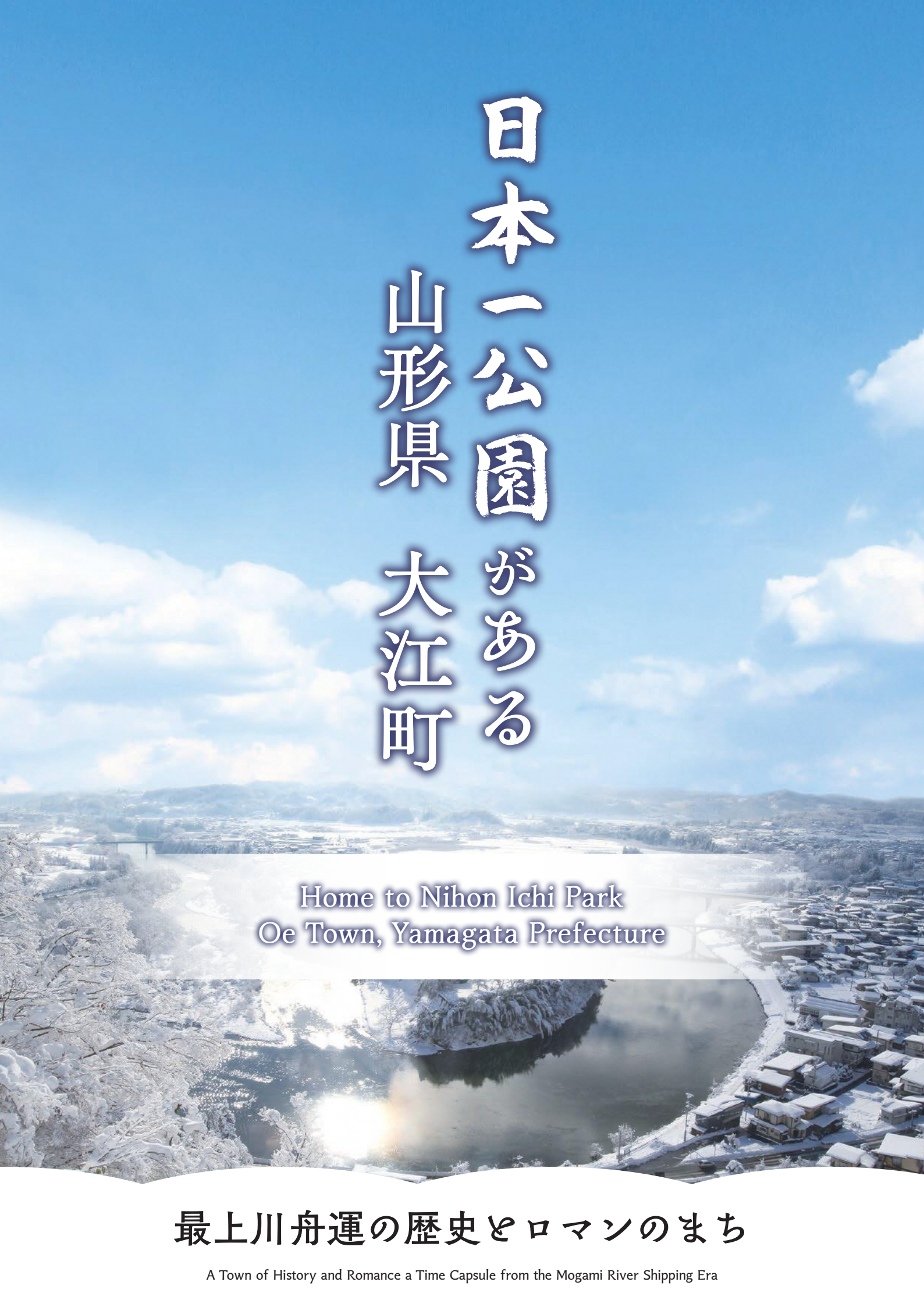




日本一公園 山形県 大江町 がある

Home to Nihon Ichi Park
Oe Town, Yamagata Prefecture

最上川舟運の歴史とロマンのまち

A Town of History and Romance a Time Capsule from the Mogami River Shipping Era



Aterazawa Town

Aterazawa Station and Community Center

This is the terminal station of the JR Aterazawa Line which connects to Yamagata Station. The community center integrated with Aterazawa Station features a building inspired by the yagura watchtowers of mountain castles. It houses an exhibition hall for the Autumn Festival held every September. Displayed here are splendid festival floats and lion dances boasting over 700 years of history. Through light and sound effects, visitors can experience an immersive atmosphere of the festival.



Aterazawa Townscape

Oe Town lies near the center of Yamagata where the Tsukinuno River and the Mogami River meet. The Tsukinuno River originates in the Asahi Mountain Range (one of Japan's 100 Famous Mountains) and flows into the Mogami River in Oe Town. The area is blessed with abundant nature. Oe Town's central area, Aterazawa, flourished as a river port and transport hub for Mogami River shipping during the Genroku period of the Edo era. This river pathway connected Sakata and Yonezawa, acting as a cultural artery for Yamagata. Elegant culture from Kyoto flowed down the Mogami River. This gave rise to a flourishing boat transport culture. Out of this culture arose the Autumn Festival where splendid festival floats parade through the town and the Hina Doll Festival. Storehouses reminiscent of that era's prosperity remain today. This landscape has been designated as an Important Cultural Landscape. It is considered a National Treasure of Scenery by the Japanese government.



Oe Town Tourism Volunteer Guide Association

We, the "Boat Song Village Guides," will show you around the town's tourist spots, including Nihon Ichi Park and the charming streets that evoke memories of the Mogami River boat transport. We'll provide a fun and unique guided tour sharing local stories in the Yamagata dialect.



- Guide Fee: 1,000 yen per hour per guide
- Please apply to the Oe Town Tourism and Products Association
- Reservation Deadline: Individuals: 2 weeks prior / Groups: 1 month prior

