



..car Experience

IBURU

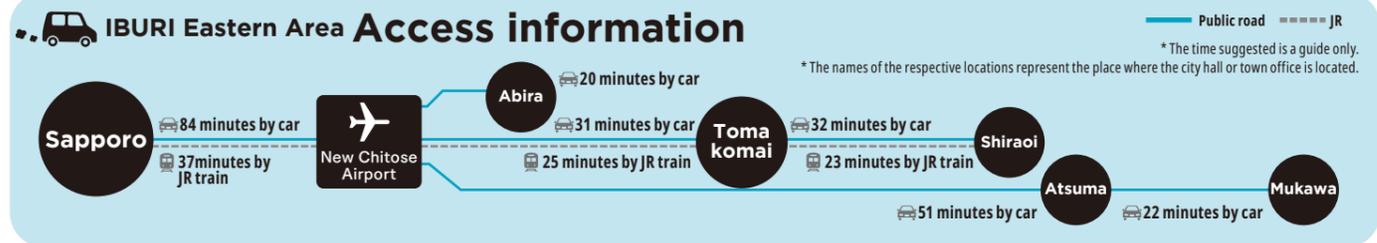
IBURI ROUTE MAP Side A



IBURI Eastern Area City introduction

The eastern area of the Iburu Region, consisting of Tomakomai, Shiraoi, Atsuma, Mukawa, and Abira, has lots of photogenic places to enjoy a glorious view. Try unique exquisite foods such as Shiraoi Beef, surf clams, and blue honeysuckle.

Tomakomai	Shiraoi	Atsuma	Mukawa	Abira
You can experience nature in Ikor-no-mori and Lake Utonai. Irises, the city's official flower, are at their best in early July. Tomakomai is known for its surf clams. You can enjoy "surf clam curry" with lots of flavor, as well as sashimi and seafood rice bowls.	The "National Ainu Museum" and "National Ethnic Harmony Park", symbols of ethnic harmony, will open in April 2020. The area is also famous for the well-known brand "Shiraoi Beef", and seafood such as "Kojohama Tarako (cod roe)".	Blue honeysuckle is a sweet-and-sour fruit that is good for beauty and health. Atsuma is the largest blue honeysuckle production area in Japan. From the late June to late July, you can enjoy picking them and making jam on a farm in Atsuma.	Mukawa boasts "shishamo (smelt)", the fishing of which is allowed in October and November. You can enjoy shishamo sushi and deep-fried shishamo. It is also known as the town of dinosaurs and has been conducting an excavation of dinosaur fossils.	Akira is one of the largest horse breeding areas in Hokkaido. You can send a "Yukidaruma Yu-pack (Japan Post's parcel delivery service)", a snowman-shaped foam polystyrene package filled with snow, to countries outside Japan. You can enjoy "a field of canola flowers" from mid-May to mid-June.



Model Course 1 Why not experience the nature of Hokkaido, just 30 minutes from the airport?

■ Two days and one night
 ■ Traveling distance/approx.75km
 ■ Target area/Tomakomai City · Abira Town

Day 1 START/ In Tomakomai Stay overnight

- Tomakomai City 12:00-13:30**
Ikor-no-mori
 Have an exquisite lunch while viewing a garden that changes with each season.
 113 559 601*57
- Tomakomai City 14:10-15:10**
Tomakomai Science Museum (Russian Mir Museum / Planetarium)
 You can see the exhibition of the "Mir" space station and the planetarium free of charge, and get to feel more familiar with space!
 113 163 450*47
- Tomakomai City 15:15-16:15**
Tomakomai City Museum
 This is a museum and gallery complex, which exhibits mainly the nature, history, and archaeology of Tomakomai.
 113 194 180*56
- Tomakomai City 16:30-17:00**
Enjoy a footbath at "Tomakomai Machinaka Koryukan".
 This opened in 2011 as a space for tourists and locals to feel free to visit and enjoy. You can spend a relaxing time trying a footbath and hand bath!
 113 162 820*37

Day 2 START/ In Mukawa or Tomakomai

- Tomakomai City 8:30-9:30**
Sea Station Plat Seaport Market
 It sells surf clams (the largest catch in Japan), fresh seafood, vegetables and fruits!
 113 164 309*35
- Tomakomai City 10:00-11:00**
Michi-no-Eki "Lake Utonai" / Lake Utonai Wildlife Conservation Center
 This is a designated as a national wildlife protection area. It is known as a paradise for wild birds; you can enjoy spending time in nature that changes with each season and interacting with wild birds! Try "B1 Tonchan-no Butaman" (steamed pork bun)!
 Lake Utonai Wildlife Conservation Center
 113 413 624*26 113 413 719*51
- Tomakomai City 11:20-14:20**
Northern Horse Park
 This is a horse theme park that offers interactions and experiences with horses, such as a pony show, horse-riding and meeting retired race horses. It has a garden restaurant, barbecue restaurant, and cafe.
 113 719 124*58
- Abira Town 14:40-15:10**
Go shopping at Muminsha Restaurant Miyamoto.
 It sells popular Camembert cheeses. Try Camembert soft-serve ice cream and korokke (croquettes), both of which can only be found here.
 738 038 184*68

