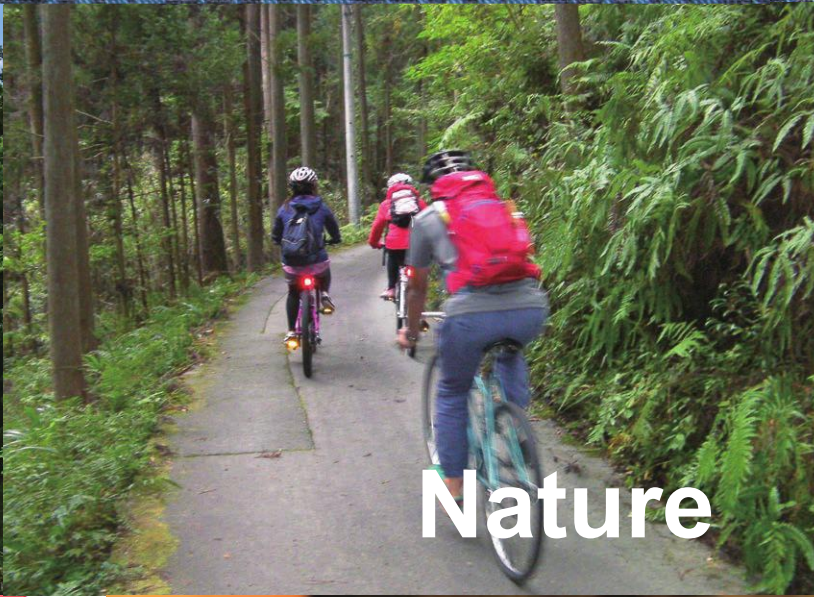


Matsusaka City Guide



Nature



Premium Wagyu



History

Matsusaka City

Matsusaka is located in Mie Prefecture, near the center of Japan. With the sea to the east and mountains in the west, Matsusaka's gorgeous natural scenery is a joy in every season.

World-famous Matsusaka Cattle are raised right here in the city.

Matsusaka, where history and culture blend into peoples' everyday lives, is the perfect place to enjoy with a leisurely stroll around town.



