If you read this, you'll be a **Miyajima meister!**

A thorough introduction of the charms of Miyajima!

http://pleasure-luck.com

Momijimanju

A famous Miyajima specialty. This maple-shaped bun has a history going back over 100 years. The sponge cake dough is filled with sweet red bean paste. There are many shops on the island, including specialty and souvenir shops. Some shops offer freshly baked ones that you can eat on the spot. The basic filling is "koshi-an" (sweet red bean paste), but nowadays, many companies are competing to offer the most original and unique momijimanju products.

There are more than 60 flavors on the island, including tsubuan (sweet bean), cheese, cream, chocolate, green tea, lemon, strawberry, milk, and sakura (cherry blossom)! There are about 20 manufacturers on the island, so it is fun to compare each shop's different flavors and find your favorite.

Miyajima Wooden Rice Scoop

Miyajima is the birthplace of the rice scoop. Around 1800, Seishin, an ascetic monk of Miyajima, invented the rice scoop, inspired by the shape of Saraswati's biwa lute, in order to create an industry on Miyajima. He taught the islanders how to make it. It's known as a lucky charm souvenir because it means "to defeat enemies" or "to scoop happiness." There are various types of rice scoops, from those for practical and professional use to scoops bearing prayers, key chains, etc. Personalized or portrait scoops are popular as souvenirs.

The world's largest rice scoop, measuring 7.7 meters in length, 2.7 meters in width, and 2.5 tons in weight, is on display at the Hiroden Miyajima Town Planning Exchange Center and is a popular photo spot.

Anago (Conger Eel)

Anago (conger eel) is one of Miyajima's specialties. High-quality conger eel is often caught in the waters around Miyajima. The season is from June to November, but conger eel can be enjoyed all year round. Each restaurant has its own unique style of preparation, secret sauce, and cooking method.

At various restaurants in Miyajima, you can enjoy a wide variety of conger eel dishes, including "anago meshi" (conger eel rice), which is also famous as an ekiben (boxed station lunch), "anago tempura," "anago chikuwa (grilled conger eel cake)," "anago manju (conger eel savory bun)," and many others, all of which have been carefully developed by the respective restaurants.

Oysters

Oysters, also known as "milk of the sea," have inhabited Hiroshima Bay since ancient times, and oyster cultivation began around the end of the Muromachi Period.

Delicious oysters grow in the clear Seto Inland Sea, and Hiroshima oysters are famous throughout Japan for their plumpness, size, and flavor, accounting for 70% of the nation's total shipments. Oyster rafts floating in the sea can be seen from the ferry crossing to Miyajima.

On Miyajima, oyster vendors can be found in the shopping district and throughout the island, where you can enjoy oysters all year round. Some restaurants specialize in raw oysters year-round. You can enjoy a drink while sampling oysters marinated in oil, enjoy a full meal of oyster dishes, or try oyters grilled at the storefront.

It's also fun to enjoy eating oysters on the half-shell, manju (buns) or bread made with oysters.

Osuna-yaki (Miyajima-yaki) and Osuna Story

There was an old custom on Miyajima Island to carry "osuna" (sand) from the island to pray for the traveler's safety, and to return it doubled with the sand from the destination when the journey was safely completed.

The "Osunayaki" of Miyajima is said to have originated from this tradition. Ritual bowls fired with a mixture of sacred Miyajima sand were offered before the gods of Miyajima.

"Osunayaki" fired with a mixture of Miyajima sand is also recommended as a gift for good luck.

Miyajima's Deer

When you arrive at Miyajima, deer welcome you at the pier. It's said that there are currently about 500 deer living on the island and 200 in town. For the deer's health, do not feed them. Be careful not to let them eat souvenir bags, plastic bags, or this map!

Hidden Spots!

Miyajima Walking Spots Guide

Mt. Misen

It's said that "the true value of Miyajima lies in the view from the top of Mt. Misen." The view of the islands floating in the waters of the Seto Inland Sea is truly a must-see. On the way to the summit of Mt. Misen, there are many spots to see, including native forests, strangely shaped rocks and stones, historic sites, and the Seven Wonders of Miyajima.

How to get there

●Use a fast and comfortable ropeway with a great view!
About 15 minutes ride from Momijidani Station to Shishiiwa Station. From there, about a 30 minute walk will take you to the top of Mt. Misen.

●Climb on foot (roughly estimated time for one way including break times)
- Daishoin Temple Course: With many stone steps. The view from the path is gorgeous! (About 1.5- 2 hrs.)
- Momijidani Valley Course: Comparatively easy path for beginners! (About 1.5-2 hrs.)
- Omoto Course: Walk in Mt. Misen's native forest! (About 2-2.5 hrs.)

Asebi Walking Path

A walking path connecting Omoto Shrine and Daishoin Temple, where you can enjoy the nature of Miyajima, including a wonderful view and large trees that remind you of the island's history. It is also a famous cherry blossom viewing spot.

How to get there

Go up the narrow stone steps next to the Itsukushima Shrine Treasure Hall. Don't miss the sign!