OR **Walking in the forest and bird-watching!** Reservation required.
 Walking in unspoiled nature can refresh you! Try to make an original birdcall!
 Abira Tourist Association
 Tel. +81-145-29-7733
 *Available in Japanese only.

Model Course 2 Deep Hokkaido Why not experience Iburu culture and history?

■ Two days and one night
 ■ Traveling distance/approx.155km
 ■ Target area/Atsuma Town · Mukawa Town · Shiraoi Town

Day 1 START/ In Mukawa or Tomakomai Stay overnight

- Atsuma Town 11:00-11:30**
Kobushi no Yu Atsuma
 This is known for its radium spring with the power of radon ore!
 455 824 764*32
- Mukawa Town 12:00-13:00**
Go blue honeysuckle picking and make jam!
 You can make jam with blue honeysuckle you picked yourself! It makes a good souvenir.
Best season July
 Reservation required.
 Atsuma Tourist Association
 Tel. +81-145-29-7711 *Available in Japanese only.
- Mukawa Town 13:45-15:00**
Shishamo (smelt) dish
 Have "Mukawa shishamo", a local specialty! You may also be able to enjoy shishamo sushi in the best season, October and November!
- Mukawa Town 15:10-16:00**
Hobetsu Earth Museum in Mukawa
 This is a theme park that offers a simulation experience of the natural environment and history at the time the Earth was formed.
 567 331 592*55

Day 2 START/ In Mukawa or Tomakomai

- Shiraoi Town 9:00 -**
Have an experience in Shiraoi. 11:00 - 12:00
 You can choose one course out of these two!
Ainu culture embroidery
 Shiraoi is known as a town that passes down Ainu culture to new generations. You can experience local culture such as doing embroidery in Ainu patterns and making a butter knife with Ainu pattern carvings!
 Shiraoi Committee for Attraction of Inbound Tourists
 Tel. +81-144-82-2216 * Available in Japanese only.
- Shiraoi Town 12:30-13:30**
Butter knife making
 Try BBQ, yakiniku and hamburger steak!
- Shiraoi Town 14:00-15:00**
Shiraoi Beef
 This is an exquisite Japanese black beef raised in a warm climate and rich nature!
- Mukawa Town 15:10-16:00**
Sendai-han Shiraoi Motojinya Shiryokan
 This is a museum about the Sendai Clan's Ezo guard at the end of the Edo Period. It possesses 300 exhibits of armor, pictures, and ancient documents, and holds regular events.
 545 221 441*22



Experience

IBURU



IBURI ROUTE MAP Side B

IBURI Western Area City introduction

The western area of the Iburu Region, consisting of Murooran, Noboribetsu, Date, Toyoura, Sobetsu and Lake Toya, has lots of perfect places to enjoy scenery, food, and leisure! And its hot springs are ideal spots for relaxation. Here are our picks of the attractive places to visit across the four seasons!

Murooran City

Murooran boasts Hakucho Bridge, the largest suspension bridge in eastern Japan. You can enjoy a night view of factories, a new sightseeing spot, by cruise or bus tour. Try Murooran yakitori with sauce and an additively delicious curry ramen here.

Noboribetsu City

Noboribetsu is one of the main hot-spring areas in Hokkaido. It features various kinds of hot springs. You can spend a relaxing time in a natural footbath in the forest while walking on the trail to Jigokudani and Oyunuma.

Date City

Date is a region with a warm climate and is also known as "Northern Shonan". You can experience indigo dyeing and see swordsmithing at a facility next to Michi-no-Eki, and learn about Jyomon culture and history at "Kita-Kogane-Kaizuka" (historical site).

Toyoura Town

Toyoura is known for its scallop cultivation. Fresh seafood is gathered at its fishing port. The popular "World Scallop Fishing Championships" is held here every year and can be enjoyed by everyone. "JR Koboro Station" is a secluded station, which you can only reach by train.

