

# あ!りだ旅。

Ah! ARIDA Journey

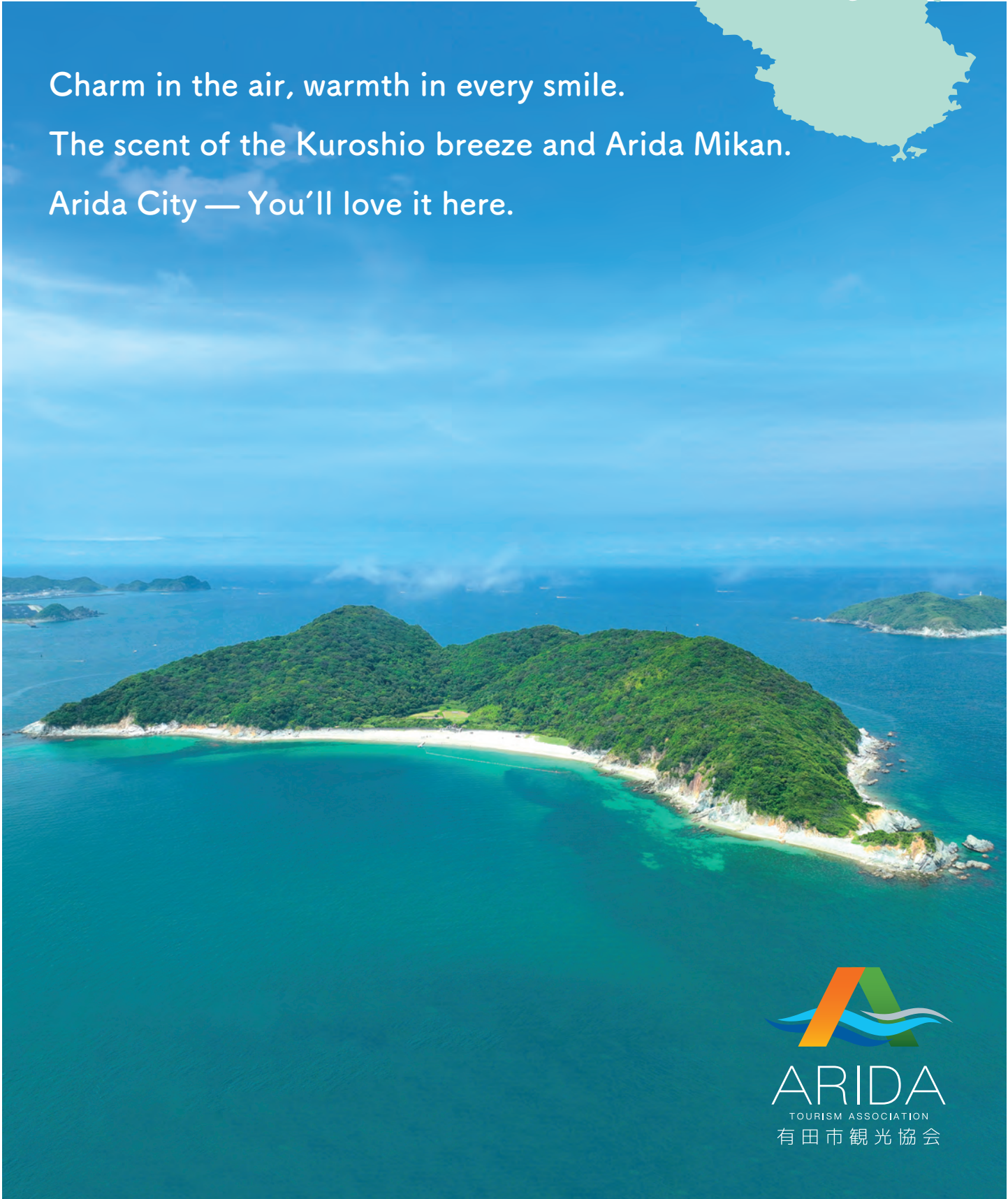
WAKAYAMA ARIDA CITY  
GUIDE BOOK



Charm in the air, warmth in every smile.

The scent of the Kuroshio breeze and Arida Mikan.

Arida City — You'll love it here.





## ありだ旅。 CONTENTS

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! Arida awaits—  
a new adventure,  
a new discovery.





The Stone Terraced  
Mikan Orchard System  
of Arida-Shimotsu Region

GIAHS

# World Agricultural Heritage



A R I D A M I K A N

Japan's finest Arida Mikan.

Raised in a gentle climate and lovingly nurtured by devoted farmers — sweetness you can truly taste.



Arida City is blessed with abundant nature—the sea, mountains, and rivers—and is widely known as a town of mikan and fresh seafood. Surrounded by this rich natural environment, life here has long been shaped by the rhythm of the seasons. Arida Mikan, in particular, boasts over 450 years of history and tradition, making it the leading citrus-producing area in Wakayama Prefecture. One of the unique features of Arida Mikan is its terraced orchards, where the fruit soaks up plenty of sunshine reflected from both the sky and the stone walls, resulting in outstanding sweetness and depth of flavor.

Lovingly hand-cultivated by generations of dedicated farmers, these fresh mikan are rich in vitamins and contain high levels of beta-cryptoxanthin, a natural

compound known for its health benefits. The main varieties include early- and mid-season Unshu mikan, as well as greenhouse-grown mikan. In addition, varieties such as Shiranui and Kiyomi are available as part of the Arida citrus family, allowing visitors to enjoy them throughout most of the year.

In May, the hills are covered with delicate white mikan blossoms, and their sweet fragrance gently fills the city. From November to December, the terraced orchards glow with golden fruit under the clear autumn sky, creating a breathtaking landscape that captivates all who see it.



## World Agricultural Heritage City — Arida

Arida City is recognized as a World Agricultural Heritage site for its long-standing and unique mikan cultivation system. Here, mikan were first developed into a sustainable livelihood in Japan through close cooperation among growers, nursery farmers, and shipping organizations. Together, the region has built and sustained the nation's leading Arida Mikan brand.

Producers with exceptional skill have discovered and cultivated numerous superior varieties, increasing the diversity of citrus grown here. Farmers also produce high-quality two-year-old seedlings, strengthening the region's self-sustaining cultivation system.

Adapted to diverse terrain and geology, cultivation methods ensure consistently high quality. The Arida brand is supported by cooperative shipping organizations originating from Japan's first mikan shipping group, Mikangata.

For over 400 years, farmers have built remarkable stone terraced orchards by hand, skillfully using natural conditions and introducing diverse Unshu varieties. In recognition of this heritage, the "Arida-Shimotsu Stone Terraced Mikan System" has been designated as a Globally Important Agricultural Heritage System (GIAHS).



## Arida City-Certified Mandarin Oranges

Premium Arida Mikan grown in Arida City are certified by the Arida Appellation Control Committee.

Only fruit that meets strict standards for cultivation, flavor, and appearance — and passes professional tasting evaluations by experts such as pastry chefs and sommeliers — receives this certification.

From one of Japan's foremost mikan-producing regions, we invite you to enjoy these carefully selected premium mikan.



## The Secret Behind Arida's Delicious Mikan

Arida's exceptional flavor begins with nature: a warm climate influenced by the Kuroshio Current, low rainfall, abundant sunshine, and well-drained mountain soil formed over ancient geological ages.

The stone terraced orchards, built up to the mountaintops, further enhance drainage and reflect over 450 years of accumulated wisdom. Passed down through generations and refined by skilled techniques, this tradition produces mikan that are richly sweet and full of depth.



