



Post  
Miyagi/Sendai's  
attractions on  
your SNS!

# Join us for a **FREE** trial tour

Wednesday,  
30 July

8:30 - 17:30

JR Sendai Station departure/  
Arrival Day trip

\*Details are on the reverse  
side of this page

Great opportunity to experience popular tourist destinations such as Mt. Izumigatake, Sendai, and Miyagi Zao, with their enriched culture and local cuisine.

Free entry

Advanced  
booking required

Limited to 35 participants  
(entry through a lucky draw)

Remarkable experiences await you, including a visit to the Okama crater (a crater with a lake), Zao, a renowned panoramic viewpoint, a zipline adventure at Mt. Izumigatake in Sendai, and the opportunity to experience the making of Zunda mochi (a green soybean sweet rice cake) and sample food.

Post your feedback on the charms of the Miyagi/Sendai regions with your SNS! Please join us for this fantastic opportunity to have fun and share your thoughts.

Eligible participants

**International students enrolled in Sendai**

Requirements

- Participants must post about the tour they participated in.
- Participants must be willing to complete our questionnaires.

How to apply

**please find details on the reverse side of this sheet.**

Application Deadline

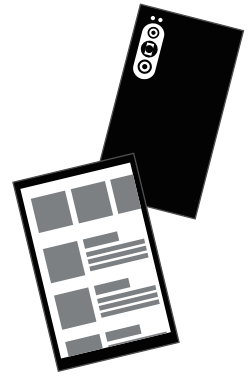
**Thursday, 17 July.**

Contact and  
Enquiries

International Tourism and MICE Promotion Division,  
Bureau of Culture and Tourism, Sendai City, (Ouchi or Oyamada).  
3-7-1 Kokubuncho, Aoba-ku, Sendai, 980-8671 e-mail: kei008080@city.sendai.jp

## Summary of a free trial tour

Date	30 July 2025 Day trip
Departure/ Arrival	Departure from Sendai Station East exit (registration starts at 8:00; please meet us by 8:20). Tour end: 17:30 Sendai Station East exit (estimated)
Admission fee	FREE
Requirements	Participants must post about the tour they participated in. Participants must be willing to complete our questionnaires.
Language	English or Japanese
Number of participants	①Mt. Izumigatake tour. ②Miyagi Zao tour (minimum of 5 participants) ※ ①②Capacity: 35 people (tentative) ※In case of an excess number of applicants, the selection of participants is done by lucky draw.
Application Deadline	Thursday, 17 July, 17:00 ※The lottery results will be emailed on Tuesday, July 22nd.



## How to apply

If you would like to participate, please scan the 2D barcode below and fill in the required information on the application form to apply.

### Application Form



### Requirements

1. Name.
2. Name of your university
3. Age
4. Gender
5. Country of origin
6. Arrival date in Japan
7. Telephone
8. Mail address
9. SNS posts you make during the tour
10. Account name
11. Food restrictions, remarks on other concerning points
12. Tour number you choose ①Mt. Izumigatake tour ②Miyagi Zao tour
13. Activity of your choice ①Making Zunda-mochi ②Making a food sample

## Schedule (Subject to change)

8:20 Meet at Sendai Station East exit

8:30 Depart from Sendai Station East exit

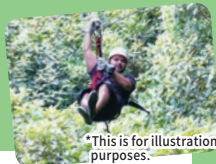


Meeting place:  
**Sendai Station  
East exit**

Image: @Google

### Mt. Izumigatake tour

Spring Valley Sendai Izumi Skiing place/  
Mountain park (zipline adventure, lunch)



\*This is for illustration  
purposes.

Visiting  
Sendai Daikannon



**Zipline adventure  
at Spring Valley**

Running through the forest!  
A spectacular adventure  
viewed from the air.

**Sendai Daikannon**

100m height, The tallest  
Kannon statue in Japan

### Miyagi Zao tour

Visiting Miyagi Zao  
Okama Crate

**Zao Okama crater**

View the emerald, mysterious  
caldera lakes created by  
the volcano.



Lunch

Shiroishi Castle



**Shiroishi Umen**

Healthy and gentle,  
feel warm inside, with the traditional taste  
of Shiroishi that has been handed down for  
400 years.

15:15 Aobayama park, Sendai Ryokusaikan (Handmade experience) \*choose one of them

#### 1. Making Zunda-mochi

Let's make Zunda-mochi and taste  
it with your own hands

Zunda, made by grinding edamame (soybeans),  
is a traditional specialty of Sendai. In this  
hands-on experience, you can enjoy the process  
of mashing, kneading, and rounding, and taste  
the freshly made rice cakes on the spot.  
The sweet and gentle flavour is very popular  
with overseas tourists!

#### 2. Food sample making experience

It's like the real thing! Realistic  
reproduction of unique Japanese food!

Plastic food samples are found in restaurants.  
In this experience, you can make Seafood bowl  
that look just like the real thing,  
using special materials.  
You can take home your finished product  
as it is, making it a perfect memento of your trip.



17:30 Dismissal at Sendai Station East exit.

[Remarks] Please note and accept the following points;

- This tour is a Free trial tour on the premise that you will post the contents of the tour on your SNS upon participation, and cooperate with answering a questionnaire.
- Photos and videos taken during the event (tour) may be used on the organiser's website, in leaflets, and elsewhere.