

Matsusaka Tourist Guidebook

Take a Stroll across Matsusaka City



Contact
Matsusaka City Tourist Information Center
 (Phone) 0598-23-7771 (Fax) 0598-26-4778
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[As of April 1, 2017]



伊勢山上(飯福田寺) Isezanjo (Ibutaji Temple)
 Isezanjo, the area surrounding Ibutaji Temple, has been used for more than 1300 years of an ascetic training ground. Enjoy spectacular views of nature while getting your thrill on!



うきさとむら Ukiyatamura
 Visitors can enjoy the local specialties of the region such as Sansai (wild vegetables) tempura and thin udon with mukohyo. Lessons on konnyaku making and Amago fish catching with advance registration are also offered here. There is a farmers' market every third Sunday and a traditional congee festival in February.
 Closed: Every Tuesday



なめり湖 Lake Nameri
 Visitors can enjoy the different scenery each season has to offer at the lake. In the spring, enjoy viewing cherry blossoms and azaleas blooming while hiking. During the summer, make camp near the clear waters and cool shades. The arrival of fall brings a dash of red to the leaves which forms the perfect backdrop to savor delicious fall foods.

松阪燗野ふるさと会館・松阪燗野考古館 Matsusaka City Ureshino Furusato Hall, Matsusaka City Ureshino Archaeological Museum
 Ureshino Furusato Hall is equipped with a 706 seat multipurpose hall and conference rooms. In the 2nd floor office, there is an archaeological exhibit featuring inked earthenware and a roof-ridge ornament (Shibi) that has been designated an Important Cultural Asset. This ornament was created between the 7th and 8th century and is one of the earliest in Japan.
 Hours: 9:00 - 17:00
 Closed: Monday (Tuesday when Monday is a public holiday) and New Year's Break



松浦武四郎記念館 Matsusaka Takehiro Memorial Museum
 Matsusaka Takehiro - best known for his exploration of Ezochi's interior - was the one came up with the name Hokkaido. The museum introduces Matsusaka and displays his surveying records of Hokkaido. The exhibit is updated every two months.
 Hours: 9:30 - 16:30
 Closed: Monday (Tuesday when Monday is a public holiday), the day after a public holiday and New Year's Break



松浦武四郎誕生地 Birthplace of Matsusaka Takehiro
 Now a historic city monument, Matsusaka Takehiro's residence remains the same as when it first built. From here, it is easy to imagine the historic voyage made by the pilgrims to Ise Jingu.
 Interior not open to the public



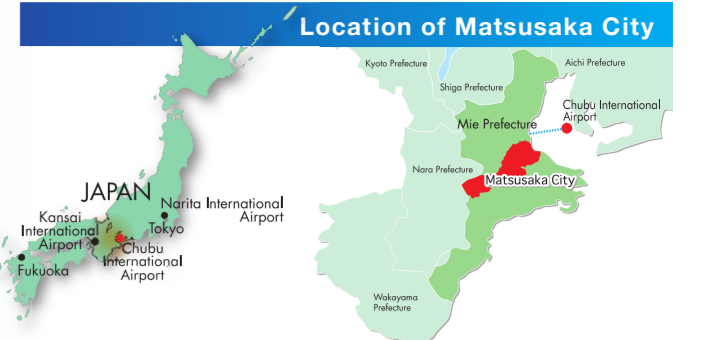
ハマボウ群生地 Hibiscus Hamabo Fields
 During the Edo Period (1603-1868), there was a part in the nearby Ao River marked by hibiscus plants. This location marks the northern most colony of hibiscus in Mie. (In bloom from mid-July to early August)



格子戸の街並み(市場庄町) Lattice Door Streetscape (Ichibasho-cho)
 The historic townhouses and stores in this area are adorned with traditional lattice doors (Koshi-do). These residences were once part and parcel of the bustling trading period in Matsusaka.



