

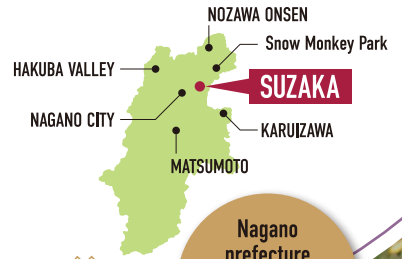
FREE



Discover

SUZAKA

須坂



Nagano prefecture

JAPAN

Travel back to the era!

- Edo (1603-1867)
- Meiji (1868-1912)
- Taisho (1912-1926)
- Showa (1926-1989)



Historical town



Spring



Rich in Nature

Autumn



Exciting Cultural Tourism!



Meet the locals!



Autumn

Fresh Fruit

SUZAKA IS RICH IN HISTORY AND NATURE. VARIOUS EXPERIENCES AND EXCHANGES AWAIT YOU!



As the silk industry flourished from the end of the Edo era to the beginning of the Showa era, Suzaka became a town of warehouses where the townscape from 160 years ago still remains.



General Incorporated Association

Shinshu Suzaka Tourism Association

歴史・フルーツ・自然が香る 心躍る暮らし観光
一般社団法人 信州須坂観光協会



SUZAKA CLASSIC MUSEUM

須坂クラシック美術館

This art museum located at the entrance of the old-fashioned "Kura area", houses a collection of about 2,000 pieces of old folk art, including antique kimonos from the Taisho to Showa periods (donated by Japanese painter OKA NOBUTAKA). For additional fee, you can wear a kimono and walk around the streets of Kura.



From the Museum of Classical Art to Kasaboko Kaikan Museum. Walk around town! (About 5 min.)

1 Kimono experience (reservation required) & museum entrance/ walk around town
●120 minutes

*30 minutes per person for dressing, (bookings required)



▲ When you put on a kimono and sit on the engawa (see picture), it feels like traveling back in time to the Taisho era.

Relax at under old-fashioned kotatsu

*A kotatsu is a heating device that consists of a table with a heater underneath and covered with a blanket.



☎ 026-246-6474
🕒 9:00-17:00 (Admission until 16:30)
🗓 Thursdays and 12/29-1/3

※Open : Friday to Wednesday and Public holidays
💰 General 300 yen, free for high school students and those under 18



Look! Secret Escape

▲ Are we being attacked? There is a secret escape. (The exit is somewhere on the 1st floor; can you find it?)



KASABOKOKAIKAN MUSEUM

笠鉾会館ドリームホール(須坂市立博物館分館)

On the 1st floor, the Kasaboko floats and Yatai floats that are paraded during the Suzaka Gion Festival are on display. On the 2nd and 3rd floors; displays of daily life during the Edo period and materials from the Hori family (Suzaka clan). Watch a video of the Suzaka Gion Festival on the 2nd floor. All the floats are gorgeously impressive and are a must-see!

2 Visiting Kasaboko (Suzaka Gion Festival)
●30 minutes



▲ There is a float with a phoenix painted on the ceiling, please look for it.

☎ 026-246-7100
🕒 9:00-17:00 (Admission until 16:30)

🗓 Mondays (Open if it is a holiday, and closed the next day), 12/29-1/3
💰 General 200 yen, free for high school students and those under 18 years old (1F exhibition room is free)





TANAKA FAMILY MUSEUM

信州須坂 豪商の館 田中本家博物館



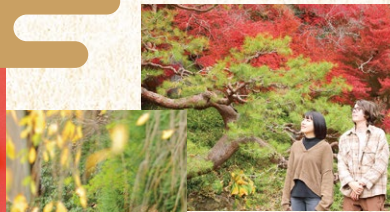
4 Edo period meal
Tea room "RYUSEN"
●40-50 minutes



Tachibana Bento*

We recreate some dishes of the Edo period mentioned in documents handed down by the Tanaka family. By adding stock (dashi) to seasonal ingredients, we bring out the flavors for you to enjoy.

