

Get excited with all the Wonderful Experiences in Yamada Town, Tohoku

**A town on the Sanriku Coast
with the sea, the mountains, the islands,
and fascinating people**

What kind of place is Yamada Town?

Located almost at the center of the Rikuchu Coast in Iwate Prefecture. Our Bay is as calm as a lake, with renowned farmed oysters and scallops. The rivers that flow from the mountains make Yamada Bay ideal for aquaculture.

Visitors can enjoy the best of the mountains and the sea, from the gourmet foods to its natural environment, a place for lovers of the great outdoors and connoisseur of fine foods.

Despite all this greatness, Yamada Town itself is not very well known! The reason? It's inconvenient access routes.

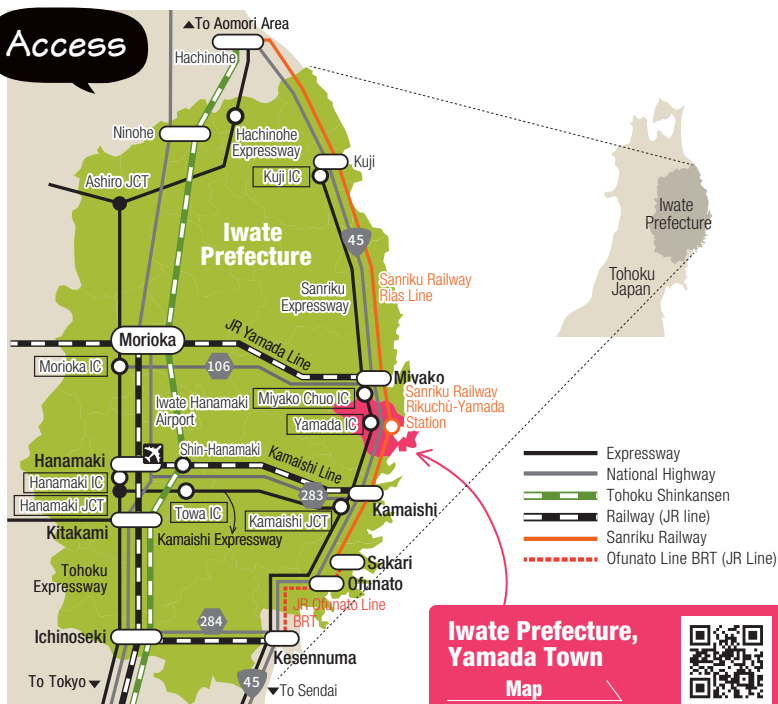
Not the easiest of places to get to, and for this reason, a rare find with very few tourists.

We believe this is a destination for true explorers and adventurers at heart.

Our accent might be a little bit off compared to the rest of Japan, but we'll show you the true meaning of overcoming language barriers with heart-to-heart communication.



Access



Make a reservation from here!

Contact Information

Yamada Wonderful Experience Bureau

The Yamada Wonderful Experience Bureau is the general contact and tourism coordination service for the town of Yamada.

Email Address

info@yamada-fc.org

About Cancellation Fees

Please note that all programs in this brochure are subject to a 100% cancellation fee if you cancel after 5:00 pm the previous evening.

Official Website

<http://www.yamada-kankou.jp/wonderful-taiken/>

Social Media

Facebook

@yamadafucooentai



twitter

@yamada_fuoco



*All information in this brochure is accurate as of March 2021.
*Unless otherwise stated, all prices include tax.

Edited and Published by Yamada Town Experience Tourism Promotion Council

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Local Seafood Lunch on an Uninhabited Island in Sanriku!



Available
May-Sep.



Information



"Holland Island" was named after the Dutch ship "Breskens" which anchored here in 1643 to resupply food and water. With a circumference of 900m and an area of 26,960 m², it is the only swimming beach on an uninhabited island in the Tohoku area.
[Information as of May 1, 2020]



Yamada Bay, unlike anywhere on the Sanriku Coast is so calm that it has been labeled the "Lake Towada of the Sea". The uninhabited "Holland Island" and the "Kojima Island", covered in pine trees on white rock surfaces sit peacefully encompassed by the emerald green waters of the bay. Relax and unwind or take a dive into the sea while the local specialties are prepared, consisting of steamed shellfish straight out of the sea, served right on the beach!

¥6,000 per person (4-9 people)

Start 11:00 (Approx. 2 hours 30minutes)

Fishing Boat and Aquaculture



At your service!
We are the Team
Fisherman Supremos



Marine Tourism Yamada

Not a team of elite, exclusive tour guides but a committed team of 100% real fishermen that love what they do!



Available
All Year

* But it does get chilly
in the winter...

