



Amami Kokuto Shochu

By Public Transport

Dining

Amami kokuto (brown sugar) shochu is a liquor made using brown sugar produced from sugarcane. Its main characteristics are the gentle aroma and mellow flavor derived from the brown sugar and koji mold. Kokuto shochu was legislated to be specially produced only in the Amami Islands by the Japanese government after the islands were returned to Japan from the United States in 1953. Since it is a distilled liquor like brandy or whiskey, it contains no sugar. It is loved by many people as a specialty of the Amami Islands. On December 5, 2024, it was registered as a UNESCO Intangible Cultural Heritage along with sake, awamori, and other shochu as "Traditional knowledge and skills of sake-making with koji mold in Japan."

Location/View	Bars and liquor stores on the island
Access	
Season	Year-round
Related links	Kagoshima Shochu Makers Association Amami Branch http://www.kokuchu.com Explore Amami https://www.exploreamami.com/cuisine/779/

Inquiries [Kagoshima Shochu Makers Association Amami Branch]
TEL:0997-52-0611 | Website: <http://www.kokuchu.com>



Keihan

By Public Transport

Dining

Keihan is a local specialty of Amami Oshima. It is believed to have been created to serve officials from the Satsuma domain during the Edo Period. It has a light taste and invites the appetite, perfect for the hot weather in Amami. The dish consists of a bowl of rice topped with shredded chicken breast, thinly sliced omelet, shiitake mushrooms, green onions, and other ingredients. Then, broth made using locally raised chickens is poured on top. Please be sure to try this dish at local restaurants on the island.

Location/View	Local restaurants and certain hotels on the island
Access	
Season	Year-round
Related links	Amami Oshima Tourism and Products Association https://www.amami-tourism.org/gourmet/ Explore Amami https://www.exploreamami.com/cuisine/1159/

Inquiries [Amami Oshima Tourism and Products Association]
TEL:0997-53-3240 | Website: <https://www.amami-tourism.org/>



Amami Oshima Tsumugi Silk Pongee

By Public Transport

Shopping

Oshima tsumugi is a one-of-a-kind fabric made of 100% silk that is pre-dyed and hand-woven into unique patterns. Over thirty elaborate processes are involved in the production of this fabric, which is considered one of the world's three great textiles along with Gobelins tapestries and Persian carpets. Along with its distinctive mud-dyed coloring, it is lightweight, warm, and durable, and the longer you wear it, the more it molds to your body. Oshima tsumugi has been designated as a traditional craft by the Minister of Economy, Trade and Industry of Japan.

Location/View	Local stores and souvenir shops on the island
Access	
Season	Year-round
Related links	Explore Amami https://www.exploreamami.com/treasured-heritage/ Kagoshima Prefectural Visitors Bureau https://www.kagoshima-kankou.com/beautykagoshima/en/oshima/

Inquiries [Authentic Amami Oshima Tsumugi Silk Pongee Cooperative]
TEL:0997-52-3411 | E-MAIL:info@oshimatsumugi.or.jp |
Website: <https://amamioshimatsumugi.id/>





Nazemachi Shopping Street

By Foot

Shopping

The Nazemachi Shopping Street stretches across central Naze, Amami City. The shopping street was established to provide a stable supply of daily necessities to the islanders during the chaotic postwar period, and even today there are almost no national chain stores. You can find various local products such as Oshima tsumugi silk, kokuto shochu liquor, and local foods and products essential to daily life on the island. We hope you will enjoy shopping around town and interacting with the locals.

Location/View	Naze Suehiro-cho area, Amami City, 894-0027
Access	20-min. walk from the port (1.5km)
Season	Year-round
Related links	Amami Nazemachi Shopping Street https://www.amami-nazemachi.com/



[Amami Chamber of Commerce and Industry]
TEL:0997-52-6111

Amami Park

By Public Transport

Main Attractions

Amami Park consists of two main facilities. The first facility is Amami-no-Sato, which introduces visitors to the beautiful natural environment of Amami, exhibits the island's diverse culture and history, and serves as an event space for locals. The second facility is the Tanaka Isson Memorial Art Museum, which showcases the works of Tanaka Isson, a Japanese painter who depicted the nature of Amami in his art.

