



Special Edition

The Sacred Land of Mt. Fuji Awaits!
Enjoy History, Culture, and Gourmet Cuisine!



FUJINOMIYA

SHIZUOKA

Open December 23,
2017!

Shizuoka Prefectural
Mt. Fuji World
Heritage Center

Japan's Top Power Spot

Welcome to the Home of the World Heritage

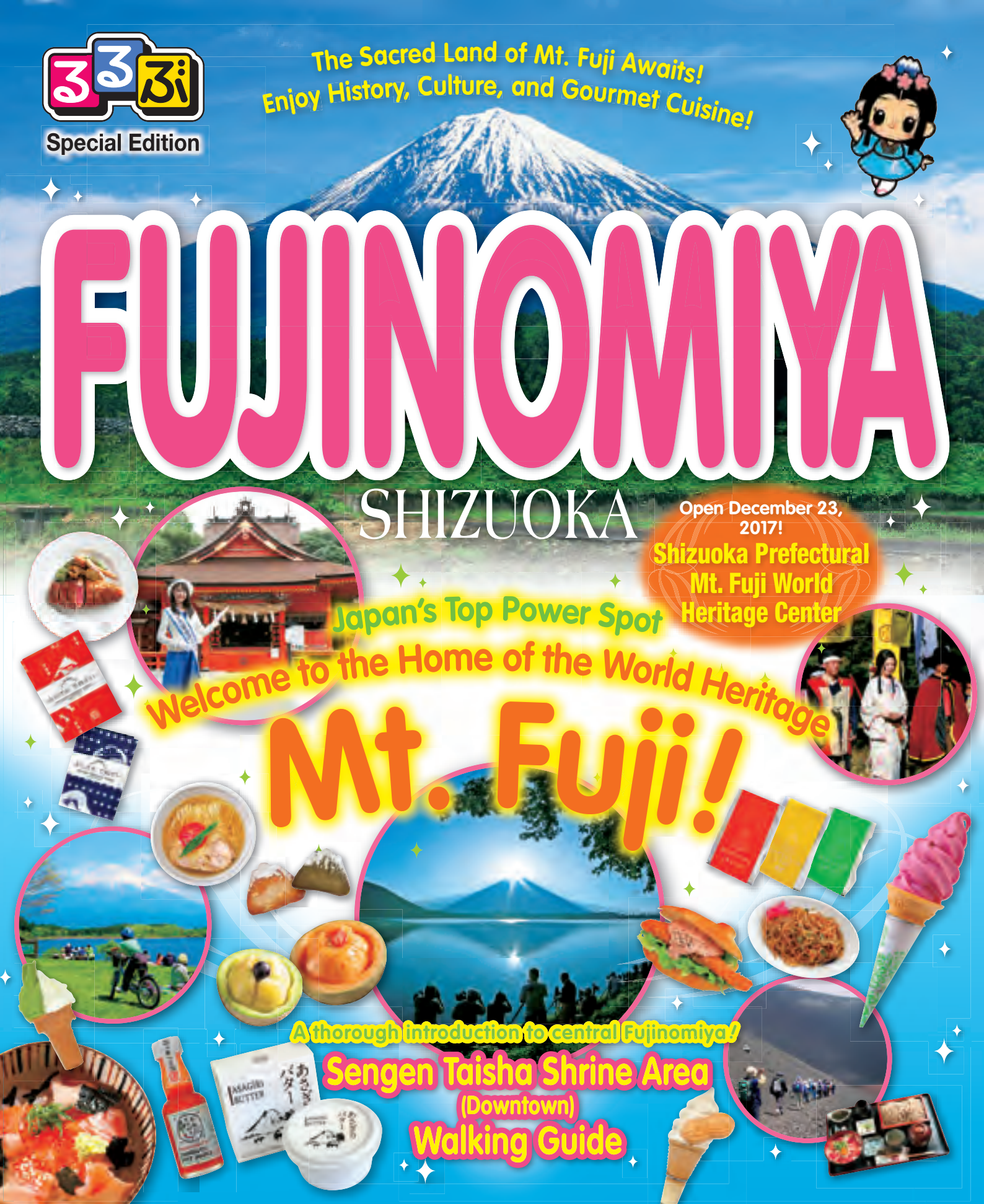
Mt. Fuji!

