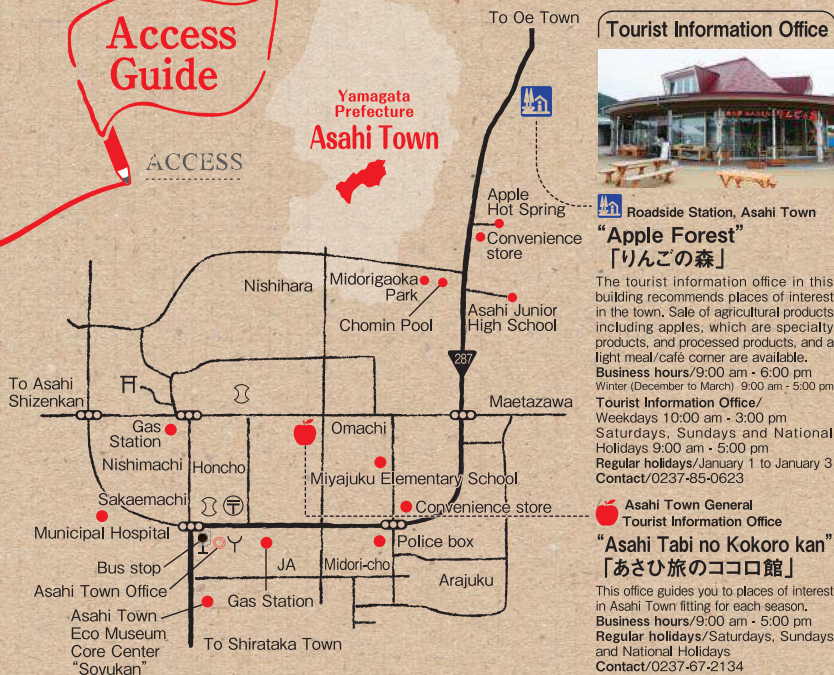


Access Guide

Yamagata
Prefecture
Asahi Town

ACCESS



Tourist Information Office



Roadside Station, Asahi Town

"Apple Forest" [りんごの森]

The tourist information office in this building recommends places of interest in the town. Sale of agricultural products including apples, which are specialty products, and processed products, and a light meal/café corner are available.

Business hours: 9:00 am - 6:00 pm
Winter (December to March): 9:00 am - 5:00 pm

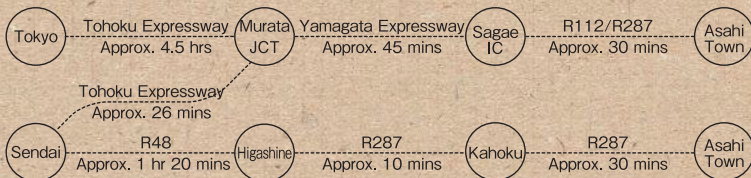
Tourist Information Office/
Weekdays 10:00 am - 3:00 pm
Saturdays, Sundays and National
Holidays 9:00 am - 5:00 pm
Regular holidays/January 1 to January 3
Contact/0237-85-0623

Asahi Town General Tourist Information Office

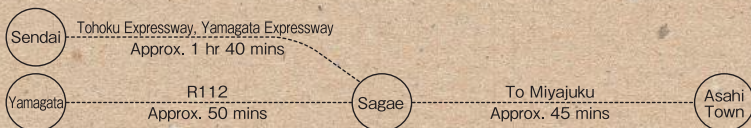
"Asahi Tabi no Kokoro kan" [あさひ旅のココロ館]

This office guides you to places of interest in Asahi Town fitting for each season.
Business hours: 9:00 am - 5:00 pm
Regular holidays/Saturdays, Sundays and National Holidays
Contact/0237-67-2134

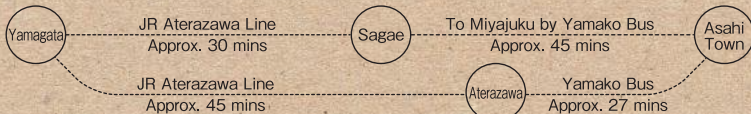
For visitors visiting by car



For visitors visiting by bus (Yamako Bus)



For visitors visiting by JR



ASAHI TOWN, YAMAGATA SINCE 1954

山形県
Yamagata Prefecture

朝日町
Asahi Town

総合観光パンフレット
General Sightseeing Pamphlet



Home of apples,
wine and Kuki Jinja
(Air Shrine)

