



7Days Seto Inland Sea Cycle Adventure

- experiencing the harmony between nature and life -

About Hiroshima Adventure Travel (HAT)



HIROSHIMA
Adventure
Travel

- Hiroshima-based DMC.
- Project started in 2020
- October 2023: [Hiroshima Adventure Travel](#) is registered as a legal entity (and registered as Land Operator).
- **We can handle a wide range of travel content in Hiroshima; more than 500 activities.**
- Now we started working towards the **establishment of an AT-focused DMC** with Government for the entire Western Japan, not just Hiroshima.
- We have connections with DMCs all across Japan.

Past Initiatives

- **January 2020:** Meeting to start construction of AT in Hiroshima
- **October 2020:** Symposium held to promote awareness in Hiroshima
- **April and June 2021:** Workshops to decide on the concept
- **July 2021 -** Start creating tours
- **October 2021:** First monitor tour
- **October 2022:** Participated in ATWS Lugano
- **January 2023:** 2nd monitor tour
- **February 2023:** AdventureConnect Hiroshima
- **July 2023:** 3rd Monitor Tour
- **September 2023:** Participated in ATWS Hokkaido
- **September 2023:** FAM trip → 1 company contract
- **2024:** Start accepting tours (10 tours)



Guide

- **Kota Kawaguchi - Tour guide**
 - **Freelance travel designer after career in trading firm and start up hotel**
 - **Born in Kagoshima, grew up in USA**
 - **Love to travel and have been to 70 countries and all 47 prefectures in Japan**
 - **Guiding experience, more than 200 times. Highly trusted by wealthy agents.**
 - **Experience on a cycling tour in Hiroshima.**
 - **Close relationships with the local community**



Hiroshima 1945





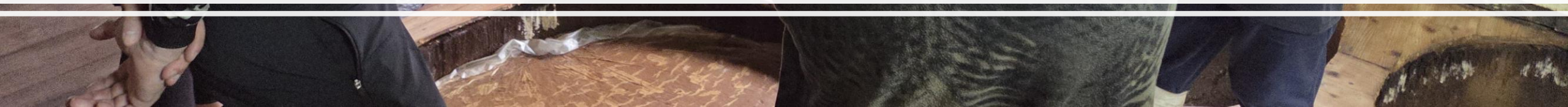
Hiroshima, 80 years later.



Setonaikai National Park



Life and livelihoods in the Seto Inland Sea



Tour Story

Hiroshima – A City of Peace and Discovery

Hiroshima is known worldwide as the first city in history to experience an atomic bombing. But it is also a city that rose from the ashes, achieving a miraculous recovery and now sharing a powerful message of peace with the world.

But what does “peace” really mean?