*Requests may not always be accommodated.

MAP 1

Town Center Exchange Hall (ATERA)

The building is located in the Central Street Shopping District. This area features many preserved traditional townhouses with deep layouts. The store fronts face the main street while the storehouses and residences are located in the back. The building that houses the Exchange Hall was once a bank. It was completed in the early Showa period, but now features a modern western style design. Inside you can find a vault room with thick doors and walls, remnants of the old bank. Enjoy a moment in the cafe amidst this modern atmosphere.



of Beautiful Scenery



MAP 2

Nihon Ichi Park

(Official Name: National Historic Site Aterazawa Tateyama Castle Ruins Park)

This historic park was developed on the site of a mountain castle built by the Oe clan, who ruled this area in medieval times. From the park, you can gaze upon the majestic flow of the Mogami River, known as the mother river of Yamagata, and the mountains of Zao and the Asahi Mountain Range. Selected as a Mogami River Viewpoint, it offers truly spectacular views some of the finest in Japan.



Old Mogami Bridge

This three arch bridge spans the Mogami River. It is highly regarded as a modern civil engineering heritage site for its decorative piers and railings as well as its curved beauty reflected on the water. It stands as a symbol of the Mogami River. The view from the new Mogami Bridge is also superb, making it a prime photo spot for breathtaking scenery.



Haramachi Street / Seino Family Residence

During the Edo period this street was lined with the homes of the most prominent merchants in the Aterazawa domain. Many Sake brewers had also set up shop along this street.

The old houses with their tile roofs, earthen walls, storehouses, and ancient pines still quietly convey the former prosperity of the Mogami River shipping trade. The Seino Family residence, located along Haramachi Street, boasts the largest scale and finest quality among the merchant houses and stands as the central building on the street. In the early modern period, they operated a sake brewery. Now a days, during the March Doll Festival, Hina dolls are displayed in the sitting room storehouse.