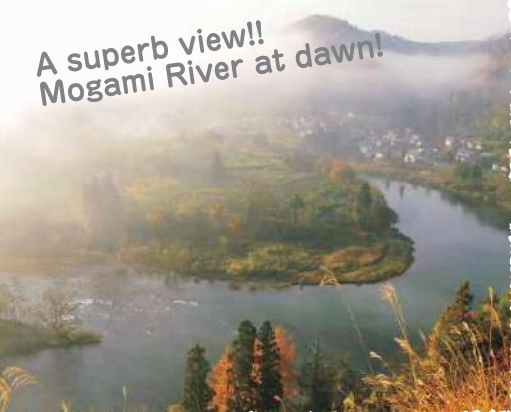


Yamagata
Prefecture
Asahi Town

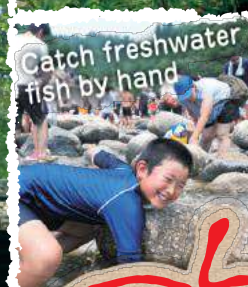
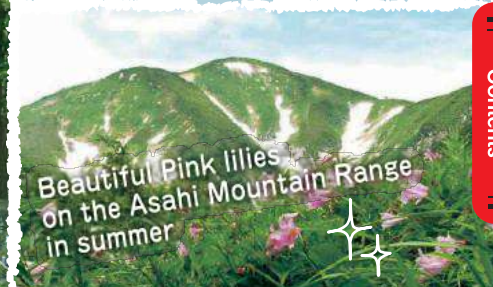
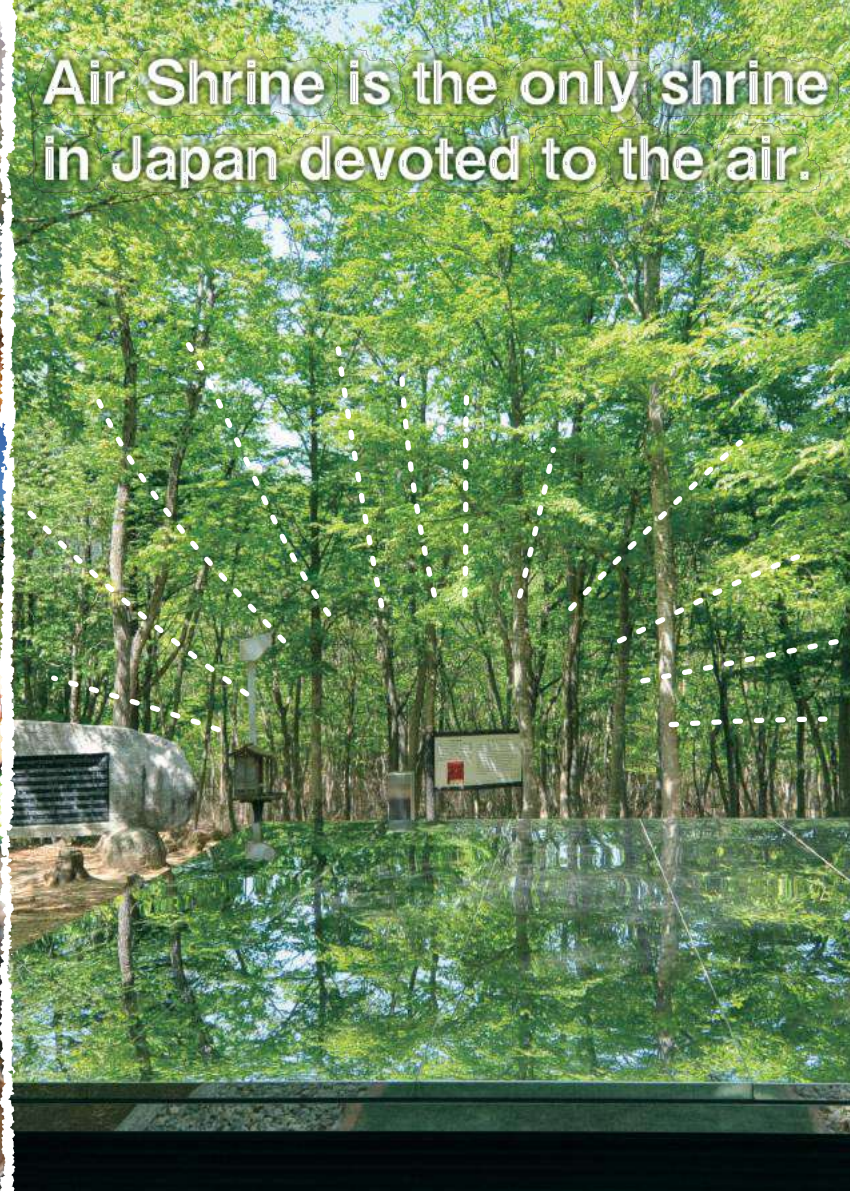
1115 Miyajuku, Oaza, Asahi Town, Nishimurayama-gun,
Yamagata 990-1442
TEL: 0237-67-2111/FAX: 0237-67-2117
<http://www.town.asahi.yamagata.jp>

<http://www.town.asahi.yamagata.jp>

A superb view!!
Mogami River at dawn!



Air Shrine is the only shrine
in Japan devoted to the air.



The shape of Yamagata Prefecture resembles the profile of a person's head. Asahi Town is situated near the dimple just to the right side of the mouth. Landscapes that can be enjoyed in this town, including bright red apple orchards, the town's symbol, canoeing down the grand Mogami River, Air Shrine - a shrine dedicated to air, a wine castle and an Apple Hot Spring await your arrival.