*Orders must be made for a minimum of 4 people.
(Reservations required)



▲ There are 20 storehouses and 4 gardens on the premises, where you can enjoy the scenery of each season. The view from the Tea Room is also popular.



3 Tour of the wealthy merchant's estate from the Edo period.
●60 minutes



Shimpachi Tanaka began the business in the middle of the Edo period (1733), dealing in grains, rapeseed oil, tobacco, cotton, and sake brewing. He became a merchant and large landowner; a supplier to the Suzaka clan. His financial strength exceeded them, and he became the wealthiest merchant in northern Shinano. Currently, it is a private museum exhibiting cultural heritage such as gardens, buildings, and works of art that have been passed down through the generations. You can experience all aspects of Japanese culture in one place!



You can see costumes, swords, lacquerware, ceramics, toys, Japanese paintings, etc. that are still in good condition.

- ☎ 026-248-8008
- 🕒 Weekday 11:00-15:30
Weekend and holidays 10:00-16:00
*Last admission 30 minutes before closing
- 🗓 Tuesdays (or the next day if Tuesday is a public holiday); temporary closures due to changes in exhibits, etc.
- 💰 General 900 yen, Junior high and high school students 350 yen, Elementary school students 250 yen



ENDO BREWERY INC.

遠藤酒造場

Founded in 1864 for the Suzaka clan, this sake brewery has inherited the tradition of "delicious sake brewing" from generations of great sake makers. You can sample the sake we are proud of in the store. (free)

5 Sake tasting
●30 minutes



▲ The cedar ball at the entrance of the brewery is hung at the beginning of the new sake season. By watching the color change from green to brown over the course of a year, you can learn about the recommended sake for that time of year.



- ☎ 026-245-0117
- 🕒 8:30-17:00
- 🗓 1/1-1/3



SHIOYA JOUZO

塩屋醸造

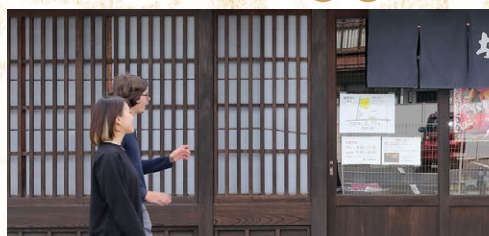


6 Miso factory visit
●30 minutes

Miso Gura was founded as a salt wholesaler in the mid-Edo period, and later began making miso and soy sauce. You can feel the long history by visiting us. (Reservations required)



The storehouse and store remain as they were when they first opened, making you feel as if you have traveled back in time to the Edo period.



- ☎ 026-245-0029
- 🕒 Weekday 9:00-18:00
- 🗓 1/1, Occasionally closed



MAP
WIDE
7

NAKAJO FRUIT FARM

中条フルーツ農場



Suzaka is a fruit kingdom. The secret to its popularity is the climate and topography, as well as the sweetness of the fruit. There are many farms in Suzaka, and many foreigners visit during each fruit season.

7 Fruit picking
●60 minutes

▶ You can pick the fruits that grow abundantly and eat them on the spot. (Paid)
Another appeal of the farm is that you can meet the producers directly.



☎ 026-245-1955
📅 Open every day during the season (closed outside of the season)



MAP
WIDE
8

KUSUNOKI WINERY

楠わいなりー

The winery was started by a winemaker who studied oenology and viticulture at the University of Adelaide Graduate School (Australia) and started growing grapes in his hometown of Suzaka. In the store, you can sample the wine while listening to the winemaker explain it.
*There is a charge for tasting.

8 Wine tasting!
●30 minutes



At the G7 Transport Ministers' Meeting held in Karuizawa (2016), "Chardot 2014 Barrel Aged" was selected as the wine for the welcome reception.

You can enjoy high-quality wine made in Suzaka, a region that produces high-quality grapes.