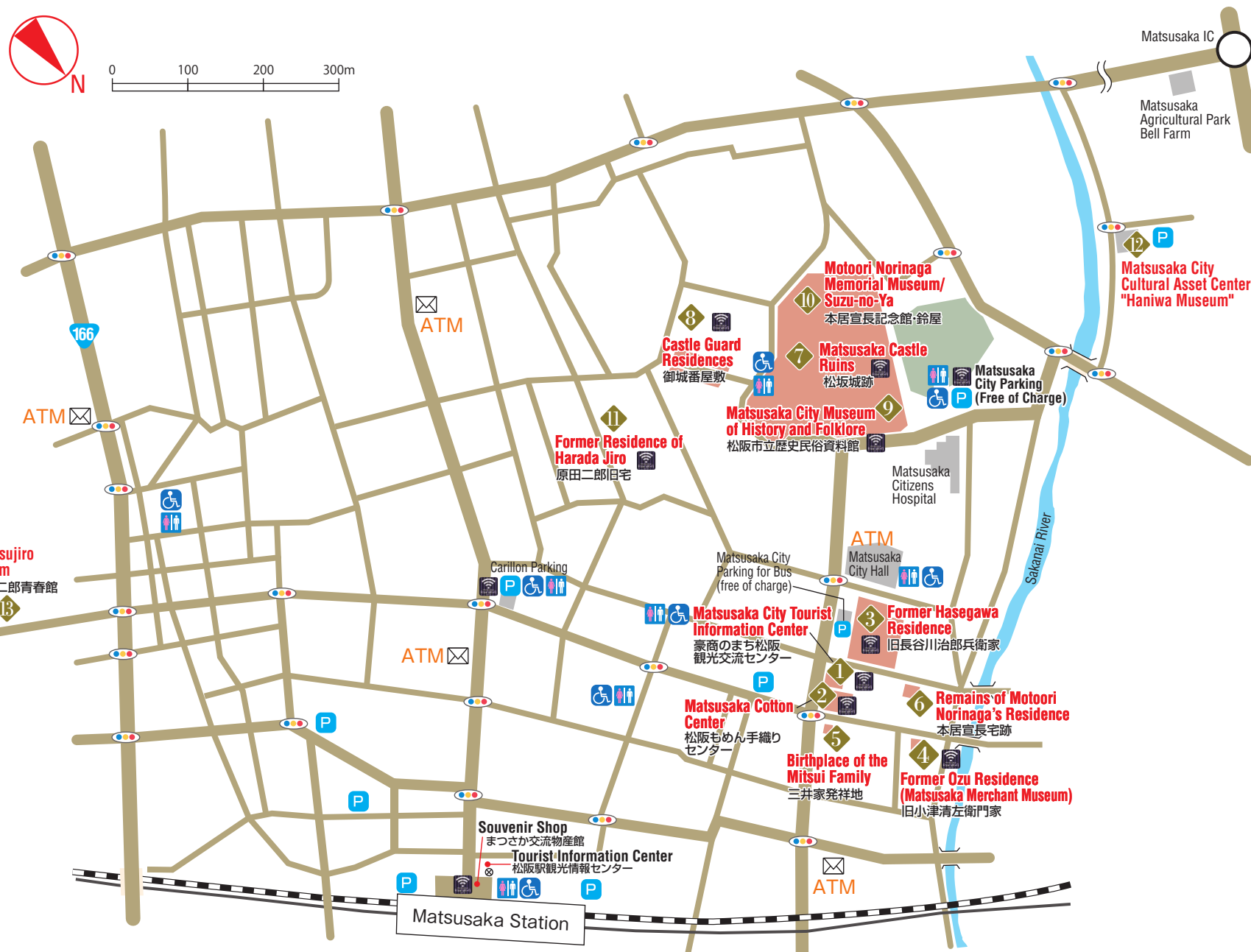
1 Matsusaka City Tourist Information Center 豪商のまち松阪 観光交流センター

On the first floor you can get information on sightseeing and places to eat in Matsusaka. There are also many souvenirs and special products of Matsusaka for sale. The second floor introduces the history of Matsusaka through a video playing in the theatre room (with English subtitles) and an exhibit of informational panels. This facility is a great place to start exploring Matsusaka City.



2 Matsusaka Cotton Center 松阪もめん手織りセンター

This center works to hand down knowledge about the traditional handicraft Matsusaka Cotton. Fabric, kimono, and accessories on sale all feature a beautiful indigo striped pattern, and make excellent souvenirs. Also popular with customers is the authentic Edo-period loom, which you can use to hand-weave the fabric yourself.



3 Former Hasegawa Residence 旧長谷川治郎兵衛家

The Hasegawa family made its fortune as cotton merchants in Edo (now Tokyo). The estate features historical architecture such as wooden lattices, five storehouses, and a roof supported by a distinctive udatu beam—one of only three remaining in Mie Prefecture. Centered around a pond and full of beautiful greenery, the garden is a pleasure to visit in all seasons. Items on display include tools preserved by the family over the years and a recently discovered collection of golden coins.



5 Birthplace of the Mitsui Family 三井家発祥地

Mitsui Takatoshi, the great merchant who established the foundation for the Mitsui zaibatsu (a conglomerate of companies), was born in the city of Matsusaka. Although this site is not open to the public, it contains a memorial to the birthplace of the family and the well which was used to give Takatoshi his first bath as a newborn.



4 Former Ozu Residence (Matsusaka Merchant Museum) 旧小津清左衛門家

This is the former residence of Ozu Seizaemon, a successful merchant who traded paper and cotton on a large scale in Edo (now Tokyo). Despite the simple exterior with wooden lattices and a bamboo fence, the site is surprisingly spacious and two mud-walled storehouses are preserved within. It also features a rare, huge money chest. It is a great place to learn about the lives of the Matsusaka merchants who ran stores in Edo.