CONTENTS

Asahi Town Overview Map	3
Central Area	5
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North Area	9
Food, souvenirs	11
Eco Museum guide	13
Event	14

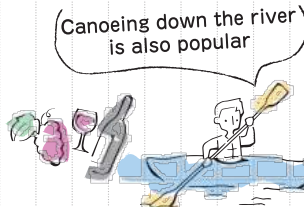
Asahi Town

ALL AREA MAP
ASAHI-TOWN

Overview Map

Asahi Town is a scenic town that extends from the east to west, with the Mogami River winding through the eastern central area and the peaks of the Asahi Mountain Range loom to the west. Asahi Town is divided into three areas due to the nature of its geographical features. Let's take a closer look at the attractions of each area and enjoy Asahi Town even more!

HAVE A NICE TRIP! / Great scenery that's ideal for a drive



Canoeing down the river is also popular

North Area

Have your fill of wine and canoeing

p.9

To Yamagata, Sagae, Higashine

Mogami River

Floating Island of Onuma (Nationally Designated Scenic Spot)

Canoe Land (SD Sports)



Selected as one of the 100 Terraced Rice Fields in Japan "Kunugidaira-no-Tanada"

Roadside Station, Asahi Town "Apple Forest" Apple picking (reception, tourist information office)

Gohondoyo, selected as one of 100 famous waters in Yamagata

Ostrich Exhibition Field

Daimaruya Ryokan

Apple Hot Spring

Asahi Town General Tourist Information Office "Asahi Tabi no Kokoro kan" To Yamagata, Yamanobe

Asahi Town Office

Eco Museum Core Center "Soyukan"

(Air Shrine) Kuki Jinja

Asahi Shizenkan (hotel, camp, cottage)

Tamaishi Bridge

Asahi River Valley

Kikawa Dam

Shirataki

Enjoy power spots and scenic spots

West Area

p.7

Try wonderful experiences you can only find here



To Yonezawa, Nagai

Central Area

p.5

Concentration of sightseeing spots including the Apple Hot Spring

Warm yourself up with apples



Key

- / Lodging facilities
- ☆ / Experience
- ☼ / Hot spring
- / Mountain trail

Oasahidake 1871

Koasahidake

1430

Mt. Torihara

Asahi Mountain Range



Oasahidake

The main peak of the Asahi Mountain Range, and one of the 100 most famous mountains in Japan. A mountain bus is also operated in summer and on consecutive holidays in autumn.

A mountain bus is also operated in summer. See the "Asahi Mineral Spa Naturalist House" homepage for details on mountain trails and trail conditions: <http://www.asahikosen.com>
☑ Contact/0237-67-2113 (Asahi Town Office General Industry Section)

Lodging facilities



Asahi自然観

☑ Lodging ☑ Restaurants
☆ Experience

Asahi Shizenkan

A resort facility surrounded by great nature located at the base of Oasahidake. Facilities such as hotels, cottages and ski slopes are available.

☑ Location/745-1 Shirakura, Asahi-machi ☑ Contact/0237-83-7111



大丸屋旅館

☑ Lodging ☑ Restaurants

Daimaruya Ryokan

Founded in the Meiji Period, this is a long-established inn that offers Japanese-style cuisine. The merchant's storehouse where a view of the center garden can be enjoyed is popular. Situated in town at a convenient location.

☑ Location/1178 Miyajuku, Asahi-machi ☑ Contact/0237-67-2155



朝日鉱泉 ナチュラリストの家

☑ Lodging ☑ Restaurants

Asahi Mineral Spa Naturalist House

A mountain lodge situated at the trailhead to the Asahi Mountain Range. This lodge offers tasty delicacies from the local mountains and handmade soba noodles. (Closed in winter)

☑ Location/Takaki, Asahi-machi ☑ Contact/090-7664-5880 (Satellite phone)



松本亭 一農舎

☑ Lodging

Guest house Matsumototei Ichinoshita

An old folk house with a connecting storehouse was renovated into a guest house that overlooks the Mogami River. Scheduled to open in the middle of January 2017.

☑ Location/11 Ro. Tokiwa, Asahi Town ☑ Contact/0237-84-0880

Central Area

CENTER AREA
ASAHI-TOWN

A journey of healing that relaxes body and soul.

Sightseeing spots are concentrated in the central area of Asahi Town, making it a region that's easy to enjoy. Full of attractive sightseeing spots you can find only in Asahi Town including the Apple Hot Spring, ostrich viewing and Tanemakizakura in spring.



1 A famous hot spring with apples floating inside
🍏 Hot spring 🍷 Restaurants

Apple Hot Spring

This hot spring is famous for its floating apples in the bath and also provides an excellent view from its open air bath. The spring features rare and powerful saline properties. Try original apple noodles at one of the local restaurants.

- ☑ Location/
1353-1 Miyajuku, Oaza, Asahi-machi
- ☑ Business hours/
Main building 6:00 am - 9:00 pm
(Last admission at 8:30 pm)
Open air bath 8:00 am - 7:00 pm
- ☑ Regular holidays/No holidays
- ☑ Contact/0237-67-7888



2 Information on attractions in Asahi Town

Asahi Town General Tourist Information Office "Asahi Tabi no Kokoro kan"

From a one-time storehouse that was built in the Edo Period, the General Tourist Information Office recommends sightseeing information. Feel free to stop by.