The "Arida QUALITY" mark is a seal of excellence awarded only to fruit that meets the authentic standards set by the Arida Appellation Control Committee.

### Ito noen "100% Pure Mikan Juice"

Created with a simple wish — to let you enjoy the true sweetness and flavor of mikan.

To achieve this, a special juicing method was developed to prevent bitterness from the peel and pith. Each mikan from Wakayama, Japan's leading citrus region, is cut in half and gently pressed. The juice is quickly chilled to preserve its natural nutrients.

This additive-free, no-sugar-added 100% straight mikan juice is safe and enjoyable for everyone, from children to seniors.



### Sowakajuen "Ajikoi Shibori" / "Ajimaro Shibori" / "Nomu Mikan"

Made from carefully cultivated Arida Mikan, these juices capture the fruit's natural sweetness and rich, full-bodied flavor.

Using a special chopper-pulper method, the mikan are peeled before being gently pressed with their inner segments, preventing bitterness and creating a taste just like eating a freshly peeled mikan.

"Nomu Mikan," ranked among Wakayama's top mikan juices, is especially popular. "Ajimaro Shibori" and "Ajikoi Shibori" offer different levels of sweetness, each highlighting a unique character of Arida Mikan.





## T A C H I U O

Sleek like a sword and prized for its delicate flavor, this fish—affectionately called “Taccho”—is beloved in Arida City.



Arida City benefits from a unique mix of waters from Osaka Bay and the Kuroshio Current, making its coastal waters rich in marine life. The city proudly holds the highest volume of coastal fish landings in Wakayama Prefecture. While a variety of seafood is brought ashore—such as young sardines, horse mackerel, mackerel, red sea bream, and squid—tachiuo (cutlassfish) is one of the most abundant and celebrated, cherished by locals.

Named for its sword-like shape, the tachiuo is a silvery, white-fleshed fish that can grow up to about one meter in length. In summer, when it reaches peak season, it offers a light and delicate flavor. In Arida, locals affectionately call it “Taccho” and have long enjoyed it as a staple fish,

prepared grilled, simmered, or in other home-style dishes, loved across generations.

Fresh tachiuo has a firm, pleasantly crisp texture, ideal for sashimi, and its flavorful skin can be enjoyed in the traditional silver-skin (gin-kawa) style. The fish is also made into a beloved local specialty called “Honekuri Tempura”—fried fish paste made from minced whole cutlassfish—popular in Arida and surrounding areas.



## Utase, Batchi, and Set Nets: Arida's Fisheries

Arida City is home to a variety of traditional fishing methods, including Utase, Batchi, and set nets, making it a lively and vibrant fishing town.

Around 3 p.m., boats that set out in the early morning are returning to the harbor. Handcarts line the docks, and fish buyers gather, creating a bustling atmosphere full of energy and human warmth. Visitors can see the day's catch being carefully sorted and stacked, and experience the rhythm and excitement of a working fishing port. Small-scale trawl fishing, known locally as Utase, involves dropping a bag-shaped net from the stern and dragging it along the seabed to catch tachiuo (Cutlassfish), shrimp, red sea bream, and other seafood.

In the Seto Inland Sea trawl method, two boats pull a net shaped like a pair of tights, called a Batchi net. A fleet of four boats—two trawlers, a sonar-equipped scout boat, and a transport boat delivering the catch immediately to processing facilities—works together to haul in young sardines, squid, and more.

Set-net fishing uses a large net stretched from the shore to the seabed, about 800 meters long, guiding fish that swim into it.



Thanks to these methods, over 300 species of fish, including the prized tachiuo, are landed each year. The fish are carefully brought to the auction, where buyers write their bids on wooden plaques in a spirited display



of skill and experience. Arida's fishermen manage their resources responsibly, adjusting net size and days at sea, showing respect not only for their livelihoods but also for the sea itself.

### The Proud Utase Boats

The Utase boat, used in Utaseami (dragging nets while sailing sideways), has a long and storied history in Arida. Around 1818, the small fishing village of Tatsugahama in Miyazaki Town had just 17 households. The introduction of Utase fishing quickly transformed the village into a thriving community, and by 1854 it had grown to over 60 households. The earliest Utase boats had no sails and were powered by oars, requiring great skill and teamwork from the fishermen.

In 1897, sail-equipped Utase boats appeared, and the sight of numerous white sails billowing across the harbor was said to be breathtaking. By 1933, engines had replaced sails, and the traditional sailboats disappeared from the harbor. Today, the legacy of the Utase boat lives on as the logo of the local fish market "Shinsen Ichiba Hama no Utase", where the freshest catch is delivered straight from the port. Visitors can see, taste, and feel the living history of Arida's fisheries, connecting the city's rich past with its present-day culinary treasures.



### Bringing Out the Best in Hama's Fish Hama's Recipes

Fresh tachiuo is delicious as sashimi, simmered, or grilled, but why not take your cooking to the next level? On the Hama no Utase website's "Hama's Recipes" section, you can learn how to prepare the fish and discover simple yet flavorful recipes that don't take much time, perfect for enjoying the very best of the catch.

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More



Fried Tachiuo & Quail Egg Roll with Tartar Sauce



Juicy Grilled Tachiuo & Eggplant Rice Bowl



Tachiuo Meunière

# Ah! Delicious ARIDA CITY GOURMET GUIDE

From tachiuo to hamo, kue, ayu, sea bream, and shirasu, enjoy the rich bounty of Arida City's waters. Savor these seasonal delicacies prepared as sashimi, hot pot, sushi, rice bowls, and more.



**Aridagawa Onsen Ayu Chaya**  
Savor the flavors of sea and mountain from the bounty of the Aridagawa River. Thoughtfully prepared seasonal cuisine and relaxing baths await.

📍 37 Hoshio  
☎ 0737-88-5151



**Tachibanaya**  
A long-established inn along the Aridagawa River, offering seasonal cuisine year-round. From tachiuo in spring and ayu in summer to hamo in autumn and kue in winter.

📍 17 Shinmachi, Miyahara-cho  
☎ 0737-88-7005



**Unagiya Kawasaki**  
Freshly grilled kabayaki is prepared daily for takeout, and an eat-in space is also available. Stop by when you're nearby—and even enjoy a factory tour.

📍 212 Takigahara, Miyahara-cho  
☎ 0737-88-7373



**Ryori Minshuku Matsubayashi**  
A cozy culinary inn just steps from the sea. Near the fishing port, it offers an abundance of truly delicious seafood, freshly caught in the Kii Channel.

📍 1769-1 Hama, Hatsushima-cho  
☎ 0737-83-3000



**Hama no Utase**  
A bright yellow utase boat against the blue sea and sky—an iconic symbol of Hama. Step into a seaside market filled with delicious flavors and the charm of the harbor.

📍 2489 Miyazaki-cho  
☎ 0737-23-7138



**Hirokyu Ryokan**  
A small fishing village inn serving fresh local seafood. At nearby Oi Fishing Port, fixed-net fishing keeps the catch beautifully fresh and undamaged.

📍 1283 Miyazaki-cho  
☎ 0737-82-3474



**Kishu Konpira Maru**  
Freshly caught fish are immediately vacuum-frozen to preserve their quality. Sun-dried fish are rich in vitamin D, with a firm exterior and soft, fluffy interior.

