully paired with specialty wines and beers.
- Tessen 鉄饅**
Matsusaka beef and seafood are grilled right before your eyes. Deer, wild boar, and other types of wild meat are also offered.
- Ryouri-izakaya Isshin 料理居酒屋いっしん**
Specialty chicken, Ise Pork, Matsusaka Beef, and other local ingredients are used when preparing dishes. Nationally distributed local Sake is also served.
- Ise Amimoto shokudo 地物海鮮料理 伊勢網元食堂**
You can find this shop from its large colorful fishing flag at the entrance. Serving fresh local seafood meals and many local types of sake.
- Kappou sushi Katsura 割烹寿司 桂**
A Japanese restaurant specializing in sushi with many local seasonal ingredients like Ise spiny lobster, Abalone, Oyster, and Matsusaka Beef being used. An English menu is available.
- Okadaya おかだ家**
Always using the local seafood, this shop is known for its great use of color in its rice bowl dishes.

Experience

33 Ise Katagami dyeing Experience / Made in Ise 伊勢型紙染付体験 / made in 伊勢

Ise Katagami: Dating back over 1000 years, the art and craft of cutting out delicate paper patterns used in kimono dyeing can still be found in Ise even today. You can try your hand at this old art after choosing from several traditional designs. Items ranging from t-shirts, bandanas, towel designs dating back to the early 1900's and even larger wall hangings can be created (depending on available time). A dedicated play area for kids lets you focus on your project until completion. Original goods are also available in the shop. Hours can be found on the website and the shop is occasionally closed for special holidays and occasions.

Time required: 20min ~
Cost: 1,300yen + Materials (300yen ~)
HP : <http://www.made-in-ise.com/>

34 Ise netsuke Experience / Kanechika 根付体験 / 金近

Netsuke: During the Edo period (1603~1868), various types of hardwood were carved into intricate shapes and designs to fasten the string of a purse or money pouch to the wearer's kimono. Recently Netsuke has gained popularity as decorative straps for phones or key chains and even worn on the body as a pendant. Under the guidance of a Netsuke professional, you can create your own one of a kind pendant or strap. Start your creation with a pre-shaped piece of wood, working your way through progressive levels of hand sanding and finishing with a polish. You will have a wonderful keepsake from your time in Ise and little piece of history dating back to the Edo period. Local professional Netsuke artist's pieces are also available for purchase.

Time required: 30min (approx.)
Cost: 2,160yen ~ (Materials included)
HP : <http://isekikuichi.com/netsuke>



Creation: Ise City Tourism Promotion Division
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NPO Ise Shima barrier-free tour center

2017.2.10000

Transportation

Distance between Geku and Naiku: Approx. 5km (15min by bus, 10min by taxi)
Distance between Naiku and JR/ Kintetsu Ise-shi station or Kintetsu Ujiyamada station: Approx. 4km (15min by bus, 10min by taxi)

How to ride the bus in Ise

Ise's public bus system services the entire area of Ise Jingu, connecting Naiku, Geku and major train stations. As you board the bus, pick up a transfer ticket in front of you and put your fare and transfer ticket together into the fare box when you get off. The bus fare depends on how far you travel; check the number printed on your transfer ticket and find the same number on fare calculator placed above the front window of the bus. A 1-day bus pass (1,000 yen) or a 2-day bus pass (1,600 yen)—called Ise Toba Michikusa Kippu—allow you unlimited use on all bus routes by just showing it to the bus driver. Ise Toba Michikusa Kippu can be purchased at any bus ticket counter (located at Ise station, Ujiyamada station, Naikumae bus station, Toba bus center and Gekumae Tourist Information) and on CAN buses.

- CAN buses have onboard audio announcements in English; the scrolling marquee at the front displays messages in English, Chinese (CT and CS) and Korean. FREE Wi-Fi service is available on all buses.
 - Other fixed-route buses may lack the marquee and only verbally announce major transfer points (e.g., train stations and hospitals) in English. ※Blue colored buses are the CAN bus.
- ※If you are lucky, you might be able to ride on a "Pokemon electric bus" wrapped with Pokemon characters, or a "Shinto bus", designed as a classic Ise tram.

How to take taxi around Ise

In Ise, you cannot catch a driving taxi by raising your hand on the street. Take one at a taxi stand, located nearby train stations and Ise Jingu. All taxis accept credit card. Taxi fares between Naiku and Geku is approx. 2,000 yen.

Travel Information Website "Rakuraku Ise Moude"

Get information about traveling to and from Ise and getting around Ise on the official Ise city travel information website.
<http://www.rakurakuise.jp/en/>