- ☑ Location/
1175-2 Miyajuku, Oaza, Asahi-machi
- ☑ Business hours/9:00 am to 5:00 pm
- ☑ Regular holidays/
Saturdays, Sundays and National Holidays
- ☑ Contact/0237-67-2134



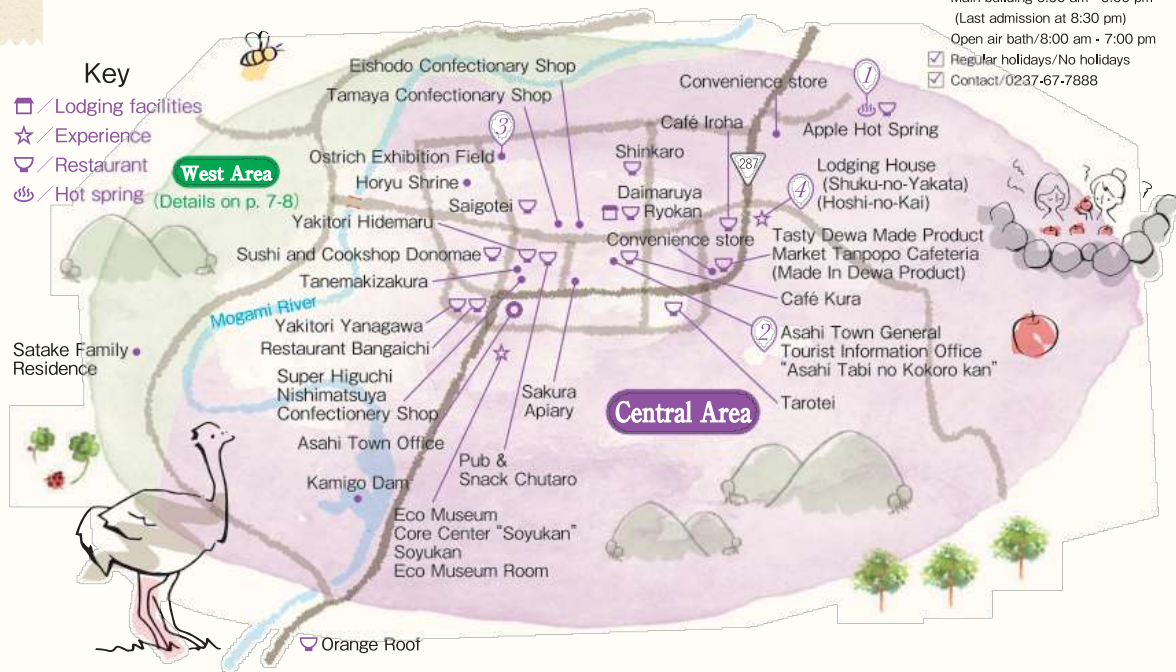
オーストリッチ展示園

3 Meet the town's famous ostriches

Ostrich Exhibition Field

Observe free-roaming ostriches. Processed products including wieners and ostrich egg-shaped ice cream are sold at the roadside station and other shops.

- ☑ Location/
Miyajuku, Oaza, Asahi-machi
- ☑ Contact/0237-67-3101
(Limited) Yamagata Asahi Ostrich Industrial Center)



宿のやかた(星の会)

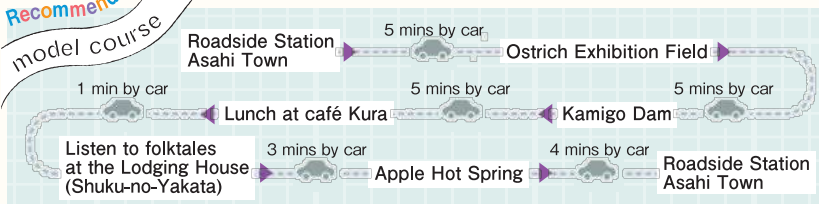
4 Experience folktales in an elegant old folk house
★ Experience

Shuku-no-Yakata (Hoshi-no-Kai)

Enjoy folktales in an old folk house from the Meiji Period with a view of a garden. Reservations required one week in advance for parties of five or more. 700 yen/person with powdered green tea and sweets included.

- ☑ Location/
184 Miyajuku, Oaza, Asahi-machi
- ☑ Experience period/
April to October *Except for winter
- ☑ Contact/0237-67-2636
(Hoshi-no-Kai/President, Narihara)

Recommended
model course

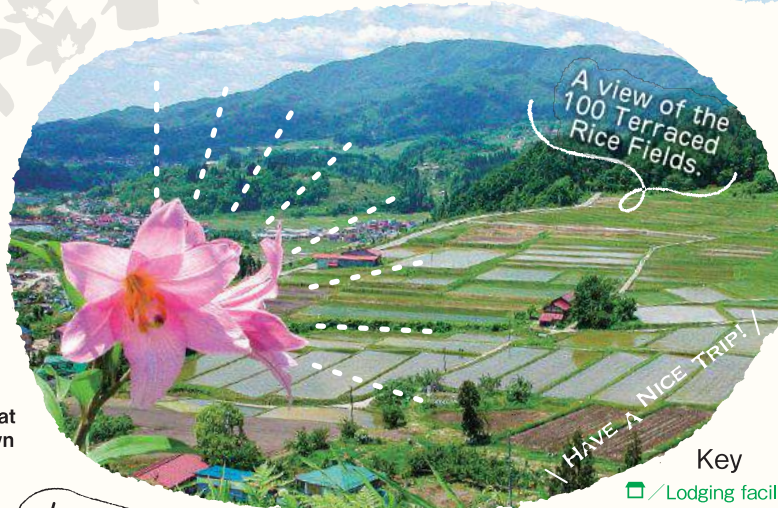


West Area

WEST AREA
ASAHI-TOWN

Scenery you can only find here!

