

# ATAMI INSIGHT 熱海 Map

# ATAMI INSIGHT vol.03

Issued by Atami City 発行: 熱海市役所

**MAP B Kinomiya area 来宮地区**

Going around the tree is said to make your dreams come true.

**Itinerary コース 旅程**

- Kinomiya Shrine 来宮神社 5 min. 徒歩約5分
- Miyasaka 宮坂 10 min. 徒歩約10分
- Nikkotei Oyu 日航亭大湯 3 min. 徒歩約3分
- Kosawano yu 小沢の湯 5 min. 徒歩約5分
- guest house MARUYA ゲストハウスマルヤ

**Itinerary コース 旅程**

- Kinomiya Shrine 来宮神社 5 min. 徒歩約5分
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- Kosawano yu 小沢の湯 5 min. 徒歩約5分
- guest house MARUYA ゲストハウスマルヤ

**MAP C Izusan area 伊豆山地区**

**Itinerary コース 旅程**

- JR Atami Station 熱海駅 45 min. 徒歩約45分
- Izusan Shrine 伊豆山神社
- Izusan Shrine Path 伊豆山神社参道 20 min. 徒歩約20分
- Hashiryu 走り湯

**Itinerary コース 旅程**

- JR Atami Station 熱海駅 45 min. 徒歩約45分
- Izusan Shrine 伊豆山神社
- Izusan Shrine Path 伊豆山神社参道 20 min. 徒歩約20分
- Hashiryu 走り湯

**MAP D Atami station area 熱海駅前地区**

**Itinerary コース 旅程**

- JR Atami Station 熱海駅 10 min. 徒歩約10分
- Shopping area 駅前商店街 15 min. 徒歩約15分
- Kosawano yu 小沢の湯 10 min. 徒歩約10分
- Sun Beach サンビーチ

**Itinerary コース 旅程**

- JR Atami Station 熱海駅 10 min. 徒歩約10分
- Shopping area 駅前商店街 15 min. 徒歩約15分
- Kosawano yu 小沢の湯 10 min. 徒歩約10分
- Sun Beach サンビーチ

**MAP E Taga & Ajiro area 多賀・網代地区**

Atami Castle 熱海城

Akao Herb & Rose Garden アカオハーブ&ローズガーデン

Daidai Orange だいだい

Ujiyama Nagahama うみえ〜る長浜

Ajiro Onsen Beach 網代温泉海水浴場

Ajiro Station 網代駅



**Access Information アクセスガイド**

**Tokyo to Atami 東京から熱海へ**

Tokyo 東京	JR Tokaido Shinkansen (Bullet Train) Hakai Shinkansen (Bullet Train) about 35 min. / Kodama Shinkansen (Bullet Train) about 50 min. 新幹線(のぞみ)約35分、新幹線(こだま)約50分	Atami 熱海
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**Osaka, Nagoya to Atami 大阪、名古屋から熱海へ**

Osaka 大阪	JR Tokaido Shinkansen (Bullet Train) Nozomi Shinkansen (Bullet Train) about 50 min. 新幹線(のぞみ)約50分	Atami 熱海
Nagoya 名古屋	Hokai Shinkansen (Bullet Train) about 1hr 30 min. / Kodama Shinkansen (Bullet Train) about 2 hrs. 新幹線(ひかり)約1時間30分、新幹線(こだま)約2時間	Atami 熱海

**Atami to Hakone 熱海から箱根へ**

Atami 熱海	JR Tokaido Shinkansen (Bullet Train) about 22 min. / Kodama Shinkansen (Bullet Train) about 30 min. 伊豆急海線(伊豆急)約22分、新幹線(こだま)約30分	Hakone 箱根
Atami 熱海	Odawara 小田原	Hakone Tozan Train 約15 min. 箱根登山鉄道 約15分
Atami 熱海	Ito 伊豆	Hakone Tozan Train 約1hr. 箱根登山鉄道 約1時間

**Atami to Izu 熱海から伊豆へ**

Atami 熱海	JR Ito Line 約20 min. 伊豆急行 約20分	Ito 伊豆
Atami 熱海	Ito 伊豆	Izu Yabusen 約1hr. 伊豆バス 約1時間
Atami 熱海	Ito 伊豆	Shimoda 下田

Easy access via public transport is available for all areas from Atami Station. 伊豆半島から公共交通を使用する場合は各エリアへのアクセスです。

**Central Area 中央地区**

Atami Bus Terminal 熱海駅	Izuhakone Bus, Izu Tokai Bus, Yu-Yu Bus about 10 min. walk about 20 min. 伊豆急行バス、伊豆東海バス、湯〜湯〜バス 約10分 徒歩 約20分	Ginza Shopping district 銀座商店街
Atami Bus Terminal 熱海駅	Izuhakone Bus, Izu Tokai Bus, Yu-Yu Bus about 10 min. walk about 30 min. 伊豆急行バス、伊豆東海バス、湯〜湯〜バス 約10分 徒歩 約30分	Atami City Tourism Association 熱海市観光協会

**Kinomiya Area 来宮地区**

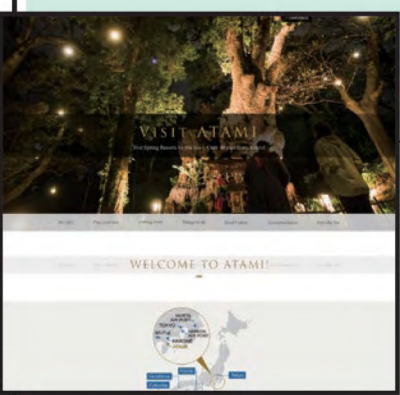
JR Atami Station 熱海駅	JR Ito Line 約2 min. 伊豆急行 約2分	JR Kinomiya Station 来宮駅
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**Taga & Ajiro area 多賀・網代地区**

JR Atami Station 熱海駅	JR Ito Line 約10 min. (Izuta Station) 伊豆急行 約10分	Izuta Station 伊豆多賀駅
JR Atami Station 熱海駅	JR Ito Line 約5 min. (Izuta Station) 伊豆急行 約5分	Ajiro Station 網代駅

**Izusan Area 伊豆山地区**

Atami Bus Terminal 熱海駅	Izu Tokai Bus 約10 min. 伊豆東海バス 約10分	Izusan Jinjya Mae 伊豆山神社前
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**Official Tourism Website of Atami in Japanese, English and Chinese**  
熱海の公式観光サイト 日本語・英語・繁体字あり

**Volunteer Guides AGC: Atami Tour Guide Club**  
English staff are available for assistance.  
ボランティアガイド AGC熱海ガイドクラブ  
英語ガイドスタッフが対応します。