A thorough introduction to central Fujinomiya!

Sengen Taisha Shrine Area

(Downtown)

Walking Guide



Let's take a walk through the heart of the city!

Strolling Around the Sengen Taisha Shrine (Downtown) Area

Guide to downtown Fujinomiya City.
Fujinomiya is full of charm!

Recommended
Walking Course
Through the City

START
at
Fujinomiya
Station

1 Masudaya Main Location

☎0544-26-3380 MAP P15C2

Original Japanese pickles "Soga-zuke" are pickled daikon radishes and cucumbers seasoned with *sakekasu* (lees filtered out of sake) as the seasoning base. The sweetness of the *sakekasu* and the spiciness of wasabi give it a distinctly attractive taste.

☎ 8-13 Chuo-cho, Fujinomiya ☎ 3 minutes on foot from JR Fujinomiya Station ☎ 8:30-19:30 (Wednesdays: 10:00-17:00) ☎ No holidays ☎ 8 spaces

☎ Soga-zuke pickles starting at 420 yen for 150 g

2 Fujinomiya City Office 7th Floor Viewing Lobby

☎0544-22-1408 (Fujinomiya City Urban Development Division, City Planning Division, Landscape Official) MAP P15D2

See unobstructed views of Mt. Fuji and the Fujinomiya cityscape. Enjoy the panoramic view of the expansive plain stretching out beneath Mt. Fuji.

☎ 150 Yumizawa-cho, Fujinomiya ☎ 10 minutes on foot from JR Fujinomiya Station ☎ No admission fee ☎ 8:30-17:15 ☎ Saturdays, Sundays, national holidays, New Year holidays ☎ 312 spaces

☎ One of the 20 Mt. Fuji viewpoints in Fujinomiya

3 Kokozurayo

☎0544-24-2544 MAP P15B1

A shop full of local specialty products of Fujinomiya. Next door is a Japanese restaurant where you can enjoy Fujinomiya yakisoba and soft serve ice cream.

☎ 1-1 Miya-cho, Fujinomiya ☎ 10 minutes on foot from JR Fujinomiya Station ☎ 9:00-17:00 ☎ No holidays ☎ 6 spaces

☎ Soga-ni simmered *nijimasu* rainbow trout, a Fujinomiya local specialty: 750 yen

Stroll Through Fujinomiya
in a Kimono

Konagai Kimono and Western Wear offers kimono rentals and dressing even on non-event days. For details, call 0544-26-3276.



5 Marukeyz

☎0544-27-0047 MAP P15B1

Famous melon crème chantilly with custard cream, and appaileil with raspberry jam starting at 594 yen.

☎ 14-17 Miya-cho, Fujinomiya ☎ 15 minutes on foot from JR Fujinomiya Station ☎ 8:30-20:00 ☎ Wednesdays ☎ 3 spaces

☎ The price of the melon crème chantilly depends on the season and size of the melon. Starting at 540 yen



4 Fujisan Hongu Sengen Taisha Shrine

☎0544-27-2002 MAP P15B1

The core of Mt. Fuji spirituality. The *shintai* object of worship is Mt. Fuji itself. The enshrined deity is Konohana-no-Sakuyahime-no-Mikoto. There are 500 cherry blossom trees planted on the grounds.

☎ 1-1 Miya-cho, Fujinomiya ☎ 10 minutes on foot from JR Fujinomiya Station ☎ No admission fee ☎ 5:00-20:00 (November-February: 6:00-19:00, March and October: 5:30-19:30) ☎ No holidays ☎ 150 spaces (200 yen/hour. Free under 30 min.)

☎ The snowmelt of Mt. Fuji flows into Wakutama-ike Pond
☎ The current main shrine, hall of worship and other buildings were donated by Tokugawa Ieyasu



6 Fuji Takasago Sake Brewery

☎0544-27-2008 MAP P15A1

Sake brewing since 1830. Brewery tours are free if you make reservations before the day of your visit.