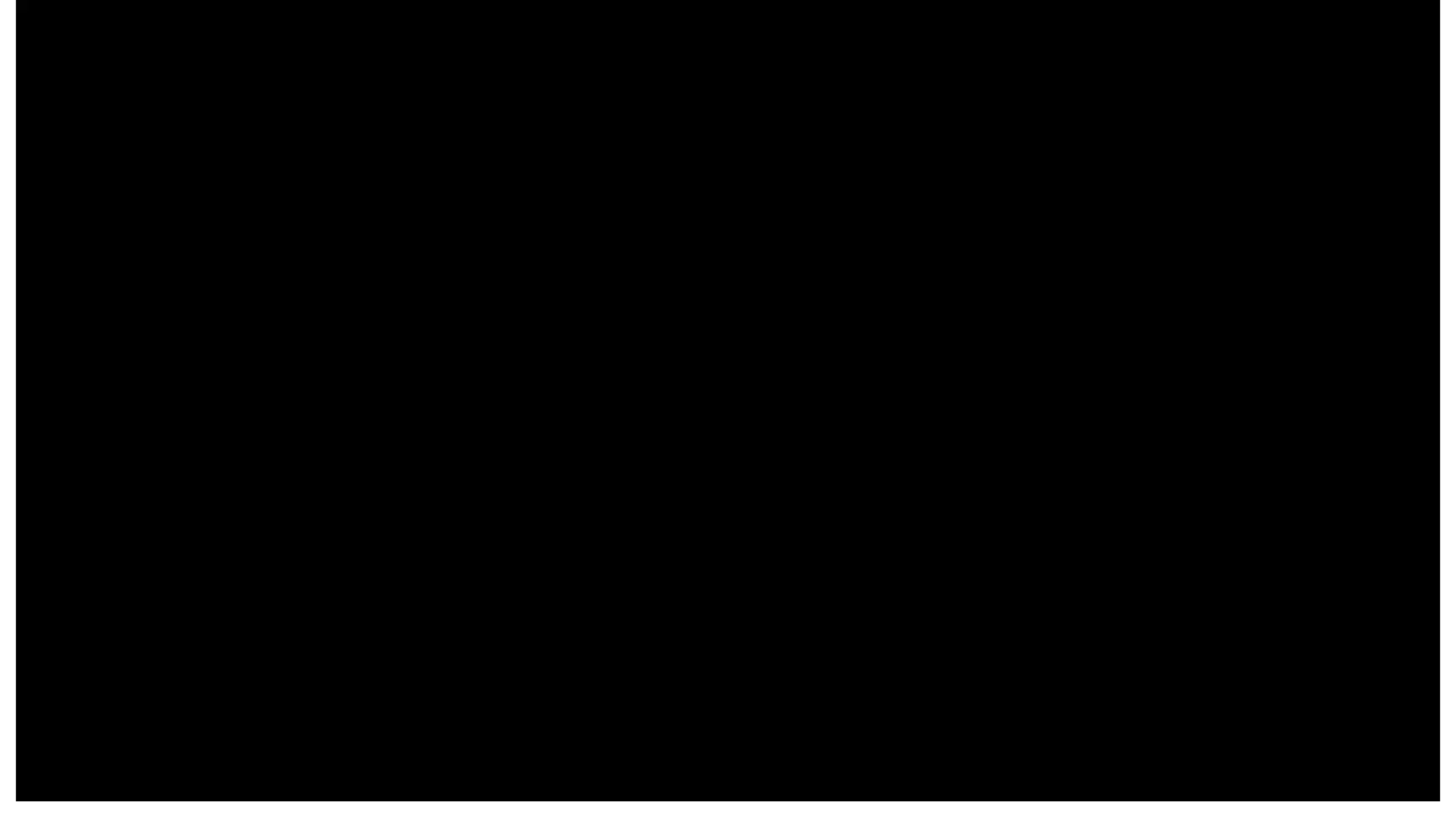
Is it simply the absence of war, or choosing not to drop bombs? That’s just one aspect. True peace is something greater—something that embraces not only humanity but the natural world around us.

Here in Hiroshima, there are countless places that invite you to explore what peace truly means. One shining example is the **Seto Inland Sea**—once the main artery of Japan’s maritime trade. Today, it is celebrated for its breathtaking island scenery and as a symbol of harmony between people and nature. Villages here continue to live in ways that protect and cherish this unique environment, embodying a balance that feels distinctly Japanese.

Join us on a cycling journey starting from Hiroshima City and weaving through the stunning **Seto Inland Sea National Park**. Feel the breeze off the water, immerse yourself in island life, and discover the deep connections between people, culture, and nature.

Along the way, you’ll uncover not only the spirit of Hiroshima but also new insights into how peace can be lived and experienced every day.

Come and ride with us—let’s explore together what peace means to you.





Highlight – Peace Cycling

Highlight - Local & Island ride





**Highlight –
Soy sauce brewery**



Highlight – Oyster farm



Highlight - Shimanami Kaido



**Accommodation
- Etajima-sou**



Accommodation - Seifu-kan



Accommodation - WAKKA



Food : Okonomi-yaki

Driving force behind the reconstruction of Hiroshima





Food : An original French course developed based on our concept



6N7D Tour

Route

By Shinkansen
Tokyo - 3H54M
Kyoto - 1H36M



Overview

- Visited places: Hiroshima, Onomichi, Imabari
- Main Activities: Cycling
- Difficulty level: 3
- Duration: 7 days/6 nights
- PAX: Min. 2, Max. 8 (Consult with us about the number of people)
- Meeting place/time: Hiroshima Station at 5:00 p.m.
- Accommodation:
Day1,2: Hotel directly connected to Hiroshima Station
Day3: Etajima-so
Day4: Hotel Seifu-kan
Day5: Wakka
Day6: Hotel in Dogo Onsen
- Dismissal point and time:
Dogo Onsen on the morning of Day 7.