**English website** <http://agcjp.net/en/>  
**日本語サイト** <http://agcjp.net/>  
TEL / 090-5006-6019

**English website** <http://travel.ataminews.gr.jp/en/>  
**Chinese website** [http://travel.ataminews.gr.jp/zh\\_TW/](http://travel.ataminews.gr.jp/zh_TW/)  
**日本語サイト** <https://ataminews.gr.jp>

**Japanese enquiries:**  
Atami City  
TEL / 0557-86-6195 8:30~17:15 (except Saturday, Sunday & public holidays)  
Atami City Tourism Association  
TEL / 0557-85-2222 Apr-Sep 9:00-17:30, Oct-Mar 9:00-17:00, Dec-Jan.3 10:00~16:00

**日本語での問い合わせ:**  
熱海市役所 TEL / 0557-86-6195 時間 / 8:30~17:15 (土・日・祝祭日除く)  
熱海市観光協会 TEL / 0557-85-2222  
時間 / 9:00~17:30 (4月~9月)、9:00~17:00 (10月~3月)、10:00~16:00 (12月29日~1月3日)



# GOOD GOURMET ATAMI



The city of Atami is in Shizuoka Prefecture, and is located midway between Tokyo and Osaka. It's a small town with a population of only 38,000, but the appeal of its mountains and ocean waters, onsen hot springs, and mountain passes offering views of Mount Fuji draws some six million visitors a year, making it Japan's foremost resort destination. Come and enjoy the fine dining Atami has to offer!

熱海市は、東京と大阪の真ん中に位置する静岡県の都市。人口わずか3.8万人の小さなまちですが、海と山、温泉、富士山を眺める峠に魅かれて年間600万人もの人が訪れる、日本を代表するリゾート地です。熱海のグルメをお楽しみください！



## FINE DINING IN ATAMI 熱海のグルメ

Enclosed by mountains and sea and blessed with abundant natural surroundings, Atami is a treasure-trove of tasty fare. The town has many places to eat and drink, including quite a number of small streetside establishments in back alleys. Atami is distinct in having far fewer chain and franchise restaurants than other cities, and offering many directly operated establishments instead. It has sushi bars and restaurants serving fresh seafood, of course, but it also offers restaurants featuring Italian, Chinese, ramen, and a wide range of other cuisines whose proud proprietors are determined to outdo one another in providing tasty fare. Amid the history of political and business leaders as well as prominent literary figures flocking to Atami in an unending succession since the Emperor established a villa here in 1888, the fine dining that Atami offers has grown ever more refined. The venerable Japanese confection shop that was the only

business granted entry to the imperial villa when it first appeared is still in operation, and even today continues to safeguard the same tasty flavors as when it first opened. Another distinction is the great number of restaurants where you can enjoy tonkatsu pork cutlets, curries, and other Western-influenced "yoshoku" fare made just the same way as back in the day. Yoshoku is a unique style of Japanese cooking culture influenced by the Western culture in the latter half of the 19th century, after Japan opened itself to the outside world following centuries of isolation. In the streets of Atami, where establishments that opened from the 1940s through the 1960s still remain, you can enjoy yoshoku fare that brings back memories of the era in restaurants and kissaten coffee shops that in their heyday were at the leading edge of trendiness. Come and enjoy to the fullest delicious offerings found nowhere else.

海と山に囲まれ自然に恵まれた熱海は、食の宝庫。飲食店の数も多く、通り沿いにも路地裏にも小さなお店がいくつもあります。他の都市のようなチェーン店が極めて少ないのが特徴で、個性あふれる個人店がたくさん。寿司屋や海鮮の店はもちろんのこと、イタリアン、中華、ラーメン屋など様々なお店が自慢の味を競っています。1888年に天皇陛下の御用邸が設けられて以降、政財界の重鎮、著名な文豪も続々と熱海にやってきた歴史の中で、熱海のグルメは磨かれてきました。当時、御用邸に唯一出入り

が許された老舗の和菓子店も残り、開店以来、今もまだ当時の味を守り続けています。昔ながらの、とんかつ、カレーなどのYOSHOKUが味わえる洋食店が多いのも特徴です。YOSHOKUは、日本が開国した19世紀後半から日本に入ってきた西洋文化に影響を受けて発展した日本独自の料理文化。1940～60年代にオープンした店が残る熱海の街中では、当時流行りの最先端だったレストランや喫茶店で、当時を思いさせる自慢のYOSHOKUが味わえます。ここでしか出会えない味を堪能してください。



## ATAMI FISH 熱海の魚

Atami has several harbors and bays, including Atami, Izusan, Ajiro, and Hatsushima. Among these, Ajiro is so well-known that it was once considered the principal bay for Edo (present-day Tokyo) just as Osaka was for Kyoto, and during the feudal Edo era, it flourished as a bay where small cargo boats sailing to Edo from the west would wait for wind. Even now the fish caught in Ajiro is of rich variety, and in recent years fish shipped directly to the Tsukiji market in Tokyo is prized as "Ajiro morning-catch fish." In Atami you can enjoy fresh local seafood caught in Ajiro and coastal waters. Authentic sushi and sun-dried and stewed seafood are flavors of Atami that you'll

want to try once. You can enjoy a rich array of highly individual establishments, including reasonably priced eateries directly operated by fish-sellers, counter-only places, restaurants where you can chat with the proprietor while you eat, and more. At ryokan inns and hotels in the town, you can breakfast on dried items, for instance, or be served a course meal of local seafood for dinner, and enjoy flavors only available in Atami. For lunch, we recommend that you head out into the town and have a seafood rice bowl as an easy and tasty way to try all kinds of local marine fare. Get your fill of the all the marine bounty Atami has to offer!

熱海には、熱海、伊豆山、網代、初島と、いくつかの港があります。中でも網代は古くは「京、大阪に江戸、網代」と言われたほど名が知られ、江戸時代には西から江戸に向かう廻船が寄港する風待ちの港として栄えました。網代でとれる魚は今も種類豊富で、近年では東京築地に直送される魚は「網代の朝どれ魚」として一目置かれています。熱海では、網代や近海で水揚げされた新鮮な地魚が楽しめます。本格的な寿司、干物、煮つけは、一度はたべておきた

い熱海の味。魚店直営でリーズナブルな店、カウンター数席のみの店、大将と話しながら楽しめる店など、個性豊かな店で楽しめます。まちの旅館やホテルでは、朝食で干物が選べたり、夕食のコースで地魚が出されたり、熱海ならではの味をお楽しみいただけます。ランチには、まちなかへ出かけて、海鮮丼で、地魚を、手軽にたっぷり味わうのがお勧めです。熱海の海の恵みを、味わいつくそう！

Umami Sushi-kan Atami Branch

うまい船助 熱海支店
Kimmedon rice bowl (2,678 yen) with miso soup
金目丼 (2678円) (味噌汁つき)

The sushi menu offers the pick of the morning's catch and à la carte items. Only at the Atami branch can you enjoy Atami's famed kimmedai four ways: raw, pickled, broiled with ponzu, and yukhoe-style.