☎ 9-25 Takara-machi, Fujinomiya ☎ 16 minutes on foot from JR Fujinomiya Station ☎ 9:00-18:00 (Saturdays, Sundays and holidays: 10:00-17:30) ☎ New Year ☎ 10 spaces



☎ Storage tanks lined up inside the long-standing warehouse

7 Tenjikuya Restaurant, Sake, Sweets and Tea House

☎0544-22-0700 MAP P15A1

Shaved ice made from the purest ice, starting at 400 yen. Everyone loves our homemade syrup made with strawberries and *amanatsu* sweet mandarins.

☎ 5-8 Nishi-machi, Fujinomiya ☎ 13 minutes on foot from JR Fujinomiya Station ☎ Shaved ice is sold from 11:00-15:00 (late April to early November), Sweets and Tea House hours: 18:00-22:00 ☎ Shaved ice: Sunday (no holidays during the summer vacation period), Sweets and Tea House: Sundays, Mondays ☎ 10 spaces



☎ Shaved ice topped with boiled peanuts starting from 500 yen. Shaved ice is offered at the Sweets and Tea House throughout the year

8 Omiya-yokocho

☎0544-25-2061 MAP P15B1 (Pukuichi Japanese Sweets Café)

Back alley streets lined with restaurants and souvenir shops. Outdoor bench and table seating available.

☎ 4-23 Miya-cho, Fujinomiya ☎ 9 minutes on foot from JR Fujinomiya Station ☎ 10:00-17:30 ☎ Different for each shop ☎ Parking available nearby

☎ Masu Trout Burger: 500 yen



☎ Gelato (double): 400 yen

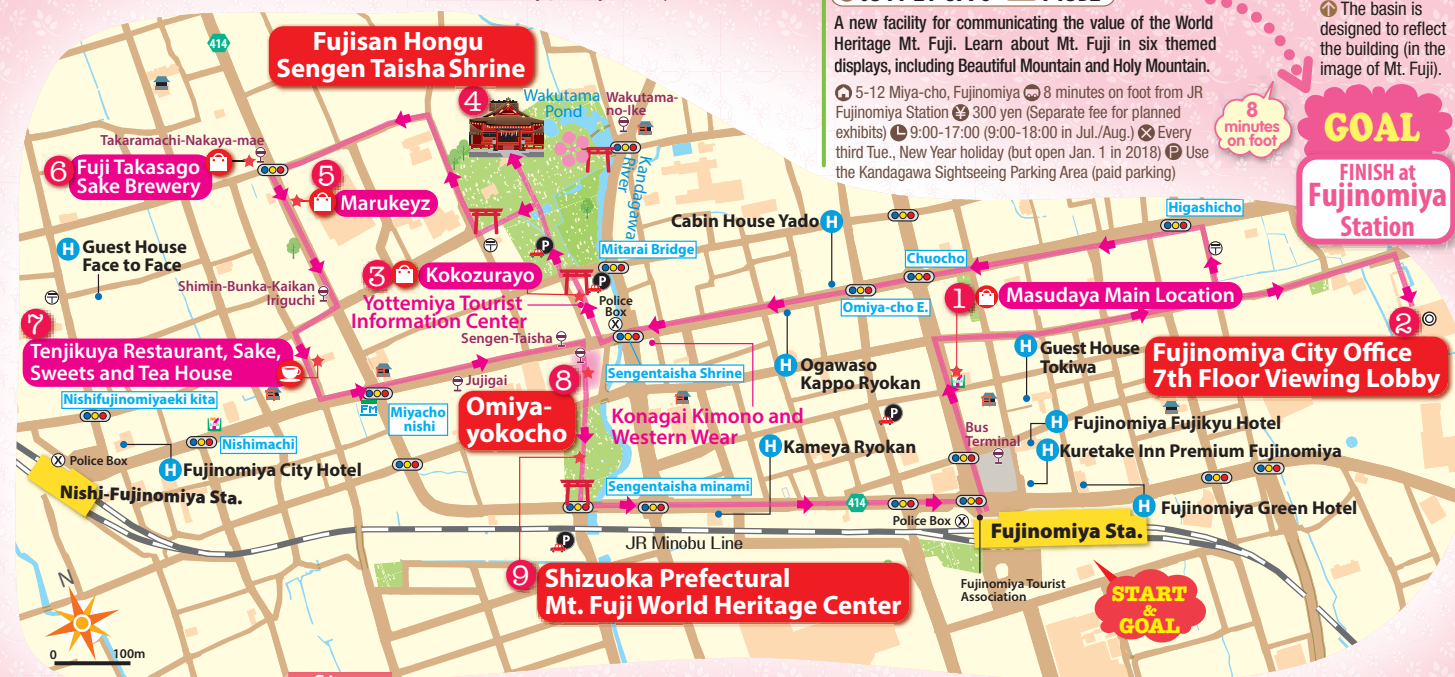
9 Shizuoka Prefectural Mt. Fuji World Heritage Center