Net Price

No. of participants	Price
8	¥650,000
7	¥690,000
6	¥720,000
5	¥780,000
4	¥870,000
3	¥1,000,000
2	¥1,250,000

***Additional charges apply for single occupancy**

Overview



DAY1

Gathering

Activities: Welcome Party

We'll first meet in Hiroshima! A chance to get to know each other and understand the flow of the trip.

DAY2

Introduction, the origins of Hiroshima, and the story of its reconstruction

Activities: Hiking, Peace Cycling, Okonomiyaki Cooking

Begin by learning how Hiroshima was founded. Explore its flourishing past, the reasons it became a target of the atomic bombing, and the moving story of its recovery — a journey through Hiroshima's history.

DAY3

The guardians of the Seto Inland Sea

Activities: Visit Itsukushima Shrine, Cycling

We'll visit the World Heritage Site, Itsukushima Shrine, to learn about the history of protecting the Seto Inland Sea and to pray for a safe journey. Crossing the sea, our island cycling finally begins — a chance to enjoy stunning views while discovering untold stories behind the war

DAY4

Everyday Life and Japanese Views on Nature

Activities: Cycling

Discover livelihoods rooted in nature and the culture tied to them, meeting the artisans who carry on these traditions and learning about industries within the national park. Then, visit little-known shrines that have long protected the Seto Inland Sea

DAY5

Livelihoods Shaped by Nature

Activities: Cycling, Soy Sauce Brewery Visit, Oyster Farm Tour, Winery Visit

The Seto Inland Sea has long supported people's livelihoods. We will visit places where nature-based industries thrive, such as traditional soy sauce breweries, oyster farms, and modern wineries. Along the way, we'll meet the people shaping their communities and learn how industry and conservation coexist within a national park setting.



DAY6

Toward Our Own Futures

Activities: Cycling, Farewell Party

In the grand finale, we ride through one of the world's most scenic cycling routes — a destination for cyclists from all over the globe. We reflect on what we've seen and felt: life in harmony with nature, stories of war and recovery, and the courage to shape a better future. Together, we'll share thoughts on peace, purpose, and what it means to live true to ourselves.

Itinerary

<p>DAY1</p>	<p>Gathering We'll first meet in Hiroshima! A chance to get to know each other and understand the flow of the trip.</p> <p>5:00 p.m. – Meet at Hiroshima Station</p> <p>6:30 p.m. – Welcome Party Enjoy a dinner featuring Hiroshima specialties while getting to know your fellow travelers and guides. This is a time to relax, laugh, and begin forming the bonds that will carry us through the journey.</p>	
<p>Hotel</p>	<p>Hotel Granvia Hiroshima South Gate (inside Hiroshima Station)</p>	

Itinerary

DAY2

Introduction, the origins of Hiroshima, and the story of its reconstruction

Begin by learning how Hiroshima was founded. Explore its flourishing past, the reasons it became a target of the atomic bombing, and the moving story of its recovery — a journey through Hiroshima's history.

7:30 a.m. – Introductory Hiking “Asageshiki”

Climb the mountain that marks the start of Hiroshima's history, learn about how the city came to be, and get an overview of the tour route. You'll also have the chance to enjoy a traditional tea ceremony outdoors.

11:00 a.m. – Break at the Hotel 0:00 p.m. - Tram

0:30 p.m. – Peace Memorial Museum

Begin by learning about the atomic bombing at the museum, a place visited by tourists from all over the world.

2:00 p.m. – Peace Cycling Tour sokoiko (15km)

Discover what happened in Hiroshima before, during, and after the war, and how it was rebuilt.

And experience the moving stories through a tour of the atomic bomb ruins.

Many participants were moved to tears and said it was the best experience they had ever had in Japan.

This tour has been selected as one of the top 3 popular experiences in Japan by TripAdvisor.

Enjoy this iconic tour of Hiroshima which attracts over 2,000 participants annually.

5:00 p.m. – Tram 5:30 p.m. – Break at the Hotel

6:30 p.m. – Cooking “Okonomiyaki”



Try your hand at making Hiroshima's local food, okonomiyaki, a dish that played a role in the city's post-war revival.