The west area of Asahi Town is a region with magnificent natural landscape that allows you to feel the power of the Asahi Mountain Range. Why not enjoy a journey that includes picturesque scenery known throughout Japan, candle-making and a forest bath?



A view of the 100 Terraced Rice Fields.

HAVE A NICE TRIP!

Late May to early June is the best time to see pink lilies.

West Area

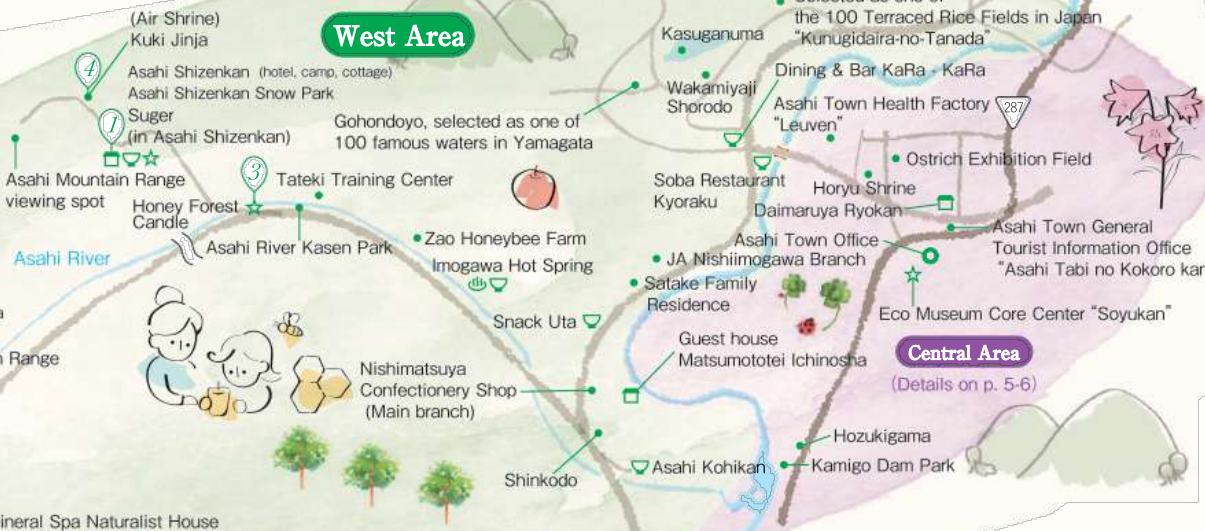


Asahi自然観スノーパーク

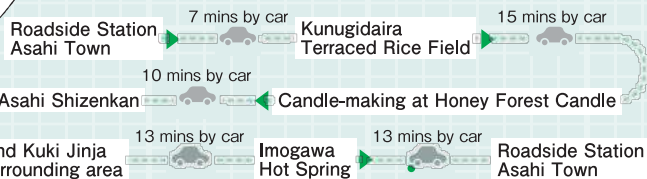
1 Try the many ski slopes that can be enjoyed by beginners to advanced skiers. ☆ Experience

Asahi Shizenkan Snow Park

A ski resort with 100% natural snow where rich, fresh snow can be enjoyed.



Recommended model course



Key

- / Lodging facilities
- ☆ / Experience
- ▽ Restaurant
- ♨ Hot spring

2 Beautiful traditional Japanese landscape

Kunugidaira Terraced Rice Field (Kunugidaira-no-Tanada)

"Selected as one of the 100 Terraced Rice Fields in Japan." The view of the terraced rice field from "Ipponmatsu Park" is breathtaking. Enjoy the various faces that the rice field wears as it undergoes changes with the seasons. (Closed in winter)

- ✓ Location/Nojo, Oaza, Asahi-machi
- ✓ Contact/0237-67-2114 (Asahi Town, Agriculture and Forest Promotion Section)



Central Area

(Details on p. 5-6)

Travel MEMO



稲穂の棚田



ハチ蜜の森キャンドル

3 Gentle light brought by natural materials ☆ Experience

Honey Forest Candle

The owner, who is a leading expert on beeswax candles, offers a detailed explanation from honeybees to how candles are made. This is a popular experience for visitors of all ages.

- ✓ Location/825-3 Tateki, Asahi-machi
- ✓ Business hours/10:00 am - 5:00 pm
- ✓ Contact/0237-67-3260
- *Open on Saturdays, Sundays and National Holidays only from May to December



空気神社

4 Healing by a mysterious space

Kuki Jinja (Air Shrine)

A one-of-a-kind shrine dedicated to "air" as its spiritual deity. The "Air Festival" is held in June, and features a shrine maidens' dance dedication. (Closed in winter)

- ✓ Location/745-1 Shirakura, Asahi-machi (in Asahi Shizenkan)
- ✓ Contact/0237-67-2134 (Asahi Town Tourism Association)

North Area

NORTH AREA
ASAHI-TOWN

Experiences you can only find here!