Daichi Nagasawa
長澤 大地さん

Sushi-dokoro Hatsukawa

寿司処 初川
Bara-chirashi rice bowl (1,080 yen ◆ lunchtime price) with salad, miso soup & chawan-mushi

ばらちらし (1080円◆昼限定価格) (サラダ・味噌汁・茶碗蒸しつき)
With clear and reasonable pricing, even at night, our real sushi counter is a wise choice for first-time diners.



Hidenobu Jumonji
十文字 秀信さん

Sushichu 新次
Jizakana Kaisen-don rice bowl (1,080 yen ◆ lunchtime price) with soup
地魚海鮮丼 (1080円◆昼限定) (汁つき)

Directly managed by a local purveyor of seafood products which, for four generations, has kept its peerless pick of the catch. Less expensively than you might think, sea bream, the shop's trademark tuna, and other local fish. Otherwise, fresh and fragrant taru Ameji (wasabi)? Hours: 11:00-15:00 (L.O. 14:45), 17:00-20:00 (L.O. 19:45) Closed: Wed.



Yoshihiko Shibazaki
柴崎 吉彦さん



Hyotan

ひょうたん
Kaisen-ju sashimi rice box (1,550 yen) with miso soup
海鮮重 (1550円) (味噌汁つき)

A local favorite, this restaurant has been run by our family for 70 years. Unusually, we offer boxed rice topped with local fish, as well as a set menu with homemade soba noodles.



Tamaki Kimura
木村 環さん

Shokuji-dokoro Mikura

食事処 海蔵
Sanshoku-don rice bowl (1,580 yen) with two side dishes, soup & pickles
三色丼 (1580円) (小鉢2つ・汁物・お新香つき)

Enjoy a relaxed and cozy Japanese ambience. Get satisfaction for both price and volume: our delicious rice bowl is made with generous amounts of fresh locally caught sakura shrimp and whitebait.



Takaya Yamada
山田 貴也さん

Sushikappo Ren 鮨割烹 縁
Izakarayake-don rice bowl (1,300 yen ◆ lunchtime price)
地魚つけ丼 (1300円◆昼限定)

Our creative Japanese cuisine cooked by a chef trained in Kaiseki is very popular among ladies who seek the taste of the sea served with style.



Takeshi Kakita
柿田 武史さん



Atami central area Jizakana domburi

As you are strolling through the town, one thing you want to try is fresh seafood delicacies from the offshore waters. Heaped on rice in a bowl, a medley of seafood is easy to enjoy. Local shop owners know Atami's quayside fish market and select the pick of the catch from the nearby sea.

まち歩きとともに楽しみたいのは、熱海の海鮮グルメ。
中でもどっぷりなら、さまざまな種類の魚介が手軽に楽しめます。
熱海魚市場から仕入れた魚介や近海の海の恵みをたっぷりのせた、
店主自慢のどんぶりをお楽しみください。

掲載メニュー提供時間帯 ランチ ◆ ディナー ◆

Listed item service time. ◆Lunch ◆Dinner



Yasuhiko Tsujino
辻野 靖彦さん

Tempura Tsurukichi

天ぷら 鶴吉
Tsurukichi-don rice bowl (2,500 yen ◆ lunchtime price) with appetizer, red miso soup & seasonal pickles
鶴吉丼 (2500円◆昼限定) (お刺身・赤出し・肴物つき)
With each choice ingredient skillfully fried to perfection, you can experience a variety of sea bream, sea mackerel, sea bream, the shop's trademark tuna, and other local fish. Otherwise, fresh and fragrant taru Ameji (wasabi)? Hours: 11:30-14:30 (L.O. 14:00), 17:30-21:00 (L.O. 20:00) Closed: Thu., Sat. & 1st day of month

The delicious Kansai-style dipping broth also has a rich flavor. Hours: 11:30-14:30 (L.O. 14:00), 17:30-21:00 (L.O. 20:00) Closed: Thu., Sat. & 1st day of month

Magocha-tei

まご茶亭
Aji na domburi rice bowl (1,500 yen) with side dish, yaki-shoga, miso soup, condiment & sweet
あじなどんぶり (1500円) (小付・焼しょうが・味噌汁・薬味・甘味つき)

This rice bowl was created by late actor Kai Ato. Reish horse mackerel prepared two ways: dried and seared. Our special set of three select side dishes (500 yen) is also popular.



Washoku-dokoro Tensho

和食処 天正
Omakasedon rice bowl (2,800 yen) with miso soup
おまかせ丼 (2800円) (味噌汁つき)

You can enjoy local kimmedai simmered, grilled, sashimi, shabu-shabu, and in even more ways. Our deluxe rice bowl is topped with more than ten kinds of fish fresh from the morning catch.

Hours: 11:30-14:30, 17:00-21:30 Closed: Thu.
地元の金目鯛を使った料理は素材の味、刺身、しゃぶしゃぶなどラインナップが豊富。おまかせ丼は朝の新鮮な魚介が十数種類もった豪華な一品。

Atami Maguroya 熱海まぐろ屋
Maguroya-don rice bowl (900 yen) with ara fish broth, daily side dish & pickles
三色丼 (900円) (あら汁・日替わり小鉢・本漬物つき)

Directly managed by a local purveyor of seafood products which, for four generations, has kept its peerless pick of the catch. Less expensively than you might think, sea bream, the shop's trademark tuna, and other local fish. Otherwise, fresh and fragrant taru Ameji (wasabi)? Hours: 11:00-15:00 (L.O. 14:30), 16:00-18:00 (L.O. 17:30) Closed: Wed., No non-fixed days per month



Uogokoro Kitokito Main shop

魚ごころ季魚喜人 本店
Gokai noshi-don rice bowl (2,570 yen) with miso soup & pickles
豪快漁師丼 (2570円) (お味噌汁・お新香つき)

Locals regularly come here to drink and enjoy the delights seasonally offered by the local waters. Our exciting rice bowl is topped eleven kinds of fish, mostly locally caught. It is also served in the Nagisa shop.



Hajime Minokata
篠方 肇さん



Shokujiki-dokoro Gion

食事処 祇園
Kaisen shirasu-don rice bowl (1,500 yen) with miso soup & pickles
海鮮しらす丼 (1500円) (味噌汁・お新香つき)

In business for 60 years, Gion takes pride in the fish and shellfish it receives directly from a family member who is a professional fish buyer. As well as local whitebait served fresh or boiled, you can enjoy the delicious luxury of other superbly fresh fish.