☎ 026-214-8568
🕒 10:00-16:00
📅 Tuesdays, Wednesdays and Thursdays
(Subject to change depending on the season)



MAP
WIDE
9

SHOUZAN-EN

松山園 悠遊 BONSAI



Chiyako Yamamoto is a fourth generation Bonsai grower and is the only female bonsai expert in Japan! To bring out the natural charm of bonsai to the fullest, we grow the trees without using wires. She has been featured on the BBC (UK), and bonsai fans come from both Japan and abroad to receive her guidance.

▲ A bonsai that grows out of a compact pot is a work of art that never ceases to amaze.



9 Beautiful Bonsai
●30 minutes

☎ 026-248-0080
🕒 10:00-18:00
📅 Mondays and Wednesdays



MAP
WIDE
10

YONAKO FALLS

米子大瀑布



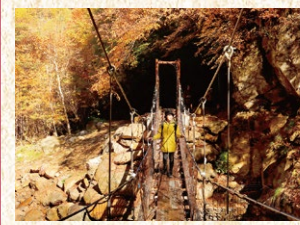
Two 80-meter-high waterfalls are on the list of Japan's top 100 waterfalls. If you walk along the promenade for a while, you will be completely immersed in the natural experience.

Autumn



You can get close to each waterfall while trekking through the great outdoors. Visit shrines and cafes along the way. (Yonako Fudo-son Okunoin/Nekodake-sanso)

10 Two 80-meter-high waterfalls
●180 minutes



☎ 026-215-2225
Shinshu Suzaka Tourism Association
🕒 Closed from late November to early May.
*During busy periods, private cars are prohibited and shuttle buses operate.



MAP
WIDE
11

MINENOHARA KOGEN Ski Resort

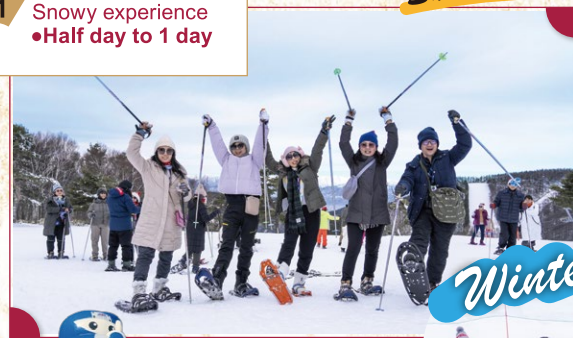
REWILD NINJA SNOW HIGHLAND

峰の原高原スキー場リワイルドニンジャスノーハイランド

It has 10 diverse courses and over 30 types of kids activities, making it one of the largest Ski Resorts in Japan. It's popular not only for skiing and snowboarding, but also for foreign tourists who are looking for their first snowy experience. A snowy mountain wonderland where you can take a surprising commemorative photo with the world's largest AR x NINJA!

11 Snowy experience
●Half day to 1 day

Snowshoes



▲ Walking through the natural snowy mountains is exhilarating and feels great!

Sledding



Winter



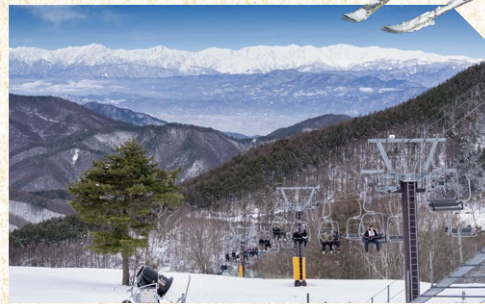
🕒 Open only on Saturdays, Sundays, and holidays in winter



Skiing



Snowboarding



▲ You can enjoy a dynamic panoramic view of the Northern Alps from the lift.

▼ The large dining room where everyone can enjoy a meal together is also popular.



Aurora illumination

After sunset, a magical aurora illumination appears on the snowy mountains!

MAP
CENTRAL
12

KOMORI MOCHITEN

コモリ餅店

Since its founding in 1919, this shop has been specializing in Japanese confectionery, mainly mochi. The sweets and oyaki are still made using the original recipes and equipment passed down through the generations.

