

インバウンド施策について

1. 品川区の都市型観光

品川区は発達した交通ネットワーク、点在する歴史的資源、水辺環境をはじめとする豊かな自然、元気な商店街、地域における文化・芸術・スポーツなど、まちの歴史や生活の営みに根ざした多様な地域資源が点在している。これらを組み合わせ、工夫をすることで魅力的な都市型観光の振興を図る。

しながわ観光のコンセプト・目標は、「繰り返し訪れて楽しいまちしながわ～日常の生活環境に着目した官民連携による都市型観光の推進～」

2. 観光情報の共有

区では平成28年3月に「品川区都市型観光プラン」を策定し、大きな課題であった観光情報の共有を図るために、区内で「品川区都市型観光プラン推進本部」を設置。また、区内事業者、観光関連団体や地域の代表者等で構成された「品川区観光振興協議会」を設置。さらに協議会の下には「水辺」「ショートトリップ」「国際化対応」「情報発信」について、重点的に議論を行う4つの専門部会を設置し、観光情報の推進を図っている。

3. インバウンド施策の概要

羽田、成田両空港からのアクセスも良好で、2020東京大会では、区内でホッケー、ビーチバレーの競技も開催される。こうしたことを踏まえ、海外からの観光客に向けて品川の認知度を高めるプロモーション強化を行う。

- ・海外に向けた情報発信（Webサイト、SNS、ブログ）
- ・観光情報の多言語化
- ・区外における観光情報の発信
- ・体験型イベントの実施等



観光案内標識(天王洲アイル駅)



ゲストハウス利用者が投稿したSNS

4. 主な実施事業について

インフラ整備

- ・SHINAGAWA FREE Wi-Fi 約50ヶ所
- ・歩行者用観光案内標識(大型:30基、中型:10基、小型:18基)

情報発信

- ・インターネットを利用した情報配信
 - Ⅰ. ブLOGGER 招請による情報発信
 - Ⅱ. 各国でメジャーな旅行サイトへの記事掲載
 - Ⅲ. ゲストハウス利用者ウオーキングツアーの開催
- ・多言語パンフレット等によるPR
 - Ⅰ. 区外の観光案内所、羽田空港空港、モノレール浜松町駅ほか
 - Ⅱ. 現地での観光情報PR
 - ⇒ 海外旅行博へのブース出展、現地観光冊子への記事掲載

体験型イベントの実施

- ・区内在住外国人やおもてなしに関心がある方を対象に実施
- ・喜多能楽堂体験イベント
- 「能」の世界の講座と振り付けなどを体験



喜多能楽堂「能」体験ツアー

5. 今後の課題と展開

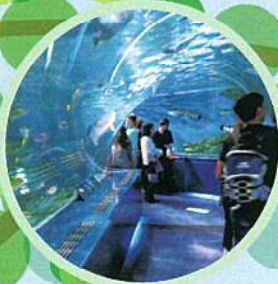
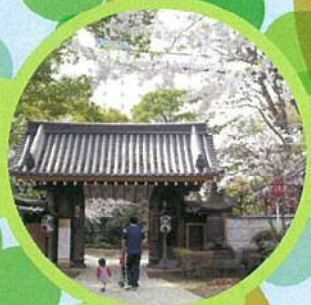
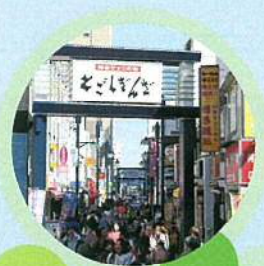
◎2020東京大会をきっかけに、来訪者が「また来てみたい」と感じていただけるような積極的なプロモーションを行うことが必要。

◎観光に関わる事業者や地域の団体・住民、他自治体などとの連携を更に強化していくことが必要。

品川区

都市型観光プラン

概要版



平成 28 年 3 月



品川区 都市型観光プラン 体系図

第1章 計画策定の背景

1-1 近年の観光振興の全国的動向

- ◆全国各地で進められている都市型観光
- ◆訪日外国人観光客の増加
- ◆観光を巡る地域間競争
- ◆観光振興に関わる国や都の動向

1-2 しながわ観光の“これまで”（評価・総括）

- (1) 品川区都市型観光アクションプランの概要
- (2) アクションプランに基づく取り組み状況（成果・課題）
 - ◆成果：まち歩き観光の推進、案内拠点の整備、多様な媒体を活用した情報発信
 - ◆課題：プロモーションの強化、各種環境整備、受入れ体制の充実

第2章 しながわ観光の特徴と課題

2-1 しながわの観光的特徴

- ◆点在する歴史資源
- ◆水辺環境をはじめとする豊かな自然
- ◆都内随一の元気な商店街
- ◆各地域で行われている文化芸術・スポーツ
- ◆発達した交通ネットワークと恵まれた立地

2-2 しながわ観光を巡る社会情勢の変化

- ◆外部環境の変化
⇒羽田空港の国際化、2018年明治維新150周年、2020年リビ'ッパ'ラリビ'ッパ'東京大会、2027年リ'7中央新幹線品川駅開業
- ◆内部環境の変化
⇒ビジネス需要の高まり、大崎バスターミナル開業、五反田リバーステーションの整備

2-3 今後のしながわ観光の課題

- (1) しながわにおける観光とは
- (2) 今後の課題
 - ◆水辺環境を活かした観光の充実
 - ◆2020年リビ'ッパ'ラリビ'ッパ'東京大会に向けた国際観光、スポーツ観光の強化
 - ◆まち歩き観光の更なる充実
 - ◆観光に関わる様々な連携強化
 - ◆魅力を楽しむための拠点の整備・充実
 - ◆しながわ観光の知名度向上に向けたプロモーションの強化
 - ◆区民による“もてなし力”の向上
 - ◆区民観光の推進
 - ◆社会情勢の変化への対応

第3章 しながわ観光のコンセプト・目標

3-1 コンセプト・目標

繰り返し訪れて楽しいまち しながわ
～日常の生活環境に着目した官民連携による都市型観光の推進～

3-2 計画期間

- ◆前期5年（H28～H32）⇒Before五輪
- ◆後期5年（H33～H37）⇒After五輪
- ※五輪後に必要に応じて計画を見直し

3-3 マーケット、ターゲットの考え方

- ◆しながわ観光のマーケット、ターゲットとその特徴

第4章 しながわ観光の戦略と施策

観光コンテンツの充実と情報発信

戦略A 観光コンテンツの充実 ～“しながわ”ならではの過ごし方の提案～

- ウォーターフロントを核とした賑わい創出
- 商店街を活用した観光の推進
- 歴史めぐり観光の推進
- スポーツ観光の推進
- 文化・芸術観光の推進
- しながわショートトリップの推進

戦略B 情報発信の強化

- 観光案内拠点の更なる充実
- 多様な媒体を活用した情報発信
- 情報の一元的集約と発信
- 他地域や宿泊・交通事業者等との連携によるプロモーション
- 区民への適切な情報発信
- 外国人観光客獲得に向けたプロモーション強化

しながわ観光を支える仕組み・環境・体制の強化

戦略C 連携による魅力の向上

- 交通との連携による魅力の向上
- 区内の施設との連携による魅力の向上
- 関連産業との連携による魅力の力向上
- 広域連携による魅力の向上

戦略D 魅力的な環境づくり

- 観光拠点・交通インフラの充実
- 公共空間の観光活用の推進
- 良好な景観形成
- 情報インフラの充実
- 安全で安心な観光都市の形成

戦略E しながわ観光を支える体制の充実

- 担い手の育成
- 推進組織への適切な支援
- 外国人観光客の受入れ体制強化
- 観光統計等の整備

第5章 実現化に向けた推進体制

5-1 各主体の役割

⇒品川区、観光協会、区民、民間事業者、区民・ボランティアの各役割

5-2 観光振興の推進体制の強化

⇒区民、各種地域団体（まちづくり、ボランティア等）、観光関連事業者（宿泊、交通、物販、飲食、観光等）、観光協会、行政等の連携を深め、協働して取り組んでいくための協議会組織の設立

1. 計画策定の背景

品川区では、平成 18 年 3 月に しながわ観光協会と共同で「品川区都市型観光アクションプラン」を策定し、プランに基づいた様々な取り組みを行ってきましたが、観光をとりまく時代背景が変化したことなどを受け、計画の改訂に至りました。

■ しながわ観光の“これまで”（評価・総括）

これまでの 10 年間は、区内に点在する人々の暮らしに根ざした身近な観光資源を発掘し、磨き上げ、輝かせることを基本とした都市型観光に取り組んできました。今後は、これまでの成果を発展させ、課題を解決して観光振興を行っていくことが重要です。

《 アクションプランに基づく取り組みの成果 》

- ・まち歩き観光の推進 つまみ食いウォーク、しながわ発見 観光まち歩き、文化財めぐりツアー 等
- ・案内拠点の整備 品川宿交流館、しなかん PLAZA、しながわまちかど案内所、案内サインの整備 等
- ・ホームページなど多様な媒体を活用した情報発信 観光マップ、パンフレット、アプリ、動画作成 等

《 アクションプランに基づく取り組みの課題 》

- ・観光情報の一元化とプロモーションの強化 個々のイベント、活動情報の一元化 等
- ・各種環境整備と規制緩和への取り組み 水辺活用促進のための施設・環境整備、規制の緩和 等
- ・受入れ体制の充実 区民レベルのおもてなし意識の醸成、人材育成 等

2. しながわ観光の特徴と課題

■ しながわの観光的特徴

品川区内には、東京タワーや東京スカイツリーのように強力な集客力をもつ観光資源は存在しませんが、まちの歴史や生活の営みに根ざした多様な地域資源が点在しています。これらの資源は、そこに生活する区民にとってはありふれたものかもしれませんが、見せ方や伝え方の工夫次第で、外から訪れる人にとって魅力的なものになります。

《 観光的特徴 》

- ・発達した交通ネットワークと恵まれた立地 江戸時代からの交通要所、羽田空港・品川駅に隣接、鉄道網
- ・点在する歴史資源 旧東海道品川宿、寺社仏閣、各地域の祭礼、幕末～明治の偉人の墓 等
- ・水辺環境をはじめとする豊かな自然 目黒川、品川浦、京浜運河など多様な水辺、多くの公園・庭園
- ・都内随一の元気な商店街 戸越銀座商店街、武蔵小山商店街、荏原町商店街、中延商店街 等
- ・各地域で行われている文化芸術・スポーツ 区民芸術祭、区民スポーツ大会、しながわマラソン大会 等



■社会情勢の変化と今後のしながわ観光の課題

この10年間で「羽田空港国際化」や「オリンピック・パラリンピック東京大会の開催決定」等の外部環境の変化に加え、区内でも「ビジネス需要の高まり」や「新施設の開業」等の変化が起こっています。今後は、これらの社会情勢の変化を踏まえ、観光振興に取り組んでいく必要があります。

《 しながわ観光を巡る社会情勢の変化 》

年	これまでの出来事・これからの出来事
平成18年(2006年)	品川区都市型観光アクションプラン 策定
平成22年(2010年)	羽田空港 国際線ターミナル 開業
平成27年(2015年)	大崎バスターミナル オープン
平成30年(2018年)	明治維新150周年
平成31年(2019年)	プレオリンピック関連イベント、ラグビーワールドカップ、五反田リバーステーション オープン
平成32年(2020年)	オリンピック・パラリンピック東京大会
平成39年(2027年)	リニア中央新幹線 品川駅 開業(予定)
...	