Katsuya Uda
宇田 勝也さん



Kaikorakuzen Kamatsuru

海幸楽膳 釜つる
Godaime-don rice bowl (1,800 yen ◆ lunchtime price) with miso soup & pickles
五代目丼 (1800円◆昼限定) (お味噌汁・肴物つき)

This Japanese restaurant is run by Kamatsuru Himonoten, which was founded 150 years ago. Enjoy a cute and vivid tricolor rice bowl aglow with aji-futaki, boiled sakura shrimp, and dried horse mackerel.



Eiji Uchiyama
内山 栄二さん

See the map on p. 7. Check out the latest restaurant info with Atami News! マップはP.7参照。お店の詳細は「あたまニュース」でチェック! http://travel.ataminews.gr.jp/en/



◆ Prices are tax inclusive and current as of October, 2018. ◆ Depending on the season, some items may not be available. Local fish refers to fish sourced from the wholesale fish market in Atami. The photographs were taken in September 2016. Since the dishes are seasonal, seafood toppings will change accordingly.

# Atami central area Jizakana Gourmet

Seafood dried, boiled, sashimi, sushi, prepared in different ways. In Atami's eateries, you can savor the delicate flavor of seafood caught in Atami and nearby waters.

The everchanging menu, dependent on the day's catch, will keep you coming back. In Atami, many people have holiday homes, so it is better to reserve.

Listed item service time. ●Lunch ●Dinner

刺身、寿司、干物、煮付け。熱海のお店では、熱海や近海でとれた新鮮な魚介を、さまざまな調理方法で味わうことができます。その日の水揚げによってメニューも変わるので、何でも訪れたいです。別荘の行きつけもあり、予約がベター。掲載メニュー提供時間帯 ランチ ● デイナー ●



**1 L&S Corporation Miyama**  
株式会社L&Sみやま  
●●Kimmedal-ni set meal (2,484 yen)  
金目煮定食 (2484円)

Ten years ago the restaurant started serving local *kimmedal* simmered in seasonings that evoke nostalgia. Nothing has changed, including the popularity of this dish. People come from far away just to enjoy this lunchtime treat.

Hours: 11:00-15:00 (L.O. 14:30), 17:00-20:00 (L.O. 19:00) Closed: Tue  
創業10年。金目煮の煮付けは変わらぬ懐かしい味です。遠方からも訪れたい人気メニューです。



**2 Nomikuidokoro Sanyo Suisan**  
飲み食い処 山洋水産  
●●Sanyo Suisan set meal (1,730 yen ● lunch price)  
山洋水産定食 (1730円●昼の価格)

This *izakaya* tavern is run by a fishmonger that supplies prime seafood to inns and sushi shops. The popular set menu features seven flavorful items from the local catch, including seasonal sashimi and delicious dried seafood.

Hours: about 12:00 to about 14:30, about 18:00 to about 22:30. Closed: Wed.  
魚屋や寿司店に魚を納める魚屋が、熱海の干物と、地魚をはじめとする7種の刺身が味わえるお得な定食が人気。



**10 Mitsuhashi**  
みつはし  
●●Sashimi platter (2,160 yen)  
刺身盛り合わせ (2160円～)

Enjoy all kinds of fresh local seasonal seafood. We also serve Tokugetsu, Kame no O, and other special select sakes that you cannot drink elsewhere. The shop is popular with celebrities and other leaders in their field.

Hours: 11:45-14:00, 17:00-21:00 Closed: Not fixed  
新鮮な旬の地魚を豊富にそろえる魚料理のお店。他では飲めない貴重な日本酒「月」の魚の鮎などが味わえる。各界の著名人が訪れることも。



**11 Shokuji-dokoro Sakura**  
食事処さくら  
●●Aji-furai set meal (1,000 yen)  
アジフライ定食 (1000円)

Run by a mother and daughter, this comforting dining room is near the beach. Along with shop-pride sauce with a hint of citrus, enjoy the crunchy bite and blossoming flavor of the horse mackerel in the set meal.

Hours: 11:30-14:00 (L.O. 13:30), 18:00-20:00 (L.O. 19:30) Closed: Not fixed  
母娘で営むビーチ近のほっこり食堂。サクサクふんわりアジフライ定食は、ほんのり柑橘が香る自家製ソースがこだわり。



**14 Italian restaurant Mon**  
イタリアンレストランMON  
●●Seafood carpaccio from local morning catch (1,620 yen)  
新鮮な地魚のカルパッチョ (1620円)

Our authentic Italian restaurants attracts local residents and town visitors. As well as our daily menu of local fish, decided according to the morning catch, our crispy-crust pizza is also popular.

Hours: 11:30-14:00, 17:00-21:00 (L.O. 20:30) Closed: Mon. (open if Mon. is hol., then closed next day)  
観光客だけでなく熱海に住む人もよく訪れる本格イタリアンレストラン。朝とれた魚を見て決める地魚メニューの他、サクサクのバリエーションも人気。



**3 Kamameshi • Kushi no Mise Ajikura**  
釜めし・串の店味くら

●●Sazae no tsubo yaki (432 yen per turban shell ● evening only)  
サザエの巻焼き (1個432円●夜限定)

Savor our signature product: kettle rice cooked by a skilled chef. Meanwhile, baked Atami sazae turban shells, seasoned with our secret sauce, are perfect with a few drinks. Rice bowls are served at lunchtime.

Hours: 11:00-14:00 (L.O.), 17:00-21:00 (L.O. 20:00) Closed: Not fixed  
熟練の料理人が焼き立て釜めしを堪能。秘伝で焼くサザエの巻焼きは、ランチタイムは是非も。



**4 Awashimazushi**  
淡島ずし

●●Aji no tatakai set meal (2,268 yen ● lunch only)  
鮎のたたき定食 (2268円●昼限定)

A venerable shop run through three generations for 66 years. People come here especially for *aji* horse mackerel-deep fried straight from the display tank, or for a substantial set meal featuring *aji* that was swimming just minutes before.

Hours: 11:30-15:00, 17:00-23:00 Closed: Wed. (can open by arrangement)  
現在3代目、66年続く老舗店。生直から揚げずき、生きたままだアジのたたき定食はボリューム満点で一人旅のメニュー。



**5 Kuidokoro • Nomidokoro Hisahana**  
食い処・飲み処 ひさhana

●●Mise-jiman no sashimi moriwase (1,080 yen)  
店自慢の刺身盛り合わせ (1080円)

Taxi drivers will tell you, "This is a place where you can relax and enjoy a beverage in Atami." In the sashimi platter, enjoy succulent thick cuts of seafood landed that very morning in Atami.

Hours: 17:00 until the food runs out Closed: Not fixed  
タクシーの運転手さんもおすすめの「熱海で安心して飲める店」。朝とれた魚はその日のうちに、と新鮮な地魚を堪能。厚切りの提供!