Location/View	1834 Setta, Kasari-cho, Amami City, 894-0504
Access	Travel by tour: 55 min. via tour bus from the port (30km) Individual travel: 1 hour by bus bound for Amami Airport (get off at Amami Park bus stop)
Season	Year-round
	Parking for tour buses
	7 buses
Related links	Kagoshima Prefectural Visitors Bureau https://www.kagoshima-kankou.com/for/attractions/10227 Explore Amami https://www.exploreamami.com/northern-area/526/



Inquiries [Amami Park]
TEL:0997-55-2333 | Website: <http://www.amamipark.com/>

Kinsakubaru Forest

By Public Transport

Main Attractions

Kinsakubaru is a primeval forest in Amami Oshima where many subtropical broad-leaved trees continue to grow. It is home to trees such as an 'Itajii' *Castanopsis sieboldii* believed to be over 100 years old, 'Iju' needlewood trees, as well as the iconic 'hikagehego' flying spider-monkey tree ferns that, once featured on a poster, made the forest into an instant tourist attraction. The forest is home to plants such as those indigenous to Amami and plants first discovered in Japan, in addition to endemic animals such as the Lidth's Jay (a designated natural monument of Japan and protected species) and the Amami rabbit. To visit Kinsakubaru you must be accompanied by a certified eco-tour guide.

Location/View	Kinsakubaru, Asado, Naze, Amami City, 894-1201
Access	Travel by tour: 50 min. via tour bus from the port (12.3km)
Season	Year-round
Related links	Kagoshima Prefectural Visitors Bureau https://www.kagoshima-kankou.com/for/attractions/10199 Explore Amami https://www.exploreamami.com/featured-articles/1861/



Inquiries [Amami Oshima Eco Tour Guide Liaison Council, Amami City Tsumugi & Tourism Promotion Division]
TEL:0997-52-1111 | Website: <https://amamiuide.jimdofree.com/>



Kuroshio-no-Mori Mangrove Park

By Public Transport

Main Attractions

Kuroshio-no-Mori Mangrove Park is a park facility designed to introduce Amami's nature with a focus on the adjacent mangrove forest—a protected area and national park. The mangrove forest and its connecting rivers make up the ecosystem of various creatures including the endangered Ryukyu sweetfish. The Mangrove Park is also a nationally registered roadside station, so information about sightseeing is readily available.

Location/View	478 Ishihara, Sumiyo-cho, Amami City, 894-1201		
Access	Travel by tour: 35 min. via tour bus from the port (21.6km) Individual travel: 47 min. by bus bound for Setouchi Umi-no-Eki (get off at Mangrove Park bus stop)		
Season	Year-round	Parking for tour buses	3 buses
Related links	Explore Amami https://www.exploreamami.com/central-area/588/ Amami Oshima Tourism and Products Association https://www.amami-		

Inquiries [Mangrove Public Co., Ltd.]
TEL:0997-56-3355 | Website: <https://www.mangrovepark.com/>



Ohama Seaside Park

By Public Transport

Main Attractions

Ohama Seaside Park is a well-known beach on Amami Oshima known for its scenic views and proximity to the city. Visitors can enjoy Amami Oshima's subtropical environment surrounded by its native plants and wild birds, clear waters with beautiful coral reefs, and a white sandy beach. In the evening, you can enjoy a spectacular view of the sun setting into the East China Sea.

Location/View	Ohama, Koshuku, Naze, Amami City, 894-0046		
Access	Travel by tour: 22 min. via tour bus from the port (6.5km) Individual travel: 22 min. via taxi from the port (6.5km)		
Season	Year-round		
Related links	Explore Amami https://www.exploreamami.com/central-area/580/ Ohama Seaside Park https://www.ohama.marutani-amami.com/		

Inquiries [Tani Mokuzai Trading Co., Ltd.]
TEL:0997-55-6000 | Website: <https://www.ohama.marutani-amami.com/>



Kakeromajima

By Public Transport

Main Attractions

After traveling across the ocean to get to Amami Ocean, you can briefly embark on the seas again to reach Kakeromajima, a small island south of the main island of Amami Oshima. Kakeromajima is a beautiful island covered with lush vegetation and calm waves. It is an island where you can enjoy marine sports in the clear, blue ocean. You can also encounter the small island's nature, culture, and locals and take in the things one tends to overlook during day-to-day life.