☎0544-21-3776 MAP P15B2

A new facility for communicating the value of the World Heritage Mt. Fuji. Learn about Mt. Fuji in six themed displays, including Beautiful Mountain and Holy Mountain.

☎ 5-12 Miya-cho, Fujinomiya ☎ 8 minutes on foot from JR Fujinomiya Station ☎ 300 yen (Separate fee for planned exhibits) ☎ 9:00-17:00 (9:00-18:00 in Jul./Aug.) ☎ Every third Tue., New Year holiday (but open Jan. 1 in 2018) ☎ Use the Kandagawa Sightseeing Parking Area (paid parking)

GOAL
FINISH at
Fujinomiya
Station



Main Lodging Facilities in Fujinomiya

☎ Inquiries about accommodations:
☎0544-27-5240 (Fujinomiya Tourist Association)

Fujinomiya Fujikyu Hotel

☎0544-23-6666 MAP P15C2
¥1 night, breakfast included: From 6,500 yen

Fujinomiya Green Hotel

☎0544-23-1919 MAP P15C2
¥1 night, no meals: From 5,400 yen

Super Hotel Fujinomiya

☎0544-22-9000 MAP P14B4
¥1 night, breakfast included: From 6,480 yen

Kuretake Inn Premium Fujinomiya

☎0544-25-1511 MAP P15C2
¥1 night, breakfast included: From 7,560 yen
*Scheduled to open in February 2018

Kameya Ryokan

An inn where you can enjoy unobstructed views of Mt. Fuji from the baths
☎0544-27-0061 MAP P15B2
¥1 night, breakfast and dinner included: From 10,800 yen

Tachibana Kappo Ryokan (Gourmet Japanese Inn)

☎0544-27-7000 MAP P14B4
¥1 night, breakfast and dinner included: From 19,940 yen

Ogawaso Kappo Ryokan (Gourmet Japanese Inn)