3. しながわ観光のコンセプト・目標

これまでの取組み・今後の課題等を踏まえて、しながわ観光のコンセプト・目標を以下のように定めます。

- ◆これまでの取組みの継承 ～都市型観光の継続的展開～
- ◆まちづくりの一環としての観光振興 ～官民連携による観光まちづくりの推進～
- ◆新たな時代への適切な対応 ～新たな顧客の獲得、五輪レガシーの活用～
- ◆繰り返し訪れて楽しい観光都市づくり

《 しながわ観光のコンセプト・目標 》

繰り返し訪れて楽しいまち しながわ

～日常の生活環境に着目した官民連携による都市型観光の推進～



《 計画期間 》

平成28～平成37年度(2016～2025年度)

前期計画期間(5年):

平成28年度～平成32年度 【Before 五輪】

後期計画期間(5年):

平成33年度～平成37年度 【After 五輪】

※平成32年度末を目処に必要なに応じて、オリンピック・パラリンピック東京大会(平成32年度開催)の開催結果を踏まえた計画の見直しを実施

《 ターゲット・マーケットの考え方 》

- ◆区民や区内在勤・在学者、近隣区民、沿線市民
暮らしに身近な資源を活かした集客
- ◆ビジネス客(国内外からの東京への出張者)
ビジネス街としての性格を活かした集客
- ◆外国人観光客
増加を続ける外国人観光客の獲得
- ◆シニア世代
歴史資源やまち歩き観光を活かした集客

4. しながわ観光の戦略と施策

しながわ観光のコンセプト・目標の実現に向けて、以下に示す5つの戦略に基づいて観光施策、関連事業を推進していくとともに、事業者、関連団体、観光協会等の観光に関わる取組みを支援していきます。

しながわ観光の5つの戦略と施策の体系

観光コンテンツの充実と情報発信

戦略A 観光コンテンツの充実 ～“しながわ”ならではの過ごし方の提案～

- ◆区民の生活や暮らしに密着した身近な資源の観光資源としての活用（まち歩きツアーやイベントでの活用）
- ◆他の地域では体験できない“しながわ”ならではの過ごし方、“しながわ”らしい観光スタイルの提案（水辺、商店街、歴史、スポーツ、文化・芸術などのコンテンツの充実）



戦略B 情報発信の強化

- ◆資源やコンテンツに関する適切な情報の発信
- ◆多くの人に魅力を知ってもらうためのしかけづくり（観光案内拠点の機能強化・充実や多様な媒体での情報発信、連携によるプロモーション）
- ◆ターゲットへの適切な情報発信（区民や外国人向けの情報発信）



しながわ観光を支える仕組み・環境・体制の強化

戦略C 連携による魅力の向上

- ◆各主体の連携・協力によるノウハウや情報の相互活用（交通、区内施設、関連産業等）、魅力の向上



戦略D 魅力的な環境づくり

- ◆安全・快適にしながわ観光を楽しんでもらうための観光インフラ、環境の整備



戦略E しながわ観光を支える体制の充実

- ◆観光客を迎え、もてなすための体制づくり（区民の意識醸成や観光ボランティアの育成、観光協会や地域の活動団体への支援、外国人観光客の受入れ体制の強化、基礎データとしての観光統計の整備 等）



■戦略・施策一覧

観光コンテンツの充実と情報発信

戦略	施策	施策の展開例
基本戦略 A 観光コンテンツの充実 ～“しながわ”ならではの過ごし方の提案～	施策 A-1：ウォーターフロントを核とした賑わい創出	水辺の観光利用の促進 観光舟運の活性化 舟運による広域連携 天王洲・品川浦地区における「水辺・舟運の観光拠点」の形成
	施策 A-2：商店街を活用した観光の推進	商店街と連携した集客イベントの実施
	施策 A-3：歴史めぐり観光の推進	歴史資源を巡る観光プログラムの充実 明治維新 150 周年に係る取組みの推進
	施策 A-4：スポーツ観光の推進	「観る」スポーツ観光の推進 「する」スポーツ観光の推進
	施策 A-5：文化・芸術観光の推進	演劇・音楽・美術等のアートイベントの積極的な誘致・開催 演劇・音楽・美術等のアートイベントの積極的な情報発信
	施策 A-6：しながわショートトリップの推進	区内就業者やビジネス客等をターゲットとしたアフター 5 観光の推進 品川駅や羽田空港利用者をターゲットとした「しながわショートトリップ」の推進 交通拠点を起点とした「しながわショートトリップ」の推進
基本戦略 B 情報発信の強化	施策 B-1：観光案内拠点の更なる充実	既存の観光案内拠点の機能強化 鉄道駅など交通拠点における観光案内機能の強化
	施策 B-2：多様な媒体を活用した情報発信	インターネット環境を活用した情報発信の充実 紙媒体による情報発信の継続 マスメディアと連携した情報発信
	施策 B-3：情報の一元的集約と発信	区内の各地域で開催される小規模な祭礼、イベントの情報を一元的に管理するための仕組みの構築 しながわ年間カレンダーの公開・情報発信
	施策 B-4：他地域や宿泊・交通事業者等との連携によるプロモーション	東京都や近隣区等との連携による観光プロモーションの実施 宿泊事業者や交通事業者等との連携による観光プロモーションの実施
	施策 B-5：区民への適切な情報発信	様々な媒体を活用した区民への観光情報の提供
	施策 B-6：外国人観光客獲得に向けたプロモーション強化	東京都や近隣区等との連携による海外向けプロモーションの実施 品川区の姉妹都市、友好都市等へのプロモーションの実施 区内の大使館や領事館との観光・交流面での連携促進 観光情報の多言語化