📍 298-2 Miyazaki-cho  
☎ 0737-82-6209



**Shimaji Suisan**  
“Fresh is delicious—but even more important is that our products are safe and reliable.” This commitment to quality is at the heart of Shimaji Suisan Co., Ltd.

📍 208-1 Miyazaki-cho  
☎ 0737-83-5721



**Fukusen Suisan**  
Freshly caught shirasu are processed at the factory and sold at the shop. Enjoy raw shirasu, sun-dried fish, and seasonal sashimi from Tatsugahama.

📍 2488-8 Miyazaki-cho  
☎ 0737-82-0383



**Nishimura Bussan**  
Freshly caught shirasu are cooked with natural salt in a secret kettle at a port-side facility. Drying, sorting, and packaging are all done in a modern factory.

📍 2443 Miyazaki-cho  
☎ 0737-83-5929



## Kamaage Shirasu (Boiled Whitebait)

Carefully selected shirasu are boiled at the source. Salt levels are perfectly controlled to ensure delicious flavor every time.

## Kaisendon (Seafood Bowl)

If you're here, enjoy the freshest fish right at the port! Savor the taste of freshly caught seafood made just for you.





### Taccho Honekudon

"Honekudon" is a B-grade gourmet dish of tachiuo fish crushed with bones and mixed with onions, then lightly fried and served over soft scrambled eggs with sauce.



### Tachiuo Sushi

Tachiuo, one of the leading fish catches in Japan, has delicate white flesh with moderate fat, making it a popular choice for sushi.



### Tachiuo Shabu-Shabu

Served in a special hot pot broth made from tachiuo bones. Enjoy the semi-raw texture and gentle sweetness of the white fish.



### Tachiju

Developed as an alternative to unaju, Tachiju offers a light and easy-to-enjoy eel-style meal.



### Sakuradai Shabu-Shabu

Fresh sea bream from the Kii Channel is used for this refined hot pot. Its elegant flavor delights many diners.



### Hamo Cuisine

Hamo, a premium summer delicacy, is prepared to bring out its rich, full flavor to the fullest.



### Kue Hot Pot

Kue is a high-end local fish enjoyed as sashimi or in a hot pot. Its rich white flesh leaves an unforgettable taste.



### Ayu Sushi

Ayu, cultivated in the pristine Aridagawa River, is served as beautiful whole-fish sushi to highlight its natural flavor.



### Unaju

High-quality domestic eel is grilled with a secret sauce until fragrant and caramelized. Eel cooked in the morning is available for takeout.



### Tendon (Tempura Bowl)

Fresh seafood is deep-fried to perfection and served in a generous tempura bowl. A hearty, satisfying dish.



### Oppa Sushi (Tachiuo Kaburazushi)

Fresh tachiuo from Minoshima Port is mixed with Kishu plum and shiso in the rice for a light, refreshing flavor.



### Honnare Sushi

A fermented sushi gaining attention for its rich flavor. Carefully aged to lock in umami.

### Hayanare Sushi

A light, easy-to-eat sushi that appeals to all palates.



Ah! Joyful  
ARIDA  
CITY  
SPECIAL  
SOUVENIRS



**Yakinoshi**

A premium steamed fish cake made from white fish like Eso. Enjoy it lightly with wasabi soy sauce.

Tenoto Shoten Co., Ltd.



**Tazuyaki**

A classic baked kamaboko from Kishu, Wakayama. Soft and springy in texture, a local favorite.

**Honeku**

Made with locally caught tachiuo fish, bones included for extra calcium. A tasty and nutritious specialty.

Kishu Arida Kamaboko Co., Ltd.



**Kinokuni Mikan Dori**

Chickens are fed Kishu mikan peels rich in beta-cryptoxanthin. Produces delicious and healthy meat—Arida's pride in gourmet food.

Saiji Shoten Co., Ltd.



**Ebi Senbei**

Fresh shrimp from Minoshima Port baked using traditional methods. Crisp texture with a rich aroma of the sea.

Kamemoto

From classic favorites to new items, discover delightful souvenirs unique to Arida City—perfect to buy or receive and enjoy!



Shimatomi Seika Co., Ltd.

**Arida Mikan Baum**

Made with additive-free Arida mikan juice and peel. Moist with a fragrant citrus aroma.

Tsumugi Co., Ltd.



**Tiramisu Baumkuchen**

Made with Italian mascarpone and smooth layers, accented with salted cookies. A new texture twist on classic tiramisu cake.

lepi-maruka

**Whole Mikan Compote**

Whole premium Arida mikan wrapped in lightly sweet jelly. Cute, colorful, and delicious to the last drop.



Fumiko Farm

**Mikan Jelly**

Made with high-quality Arida mikan, offering rich flavor and melt-in-the-mouth texture. A long-selling favorite with over 10 million units sold.



Umeyoshi

**Mikan Gelatin**

Whole mikan inside a jelly made with 91% Arida mikan juice. Natural agar and konjac set without added water.



**Pure Fruit Agar Gelatin**

Thick fruit juice pressed with a unique method, giving rich flavor. Melts smoothly in your mouth with 100% juice.

Ito-noen Co., Ltd.



**Koikuchi Soy Sauce Kiwami**

A secret seasoning for chefs across Wakayama, Kyoto, and Japan. Adds umami depth to any dish.

**Daidai Ponzu**

100% juice from Kishu daidai oranges. Unmatched aroma and mellow flavor.

Norioka Soy Sauce Brewing Co., Ltd.



Sowakajuen

**Mikan Honey**

Collected from the blossoms of Arida mikan trees. Refreshing aroma and flavor of local citrus.



Morita Yohoen

Aridagawa Onsen Ayu Chaya

**Aridagawa Wakaayu**

An ayu-shaped Japanese sweet inspired by fish leaping in the Aridagawa River, filled with white bean paste and wrapped in soft gyuhi mochi for an elegant flavor.



**Tachiuo Hamayaki**

Simply seasoned and grilled over an open flame to bring out full flavor. Enjoy directly from the skewer, bursting with taste.

Nishimura Bussan Co., Ltd.





### MAHALO

A Baumkuchen specialty shop in Arida City. Enjoy the "Arida Mikan Baum" made with additive-free mikan juice and peel. The café also serves lunch.

📍 533-1 Sugai,  
Miyahara-cho  
☎ 0737-22-3666



### Testi Mone

Fresh local ingredients in Italian cuisine, with sea breeze and sunset views. This west coast-style location offers a truly memorable and relaxing dining experience.

📍 1052-13  
Miyazaki-cho  
☎ 0737-83-2310



# Ah! Stylish ARIDA CITY Cafe Tour

A collection of Arida City's stylish and delicious cafés. Enjoy locations by the sea or atop the hills, and don't miss specialty shops run by local mikan producers!



### Terrace Cafe Rice Field

Over 100 dishes including local fish like tachiyo and shirasu, plus international options. Don't miss the impressive 30cm tachiyo fry curry in a relaxed, resort-style atmosphere.

📍 272-1 Miyazaki-cho  
☎ 0737-20-9004



### Makena

A cafe in Yabitsu Village, with a hidden-gem feeling. Perched on a hillside by the sea, it offers a unique, out-of-the-ordinary experience.

📍 1534-1  
Miyazaki-cho,  
Yabitsu Village 1F  
☎ 070-8597-4522



### Cafe Mikan no Ki

Run by Ito-noen, specializing in local citrus. Enjoy dishes made with Wakayama-grown fruit while relaxing in a peaceful setting among fragrant mikan groves.

