



A city where "newness" and "history" intersect

NAHA

Naha City Official Guidebook

Trip



A trip around Naha
on foot, by bicycle,
or on the Yui Rail.





A city where "newness" and "history" intersect

WELCOME TO NAHA

A city where you can find everything, from history and culture to entertainment and nature.

As the capital of Okinawa Prefecture, Naha City is the prefecture's political, economic and cultural center, with a population of over 320,000. Kokusai-dori Street, which runs through the center of the city, is a lively area where you can enjoy shopping and eating out, and it is always bustling with tourists. It is also a city with a long history that has developed as a hub for international exchange and where the culture of the "Ryukyu Kingdom" flourished. There are many cultural and historical sites originating from the Ryukyu Kingdom that remain today, and

in addition to four of the nine cultural and historical sites registered as World Heritage sites under the title "Gusuku Sites and Related Properties of the Kingdom of Ryukyu," there are also many other cultural heritage sites scattered around the area. Despite being a bustling city, it is also a town where you can enjoy swimming and diving at the beach and offers convenient access to the Kerama Islands and other areas, and is a place where you can experience Okinawa's beautiful nature, culture and history all in one place.



FEEL NAHA

Feel Naha. Feel Okinawa.

1 Tomari Wharf Passenger Terminal (Tomarin)

This is the gateway to the sea, where ships that connect the main island of Okinawa with the remote islands of Tokashiki, Zamami, Aguni, Tonaki, Kumejima, Minami-Daito, and Kita-Daito depart and arrive. It is a terminal for ferries and high-speed boats, and also functions as a complex facility that includes a hotel and a variety of shops.



Access to the Kerama Islands

To get to the Kerama Islands, which are famous as a mecca for marine activities that can be enjoyed on a day trip from Naha, take a ferry or high-speed boat from the passenger terminal building "Tomarin" at Tomari Port.



2 Kokusai-dori Street

This is one of Okinawa's top tourist attractions, and is lined with souvenir shops and restaurants. This area underwent remarkable development after the war, and was called the "Miracle Mile" due to its length of almost one mile (1.6 km).



3 Fukushuen Garden

This Chinese-style garden was completed in 1992 to commemorate the 10th anniversary of the establishment of the sister city relationship between Naha City and Fuzhou City in Fujian Province, China, as well as the 70th anniversary of the founding of Naha City. It was built taking inspiration from the nature of China and the scenic beauty of Fuzhou, and gives off a very exotic atmosphere.



4 Shurijo Castle Park

This is the largest structure constructed in the Ryukyu Kingdom in the early 15th century, and was the administrative and cultural center of the Ryukyu Islands. In 2000, it was registered as a World Heritage site under the title "Gusuku Sites and Related Properties of the Kingdom of Ryukyu".



5 Shikinaen Garden

Built in 1799, this was the largest villa of the royal family of the Ryukyu Kingdom, and was used for entertaining Chinese envoys and as a place for the royal family to relax. Like the Shuri Castle Ruins, it is registered as a World Heritage site.



6 Naminoue Beach

The only swimmable beach in Naha, located just a 10-minute drive from Naha Airport. Facilities such as changing rooms and lockers are available, so we recommend heading straight into town after enjoying a swim.





WALK PLAN

Only by walking can you truly discover.
The past and present of Naha.



#1 Naha City Daiichi Makishi Public Market

Reopened in March 2023, this market offers a wide range of colorful tropical fish, local brand meats, and fresh produce unique to Okinawa. The "nochiage" system, where you purchase meat and fish on the first floor and have it cooked and served to you in the restaurant on the second floor, is popular among tourists both from Japan and overseas.



#2 Tenbusu Naha

Located in the center of Kokusai-dori, this is the base from which Okinawan culture and performing arts are disseminated. It also has a multi-purpose hall where various performances, including traditional performing arts, are held. There is also a tourist information center and shopping area on the first floor.



#4 Ufu Shisa

This giant shisa (guardian lion of Okinawa), which stands 3 meters tall and weighs 3 tons, was sculpted by the potters of Tsuboya and installed in 2013 as a symbol of the town. Located at the entrance to Tsuboya Yachimun Street, it watches over Naha together with its brother, known as "Saion Ufu Shisa," which is located on the grounds of Saion Square.



#3 Naha Municipal Tsuboya Pottery Museum

Located on Tsuboya Yachimun Street, it is the only pottery museum in the prefecture. The museum displays a wide range of items, from ancient earth-ware to works by contemporary artists, allowing visitors to learn about the history of pottery. A Nishinu kiln that was discovered during the construction of the museum (one of the kiln sites located within the Tsuboya Pottery District) is preserved and displayed in almost its original location.



#5 Tsuboya Yachimun Street

This street is located in the Tsuboya area, which was a kiln site with a history of over 300 years dating back to the Ryukyu Kingdom era, and is a street that retains a nostalgic atmosphere. The 400-meter-long cobblestone street is lined with around 50 shops, including Tsuboya pottery kilns, shops and cafes.