Hotel Granvia Hiroshima South Gate

Hotel



Itinerary

<p>DAY3</p>	<p>The guardians of the Seto Inland Sea We'll visit the World Heritage Site, Itsukushima Shrine, to learn about the history of protecting the Seto Inland Sea and to pray for a safe journey. Crossing the sea, our island cycling finally begins — a chance to enjoy stunning views while discovering untold stories behind the war.</p> <p>9:00 a.m. – Train and Ferry 10:00 a.m. Visit Itsukushima Shrine Explore how Itsukushima Shrine has safeguarded the Seto Inland Sea, and visit the shrine to pray for a safe and enjoyable cycling journey.</p> <p>10:30 a.m. – Explore Miyajima and enjoy lunch 1:00 p.m. – Transfer by cruiser</p> <p>1:40 p.m. –Cycling (25km) With its beautiful coastal landscapes and preserved historical records, Etajima offers a quieter but equally meaningful reflection. Here, untouched by the bombing, we uncover how people's inner worlds changed in the shadow of war — a side of history often unseen.</p> <p>5:00 p.m. – Hotel check-in 7:30 p.m. – Dinner Enjoy a special French dinner designed exclusively for this tour, which expresses the ecological cycle of the Seto Inland Sea. Feel the connection between the sea and the mountains while you eat.</p>	 A photograph of the Itsukushima Shrine, a traditional Japanese wooden building with a red torii gate, situated on a small island in the Seto Inland Sea. The building is reflected in the calm water.
<p>Hotel</p>	<p>Etajima-sou</p> <p>Winner of the 2024 World Luxury Hotel Awards. Enjoy beautiful views from the guest rooms and high-quality Onsen.</p>	 A collage of three images showcasing the Etajima-sou hotel. The first image shows a modern guest room with a large window overlooking the sea. The second image shows a sunset over the Seto Inland Sea. The third image shows an indoor hot spring (onsen) with a wooden deck and a large window.

Itinerary

DAY4

Everyday Life and Japanese Views on Nature

Discover livelihoods rooted in nature and the culture tied to them, meeting the artisans who carry on these traditions and learning about industries within the national park. Then, visit little-known shrines that have long protected the Seto Inland Sea

8:30 a.m. | Cruising through the Seto Inland Sea

Start the day by gliding across the calm waters of the Seto Inland Sea, heading toward the Tobishima Kaido island chain.

10:00 a.m. | Cycling the Tobishima Kaido (30 km)

Ride through four uniquely different islands — Shimokamagari, Kamikamagari, Toyoshima, and Osaki-Shimajima. Each island offers a distinct way of life and perspective on nature. Through this journey, we gain insight into the subtle but deeply rooted Japanese relationship with the natural world.

1:00 p.m. | Lunch Enjoy a local lunch that highlights the flavors and ingredients of island life.

2:00 p.m. | Cycling (5 km) A short ride brings us to a place where time stands still.

2:30 p.m. – 4:00 p.m. | Mitarai Historic District Walk

Explore the charming old port town of Mitarai, a designated Preservation District for Groups of Traditional Buildings. A British guide who has moved here will show you around.

4:00 p.m. | Ferry from Ocho Port to Akashi Port We cross once again by sea, soaking in the scenery.

4:15 p.m. – 4:45 p.m. | Final Ride to the Hotel. A short final cycling stretch brings us to tonight's destination.

4:45 p.m. | Check-in at Kinoe Onsen Hotel Seifukan Relax in a seaside onsen hotel with panoramic ocean views.

6:00 p.m. | Dinner A relaxing meal to end the day, featuring seasonal local dishes in a peaceful island setting.



Hotel

Kinoe Onsen Hotel Seifukan

Located on Osaki Kamijima, the largest remote island in Hiroshima Prefecture, this hot spring inn offers breathtaking panoramic views of the Seto Inland Sea. Recognized as Japan's No.1 scenic onsen in the 2024 National Onsen Awards (Scenic Category), it's the perfect place to unwind in serenity. From the comfort of your guest room, enjoy the stunning beauty of the island-dotted seascape, and experience true relaxation surrounded by nature.