📍 518 Takigahara,  
Miyahara-cho  
☎ 080-2383-5851



### Kaju to Kajitsu

A new cafe and fruit stand by Sowakajuen, opened in spring 2025. They offer mikan juice, jellies, and seasonal fruits, letting visitors enjoy Arida's finest citrus.

📍 276-1 Shinmachi,  
Miyahara-cho  
☎ 0737-22-3390



### mogitate Arida

A gelato shop using locally grown Wakayama produce. Seasonal flavors are updated weekly, so every visit brings the chance to taste something new and delightful.

📍 272 Miyazaki-cho,  
inside Rice Field  
☎ 080-3080-0024



### lepi maruka

Founded in 1912 in Arida City, this bakery crafts each cake and pastry to bring a smile to every customer. Quality and tradition shine in every sweet treat.

📍 86-8 Minoshima  
☎ 0737-82-3547



### Lunch & Cafe Yoshida

Serving vegetable-focused lunch, limited to 20 servings per day. Set in a cozy renovated house, with handmade pottery and crafts creating a relaxing space.

📍 218-1 Nakaban,  
Itoga-cho  
☎ 090-4304-5491



### Cafe by SIGMA

A luxurious cafe where you can forget daily life and enjoy seasonal desserts in a course-style format. Reservations ensure a private and memorable experience.

📍 24 Chida  
☎ 0737-20-8585



### encounter

A night cafe run by Machi Tag Co., serving coffee and craft beer. Encounter provides a warm, friendly space to meet people and enjoy the local community.

📍 25-7 Minoshima,  
Mikiya Building 1F  
☎ 080-2541-0322



Ah! So Fun!

# ARIDA CITY Outdoor Fun

Camping • BBQ  
Water Sports • Parks

Arida City offers a wide range of activities for everyone to enjoy — from swimming beaches, campgrounds, stand-up paddleboarding, cave exploration, and BBQs on uninhabited islands to the fitness and wellness complex Big Smile Park. Visitors of all ages, from children to seniors, can enjoy an active and relaxing outdoor experience.

## Arida BLUE Campground MAP3-B

Enjoy complete privacy at this exclusive one-group-per-day campsite, offering sweeping ocean views and star-filled skies. Located near the summit of the Mikan Kaido scenic route, it features three unique areas — Orange Site, Ocean Site, and Fusha Site — each providing a different way to experience nature.

Relax and immerse yourself in the sea, land, and sky of Arida City. Overnight and multi-night stays are available, with vehicle access and pet-friendly accommodations. Orange Site and Ocean Site can host groups of up to 20 people.

- ★Orange Site : Recognizable by its two palm trees, this scenic spot was even used as a filming location for a famous beer commercial.
- ★Ocean Site : The largest site, perfect for experiencing the full power and openness of nature.
- ★Fusha Site : Exceptionally private, reached via a forest path — a hidden retreat for a peaceful getaway.

📍1225-59 Miyazaki-cho ☎080-3567-1416 (9:00-17:00)

Open: Year-round (no holidays)

Check-in: 13:00 Check-out: 11:00

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## Digiq BBQ at Hama no Utase MAP2-A

In April 2023, the seafood BBQ facility Digiq opened in the outdoor area of Hama no Utase, a fisheries cooperative market known for its fresh, locally caught seafood. Everything you need is provided — charcoal grills, cooking tools, seasonings, plates, and chopsticks — and the covered, all-weather space allows you to enjoy BBQ even in the rain.

With the ocean right in front of you and the lively atmosphere of the fishing port all around, savor freshly grilled seafood in a setting filled with both delicious flavors and seaside fun.

- ★Buy fresh ingredients at Hama no Utase and grill them on site.
- ★Child chairs available; wheelchair accessible; pets welcome outdoors.
- ★BBQ sets with seafood or meat can be reserved.

📍2489 Miyazaki-cho ☎080-3755-8640 (10:00-17:00)

Season : Early April - autumn (check website for hours)

Closed : Wednesdays

(Weekdays open for groups by reservation only)

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【Fishing Gear & Bait】 ■ Fishing Morita ☎0737-82-1122 200-1 Miyazaki-cho

【Fishing Boats & Ferry Service】 ■ Minamimura Ferry ☎0737-83-3730 1769-1 Hama, Hatsushima-cho

## Jinoshima Island (Uninhabited Island) MAP1-A

Just a 7-minute boat ride brings you to an uninhabited island floating in emerald-green waters. At the main beach, visitors can enjoy swimming, BBQs, and camping, with equipment rentals available. An optional day-trip BBQ plan includes game meat and fresh seafood.

For camping, several plans are available, including the Private Area Plan, which offers exclusive use of a developed inland site for one group per day, and the Survival Plan, where a charter boat takes you to a remote area untouched by development and regular ferry access, offering a self-sufficient outdoor experience.

- ★ The clear waters surrounding the island are perfect for swimming alongside small fish.
- ★ Experience an uninhabited island, beach fun, BBQ, and camping in one trip.
- ★ Enjoy a scenic 7-minute boat transfer to the island.

📍 Ferry Terminal : Off Hatsushima-cho (Minamimura Ferry)  
 Jinoshima Campground : ☎080-9655-9443 (9:00-18:00)  
 Minamimura Ferry : ☎0737-83-3730 (9:00-18:00)  
 Season : Main Beach Apr-Nov / Private Areas Mar-Nov



## Yabitsu Village MAP3-A

Yabitsu Village is the perfect base for exploring the hidden coastal district of Yabitsu, surrounded by mountains and sea. The private hilltop campground is limited to one group per day, offering sweeping panoramic views in complete privacy. Pets are welcome, and facilities include private hot-water showers and restrooms. With a late 4:00 PM checkout, you can fully enjoy nearby marine activities. The covered oceanfront BBQ terrace features a 180-degree view of the sea, with equipment and charcoal available for rental or purchase. SUP cruising tours also offer the chance to explore the "Green Cave" and the "Blue Cave."

- ★ The entire district offers immersive outdoor activities and an escape from everyday life.
- ★ Equipment and charcoal are available, so just bring ingredients, seasonings, and drinks.
- ★ Snorkel at beaches accessible only by SUP.
- ★ An on-site café serves excellent craft beverages when you're ready to relax.

📍 1534 Miyazaki-cho  
 Reservations & Inquiries : [http://yabitsuvillage.com/reserve\\_contact/](http://yabitsuvillage.com/reserve_contact/)  
 Closed: Wednesdays & Thursdays



## Big Smile Park MAP2-B

Big Smile Park is one of Arida City's most exciting recreation areas, featuring a multi-purpose field, a covered activity dome, a playground zone, and a health fitness route. Designed for visitors of all ages, the park encourages active play and healthy movement in an open, welcoming environment.

The playground features one of Japan's largest tube slides, large-scale athletic play equipment, and a 3D trampoline, allowing children to stay active while having fun. Inclusive play equipment ensures that visitors of all ages and abilities can enjoy the space.

- ★ Emikuru Field  
 A JFA-certified long-pile artificial turf field with night lighting. Suitable for 11-a-side soccer, field hockey, 8-a-side soccer, and futsal.
- ★ Emikuru Dome  
 A covered multi-purpose space with short-pile turf and lighting, allowing use in rainy weather. Ideal for gateball, ground golf, futsal, and events.
- ★ Emikuru Route  
 A walking course equipped with fitness stations designed to support health, rehabilitation, and community activities.
- ★ Emikuru Land  
 A playground area featuring athletic composite play structures, a 3D trampoline, one of Japan's largest tube slides, and inclusive play equipment accessible to visitors of all ages and abilities.