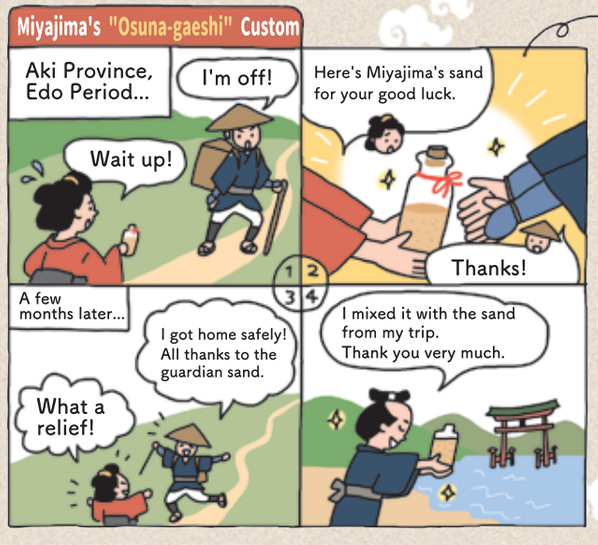
Yamabe-no-komichi Walking Path

The oldest approach to Itsukushima Shrine, dating from the Kamakura period (1185-1333). Climbing up the narrow, elegant path, you will find a view spot where you can enjoy the beautiful scenery of the opposite shore and Miyajima.

How to get there

Go along the path toward the mountain side from Machiya Street.
It connects the pier and the 5-story pagoda.
Follow the cute signs.

The New Legend of Miyajima – Mameyasuna – Guardian Sand

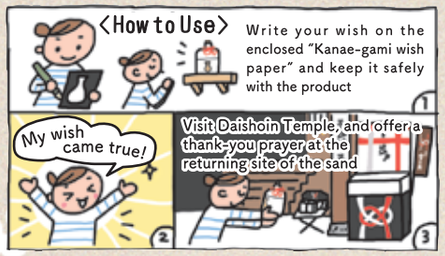


A modern adaptation of this tradition is Daishoin Temple's "Guardian Sand"



Carry the sand blessed with prayers at "Daishoin Temple," Miyajima's oldest temple with you, or use it as a lovely charm to decorate your home.





*Daishoin Temple is at the ★ mark on the map

Miyajima Meisters' Recommended Shops and Spots

Check the map according to the numbers shown in the table!

Kobayashi Bussan Shop

A souvenir shop located at the entrance to Omotesando Shopping Street. In addition to popular products such as lucky charms and crafts unique to Miyajima, there are many other unique items available.

TEL / 0829-44-0138
Open hours / 9:00 a.m. - 5:00 p.m.
Closed / None
Near the entrance of Omotesando Shopping Street
MAP ❶



Yamadaya, Miyajima Main Shop

A long-established Momijimanju shop. It has many fans both in and out of the prefecture, and offers a variety of products such as "strawberry" and "milk," as well as the chewy texture of "Toyoka." The experience of baking Momijimanju on your own (a souvenir, included) is also popular.

TEL / 0829-44-0511
Open hours / 8:00 a.m. - 7:30 p.m.
*It changes according to the season.
Closed / None
MAP ❷ At the entrance of Omotesando Shopping Street



Daikon-ya

A quaint Momijimanju shop housed in a renovated ryokan (Japanese inn) from the Edo period. There are also a variety of fashionable items including Miyajima rice scoops. You can see the production process of Momiji-manju through a glass window and even try one freshly baked. You can enjoy the view of a Japanese garden with Nishikigoi carp and the five-story pagoda at the rest area inside the store.

TEL / 0829-44-2161
Open hours / 8:30 a.m. - 5:00 p.m.
MAP ❸ Closed / None



Gallery Miyazato

An old private house has been renovated as a gallery to exhibit artwork. A coffee shop and antique store are also attached to the gallery, where visitors can spend a relaxing time in this nostalgic space.

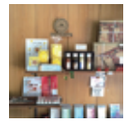
TEL / 0829-44-2608
Open hours / 10:00 a.m. - 6:30 p.m.
Closed / Wed.
Machiya Street
MAP ❹



Sasaki Stationary Shop

Retro stationery store on Machiya Street. The owner's selection of unique stationery, crafts, and tableware are fun to browse. You can enjoy the thrill of finding a bargain.

TEL / 0829-44-0273
Open hours / 9:00 a.m. - 6:00 p.m.
Closed / No regular holidays
Machiya Street
MAP ❺



Yamamoto Bussan Shop

This shop offers a wide variety of Hiroshima and Miyajima souvenirs, from seasonal to classic. Momijimanju from various companies are sold, making it perfect for those who want to compare different kinds. Try to find your favorite Momijimanju!

TEL / 0829-44-0470
Open hours / 8:30 a.m. - 5:00 p.m.
Closed / No regular holidays
MAP ❻



Miyajima Grand Hotel Arimoto

A 400-year-old sukiya-style inn. Early morning and evening guided tours are available for guests, allowing them to fully enjoy Miyajima to their heart's content.

TEL / 0829-44-2411
Close to the fire station
MAP ❼



Kimura Hotei-do

The shop boasts a wide range of products that showcase the beauty and traditions of Japan, from reasonably priced Japanese goods to traditional Miyajima crafts such as rice scoops and carvings. This souvenir shop is also popular with international tourists.

TEL / 0829-44-0407
Open Hours / 10:00 a.m. - 5:30 p.m.
Closed / Wed.
MAP ❾



Miyajima meister Best Hiroshima Souvenirs

Orizuru (Paper Crane) Charm Keychain (Orange)

EARTH Hiroshima

A keychain inspired by the color of the O-torii Gate at Miyajima and the shape of "Orizuru" a symbol of peace.

Retail Store Yamadaya Main Shop



EARTH Hiroshima is a brand that collaborates with Hiroshima-based manufacturers and creators to offer stylish products crafted with the wish for peace