MODEL COURSE

Tenbusu Naha

If you have some time to spare, we also recommend experiencing traditional Okinawan crafts and watching traditional performing arts.

Ufu Shisa

It's quite impressive when you see it up close. At night, it is lit up, making it even more eye-catching and photogenic!



Approx.
350m
Approx.

5 minutes on foot

Tsuboya Yachimun Street

With so many wonderful shops lined up, you'll surely be spoiled for choice. Sometimes you can find outlet items displayed outside the stores.



Approx.
260m
Approx.

4 minutes on foot

Public market

Take break on the second floor of the market, where you'll find a variety of restaurants. There is also a shop on the first floor that will cook the fish you buy there on the spot.



Approx.
500m
Approx.

7 minutes on foot

Don't forget to check out My Maps!

CYCLING PLAN



Take a refreshing bike ride while enjoying the breeze of Naha



#1 Tomari Iyumachi / Naha Maguro Market

Tomari Iyumachi is a direct sales store with over 20 fresh fish vendors located in Tomari Fishing Port. Fresh seafood caught that day is sold here. Located at the same site, the "Naha Maguro Market" has seven vendors selling fresh seafood, including Naha tuna.



#2 Naha City Museum of History

The Naha City Museum of History, located inside Palette Kumoji, is the only museum in the prefecture to house a national treasure. The museum displays arts and crafts from the Ryukyu Kingdom period, historical documents, and valuable materials from pre-war and post-war Naha, allowing visitors to learn about the history of Naha in depth.



#3 Fukushuen Garden

Located in the heart of Naha, this Chinese-style garden is overflowing with greenery. It was created as a symbol of friendship between Fuzhou City in Fujian Province, China, and Naha City, and uses materials from Fuzhou to faithfully recreate a Fuzhou-style garden. The garden is lit up from 6:00 p.m. to 9:00 p.m., so you can also enjoy it at night with its dreamlike appearance.



#4 Naminoue Beach

The only beach in Naha City where swimming is allowed. Swimming season is from April to October. It is also adjacent to Wakasa Seaside Park and has a large parking lot.



Don't forget to check out My Maps!▶

MODEL COURSE

Tomari Iyumachi

There is a fully equipped eat-in space, so we also recommend enjoying a meal here.



Approx.
2km
By bicycle

Approx. 15 min.

Naha City Museum of History

Learn about the history and culture of Ryukyu and Naha at the Naha City Museum of History located inside Palette Kumoji.



Approx.
1km
By bicycle

Approx. 10 min.

Fukushuen Garden

Learn about the history of the area at the Kuninda Terrace, located next door.



Approx.
500m
By bicycle

Approx. 5 min.

Naminoue Beach

Umisora Park, which can be reached from the beach, is an excellent cycling spot.

MONORAIL PLAN

Take the Yui Rail for
a smooth and comfortable journey



栄町市場入口 西口



#1 Sakaemachi Market

This shopping street, which stretches out to the east of Asato Station, is lined with shops such as greengrocers, dried food shops, butchers and fishmongers. During the day, it is a community-based market, but at night it transforms into a lively drinking district. The nostalgic atmosphere of the market is very popular.



#2 Okinawa Prefectural Museum & Art Museum (Okimu)

This is a rare cultural facility in Japan that combines a museum and an art museum. Here you can experience Okinawa's nature, history, culture and art all in one place, and the facility also includes various shops and cafes. The building, designed to resemble an Okinawan gusuku (castle), is the key landmark.



#3 Shuri Textile Museum "suikara"

This museum is a base for preserving and passing on Okinawa's traditional crafts, Ryukyu Bingata (traditional Okinawan dyeing technique) and Shuri-ori (Okinawan textiles), to future generations. The facility also includes an exhibition gallery, shops, a Bingata and Shuri-ori cooperative office and studio, and offers various hands-on programs, training courses for successors, and workshops.



#4 Tamaudun

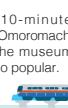
This is the final resting place of the royal family of the second Sho Dynasty. Surrounded by stone walls, the burial chamber consists of three connected chambers, with holes drilled into the natural cliff face running east to west. The site was registered as a World Heritage site under the title "Gusuku Sites and Related Properties of the Kingdom of Ryukyu".



MODEL COURSE

Okinawa Prefectural Museum & Art Museum

About a 10-minute walk from Omoromachi Station. The museum shop is also popular.



On foot
800m
Approx. 10 min.
Omoromachi
Station
Shuri
Station
Time required
Approx. 8 min.

Shuri Textile Museum "suikara"

About a 10-minute walk from Shuri Station. Reservations are required in advance for the hands-on programs.



900m
On foot
Approx. 15 min.

Tamaudun

About a 15-minute walk from Shuri Station. The Tamaudun mausoleum is open year-round from 9:00 to 18:00.



Shuri Station
▼
Asato Station
Time required
Approx. 10 min.

Sakaemachi Market

About a 2-minute walk from Asato Station. We recommend going shopping during the day and enjoying the local cuisine at night.