The north area of Asahi Town is full of experience spots that make complete use of the five senses. In addition to apple picking and wine, viewing spots offering a bird's eye view of the great Mogami River, and canoeing down the river are also very popular.



カヌーランド (SDスポーツ)

1 Canoeing down the beautiful Mogami River ☆ Experience

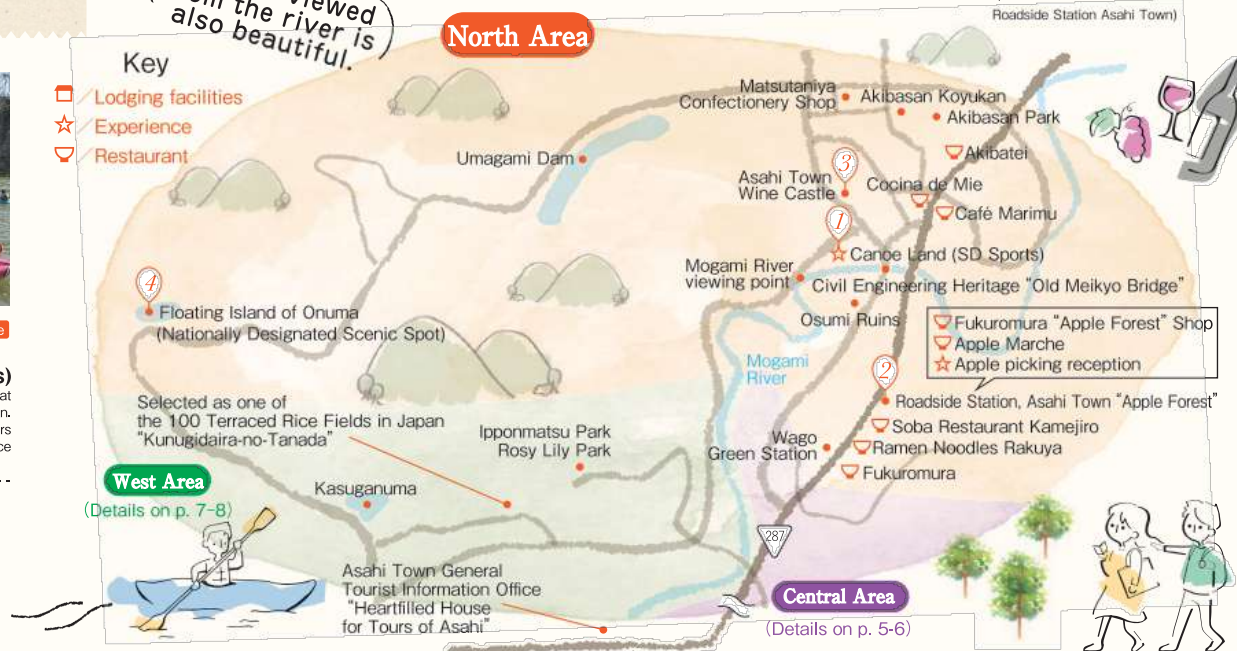
Canoe Land (SD Sports)

The mecca for freestyle canoeing that attracts enthusiasts from all over Japan. From May to November, even beginners can take canoeing lessons or experience riding downstream in a rubber raft.

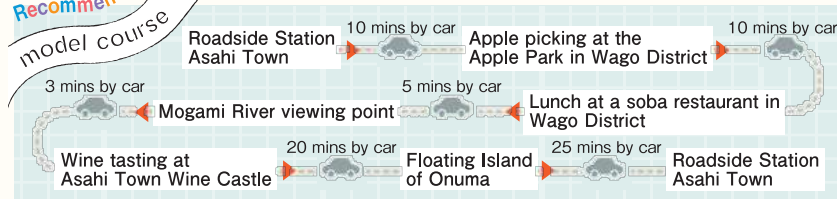
- ✓ Location/Tamanoi, Asahi-machi
- ✓ Contact/ume.sds@gmail.com (SD SPORTS/Umebara)



Scenery viewed from the river is also beautiful.



Recommended model course



りんご狩り受け

2 Apples picked by your own hands are especially tasty ☆ Experience

Apple picking reception

From the middle of October to late November. By reservation only. Savor the taste of apples picked by your own hands. The types of apples available depend on the picking season. Contact the Tourism Association for details.

- ✓ Location/Apple Farm, Wago District, Asahi Town
- ✓ Contact/0237-85-0623 (Tourist Information Office in the Roadside Station Asahi Town)



朝日町ワイン城

3 Enjoy tasting rich, full-bodied wine

Asahi Town Wine Castle

The highly popular wine of Asahi Town has continuously been awarded a prize at the Japan Wine Competition. Admission is free, and tasting of all of the wines on sale is available.