**12 Italian marriage of land and sea: Trattoria Tempo d'Oro Atami**  
海幸山幸イタリア料理 trattoria TEMPO D'ORO atami

Taste the exquisite bounty of the sea and the land in brodetto di pesce, a style of stewing from Italy's Adriatic shore. (Serves 2 or 3) (2,786 yen ● evening only)

地物の魚をイタリア海沿岸の煮込み料理にプロデュース。2-3人前 (2786円●夜限定)

The hotel's chefs only wield their skills on carefully selected local ingredients. The content of the stewed dishes varies according to what kind of local seafood was available that morning.

Hours: 11:00-15:00 (L.O. 14:00), 17:00-22:00 (L.O. 21:00) Closed: Wed.  
ホテル出身のシェフが地元産食材にこだわりの腕を磨くイタリアン。煮込み料理は、その日仕入れた地魚の種類に合わせて味がかわる。



**13 Washoku-dokoro Kihachi**  
和食処 喜八

●●Kimmedal no nitsuke set meal (2,160 yen)  
きんめだれの煮付け定食 (2160円)

This Japanese dining room is run by an tireless lady born in the fishing town and her son, the chef. Enjoy Shimoda *kimmedal* simmered in seasoned broth: once you try it, you will want to come again.

Hours: 11:30-14:00, 17:00-21:00 Closed: Not fixed  
漁師町生まれの働き者のおばあちゃんとお子さんが切り盛りする和食屋。下町の金婚式を使った煮付けは、何度も食べたくなる味。



**15 Nakamise Iwai**  
仲見世いらい

●●Otsukuri gozen (2,100 yen)  
お漬り御膳 (2100円)

This Japanese restaurant was opened by a master of Japanese cuisine in 2017 in the Nakamise Shopping Arcade in front of the station. We offer a selection of over 20 varieties of *sashimi*, stewed, or prepared in other ways as well.

Hours: 11:30-14:00 (L.O. 13:30), 17:30-21:00 (L.O. 20:30) Closed: Wed.  
日本料理の達人が2017年に駅前の仲見世商店街に開店した和食処。20種類以上の日本酒が揃う。新鮮な地魚のお漬りや煮付けなど味わえる。



**6 Tatsuta**  
竜田

●●Ji-aji wafu bibimbap set meal (1,250 yen)  
地産和風ビビンバ (1250円)

Since starting business 40 years ago, providing an extensive selection of Japanese and Western dishes, this famous restaurant has become a favorite of local residents. The Japanese style *bibimbap* set meal, featuring the surprising harmony of *aji* fresh from the tank and pickled plum, brings many people back again and again.

Hours: 11:00-14:00 (L.O. 13:30), 17:00-22:00 (L.O. 21:30) Closed: Mon.  
創業以来約40年。和洋食の幅広いメニューで地元で愛される名店。活アジと梅味の和風ビビンバは、意外な相性でリピーター続出!



**7 Restaurant Clair**  
レストランクレール

●●Whitefish filet sautéed in tomato sauce (1,840 yen ● lunch only)  
白身魚のソテー トマトソース (1840円●昼限定)

Welcome to our cozy French restaurant. Enjoy our lunch special of fresh local fish from the morning catch grilled to perfection and then given an extra lift with tomato sauce.

Hours: 11:30-15:00 (L.O. 14:00), 17:30-21:00 (L.O. 20:00) Closed: Mon.  
アットホームで居心地の良い、フレンチのお店。ソテーはその日の朝市場に並んだ新鮮な地魚をカリッと焼き、トマトソースでさらさら仕上げ。



**8 Misato**  
味里

●●Gyoko set meal (1,080 yen)  
海苔定食 (1080円)

In Atami, a shop serving local fish cooked in the style of old-town Ajino has become a favorite of local people, who know how seafood tastes fresh from the boat. The satisfying set meal features morning-fresh Ajino fish and minced squid.

Hours: 11:00-14:30 (L.O. 14:15), 17:00-22:00 (L.O. 21:20) Closed: Tue.  
郷土料理のお店のオープン。煮詰めのやさしい味は、地元の人にも人気。刺身の朝とれた魚とイカメンチのボリューム定食。



**9 Mimatsu-zushi**  
三松齋

●●Chef's sushi selection  
Atami *kinikai* no *gyokairui* (2,600 yen)  
熱海近海の魚介類 (2600円)

In this venerable sushi shop that was established before the war, you savor *nigiri* sushi lovingly made with various seasonal fish. Enjoy the intriguing luxurious flavor. You may also share the space with celebrity diners.

Hours: 12:00-14:00 (L.O. 13:30), 17:00-22:00 (L.O. 21:30) Closed: Thu.  
さまざまな旬の地魚を繊細に作り味わえる三松齋は、戦前から続くという老舗。上品な味に魅せられ、著名人がおぼろげに訪れることも。



MAP A Central area  
中央地区

● Prices are tax inclusive and current as of Oct. 2018. ● Depending on the season, some items may not be available. Local fish refers to fish sourced from the wholesale fish market in Atami. The photographs were taken in September 2016. Since the dishes are seasonal, seafood toppings will change accordingly.

Round off an evening's fun.
お酒の後はこの店!

22時以降も来店できる! "シメ飯"を食べに行こう!

Hit the spot with late supper!

In Atami, you can enjoy not just lunch and dinner, but late-night dining as well! Head out into the safe and secure night in Atami, enjoy a night of drinking at an izakaya tavern, hostess bar, or standard bar, then end your evening with food!

ランチや夕食だけではなく、夜中のグルメも熱海のお楽しみ! 安全安心な夜の熱海のまちへ繰り出し、居酒屋、スナック、バーなどでお酒を楽しんだ後は、しめ飯へ12時以降もウェルカムのお店を紹介します。



Donshokuya Hashizo
香食家 橋三

Ganso asari ramen (950 yen)
元祖あさりラーメン(950円)
Atami asari clam ramen originated here. In the past, we have run clubs and diners, and we pass that experience to you with our tavern menu of widely varied tempting items.

Ramen Hamada-ya
拉麺はまだや

Tori-ton shoyu ramen (750 yen)
鶏とんこ醤油ラーメン(750円)
The master of this ramen shop went to all over tasting what other shops offer. Chicken and pork are simmered for hours to yield a tasty, wholesome soup with a clean refreshing taste that appeals to women.



Sumibi Yakiniku Sumi
炭火焼肉 壽

Tsuke reimen Sumi-style (850 yen)
つけ冷麺 SUMIスタイル(850円)
This yakiniku restaurant is popular. To avoid disappointment, make a reservation! No other place has any as good as our chilled noodles with a special sauce.