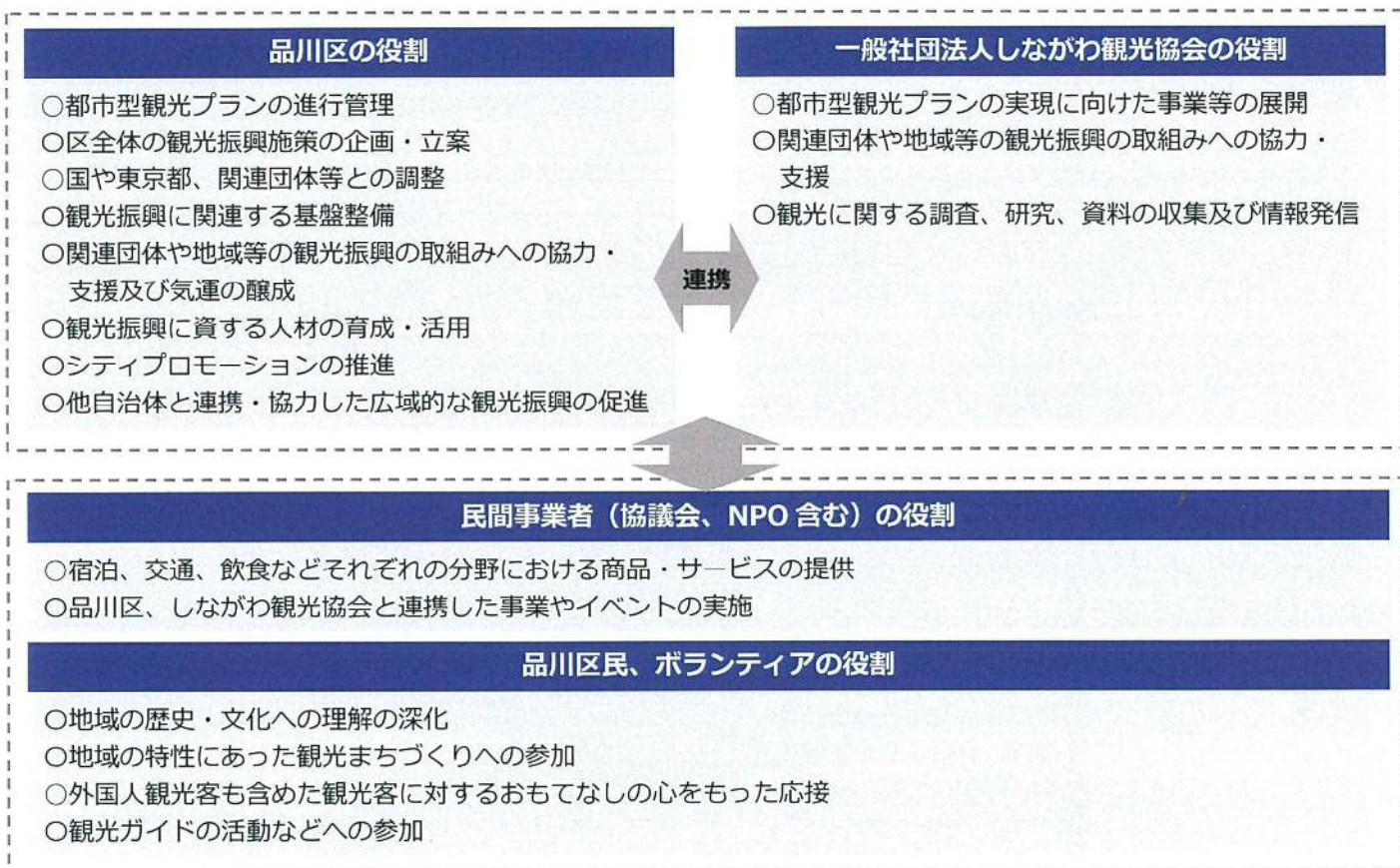
しながわ観光を支える仕組み・環境・体制の強化

戦略	施策	施策の展開例
基本戦略 C 連携による魅力の向上	施策 C-1：交通との連携による魅力の向上	交通事業者と連携した観光プログラムづくり 複数の交通事業者の連携による観光プログラムづくり 鉄道ファンをターゲットとした観光プログラムづくり
	施策 C-2：区内の集客施設との連携による魅力の向上	区内集客施設との連携による利用者のまちなか回遊の促進
	施策 C-3：関連産業との連携による魅力の向上	伝統工芸・区内産業との連携による観光プログラムづくり 宿泊事業者との連携による魅力向上の仕組みづくり 品川区における民泊のあり方の検討
	施策 C-4：広域連携による魅力の向上	東京都や近隣区との連携による広域観光ルートの設定 品川区と縁のある地域との連携
基本戦略 D 魅力的な環境づくり	施策 D-1：観光拠点・交通インフラの充実	水辺の環境整備 五反田リバーステーションの整備 大崎駅西口バスターミナルの活用 安全で快適な回遊を促すためのインフラ整備 国内外からの観光客の快適な区内回遊を促すための仕組みの検討
	施策 D-2：公共空間の観光活用の推進	河川や道路等の観光活用
	施策 D-3：良好な景観形成	「品川区景観計画」に基づく景観整備・景観形成 五輪競技会場周辺における景観整備
	施策 D-4：情報インフラの充実	案内サインの充実 Wi-Fi スポットの整備
	施策 D-5：安全で安心な観光都市の形成	観光拠点におけるバリアフリー化の推進 災害時の観光客への適切な対応方策の検討 マナー、治安の向上に向けた取組みの推進
基本戦略 E しながわ観光を支える体制の充実	施策 E-1：担い手の育成	観光に対する区民意識の醸成 2020 年オリンピック・パラリンピック東京大会を見据えたおもてなしの向上 観光ボランティアの育成
	施策 E-2：推進組織への適切な支援	一般社団法人しながわ観光協会への支援 観光まちづくりを担う団体等への支援
	施策 E-3：外国人観光客の受入れ体制強化	外国人観光客が楽しめる観光プログラムの開発 外国語対応可能な人材の育成 外国人観光客が安心して飲食を楽しめる仕組みづくり
	施策 E-4：観光統計等の整備	基礎的な観光統計の整備 観光統計を活用した取組み成果・課題の検討と施策へのフィードバック

5. 実現化に向けた推進体制

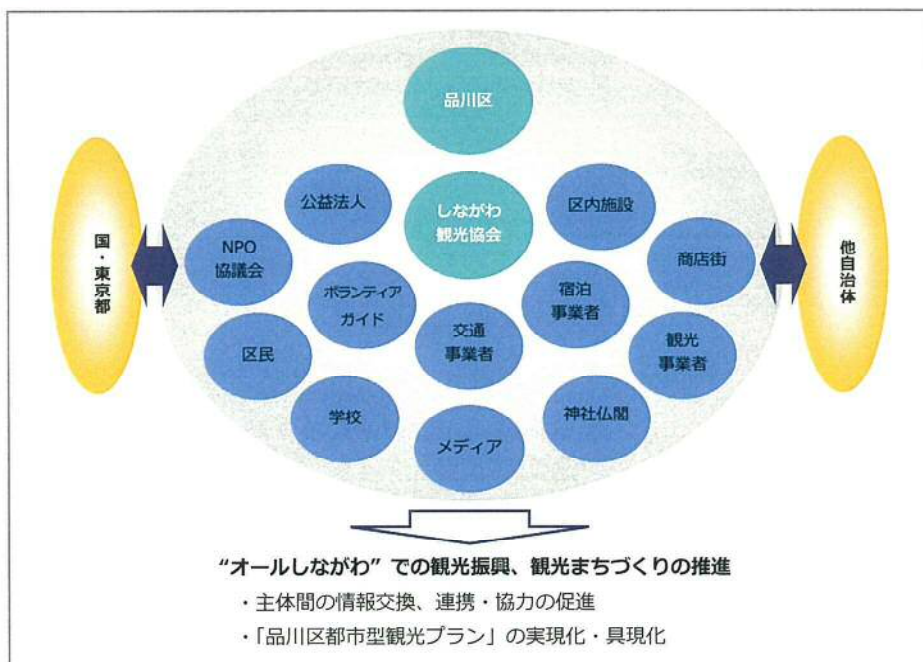
■各主体の役割

プランの実現化に向けては、区としながわ観光協会が中心的な役割を担い、観光に関わる各主体がそれぞれの役割を明確に理解し、官民の密接な連携のもとで取組みを進めていくことが重要となります。



■観光振興の推進体制の強化

今後のしながわ観光の推進にあたっては、「品川区」と「しながわ観光協会」を中心に、観光に関わる民間事業者や団体のみならず、区民や一般の民間事業者・団体といったこれまで観光に直接的に関わりの少なかった様々な主体が参画する協議会を設立し、“オールしながわ”で観光振興、観光まちづくりを推進するための体制づくりを行います。





See, Play, Stay

Discovery!

SHINAGAWA



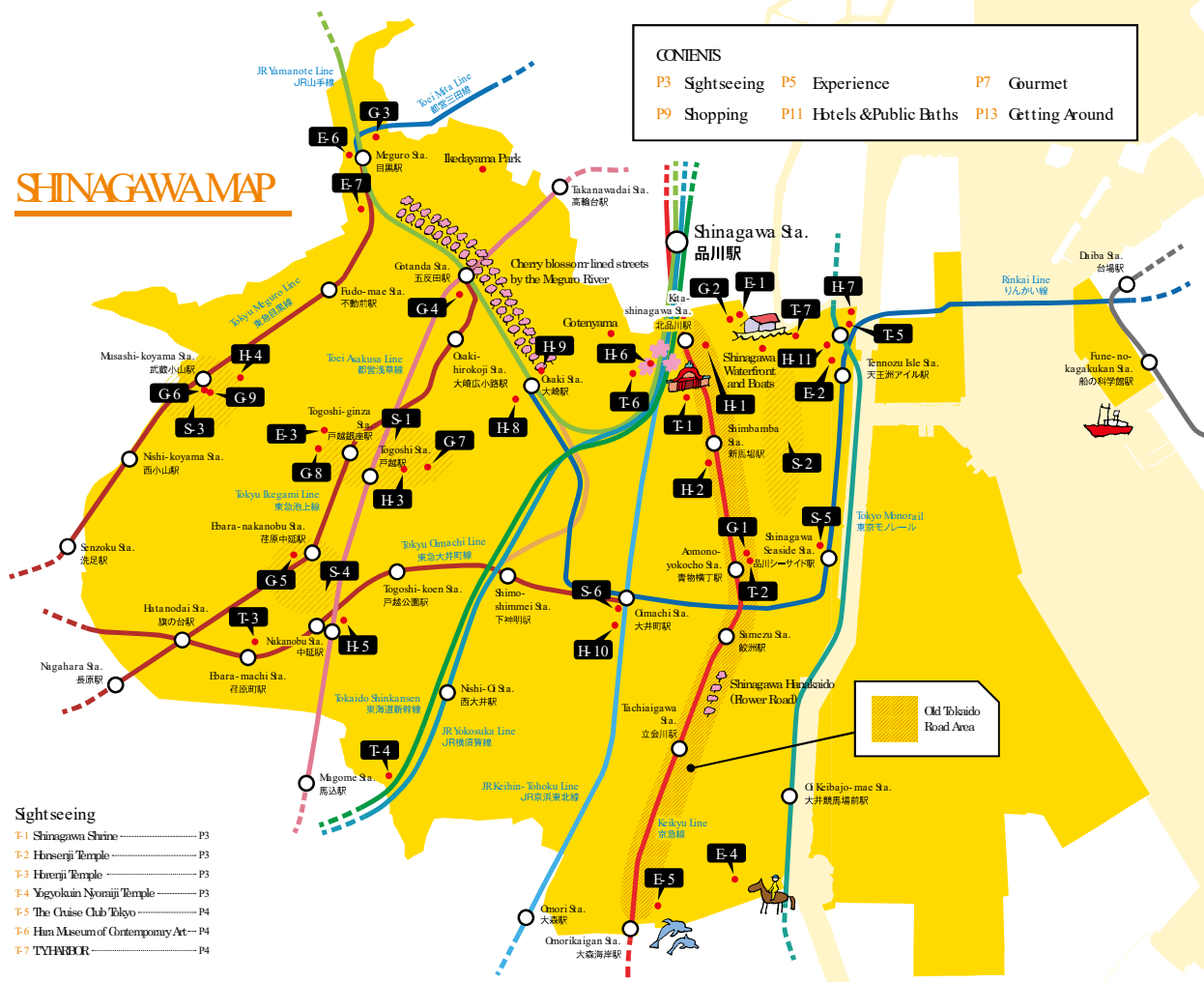
Also introducing
Japanese
Customs and
Manners
to know before you go for
a more enjoyable trip



SHINAGAWA MAP

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Sunflowers

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December

Yogokuin Nyoraiji Temple Thousand Lantern Festival (Aug. 13)

More than 1,000 lanterns are lit around the temple, wrapping it in soft light.



Oi Dantaku Summer Festival (Late August)

Many events such as the Bon Odori, dances and music festivals are held in front of Omachi Station.