In the store, you can try your hand at making Japanese sweets and oyaki (*) learning from the fourth generation owner, Tounosuke Komori. (Reservation required/3 or more people)

*Oyaki is a local dish from Nagano Prefecture that is made by wrapping vegetables in flour dough, then steamed or grilled.



12 Japanese sweets making/Oyaki making (reservation required)
●60 - 90minutes

☎ 026-245-0528
🕒 9:00 - Until sold out
🚫 Occasionally closed



MAP
WIDE
13

KOUJIYA HONDO JOUZOHO

糀屋本藤醸造舗



A miso factory founded in 1869. At its founding, the company manufactured and sold koji, so the fourth generation owner, Hirofumi Hondo, made the miso by hand from koji using a method passed down through the generations, using 100% domestic ingredients in wooden vats, which are now rare. The miso is carefully aged.



13 Miso making experience
You can also try your hand at making miso in the store. Miso, which is incredibly good for you, is also popular with customers from overseas.
●60 minutes

reservation required



☎ 026-245-0456
🕒 Weekday 9:00-18:00
Saturdays, Sundays, and holidays 9:00-17:00



HOT SPOTS!

WIDE
14 GARYU PARK
臥竜公園



It has been selected as one of the top 100 cherry blossom viewing spots, and is visited by locals and tourists during the cherry blossom season. The park also has a zoo, making it popular with families.



Cherry blossoms



WIDE
15 Mt. SAKATA
坂田山



Satoyama is close to the city. It has also become a hot topic that the split stones here resemble the rocks that appear in popular anime.



A mountain with a panoramic view of Suzaka, a rock that looks like rocks in anime.

CENTRAL
16 KYU OTAGIRI HOUSE
旧小田切家住宅



It was designated as a Nagano Prefectural Treasure; an important heritage site that conveys the history of the silk industry and the lives of people back then. You can also try your hand at making the traditional craft of kumiko work (wooden artifacts). There is a cafe, so you can relax and enjoy the cultural heritage.



Suzaka traditional buildings

WIDE
17 THE WORLD FOLK DOLL MUSEUM
世界の民俗人形博物館



We have a collection of approximately 3,000 folk dolls from over 100 countries from around the world. In the winter, the "30-tier Hina Decoration", which has about 1,000 dolls lined up as "Japan's best doll decoration", and the role-playing experience is also popular.



Traditional dolls



Recommended Course

Experience Japanese culture for a day in Suzaka!

This is a recommended course for enjoying Suzaka for a day, including a Japanese garden, wearing a kimono, and walking around town.

*The course is just an example.

SUZAKA Station 須坂駅

Shinshu Suzaka Tourism Association
(Silky Bldg. 2F)

E-bike rental 9:00-17:00

▼ Travel time : Approximately 5 min.



KURATTO 蔵のまち観光交流センター くらっと

Specialties of Suzaka ●30minutes

The "starting point for enjoying Suzaka" is located at the entrance of the Kuranomachi street. It is a retro building that was renovated from an old Mayugura building, and you can buy Suzaka's speciality products and works by local artists.



▼ Travel time : Approximately 5 min.

ENDO BREWERY INC. 遠藤酒造場

P3

▼ Travel time : Approximately 5 min.

TANAKA FAMILY MUSEUM 田中本家博物館

P3

▼ Travel time : Approximately 10 min.

SUZAKA CLASSIC MUSEUM 須坂クラシック美術館

P2

Stroll through the streets of Kura



▼ Travel time : Approximately 5 min.

SUZAKA Station 須坂駅

Meals and Souvenirs

Suzaka's MUST EAT!

Miso Sukidon

Suzaka specialty. A rice bowl made with Suzaka miso and beef. You can only eat it in Suzaka!

Matsubaya sobaten, Yururi and others



Sauce Katsu-don

In Japan, katsudon with egg is the standard, but here in Suzaka, katsudon with sweet and spicy sauce is popular.

Matsuya and others



Soba

Enjoy the taste of Suzaka's long-running soba restaurant.