Yakitori Manraku
やきとり万楽

Namsai Thai ramen (550 yen)
タイのラーメンナムサイ(550円)
While mountain climbing in Asia, the owner of this yakitori chicken shop collected recipes of his favorite foods. People keep coming back for these ethnic flavors.



Ramen-ya Ittetsu
ラーメン屋 一徳

Nagi chashu-men (950 yen)
ねぎチャーシューメン(950円)
It's five years since the Aomori-born owner opened this old-fashioned ramen shop. Plenty of vegetables give the soup the gentle natural sweetness and light taste.



Korean Izakaya Tomo
韓 IZAKAYA 友

Sundubu jigae (918 yen)
スンドゥブチゲ(918円)
This combination of fresh white tofu, delicious pork, and clams is full of Korean goodness. Our tasty, authentic Korean cuisine is always popular.



Rui
らい

Yakisoba (with soup) (600 yen)
やきそば(スープ付き)(600円)
The bougainvillea blooming on the wall is impressive! Especially during the June illumination. This retro space was established in 1982.



Proudly offering late suppers of more than soup and noodles!
麺・スープだけじゃない! 店主自慢のしめ飯

Crazy Kitchen Q
クレイジーキッチンQ

Japanese curry and rice (864 yen)
カレーライス(864円)
Along with dishes made from Atami and Izu vegetables, meat, and seafood, enjoy a warm welcome. Sit alone at the counter and chat with the master.



Dining Bar yotte
ダイニングバー ヨッテ

Tsuna-oroshi rice bowl (680 yen)
ツナおろし丼(680円)
It's worth searching out our friendly place, round the back, on the 2nd floor of the building. Our tuna rice bowl hits the spot and, in a service that popular with local bar managers, we also deliver items from our varied menu.



Izakaya Ihachi
居酒屋 伊八

Atami-don (980 yen)
あたま丼(980円)
Atami-born owner. Our local regulars, only too happy to share their love of the area with visitors from out of town, create a lively atmosphere.



Italian Restaurant San Marino
イタリアンレストラン サンマリノ

San Marino special pizza (small, 22 cm) (1,134 yen)
サンマリノ特製ピザS(22cm)(1134円)
Atami oldest established Italian restaurant. Founded in 1968 by Isao Awashima, the first sommelier at Tokyo's Hotel New Otani.



Atami Experience

熱海の体験

The best tourism spots in Atami! Don't forgo the chance to experience places popular among Japanese people.



Atami Castle
熱海城

In an elevated position overlooking the ocean and city, Atami Castle is particularly popular at night for its night skyline. With a samurai cultural museum and authentic experience corner and free games, there is plenty to do!



Information / 問い合わせ
TEL 0557-81-6206



SANREMO Boat
サンレモ号

A half-hour boat trip, great for feeding seagulls and viewing fish directly from an inner viewing room.



Information / 問い合わせ
TEL 0557-81-8840



Atami Marine Firework Festival
熱海海上花火大会

A historic firework festival that has taken place since 1952, held more than 10 times each year. The finale giant sky Niagara is a beautiful sight, not to be missed.



Information / 問い合わせ
Atami City Tourism Association
TEL 0557-85-2222



Snorkelling & Diving
シュノーケリング・ダイビング

Enjoy many spots around Izu-san and Hatushima Island, ideal for even first time snorkelling and diving. Necessary gear and equipment can be rented.



Information / 問い合わせ
Izusan Onsen Tourism Association
TEL 0557-81-2631

A short stroll away... ちょっと足をのばして

Akao Herb & Rose Garden
アカオハーブ&ローズガーデン

A flower paradise awaits visitors in this garden, elevated above the ocean. Seasonal flowers can be appreciated all year round. Lunch and sweets are served at the café.



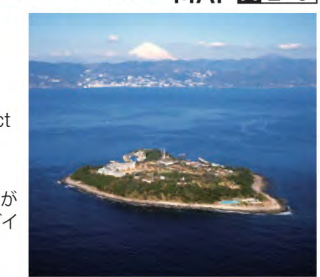
Ajiro 網代

Bustling as a port city, the prosperous hot spring area retains a working-class atmosphere with tranquil elegance and charm.



Hatushima Island 初島

The closest outlying island from Tokyo and inhabited solely by fishermen, Hatushima is popular for freshly caught seafood direct from the morning trawlers.



Shopping

ショッピング

Purchase local specialty items in Atami as souvenirs. Travel items can also be picked up.

MaxValu
マックスバリュ

This store sells electrical merchandise, perishables, daily goods and 100 yen items. A convenient place to pick up any necessary items for one's trip.



Shopping District
商店街

With numerous smaller individually owned shops all in one place, this is a great spot to experience shopping Japanese style, particularly good for local souvenirs.



Umieru Nagahama
うみえーる長浜

Sweeping, tranquil views of southern Atami can be enjoyed here. Regular events are held here including Nagahama Special Market where local citrus and dried fruits can be sampled and enjoyed.



Lusca Atami
ラスカ熱海

The shopping centre, next to JR Atami station, conveniently offers a tourist information office, souvenir shops, restaurants, cafes, temporary baggage storage, and a money exchange machine.



Flowers of the Season

季節の花

Atami blessed with a mild climate boasts beautiful flowers blooming somewhere throughout the entire year.



Bougainvillea (Jun. - Jul., October)

Atami-zakura (Jan. - Feb.)

Jacaranda (Jul. - early July)

Rose (Jun. - Jul., Oct-Nov)

Plum (Jan. - mid-Mar.)

# Suggested Itinerary

## 旅のプラン モデルコース



### A Downtown Walk to Experience Atami's Culture and History 熱海の文化と歴史に触れる街中さんぽ

An imperial villa was first built in Atami for the emperor in 1888, with many holiday houses of influential business leaders soon following one after another. With this came a unique culture in Atami brought about by the need to provide suitable hospitality to such visitors, a tradition continued to this very day.

1888年に温泉地初の御用邸が熱海に建てられ、政財界の重鎮たちも続々と別荘を構えました。彼らをもてなしてきた熱海には独特の文化が根付き、今でも伝統が受け継がれています。



**Atami Geigi Kenban Kaburenjo (Theatre) MAP A C-4**  
Atami is known throughout Japan to attract outstanding artists including geisha, whose job it has been to entertain through refined and sophisticated dance. The Atami Geigi Kenban Theatre is one of few establishments where on Saturdays and Sundays one can enjoy such dance performances while enjoying teacakes.