Mogami River Boat Song Monument

Oe Town is the birthplace of the "Mogami River Boat Song," a folk song representative of Yamagata Prefecture. This monument was erected in the park to commemorate this culturally significant song.

The song goes,
♪ Yo-e, Sa-no, Magga-sho
Enya Kora Magase
Saka-ta-sa-igu-sa-ge-tassha-de-ro-cha ♪

Singing this song while enjoying the spectacular view will refresh your spirit.



Enjoy the Foothills of the Asahi Mountain

MAP 3

Asahi Mountain Range

These mountains straddle the border between Yamagata and Niigata Prefectures, with their highest peak being Mt. O-Asahi at 1,871 meters. Remaining largely untouched by development, they have retained their natural beauty and original character. Hikers can enjoy a true mountaineering experience ascending Mt. O-Asahi from the trailhead at the ridge end to the summit.

MAP 4

Asahi Mountain Range Koderia Information Center

The center is located at the Koderia Trailhead, which is the starting point for climbing Mount O-Asahi. Asahi is the main peak of the Asahi Mountain Range and one of Japan's 100 Famous Mountains. The center offers lodging facilities and a parking lot for up to 200 vehicles. The surrounding area features the Koderia Valley. The valley offers prime opportunities to enjoy hiking and driving in the foothills. It also an ideal location to enjoy the June greenery as well as the October autumn foliage.



MAP 6

Koderia Valley (Jintsu Gorge)

This gorge was carved over thousands of years by water flowing from mountains including Mount Koasahi in the Asahi Mountain Range. Surrounded by steep cliffs on both sides, its pristine natural beauty has been preserved. It is a magical place with clear streams cascading over massive and bizarrely shaped rocks. The mystical beauty of nature's changing colors from fresh greenery in spring, to lush green foliage in summer, and vibrant colored leaves in autumn—captivates visitors throughout the seasons. The best time to see the fresh greenery is from late May to June, and the best time for autumn leaves is late October.



MAP 7

Mountain Village Community Center (Yamasa-be)

This lodging facility for outdoor and cultural experiences was created by renovating a former elementary school building. It offers various activities to enjoy nature and the countryside. It also features a gymnasium, making it suitable for sports training camps and events.



MAP 5

Daizumori Nature Park

From the parking lot walk about 1 km along a walking path through a beautiful beech forest to reach the summit plaza. At an elevation of 984m, the plaza features an observation deck offering close-up views of the Asahi Mountain Range ridges. Mount Gassan and Mount Zao are also visible. From here visitors can enjoy a magnificent 360-degree panoramic vista.



Highly Popular

River Trekking



This is the most popular experience offered at Yamasa-be. It offers an exciting chance to play in the Tsukinuno River, located right in front of the center. Participants can wade, walk, swim, and jump into the river. It's popular not only with children but also with adults. Nature guides will insure you have a fun and safe experience while enjoying the natural surroundings.



of the Asahi Mountain

Himesayuri

Also known as the maiden lily, the Himesayuri is a rare plant found in the Asahi and Iide mountain ranges and the Azuma mountain system spanning Yamagata, Niigata, and Fukushima Prefectures. It is said to take 5 to 6 years from seed dispersal for one or two flowers to bloom, producing delicate pink blossoms. In Oe Town, they can be seen in the Asahi Mountain Range and Oyama Natural Park.



MAP 8

Oyama Nature Park

From late May to early June each year, approximately 60,000 himesayuri, a type of lily, bloom throughout the park. The park features an observation deck offering a 360-degree panoramic view of the Asahi Mountain Range, Mt. Gassan, Mt. Hayama, and Mt. Zao. A grassy park area with playground equipment is available, along with cottages and a campground with sanitary facilities.