Don't forget to check out My Maps!



NAHA ACTIVITIES



 **#1**
Tenbusu Naha

At the hands-on studio on the second floor of Tenbusu Naha, you can experience five traditional crafts unique to Naha City: Ryukyu glass, Ryukyu Bingata, Shuri-ori, Tsuboya pottery, and Ryukyu lacquerware. Thanks to the attentive support of the instructors, anyone can participate, even if you are alone. The time required will vary depending on what you are creating (10-90 minutes), so choose according to your schedule.



Naha City boasts a wealth of hands-on facilities and museums, allowing visitors to try their hand at making Shisa pottery, Shuri textiles, Bingata dyeing, Ryukyu lacquerware, and Ryukyu glass blowing. After strolling around the area, why not try an experience to make the most of Naha?



 **#2**
Shuri Textile Museum
"suikara"

Two types of hands-on programs are available: Ryukyu Bingata and Shuri-ori. At the Bingata workshop, you can choose the colors and patterns to dye your tote bag to your liking, in a range of different sizes. In the Shuri-ori workshop, you can experience weaving a flower-patterned silk fabric of approximately 36 cm in width and 10 cm in length. Each instructor will guide you step by step, so even if you've never done it before, you can enjoy it with peace of mind.



 **#3**
Naminoue
Umisora Park



Here you can experience various marine activities such as diving, snorkeling, and SUP, and enjoy having a barbecue in an open space surrounded by the sea (Reservations are required for the activities and barbecues.) Various events are also held on an irregular basis.

Visit awamori distilleries for an added bonus!

Awamori is a distilled spirit unique to Okinawa. Naha City is also home to several historic awamori distilleries. Why not take a tour of awamori distilleries while learning about the culture and history of awamori?

 **Zuisen Distillery**
Co., Ltd.

 **Tsuhako Shuzo**
Co., Ltd.

Okinawa Distillers Association's website for more information on awamori, Okinawan distilleries, and awamori-related events!

 **Okinawa Distillers**
Association



EVENTS

Naha City is also known for its many events that reflect the culture of Okinawa. Various events are held throughout the year. Check out the events taking place when you are visiting.



Naha Great Tug-of-War Festival

The Naha Great Tug-of-War is Okinawa's most important cultural event, continuing a tradition that dates back to the Ryukyu Dynasty. In 1995, the giant 200-meter-long, 40.22-ton rope was certified by the Guinness Book of Records as the "world's largest straw rope". The festival is held for three days in October, including Sports Day, and the city of Naha literally comes alive with fireworks, live performances, and other festivities.



Naha Hari

The Naha Hari is an annual event held in May, which originated as a festival held to pray for bountiful harvests and safety at sea, and is now an early summer tradition, with the highlight being the boat-racing event, in which Hari boats (which resemble fishing boats) race against each other.



Naha Marathon

This is one of the largest marathons in Japan. Every year, many joggers run through the course that is typical of a tropical region, starting from Ounoyama Park, passing through Kokusai-dori Street, with the Peace Memorial Park as the halfway point.



Ryukyu Dynasty Festival in Shuri (Traditional procession)

The procession is a reenactment of the "Three Temples Pilgrimage," in which the King of Ryukyu pays homage to three temples in the Shuri Castle area to pray for the peace of the country and a good harvest.



Shurijo Castle Restoration Festival

(Ryukyu Dynasty picture scroll procession)

The glamorous Ryukyu Kingdom is re-created as a pageant. On Kokusai-dori, a grand historical story of Ryukyu is unfolded by the Ryukyu King and Queen, the Chinese Emperor's envoy "Sapposhi", and traditional performing arts groups.



Annual events in Naha City

January

- Shisa Day in Tsuboya
- Shurijo Castle Park
- New Year's Celebration
- Okinawa Flower and Food Festival
- Watta Naha Meshi Grand Prix

February

- Naha Chura Cherry Blossom Festival
- Yomiuri Giants Spring Training Camp in Naha

March

- Juri Horse Festival

April

- Naminoue Beach Opening Ceremony

May

- Naha Hari
- Nanmin Festival

June

- Okinawa Memorial Day

July

- Naha Day

October

- 10,000 Eisa Dancers Parade

- Naha Great Tug-of-War Festival
- Okinawa Industrial Festival
- Yaruki Genki Hatagashira Festival in Naha

November

- Shurijo Castle Restoration Festival
- Ryukyu Dynasty Festival in Shuri
- Tsuboya Yachimun Street Festival
- Tsuboya Pottery Festival
- Ritou Fair
- Hiyamikachi Naha Walk

December

- Naha Marathon



We have a range of carefully selected souvenirs for you to choose from!



Shop 78 (Naha) 1F, 3-2-10 Makishi,
Naha-shi
098-971-1559



Click here for information on sightseeing in Naha!



NAHANAVI



This website provides information on sightseeing spots, gourmet food, shopping, lodging, marine leisure, and the latest events in Naha City.

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