

# Discover HIRAIZUMI

Come to visit a World Heritage site and encounter authentic Japanese flavors and local traditions in a historical town.  
See, feel and taste all Hiraizumi has to offer!



## Indulge yourself with fresh sushi

Here, you can savor the lusciousness of the world-famous Japanese food sushi. Enjoy such carefully selected ingredients as *toro* (fatty tuna) that melts in your mouth, rich and sweet-tasting *uni* (sea urchin), and meaty *akagai* (ark shells). With *nigiri* (hand-shaped) sushi, sushi rolls, *chirashi* (vinegared rice with thin strips of egg, pieces of raw fish, vegetables and crab meat arranged on top) and *oshizushi* (pressed sushi rice topped with fish), sushi is a feast for both the palate and the eyes!



## Maesawa gyu, Japan's highest quality beef

*Maesawa gyu* has been judged as Japan's best quality beef many times. There is tender, melt-in-your-mouth deliciousness and high-quality flavor in every bite. Though most commonly eaten as steak, *yakiniku* (grilled meat) and shabu shabu (Japanese beef fondue), *Maesawa gyu* burgers and sushi are also delectable.



## Savor the delicate taste of soba (buckwheat noodles)

In Hiraizumi, you can enjoy eating *moridashi*-style *wanko soba*, bite-sized portions served in about 20 bowls together with various flavorings. Savored slowly, you can really appreciate the rich taste of the soba, made from mainly locally-produced buckwheat flour.



## Enjoy the local traditional food, mochi (rice cake)

Since ancient times, *mochi* has been served to welcome guests in this region. It is also served at annual events and ceremonial functions. More than 300 *mochi* recipes have been handed down through the generations. You can enjoy the soft *mochi* with a variety of different flavors.



## The simple taste of hatto, a local speciality (rice cake)

*Hatto* are bite-size pieces of kneaded dough stewed together with vegetables. This is a wheat-flour dish originating in the home kitchens of our region. We invite you to try the slippery and chewy texture of *hatto* with the hearty tastiness of the other ingredients.

## Everyday life and history co-exist in the beautiful town

Hiraizumi is dotted with historical sites within close walking distance. Many of these places of historic interest are set in lovely natural surroundings. Landscape regulations are in place to restrict signboards and the heights and colors of buildings, allowing the historic sites and nature to blend together and create beautiful scenery.



## Artisans maintain the legacy of beautiful lacquerware production

The traditional lacquerware craft of *Hidehira-nuri* started with the gold culture established by the Ōshū Fujiwara clan. This lacquerware is characterized by the pattern called *yusoku hishi monyo*, cloud-like shapes overlaid with gold leaf diamonds. The black, vermillion and gold-coloring create fine articles of great elegance among which the *Hidehira wan* bowls are the most famous.



## Nambu-tekki (cast ironware), a living tradition of Japanese utensils

*Nambu-tekki* is a traditional and representative craft product of Japan. Known for its distinctive halstone-patterned iron kettles and kettles for tea ceremony, these are high quality articles with an air of dignity and traditional Japanese beauty, equally suitable as articles for use in the kitchen or as home decoration. Colorful teapots and other items highly valued overseas are also produced.



## Become intoxicated by your travel memories... and a glass of our locally-produced alcoholic beverages

There are many excellent alcoholic beverages (Japanese sake and wines) produced by famous breweries and wineries. A local sake named after the historic town of Hiraizumi makes an excellent gift. Why not try a tasting of the subtle flavor perfected over many years of experience?



## Hiraizumi sweets, the ideal gift!

There are many Japanese and Western-style treats you'll want to take home to remind you of your visit to Hiraizumi. Shops feature a variety of flavors, from traditional sweets to new creations commemorating the World Heritage. Just looking at our local sweets can be a lot of fun - they're also great to eat when walking about town.



# Hiraizumi Walk

Hiraizumi, Japan <Town Walking Map>

**Information** \*The only international ATM that offers foreign currency exchange is located at the Hiraizumi Post Office [D-3] on the map in the middle panel.