MAP 10

Oku Oe Yanagawa Hot Springs

This hot spring facility is located in the Yanagawa district, a heavy snowfall mountain valley west of town. The water at this hot spring is known for its excellent heat retention properties, so much so that it is also called "Netsu no Yu" (Hot Water). It is said to be effective for arteriosclerosis and chronic skin diseases. The water can also be drunk, providing numerous health benefits. Enjoy a feeling of paradise in the open-air bath while gazing at the town's famous hydrangeas and taking in views of the foothills of the Asahi Mountain Range. The Facility also consists of a store and lodging facilities. The area hosts a Wild Vegetable Festival in spring and a Fresh Buckwheat Festival in autumn.

Fee

Adults: 400 yen
Junior high school students: 150 yen

MAP 9

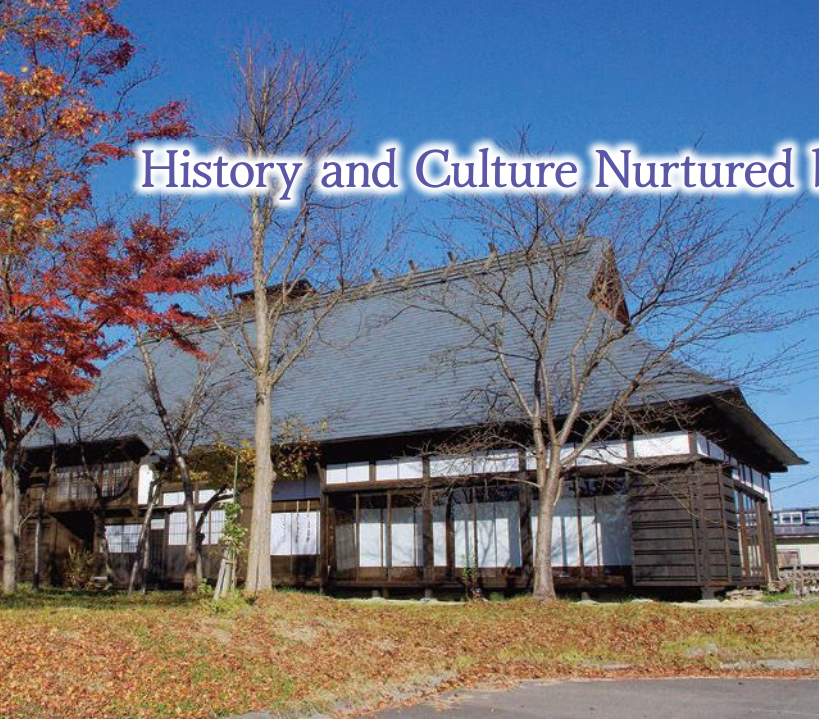
Terme Hakuryo Health Hot Spring

This hot spring has a high concentration of minerals, which is rare even in Japan. It's color changes to six different colors, such as emerald green and milky white, depending on the day. The water is said to be effective for diabetes and neuralgia. This hot spring is loved by many people from inside and outside the prefecture for its high quality. There is also a large open-air bath and a toron sauna. There is also a restaurant, so you can take a bath, eat delicious food, and relax and refresh yourself for a day.

Fee

Adults: 400 yen
Junior high school students: 150 yen

History and Culture Nurtured by the Mogami River



MAP 11

History and Folklore Museum

Located in the Shichiken district this museum features the main house and storehouse of the Saito family. The family amassed their wealth through sericulture, the commercial rearing of silk worms. The structures were relocated from deep in the mountains, over ten kilometers away. The main house displays numerous old household tools and farming implements, while the storehouse exhibits materials related to sericulture. Every March, it displays antique and modern Hina dolls donated by townspeople.



Admission Fee
Adults: 100 yen
Students: 50 yen
Children: 30 yen



Kokai-in Temple Gate

It is said to be the gate of a castle built by Sakai Naotsugu, lord of the Aterazawa domain, on the Kourushi River. The construction date is estimated to be between 1622 and the beginning of the Kan'ei Era, with the relocation to Kokai-in occurring around 1648. It is designated as a Town Cultural Property.