Whole Map of Matsusaka City



Transportation to Matsusaka City



電車でのアクセス

From Tokyo	1hr 50min	Shinkansen	Nagoya	65~75min	Kintetsu Nagoya	Matsusaka
From Namba	1hr 35~40min	Kintetsu Limited Express Train	Matsusaka	1hr 45min	Kintetsu Limited Express Train	Matsusaka
From Kyoto	1hr 45min	Kintetsu Limited Express Train	Matsusaka	12~30min	Kintetsu Limited Express Train	Matsusaka
From Ise	15~20min	Kintetsu Limited Express Train	Matsusaka	25~30min	Kintetsu Limited Express Train	Matsusaka
From Toba	25~30min	Kintetsu Limited Express Train	Matsusaka	60~65min	Kintetsu Limited Express Train	Matsusaka

船でのアクセス

From Nagoya Chubu International Airport	60min	Tsu Bell Line	Tsu
From Irago	55min	Isewan Ferry	Toba

1 高見山 Mt. Takami
 Also known as the Japanese Matterhorn, Mount Takami is famous for the beautiful frost patterns that form on the trees and vegetation every winter. (Frost season: Late December-Late February)

2 木樨三滝 Three waterfalls of Kikaji (Shira-taki, Me-taki, Fudo-taki)
 The three waterfalls of Kikaji consist of 'Shira-taki', 'Me-taki' and 'Fudo-taki'. Every season presents visitors with a new and different scenery. Challenge yourself by hiking on a course that lets you go across and up the waterfalls.

3 ヤマユリ群生地 Wild Lily Colonies
 Ureshino Ukiato area ② Itaka Haze area You can see large fields of fragrant white-petal wild lilies growing in the mountainous part of the Ukiato and Haze areas. (Recommended time to visit: early July to mid-July)

4 波瀬駅 Haze Station
 Located in West Matsusaka with the mountains serving as a backdrop, Haze Station has an information center and local produce market. Breakfast is served starting from 7:30. Visitors can enjoy the brilliant colors of the trees and historical streetscape of the area.
 Hours: 7:30-16:00 (last order 15:30)
 Closed: Wednesday (Thursday when Wednesday is a public holiday) and New Year's Break

5 月出の中央構造線 Median tectonic line of Tsukide
 The median tectonic line of Tsukide, the largest fault system in Japan, has been designated a Natural Treasure. It is about 1000 km long and runs from the Kanto region to Kyushu. This fault has an extremely large slip and both sides of the fault is made up of different types of rocks.

6 三峰山 Mt. Miune
 The vast maiden grass (Miscanthus sinensis) meadows near the Hacchodaira summit area is designated as a Quasi-National Park. In early May, visitors can see cork azaleas blooming.

7 泉の谷渓谷 Miyanotani Gorge
 Miyanotani is one of the gorges in the Okukahadaky Valley. Visitors can see a 60-meter-long waterfall called 'Taka-taki' by hiking up the designated path. A waterfall 'beni' by the wind is also visible via another designated path. The 'beni' waterfall has been selected as one of the top 100 waterfalls in Japan. Note: Hiking paths are not paved.

8 奥香肌峠 Okukahadaky Valley
 The upstream area of the Kushida River is surrounded by Satsuki azaleas and uniquely-shaped rocks and stones. Visitors can experience a different scenery every season.

9 松阪わんわんパラダイス 森のホテル スメール Matsusaka Wanwan Paradise Mori no Hotel Smeal
 Pets can stay in any room in this hotel which is located alongside a clear stream in the Okukahadaky Valley. Play with your dog by the river or eat together at the Azalea cafe. The hotel also has the Kahada Golden Spa - famous for its iron rich reddish-brown water.
 Check in: 15:00 Check out: 10:00 Open everyday

10 つつじの里「荒瀧」 Azaleas of Aratake
 In mid-April, thousands of azaleas bloom around the same time in a large field. An Azalea Festival is held annually on April 29.

11 水屋神社 Mizuya Shrine
 A calm and sacred space, this historic shrine was dedicated as temporary Imperial lodgings for the Kasuga Grand Shrine in Nara. The camphor tree (29 m circumference and 12 m tall) is located on the grounds is estimated to be over 1000 years old, making it one of the oldest trees in Mie Prefecture. The tree used to mark the border between the historic regions of Ise and Yamato.