Entrance fee						
	Adults	High School Students	Junior High School Students	Elementary School Students	Groups of 30 or more	Groups of 10 or more
<b>Chūsōn-ji Temple</b> TEL: 0191-46-2211 (main)	¥ 800	¥ 500	¥ 300	¥ 200	10% discount	20% discount
	Entrance times: March 1 to November 3 ▶ 8:30 to 17:00 November 4 to the last day of February ▶ 8:30 to 16:30					
<b>Mōtsū-ji Temple</b> TEL: 0191-46-2311	¥ 500	¥ 300	¥ 100		10% discount	20% discount
	Entrance times: April 5 to November 4 ▶ 8:30 to 17:00 November 5 to April 4 ▶ 8:30 to 16:30					
<b>Takadachi Gikeido Hall</b> TEL: 0191-46-3300	¥ 200		¥ 50		10% discount	20% discount
	Entrance times: April 5 to November 4 ▶ 8:30 to 16:30 November 5 to April 4 ▶ 8:30 to 16:00					
<b>Takkoku no Iwaya Bishamondo Hall</b> (Takkoku Seiko-ji Temple) TEL: 0191-46-4931	¥ 300	¥ 200	¥ 100	10% discount		
	Entrance times: April 1 to November 23 ▶ 8:00 to 17:00 November 24 to March 31 ▶ 8:00 to 16:30 *May change depending on the season					
<b>Hiraizumi Cultural Heritage Center</b> TEL: 0191-46-4012	No charge					
	Open: 9:00 to 17:00 (last entry at 16:30) Closed for year-end and New Year holidays					
<b>Yanagi no Goshō Museum</b> TEL: 0191-34-1001	No charge					
	Open: 9:00 to 17:00 Closed for year-end and New Year holidays (December 29 to January 3)					
<b>Hiraizumi Cultural History Museum</b> TEL: 0191-46-2011	¥ 310	¥ 150	¥ 100		10% discount	20% discount
	Hours of operation: 9:00 to 16:00 (unscheduled holidays from December to March)					

Bicycle rental & Velotaxi		
<b>Bicycle rental</b>	<b>Swallow Tours</b> [Inside the station] TEL: 0191-46-5086	¥500 for 2 hours / ¥200 for each additional hour ¥1,000 for 1 day / 100 spaces available *Tours on rainy days and during the winter depend on weather conditions
<b>Bicycle rental</b>	<b>Gold Rental Hiraizumi</b> TEL: 0191-46-4031	Regular bicycle ¥500 for 2 hours / ¥1,000 for 1 day Electric bicycle ¥600 for 2 hours / ¥1,300 for 1 day *¥200 for each additional hour
<b>Bicycle rental &amp; Velotaxi</b>	<b>Zipangu, Inc.</b> TEL: 0191-48-3588	Velotaxi (for 2 people) All packages: Starting at ¥1,000 *Please inquire for package details Bicycle rental ¥1,000 for 1 day / ¥500 for 2 hours Open from April to October Hours of operation/rentals: 10:00 to 16:00

Regular Tourist Bus (bus cards not accepted)			
<b>Loop-line Bus (Run Run)</b>	Hiraizumi Station ... Mōtsū-ji Temple ... Yukyu no Yu ... Hiraizumi Cultural Heritage Center ... Chūson-ji Temple ... Takadachi Gikeido Hall ... Muryōkō-in Ato ... Yanagi no Goshō ... Hiraizumi Station	Adults: ¥140 Children: ¥70 One day pass ¥400	Spring to Fall Weekdays: every 30 minutes. Weekends and holidays: every 15 minutes (Not running for part of May 3) Fall to Spring Every 30 minutes Not running from December 30 to January 3
<b>Inquiries</b>	Iwate-ken Kotsu Ichinoseki Sales Office, TEL: 0191-23-4250 Hiraizumi Tourism Association, TEL: 0191-46-2110		