Graves of Sakai Naotsugu, Lord of Aterazawa Castle, and his wife (Kokai-in)

Kokai-in houses the graves of Sakai Naotsugu and his wife members of the the Sakai family. The family descended from Sakai Tadatsugu, the foremost of the Tokugawa Shitenno (Four Heavenly Kings). Sakai Naotsugu played a crucial role in building the Kourushi River Castle and developing the castle town of Aterazawa. Naotsugu's grave is a five-ringed stupa inscribed with "Kan'ei Sha Mizunototori year" (Kanei 10th year, 1633).



MAP 12

Goshinji Temple's Seated Statue of Amida Nyorai

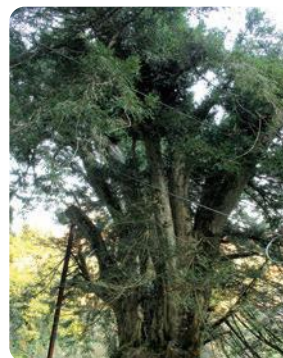
Housed in a temple in the Misato district, this statue was created in the late Heian period (12th century) and is one of the largest seated statues of its era in the prefecture. Its facial features recall the Amida Nyorai statue (by Jocho) in the Phoenix Hall of Byodoin Temple in Kyoto. Carved from a single block of wood, it is thought to be the work of a local sculptor imitating the Jocho style. It is designated as a Yamagata Prefectural Cultural Property.



MAP 15

Jindai Kaya

With a root circumference of about 9 meters, it consists of 5 main trunks and 9 large branches. The thickest trunk has a circumference of about 3.5 meters. Its branches spread like a cup, and it is estimated to be about 1,500 years old. It reaches a height of about 19 meters. It is designated as a Yamagata Prefecture Natural Monument.



MAP 16

Matsubo's Great Cedar

With a root circumference of about 15 meters, it reaches a height of approximately 26 meters. Numerous branches spread out and droop downward reaching about 3 meters above ground level. It is said to be about 1,100 years old. It has been designated as a Natural Monument of Yamagata Prefecture.



The Mogami River Nurtures Vitality

Hinamatsuri (Girls' Day)

Oe Town flourished as a river port and transit point for the Mogami River waterway. The Kyoto culture and Hina doll culture brought by the river transport have been treasured and preserved. In late March, precious and carefully preserved antique dolls are displayed at venues like historic houses in Aterazawa and the Historical and Folk Museum. Every year on March 29th, the Hina Market is held, bustling with stalls.



Lily Festival

Held at Oyama Natural Park from late May to early June. The forest fills with delicate pink Himesayuri lilies. The contrast between the green of the forest trees and the pink of the Himesayuri is exceptionally beautiful. Various events are held during the festival period, drawing large crowds.



Lantern Floating and Fireworks Festival

This is the oldest festival of its kind in the prefecture, boasting a rich history and tradition. Thousands of fireworks illuminating the night sky and about a thousand lanterns reflecting on the surface of the Mogami River create a truly fantastical scene. With fireworks launched from three locations, the viewing spots along the Mogami Riverbank offer an up-close and incredibly powerful experience. Enjoy this feast of sound, light, and water.

Local Products & Tastes Festival

A variety of events are held. Vendors will gather in full force to display autumn's delicacies, as well Oe's specialty products. Delicious seasonal fruits such as La France pears and apples will be a sale. A grand raffle will also be held. As part of the Sea-Mountain Exchange, vendors from Watari Town, in Miyagi Prefecture, will also participate. Enjoy autumn in Oe Town with family and friends.



Autumn Festival

It is held in conjunction with the annual festival at Aterazawa Hachiman Shrine. It features the lion dance that has been passed down for about 700 years, the Hayashi float, built in the 1840s and local performing artist from each district. Kourushigawa dashi and mikoshi can be seen in front of Aterazawa Station. A market selling local specialties will also be held.