📍 1665 Hama, Hatsushima-cho ☎070-9306-3122 (8:00-21:30)  
 Hours: 8:00-21:30  
 ※Paid facilities closed Dec 29 - Jan 3



## Mikan Picking

As described in Sawako Ariyoshi's novel *Aridagawa River*, the mountains surrounding the Arida River appear as if covered in gold. From October through December, the hills on both sides of the river glow in vibrant shades of orange, as though illuminated by the evening sun.



### Sugai Farm MAP3-F

Sugai Farm is a popular spot where visitors can enjoy picking Arida mikan. The picking season runs from late October to early December, when the bright orange fruit is low in acidity and rich in sweetness.

The orchards are flat and easy to walk through, making the experience safe and enjoyable for visitors of all ages. With convenient access and on-site parking, it's an easy stop for a drive or day trip — and a great place to begin exploring Arida City.

- ★ About 10 minutes by car from Arida IC.
- ★ Well-maintained, level orchards make picking easy for everyone.
- ★ Convenient access to nearby sightseeing spots, ideal for day trips.

📍 392 Suya, Miyahara-cho 📞 0737-88-7005 (Tachibanaya Ryokan)  
 Season: Late Oct - Early Dec Hours: 10:00-16:00  
 Admission: Adults ¥900 / Children ¥700

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### Ito-noen MAP2-E

Located on the same grounds as its café, Ito-noen features a charming traditional shop created by renovating a former mikan storehouse — a unique space found only at a working citrus farm. Inside, you'll find additive-free juices, citrus products, and fresh seasonal fruit. The farm also offers family-friendly factory tours and seasonal harvesting experiences (availability and fees upon request).

📍 498-2 Takigahara, Miyahara-cho 📞 0737-88-7053



official shop

▶ More

### Sowakajuen MAP3-F

The Sowakajuen Main Shop, located on the first floor of the company headquarters, offers a wide selection of juices, jellies, specialty products, and exclusive gift items. Visitors can sample juices and taste products while choosing their favorites, and staff can assist with gift selection and shipping arrangements. Guests can also enjoy a free tour of the sorting facility, where in winter you can watch the sorting machines in operation.

📍 275-1 Shinmachi, Miyahara-cho 📞 0737-22-3390



official shop

▶ More

Ah! So Photogenic



# ARIDA CITY PHOTO SPOTS

From famous landmarks to hidden gems, we've selected some of Arida City's most captivating photo spots.



## Miyazaki-no-hana MAP3-A

Located at the southern end of the Arida River, Miyazaki-no-hana is a scenic viewpoint where you can see as far as Shikoku and Awaji Island on clear days. Walking trails from Menoura and Yabitsu lead to panoramic views over the Kii Channel.



## Mikan Kaido MAP3-A~3-C

This ridge-top road connecting Yamachi and Yabitsu offers sweeping views of the Kii Channel and Yuasa Bay, making it ideal for driving, touring, and cycling. A giant wind turbine stands near the Yamachi side, and a rest pavilion and observation deck provide spectacular coastal vistas.



## Susa Shrine MAP3-C

One of the oldest and most prestigious shrines in the Arida region, dedicated to Susanoo-no-Mikoto. The powerful Chida Festival, known for its energetic traditions, is held here, and the large torii gate at the entrance makes an impressive sight.



## Inabane Shrine MAP4-E (Original Site of Itoga Inari Shrine)

Tradition holds that this shrine predates Kyoto's Fushimi Inari Taisha. Rows of red torii gates line the approach, while early-blooming Kawazu cherry blossoms herald spring. The contrast of fresh greenery and vermilion gates in early summer is especially photogenic.



## Furusato no Kawa Park MAP2-D

This riverside park along the Arida River features sports facilities and open green spaces. In early May, colorful carp streamers fill the sky, creating a festive scene. Nearby Arida Chuo Bridge offers a beautiful composition of mountains, river, and sky.



## Ninpeiji Temple MAP3-E

Nestled in Masagodani in the Itoga district, this historic temple houses Buddhist statues from the late Heian to Kamakura periods, including a city-designated cultural treasure. Hydrangeas bloom throughout the grounds in June, earning it the nickname "Hydrangea Temple."



## Arida Ueno Park MAP2-B

This hilltop city park is known for its cherry blossoms and azaleas. From the summit, visitors can enjoy sweeping views of the Arida River mouth, nearby islands, and even the mountains of Shikoku across the Kii Channel.



## Monument to Hine Toroku MAP3-F

This sunflower-filled site commemorates Hine Toroku, who helped repair the Arida River embankment after a flood about 230 years ago. Local residents plant and maintain the sunflowers, creating a bright and uplifting summer scene.



## Arida Ohashi Bridge MAP2-B

The bridge closest to the river mouth offers beautiful sunset views and is recognized among Wakayama's "Top 100 Sunsets." In spring, flocks of gulls flying westward create a striking seasonal spectacle. The riverside views make it a favorite spot for walking and cycling.

# Kumano Kodo & Historic Sites

The Kumano Kodo pilgrimage routes once guided travelers to the sacred Kumano shrines. Passing through Miyahara, crossing the Arida River, and continuing over Itoga Pass toward Yuasa, the path preserves the history of centuries-old journeys. Follow in the footsteps of early pilgrims and discover historic sites along the route.



## Oji Shrines of Arida City MAP2-E

Oji shrines were established along the Kumano pilgrimage routes to pray for the safety of travelers journeying to the Kumano Sanzan. Known collectively as the “Ninety-Nine Oji,” they guided pilgrims along the sacred road. In Arida City, three remain: Kaburazaka-oji, Yamaguchi-oji, and Itoga-oji.



## Tachinomiya Shrine MAP1-E

Located just below Kaburazaka Pass, this shrine is dedicated to Sarutahiko-no-Mikoto, a guardian deity of travelers. Its name comes from the legendary sword Oritsugimaru, said to have drawn itself from its scabbard to strike down attackers and miraculously return to its original form — a story long told in the local community.



## Tsumekaki Jizo MAP1-E

Enshrined in a small roadside hall, this stone relief depicts Amida Buddha and Jizo Bodhisattva carved into a large natural rock. Local legend says Kobo Daishi etched the figures with his fingernails, and for centuries the site has offered weary travelers a quiet place to rest, reflect, and gather strength before continuing their pilgrimage.



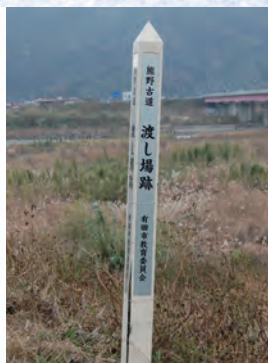
## Fushihara Graves MAP2-E

These stone monuments commemorate pilgrims who died along the Kumano route. Gravestones bearing names of distant regions reveal how far travelers journeyed to worship, offering a solemn reminder of the hardships, faith, and endurance required to complete the sacred pilgrimage through these mountains and valleys over many centuries.



## Miyahara Ferry Crossing Site MAP3-E

This site marks the former ferry crossing over the Arida River, once an essential passage along the pilgrimage route. Nearby, Emperor Go-Toba is said to have paused here to rest, and the crossing served as a vital gateway guiding travelers onward as they continued their long journey south toward the coast.