6 Remains of Motoori Norinaga's Residence 本居宣長宅跡

The former site of Norinaga's residence "Suzu-no-ya", which was relocated to a location adjacent to the Motoori Norinaga Memorial Museum, contains Norinaga's beloved garden pines, the residence's foundation stone, a stone monument, and the home of Norinaga's son Haruniwa. During Norinaga's time, the homes of Matsusaka merchants stood side by side around his residence. Walk in this area and you will be transported back through time to the Matsusaka of two hundred years ago.

"Matsusaka Free Wi-Fi" is available at most sites.



7 Matsusaka Castle Ruins 松坂城跡



Matsusaka Castle was built in 1588 by the military commander Gamo Ujisato. The original castle tower was lost in a typhoon long ago, but the impressive stone walls remain and earned Matsusaka a spot in Japan's Top 100 Castles. The site is well known among locals as a great place to relax and enjoy the scenery. Visitors can look forward to plum, cherry, and wisteria blossoms in spring and ginkgo leaves turning gold in autumn.



9 Matsusaka City Museum of History and Folklore 松阪市立歴史民俗資料館

This historical building was originally built to serve as a library in 1911. On exhibit inside are materials related to Matsusaka merchants and their wares, such as Matsusaka Cotton and Ise Oshiroi Face Powder. The museum gives a good introduction to Matsusaka culture.



10 Motoori Norinaga Memorial Museum/ Suzu-no-Ya 本居宣長記念館・鈴屋

Motoori Norinaga (1730-1801) was an Edo period researcher of classic Japanese literature such as Kojiki and The Tale of Genji. The Motoori Norinaga Museum features Norinaga's former residence "Suzu-no-Ya," original manuscripts, self-portraits, and Norinaga's favorite bells. ("Suzu-no-Ya" means "House of Bells".)

12 Matsusaka City Cultural Asset Center "Haniwa Museum"

松阪市文化財センター
「はにわ館」

There is a permanent exhibit of haniwa (clay figures used in ancient funerals) excavated at the Takarazuka burial mound. One of the haniwa is shaped like a ship, and is the largest of its kind in Japan. This and other artifacts have been designated as Important Cultural Properties of Japan. The redbrick warehouse built close to 100 years ago houses a gallery, and is used for city residents' artistic activities.



8 Castle Guard Residences 御城番屋敷

These residences were home to samurai warriors of the Kishu Domain who guarded Matsusaka Castle at the end of the Edo period (1603-1868). Unusually for such a site, descendants of the samurai continue to live here to this day, and it has received national designation as an Important Cultural Property. One of the houses is open to the public.



11 Former Residence of Harada Jiro 原田二郎旧宅

Harada Jiro (1849-1930) was a financial advisor active from the Meiji through the Taisho period. He used all of his personal assets to establish a foundation for public welfare. His home is located in the middle of town, a historic area where samurai residences once stood side by side. The building preserves the style of architecture commonly used for homes of samurai in the Edo period.



13 Ozu Yasujiro Museum 小津安二郎青春館

One of the greatest Japanese film directors, Ozu Yasujiro spent 10 years of his childhood in Matsusaka (from 1913 to 1923). Though the house Ozu had lived in burned down in 1951, this museum was built and opened at the site in December 2002. The museum mainly features related documents and materials of his 10 years in Matsusaka.

The eternal theme of Ozu's films, familial love, must have been deeply related with his life and experiences in Matsusaka. The museum exhibits Ozu's personal items and photographs to reproduce that era.



Matsusaka Beef 松阪牛

Calves of about 7 to 8 months with excellent pedigrees carefully selected from all over the country, starting with Hyogo Prefecture. They are then fattened and treated with the utmost care for about 3 years. As is widely known, they are fed beer to stimulate their appetite and massaged to encourage blood flow, thereby distributing fat evenly. The strictly managed Matsusaka Cattle Individual Identification and Management System ensures consumer peace of mind by providing information about the handling and shipping of products.

The Matsusaka Cattle Competition is held every year at the end of November. In the competition held in 2002, the first prize cow was sold for a record 50 million yen. Matsusaka beef is known for its tender and finely marbled texture that can be cut even with chopsticks, and its taste is highly praised around the world as a work of art.



