

Chichibugahama Beach

Located in Mitoyo on the western coast of Kagawa Prefecture, Chichibugahama Beach has become extremely popular in recent years—especially among amateur photographers. The shallow beach, which is 1 kilometer long and up to 400 meters wide, looks particularly picturesque at low tide. When the sea recedes, water lingers in depressions and uneven spots on the beach, forming shallow pools. Pictured at a low angle, these pools function as natural mirrors when the water is calm, which it often is in the evening due to the shelter afforded by the nearby mountains. The best time for photos is at dusk during low tide, when the sun's fiery rays from the horizon of the island-dotted Seto Inland Sea offer a spectacular backdrop to the myriad reflecting pools. After snapping away or watching fellow beach-goers pose by the pools, sightseers can grab a bite at one of the several cafés and restaurants that have sprung up at Chichibugahama, which now attracts more than 200,000 visitors per year. The beach is also a worthy destination for swimmers and sunbathers, who can look forward to smooth, virtually trash-free sands thanks to the efforts of local residents, who clean Chichibugahama daily throughout the year.