- ✓ Location/1080 Takano, Aza, Oya, Oaza, Asahi-machi
- ✓ Business hours/April to October: 9:00 am - 5:00 pm November to March: 9:00 am - 4:00 pm
- ✓ Regular holidays/New Year's Holidays
- ✓ Contact/0237-68-2611 (Asahi Town Wine)



大沼の浮島 (国指定名勝)

4 A walkable mysterious swamp that is surrounded by greenery

Floating Island of Onuma (Nationally Designated Scenic Spot)

A sacred site that was discovered by shugendo practitioners in the mountains in the 9th year of Hakuho (680). Popular as a marriage proposal and match-making spot. It takes about 30 mins to walk the entire path. (Closed in winter)

- ✓ Location/Onuma, Oaza, Asahi-machi
- ✓ Contact/0237-67-2134 (Asahi Town General Tourist Information Office)



FOOD & CAFE / ASAHI-MACHI

List of 'Delicious' Shops in Asahi Town

☕ Café, sweets ☺ Soba, ramen 和 Japanese food 洋 Western food 中 Chinese food 日本 Japanese-style pub, snack



Café Kura
Café蔵

Business hours /11:30 am - 4:30 pm, 6:00 pm - 9:00 pm (Reservations required from 6 pm)
Holidays/Thursdays, second and fourth Wednesdays



Asahi Kohikan
あさひ珈琲館

Business hours/9:00 am - 5:00 pm
Holidays/Fridays



Orange no yane
オレンジの屋根

Business hours/10:00 am - 6:00 pm
Holidays/Mondays (Following weekday when a National Holiday)



Restaurant Bangaichi
お食事処 番外地

Business hours/11:30 am - 2:00 pm, 5:30 pm - 11:00 pm
Holidays/Not determined



Soba Restaurant Kyoraku
手打ちそば処 蕎麦

Business hours/11:30 am - 2:30 pm
*Closes as soon as soba is sold out
Holidays/Thursdays (Open on National Holidays)



Shinkaro
新華楼

Business hours/11:30 am - 1:30 pm, 5:00 pm - 10:00 pm
Holidays/Wednesdays, New Year's Holiday

☕ **"Apple Forest" Apple Marche**
「りんごの森」アップルマルシェ
Business hours/10:00 am - 3:00 pm, Saturdays, Sundays and National Holidays 10:00 am - 4:00 pm
Holidays/January 1 to 3

☕ **Café Iroha**
カフェいろは
Business hours/11:30 am - 3:30 pm
Holidays/Mondays to Wednesdays

☺ **Asahi Mineral Spa Naturalist House**
朝日鉱泉ナチュラルリストの家
Business hours/11:00 am - 3:00 pm
Holidays/Not determined, closed in winter

☺ **Ramen Rakuya**
ラーメン楽家
Business hours/11:00 am - 2:00 pm, 5:00 pm - 8:30 pm
Holidays/Tuesdays

和 **Tanpopo Cafeteria**
たんぽぽ食堂
Business hours/11:30 am - 2:00 pm
Holidays/Mondays

和 **Apple Hot Spring, Restaurant Himesayuri**
りんご温泉 れすとらんひめさゆり
Business hours/11:00 am - 4:00 pm
Holidays/No holidays

和 **Imogawa Hot Spring**
いもがわ温泉
Business hours/10:00 am - 6:00 pm
Holidays/Mondays (Following weekday when a National Holiday)

和 **Fukuromura "Apple Forest" Shop**
ふくろう村 道の駅「りんごの森」店
Business hours/10:00 am - 3:30 pm
Holidays/January 1 to 3

洋 **Spanish Home Cuisine Cocina de Mie**
スペイン家庭料理 コシーナ・デ・ミエ
Business hours/11:30 am - (By reservation only)

洋 **Restaurant Sugar (in Asahi Shizenkan)**
スジェール(Asahi自然観内)
Business hours/11:00 am - 2:00 pm
Holidays/No holidays



Soba Restaurant Kamejiro
そば屋 亀次郎

Business hours/11:00 am - 3:00 pm
Holidays/Wednesdays



Akibatei
秋葉亭

Business hours/11:00 am - 3:00 pm, 5:00 pm - 9:00 pm
Holidays/Wednesdays



Café Marimu
喫茶 真理夢

Business hours/11:30 am - 9:00 pm
Holidays/No holidays



Tarotei
太郎亭

Business hours/11:00 am - 6:30 pm
Holidays/Tuesdays



Dining & Bar KaRa・KaRa
ダイニング&バー KaRa・KaRa

Business hours/12:00 pm - 2:00 pm, 6:00 pm - 11:00 pm (Depends on the season)
Holidays/Sundays, National Holidays



Saigotei
西郷亭

Business hours/11:00 am - 6:30 pm
Holidays/First and third Sundays

☺ **Fukuromura**
ふくろう村
Business hours/5:30 pm - 11:00 pm
Holidays/Tuesdays

和 **Daimaruya Ryokan**
大丸屋旅館
Business hours/11:30 am - (Reservations only)
Holidays/No holidays

和 **Sushi and Cookshop Donomae**
寿司・小料理 どのまへ
Business hours/5:30 pm - 11:00 pm
Holidays/Thursdays

☺ **Yakitori Hidemaru**
やきとりひでまる
Business hours/6:00 pm - 11:00 pm
Holidays/Not determined

☺ **Yakitori Yanagawa**
やきとり柳川
Business hours/Not determined
Holidays/Mondays

☺ **Pub & Snack Chutaro**
パブ・スナックちゅうたろう
Business hours/7:00 pm - 12:00 am
Holidays/Mondays

☺ **Snack Uta**
スナックうた
Business hours/6:00 pm - 10:30 pm
Holidays/Tuesdays, Wednesdays

Asahi Town Souvenir Spot

Apple sweets and prepared dishes for sale

Roadside Station Asahi Town "Apple Forest"
道の駅あさひまち「りんごの森」
Business hours/9:00 am - 6:00 pm (until 5:00 pm from December to March)
Holidays/January 1 to 3

Prepared dishes and confectionaries making full use of local ingredients are sold in addition to specialty apple and agricultural products. There is also a light meal/café corner and tourist information office.