Matsusaka Green Tea 松阪茶

Mie Prefecture's green tea production ranks third in Japan for the amount of land used and quantity produced. Matsusaka is home to a variety known as Fukamushi Sencha. It is steamed twice as long as ordinary green tea, which gives it its deep green color and mellow, sweet flavor. The blessings of a mild climate, rich soil, and the morning mists of the Kushida River produce a wonderfully fragrant tea. In Matsusaka, you can enjoy this delicious green tea while being taught the correct way to drink it.

Matsusaka Cotton 松阪木綿

Matsusaka Cotton was sold and popularized by the Matsusaka merchants who launched their ventures in Edo (now Tokyo), where its beautiful indigo blue and tasteful striped pattern captivated locals.

Nowadays in Matsusaka, you can try on a Matsusaka Cotton kimono and walk around town, or use a loom to weave Matsusaka Cotton yourself.



Entire Map of Matsusaka City

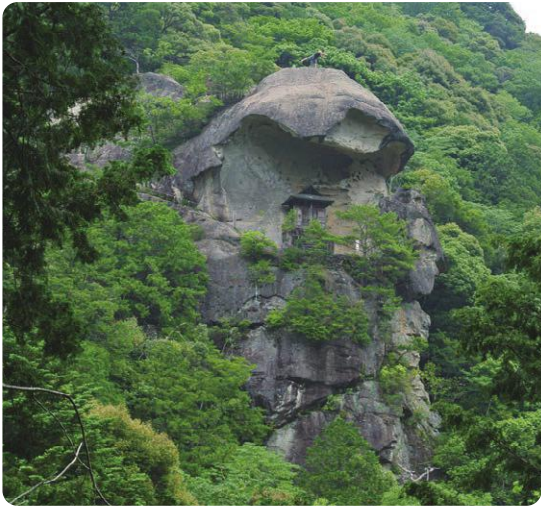


1 Matsusaka Agricultural Park Bell Farm 松阪農業公園ベルファーム

Featuring a barbecue restaurant that serves Matsusaka beef, a café that uses local ingredients, fresh fruit and vegetables, a souvenir store, agriculture- and food-related events, and indoor and outdoor gardens that showcase seasonal plants, Bell Farm brims with a variety of charms.

3 Ukisatomura うきさとむら

For lunch, visitors can enjoy the local specialties of the region such as tempura made with sansai (wild vegetables) and a thin udon dish made with mulukhiya (jute leaves). Lessons on making konnyaku and fishing for amago (a stream-dwelling salmon) are offered here by reservation. You can also rent bicycles here, or relax by the scenic river. There is a farmers' market every third Sunday.



2 Ise Sanjo (Ibuta-ji Temple) 伊勢山上 (飯福田寺)

Ise Sanjo, the mountainous area surrounding Ibutaji Temple, has been used for more than 1,300 years as a training ground for ascetic monks. This Shugendo tradition involves mountain mysticism and physical endurance. Visitors too can exert themselves, scaling the thrilling rock slopes for spectacular views of nature. (The entrance to the mountain starts with a challenging climb up a steep rock face with the aid of a chain. Please be prepared for a 2-3 hour hike, and wear long sleeves and long pants, a backpack that allows the use of both arms, and proper hiking shoes. Visitors must check in with the resident monk at the entrance to the trail and pay the admission fee of 500 yen.)



5 Matsusaka Memorial Museum 松浦武四郎記念館

Matsusaka Memorial Museum is best known for his exploration of the island Hokkaido, and is the one who came up with the name "Hokkaido" after learning the culture of the indigenous Ainu people. The museum introduces Takeshiro and displays his surveying records of Hokkaido. The exhibit is updated every two months.



6 Birthplace of Matsusaka Takeshiro 松浦武四郎生誕地

Now a city monument, the childhood house of Matsusaka Takeshiro has been preserved to this day. Since this house is located along the former main road to Ise Shrine, you can imagine the scenery passing pilgrims would have seen.