Agareya, Matsubaya sobaten, Matsuya and others



Sukiyaki and Shabu-Shabu

Formerly a butcher shop, this restaurant's high-quality Shinshu beef sukiyaki and shabu-shabu are popular.

Sosekitei



Kappo cuisine

This is a restaurant with a long history where you can enjoy Japanese course meals made with carefully selected ingredients.

Notochu



Recommendation! Souvenirs

01 Suzaka fruit jams and juices
02 Suzaka fruit and vegetable dressing
03 Suzaka miso and oyaki
04 Fruit beer from Suzaka (Fruit Ale)
05 Sake from Suzaka (Endo Brewery INC.)
06 Wine from Suzaka (Kusunoki Winery)

Accommodation Information

CENTRAL 22 Guest House KURA

ゲストハウス蔵

A small guest house built 130 years ago. Travelers gather in lounges and cafes to chat and exchange information.

FOREIGNER FRIENDLY

☎ 026-214-7945
🕒 Check in 16:00/Out 11:00
💰 4,500yen~ per person

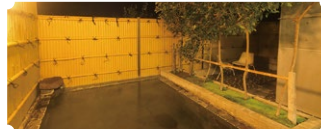


WIDE 23 Suzaka Onsen KOJOUO

須坂温泉古城荘

The spring quality is a weak alkaline hot spring that is non-irritating, making it safe for small children and the elderly. The baths are also tattoo friendly.

☎ 026-245-1460
🕒 Check in 15:00/Out 10:00
💰 9,340yen~ per person
*Closed on the 4th Wednesday of every month



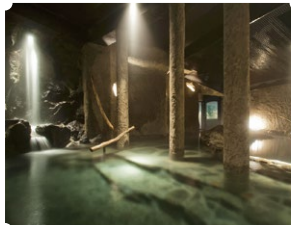
WIDE 24 Seni Onsen IWANOYU

仙仁温泉岩の湯

There is a mysterious cave bath. A natural hot spring flows from the source, like a river inside the cave. It is a unisex bath, and bathing clothes are provided.



☎ 026-245-2453 🕒 Check in 15:00/Out 12:00
💰 32,000yen~ per person



WIDE 25 MINENOHARA KOGEN Pension Village

峰の高原ペンションビレッジ

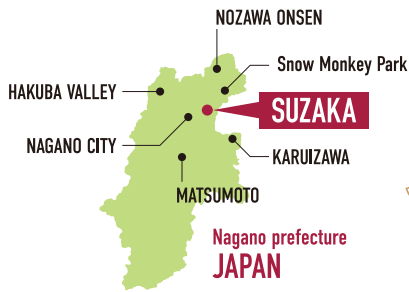
Minenohara Plateau (1,500m above sea level) is 40 minutes by car from Suzaka city. It is one of Japan's leading pension villages with approximately 40 pensions and lodges. There is trekking in the spring, starry skies in the summer, changing leaves in the fall, and ski resorts in the winter, so you can enjoy every season.

*The photos are of the pensions.