1 Tour of a Raft Culture

Calling all seafood lovers!
Glance across the bay and you can't miss the numerous rafts built by the fishermen themselves. Get educated on how the infamous Yamada Town oysters and the scallops are nurtured on ropes dangling below these rafts. One not to miss for true epicureans.

¥8,000 for a group of up to 4 people
(¥2,000 extra per person for a group of 5 people or more)
Approx. 1 hour

2 Uninhabited Holland Island

Spend just over an hour exploring the Holland Island, named after a Dutch ship that landed here. Enjoy the emerald waters and the privacy save for the odd deer that swam across the sea of Yamada bay.

¥10,000 for a group of up to 4 people
(¥2,500 extra per person for a group of 5 people or more)
Approx. 1 hour 30 minute

3 Tour of a Raft Culture & Uninhabited Holland Island

Combine the two tours and save money.

¥16,000 for a group of up to 4 people
(¥4,000 extra per person for a group of 5 people or more)
Approx. 2 hours - 2hours 30 minutes

4 Uninhabited Holland Island

Calling all seafood lovers!
Glance across the bay and you can't miss the numerous rafts built by the fishermen themselves. Get educated on how the infamous Yamada Town oysters and the scallops are nurtured on ropes dangling below these rafts. One not to miss for true epicureans.

¥10,000 for a group of up to 4 people
(¥2,500 extra per person for a group of 5 people or more)
Approx. 1 hour 30 minute

Delicious Options Galore!

(Available only with the
"Tour of a Raft Culture")

1. Super fresh raw scallop

¥300 per person

Let the fishermen prepare the scallop straight from the sea either onboard or onshore.

2. Tasting session at the "Banya" fisherman's hut

¥1,000 per person

Visit a fisherman's place of work on land and sample steamed shellfish. Details can be altered according to your budget.



3. Reel in a bottle from the bottom of the sea

¥3,500/ bottle

Wine of Spanish origin sits maturing at the bottom of the sea in Yamada bay. This culture started with a Spanish exchange that has a similar ria coastline, and the vino can be sampled straight away if combined with Option 2.



*Due to weather and local conditions, the tour may be canceled. Thank you for your understanding.

Wonderful Shellfish with Captain Tomo

You haven't lived till
you've tried
the Akazara-scallops!



Available
All Year

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Visit Mr. Sasaki, aka Captain Tomo's "Banya" hut, and be a fisherman for the day! Hear his personal stories of the tsunami and the earthquake, about the Akazara-scallops that are booming in popularity and get ready to be wowed with his abundant knowledge of everything about the sea that even most the locals doesn't know!

1 1Hour Course

Learn from the best!

Captain Tomo will show you how to shuck Akazara-scallops, sea squirts, and oysters like a pro, and sample these delicacies, Yamada style.

¥2,000 per person (From 1 person)

2 In-depth 2-hour Course

Hear Captain Tomo's stories, enjoy fisherman experiences, learn to shuck Akazara-scallops, sea squirts, and oysters, and depending on the catch, sample at least 2 types of these gourmet foods. Captain Tomo is also a singer-songwriter and if you ask nicely, he may go into one of his Acapellas.

¥3,500 per person (From 1 person)



What are
Akazara-scallops?

They're brown-reddish shellfish usually found attached to oysters and scallops. Discarded and labeled the "wicked shellfish" as they compete for food, but recently booming as having a more rich and exquisite taste profile than their cousins.



Gear up
in fisherman's waterproofs
and boots,
available to rent!



Delicious
Options

"All-you-can-pack"
mussels

¥300/ bag

The rest of Japan calls the beloved Mussels, the "Moule" from the French, but the locals have been calling it the "Shuri" pronounced "Shoe-Ri", not knowing the more exotic term. Call them what you like and stuff as much you like, you should easily pack 1.5kg in the bags provided.



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Thank you for your understanding.

"Stroll and Snack" Tour of the Reconstructed Town



Available
All Year

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A local guide, an earthquake survivor will take you on a stroll through the streets of Yamada around the Rikuchu-Yamada Station, sharing personal experiences and the recovery efforts from the 3.11 disaster. Nibble on two or three types of Yamada specialty foods and grab a drink or two along the way! (Drink not included in the tour)

1 Two types of nibbles

¥1,500 per person (5-9 people)

¥1,300 per person (10-40 people)

🕒 1 hour and 15 minutes

2 Three types of nibbles

¥1,700 per person (5-9 people)

¥1,500 per person (10-40 people)

🕒 1 hour and 30 minutes

Specialty Snacking Examples !

Fry your
own Yamada Town
rice crackers

Shucking oysters /
or scallops



Check out this squid!

