

2nd

Discover and Share
the Charms of Sendai
on Social Media!

Free Day Trip for International Students

- Share Your Experience!

Participants Wanted

Friday, November 14th, 2025

9:00 a.m. - 7:30 p.m.

Day Trip beginning and ending at JR Sendai Station

Join us on a special tour to the Akiu area in Sendai, surrounded by beautiful nature throughout all four seasons! This tour is packed with highlights like magnificent waterfalls, scenic valleys, hot springs, traditional craft experiences, and delicious local cuisine. Come and explore a new side of Sendai and make unforgettable memories with friends—all while having fun and sharing your experience on social media!

**Free to
participate**

**Advance
application required**

**Maximum 35 participants
(selected by lottery)**

You'll visit breathtaking spots such as Akiu Great Falls, the scenic Rairaikyo Gorge, and the magical Akiu Night Museum. Enjoy hands-on craft activities and try local specialties, including famous Sendai gourmet dishes. This is your chance to fully experience the charm of Sendai and share it with the world—don't miss out!

Eligibility International students currently enrolled in universities or other institutions in Sendai City

Application Deadline Thursday, October 30th **How to apply** Please see the back of this flyer for details

Participation Requirements

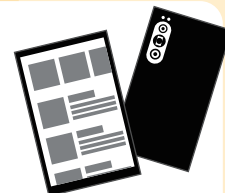
- Be able to post about the tour on your own social media account (Facebook, Instagram or WEIBO) after the tour
- Posts must be made from a public account (private accounts are acceptable only if posts can be made public for about one month after the tour)
- You must be following the official Sendai City account
- You must tag the official Sendai City account in your post
- Posts must remain online (must not be deleted)
- You must be willing to complete a feedback survey

**Inquiries /
Organizer**

Sendai City Tourism Division, Culture and Tourism Bureau Inbound and MICE Promotion Section
Contact: Ouchi (Ms.) / Oyamada (Mr.)
3-7-1 Kokubuncho, Aoba-ku, Sendai 980-8671 Email: kei008080@city.sendai.jp
Supported by Tohoku University Global Learning Center

Day Trip Overview

Date	Friday, November 14, 2025 (Day Trip)
Transport	● Departure: 9:00 AM from JR Sendai Station East Exit (Reception starts at 8:30 AM / Please arrive by 8:50 AM) ● Return: Around 7:30 PM to JR Sendai Station East Exit
Participation Fee	Free of charge (includes lunch)
Participation Requirements	● You must post about the tour on your personal SNS account (Facebook, Instagram or WEIBO) after the tour. ● You must post from a public account. (Private accounts are acceptable if the post can remain public for about one month after the tour.) ● You must be following the official Sendai City account and tag us in your post. ● Posts may not be removed from account after being posted. ● You must agree to complete a feedback questionnaire.
Language	The tour will be conducted in either English or Japanese .
Number of participants	Two course options: 1. Sendai Akiu Nature Discovery Course (20 participants) 2. Sendai Akiu Hot Spring Bathing Course (15 participants) Note: Participants with tattoos or who have reservations about removing their clothing in the presence of others (excluding religious clothing like hijab) will not be permitted to bathe. A minimum of 5 participants is required for each course. If there is a high number of applicants, preference will be given to those who did not join the same tour in July.
Application Deadline	Thursday, October 30, 5:00 PM (Lottery results will be announced on Wednesday, November 5)



How to apply

Scan the QR code below and fill out the application form with the required information.

Application Form



Required Information

1. Full Name
2. University Name
3. Age
4. Gender
5. Country/Region of Origin
6. Date of Arrival in Japan
7. Phone Number
8. Email Address
9. Social Media Platform (for posting after the tour)
10. Account Name
11. Special Considerations (e.g., food allergies, religious restrictions, etc.)
12. Name(s) of accompanying participant(s) (if any)
13. Preferred Course (Choose the number of the course)

① Akiu Nature Discovery Course ② Akiu Hot Spring Bathing Course

Tentative Schedule

8:50 a.m. Meet at Sendai Station East Exit → 9:00 a.m. Departure

Meet-up Spot:
Sendai Station East exit



Akiu Otaki Falls

The thunderous roar of the water as it cascades down is truly a breathtaking sight!

Akiu Nature Discovery Course

Rairai-kyo Gorge
↓
Lunch at Akiu Village
↓
Visit and hands-on craft experience at Sendai Kaleidoscope Museum

Rairai-kyo Gorge



Kaleidoscope Museum
Create your very own one-of-a-kind kaleidoscope!



Akiu Hot Spring Bathing Course

Day-use hot spring bathing & lunch at Hotel New Mitoya
↓
Traditional Kokeshi Doll Painting at Akiu Craft Village



Hotel New Mitoya
A historic hot spring hotel with a variety of baths



Akiu Craft Village
Try painting your own traditional Kokeshi doll, a traditional craft of Miyagi

4:00 p.m. Akiu Winery



4:00 p.m. GREAT DANE BREWING



Shared Evening Activity for Both Courses

5:10 p.m. Visit Tenshukaku Natural Park (Akiu Night Museum)
Enjoy a magical evening lit up by beautiful autumn leaves



6:10 p.m. Time reserved for social media posting and feedback survey. (Your post will be checked at this time)

7:30 p.m. Return to Sendai Station East Exit / Tour Ends

[Important Notes] Please note and accept the following points;

- Participation in this tour requires you to share your experience on social media and to fill out a feedback questionnaire afterwards.
- Photos and videos taken during the event may be used by the organizers for promotional purposes (e.g., website, flyers, etc.).

Photo Credits:

Miyagi Prefecture Tourism Strategy Division
Sendai Tourism, Convention and International Association (SenTIA)
Others