WELCOME TO SENDAI

Date Masamune

Explore!

An Ideal Destination For Your Convention

Sendai is famously known as “Mori no Miyako” which means “City of Trees” and is described that way because of the gorgeous nature that exists within the city in all seasons. It is known for its lush green environment featuring magnificent Zelkova trees lining the streets and the pristine Hirose River that flows through the city. Majestic mountains extend from the city's north to west boundaries and provide a natural setting for the Akiu Spa Resort. Akiu Spa Resort is considered to be one of the nation's 3 best spas. It is said to eliminate stress from your daily life and be a holistic whole-body healing experience. Date Masamune (1567-1636) who established Sendai was a famous warlord known as the “One-Eyed Dragon” and there are numerous historic sites in the city center related to his history. The streetscapes of Sendai have a historic feel that is enjoyed by residents and visitors alike.

春 SPRING

Aoba Matsuri

Ote-mon, Waki-yagura

Scenes of people enjoying hanami (cherry blossom viewing) can be seen all over the city in spring. In May, Aoba Matsuri (Aoba Festival), the festival that heralds the arrival of spring to Sendai is held amidst the Zelkova-lined streets. The city becomes enlivened with suzume odori (sparrow dance) dancers, processions of those dressed as samurai, and the hulking and majestic yamaboko, which are decorated parade stages, are pulled along the boulevards.

夏 SUMMER

Sendai Tanabata Matsuri

Mount Aoba, the site of the old Sendai Castle, becomes covered in greenery in early summer. One can enjoy ayu (sweet fish) fishing at the Hirose River. The Sendai Tanabata Matsuri, a traditional summer festival that gives Sendai its unique character, is held in August. Elaborate and colorful decorations with brilliant streamers made of Japanese paper and bamboo poles decorated with origami (folded paper decorations) line the main streets and shopping arcades.

秋 AUTUMN

Jozenji Street Jazz Festival

The Zelkova trees change into the golden hues of autumn. People head out to places such as Akiu, Sakunami, and the banks of the Hirose River to enjoy imonikai (outdoor stew parties) under the clear fall skies. In September, festive events such as the popular Jozenji Street Jazz Festival are held in this lovely season.

冬 WINTER

Sendai Pageant of Starlight

A season when snow begins to fall and skiing and other winter sports can be enjoyed in the mountains surrounding Sendai. In December, Jozenji street is lit up with several hundreds of thousands of tiny lights for the Sendai Pageant of Starlight. In January, a festival called Dontosai is held where townspeople burn their old protective charms and New Year’s decorations in large bonfires and groups of men and women clad in loincloths march to shrines to perform ritual purification.

City of Sendai and Surrounding Areas

The Harmonious City, Sendai
'Intelligent & Natural'

Matsushima and Zuiganji Temple

Matsushima is known as one of the "three best scenic places of Japan", where more than 260 pine tree covered isles dot the bay. Visitors may ride an excursion boat and enjoy the view of uniquely shaped isles which were formed as the result of erosive actions of waves and wind. Zuiganji temple, which was built in the year 828, is the family temple of the DATE Clan. It still flourishes as the most famous Zen temple in the Tohoku region.

Akiu and Sakunami Hot Springs

Akiu is a long-established hot-spring spa resort with a history of over 1,000 years. Listed as one of Japan's Top 3 spa resorts, the hot spring water is famous for leaving the skin with a smooth and pleasant texture. Sakunami Spa Resort was developed along a gorge discovered 1,200 years ago.

SENDAI Information #1

POPULATION

Sendai has a population of over one million people. It is one of the twenty ordinance designated cities in Japan, and it is divided into five administrative districts.

SENDAI Information #2

CLOTHING

As there are four distinct seasons, suitable clothing depends upon the seasons. In spring (April to June) and autumn (September to November), you may want a sweater and/or jacket, and a short-sleeved shirt in summer (July to August). In winter (December to March) you need a warm coat. Japan has a rainy season for about a month from June to July, so rain gear is necessary during this period.

Zao Mountain Range

The Zao mountain range, which has been admired by people as the "Mountain of the Gods" since ancient times, lies 50 kilometers southwest of Sendai. The volcanic lake at the mountain's peak is called "Okama". People say that the color of the lake's water changes several times each day.

Hiraizumi, Chusonji Temple, Motsuji Temple

Hiraizumi is located some 100 kilometers north of Sendai and is a World Heritage Site that encompasses Chuson-ji, Motsu-ji and temple ruins sites. There you can see the remains of the site of the administrative capital of the Tohoku region which was established in late 11th century and flourished for approximately 100 years. Mummies of the feudal lords of the era lie in state in the *Konjikido* (Golden Hall) at Chuson-ji Temple.

Yamadera/Risshakuji temple

Risshakuji temple is located west of Sendai and takes approximately 40 minutes to reach by train. The temple is known popularly as Yamadera which means "mountain temple" in Japanese. Founded in 860 A.D., it is a Zen temple of a grandeur scale and the sacred precincts cover the entire mountain.

LOCATION & ACCESS

Sendai is located about 300 kilometers (180miles) north of Tokyo on the Pacific coast of the main island of Honshu (the largest of Japan's four major islands), has a relatively temperate climate throughout the year.
Japan is divided into eight districts and Sendai lies at the heart of the Tohoku District. In the Northern hemisphere, Sendai shares the same latitude as Washington, D.C. One of Sendai's best advantages is its excellent accessibility. From Tokyo, it takes only 100 minutes by shinkansen (bullet train), and it serves as a gateway to all of Japan by air, rail, highway and ferry. Sendai also offers easy international access. The trip from Narita Airport to Sendai takes around 2 1/2 hours by Narita Express (a shuttle between the airport and Tokyo) and shinkansen, From Central Japan International Airport it takes only a 1 hour and 10 minutes by air.

CLIMATE

The climate makes it easy to stay comfortably warm all year round. There are four distinct seasons, spring and autumn being the best seasons for a visit. But summer and winter are pleasant too, summer not being excessively hot, and snow covers the city for only a few days each winter. Average temperature is 11.9 degrees Celsius.

	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
℃	1.6	2.0	4.9	10.3	15.0	18.5	22.2	24.2	20.7	15.2	9.4	4.5
℉	34.9	35.6	40.8	50.5	59.0	65.3	72.0	75.6	69.3	59.4	48.9	40.1

ACCOMMODATION

Ryokan=traditional Japanese inn

	Properties	Total Guests
Hotel	86	19,296
Ryokan	50	9,273
Total	136	28,569

Information current as of November, 2015

For more information, including our complete guide to local convention facilities, please contact us.

SENDAI TOURISM, CONVENTION AND INTERNATIONAL ASSOCIATION (SenTIA)

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