Itinerary

DAYS

Livelihoods Shaped by Nature

The Seto Inland Sea has long supported people's livelihoods. We will visit places where nature-based industries thrive, such as traditional soy sauce breweries, oyster farms, and modern wineries. Along the way, we'll meet the people shaping their communities and learn how industry and conservation coexist within a national park setting.

9:00 a.m. | **Cycling Start (21 km)**

10:30 a.m. | **Visit to Okamoto Soy Sauce Brewery**

Witness traditional soy sauce making that has remained unchanged for generations.

This small, local brewery works in harmony with the natural climate and character of the region.

12:00 p.m. | **Visit & Tasting at Farm Suzuki – Innovative Oyster Farm**

Explore an advanced oyster farm located on the former site of a historic salt field.

Learn directly from the producer about sustainable aquaculture and enjoy freshly harvested oysters.

1:30 p.m. | **Cycling to Port (7.3 km)**

2:00 p.m. | **Boat Ride** Travel by local fishing boat to the sacred island of Ōmishima.

2:30 p.m. | **Walk the Sacred Path to Ōyamazumi Shrine**

Arrive at the historic port and walk the traditional approach to Ōyamazumi Shrine, known as the “Protector of Japan.”

This sacred site was once visited by samurai and warlords; today it houses over 80% of Japan's National Treasures and Important Cultural Properties in the category of armor and weapons.

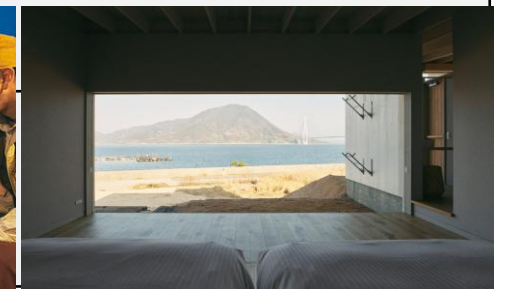
Along the way, we'll stop at a local craft brewery and winery, where islanders are creating new culture through fermentation and craftsmanship.

5:00 p.m. | **Hotel Check-in** Relax at tonight's seaside accommodation.

6:30 p.m. | **Dinner – Island BBQ by the Sea**

End the day with a relaxed seaside barbecue using locally sourced ingredients.

Gather around the fire, share stories, and enjoy the sea breeze as the sun sets.



Hotel

WAKKA

A comprehensive tourism facility with ocean views. For the ultimate Shimanami experience, They also take pride in their bedding, ensuring a restful sleep and a refreshing wake-up.

Itinerary

DAY 6

Finale: A Journey Toward the Future

On this final day, we ride one of the world's most scenic cycling routes — a dream destination for cyclists around the globe. As we pedal through landscapes shaped by harmony with nature, stories of war and peace, and bold acts of recovery and resilience, we reflect on what peace means to each of us — and where we go from here.

9:00 a.m. | Cycling Start (25 km)

We begin our final ride of the tour, heading toward the symbolic end of our journey.

11:30 a.m. | Lunch at a Seaside Station Enjoy a relaxing meal while gazing out over the sea.

1:00 p.m. | Kirozan Observatory Park

Take in the stunning view from one of Japan's top-rated scenic spots — ranked #2 in the “Best Viewpoints in Japan” in 2017.

Here, surrounded by the vast beauty of the Seto Inland Sea, we pause to reflect on the journey: the landscapes we've crossed, the stories we've heard, and the people we've become along the way.

2:00 p.m. | Final Ride (13km)

We cross the grand Kurushima Kaikyō Bridge — the most iconic span of the Shimanami Kaido

4:00 p.m. | Finish at Imabari City Office and check-in to the Hotel

Congratulations — you've completed the full tour!

We celebrate our achievement together before boarding a private pleasure boat for a final transfer to our accommodation.

Move to Dogo Onsen by train or bus

7:00 p.m. | Farewell Party

Our final dinner together. We gather to celebrate not just the completion of the tour, but the friendships formed and the inspiration gained.

A time to laugh, remember, and toast to the road ahead.



Hotel

Hotel in Dogo Onsen

Dogo Onsen is one of Japan's oldest and most famous hot springs. Its iconic wooden bathhouse inspired the bathhouse in the movie *Spirited Away*.



Itinerary

DAY7

Goodbye and See You Again!

After breakfast, feel free to depart at your own pace. Check-out is by 10:00 a.m.