4 Choden-ji Temple 朝田寺

The devotional object of this Buddhist temple, a statue of the bodhisattva Jizou, was made in the early Heian period (794-1185). It has been designated as a National Important Cultural Property. The temple is also known for its collection of 11 pieces of artwork by the late Edo period painter Soga Shohaku, as well as the 500 hundred peonies planted over a century ago. (Artwork is on display April 20 to May 5; peonies bloom mid to late April).



7 Terraced rice fields of Fukano 深野だんだん田

These stone-built fields at the foot of Mt. Shirai have been around since at least the Muromachi period (1336-1573), when they fed samurai that kept watch at a smoke signal station. They have been selected as one of 100 best examples of terraced rice-fields found across Japan. This area, Fukano, is also called the birthplace of Matsusaka Beef. It is recommended to park and walk the rest of the way to the top because the roads are narrow and steep. There is a parking lot and a clean public restroom.



8 Chakura Roadside Station

道の駅「茶倉駅」

Chakura Roadside Station is located on Route 166. This is a good spot to have lunch or take a break and enjoy some ice cream. The region's special tea is used in its "tea udon" dish. The cafe space on the second floor offers a spectacular view of the Kushida River.



9 Riverside Chakura

リバーサイド茶倉

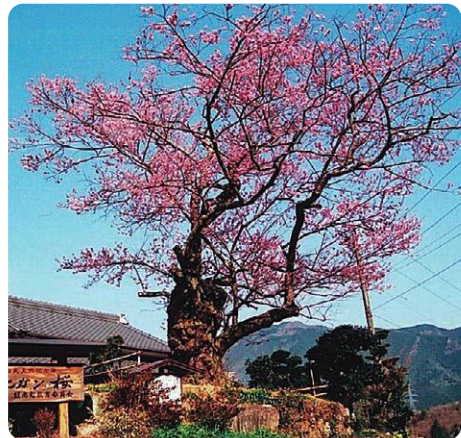
Riverside Chakura is a complex made up of guest rooms, cottages, cabins, and camping spaces. There is also an barbecue restaurant that offers Matsusaka Beef, barbecue areas, a lawn area, river access, a small playground and a tennis court. Woodwork and pizza making classes are available by reservation. A suspension bridge crosses the river so you can access Chakura Roadside Station.



10 Large camellia tree

サザンカの大木

This 120- to 150-year-old camellia plant has reached a height of 12 meters, and its branches form a tunnel over the road. The flowers have a strong, delicious perfume. It is best to visit from late November to mid-December, when the whole tree is covered in pink blossoms. Please be aware this is on private property: There are a few parking spaces but no restroom.



11 Edo-higan cherry blossoms (Shunkoku-ji Temple)

エドヒガン桜

This 400-year-old Edo-higan cherry tree is located on the grounds of Shunkoku-ji Temple. Every spring, pale pink cherry blossoms bloom around the spring equinox (called "higan" in the Buddhist Japanese tradition). The best time to visit is late March to early April.



12 Iitaka Roadside Station

飯高駅

Iitaka Roadside Station has a shop, a restaurant, and a hot-spring facility. Soba-making lessons are also available. Visitors can enjoy seasonal foods made with local ingredients (such as foraged vegetables and deer and boar meat), views of the mountains and river, and 11 types of hot-spring baths including a herb bath, open-air bath and above-ground tubs. Local food products and souvenirs are sold here. A popular taiyaki shop and other snack food shops are next door.



13 Kushida River canoeing and kayaking spot

櫛田川カヌーゲレンデ

The upper waters of the Kushida River are so clear that you can see the bottom even in places where it is deep. Where the current is slow, beginners or families with children can try canoeing and kayaking with the help of a guide. Apply for the activity at our website. <https://www.matsusaka-kanko.com/tour/en/>



14 Mezurashi Pass

珍布峠

Mezurashi Pass on the Old Wakayama Road is home to a legend in which two gods meet and decide on the border of their countries. The pass was created by cutting through enormous rocks, and was used by travelers heading east to the capital or Ise Shrine. A popular walking trail maintained by local residents leads through the forest and along the river in a 4.5km loop (1 hour) and a longer 7.5km loop (2 hours).