## Tokushoji Temple MAP3-E

Associated with the noblewoman Chujo-hime, this temple preserves a story of protection, devotion, and compassion. Tradition tells that she was sheltered here, and historic sites connected to her legend remain scattered throughout the surrounding hills and quiet valleys, preserving the gentle spirit and enduring memory of her story.



## Itoga Pass MAP3-E

Beyond Itoga-oji, the climb grows steeper as travelers approach this mountain pass. From the summit, sweeping views of Yuasa Bay unfold — a breathtaking reward long awaited by pilgrims crossing into the next stage of their sacred journey toward the sea. The wide panorama offers a quiet moment to pause before descending toward the next village.



## Inabane Shrine (Original Site of Itoga Inari Shrine) MAP4-E

Tradition holds this shrine to be one of the origins of Inari worship. Rows of vermilion torii gates line the approach, and Kawazu cherry blossoms bloom from late February to March, adding soft color to the serene landscape. The tranquil grounds invite visitors to pause and experience the spiritual heritage preserved here.



# Exploring Arida City's History

## Susa Shrine

Located south of the Yasuda district, Susa Shrine enshrines Susanoo-no-Mikoto, a deity from Japanese mythology and the younger brother of the sun goddess Amaterasu. Although shrines dedicated to Susanoo exist throughout Japan, many are connected to the Gion tradition of Kyoto. A shrine devoted solely to Susanoo since its founding is relatively rare.

Each year in mid October, the shrine hosts a unique autumn festival. A nearly one-ton portable shrine is dramatically slid down steep stone steps, then lifted, tossed, and even thrown into the sea. The climax comes when a large sea bream — believed to bring a year of prosperity and good fortune — is thrown from a raised platform, sparking a vigorous scramble among dozens of men. This dynamic “fighting festival” reflects the powerful, untamed spirit associated with the sea god Susanoo and is a spectacle worth witnessing.



## Jomyoji Temple

Located in Miyazaki, Jomyoji Temple was founded in the early Heian period. Many of its Buddhist statues and carvings date from the Kamakura era and display craftsmanship of the highest quality, suggesting strong cultural ties with Kyoto at the time.

The temple is believed to have been connected with influential local clans such as the Yuasa and Yasuda families, and possibly with the monk Myoe, who maintained ties with Kyoto. During Toyotomi Hideyoshi's campaign in Kishu in the late 16th century, much of the temple complex was destroyed by fire. Today, the surviving main hall and tahoto pagoda are designated Important Cultural Properties of Japan.

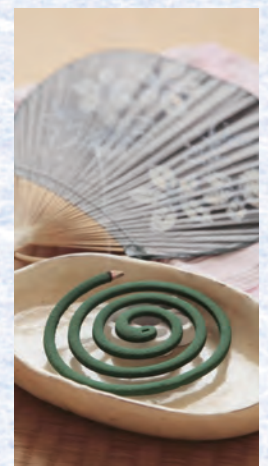
## Mosquito Coils and Eiichiro Ueyama

In 1886, Eiichiro Ueyama, founder of Daido Jochugiku Co., received pyrethrum seeds through an introduction by the renowned educator Fukuzawa Yukichi. At a time when no one knew how to cultivate the plant, he succeeded in growing it on a large scale.

He first tried burning powdered pyrethrum like traditional mosquito-repelling fires, but the method required a brazier and was impractical in summer. He then mixed the powder into incense sticks, creating the first mosquito-repellent sticks in 1890. However, these straight sticks burned for only about 40 minutes and were not practical for overnight use.

The breakthrough came when his wife Yuki, startled by a coiled snake in a storehouse, suggested shaping the incense in a spiral. In 1895, the spiral mosquito coil was born. The new design saved space, burned for about seven hours, and could be used safely without tipping over — solving every major problem.

By the end of the Meiji era, several mosquito coil companies had been established in Arida. In 1943, Daido Jochugiku (now Lion Chemical) developed the world's first automated mosquito coil manufacturing machine. From Arida, mosquito coils spread across Japan and around the world, helping protect people from mosquito-borne diseases such as malaria.





### Minshuku Matsubayashi MAP1-B

This guesthouse is known for exceptionally fresh seafood purchased directly from Minoshima Fishing Port. Guests can enjoy seasonal dishes featuring wild kue (longtooth grouper) and locally caught pike conger (hamo). An indoor BBQ space and private, pet-friendly rental options make it ideal for families and groups.

📍 1769-1 Hama, Hatsushimacho 📞 0737-83-3000  
Check-in : 3:00 PM / Check-out : 10:00 AM



### Minshuku Minamimura Ferry MAP1-B

Boat transfers to the uninhabited island of Jinoshima, charter boats, and rental boats make this inn a perfect base for fishing adventures. With dinner and breakfast included and boxed lunches available, guests can spend the entire day enjoying the sea. Check the latest catch updates on the Minamimura Ferry website and get ready to fish.

📍 1769-1 Hama, Hatsushimacho 📞 0737-83-3730



### Hirokyu Ryokan MAP3-B

To reach this secluded inn, you pass through a small, dim tunnel. On the other side lies the quiet fishing hamlet of Oi, surrounded by sea and mountains. The third-generation owner and hostess warmly welcome guests, serving fresh seafood from the harbor just steps away. If you wish to return to everyday life, simply go back through the tunnel.

📍 1283 Miyazakicho 📞 0737-82-3474  
Reservations required. Hours by arrangement.



### TestiMone MAP3-B

Overlooking the scenic Arida Mikan Kaido, this exclusive hotel adjoins the Italian restaurant TestiMone. Surrounded by nature, guests can relax with reading, naps, and quiet moments. A stay here offers the feeling of having Arida's landscape all to yourself. Access is by referral and available to members only.

📍 1052-13 Miyazakicho  
※Membership required. Reservations are not open to the public.





Ahh~  
So Relaxing  
**ARIDA CITY  
Hot Springs  
& Stays**

Relax and soothe your travel fatigue with comforting hot springs and delicious cuisine.



**Tachibanaya** MAP2-E

Founded in 1903, this long-established ryokan along the Aridagawa River is known for its seasonal cuisine. Guests enjoy local specialties such as cutlassfish, sweetfish, pike conger, and kue hot pot. The popular "Seasonal Seafood Feast" features the day's freshest catch from Minoshima Fishing Port. In-room dining allows for a relaxed experience.

📍 17 Shinmachi, Miyaharacho ☎ 0737-88-7005  
Check-in: 4:00 PM / Check-out: 10:00 AM



**Aridagawa Onsen Ayuchaya(Main Building) – Hikari no Yu** MAP3-E

Enjoy the bounty of the sea and mountains alongside the natural beauty of the Aridagawa area. The alkaline sodium chloride hot spring features silky, slightly viscous, clear water and a variety of baths, including open-air baths and a sauna. Private baths are available for families, and after bathing, guests can enjoy a satisfying meal at the on-site restaurant.

📍 37 Hoshio ☎ 0737-88-5151  
Bathing hours: 11:00 AM – 11:00 PM



**Business Hotel Kojima** MAP2-B

Located near the mouth of the Aridagawa River, this hotel offers easy access to local attractions. Boat departures to Jinoshima Island, Hama no Utase, and the Mikan Kaido Observatory are within a 10-minute drive. Convenience stores and supermarkets are within walking distance, while a short stroll south leads to a lively area of local izakaya restaurants.