## Inquiries

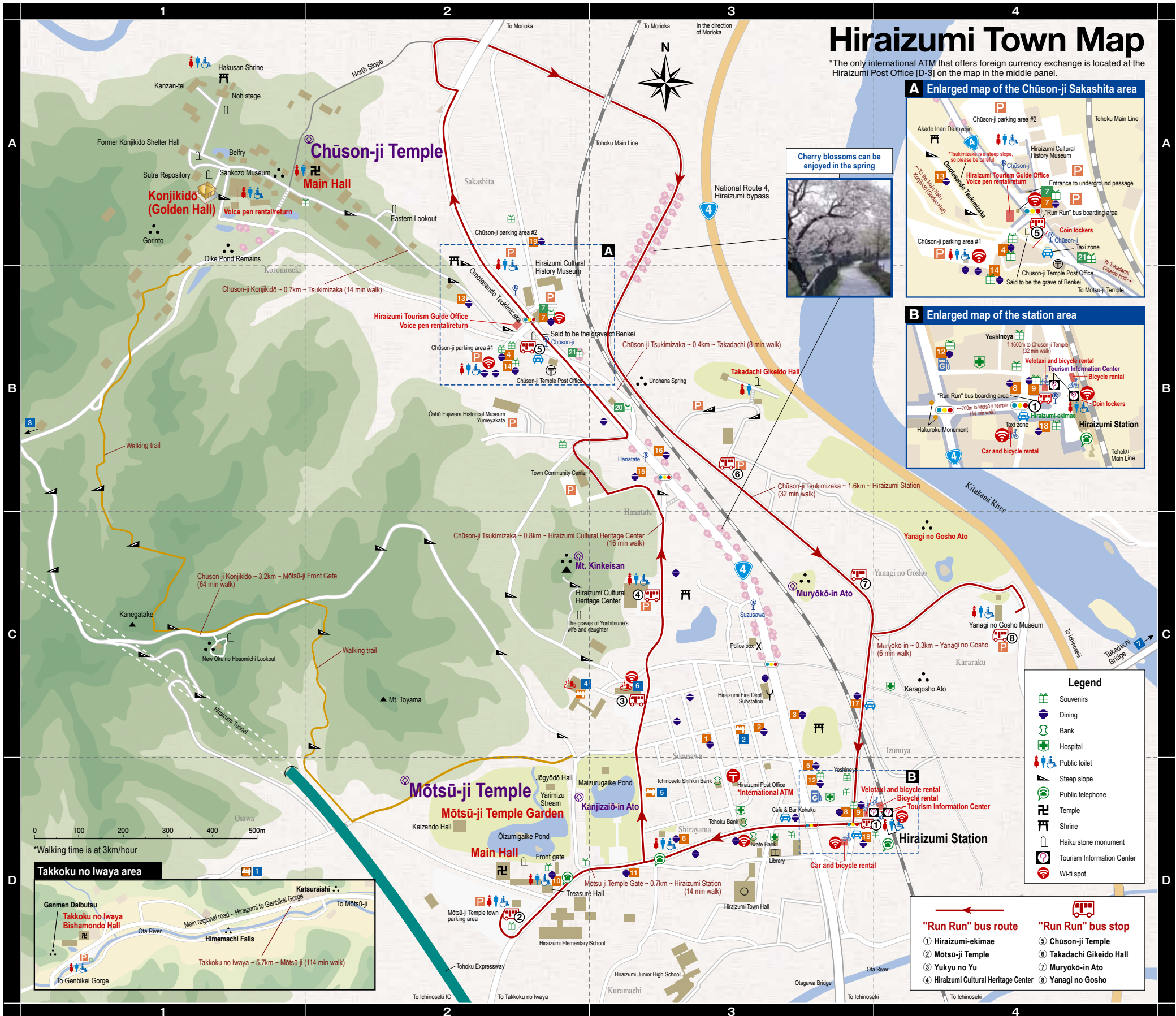
## Tourism Commerce and Industry Division, Hiraizumi Town Hall

TEL: 0191-46-2111 (main), 0191-46-5572 (direct)  
FAX: 0191-46-3080 URL: <http://www.town.hiraizumi.iwate.jp/>

## Hiraizumi Tourism Association

TEL: 0191-46-2110 FAX: 0191-46-2117  
URL: <http://hiraizumi.or.jp>





Places to see on a walk about town



If you pass through the red torii gate below the Konjikidō Golden Hall, you will come to Chūson-ji's tutelary Hakusan Shrine. Within its precincts is a Noh stage under a thatched roof, which was reconstructed in 1853. The stage is used for Noh performances as part of annual Shinto celebrations. It is said that passing through the large circle of twisted reed that decorates the shrine restores one's purity. Beside it, there is a shrine to each of the 12 Chinese zodiac animals. How about offering a prayer to the one that represents your birth year?



Next to the Main Hall of Chūson-ji Temple is the Shojuan Teahouse. It was donated by the late founder of Panasonic, Konosuke Matsushita in 1968. Enjoy a short break with a cup of *matcha* green tea and a Japanese sweet while viewing the beautiful gardens (reservations required).

