



Experience

# IBURU

IBURI ROUTE MAP Side A

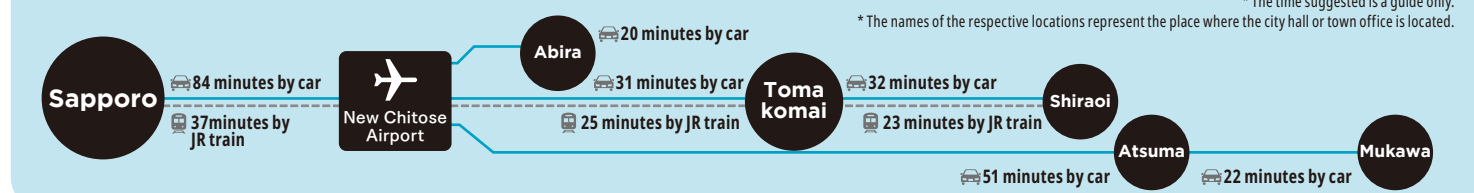


## IBURI Eastern Area City introduction

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.

## IBURI Eastern Area Access information



## 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

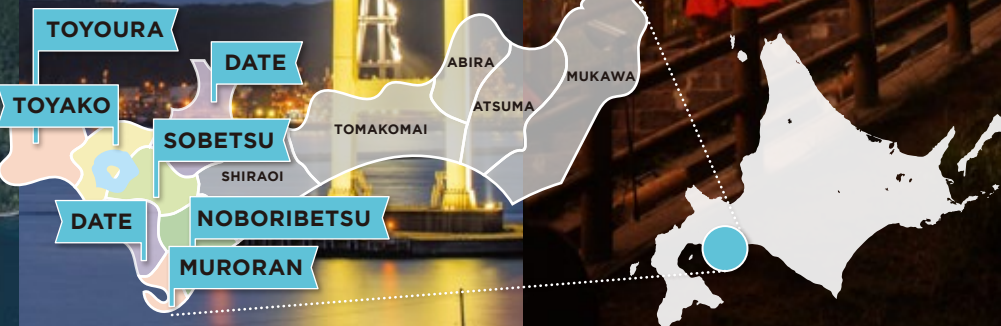
**Day 2** START/ In Mukawa or Tomakomai

- 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).

### Toyouura Town

Toyouura 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

Public road ----- JR

\* The time suggested is a guide only. \* The names of the respective locations represent the place where the city hall or town office is located.

Sapporo 84 minutes by car / 37 minutes by JR train

New Chitose Airport 86 minutes by car / 89 minutes by JR train

Noboribetsu 36 minutes by car / 35 minutes by JR train

Murooran 48 minutes by car / 52 minutes by JR train

Date 26 minutes by car / 16 minutes by JR train

Toyoko 15 minutes by car / 6 minutes by JR train

Toyouura

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](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

**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

**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

**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

**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

**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

**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!

**⑧ Murooran City**  
Murooran yakitori  
This is charcoal-grilled pork that goes well with onions and Western mustard!  
Specialty of Murooran!

**Stay overnight in 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

**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.  
Tel. +81-142-25-6161  
Reimeikan Indigo Studio 159 780 249\*81  
Reimeikan Swordsmithing Studio 159 780 249\*86

**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

## 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 · Toyouura 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

**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

**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

**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

**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

**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

**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

**Go and enjoy the vestiges of volcanoes (a.k.a. Zero Point)!**  
A suddenly-appearing shallow on which you can stand at the top of a volcano? We recommend that you take a tour of "Zero Point", a cruise in the early morning!  
Lake Toya Central Motor Boat Tel. +81-142-75-2603  
Toya Marine Sobetsu Onsen sales office Tel. +81-142-75-3467  
Toya Marine Toya Onsen sales office Tel. +81-142-75-2525  
\*Available in Japanese only.

### 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

**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

**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

**④ Toyouura Town 14:30 - 16:10**  
Catch a train at Toyouura Station.  
662 296 279\*00  
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 Toyouura Station 16:02

**⑤ Toyouura Town 16:15 - 16:30**  
Go shopping at Michi-no-Eki "Toyouura"  
It sells Toyouura 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