Information on Asahi Town Eco Museum

ASAHI TOWN ECO MUSEUM GUIDE

What is Eco Museum?

A unique museum concept that originated in France in which ruins, cultural assets and nature are preserved and observed on-site rather than being collected and displayed in a building like conventional museums. Asahi Town has compiled the basic concepts for eco museums for the first time in Japan and is working to create a tourist town through public and private cooperation.



POINT 1

NPO Corporation Asahi Town Eco Museum Association researches the history and culture of the town and publishes a booklet.

Booklets are sold that summarize interviews with townspeople and related organizations regarding nature and culture including "A Water and Life Exploration Team," "Onuma - The Scenic Floating Island" and "Otani Fujin Festival" in the Soyukan Eco Museum Room.



POINT 2

The Asahi Town Eco Museum Guide Association guides visitors to seasonal spots according to season and preference.



At the Asahi Town Eco Museum Guide Association, we explain the history, culture, nature and industry, etc., of Asahi Town in detail as townspeople serve as curators. Please feel free to pay us a visit.

■ Fee (One day)

Up to 1 hour: 2,000 yen

Up to 3 hours: 4,000 yen

Up to 6 hours: 6,000 yen

Apply with the Eco Museum Association.

*Advance reservations required. The fees are as posted on the left regardless of the number of persons.

*When visiting multiple spots, please allow the guide to ride in your vehicle.

*Please apply at least 1 week in advance.

■ Contact

Asahi Town Eco Museum Room

■ TEL/FAX/0237-67-2128

■ E-mail/eco@town.asahi.yamagata.jp

■ Address/2265 Miyajuku, Asahi-machi, Nishimurayama-gun, Yamagata 990-1442, in Asahi Town Eco Museum Core Center "Soyukan"

■ Holidays/Mondays, Thursdays

■ Contact/9:00 am - 5:00 pm



Event calendar highlighting the four seasons

EVENT CALENDAR

May 2 and 3

Horyu Shrine Rites and Festival

On May 2, a mikoshi (portable shrine) is carried from its shrine. On May 3, a children's mikoshi and lion dancing teams parade through the community.



Air Festival

May 5

Ukishima (floating island) Inari Shrine Annual Festival

The Annual Festival held on the "Floating Island of Onuma." Watch a procession of floating island court music, shrine priests and shrine parishioners as they make their way to the shrine.

June 5 and closest Saturday and Sunday

Air Festival

The main shrine of Kuki Jinja is opened only on these days. There are shrine maiden dances performed by local elementary school students and souvenirs that can only be bought on that day are sold.



Summer opening of the Asahi Mountain Range

Third Sunday in June

Summer opening of the Asahi Mountain Range

A ceremony offering a prayer for the safety climbers is performed at Asahidake Shrine on Mt. Torihara of the Asahi Mountain Range, which is one of Japan's famous 100 mountains.

First Saturday in June

Himesayuri (Rosy lily) Festival

Local cuisine and agricultural products including pickles made by local mothers are sold at Himesayuri Park in Ipponmatsu Park.



Asahi River Steam Festival

Third Sunday in July

Onuma Floating Island Festival

A festival featuring ukishima drums and court music in which everyone in the community participates. A new island is cut out from the lake bank.

First Sunday in August

Asahi River Steam Festival

Events including catching stream fish such as rainbow trout, mountain trout and landlocked salmon by hand and treasure hunts are held.

August 15

Kasuga Shrine Annual Rites and Festival (leap year of the old calendar)

A Daimyo procession is held in the leap year of the old lunar calendar. Traditional performing art showcasing the Yatsunuma Lion Dance and Yakkoburi (servant dance) are presented.



Asahi Town Wine festival

August 31

Otani Fujin Festival

This festival protects against wind storms and disasters and prays for a good harvest. A fireworks display, procession of lion dancers and Dengaku lanterns, and performances by each district are the highlights.

Autumnal Equinox Day

Asahi Town Wine festival

Drink all you want red, white, and rose wine while enjoying a BBQ. The grape stomping competition is also a big hit. By advance ticket purchase only.



Industry Festival

The final Saturday and Sunday of November

Apple Festival, Industry Festival

A lively event with the opening of local furniture and restaurant shops in addition to agricultural products such as bag-less Fuji apples. Events such as rice cake scattering and apple fishing are also held.

Late December

Opening of Asahi Shizenkan Ski Resort

Start of the ski season. Check for discount service days for lift fares.

Late January or early February

Ski Resort Festival

There are many events held at Asahi Shizenkan Snow Park that you can only experience in snowy regions.