15 Mizuya Shrine

水屋神社



This a calm and sacred place with several large and beautiful trees. The giant camphor tree located on the grounds is estimated to be over 1,000 years old. Outside is an enormous red bucket, a symbol of the shrine's connection to water. In the past, water drawn from the shrine's well was ceremoniously carried every year all the way to the Kasuga Grand Shrine in Nara. In 2006, a branch of Mizuya Shrine was established in the Burgundy region of France.



16 Hotel Smeall

ホテル スメール

This is a luxurious hotel located along a clear stream in the remote Oku-Kahada Valley. It has a natural hot spring called the Kahada Golden Spa for its iron-rich, reddish-brown water. The open-air bath faces the steep mountains and bright stars of the night sky. The restaurant has exquisite multi-course kaiseki cuisine with fresh and local ingredients, like Matsusaka beef and Ise-ebi (Japanese lobster). This hotel is aimed towards dog-owners traveling with their pets, so you will encounter many dogs (including in the dining areas and cafe, but not in the spa).



18 Haze Roadside Station

波瀬駅

Haze Roadside Station is a branch of Iitaka Roadside Station, and the last rest stop before reaching Nara. Its restaurant serves lunch made with Matsusaka beef, local game and seasonal vegetables. You can access the river by crossing a bridge behind the store. In the Edo period, Haze was the nearest town east of Mt. Takami with lodgings for travelers headed to Ise Shrine and feudal lords visiting the capital. Visitors can still see the traces of the historical townscape, as well as a great display of fall colors around this secluded town.



19 Taiun-ji Temple

泰運寺

There is a rare eight-sided bronze bell whose top is decorated with eight dragon heads. It is designed so that when the bell is rung, the dragons hum as if they were reading a sutra aloud.

In spring, cherry blossoms bloom here later than other places. It is also a famous spot for rhododendrons and fall colors.



20 Miya-no-tani Gorge

宮の谷渓谷

Miya-no-tani is one of the gorges in the Oku-Kahada Valley. Visitors can see a 60-meter-tall waterfall called Taka-taki by hiking up the designated path (about 1 hr 20 min one way). The path leads along the emerald green waters of the river and you can see dramatic rock shapes in the steep-sided gorge. The path is unpaved, but the trail, stairs, guardrails, and rest stops were all repaired in 2018-2019. Most hikers come for the new spring foliage or the autumn colors. Hiking in summer is not recommended due to the number of leeches.