Fun events all year round



Little New Year Festival

At the History and Folklore Museum a ceremonial planting of rice is done in the snow to pray for a bountiful harvest.



Old New Year's Market

Held on the second day of the Lunar New Year. On this day street stalls are set up in the shopping district selling delicious sweets and candy.



Hinamatsuri (Girl's Day)

Antique Hina dolls are exhibited in historic homes throughout the town.



Sakura at Nihon Ichi Park

Countless cherry trees bloom magnificently throughout the park. Enjoy the cherry blossoms along with the spectacular views of the Mogami River.



Lily Festival

Approximately 60,000 delicate pink Himesayuri lilies bloom in full splendor.



Terume Hakuryo Hydrangea Festival

Approximately 10,000 hydrangeas of various types, including Lacecap hydrangeas, bloom in full splendor.



Lantern Floating and Fireworks Festival

Every year on the 15th, thousands of fireworks are launched, and about a thousand lanterns are floated down the Mogami River.



Autumn Festival

The sounds of flutes, drums, and shamisen from the splendid festival floats fill the town.



Yanagawa Hot Spring Festival

Enjoy mushrooms and fresh soba noodles.



Local Products & Tastes Festival

Apples, La France pears, and other fruits, along with sweets and other delicious local treats, are sold.

Delicious foods from the foothills of the

Asahi Mountain Range



Local Sake

Oe Town is said to be particularly well-suited for cultivating sake rice. Here the master brewers are highly skilled in their techniques. The local sake "Oe Nishiki" is made by highly polishing the sake rice varieties "Miyama Nishiki" and "Dewa San San," using spring water from the Asahi Mountain Range. It comes in varieties such as Honjozo and Daiginjo. Shochu is also made here using sake lees, a byproduct of sake production.



Rice

Yamagata's famous rice varieties, such as Tsuyahime, Yukiwakamaru, and Haenuki, are produced here. During the spring rice planting season, the chorus of frogs echoes throughout the fields, and in autumn, the golden hues of the rice ears spread across the entire town.



Fruit

Apples, La France pears, cherries, peaches, plums and grapes are just a few of the wide variety of delicious fruits grown here. The significant temperature differences in this region result in fruits with exceptionally high sugar content.



Wild Mountain Vegetables

Spring brings mountain delicacies like komatsuna, bracken, and bamboo shoots, while autumn offers mushrooms like nameko.



Ayu (Wild Sweetfish)

At the Mogami River's tourist fishing spots, wild ayu are caught every year during the fall ayu season from mid-September to mid-October. "Fall-run ayu" refers to ayu that migrate downstream during the autumn spawning season. Female fall-run ayu offer a texture unique to them, known as "egg-bearing," which summer ayu lack. Males are also said to develop "a firmer texture and a matured umami sweetness." Savor the indescribable, fragrant flavor of ayu.



Local Chicken

Yamagata Jidori chicken inherits the deliciousness of the Akasasa Shamo breed, offering a rich, satisfying flavor with a firm texture without an unpleasant aftertaste. It is highly regarded for its higher umami content than broiler chicken. It is rich in collagen, making it a popular healthy choice.



Crafts

Peach seed crafts made from peach pits. Their unique patterns and texture make them perfect as souvenirs or gifts. Additional crafts include classic tea caddies, tea sets and trays as well as nature and necklaces.



Atterazawa Senbei

In the past, there was a custom of making the first pilgrimage to Dewa Sanzan at age fifteen. It is said that during this pilgrimage, rice crackers shaped like coins with holes in them were offered as an offering.



Confectionery

~Ekubo Bijin~

White bean paste blended with La France pear pulp, baked into the shape of a whole La France pear. Enjoy its gentle sweetness and refreshing aroma.