Also within the precincts of Chūson-ji Temple is Kanzan-tei, where you can take a break for snacks and a drink. The terrace commands a good view over the town of Hiraizumi.



At shrines and temples, *ema* are offered up in prayer when you make a wish, or offer thanks for one that has been granted. *Ema* are painted, wooden plaques that feature horses and other images. You write your name and your wish on the plaque then hang it on a special stand. An *omikuji* is a fortune written on a scrolled-up piece of paper drawn at random from a box. To form a connection to the deity of the shrine or temple, the custom is to tie the fortune to the branch of a tree within the precinct, or place the fortune in a special holder.

### Coffee Break



Café and bar Kohaku is along the Motsu-ji Temple street. You can enjoy their delicious 'Kohaku blend' coffee as well as many other drinks, homemade cakes, and other light fare.



Thanks to landscape regulations, the street leading from Hiraizumi Station to Motsu-ji Temple presents a peaceful and harmonious neighborhood. Along the attractive street, you can see many signs and monuments that help you imagine the cultural heritage of the area.



Hiraizumi Station is one of the main access points for travel to the World Heritage site Hiraizumi. In front of the station, courteous staff in the tourism information office provide information, and you can pick up maps, pamphlets and other useful visitor information for walking tours.

Credit cards accepted/ 7 Hiraizumi Tourist Rest Center [VISA/MASTER/AMEX/Ginren/Discover/JCB]  
12 Bashokan [JCB] 20 Ochiya [VISA/MASTER/AMEX/Discover/JCB] 21 Benkeimatsu [VISA/MASTER/AMEX/Discover/JCB]

## Food and Souvenir Shops

### Soba (buckwheat noodles)

Enjoy many delicate flavors

- 8 Izumi Soba Shop
- 10 Shofuan
- 12 Bashokan
- 9 Ekimae Bashokan
- 11 Takamatsuan
- 13 Yoshiie

### Sushi

Sushi made with fresh ingredients

- 1 Komatsuzushi
- 3 Ryoeizushi
- 2 Mebukizushi

### Mochi (rice cake) cuisine

Local food culture with rich variety

- 14 Noka-chaya
- 15 Yume no Kaze
- 7 Hiraizumi Tourist Rest Center

### Maesawa gyū (beef)

Satisfy your appetite with superb local beef

- 4 Isekiya
- 6 Seoul Dining Room
- 5 Kouryan
- 7 Hiraizumi Tourist Rest Center

### Hatto

Wheat dough pieces in vegetable soup

A homemade taste of old times

- 16 Hana Mizuki Restaurant
- 18 Sakura
- 17 Rest House Minka
- 19 Sakuragawa

### Hidehira-nuri

Lacquerware articles of splendid elegance

- 20 Ochiya
- 7 Hiraizumi Tourist Rest Center

### Nambu-tekki

A living tradition of Japanese utensils

- 21 Benkeimatsu
- 7 Hiraizumi Tourist Rest Center

Credit cards accepted/ 4 Hiraizumi Hot Spring Hotel Musashibo [VISA/MASTER/AMEX/Ginren/JCB]

## HOTEL & SPA

### 1 Osawa Hot Spring Japanese Inn

Appreciate the colors of each season

Capacity: 12 rooms, 44 people

Price: ¥6,300 and up (includes 2 meals)

### 2 Shirayama Japanese Inn

Located in the center of the town, convenient access

Capacity: 8 rooms, 25 people

Price: ¥6,000 and up (includes breakfast)

### 3 Soba-an Shizuka-tei

Proud to serve you our local cuisine

Capacity: 10 rooms, 40 people

Price: ¥10,500 and up (includes 2 meals)

### 4 Hiraizumi Hot Spring Hotel Musashibo

A hotel for visitors walking to the World Heritage sites

Capacity: 48 rooms, 230 people

Price: ¥10,650 and up

### 5 Maizuruso

Located beside the beautiful Kanjizaio-in Ato

Capacity: 11 rooms, 40 people

Price: ¥3,500 (accommodation only), ¥7,500 (includes 2 meals)

### 6 Yukyu no Yu Hiraizumi Hot Spring

100% natural hot spring, day-use bathing facility

Price: ¥500 (adult), ¥250 (child)

\*No overnight accommodation

### 7 Daimonji Campground

At night the whole camp becomes a planetarium! Experience the great outdoors!

Price: ¥200 (1 tent platform), ¥300 (5-person tent)

Open: April 1 to November 30