📍 241-1 Miyazakicho ☎ 0737-82-1414  
Check-in: 4:00 PM / Check-out: 10:00 AM



**Aridagawa Onsen Ayuchaya (Annex) – Hotel Sunshine** MAP3-E

With sweeping views of the Aridagawa River and terraced mikan hills, this hotel offers a relaxing stay. Guests can enjoy hot springs at the adjacent main building and seasonal seafood such as sweetfish and locally caught tachiuo. Western- and Japanese-style rooms are available, and day-use dining plans with hot spring access are offered.

📍 37 Hoshio ☎ 0737-88-5151  
Bathing hours: 11:00 AM – 11:00 PM



Ah! Let's Go!

# ARIDA CITY EVENT GUIDE

Discover seasonal events and highlights throughout the year in Arida City. Come experience the charm of each season for yourself!

## Early November (scheduled) Umaimon Festival

10:00 AM – 3:00 PM (light rain or shine)

MAP2-D

📍Furusato no Kawa Riverside Park (south riverbed), Hoshio



Held each November, this lively festival organized by the Kishu Arida Chamber of Commerce celebrates local flavors. Visitors can enjoy a gourmet contest featuring regional foods and sweets, a flea market, and live performances on a special stage.

Surrounded by mountains filled with ripening Arida Mikan, it's a perfect chance to experience the tastes and scenery of the season.

Second Sunday of May

MAP3-E

## Raigo-e Ceremony at Tokushoji Temple

Matcha tea service: from 1:00 PM Procession: around 3:00 PM

📍229 Nakanban, Itoga-cho — Tokushoji Temple



Held each year in the Itoga district, this ceremony is one of Arida's two major festivals. Its highlight is the procession of the Twenty-Five Bodhisattvas, designated a Prefectural Intangible Cultural Property.

In honor of Princess Chujo, children wearing Buddhist masks and ceremonial robes walk in a solemn procession from the Kaisando Hall to the main hall.

## Early November Taccho Festival

MAP2-A

10:00 AM – 3:00 PM (scheduled)

📍2489 Miyazakicho — Hama no Utase



Held in celebration of "Cutlassfish Day" (November 11), this lively event highlights Arida's famous cutlassfish. Visitors can enjoy local specialties such as honeku tempura and grilled cutlassfish skewers, freshly prepared at the outdoor venue.

A prize drawing is also planned, offering a chance to win popular local products from Hama no Utase.

3 Boat fishing

4 Arida Ueno Park cherry blossoms / Rock fishing / Tachinomiya Shrine Kendo Dedication Tournament

5 Raigo-e Ceremony at Tokushoji Temple / Carp streamers / Mikan blossoms / Pyrethrum flowers / Sweetfish fishing

6 Hydrangeas / Jinoshima Beach

7 Oga lotus blossoms

8



## Mid October Chida Matsuri Festival MAP3-C

Festival : 10:00 AM / Procession : 1:00 PM

📍 1641 Chida — Susa Shrine



Held annually at Susa Shrine, this festival is one of Arida's major autumn celebrations. Lion dances and ritual performances are offered at the otabisho site.

At dusk, the Tai-Nage ritual takes place as sea bream are thrown from a raised platform and men compete to catch them. Those who succeed are said to receive good fortune for the coming year.

## Second Sunday of January Ohimachi Ritual

From 9:00 AM (scheduled)

MAP3-A

📍 Near Yabitsu Fishing Port, Miyazakicho



Held each January in the Yabitsu district, this traditional rite honors Tokugawa Yorinobu. Residents aged 70 and over attend a memorial service led by the head priest of Chōhōji Temple.

Young men purify themselves in the sea at dawn and visit Nanryu Shrine together in the traditional hadaka-mairi pilgrimage. Revived in 2017, the ritual continues as a symbol of community spirit.

Late October (scheduled)

## Kibun Festival Fireworks MAP2-C

Fireworks: 8:20 PM – 9:00 PM (scheduled)

📍 Minoshima, near Arida City Hall (Aridagawa River)



Named after the Edo-period merchant Kinokuniya Bunzaemon, the Kibun Festival features about 3,000 fireworks launched along the Aridagawa River. Spectators can enjoy the dynamic display from both riverbanks while approximately 80 food stalls and related events add to the festive atmosphere. The venue is just a five-minute walk from JR Minoshima Station, attracting large crowds each year.

## February Arida Mikan Kaido Marathon

Opening ceremony: 9:00 AM (held rain or shine)

MAP3-A~3-C

📍 Arida Mikan Kaido



This scenic race features beautiful coastal views and a challenging course with elevation changes of up to 150 meters. Events include a 10 km run, a 7 km walk, and a 2 km parent-child race.

Participants receive an original face towel, and prize drawings featuring local specialties are held. Awards are also given to the best costume runners.

9

10

Chida Matsuri / Kibun Festival Fireworks /  
Falling ayu fishing on the Aridagawa River