Meguro Sanma Festival (Early September)

Based on the title "Meguro Sanma" from a classic comical story, 7,000 sanma fish (Pacific saury) from Miyako in Iwate Prefecture are handed out for free.



Shinagawa Shukuba Festival (Late September)

You'll feel like you've traveled back in time to the Edo Period at this tremendous event. The Oran Dochu parade is a must-see!



Ikedayama Park Autumn Leaves (November)

Mt. Ikeda, known as a sacred place in recent years, is famous for autumn leaves.



Meguro River Winter Illuminations (December)

A display of "winter cherry blossoms" made from glittering pink LED lights illuminates the area along the Meguro River.



Sightseeing



Shinagawa is dotted with temples and shrines where you can experience history and traditional culture. Meanwhile, many modern places also make use of this location, so it is an interesting place. Try walking around Shinagawa, a town where the present and the past are entwined.

Shinagawa-jinja Shrine T-1

品川神社

A shrine with a long, proud history established in 1187. It is full of sights to see such as the stone torii gate with dragon carvings and a miniature Mt. Fuji. If you walk through the red torii gate to the right of the offering box, you will find Ana Inari Shrine which is popular as a lucky spot for economic fortune.

- 📍 3-7-15 Kita-shinagawa, Shinagawa-ku
- 🕒 Open year-round 🕒 Free worship
- 🌐 <http://10jinja.tokyo/shinagawajinja.html>

A wooden ema tablet with a wish for safety when driving or using public transportation



Ana Inari Shrine

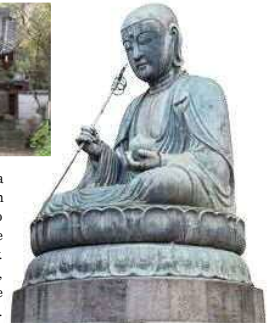


Honsenji Temple T-2

品川寺



The Temple Gate



The oldest temple in Shinagawa ward which is said to have been founded between 806 and 810. Jizo guardian statues watch over the people who walk through the city. Cherry blossoms bloom in spring, while the brilliant yellow of the large ginkgo leaves in autumn is stunning.

- 📍 3-5-17 Minami-shinagawa, Shinagawa-ku
- 🕒 Open year-round 🕒 6:00-17:00 🌐 <http://honsenji.net/>

Horenji Temple T-3

法蓮寺



A historical temple that began as a house of the local ruling Ebata family. The god Ebisu who brings economic prosperity and happiness is enshrined here. In spring, the weeping cherry trees by the temple gate are beautiful.

- 📍 3-6-18 Hatanodai, Shinagawa-ku
- 🕒 Open year-round 🕒 9:00-17:00
- 🌐 <http://www.horenji.or.jp/>



Ebisu (economic prosperity)

Tour of the Seven Deities of Good Fortune in Ebata 恵原七福神めぐり

The 'Tour of the Seven Deities of Good Fortune' is a Japanese traditional event that brings luck such as household harmony, economic prosperity and long life.



A card for collecting the red stamps at each of the seven temples (1,500 yen). You will receive a wooden ema tablet if you collect all seven.

- 🕒 Time period: from Jan. 1
- 🌐 <http://ebata-shichifuku.com/>

Hotei-son
(Luck, longevity and fortune)



Yogyokuin Nyoraiji Temple T-4

養玉院 如来寺



The grounds have a reputation for being a place to enjoy the beauty of the four seasons, such as the cherry blossoms in spring and colored leaves in autumn. Five statues of Nyoraiji—the great image of the Buddha in Qi—are enshrined in the main worship hall.

- 📍 5-22-25 Nishi-oi, Shinagawa-ku
- 🕒 Open year-round
- 🕒 9:00-17:00 🌐 <https://www.yogyokuin.com/>



Manners & Rules

Checklist

- ☐ Having a map will be useful here.
- ☐ Make sure to check the festival dates in advance.
- ☐ Check the best season for cherry blossoms, autumn leaves, etc.
- ☐ Check if photos are allowed.
- ☐ Don't enter areas marked as "no entry."



Do not touch the buildings

Be careful not to damage or write on cultural properties such as temple or shrine buildings or Buddhist statues. Don't pick plants or take animals back with you. Hold on to them through memories and photos instead.

Please watch quietly

Since ancient times, temples and shrines have been holy places of worship. Please worship quietly and calmly, and do not make overly loud noises. Your prayer in good manners will be answered.



Smoke only in designated smoking areas
Smoking is forbidden in the facilities, courtyard and garden as well as on the street. Please smoke in designated smoking areas.



Prepare change for the festival

Most food stands do not accept credit cards. There are no places to exchange currency either, so please prepare change in advance.

The Cruise Club Tokyo T-5

ザ・クルーズクラブ東京



This ship is both a French restaurant and a clubhouse. On the restaurant ship, you can enjoy stunning views of Tokyo from the deck after lunch or dinner.

- 📍 Sea Fort Square 1F 2-3-16 Higashi-shinagawa, Shinagawa-ku (Club House)
- 🕒 Lunch Cruise Sat/Sun/Holidays 12:00-13:40
Dinner Cruise 19:00-21:00 *Other plans available
- 🌐 <https://cctokyo.co.jp/>



Tennoz Isle

天王洲アイランド



A charming island with open waterfront scenery. The boardwalk along the water is a relaxing area lined with sophisticated shops and dining establishments.

Hara Museum of Contemporary Art T-6

原美術館



"My Drawing Room"
— Yoshitomo Nara
Installed August 2004
Photo by: Keizo Kioku

The Hara Museum of Contemporary Art opened in 1979 after renovations to a personal home built in 1938. Also popular is the café that commands a view of the courtyard garden with its beautiful lawn (available only for museum visitors).

*Planned to close on Dec. 31, 2020

- 📍 4-7-25 Kitar-shinagawa, Shinagawa-ku 🗓 Mon. (if Monday is a national holiday the museum will be open and closed the following weekday). New Year's holidays *The museum may close during transitions between exhibits 🕒 11:00-17:00 (Entry is permitted until 30 minutes before closing) *The museum stays open until 20:00 on Wednesdays with the exception of holidays 🌐 <http://www.haramuseum.or.jp/>

T.Y. HARBOR T-7



A large restaurant that also brews beer. Experience modern American dining and craft beer along with the view panning out before your eyes.

- 📍 2-1-3 Higashi-shinagawa, Shinagawa-ku
- 🗓 Open year round
- 🕒 11:30-LO 14:00 / 17:30-LO 22:00
Sat/Sun/Holidays 11:30-LO 15:00 / 17:30-LO 22:00
- 🌐 <https://www.tysonsjp/tyharbor/>

Guide to... WORSHIP

Shinto shrines and Buddhist temples are different places of worship. Methods for worship also differs slightly, so be careful when praying.

1 Please enter from the entrance

Shrine

Bow in front of the torii gate at the entry before entering the shrine. It is a rule that the middle of the shrine path be kept for gods and people walk on the sides.



Temple

In front of the temple gate, put your hands together before entering. Don't forget to remove your hat.



2 Clean your hands in the purifying water

Scoop up some water with the ladle and pour the water on your left hand first, followed by your right. Next, fill your left hand with water and use it to rinse your mouth. Finally, use the remaining water to rinse the ladle's handle for the next person.



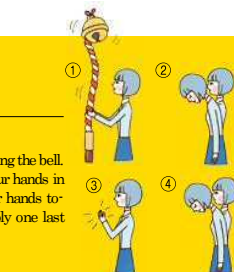
3 How to pray

Shrine

Put money in the offering box and ring the bell. After bowing deeply twice, clap your hands in front of your chest twice, put your hands together and pray. Finally, bow deeply one last time.

Temple

Put in coins as an offering before the main worship hall, then quietly put your hands together in front of your chest and pray.



If you visit a temple or shrine to pray, you can pass a small slip to receive a "ema-shin", a veneration stamp that signifies that you prayed there.

Experience



Shinagawa's appeal is that you can have many authentic Japanese experiences through yakatabune boat rides, kimono dress-ups, martial arts lessons, and more. There are many great photo opportunities as well, such as with family photos at the Shinagawa Aquarium or exciting shots of night races at the Tokyo City Keiba Oi Racetrack.

Funasei E-1

船清

These Japanese boats known as yakatabune — where you can enjoy Japanese cuisine such as tempura — are just like floating Japanese restaurants. They are also great for beautiful views of famous Tokyo sights such as Rainbow Bridge.

📍 1-16-8 Kita-shinagawa, Shinagawa-ku (boarding area) 🕒 Only one boat goes out in the evening (schedule not set) / The cruise takes approximately 2 hours and 45 minutes
*Reservations required
🌐 <https://www.funasei.com/english/>
*For inquiries and reservations, email HS Travel Agency (right) ⇨ hangulatio@his-world.com



PIGMENT E-2



A lab with rare and high-quality materials. More than 4,500 paints and 600 types of brushes are available. The studio's interior design by Kuma Kengo is also beautiful.

📍 THRRADA Harbor One Bldg. 1F 2-5-5 Higashi-shinagawa, Shinagawa-ku
🕒 Mon. & Thu. 🕒 11:30-19:00
🌐 <https://pigment.tokyo/>



Kawara-wari Dojo (Ishikawa Shoten) E-3

かわら割道場(石川商店)



The Kawara-wari, a performance even elite karate athletes do only on special occasions, can be enjoyed by women and children. Various plans are available, from breaking one piece to attempting 30. Special prizes are awarded to those who do well.

📍 2-2-3 Bham, Shinagawa-ku
🕒 Unscheduled closings 🕒 9:00-17:00 *Reservations required
🌐 <https://riverstone-roofing.com/kawarawari/>

Manners & Rules

Checklist

- ☐ Check the entry fee and operating hours.
- ☐ Check the event and exhibition schedule.
- ☐ Get a building guide pamphlet for each facility.
- ☐ Find special souvenirs of each facility that you can only get there.
- ☐ Make sure to return any items you borrow.



Put your trash in the designated place

Japanese facilities are very clean because everyone is careful not to get them dirty. There are special garbage cans just for PET bottles or empty cans, so be sure to sort and throw away your trash properly.