**熱海芸妓見番歌舞練場「華の舞」**  
熱海は全国でも屈指の芸者街。芸妓は訪れた人を粋な舞でもてなしてきました。熱海芸妓見番歌舞練場では、土日に開演される「華の舞」で普段はなかなか見ることができない芸妓の踊りを、茶菓子と共に鑑賞できます。  
「Hana-no-mai」 performances:  
Saturday and Sunday from 11:00~  
(One performance is 30 minutes),  
reservations are accepted

**Itogawa Walk & Lunch MAP A C-4**  
Ito River winds itself through the centre of the city. Winter sees Atami Cherry Blossoms and the beginning of summer one can see bougainvillea, their petals falling on the path. Many restaurants and cafes in the area make this an attractive place for a stroll. Lit up at night, the area takes on a magical sense.

**糸川散策&ランチ**  
市街中心部を流れる糸川。冬はあたま桜、初夏にはブーゲンビリアが散歩道を彩ります。周辺には食事ができるレストランやカフェもあり、散策にお勧めです。夜はライトアップで昼とは違う幻想的な雰囲気。

**Kiunkaku (Audio Guide Available) MAP A C-3**  
Constructed in 1919 as a holiday villa for the elite who made their fortune in shipbuilding, the architectural design and ornamentation are a unique fusion of simple Japanese style and a blend of Japanese and Western styles. The villa allows one to appreciate the history and culture from that era. The picturesque Japanese garden within is also highly worth viewing, an unexpected sight in the city centre.

**起雲閣 ※オーディオガイドがあります**  
造船需要で財をなした実業家の別荘として1919年に建てられました。純和風の本館や、和洋を融合させた建築様式と装飾は、当時の趣のままで歴史と文化が感じられます。街中とは思えない美しい日本庭園も見もの。  
9:00~17:00 (last entry is at 16:30)  
Holiday / Every Wednesday  
(closed on national holidays) and at the end of the year

**Sun Beach & Marina MAP A D-3~5**  
Running alongside the coast is blue ocean and white sand, lined with date palms, creating an idyllic beautiful resort feel. Also well known as a spot to enjoy the flowers, namely Atami cherry blossoms in winter and jacaranda at the beginning of summer. Lit up at night, it's the perfect location for an evening walk.

**サンビーチ&マリーナ**  
海岸沿いは、青い海、白い砂浜、ナツメヤシの並木が続き、美しいリゾート風景。花を楽しむ名所でもあり、冬はあたま桜、初夏にはジャカラダが咲きます。ライトアップで夜も気持ちよく歩けます。

**Kinomiya Shrine MAP A B-5) MAP B**  
A shrine to deify good fortune and good omens. It is said that wishes come true (without telling others of your wish) by going around the sacred 2100 year-old Camphor tree "Okusu". At night, the tree is lit up in the image of its spirit, creating a mystical atmosphere.

**來宮神社**  
來福・縁起の神を祀る神社。樹齢2100年以上の御神木「大楠」があり、願い事を誰にもいわずに一回りすると叶う、と言われてます。夜は木霊をイメージした明かりが灯り、神秘的な雰囲気に包まれます。  
The camphor tree is lit up nightly from 5 pm to 11 pm.

**Atami Baien "Plum Garden" MAP A A-4) MAP B**  
Famous as a plum garden where the plum petals blossom before and fall after anywhere else in Japan in autumn when the leaves change colour, it was first created in 1886 as a relaxation facility to further recuperate after visiting nearby hot springs. The garden is the place for a relaxing stroll to take in four seasons following a visit to a local bath.

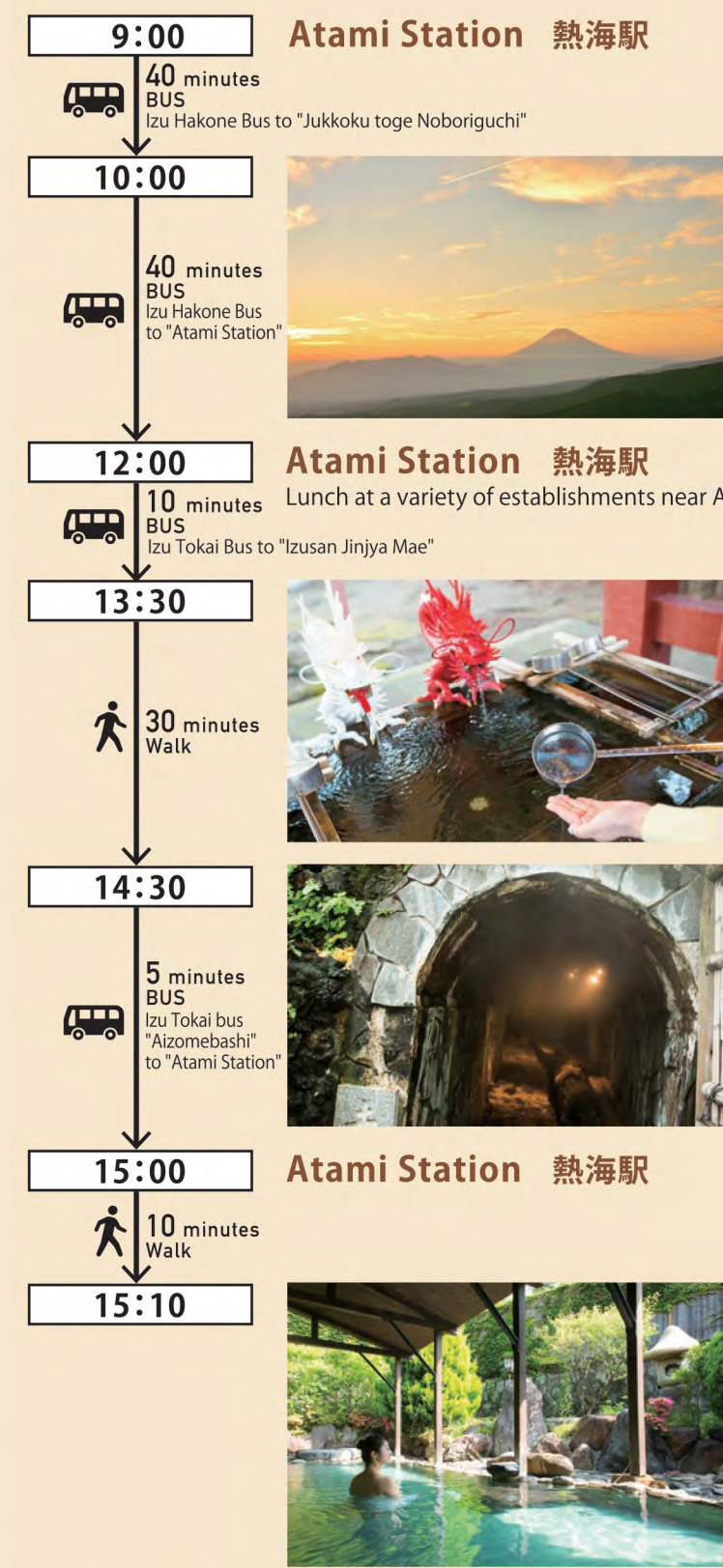
**熱海梅園**  
日本一早咲きの梅と、日本一遅くみられる紅葉で有名な梅園。温泉療養後のリラクゼーション施設として、1886年に造成されました。温泉の後は四季の自然を感じながらここで歩くのが熱海ツウ!  
Plum (January - mid-March)



### Learn about the source of the hot springs Stunning Views of Mount Fuji & the Legend of Izusan Dragon 湯の始まりを知る 富士山絶景と伊豆山龍伝説

Atami's hot springs history can be traced back to more than 1000 years ago, allowing Atami to utilise these in its development as a tourist destination to this day. This suggested schedule is for those interested in visiting the source of today's natural hot springs.