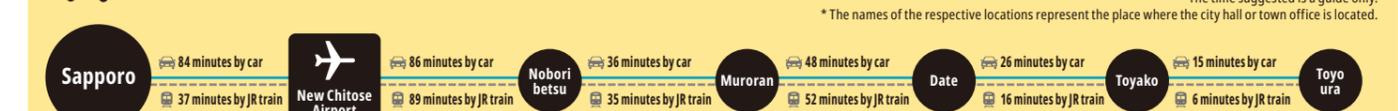
Sobetsu Town

Sobetsu is a town with Lake Toya and volcanoes such as Mt. Usu and Mt. Showa Shinzan, in which you can enjoy a Geopark. You can feel the power of the earth from the footpath and the Mt. Showa Shinzan ropeway. Many varieties of fruit are produced here; the Sobetsu apples are particularly famous.

Toyoko Town

Lake Toya, the third largest crater lake in Japan, is famous as a hot spring town. You can enjoy various activities such as canoeing, horse-riding and cycling around here. In 2008, leaders all over the world came here to attend the Hokkaido Toyoko Summit.

IBURI Western Area Access information



We recommend that you travel from Noboribetsu to Toya by express bus (Iburi-go). For more information, see here. ▶ http://www.noboribetsu-spa.jp/?page_id=94&lang=en

Model Course 1 Why not experience western Iburu through all five senses over 2 days?

- Two days and one night
- Traveling distance/approx.96km
- Target area/Murooran City · Date City · Noboribetsu City

Day 1 START/

① Murooran City 11:00-11:30

Itanki Beach (singing sand)

Mysterious sand that produces a "kyu-kkyu" sound when stepped on.

☎ 159 288 510*55

③ Murooran City 12:40-13:30

Have Murooran curry ramen for lunch at "Aji-no-Daio" in Murooran.

This is a local specialty in Murooran! Try the exquisite curly noodles with thick curry soup!

☎ 159 221 746*54

⑤ Murooran City 15:00-16:30

Murooran Public Aquarium

It offers a popular penguin parade and sea lion show, and a "skilfish" (deep-sea fish) exhibition you can only see here!

☎ 159 308 410*48

⑦ Murooran City

Night cruise (one of the ten best night views of factories in Japan)

Take a cruise around Murooran Port, from which a night view of factories and illuminated Hakucho Bridge can be seen!

② Murooran City 11:50-12:20

Cape Glove / Tokkarisho Lookout

You can enjoy a glorious view of approx. 100-meter-high precipitous cliffs.

Cape Glove ☎ 159 165 829*64 Tokkarisho Lookout ☎ 159 196 868*32

④ Murooran City 13:50-14:20

Sokuryozan Observatory (Stair with 100 steps)

It provides a 360-degree panoramic view of Murooran.

☎ 159 250 312*64

⑥ Murooran City 17:00

Michi-no-Eki "Mitara Murooran" Hakucho Bridge Memorial Museum

It provides a view of Hakucho Bridge. You can watch the sun setting on the sea. What an incredible scene!

☎ 159 308 680*61

⑧ Murooran City

Murooran yakitori

This is charcoal-grilled pork that goes well with onions and Western mustard!

Specialty of Murooran!

Day 2 START/

① Date City 9:45-10:00

Go shopping at Michi-no-Eki "Date Rekishi-no-Mori".

It sells fresh vegetables produced in Date and local products! You will have a chance to buy goods sold specially at Michi-no-Eki, which you can find nowhere else. ☎ 159 780 135*36

③ Noboribetsu City 12:30-13:30

Have Noboribetsu enma yakisoba for lunch in Noboribetsu / hot spring town.

All restaurants offering spicy Noboribetsu enma yakisoba use flat noodles made with the finest Hokkaido wheat, sauce designated by Enma Daio, and ingredients produced in Noboribetsu or the neighboring town. Each restaurant offers its own special variation, so you can try a range of flavors as you enjoy your Noboribetsu enma yakisoba.

④ Noboribetsu City 13:45-

Park in Oyunuma Parking Lot.

Transfer on foot ☎ 603 318 005*74

⑤ Noboribetsu City 15:15-15:45

Noboribetsu Jigokudani

This is the crater of an explosive volcano, shrouded with steams and the smell of sulfur. You can witness a dynamic scene in which hot water spouts out from gushing points or blowholes!

☎ 603 288 425*46

② Date City 10:00-11:30

Reimeikan Indigo Studio (experience indigo dyeing) / Reimeikan Swordsmithing Studio (see swordsmithing)

These are situated in the premises of Michi-no-Eki "Date". You can enjoy traditional culture by experiencing indigo dyeing in the only indigo production area in Hokkaido and watching a swordsmith at work.