ABROAD in MATSUSAKA Tours & Activities

<https://www.matsusaka-kanko.com/tour/en/>

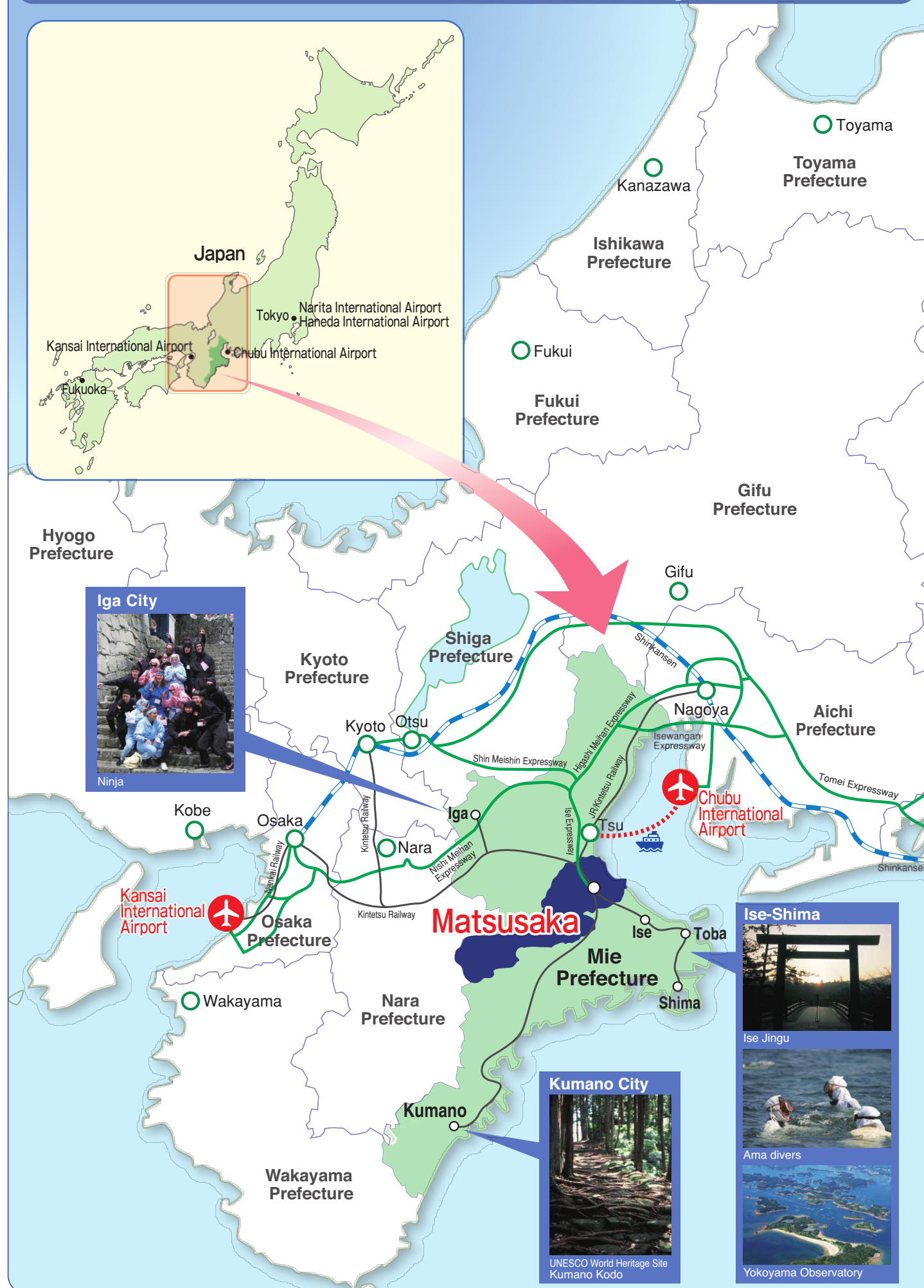


Check our website for further info & application.



Let us show you all about Matsusaka. A variety of tours and activities are available: Making sukiyaki with **world-class brand wagyu**, green tea tasting, **kimono** rentals, and more!

Location of Matsusaka City



Access



Kansai International Airport

From Kansai International Airport
3 hours by car: Hanshin Bayshore Line→
Sakaisen North Tollway→Nishi Meihan Expressway
→Meihan Expressway→Ise Expressway→
Matsusaka IC
2 hours and 40 minutes by train: Kansai Airport
station (Namba-bound Nankai Railway Rapid)→
Osaka Namba Station (Toba-bound Kintetsu Special
Express)→Matsusaka Station

Chubu International Airport

From Chubu International Airport
1 hour and 40 minutes by car: Chitahanto Road
→National Route 302→Isewangan Expressway
→Ise Expressway→Matsusaka IC
2 hours by train: Nagoya Station (Toba-bound JR
Kaisoku Mie / Toba-bound Kintetsu Special
Express)→Matsusaka Station

Haneda International Airport

Narita International Airport



From Kyoto
2 hours by train: Kyoto Station
(Kashikojima-bound Kintetsu Special Express)
→Matsusaka Station

Osaka Uehonmachi

From Osaka
1 hour and 40 minutes by train:
Osaka Uehonmachi Station
(Toba-bound Kintetsu
Special Express)
→Matsusaka Station