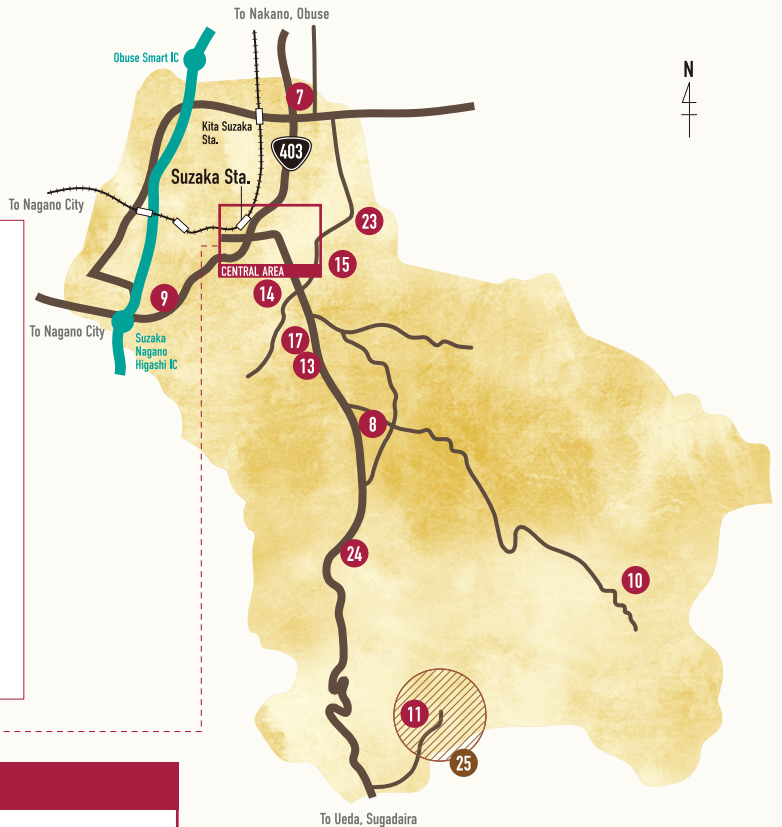
☎ MINENOHARA KOGEN
Tourism association
090-4949-3080



Winter



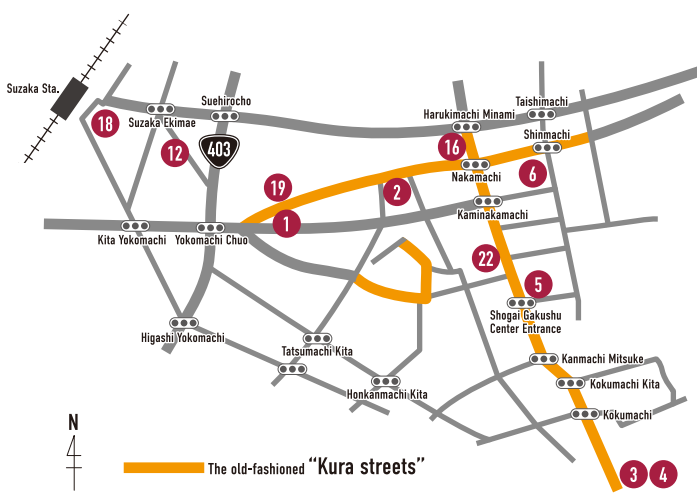
SUZAKA [WIDE]



SUZAKA [WIDE]

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中条フルーツ農場
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坂田山
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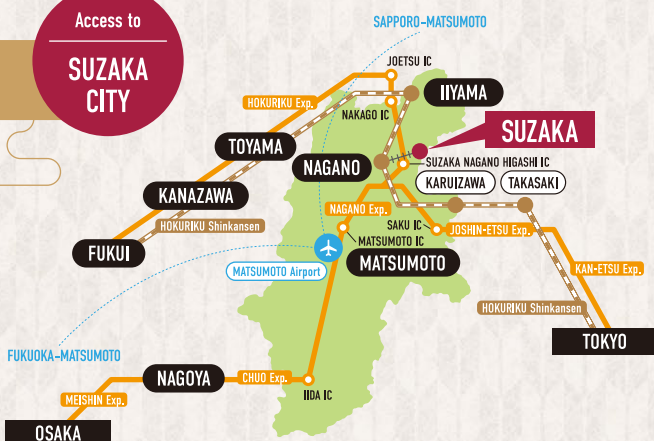
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SUZAKA [CENTRAL]

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信州須坂観光協会
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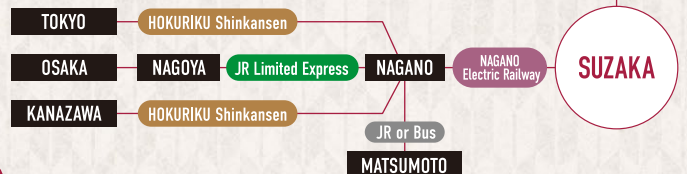
Access to
SUZAKA CITY



CAR



RAILROAD



AIR LANE