Aoso

~Mao Hiyamugi & Udon Noodles~

Aoso, also known as mao is a plant that has been used since ancient times as a material for kimonos and other items. From the Edo period until before World War II, Oe Town was renowned nationwide as a producer of high-quality aoso. Nowadays, not only the fibers are used, but the leaves are also made into a paste and used in various dishes. Aoso leaves are rich in polyphenols and calcium. Aoso hiyamugi and udon, made by kneading in aoso leaves, are very popular.



MAP 17

Roadside Station Oe (Koramagase)

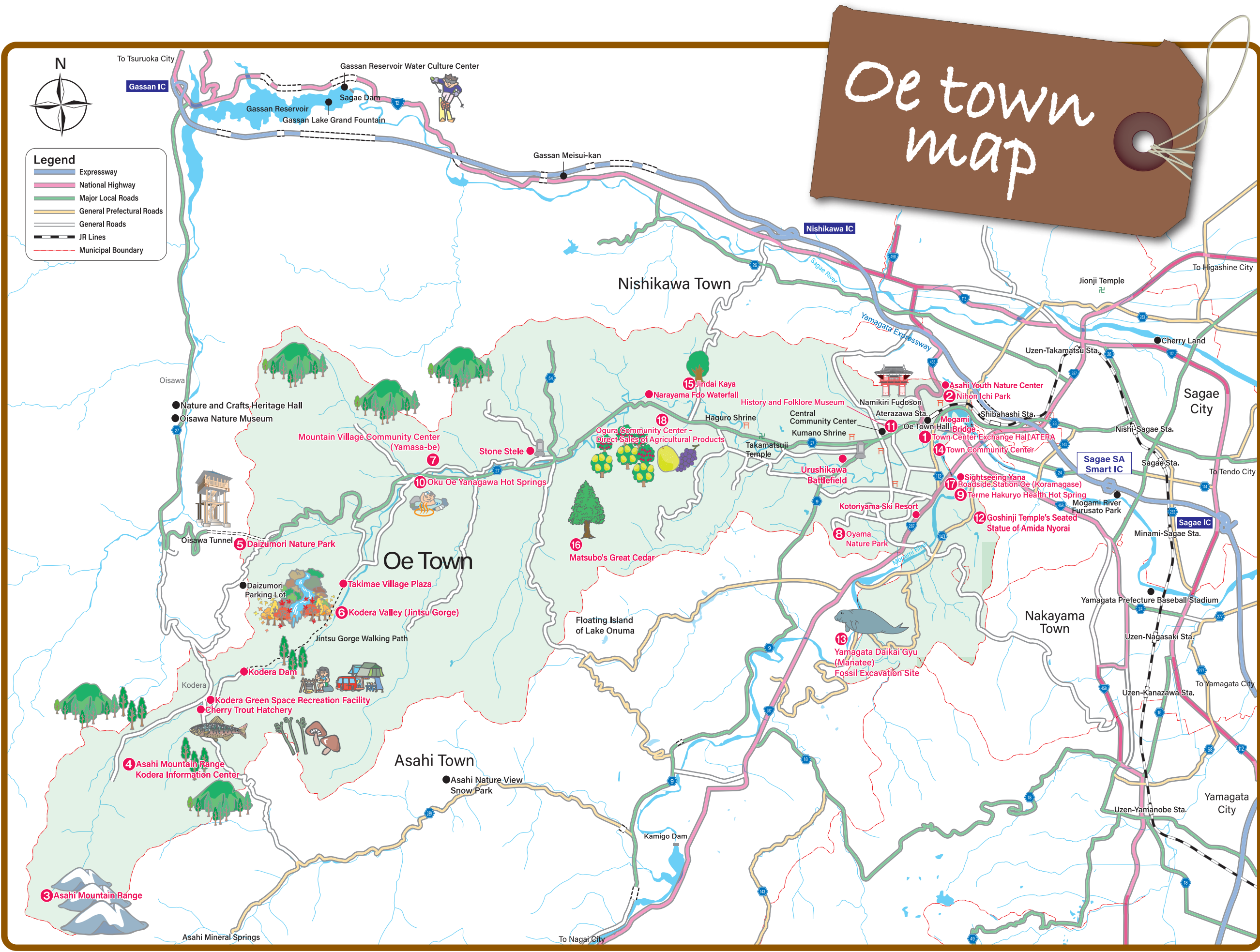
On National Route 287 a new Roadside Station Oe "Koramagase" has opened in the Hakuryo area, the gateway to Oe Town. Look for the building and large sign, modeled after the "Koukaibune" boats used for shipping on the Mogami River. Inside you will find a corner selling fresh agricultural products directly from producers and a bakery where you can enjoy freshly baked bread. There is also a wide selection of souvenirs.