Reimeikan Indigo Studio ☎ 159 780 249*81 Reimeikan Swordsmithing Studio ☎ 159 780 249*86

④ Noboribetsu City 13:45-

River Oyunuma Natural Footbath

This is a natural footbath flowing out from Oyunuma, one of the sources of Noboribetsu Hot Spring.

☎ 603 287 830*13

Transfer on foot

Oyunuma Parking Lot 15:00-

Stay overnight in Murooran

Model Course 2 Why not experience the fruits of volcanoes and nature?

- Two days and one night
- Traveling distance/approx.110km
- Target area/Sobetsu Town · Toyoko Town · Toyoura Town

Day 1 START/

① Sobetsu Town 10:30-10:45

Sobetsu Koen Observatory

It provides a glorious view of Mt. Yotei, Mt. Showa Shinzan and Mt. Usu centered around Lake Toya.

☎ 321 527 150*48

③ Sobetsu Town 11:00-12:30

Mt. Usu Ropeway

Enjoy a far view of Funka Bay, Mt. Yotei, Lake Toya and Nakajima Island, and a high panoramic view of Mt. Showa Shinzan during a six minutes' one-way trip!

☎ 321 433 350*55 Tel. +81-0142-75-2401

⑤ Sobetsu Town 13:45-14:45

Go fruit-picking at Sobetsu Kudamono-Mura.

This is a tourist farm consisting of 18 orchards in Sobetsu. Enjoy picking fruit such as fresh cherries, grapes, apples and pears, over the four seasons.

☎ 321 529 040*16 Tel. +81-142-66-2750

At Toyoko Hot Spring / Sobetsu Hot Spring accommodation 17:00-

Appreciate Toyoko Long Run Fireworks Festival.

This is a "long-run" fireworks festival lasting approx. half a year, which decorates the night sky above Lake Toya.

☎ 321 518 337*56

② Sobetsu Town 10:50-11:00

Sobetsu Falls

This is the only naturally outflowing falls in Lake Toya, which is situated on the spot where River Sobetsu flows out from Lake Toya.

☎ 321 526 142*25

④ Sobetsu Town 13:00-13:30

Showa Shinzan Kuma Bokujo

Approx. 100 brown bears reside here! Feed and meet a lovely bear from up close!

☎ 321 433 323*02 Tel. +81-0142-75-2290

⑥ Toyoko Town 15:30-16:50

Toyoko Pleasure Cruise (*Disembark on Nakajima Island)

Take a pleasure cruise bound for Nakajima Island that floats in the center of Lake Toya, and enjoy the magnificent nature.

☎ 321 519 548*86

Day 2 START/

① Toyoko Town 10:00-12:00

Go cycling along the shore of Lake Toya with a rental bicycle.

Lake Toya Gurutto Chokoku Koen (Sculpture Park), Toyoko Visitor Center (Volcano Science Museum), Hokkaido Toyoko Summit Memorial Museum Take a tour of the Sculpture Park on the shore of Lake Toya, in which 58 sculptures are exhibited, and the Volcano Science Museum where you can experience the history of the eruption of Mt. Usu and the conditions at that time. And don't forget the Hokkaido Toyoko Summit Memorial Museum, visited by leaders from all over the world!

☎ 321 518 438*18

③ Toyoko Town 13:30-14:00

Shikotsu-Toya National Park Silo Observatory

It provides a glorious view of shining blue Lake Toya, Nakajima Island, Mt. Usu, and Mt. Showa Shinzan. The "rich yogurt drink" sold at the shop is very popular.

☎ 321 726 730*43 Tel. +81-142-87-2221

② Toyoko Town 12:20-13:20

Have lunch at Toya Mizu-no-Eki.

Try Sanuki noodles while enjoying a glorious view of Lake Toya.

☎ 321 820 280*18

④ Toyoura Town 14:30-16:10

Catch a train at Toyoura Station.

☎ 662 296 279*00 -14:52

↓ JRで移動

Stay for a while at the Koboro Station.

This is known as "the most secluded station in Japan" and can only be reached by train.

↓ JRで移動 -15:44

Get off a train at Toyoura Station 16:02

⑤ Toyoura Town 16:15-16:30

Go shopping at Michi-no-Eki "Toyoura"

It sells Toyoura vegetables, processed products, and seafood. Spend a relaxing time enjoying take-out food such as deep-fried scallops and strawberry soft-serve ice cream!

☎ 662 297 003*64

What is a Map Code? This is a code that identifies locations throughout Japan and can be used when you input a destination in a navigation system. All you have to do is enter the number; no need for the full address. "マップコード" and "MAPCODE" are registered trademarks of Denso Corporation.