Namiita-kaigan Beach

Namiita-kaigan Beach was once known for the contrast of its green pines and white sands, as well as for its surfer-friendly waves. It also boasted a unique feature: its coarse sand absorbed so much of the surf that the term "one-way waves" was coined. However, the tsunami that followed the Great East Japan Earthquake of March 11, 2011, washed away much of the coast, including the sand on the beach. A campaign by local residents led to efforts to restore the beach to its original state. Surfers and other beachgoers are coming back, and the beach is beginning to regain its lively former ambience. The mountains just behind the beach attract hikers and rock climbers, as well as people seeking panoramic views of the beach and coast.