Location/View	Seso, Setouchi Town, 894-0046		
Access	Travel by tour: 2 hr. via tour bus from the port (58.7km) Individual travel: 1 hr. 28 min. by bus bound for Setouchi Umi-no-Eki and a 25 min. ferry (58.7km from port)		
Season	Year-round		
Related links	Amami Setouchi Tourism Association https://www.setouchi-welcome.com/ Explore Amami https://www.exploreamami.com/discover/southern/		

Inquiries [Setouchi Town Fisheries and Tourism Division]
TEL:0997-72-1111 | Website:
<http://www.town.setouchi.lg.jp/kankou/cho/chosei/gaiyo/madoquchi/machi.html>





Natural World Heritage

By Public Transport

Topics

The area including Amami Oshima, Tokunoshima, Northern Okinawa, and Iriomotejima was registered as a Natural World Heritage site in July 2021 in recognition of its outstandingly high biodiversity. This is the fifth UNESCO Natural World Heritage site in Japan to be registered.

Location/View	MAP
Access	
Season	Year-round
Related links	Kagoshima Prefecture https://www.kagoshima-kankou.com/for/highlights/amami-oshima Explore Amami https://www.exploreamami.com/whatsnew/1689/



Inquiries [Kagoshima Prefecture Nature Conservation Division]

TEL:099-286-2613 | Website:

<http://www.pref.kagoshima.jp/ab02/soshiki/kankyo/honcho/hogo.html>

Amami-Oshima World Heritage Conservation Center

By Public Transport

Topics

Located on the grounds of the Kuroshio-no-Mori Mangrove Park, the Amami-Oshima World Heritage Conservation Center was established to help more people understand and share the value of the Amami/Okinawa UNESCO Natural World Heritage site. Visitors can experience and observe the ecosystems of Amami Oshima and the creatures that live there as if they were walking in the forest, all while learning about the efforts and rules for protecting Amami's nature.

Location/View	467-1 Ishihara, Sumiyo-cho, Amami City 894-1201 MAP
Access	Travel by tour: 35 min. via tour bus from the port (21.6km) Individual travel: 47 min. by bus bound for Setouchi Umi-no-Eki (get off at Mangrove Park bus stop)
Season	Year-round
Related links	UNESCO World Heritage Convention https://whc.unesco.org/en/list/1574/ Explore Amami https://www.exploreamami.com/whatsnew/2022/



Inquiries [Amami-Oshima World Heritage Conservation Center]

TEL:0997-69-2281 | Website: <https://amami-whcc.jp/>

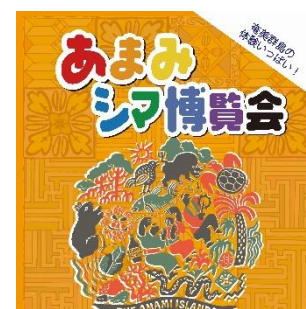
Amami Shimahaku Activity Guidebook

By Public Transport

Topics

The Amami Shimahaku is a guidebook that lists available tours and programs to enjoy the charms of the Amami Islands firsthand. Some of the listed experiences include nature activities, marine sports, cultural exchange, and crafts made using materials from the Amami Islands. There are various activities throughout all the Amami Islands including Kikaijima, Amami Oshima, Tokunoshima, Okinoerabujima, and Yoronjima for one to enjoy.

Location/View	Various locations on the island
Access	Depends on location
Season	Depends on the activity
Related links	Amami Shimahaku https://www.amami-shimahaku.com/



Inquiries [Amami Shimahaku Office (Amami Islands Tourism & Products Federation)]

TEL:0997-72-1111 | Website: <https://www.amami-shimahaku.com/>