

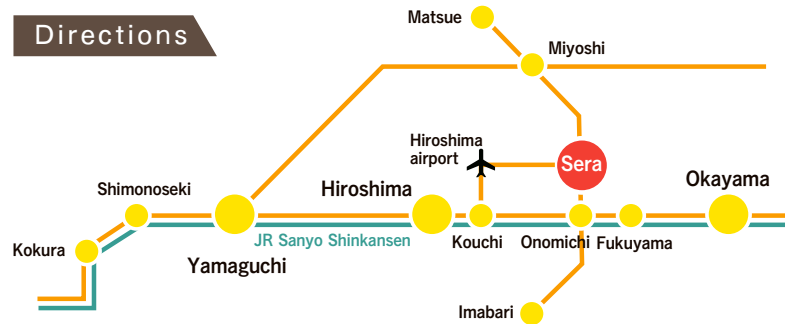
This is all about Sera Town in Hiroshima Prefecture. 広島県世羅町はこんなところ

Sera Town, located in the east-central part of Hiroshima Prefecture, has a rich natural environment, which includes fantastic flower fields, sweet fruits, and fresh vegetables.

At the Tourist Flower Plantation, flowers begin to bloom one after another in spring. You can enjoy spectacular flower landscapes from season to season.

You can also have the fun of picking fruits, including pears, which are Sera Town's specialty, grapes, apples, and strawberries.

Directions



《By car》

About 40 minutes from Hiroshima Airport

About one and one-half hours from Hiroshima City

About 45 minutes from Fukuyama City

About one hour from Onomichi City



Scan this QR code for details.



Tourism concierges, stationed at the Sera Information Center in the Roadside Station SERA, distribute brochures, sell tickets, and provide the latest information for tourists that visit the sightseeing facilities and restaurants in the town. Moreover, the Roadside Station SERA not only functions as a hub but also offers extensive services, such as a food section where you can get a sense of the season from fresh, local, and seasonal ingredients and a direct market offering vegetables and fruits of the season. Please feel free to stop by.

Flower farm mostly of lavender Kozan Lavender Hill

The hill is colored in one color with Iceland poppies in spring, lavender in summer, and Mexican asters in fall. The farm also grows herb seedlings, which are popular for direct and online sales.



750,000 tulips in 250 varieties Sera Kogen Farm

At this flower field, one of the largest in scale in Japan, tulips have a long blooming season so that you can enjoy flowers in vivid colors much longer than elsewhere. Moving flower scenery in the beautiful location of Sera Plateau is a must-see!!



As if it were like Shangri-La! La Sky Farm

You can experience the coming of the seasons along the walking path with young grass, which has been developed by using the natural terrain. Fully enjoy the 20-year-old *Amygdalus persica* cv. *Stellata* in pink, 100,000 Forsythia trees blooming in yellow, and canola flowers with their nostalgic fragrance!



Come and feel your heart pounding at Kamu no Sato Flower Village Kamu no Sato



The hills are really worth seeing; the Moss Phlox and Nemophila Hills, 450,000 moss phloxes, and 1 million Nemophila in bloom on four-hectare hills that are the largest in western Japan, Hydrangea and Hollyhock Hill and Heavenly Blue Hill with morning glories and kochia.

Flower field spreading over a vast hill Flower Station Sera

The flower farm where you can fully enjoy camping amidst the flowers of the season. You can see one of Japan's largest flower carpets with Viola in spring, and another flower carpet with Salvia in summer. In fall, Cosmos flowers spread all over the field.



Flower field in the sky Sera Kogen Flower Forest



This is the first English Rose garden in the Chugoku and Shikoku regions where you can enjoy approx. 7,100 roses in 135 varieties, mainly English roses.

Pathway with Wisteria in a variety of colors Sera Wisteria Garden

Approx. 1,200 Wisteria in total, including 1,000 of 50-year-old Wisteria trees and lupines called ascending wisteria, bloom over your heads.

The garden, full of Wisteria in the various colors of pink, purple, and white, as well as their sweet fragrance, is just breathtakingly beautiful.



Savor pristine nature. Sera Kouzan Fureai-no-sato

When passing through one of the best avenues lined with weeping cherry trees in Japan, you will see someiyoshino cherry trees in full bloom in front of you! Because there is a large square in the park, families with children can enjoy themselves, too!



せらワインの魅力

Attractive features of Sera wine

What is Sera wine?

Sera wine is made from grapes produced in Sera Town, such as the Honey Venus. Grapes are grown by about 20 farmers in the town and are prepared from September to October of every year.



Attractive features #1 The reason of high-quality

Sera wine is exclusively made from the grapes grown in Sera Town. To get the best out of the grapes produced in the town, the wine is vinified without adding sugar or acid as much as possible.



Attractive features #2 To make a good wine

Grapes are still picked by hand, since farmers can best know the condition of the grapes in this way. They spend a lot of labor, time, and effort in all the vineyards, and repeat trial and error with the wineries, while checking the growth of the grapes.



「Ippai no Sera (A glass of Sera)」 For those who want to have only a glass of wine

You can enjoy exactly one glass of wine. Two types are available: sweet white and dry red. The wine is characterized by a rich aroma because it is carefully vinified. The wine packed in a pouch is easy to carry and recommended for both yourself and as a souvenir.



せらで体験!フルーツ狩り

Let's experience fruit picking in Sera!

There are a variety of flower farms and orchards in Sera Town, and you can experience and enjoy picking fruits throughout the year: picking strawberries in the spring, blueberries in early summer, and apples and grapes in the fall. Here we will introduce some of these.



List for picking fruits (by type of fruit)

*Please note that the harvest season may vary depending on the weather conditions.

- [Picking pears] from mid-August to late September
- [Picking apples] from mid-September to late October
- [Picking plums] from late June to early July

- [Picking grapes] from late August to late October
- [Picking strawberries] from early January to late May
- [Picking blueberries] from late June to late August

Run on the plateau that brought star runners of the Ekiden relay race.

駅伝のスターを生んだ高原を走る。

Sera Town has a high school that regularly wins the All-Japan High School Ekiden Championships and thus is renowned throughout the country as a prestigious school for its Ekiden runners.

The secret to its strength lies in an undulating cross-country race course in Sera Town, which is ideal for practicing Ekiden relay races to enhance the runners' abilities, and has been run for half a century.

Moreover, the Shuzen-in Temple at the foot of the course is where the running god, Idate (Skanda), is enshrined. You can experience Zen meditation at this temple.

Shuzen-in Temple



*Ekiden is a relay race where a team of runners compete by starting out on a given course wearing a competition sash, running a given section of the course to the finish line, and pass the sash from the runner in the previous section to the runner of the next section at the relay station.