12 道の駅「飯高駅」 Michi-no-eki 'Itaka Station'
 Itaka Roadside Station has a shop, restaurant, hot-spring facility and a kitchen for soba cooking. Soba-making lessons are available with advance registration. Visitors can also enjoy the local seasonal specialties of the region and 11 types of hot-spring baths including a herb bath, open-air bath and a crock bath.

13 扇ヶ岳 Mt. Tsubonega-take
 Tsubonega-take is one of the three major mountains in Ise. From the peak, visitors can enjoy a panoramic view of the towns below and Ise Bay.

14 珍布峠 Mezurashi Pass
 Mezurashi Pass on the Wakayama Road is part of the local legend of 'Kunikida' (Border Junction). This pass was created by cutting through enormous rocks and leads visitors through the old stores and grounds of an old post station. The 1.2 hour, 4.7 km walking course is popular.

15 サザンカの太木 Large camellia tree
 This 150-180 year old camellia tree is located in the middle of a tea field. It is approximately 120-150 years, 12 meters high and has a base circumference of 1.5 meter. The recommended period to visit is around late November to mid-December.

16 エドヒガン桜(春谷寺) Edohigane cherry blossoms (Shunkoku-ji Temple)
 This 400-year-old Edohigane cherry tree located on the grounds of Shunkoku-ji Temple has a circumference of 4 meters at its base and is 10 meters tall. Every spring, pale pink cherry blossoms bloom on its branches. (Recommended visiting period: late March to early April)

17 朝見井尻遺跡 日本最古の土偶 Chikamiiriji Ruins (Home to Japan's oldest clay figure)
 This park contains Japan's oldest clay figure which was found in almost perfect condition on site in 1996. Here you can see what life was like during the early Jomon period (15,000 BCE to 12,000 BCE).

18 深野棚田のだんだん田 (だんだん田) Terraced rice fields of Fukano
 These artful terraced rice fields, typically seen in the Fukano area at the southern foot of Mt. Shirai, were designated in 1999 as one of the 100 Top Terraced Rice Fields of Japan.

19 白猪山 Mt. Shirai
 According to an old legend, there once was a white wild boar in this mountain. That is why it called Mt. Shirai, which literally means a 'white wild boar mountain'. 3 routes are available to enjoy climbing it.

20 道の駅「茶倉駅」 Michi-no-eki 'Chakura Station'
 Chakura Roadside Station, known for its western style architecture, is located on Route 166 and offers local specialties such as 'Tea-Udon'. The dining area on the second floor gives diners a spectacular view of the Kushida River.
 Hours: 9:00-18:00 (9:00-17:00 Oct. - Mar.)
 Closed: Tuesday (Wednesday when Tuesday is a public holiday) and New Year's Break

21 リバーサイド茶倉 Riverside Chakura
 Riverside Chakura is a complex made up of cottages, bungalows, guest houses. The complex also has a barbecue restaurant that offers Matsusaka Beef, a lawn area, dog exercise area and a tennis court. Woodwork and pizza making classes are available with advance registration.
 Closed: Tuesday (Wednesday when Tuesday is a public holiday) and New Year's Break

22 大石不動院 Oishi-udonin Temple
 The temple grounds contains the 'Fudo-taki' waterfall and 'Horoku-iwa' rock making it a famous tourist site. 'Mukade-ran', a kind of epiphytic orchid, grows on the Horoku-iwa and makes it pink as it blossoms around late July to early August.

23 中部台運動公園 みえこどもの城 Chubuudai Athletic Park and Mie Adventure Park (Mie Kodomo-no-Shiro)
 Chubuudai Athletic Park is a large park with many facilities such as a lawn park, obstacle courses and sports facilities. Mie Adventure Park (Mie Kodomo-no-shiro) is a facility located within the park and is equipped with play equipment, a planetarium, some theater, scientific laboratory and a handicraft room.
 Hours: 9:30-17:00
 Closed: Monday

