CLAIMS

1. A rear grip structure of a fishing rod comprising:

a rod;

a hollow grip body comprising:

a main body portion comprising an enlarged diameter portion having a diameter that increases with distance from the rod;

a first insertion portion extending from a first side of the main body portion toward the rod and bonded to an inner peripheral surface of the rod; and

an opening that opens at a second side of the main body portion toward a base of the rod; and

a rod plug including:

a base portion configured to be inserted into the hollow grip body through the opening; and

a second insertion portion extending from the base portion and bonded to an inner peripheral surface of the first insertion portion,

wherein the base portion of the rod plug is formed to be larger in diameter than the rod, and a rod plug opening opened laterally is formed.

2. The rear grip structure of a fishing rod according to claim 1, comprising a protective ring that protects the opening of the hollow grip body.

3. The rear grip structure of a fishing rod according to claim 1 or 2, wherein a grip opening opened laterally is formed in the hollow grip body.