Warning about taking photos

Check whether there are any signboards or papers warning about photography. Even if photography is allowed, avoid using the flash in aquariums or race tracks because it causes the animals stress.

Eating and drinking is not allowed at most facilities

Food and drink are prohibited at art museums, museums and aquariums. If you go to the facility's café or restaurant, perhaps you will be able to enjoy a special menu item.

Use the toilet properly

Wait in line to use the toilet. Be careful not to confuse the flush button with the emergency call button.

TOKYO CITY KEIBA (G Racetrack) E-4

東京シティ競馬 (大井競馬場)



A race track famous for its nighttime "twinkle races." You'll feel the power of horses racing right before your eyes. You can experience a must-try nikomiridon (a rice bowl with stewed pluck) inside the beautifully illuminated race track.

- 📍 2-1-2 Katsushima, Shinagawa-ku
- 🕒 Race days are listed on the webpage

🌐 <https://www.tokyo-city-keiba.com/>

Kimono Photo Studio Wa E-6

着物フォトスタジオ 和



Silk kimono can be worn so easily here that even complete beginners can give it a try. The staff speak Japanese and English. Be careful because reservations are required and there are limits on the number of people allowed.

- 📍 Unit 804, Meguro Nishiguchi Mansion #1, 2-24-13 Kami-rosaki, Shinagawa-ku
- 📅 Sun. & holidays (including New Year's)
- 🕒 10:00-18:00 (last reception at 16:00) *Reservations required one day prior to participating
- 🌐 <http://www.kimono-wa.com/>



Shinagawa Aquarium E-5

しながわ水族館



Seal Tunnel



Jellyfish Tank

An aquarium where you can meet sea animals like cute dolphins, penguins and seals. This is also a spot where you will want to take photos of jellyfish gracefully dancing in an LED-lit tank.

- 📍 3-2-1 Katsushima, Shinagawa-ku
- 📅 Tue. (open during Golden week and school vacations), Jan. 1
- 🕒 10:00-17:00 (last entry at 16:30), restaurant open until 19:00 *Varies depending on the season
- 🌐 <http://www.aquarium.gr.jp/>



Jumping Dolphin Parfait

Kita Nogakudo E-7

喜多能楽堂



This is the main hall where 450 years of Kita-style historical Noh is performed. Outside regular schedules, they host various activities such as a children's workshop and performances for beginners and international guests.

- 📍 4-6-9 Kami-rosaki, Shinagawa-ku
- 🕒 The performance schedule is on the webpage
- 🌐 <http://kita-noh.com/>

Guide to... YAKATABUNE



A yakatabune where you can enjoy delicious tempura and sashimi as you look across the waterfront. The cherry blossom-viewing course and the fireworks course are especially popular. The following facilities are available on board: A/C and heating, karaoke and flushable toilets.

1 Reservations are required

A shared cruise is available for small groups such as families or couples. Operating days for shared boats differ depending on the season, and there are also restrictions on the number of people, so be sure to make a reservation on the webpage or by phone in advance.

* Please make a reservation for two or more



2 Never be late!

If you are late for the meeting time, the boat will depart without you. Make sure to arrive on time.



3 Remove your shoes

This is a Japanese-style tatami room on the ship. There are also boats with sunken table-style seating intended for international guests.



Check here for details about the yakatabune boats! ➡ [Rinasei: YAKATABUNE/TOKYO](http://yakatabune.tokyo.e.aol.hp.transer.com/) <http://yakatabune.tokyo.e.aol.hp.transer.com/>
Tokyo Yakatabune Association <http://www.yakatabune-kumiai.jp/en/>

Gourmet



Shinagawa is known as a "Gourmet Heaven" for having many Michelin Guide-listed restaurants. Aside from popular Japanese restaurants featuring fresh sashimi, sushi, soba noodles, and eel, you can also have your fill of Shinagawa's popular ramen and Japanese wagyu beef.

Sushi Shinagawa Aoi G-1

寿司 しながわ 葵

A spot where you can appreciate the skills that have been shaped over approximately 30 years of training at a famous sushi restaurant. The owner goes to the market himself to choose the freshest fish for must-try items that taste as beautiful as they look.

📍 Aoyoko Bldg. 4F 3-5-3 Minami-shinagawa, Shinagawa-ku 📅 Mon.
🕒 11:30-LO14:00/18:00-LO21:30 Sat/Sun/Holidays 18:00-LO21:30

Bun-chimshi



Soba Shinagawa Okina G-2

手打ちそば しながわ 翁



Cold soba noodles with dipping sauce

This restaurant has been listed in the Tokyo Michelin Guide for three years in a row since 2015. The stone-ground flour is made into their remarkable soba noodles by hand and exhibits a phenomenal taste, fragrance and smoothness.

📍 1-8-14 Kita-shinagawa, Shinagawa-ku
📅 Sun, 2nd/4th/5th Mon. *Some unscheduled closings for holidays
🕒 11:00-LO14:00, Wed./Thu./Fri. 11:00-LO14:00/17:30-LO20:00,
Sat. and holidays 10:00-14:30
🌐 <http://www.009.upp.so-net.ne.jp/shinagawa-okina/index.html>

Yakiniku Inada G-3

焼肉 稲田

Authentic Yūkhoe



A yakiniku restaurant directly run by its owner, Yazawa Meat butcher shop. Delicacies such as luxurious A5 black-haired wagyu beef are prepared using only the finest ingredients. The skilled staff members make a sauce that enhances the flavor of the meat.

📍 Trust Link No. III Bldg. 2F 2-13-45 Kami-osaki, Shinagawa-ku 📅 New Year's holidays
🕒 17:00-LO23:30, Sun. and holidays 16:00-LO22:30
🌐 <http://www.karage-wagyu.com/hi/>

Meat Bistro Marumiche G-4

肉ビストロ マルミチェ



A meat bistro where you can eat Japanese wagyu beef at reasonable prices. The 3-type set—which lets you try black haired wagyu lean beef, aged beef and marbled beef—is the most popular.



📍 1-4-8 Nishi-gotanda, Shinagawa-ku 📅 Sun. (Open on Sunday in lieu of Monday if the following Monday is a national holiday) 🕒 Mon.-Fri., days before a holiday 17:00-1:00, Sat. and holidays 17:00-LO23:00
🌐 <http://bistro-marumiche.com/>

Chinese Noodles Tagano G-5

中華そば 多賀野



Special Chinese soba noodles

A ramen shop included in the Tokyo Michelin Guide that always has a long line. Enjoy the clean and rich taste of the special soups made from chicken, pork, and fish. The handmade noodles go so well with them.

📍 2-15-10 Nakanobu, Shinagawa-ku
📅 Wed. 🕒 11:30-14:30 (closes when the soup runs out)
🌐 <http://www.geocities.jp/taganoya/>

Use the meal ticket machine

Manners & Rules

Checklist

- ☐ Check the times for lunch and dinner in advance.
- ☐ Check whether you can use credit cards or electronic money.
- ☐ Tell your waiter about any foods you cannot eat when you place your order.
- ☐ Check whether you need to make a reservation in advance.
- ☐ Make sure to contact the restaurant if you will be late for your reservation.



What is otoshi?

Otoshi is a small dish that you receive at Japanese pubs without asking for it (adding around 500 yen to your total order). Maybe this unique Japanese custom is easiest to understand if thought of as a table charge.



Order as many dishes as the number of people

It is polite for each person to order something. Especially at lunch time when it is crowded, refrain from taking up a whole table and only ordering one item. Check with the staff if you would like to share an item.

Only order as much as you can eat

In Japan, eating your entire order without leaving any food behind shows that you thought the food was delicious. Also, it is not good manners to leave crumbs or food on the floor.

Relax and enjoy eating comfortably

The best thrill of Japanese cuisine is to appreciate the little things, from the beautiful arrangement of the food to the aroma of the dashi soup. At restaurants and other dining establishments, enjoy dining in a comfortable and relaxed way without making too much noise.



Tempura Rice Bowl (pine class, deluxe)



Ura-jū, eel rice tray
(bamboo class, special)

Hamadaya G-6

浜田屋

A traditional Japanese restaurant founded over 90 years ago. The plump eel and the superb sauce perfected over generations make a stunning pair. There is also a tempura rice bowl made with fresh ingredients fried in sesame oil.

📍 3-25-16 Koyama, Shinagawa-ku

📅 Tues., 3rd Mon.

🕒 11:30-LO 4:30 / 17:00-LO 21:00

🕒 Sat./Sun./Holidays 11:30-21:00 (LO 20:30)

🌐 <http://www.musashihoyama-palm.com/rs/stores/190/detail>



Sashimi Set



Fresh Fish
Rice Bowl
(Chef's choice)

Ryo G-7

漁

A Japanese pub with a variety of fresh fish brought straight from the market. Though Japanese sake typically goes well with fish, there are also various other types of alcohol available, including local varieties of shochu. The seafood rice bowl at lunch is a bargain!

📍 1-20-10 Togoshi, Shinagawa-ku

📅 Wed. (longer closures once per month)

🕒 11:30-13:55 / 17:00-23:00



Togoshi Ginza Shochu

Western-style Restaurant Toka G-8

洋食工房 陶花

Rice omelet
Tomato ketchup wrap
(lunch menu)



Napolitan

A Western-style restaurant boasting a rice omelet made with chicken breast and a hamburger made with an original demi-glace sauce. The napolitan pasta here has been popular for years, too.

📍 2-18-3 Hintsuka, Shinagawa-ku

📅 Thu., 3rd Wed.

🕒 11:30-LO 14:30 / 17:00-LO 22:00

🌐 <http://tokaertogoshi.jp/>



King Parfait

King and Strawberry G-9

王様とストロベリー

A café established 33 years ago where you can enjoy pasta and cakes. Many people travel long distances for the King Parfait which is approximately 60 cm tall and weighs about 3.5 kg.

📍 3-24-3 Koyama, Shinagawa-ku

📅 Open year-round

🕒 9:00-LO 21:30

🌐 <http://ousamato15.webcrow.jp/>



Guide to... MEAL TICKETS



(Ex) Chinese Noodles 'Tagano's meal ticket machine

1 Check the menu

Decide what you want to order from the menu or signboard in advance.