Kyoto

Matsusaka

Nagoya

Tokyo

From Nagoya
1 hour and 10 minutes by train: Nagoya
Station (Toba-bound JR Kaisoku Mie /
Toba-bound Kintetsu Special Express)→
Matsusaka Station

From Tokyo
3 hours by train: Tokyo Station
(Shin-Osaka-bound Shinkansen)→
Nagoya Station (Toba-bound JR Kaisoku
Mie / Toba-bound Kintetsu Special
Express)→Matsusaka Station

Iga

Kumano

Ise

From Iga
1 hour and 20 minutes by train:
Iga-Ueno Station (Iga-Kambe-bound Iga
Railway)→Iga-Kambe Station (Toba-
Bound Kintetsu Special Express)→
Matsusaka Station

From Kumano
2 hours by train: Kumanoshi
Station (Nagoya-bound JR Kisei
Main Line Special Express)→
Matsusaka Station

From Ise
15 minutes by train: Iseshi Station
(Nagoya-bound JR Kaisoku
Mie/Nagoya-bound Kintetsu Special
Express)→Matsusaka Station



Kyoto

Osaka

Matsusaka

Nagoya

Tokyo

From Osaka
2.5 hours by car: Nishi Meihan Expressway→
Meihan Expressway→Ise Expressway→
Matsusaka IC

From Nagoya
1.5 hours by car: Higashi Meihan
Expressway→Ise Expressway→
Matsusaka IC

From Tokyo
5 hours by car: Tomei Expressway→
Isewangan Expressway→Higashi Meihan
Expressway→Ise Expressway→
Matsusaka IC

From Iga
1 hour and 20 minutes by car:
Meihan Expressway→
Ise Expressway→Matsusaka IC

Iga

Kumano

Ise

From Kumano
1 hour and 45 minutes by car: Kumano-Owase
Expressway→National Route 425→Kisei Expressway→
Ise Expressway→Matsusaka IC

As of June 2019

Matsusaka Station Tourist Information Center

松阪駅観光情報センター
507-2 Kyomachi, Matsusaka City,
Mie 515-0017 Japan
(Hours) 9:00-18:00
(Closed) New Year's Break
(Phone) 0598-23-7771
(Fax) 0598-26-4778
E-mail info@matsusaka-kanko.com

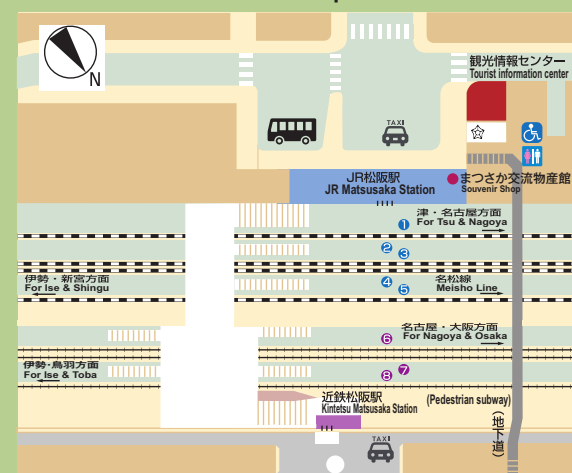
<https://www.matsusaka-kanko.com/language/en/index/>



Souvenir Shop

まつさか交流物産館

Matsusaka Station Area Map



Inquiries about Transportation

Public Transportation Facilities

JR Central Telephone Center
☎050-2016-1603
Kintetsu Nagoya Telephone Center
☎052-561-1604
Mie Kotsu Head Office
☎059-229-5533

Taxi

Meitetsu Taxi ☎0598-51-2277
Kintetsu Taxi ☎0598-50-1321
Kaneshichi Taxi ☎0598-59-0301
Ureshino Taxi ☎0120-701-257
Hisai Kotsu ☎0598-42-5320

Rental Car

Toyota Rent-a-Car ☎0598-50-3600
ORIX Rent-a-Car ☎0598-52-0577

[As of June 2019]

■Contact

Matsusaka City Tourist Information Center

507-2 Kyomachi, Matsusaka City, Mie 515-0017

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