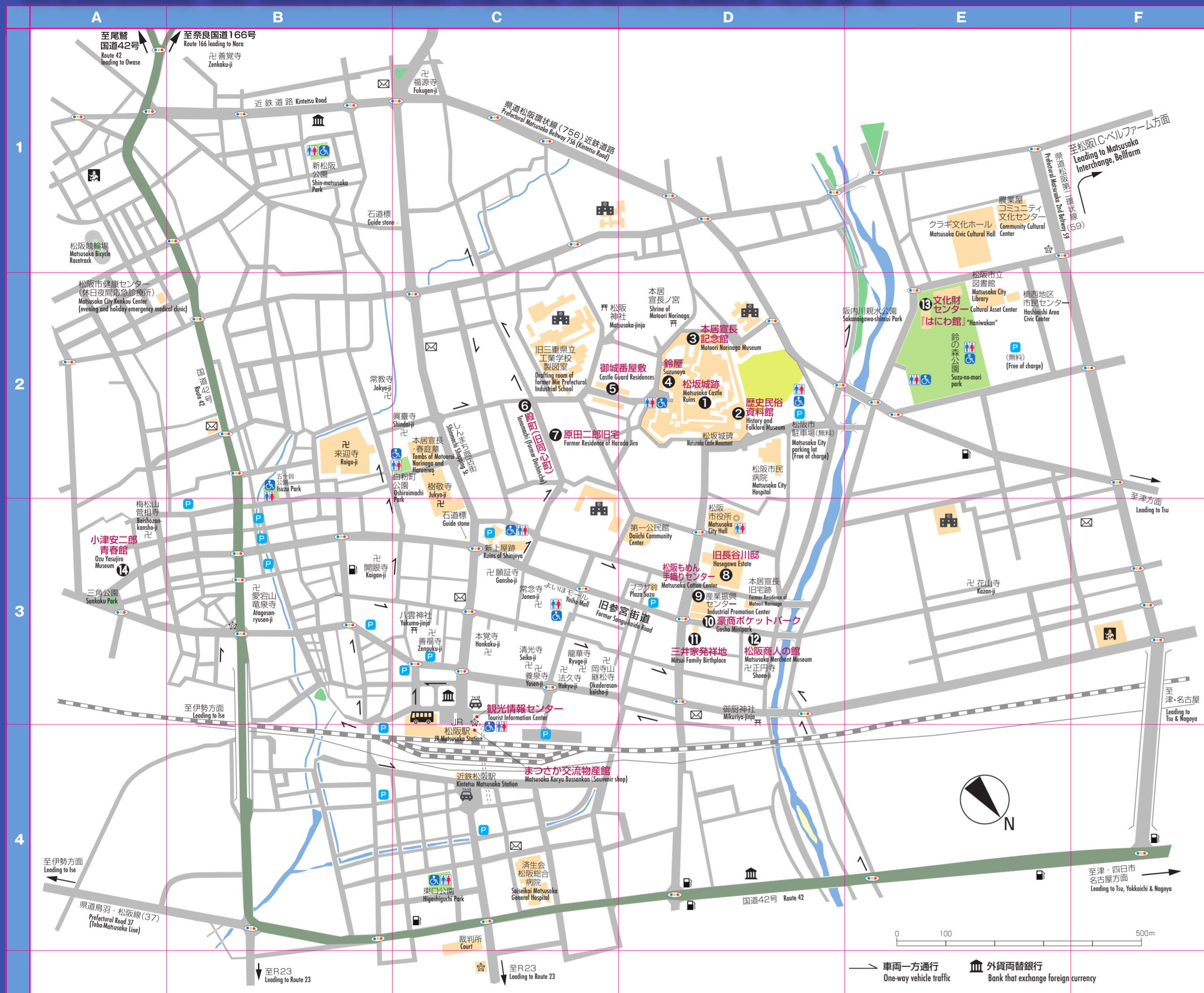
24 射和文庫(竹川邸) Takagawa Chikusa, a wealthy Edo-period merchant, used his large fortune to build Iizawa Library, one of the oldest private libraries in Japan. The estate's hall, tea-ceremony room and Japanese style rooms are in the same state as when they were first built. The estate also features the writings of Katsushiro Kashiwa and Yamakata Tetsuo, leaders in the Meiji Restoration.