2 Put money in here

Bills and coins go in different places, so be careful.



3 Choose the button for what you want to eat

There are not many restaurants with multilingual meal ticket machines; if there are photos, use those for reference. If there are not any photos and you can't read the writing, try choosing the top left option because standards and favorites are usually on the top left button.



4 Take the meal ticket and your change

Change may not come out automatically unless you press the "otsuri" button or lever on the ticket machine, so please be careful.



5 Give your ticket to a staff member

Give your ticket to a staff member and take a seat.



Ask a staff member if you have any difficulties.
"Which one would you recommend?"
"どれがおすすですか?"
(Dore ga osusume desuka?)

Shopping

Shinagawa is called a Shopping Street Heaven and has a lot of well-known shopping streets which are often introduced on TV and SNS. You can enjoy a day walking and eating as well as hunting for souvenirs. The large-scale supermarket packed with goods is also convenient.



Togoshi-ginza S-1

戸越銀座

The longest shopping street in Tokyo stretching approximately 1.3 km in total. With a rich selection of shops alongside plentiful cheap and delicious food, we recommend walking as you eat. The old town area is also charming.

<http://www.togoshiginza.jp/>



Photo KANON フォトカノン



Aside from photo images and prints, fashionable camera accessories are also sold here. There is a rental gallery, and various exhibits are held here.

2-1-3 Togoshi, Shinagawa-ku 11th.
10:00-20:00 <http://www.photokanon.com/>

Floresta Togoshi-ginza Store フロresta 戸越銀座店

A doughnut shop which makes healthy doughnuts using as few additives as possible. Their cute "animal doughnuts" are popular.

2-18-8 Hiratsuka, Shinagawa-ku
3rd Fl.
10:00-20:00
http://www.nature-doughnuts.jp/shop/070_togoshiginza.htm



Kita-shinagawa Shotengai S-2

北品川商店街

A shopping street which originally prospered as an "inn town" along the old Tokaido Road. Rows of shops here offer everything from delicious food to daily necessities, and the area is full of temples, shrines, and other places where you can feel the atmosphere of Japan's traditional culture.

<http://lc.shina.com/>

Maru-ya Hakimonoten 丸屋履物店

This footwear shop which was founded in 1865 sells geta slippers and zori sandals. They also handle approximately 1,000 types of sandal straps for order-made footwear.

2-3-7 Kita-shinagawa, Shinagawa-ku
Sun. 9:00-19:00, Holidays
9:00-17:00 <https://www.getaya.org>



Shinagawa Kasho (Dessert artisans) Kyo-an

品川菓匠 孝庵

A shop with handmade Western sweets crafted with the finest ingredients. A cake called Shukuba Roll and cakes made using tumpits are popular local delicacies found here.

2-3-7 Kita-shinagawa, Shinagawa-ku
Tue. 9:30-20:00
<http://kyo-an.net/>



Ippukuto 一福桃

A shop with Japanese tea and handmade Japanese sweets. The famous "Riku Kasane" dohyaki pancake, cooked on a copper plate, is a popular item with everyone from locals to tourists.

2-4-18 Kita-shinagawa, Shinagawa-ku
Unscheduled closings 10:00-17:00
<http://lc.shina.com/shop170.html>



The Shinagawa Shukuba Festival is held every year on the last Saturday in September. The glamorous Shimono worn in the Oiran Dohyu Parade are quite a sight!
<http://shinagawa-shukuba-matsuri.com/>

Checklist

- ☐ Check whether you can use credit cards and/or electronic money.
- ☐ Check where to find tax-free counters.
- ☐ Make use of coin lockers and luggage-holding facilities.
- ☐ Check for a shipping service to your hotel or the airport.
- ☐ Check the store's closing time.

Manners & Rules

Prepare an appropriate amount of cash

Since some smaller shops may not accept credit cards, it's a good idea to carry cash and coins with you.

Make use of eco-bags

Since some stores charge a fee for plastic bags, carrying a foldable eco-bag with you is convenient.

Go easy on asking for discounts

In Japan, people generally do not negotiate for price discounts.



Line up at the register to pay

When you go to pay, wait in line in order without cutting in front of others.



Handle the products properly

Be careful not to touch delicate products such as glass, pottery or crafts. Products you do not purchase should be put back where you found them, unopened.



Check whether it is a tax-free store

Enjoy shopping and save by using the tax-free system. This sticker indicates a tax-free shop.



Musashi-koyama Shotengai Palm S-3

武蔵小山商店街 Palm

This is a shopping arcade spanning 800 meters where you can enjoy shopping even on rainy days thanks to the adjustable roof. Various events are held here depending on the seasons and it is always bustling.

3-23-5 Koyama, Shinagawa-ku
http://www.musashikoyama-palm.com

Shibata Shinbutsugarten (Shinto and Buddhist supplies shop)

柴田神佛具店

A specialty shop selling Buddhist altars, Buddhist tools and Shinto altars. They also sell candles that come in a variety of shapes such as tea cups and pieces of sushi.

3-4-15 Bkara, Shinagawa-ku Tue.
http://www.musashikoyama-palm.com/rs/stores/163/detail/



Toriyu 鳥勇

A long-standing yakitori restaurant proud of its famous sauce and first-rate charcoal grilling. You can enjoy both take-out and eating standing at the counter.

3-5-11 Bkara, Shinagawa-ku
Open year-round
11:30-19:30



AEONSTYLE Shinagawa Seaside S-5

イオンスタイル 品川シーサイド



From clothing to interior design goods, this large shopping center hosts a vast collection of items, so you can get everything you need. It stays open late so you can relax and shop comfortably.



4-12-5 Higashi-shinagawa, Shinagawa-ku
Open year-round
9:00-23:00, B1/F food products 8:00-24:00
*Some areas and specialty shops have different hours
https://www.aeon.com/store/

Nakanobu Skip Road S-4

なかのぶスキップロード



An arcade shopping street with outstanding convenience surrounded by three stations with access to the Ikegami, Omachi and Asakusa lines. There are rows of shops offering butchered goods, fresh fish, café accommodations and baked goods—all of them loved by the locals.

http://www.nakanobu.com/

Shigemori Ningyo-yaki/Zeitaku Senbei

重盛の人形焼ゼイタク煎餅

A Japanese sweets shop famous for its ningyo-yaki senbei shaped like the faces of the seven lucky gods. The prices are reasonable so this is a perfect place to get snacks or small gifts.

2-6-17 Higashi-nakanobu, Shinagawa-ku
Wed. 9:30-20:00
http://www.shigemori-eishindo.co.jp/



Yoyogiya Gofukurten

よよぎや呉服店

Established in 1950. In addition to traditional kimono and straw slippers, a variety of casual Japanese-style clothing accessories are available here. Bags and clothes made from old fabric are also for sale.

3-8-12 Nakanobu, Shinagawa-ku
Wed. 10:00-19:00
http://www.nakanobu.com/article/201410030293/0004829.html



Ito-Yokado Oimachi S-6

イトヨーカドー 大井町店



This is a large supermarket carrying goods such as cosmetics, kids' products and fashion items where you can bring your family. The grocery department in particular has a lot to offer and there is also a well-known food court where you can eat ramen and steak.

1-3-6 O, Shinagawa-ku Open year-round
10:00-22:00, Sat. and holidays B1/F Only 9:00-22:00 *On other set days, certain parts of the store may be closed
http://www.itoyokado.co.jp/special/global/en/

ATM WITHDRAWALS

SEVEN BANK

AIMS for SEVEN BANK are available in stations and shopping centers in addition to Seven Eleven stores. They have services in 12 languages.



https://www.sevenbank.co.jp/oos/actvint/c02/en/

JAPANPOST BANK

AIMS for JAPANPOST BANK are located in Family Mart convenience stores (16 languages available) as well as post offices (2 languages available).



https://www.jp-bank.jp/post.jp/en/ias/en_ias_index.html

CURRENCY EXCHANGE

World Currency Shop Gotanda Branch

03-5436-2951 Mitsubishi UFJ Trust and Banking Gotanda Branch 1F 1-2-10 Nishi-gotanda, Shinagawa-ku 9:00-17:00 Sat. & Sun.
http://www.tolyo-card.co.jp/exchange/

Exchangers Osaka Branch

03-6420-3046 Osaka Station West Exit bus terminal interior; 2-10-1 Osaka, Shinagawa-ku 6:00-19:00 https://www.exchangers.co.jp/location.html

Viewcard Currency Exchange Center JR Shinagawa Branch

03-5447-7650 JR EAST Shinagawa Station Interior; 3-26-27 Takanawa, Minato-ku 8:30-20:30 https://match.jp.com/en/viewcard

Hotels & Public Baths



From sophisticated modern hotels to traditional Japanese guesthouses, the many accommodations in Shinagawa all put hard work into Japanese-style omotenashi hospitality, so you can enjoy your time comfortably.

Guesthouse Shinagawa-shuku H.1

ゲストハウス品川宿

A simple guesthouse loved by travelers from around the world for its pleasant old-town atmosphere. It also operates a "Toiyaba" office which provides traffic directions and sightseeing information. For a fee, they will also temporarily store your luggage.

- 📍 1-22-16 Kita-shinagawa, Shinagawa-ku 📅 Open year-round
- 🕒 Check-in 16:00/Check-out 10:00 🌐 <http://bpr.shinagawashuku.com/jp/>



Bamba Hotel H.2



A hotel made from a renovated traditional Japanese house. You can enjoy calmly relaxing with friends and family in a distinctly Japanese atmosphere.

- 📍 1-1-2 Minami-shinagawa, Shinagawa-ku
- 📅 Open year-round
- 🕒 Check-in 15:00/Check-out 12:00
- 🌐 <https://147gawa.tolyo/bamba/>



Togoshi-ginza Onsen H.3

戸越銀座温泉



You can enjoy natural black hot springs for smooth skin both in indoor and open-air baths. Locals love to take day trips to this hot spring. A regal painting of Mt. Fuji is painted on the walls of each bath.