☎0544-26-2197 MAP P15C2
¥1 night, breakfast and dinner included: From 12,960 yen

Fugaku Onsen Hana-no-Yu

☎0544-28-1126 MAP P14B4
¥1 night, breakfast included: From 6,500 yen

Cabin House Yado

☎0544-23-4180 MAP P15C2
¥1 night, no meals: From 3,800 yen

Guest House Tokiwa

☎0544-55-1199 MAP P15C2
¥1 night, no meals: From 2,750 yen

Guest House Face to Face

☎090-2680-9707 MAP P15A1
¥1 night, no meals: From 2,500 yen

Fujinomiya City Hotel

☎0544-23-2222 MAP P15A1
¥1 night, no meals: From 5,600 yen

Kogen Hotel New Fuji

☎0544-52-0106 MAP P14B2
¥1 night, breakfast and dinner included: From 12,000 yen

Kyukamura Fuji

☎0544-54-5200 MAP P14A2
¥1 night, breakfast and dinner included: From 12,800 yen

Amazing Fujinomiya



©Fujinomiya City mascot: Sakuya-chan

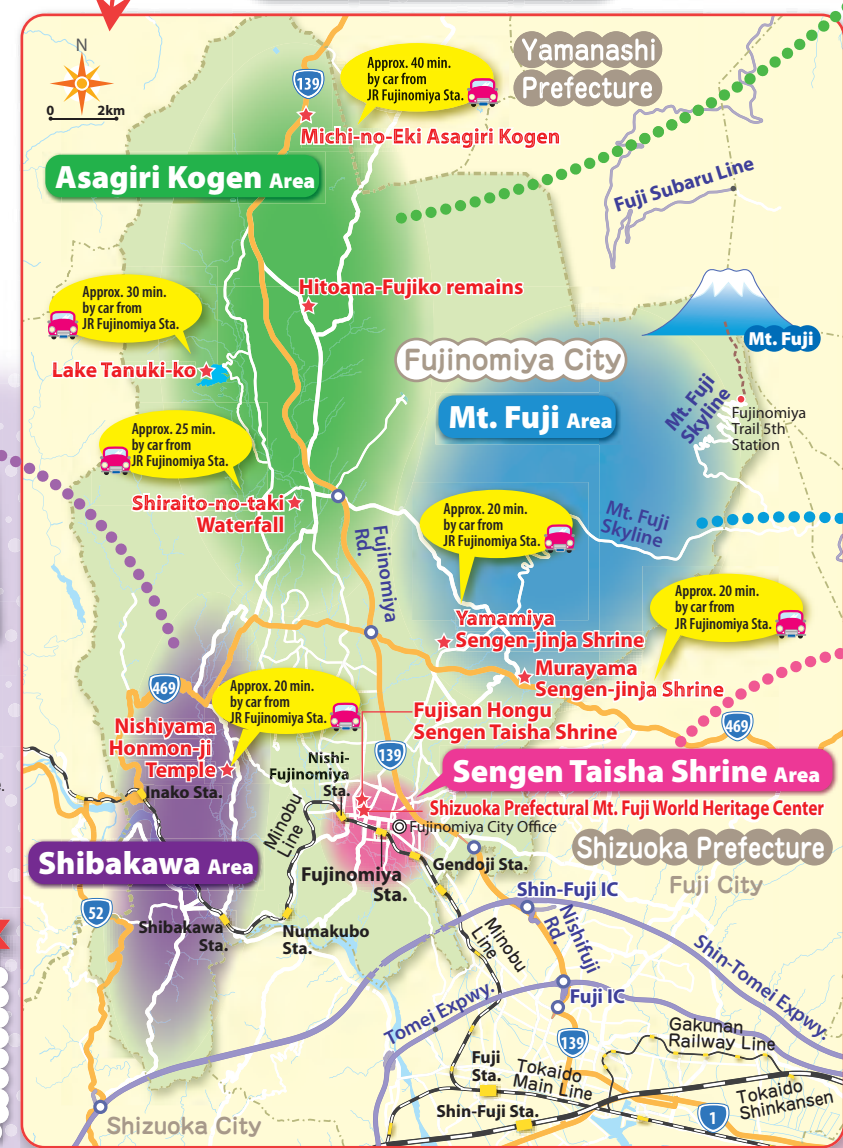
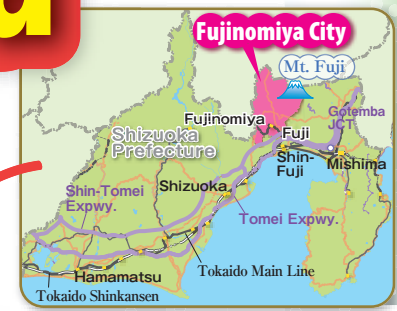


🌿 The natural treasure of Shiraito-no-taki Waterfall

Fujinomiya developed along the roads leading to Fujisan Hongu Sengen Taisha Shrine.
Introducing the four distinct areas of the city!

Fujinomiya City by the Numbers

Area	389.08 km ²	City crest
Population	133,904 people (as of June 2017)	
Households	55,386 (as of June 2017)	
Incorporation	June 1, 1942	
City tree	Maple	
City flower	Fujizakura (Fuji cherry)	
City bird	Skylark	
City fish	Rainbow trout	
Spouse city	Omiyachiman (Shiga Prefecture)	
Sister city	Santa Monica (USA)	
Friendship exchange cities	Shaoxing (China), Yeongju (South Korea), Tainan (Taiwan)	
#1 in Japan	Elevation difference (Highest: 3,776 m, Lowest: 35 m) Rainbow trout production volume	



Shibakawa Area

See traditional mountain village and terraced rice field landscapes, and sample the specialty products: bamboo shoots and Japanese apricots. Stroll around Nishiyama Honmon-ji Temple, and try rafting on the Fujikawa River.