MAP 18

Ogura Community Center (Ikikiki Juhassai, Farmers' Market)

This farmer to consumer sales facility is located in the Juhassai district. It carries locally produced items rarely found in supermarkets, such as items made from local bamboo shoots and mushrooms. Inside the facility, you can see displays of traditional local tools and earthenware excavated from archaeological sites. The people living in Juhassai are said to be forever 18. The local produce is like a fountain of youth. Eating fresh vegetables from the direct sales shop in Juhassai might just make you feel five years younger.





Tamagawa Ryokan



Total Number of Rooms/ 6 Capacity/ Up to 15 guests
Room Charge/ 5,500 yen (tax inc.)-
1014-3 Aterazawa, Oe Town
0237-62-2061
Approx. 1 min walk from JR Aterazawa Station

Oku Oe Yanagawa Hot Springs



Total Number of Rooms/ 10 Capacity/ 40
Room Charge/ 4,770 yen (tax inc.)-
1502-3 Yanagawa, Oe Town
0237-64-2151
Approx. 20 min by car from JR Aterazawa Station

Oyama Nature Park Cottages



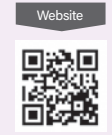
April 1 to November 30
Total Number of Rooms/ 6 Capacity/ 42
Room Charge/ 9,500 yen (tax inc.)-
820 Omi, Oe Town
0237-62-5421
Approx. 10 min by car from JR Aterazawa Station

Mountain Village Community Center (Yamasa-be)



Total Number of Rooms/ 6 Capacity/ 40
Room Charge/ 3,300 yen (tax inc.)-
959-1 Yanagawa, Oe Town
0237-64-2507
Approx. 20 min by car from JR Aterazawa Station

Asahi Mountain Range Ancient Temple Information Center



Open from Jun. to Oct.
Total Number of Rooms/ 4 Capacity/ 25
Room Charge/ 1 night with 2 meals included 10,000 yen (tax inc.)-
Bed Without Meals 6,000 (tax inc.)-, Shower only 500 (tax inc.)
1014 Kodera, Nukimi, Oe Town
090-4638-7260
Approx. 1 hr by car from JR Aterazawa Station



● Taxi Information

Oe Taxi ☎ 0237-62-2248

Asahi Taxi ☎ 0237-62-6088

● Please use Oe Town Bus

Fare: 100 yen per ride

(High school students and younger, holders of disability certificates: ¥50; Infants: Free)

● Free Rental Bicycle

Electric-assist bicycles are available for sightseeing within the town. Please apply at the JR Aterazawa Station ticket window. (☎ 0237-62-3272)

Contact Information

Oe Town Policy

Promotion Division

☎ 0237-62-2118

Contact

Oe Town Tourism and Products Association (Oe Town Regional Promotion Division)

882-1, Aterazawa, Oe Town, Yamagata 990-1101

TEL. 0237-62-2139 FAX. 0237-62-4736

● Oe Town Website

<https://www.town.oe.yamagata.jp/>

● Oe Town Tourism and Products Association Website

<https://oekanko.jp/en/>