- 📍 2-1-6 Togoshi, Shinagawa-ku 📅 Bi.
- 🕒 15:00-25:00 Sat./Sun./Holidays 8:00-12:00/15:00-25:00
- 🌐 <http://togoshiginzaonsen.com/information/>

Musashi-koyama Onsen Shimizuyu H.4

武蔵小山温泉 清水湯



You can enjoy two types of hot springs: amber-hued black hot springs and 100% pure hot springs with a golden tint. It is said that the black water prevents illness and the golden water can heal injuries.

- 📍 3-9-1 Koyama, Shinagawa-ku
- 📅 Mon. 🕒 12:00-24:00, Sun. 8:00-24:00
- 🌐 <http://www.shimizuyu.com/>

Nakanobu Onsen Matsunoyu H.5

中延温泉 松の湯



A hot spring often used in commercials and TV shows. The large mural of Mt. Fuji painted across the men's and women's bathing areas is stunning. There is also an open-air bath in the courtyard garden and a medicinal bath.

- 📍 6-23-15 Togoshi, Shinagawa-ku
- 📅 Mon. (Open on national holidays with the following Tuesday closed in lieu)
- 🕒 15:00-25:00, Sun. 10:00-24:00



Checklist

- ☐ Keep your reservation email or memo on hand.
- ☐ Contact the hotel in advance if you will be late for check-in.
- ☐ Make use of personal baggage storage and hotel shipping services.
- ☐ Follow the set times for meals and bathing.
- ☐ Ask the concierge if you have any difficulties.

Manners & Rules

You do not need to tip staff members

Because you do not need to tip staff members, try to show your appreciation with your words and actions.

Smoke in the designated areas

Smoking is also not allowed while walking in the hallways or roads. Even electronic cigarettes are not allowed in non-smoking rooms.

Spend some quiet and relaxing time here

Many guests are enjoying a comfortable time here. Be careful not to speak in too loud a voice in your room or in the common spaces.

Check which amenities can be taken home from your hotel

You may not take home anything from your hotel room aside from small daily goods. Be careful not to take home electric items such as the hair dryer, the clock or the electric kettle, or the pajamas or bathrobe, etc.

*Do not put the shampoo or body wash from the bathroom into your own bottle. Use only the amount that you need.

Deal with unneeded items yourself

Do not leave unwanted items such as suitcases, clothes or shoes in your hotel room, the hallway or road. For suitcases, use the paid disposal service at the airport.

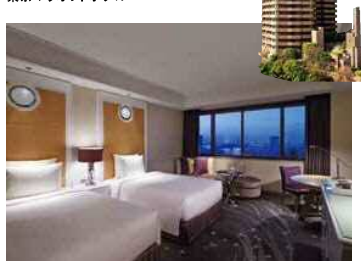
*Do not leave trash from meals or shopping in the hallway. Throw it away in the trash can in your room.



Tokyo Marriott Hotel

H 6

東京マリオットホテル



An international hotel surrounded by greenery in the heart of Tokyo, located in Gotoyama. Popular with female guests are the elaborate selections available during Afternoon Tea, the take-out sweets shop and the bakery.



📍 4-7-36 Kitar-shinagawa, Shinagawa-ku
📅 Open year-round 🕒 Check-in 15:00/Check-out 12:00
🌐 <http://www.tokyo-marriott.com/>

Dai-ichi Hotel TOKYO SEAFORT

H 7

第一ホテル東京シーフォート



A skyscraper hotel with broad panoramic views of the sky and sea. You can enjoy premium wagyu steak at the Teppanyaki restaurant on the 28th floor while taking in the night view.



📍 2-3-15 Higashi-shinagawa, Shinagawa-ku
📅 Open year-round 🕒 Check-in 15:00/Check-out 12:00
🌐 <https://www.hankyu-hotel.com/hotel/dh/dhtseafort/>

Daiwa Roynet Hotel Tokyo Osaki

H 8

ダイワロイネット ホテル東京大崎



Conveniently located a three-minute walk from the west exit of Osaki Station. You can enjoy a delicious buffet-style breakfast at Il Chianti Osaki. Pass the time comfortably in the spacious rooms.

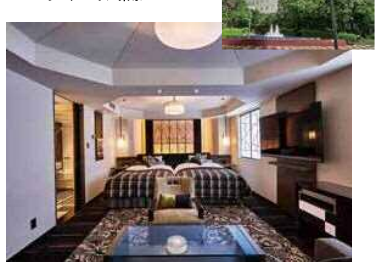


📍 2-1-3 Osaki, Shinagawa-ku
📅 Open year-round 🕒 Check-in 14:00/Check-out 11:00
🌐 <https://www.daiwaroynet.jp/osaki/>

New Otani Inn Tokyo

H 9

ニューオータニイン東京



Directly connected to JR Osaki Station. Boasting approximately 40 different food combinations for an outstanding breakfast. The modern art decorations will make you feel like you're walking through an art museum.



📍 1-6-2 Osaki, Shinagawa-ku
📅 Open year-round 🕒 Check-in 11:00/Check-out 14:00
🌐 <http://www.newotani.co.jp/into/kyo/index.html>

OURS INN HANKYU

H 10

アワーズイン阪急



Conveniently located a one-minute walk from Omachi Station. The most popular room is the Cinnamoroll Room—a collaborative effort with Sanrio character and Shinagawa's sightseeing ambassador Cinnamoroll.



📍 1-50-5 O, Shinagawa-ku
📅 Open year-round 🕒 Check-in 14:00-22:00/Check-out 10:00
🌐 <http://www.oursinn-hankyu.co.jp/>

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Toyoko Inn Shinagawa Konan-guchi Tennozu Isle

H 11

東横INN品川港南口
天王洲アイランド

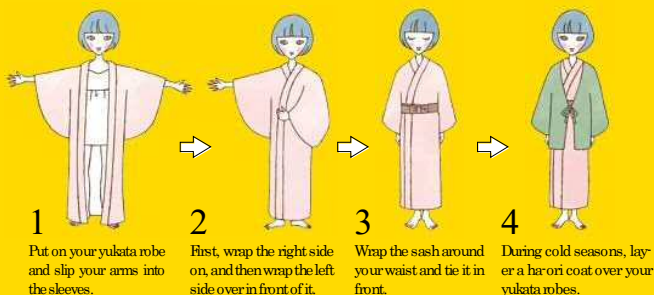


Located in a fashionable waterfront area, this is a business hotel where you can stay for a reasonable price. There is a huge, trash basket-like art object entitled "Work 2012" in front of the entrance.



📍 2-2-35 Higashi-shinagawa, Shinagawa-ku
📅 Open year-round
🕒 Check-in 10:00/Check-out 16:00
🌐 <https://www.toyoko-inn.com/search/detail/00244/service/>

Guide to... YUKATA



Guide to... HOT SPRINGS



*Wearing a swimsuit in the bathing areas of public baths is generally not allowed.
*Be aware that people with tattoos may also not be allowed in the baths.

Getting Around

The many train lines in Shinjawa (such as JR, Tokyu, Keiaky, Tei Asakusa, Rinkai and Tokyo Monorail) are very convenient. You can explore Tokyo in more detail if you use the bus and Eke Share, too.



Use this special traffic-free ticket to explore famous sightseeing spots!

If you use this special traffic-free ticket, you can also conveniently skip buying a new ticket when transferring. Recommended for those who want to look around various sightseeing spots.

● JR EAST PASS

For unlimited rides in either unreserved or reserved seating in the standard cars of limited express trains (including Shinkansen), rapid trains and local trains within the designated area. It can also be used for certain JR Bus routes.

[Price] Tohoku Area: [purchased overseas] Adult (12 years and older) 19,000 yen, Child (ages 6-11) 9,500 yen / [purchased in Japan] Adult (12 years and older) 20,000 yen, Child (ages 6-11) 10,000 yen
Nagano/Nigata Area: [purchased overseas] Adult (12 years and older) 17,000 yen, Child (ages 6-11) 8,500 yen / [purchased in Japan] Adult (12 years and older) 18,000 yen, Child (ages 6-11) 9,000 yen

JR EAST PASS (Tohoku Area) https://www.jreast.co.jp/e/eastpass_t/
JR EAST PASS (Nagano/Nigata Area) https://www.jreast.co.jp/e/eastpass_n/



*Photo depicts JR EAST PASS (Tohoku Area)

● NEX TOKYO Round Trip Ticket

Especially useful for getting a reserved seat on a regular train car round-trip on the Naita Express from Naita Airport Terminal 1 Station and Naita Airport Terminal 2-3 Station to stations within a specified area of Tokyo.

[Price] Adult 4,000 yen / Child 2,000 yen

https://www.jreast.co.jp/pass/nex_round.html



● Keisei Skyliner & Tokyo Subway Ticket

Freely travel on the Keisei Skyliner Limited Express, regular trains and the Tokyo subway lines for 24, 48 or 72 hours with the unlimited Tokyo Subway Ticket set.

[Price] Adult 2,800-5,400 yen / Child 1,400-2,700 yen

http://www.keisei.co.jp/keisei/tetudou/skyliner/us/value_ticket/subway.php



● Tokyo 1-Day Ticket

A ticket for unlimited rides for one day using regular JR East trains within the 23 wards of Tokyo, the subway, the Nippori-Toneri Line, the Toden Line and metropolitan buses.

[Price] Adult 1,590 yen / Child 800 yen

https://www.jreast.co.jp/e/pass/tokyo_free.html



● Tourist information centers for international tourists

Keiaky Tourist Information Center Shinjawa Station
京急ツーリスト インフォメーションセンター 品川駅



A tourist information center offering traffic and sightseeing advice to international visitors. It also has a "Tickets Today" booth — where tickets for approximately 50 different performances can be bought for that day — and the Traveler Keiaky Shinjawa Branch currency exchange.

Next to the Keiaky Line Takanawa Exit ticket gates at Shinjawa Station

8:30-21:30 (open year-round) [available languages] English

*There are also part-time staff members who speak Chinese, Korean, French and German.

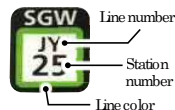
Traveler Keiaky Shinjawa Branch トラベレックス京急品川店

03-6408-5644 Keiaky Shinjawa Station Bldg. 1F 3-26-26 Takanawa, Minato-ku, Tokyo, Keiaky Tourist Information Center Shinjawa Station

8:30-20:00 (Sat./Sun. 8:30-8:00) <https://www.traveler.co/>



Train lines are represented with different colors, and each station has a set station number.