熱海温泉の歴史は古く、1000年以上前にさかのぼります。熱海はこの湯と共に、観光地として発展してきました。湯の始まりを訪れることができるプランです。



**Jukkoku Pass**  
A cable car of 316 m in length takes visitors to the summit, providing sweeping views of World Heritage listed Mt Fuji, the ocean and city landscape. Particularly superb is the view of Mt Fuji in the morning and evening sunlight at dawn and dusk. A 1.5 hour hiking course that connects to Himenosawa Park is also popular.

**十国峠**  
全長316mをケーブルカーでのぼり、十国峠山頂へ、世界文化遺産「富士山」や海と街の風景が一望できます。朝日や夕日に染まる富士山は絶景です。姫の沢公園まで続く1時間半ほどのハイキングコースも人気。  
Jukkoku Pass Cable Car /  
First Departure 8:51, Last Departure 16:50



**Izusan Shrine MAP C**  
As an incarnation of the gods, two red and white dragons protect the shrine where the hot spring's source is, located in the ground of Izusan. Descending 837 steps down the shrine is where the water comes out from the dragon's mouth, with its body said to be connected to Mt Fuji.

**伊豆山神社**  
神の化身、赤白の2つの龍は温泉の守護神で、伊豆山の地下で温泉をわかしているそう。837段の参道を降りた所にある走り湯は龍の口で、体は富士山まで通じると言われています。

**Hashiriyu MAP C**  
As one of the three oldest hot spring sources in Japan, the source is in the style of a cave tunnel, especially unusual throughout Japan. Passed on as the mouth of a dragon, it is believed to be a water god. From ancient times, people have purified themselves at the source and paid homage at the shrine. To this day, some seven tons of hot water pours out.

**走り湯**  
全国でも珍しい横穴式の源泉で日本三大古泉の一つ。龍の口と伝えられ、神湯として信仰されてきました。昔、人々は走り湯の源泉所で身をよぎ、神社に参拝したそう、今でも1日7千トンの湯が湧き出ます。

**Nikkotei Oyu MAP A B-5**  
This hot spring public bath for day visitors only is located directly next to a large bathhouse from which Atami hot springs derive their source of water. Established in 1931, it was formerly run as a Japanese style inn, hence its atmosphere of an old hot spring form of accommodation. Surrounded by bamboo forest, the stone construction provides an outdoor open bath where patrons can enjoy free-flowing hot water.

**日航亭大湯**  
熱海温泉の源泉とされる大湯のすぐそばにある日帰り専用温泉。1931年創業で、かつては旅館として営業しており、古い温泉宿の雰囲気。竹林に囲まれた岩造りの露天風呂で源泉かけ流しの湯が楽しめます。  
9:00~20:00  
Holiday / Tuesday (In the case of national holidays, the following day)



**MOA museum MAP C**  
A valuable storehouse of some 3500 pieces of national treasures and important cultural assets with a focus on oriental art. Enjoy the splendid view of the ocean from the main lobby and open forum space. Japanese tea and traditional sweets can be enjoyed in the tearoom "Ippakuan" overlooking the beautiful Japanese garden and what the four seasons bring.

**MOA美術館**  
国宝や重要文化財など東洋の美術品を約3500点収蔵。メインロビーやムア広場からは海の絶景が望めます。茶室「一白庵」では四季の風景が美しい日本庭園を眺めながら、和菓子とお茶が楽しめます。

### Atami Tour Testimonials! 熱海ツアーのオススメ!

I managed to view part of the Hana-no-Mai performance of traditional Japanese dance, and it was a wonderful experience. At Kiunkaku I was able to see the fusion of Japanese and Western beauty of form at every turn, and it was tremendously interesting. Kinomiya Jinja Shrine was lovely with its bamboo-lined paths and giant camphor trees, and left a profound impression. The presence of modern cafes in contrast to the historic ambience also made an impression on me. I also enjoyed chatting with the friendly local owners at dining establishments.  
Atami is easy to get to from Tokyo. Once you're there the places to see are all close together, so it's also easy to get around and see everything.  
Niaya Harper  
「華の舞」では日本の伝統舞芸術の一端を見学することができ、とても素晴らしい経験でした。また、「起雲閣」では、いたるところで日本と西洋の様式美の融合を見ることができ、興味深かったです。「來宮神社」では、竹の道や大楠などが素敵で、感銘を受けました。歴史的な雰囲気とは対照的に現代的なカフェがあったのが印象的です。食事では、地元のアンドリーナ店主さんとの会話も楽しかったです。熱海は東京からのアクセスが良い場所です。現地では観光地が密集しているため、多くの場所を見ることができるとてもいいですね。

The MOA Museum of Art is a beautiful and spacious facility housing wonderful hidden treasures and offering scenic views of the lovely sea, and is replete with astonishing collections of Japanese art. I'll always remember drinking coffee while looking out onto the Japanese garden after a breathtaking experience at the urushi (lacquerware) exhibition area. Izusan Jinja Shrine is definitely recommended for people who like dragons. The dragon legend told at the shrine was extremely interesting. Pure water bubbles out from the Hashiriyu hot spring at the bottom of the stairs. It's almost like a hidden hideaway and has great appeal. If you want to spend some time feeling like a Japanese tourist, visit Nikkotei Oyu, a local hot-spring resort. There you can soothe your tired body. Ryan Mannschreck  
「MOA美術館」は、素晴らしい庭園の敷々、美しい海の景色、そして驚きに溢れた日本美術のコレクションが満載の、美しく広大な美術館です。漆器展示コーナーで息を呑むような体験した後、日本庭園を眺めながら飲んだコーヒーが忘れられません。「伊豆山神社」は、龍が大好きな人たちに勧められます。神社に伝わる龍の伝説は大変興味深いものです。階段を下ったところにある「走り湯」では、源泉がブクブクと湧き出していました。まるで秘密の隠れ家のように、魅惑的でした。日本人観光客の気分が通ずる、ローカルな温泉施設「日航亭大湯」へ、疲れた体を癒してくれます。