25 松名海岸 Matsunase Beach
 Matsunase Beach is a shallow swimming beach and features gentle waves. Shellfish gathering and net fishing are available from spring to summer.

26 朝田寺 Choden-ji Temple
 Choden-ji is a Buddhist temple whose object of devotion (Gohonzon) was made in the early Edo period. It has been designated as an Important Cultural Property. There are 11 pieces of artwork on display from the late Edo Period artist Suga Shoboku which can be viewed by the public from April 20 to May 5. 500 pieces planted in the Meiji Period (1868-1912) still remain today. (Best time to visit: mid-April to late April)

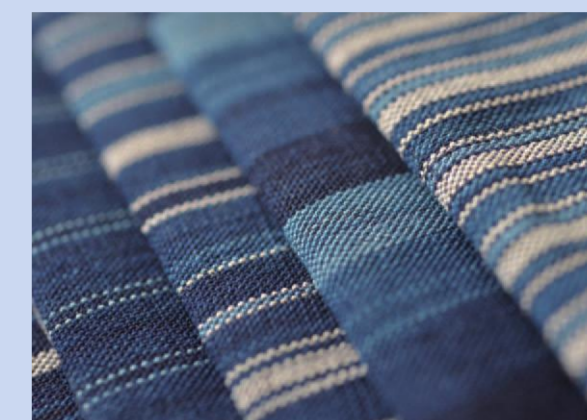
27 松名川
 The Kashiwa River flows through the city of Matsusaka. It is a popular spot for fishing and sightseeing.

Welcome to historical MATSUSAKA CITY



松阪牛 Matsusaka Beef
The process of creating Matsusaka beef starts with selecting 7 to 8 month-old high pedigree calves. From there, these calves are given the best care for the next 3 years. They are fed beer to stimulate their appetites and massaged so the fat will be distributed evenly from the improving their blood flow. The Matsusaka Cattle Competition is held every year at the end of November. In 2002, the first prize winner was auctioned off for 50 million yen - a new record. Matsusaka beef is known for its tender and finely marbled texture that can be cut even with chopsticks. Its taste is highly praised around the world as a work of art in meat.

松阪茶 Matsusaka Tea
Mie's tea production ranks third in Japan for the amount of land used and quantity produced. Matsusaka is home to Fukamushi Sencha. The mild climate, rich soil and morning mists from the Kushida River help create the perfect environment to grow this wonderfully fragrant local tea. You can enjoy this delicious tea while learning the proper drinking etiquette.



松阪木綿 Matsusaka Cotton
Matsusaka cotton - with its beautiful indigo blue and striped pattern - was first sold and popularized by Matsusaka merchants in Edo (Now Tokyo). You can rent a Matsusaka cotton kimono and walk around town with it or try your hand at weaving it.

Introduction of Matsusaka's spots



1 松坂城跡 Matsusaka Castle Ruins

Matsusaka Castle was built by Gamo Ujisato in 1588. The stone walls are all that remain of the castle after a powerful typhoon destroyed the castle tower. The site is well known among local residents as a great place to relax and enjoy the scenery. Visitors can look forward to plums, cherry and wisteria blossoming in early and mid spring and ginkgo in the fall. It was selected as one of the top 100 Castles in Japan in 2006 and designated a national historical monument in 2011.
Open everyday



2 松坂市立歴史民俗資料館 Matsusaka City History and Folklore Museum

0598-23-2381
This historical building was originally built to serve as a library in 1911. There are exhibits that introduce the culture and history of Matsusaka and its famous products such as Matsusaka Cotton and Ise Oshiroi Face Powder.
Hours: 9:00-16:30 (Apr.-Sept.), 9:00-16:00 (Oct.-Mar.)
Closed: Monday (Tuesday when Monday is a public holiday), the day after a public holiday and New Year's Break.
Temporary closures during exhibit updates



3 本居宣長記念館 Motoori Norinaga Museum

0598-21-0312
Motoori Norinaga (1730-1801) was an Edo period researcher of classic Japanese literature such as 'Kojiki' and 'Tale of Genji'. The museum features original manuscripts, self-portraits and his personal bell collection.
Hours: 9:00-16:30
Closed: Monday (Tuesday when Monday is a public holiday) and New Year's Break.