🌸 A line of sakura cherry trees that stretches roughly 2 km along the Inasegawa River (MAP P14 A5)

🏯 The main hall of Nishiyama Honmon-ji Temple. The *kubizuka* tomb of heads of Oda Nobunaga behind the main hall

Highlights

Nishiyama Honmon-ji Temple

A famed temple set on expansive grounds. Legend has it that the head of Oda Nobunaga is buried beneath the roots of the *hiiragi* holly tree on the temple grounds. (MAP P14 A4)

🚣 Rafting on the Fujikawa River



Asagiri Kogen Area

Highlands (Elevation: 500-900 m) brimming with nature on the western foot of Mt. Fuji. Tourist farms, campgrounds, golf courses and other expansive facilities dot the landscape.

Highlights

Shiraito-no-taki Waterfall
Mt. Fuji groundwater cascades over a cliff at this famed waterfall, which is a constituent element of the world heritage. (MAP P14 B3)

Lake Tanuki-ko
The lakeshore features campgrounds and a cycling road. (MAP P14 A2)

Michi-no-Eki Asagiri Kogen
A roadside station well known for selling fresh vegetables. (MAP P14 B1)



🐄 Try fresh milk and other foods in the Asagiri Kogen Area



🌳 Many people enjoy picnics and camping at Lake Tanuki-ko

Mt. Fuji Area

Mount Fuji is Japan's highest peak and is also registered as a World Heritage. The Mt. Fuji Skyline provides access from the foot of the mountain to the Fujinomiya Trail 5th Station.

Mt. Fuji

Registered as a World Heritage as "Fujisan, sacred place and source of artistic inspiration" in June 2013. (MAP P14 D2)

Yamamiya Sengen-jinja Shrine

A shrine where you can experience the form of ancient Mt. Fuji rituals. Although there is no main hall, it is believed to be the former site of Sengen Taisha Shrine. (MAP P14 B3)

Murayama Sengen-jinja Shrine

A shrine that flourished as a base for mountain ascetics. It is surrounded by large cedar trees, and has a solemn atmosphere. (MAP P14 C4)

Highlights

From the Fujinomiya Trailhead to the summit of Mt. Fuji!

At 2,400 m, the Fujinomiya Trailhead is the highest of the Mt. Fuji trailheads and offers the shortest route to the summit: roughly 5 km. The ascent requires 4-7 hours, and the descent requires 2-3 hours. (The climbing season on the Shizuoka side is July 10-September 10. For details, check the official website for Mt. Fuji climbing)



- 👉 Yamamiya Sengen-jinja Shrine Vantage Point
- 👉 The Murayama Sengen-jinja Shrine pavilion



🏔 Mt. Fuji viewed from Asagiri Kogen in northern Fujinomiya City

Sengen Taisha Shrine Area

The central area of Fujinomiya City. Visitors commonly pay their respects at Sengen Taisha Shrine, and then walk around town, sampling Fujinomiya yakisoba and other gourmet cuisine at the many dining spots in the area.

Shizuoka Prefectural Mt. Fuji World Heritage Center Now Open!

This hub for sharing information and conducting academic research on the World Heritage Mt. Fuji will open on December 23, 2017. (➡P16)



🏯 Fujisan Hongu Sengen Taisha Shrine, which is said to endow household harmony, safe births and other benefits

🍽 Try different local cuisine at Omiya-yokocho

Highlights

Fujisan Hongu Sengen Taisha Shrine

The top power spot in Fujinomiya City. Many delicious foods await along the road leading to the shrine. (➡P17)

Omiya-yokocho

A lively spot along the road leading to the shrine, with restaurants serving Fujinomiya yakisoba, gelato and other dishes. (➡P16)



🍜 Fujinomiya yakisoba, a local specialty