● Greater Tokyo Pass

Ride as much as you like for three days on the Kanto area's 12 private train and subway lines (Toei Line, Keio Line, Keiaky Line, Keisei Line, Odakyu Line, Tokyo Line, Tokyo Metro, Tei Subway, Yokohama Municipal Subway, Minato Mirai Line, Sotetsu Line, Tokyo Sakura Tram [Toden Arakawa Line]), and buses from 51 companies in Tokyo, Kanagawa and Chiba prefectures.

[Price] Adult 7,200 yen / Child 3,600 yen

<https://greater-tokyo-pass.jp/index.html>



● Japan Bus Pass

A ticket you can use to ride overnight buses and highway buses operated by WILLER EXPRESS all over Japan (except Hokkaido and Okinawa) as many times as you like.

[Price] Mon.-Thu. Pass: 3 days 10,000 yen / 5 days 12,500 yen / 7 days 15,000 yen Any-day pass: 3 days 12,500 yen / 5 days 15,000 yen

<http://willerexpress.com/st/3/en/pc/buspass/>



● WELCOME Tokyo Subway Ticket

A train ticket that offers travel from Haneda Airport International Terminal Station to Sengakuj Station on the Keiaky Line (one-way or round-trip), Tei subway lines and Tokyo Metro subway lines (24, 48, 72 hours).

[Price] Adult 1,200-2,200 yen / Child 600-1,100 yen

http://www.haneda-tokyo-access.com/en/info/discountticket_welcometokyo.html



● Combined One-day Ticket for Tokyo Metro & Tei Subway

A ticket that lets you ride all of the lines on the Tokyo Metro and Tei subway lines as much as you like. It's perfect for traveling around Tokyo.

[Price] Adult 900 yen / Child 450 yen

<https://www.tokyometro.jp/en/ticket/1day/index.html>



Checklist

- ☐ Find a train route map and think about your travel route.
- ☐ Check prices and purchase information.
- ☐ Learn about the special Traffic-free ticket.
- ☐ Be careful of rush hour.
- ☐ Check what items are not allowed to be carried with you.

Manners & Rules

Ride the train or bus quietly

Set your mobile phone to silent while on the train or bus and do not talk in a loud voice.

Walking while using a smartphone is dangerous!

Using a smartphone while walking on the train platform or the road is very dangerous! Stop at a safe place before using your phone.



Stand in an orderly line

At the station platform or bus stop, stand in rows until the vehicle arrives. Do not cut in front of others in line.



Hold your backpack in front of you

If the train is crowded during morning rush hour, hold your backpack in front of you or put it on the shelf above the seats where it won't bother other people.

Travel comfortably by using a convenient IC card!

Train

*Suica and PASMO cards can be used for the same services.



Suica

IC cards are issued at JR EAST stations. They can be used for rail fare, bus fare and shopping.

Purchase and usage details available here:



<https://www.jreast.co.jp/e/pass/suica.html>



How to pay

A Suica card can be bought at the multi-functional ticket machines or ticket windows at JR East train stations within the Suica-use area, and PASMO cards can be bought at ticket machines or the train/bus commuter-pass window.



Go through the automatic ticket gates

Tap the IC card firmly on the IC reader part of the ticket gate machine. You'll hear a beeping sound if it has been read successfully.



PASMO

These are issued at private train and subway stations in the Tokyo Metropolitan Area, as well as at bus operating offices. You can use them for train fare, bus fare and shopping.

Purchase and usage details available here:



<https://www.pasmo.co.jp/en/>

The convenience of the traffic IC card

You can even use it for shopping or coin lockers

Convenience stores, supermarkets and other establishments with this mark accept payments via electronic money. You can use it for coin lockers, bus fare or taxis, too.

It can be used repeatedly

When your balance runs low, you can charge your card at a ticket machine and continue using it.



Buses

Payment methods

Depending on the area, there are two types of buses: buses you board from the front and buses you board from the back. Push the button on the wall when you get close to your stop.



[Board from the front]

Board through the open front doors, put the fare money in the fare box or tap your IC card (the fee is the same no matter which station you get off at).

[Board from behind]

Take a paper ticket from the machine at the back entrance of the bus or tap your IC card. Check the electronic signboard number and your ticket number to pay the correct fee when you get off the bus.



See details here:



Toei Bus



Toei Bus



Toei Bus

<https://www.tokyo-metro.tokyo.jp/eng/>

<https://tokyubus.bus-japan.net/en>

<http://hnd-bus.com/>

Bike Share

Bicycle ports and rental stations can be found in nine wards of Tokyo — including Shinagawa — where you can return your bicycle. They're very useful for traveling short distances.

● At the Shinagawa Tourism Association, Bike Share one-day passes are sold for 2,160 yen. → for details about the location, see reverse side

See details here:



Bike Share

<http://bit.ly/2P3691s>



Taxis



Tokyo taxis are clean and offer polite service to customers. The fare is determined by time and distance, so you can feel at ease. Give the name of the place you want to go or show a map to the driver. If you're worried, please use the English language service to call a taxi.

[English phone number] Nihon Kotsu 03-5755-2336

*Staffed by English-speaking operators (24 hrs.)

Fares

Fares are calculated according to distance. You will be charged an initial fare for travel within a preset standard distance plus an additional fare depending on how much further you travel beyond that point. Be aware that rates increase proportionally late at night.

See details here:

All-Japan taxi guide



<http://www.tokyo.or.jp/english/index.html>



Priority Seats

Please offer these seats to the elderly, people with disabilities, people accompanying young children or pregnant women. Please turn off your mobile phone in the priority seat area when it is crowded.



Women-only cars

In principle, only women can use these train cars. Boys of elementary school age or younger, people with disabilities and those taking care of them may also use these cars.

*Set during morning and evening rush hours; varies depending on the train line.



Maternity mark

This mark helps protect the health of pregnant women. Try to offer your seat on public transportation to women with this mark and please refrain from smoking around them.



Help mark

This is for people with prosthetic legs or mental disabilities. This mark lets the people around them know that they may need help or consideration.

Get information about Shinagawa sightseeing here!

Shinakan PLAZA

しなかんPLAZA

Sharing information about Shinagawa City and Tokyo sightseeing. You can get your hands on different types of guide maps, leaflets, and more. You can also use multilingual digital signs. The Bike Share one-day pass is sold here, too.

📍 Ot 1-Chome Kyodo Bldg. 1F 1-14-1 Ot, Shinagawa-ku
🕒 National holidays, New Year's holidays 🕒 9:30-17:00



info&cafe SQUARE

A community-style cafe where you can check information about recommended sightseeing spots in Shinagawa while enjoying coffee and homemade sweets. You can relax with Shinagawa's sightseeing ambassador, Cinnamonroll.

📍 Square Bham 1F 4-5-28 Bham, Shinagawa-ku
🕒 Wed., New Year's holidays
🕒 10:00-18:00 🌐 <http://infoandcafesquare.jp/>



■ Check the latest information and have fun discovering Shinagawa!

Application

■ Wa! Shinagawa Tourist Spots (kokosil Shinagawa)

An application for exploring the city using AR (augmented reality) to introduce sightseeing spots, cultural properties and filming locations in Shinagawa. The text and audio guides are available in English, Simplified Chinese, Traditional Chinese and Korean.



📱 <https://home.shinagawa.kokosil.net/en>

Free Wi-Fi

■ SHINAGAWA FREE Wi-Fi

Shinagawa Free Wi-Fi can be used at public facilities, main stations and parks in Shinagawa. The portal site when you connect and the confirmation screen are multilingual (English, Simplified Chinese, Traditional Chinese, Korean).



📱 http://www.city.shinagawa.tokyo.jp/e.ke.hp.transer.com/PC/kuseizyoho/kuseizyoho-siryu/kuseizyoho-siryu-free_wifi/index.html

Website and SNS

■ Shinagawa Sightseeing Federation

Public site run by the Shinagawa Tourism Association. Receive the latest information about sightseeing spots, model courses, secret restaurants popular with locals and events! (Available in English, Simplified Chinese, Traditional Chinese and Korean)

🌐 <https://shinagawa.kanko.or.jp/?lang=en>



■ shinagawonder

Introducing festivals and experiences together with beautiful photos

🌐 <http://shinagawonder.jp/>



■ shinagawonder Instagram

Share the charms of photogenic Shinagawa!

🌐 <https://www.instagram.com/shinagawonder/>



■ Shinagawa Tourism Association YouTube

Run videos of sightseeing spots and festivals are posted here

🌐 <https://www.youtube.com/channel/UCMN09z0RT10ssLnrjZB4vjg>



■ JAPAN TRAVEL (Special Shinagawa Page)

Merging Tokyo's traditions and the latest culture — Shinagawa Experience and Sightseeing Information

🌐 <https://en.japantravel.com/tokyo/shinagawa>



⚠️ Disaster Response Plan

If there is an earthquake

Inside

- Move away from furniture and glass windows, go next to a bed or under a strong table and lean down to protect your head.
- Wait for the shaking to stop and follow directions from staff in order to evacuate.

*Check the evacuation place and route in advance at hotels.



Outside

- Move away from cement block walls and glass windows, crouch down and protect your head from falling objects such as signs or glass.
- If you are near the coast and a tsunami warning is sounded, move to high ground or a tall building.
- If you feel in danger due to a large fire, evacuate to a local evacuation area.

*InterFM89.7MHz will broadcast information about evacuation shelters, etc., in an emergency



Call the police in case of an accident or crime

▶ 110



Call an ambulance if you are injured or ill

▶ 119



Call the fire department in case of fire

[Japan Tourism Agency]

Guide in Case of Illness or Injury for Traveling Safely in Japan

https://www.jnto.go.jp/emergency/eng/mi_guide.html



Shinagawa City Homepage Emergency Prevention Page

<http://www.city.shinagawa.tokyo.jp/e.ke.hp.transer.com/PC/bosai/bosai-bosai/>