4 鈴屋 Suzunoya

0598-21-0312
Suzunoya is the name of the second floor study of Motoori Norinaga's residence. The house was restored to its original condition after being moved here. The second floor unfortunately is off-limits. However, you can see into it from a designated spot on the castle walls.
Closed: Monday (Tuesday when Monday is a public holiday) and New Year's Break
Hours: 10:00-16:00



5 御城番屋敷 Castle Guard Residences

0598-26-5174
These residences were home to the Kishi domain samurai warriors that guarded Matsusaka Castle at the end of the Edo period. People still live in them to this day which is rare in Japan. As one of the largest samurai residential complexes in Japan, it has been designated as an Important Cultural Property. The northern residence located on west side is free to visit.
Closed: Monday (Tuesday when Monday is a public holiday) and New Year's Break
Hours: 9:00-16:30



6 殿町(旧同心町) Former Residence (Former Doshin-cho)

The pride of Matsusaka, this group of warrior houses provides the neighborhood with a unique historical vibe. About 60 Doshin and Torimi (government officials in the Tokugawa Shogunate) of the Kishi domain lived in the housing here. Lovely hedges run along the road through Doshin-cho, which contains ten late Edo period (1603-1868) buildings.
Open everyday



7 原田二郎旧宅 Former Residence of Harada Jiro

0598-23-1656
Harada Jiro (1849-1930) was an entrepreneur active from the Meiji through to the Taisho period. He used all of his personal assets to establish a public welfare foundation. His home is located in the middle of town, a historic area where samurai residences once stood side by side. The residence exemplifies the architecture style used commonly for samurai homes in the Edo period.
Hours: 10:00-16:00
Closed: Monday (Tuesday when Monday is a public holiday), the day after a public holiday and New Year's Break



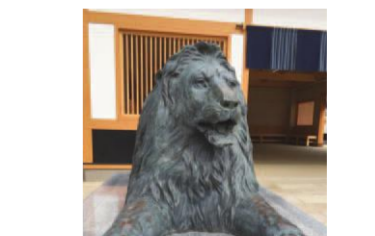
8 旧長谷川邸 Hasegawa Estate

0598-53-4393
The Hasegawa Family made its fortune as cotton merchants in Edo (now Tokyo). The estate features historic architectural features such as wooden lattices, five stoneshouses and a roof supported by a distinctive udstaba beam—one of only three remaining in Mie Prefecture. Centered around a pond and full of beautiful greenery, the estate's garden is a pleasure to visit in all seasons. Items on display include books preserved by the family over the years and a recently discovered collection of golden coins. It was designated as an Important Cultural Property in July 2016.
Hours: 10:00-16:00 Interior open every Saturday, Sunday and on public holidays (Closed: New Year's Break)



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

0598-26-6355
This center works to produce and pass on knowledge about traditional Matsusaka Cotton. Available for purchase are fabrics, kimonos and accessories designed with the traditional indigo blue striped pattern. One of the most popular exhibits is the authentic Edo period loom that can be used to make original clothing.
Hours: 9:00-17:00
Closed: Tuesday (Wednesday when Tuesday is a public holiday) and New Year's Break



10 豪商ポケットパーク Goshu Minipark

The Lion Statue, a symbol of the Mitsukoshi Department Store, was presented to Matsusaka City. This statue was modeled on the statue of the lion in London's Trafalgar Square. It is said one's wish will be granted by sitting on the statue's back.
Open everyday



11 三井家発祥地 Mitsui Family Birthplace

Mitsui Takatoshi (1622-1694), the great merchant who established the foundation for the Mitsui zaibatsu conglomerate, was born in the city of Matsusaka. Although this site is not open to the public, it contains designated memorial to the birthplace of the family and the well which was used to give Takatoshi his first bath as an infant.
Interior not open to the public