11

Agri Fan Festa / Umaimon Festival / Taccho Festival /  
Mikan harvest & picking

12

1

Itoga Inari Shrine Hatsu-Ebisu Festival / Ohimachi Ritual

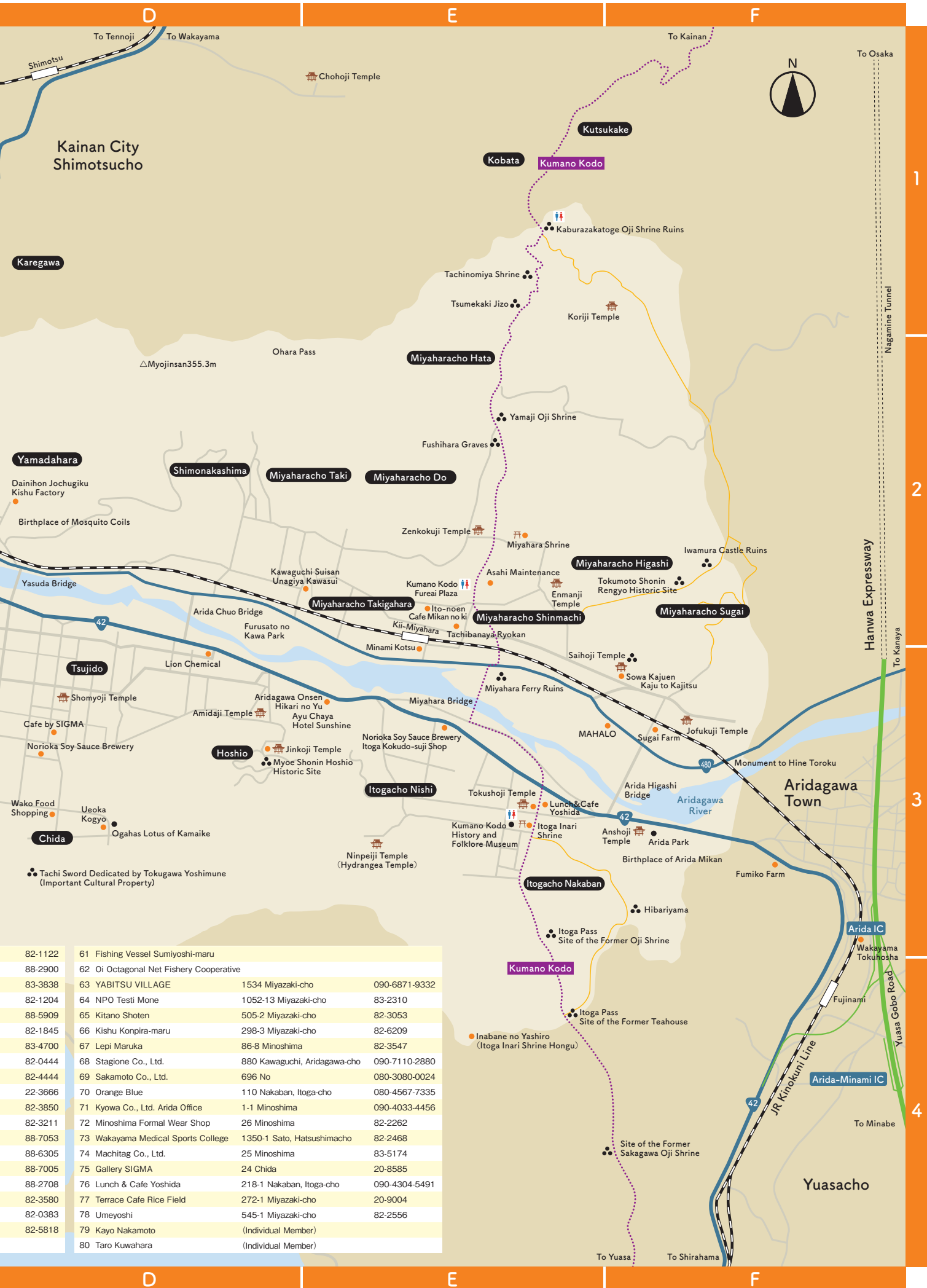
2

Arida Mikan Kaido Marathon / Inabane Shrine cherry blossoms

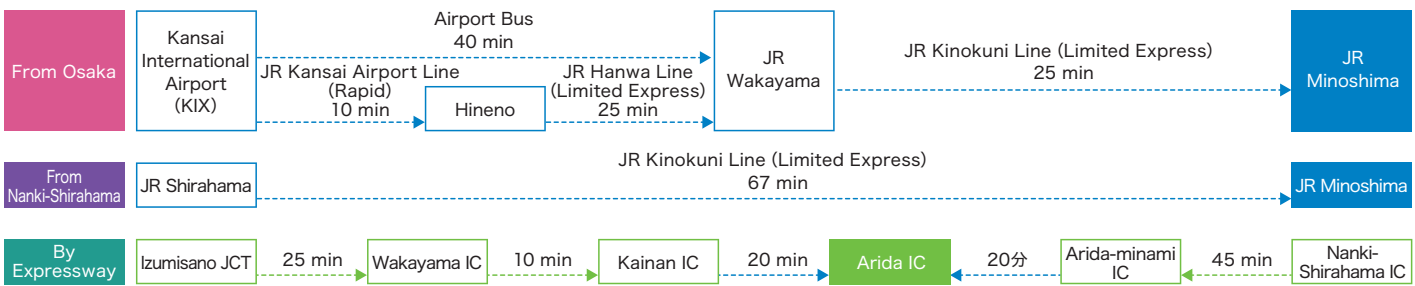
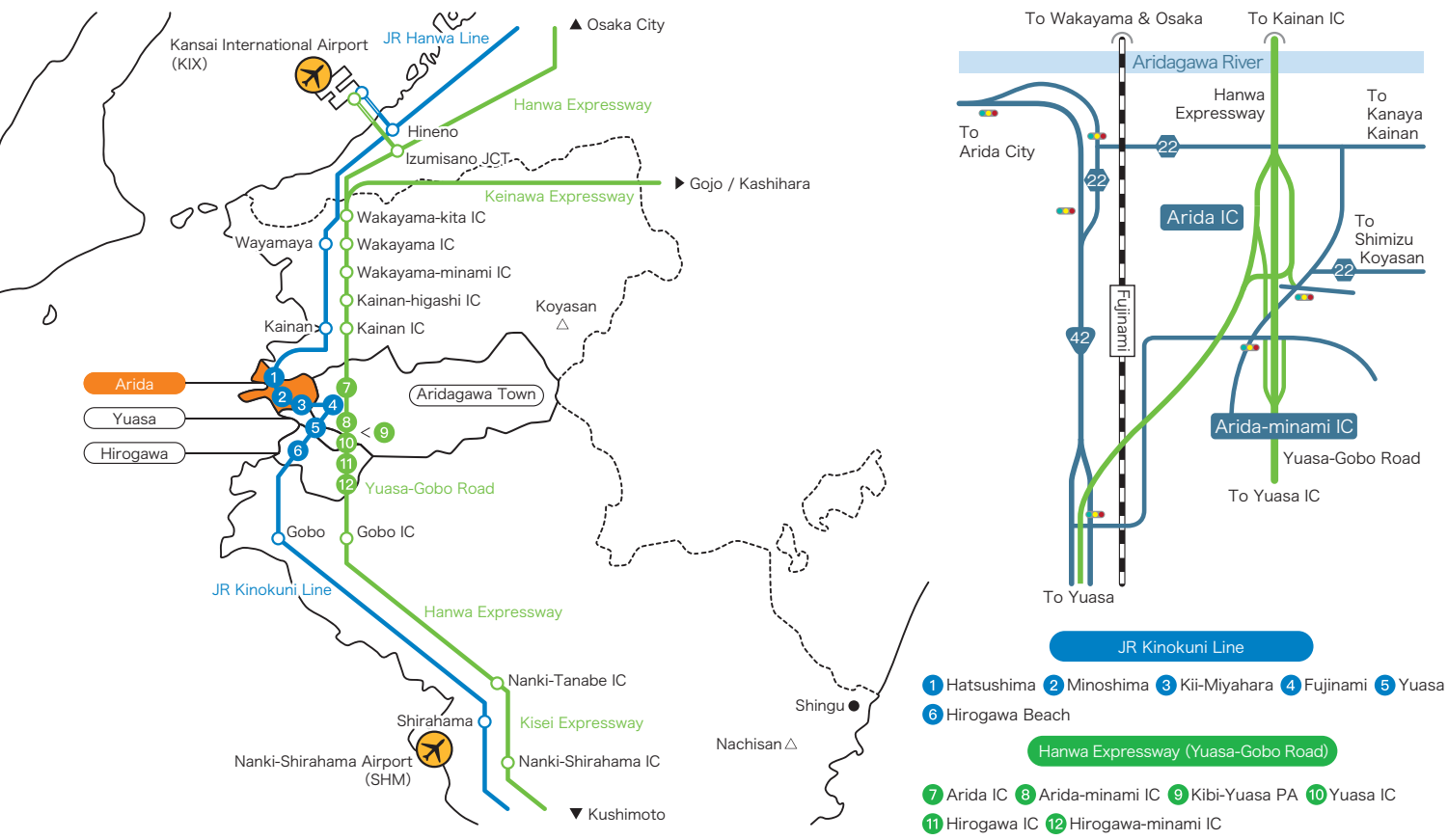




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13	Shimaji Suisan Co., Ltd.	208-1 Miyazaki-cho	83-5721	33 Minamimura Ferry Service	1769-1 Hama, Hatsushimacho	83-3730	53 Ito-noen Co., Ltd.	498-2 Takigahara, Miyahara-cho
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82-3580	77 Terrace Cafe Rice Field	272-1 Miyazaki-cho	20-9004
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82-5818	79 Kayo Nakamoto	(Individual Member)	
	80 Taro Kuwahara	(Individual Member)	



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