12 松阪商人の館 Matsusaka Merchant Museum

0598-21-4331
The museum used to be the former residence of Ozu Seizaemon - one of the great paper wholesaler in all of Edo (now Tokyo). Its modest interior, decorated with wooden lattices and a bamboo fence hides the spacious residence within. The mousome cash box located inside symbolizes the vastness of the family's wealth. It is great way to learn about the lives of the Matsusaka merchants who ran stores in Edo.
Hours: 9:00-16:30 (Apr.-Sept.), 9:00-16:00 (Oct.-Mar.)
Closed: Monday (Tuesday when Monday is a public holiday), the day after a national holiday and New Year's Break



13 松坂市文化財センター「はにわ館」 Matsusaka City Cultural Asset Center 'Haniwakan'

0598-26-7330
The ancient terracotta boat on permanent display is the largest in Japan and the only one with three-dimensional features. It was excavated from Matsusaka's ancient Takarazuka burial mound and has been designated an Important Cultural Property. The gallery is located in the historic Kanebo Textile Plant and Warehouse built in 1923. The warehouse is a Registered Tangible Cultural Property and is used by many local artists.
Hours: 9:00-17:00 (Jan-Mar), 11:00-16:00 (Apr.-Oct.)
Closed: Monday (Tuesday when Monday is a public holiday), the day after a national holiday and New Year's Break



14 小津安二郎青春館 Ozu Yasujiro Museum

0598-22-2660
Did you know that renowned film director Ozu Yasujiro (1903-1963) moved to Matsusaka when he was 9 and lived there until he turned 19? Today, part of his childhood house has been converted into the Ozu Yasujiro Museum. Visitors can see his journal and childhood letters.
Hours: 10:00-16:00 (Nov.-Mar.), 11:00-17:00 (Apr.-Oct.)
Closed: Tuesday, Wednesday, Thursday and New Year's Break

松坂市観光情報センター Matsusaka City Tourist Information Center
507-2 Kyomachi, Matsusaka City, Mie Prefecture 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
<http://www.matsusaka-kanko.com/language/en/index/>
Please feel free to make contact the Matsusaka City Tourist Information Center with questions or comments about tourism in Matsusaka.

baggage room, free spot WiFi, rental wheelchair, rental bicycle, rental car

まつさか交流物産館 Matsusaka Koryu Bussankan (Souvenir Shop)
It is located near from JR Matsusaka Station, we have many Matsusaka souvenirs such as Matsusaka beef, Matsusaka cotton and sweets.
Hours: 9:00 - 18:00
Closed: New Year's Break

Matsusaka Station Area Map

観光情報センター Tourist information center, JR松坂駅 JR Matsusaka Station, まつさか交流物産館 Matsusaka Koryu Bussankan, 伊勢・名古屋方面 For Ise & Shingu, 伊勢・鳥羽方面 For Ise & Toba, 近鉄松坂駅 Kintetsu Matsusaka Station, 近鉄松坂駅 (Pedestrian subway), 伊勢・名古屋方面 For Ise & Nagoya, 多岐線 Mishima Line, 多岐線 松坂駅 Matsusaka Station, 多岐線 松坂駅 西口 Matsusaka Station West Exit, 多岐線 松坂駅 東口 Matsusaka Station East Exit, 近鉄松坂駅 (Pedestrian subway), 伊勢・名古屋方面 For Ise & Nagoya, 近鉄松坂駅 Kintetsu Matsusaka Station, 近鉄松坂駅 (Pedestrian subway)

Inquiries about Transportation

Public Transportation Facilities
JR Central Telephone Center ☎050-3772-3910
Kintetsu Nagoya Telephone Center ☎052-561-1604
Mie Kotsu Head Office ☎059-229-5533

Taxi
Meitetsu Taxi ☎0598-51-2277
Kintetsu Taxi ☎0598-21-5543
Kaneshichi Taxi ☎0598-59-0301
Ureshino Taxi ☎0120-701-257
Hisai Kotsu ☎0598-42-5320

Rental Car
Nippon Rent-A-Car ☎0598-52-0577
Toyota Rental & Leasing ☎0598-50-1100
ORIX Rent-A-Car ☎0598-50-3543

[As of April 1, 2017]