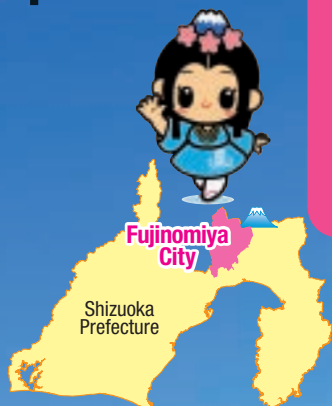




Special Edition



Sacred place for Mt. Fuji worship! Enjoy the history, culture, and food!

# Fujinomiya



Must-see  
UNESCO World  
Heritage site!

**Mt. Fuji**  
World Heritage  
Centre,  
Shizuoka

**Japan's No.1 Power Spot**

Welcome to the city of  
**Mt. Fuji**  
the World Heritage site!



Central Fujinomiya

**“Sengen Taisha Shrine Area”**  
Walking Guide



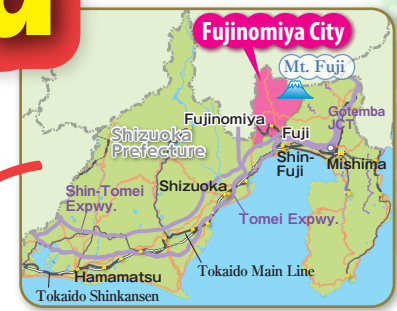


# Amazing Fujinomiya



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 <sup>2</sup>	City crest
Population	128,246 (as of December 2023)	
Households	58,857 (as of December 2023)	
Incorporation	June 1, 1942	
City tree	Maple	
City flower	Fujizakura (Fuji cherry)	
City bird	Skylark	
City fish	Rainbow trout	
Spouse city	Omi-hachiman (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 Honmonji, and try rafting on the Fujikawa River.



### Highlights

**Nishiyama Honmonji**  
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 P18 A4)



## 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 Falls**  
Mt. Fuji groundwater cascades over a cliff at this famed waterfall, which is a constituent element of the world heritage. (MAP P18 B3)

**Lake Tanukiko**  
The lakeshore features campgrounds and a cycling road. (MAP P18 A2)

**Michi-no-Eki Asagiri Kogen**  
A roadside station well known for selling fresh vegetables. (MAP P18 B1)



Try fresh milk and other foods in the Asagiri Kogen Area



## 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.

### Highlights

#### Mt. Fuji

Registered as a World Heritage as "Fujisan, sacred place and source of artistic inspiration" in June 2013. (MAP P18 D2)

#### Yamamiya Sengen 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 P18 B3)

#### Murayama Sengen Shrine

A shrine that flourished as a base for mountain ascetics. It is surrounded by large cedar trees, and has a solemn atmosphere. (MAP P18 C4)

## From the Fujinomiya Trail 5th Station to the summit of Mt. Fuji!

At 2,400 m, the Fujinomiya Trail 5th Station 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 Shrine Vantage Point
- The Murayama Sengen Shrine pavilion



## 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.

### Mt. Fuji World Heritage Centre, Shizuoka

This hub for sharing information and conducting academic research on the World Heritage Mt. Fuji. (P20)



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. (P21)

#### Omiya-yokocho

A lively spot along the road leading to the shrine, with restaurants serving Fujinomiya yakisoba, gelato and other dishes. (P20)







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

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

# Strolling Around the Sengen Taisha Shrine (Downtown) Area

Recommended  
Walking Course  
Through the City

START

at Fujinomiya Station  
Fujinomiya Tourist Association  
Information Center

First, head to the  
Tourist Information  
Center for info!

## 1 Masudaya Main store

☎0544-26-3380 MAP P19C2

Original Japanese pickles "Soga-duke" 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 ☎ 9:00-19:00  
☎ Wednesdays ☎ 8 spaces



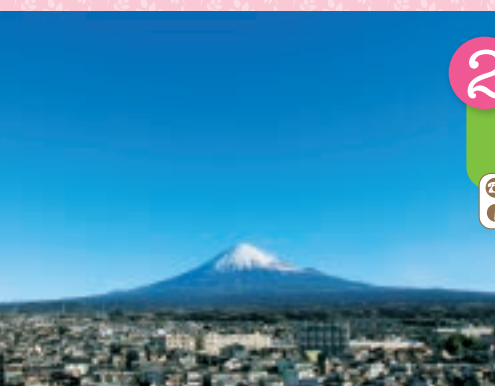
☎ Soga-duke pickles (180 g): 700 yen  
☎ Wasabi mayonnaise with Soga-duke pickles: 575 yen

## 2 Fujinomiya City Office 7th Floor Viewing Lobby

☎0544-22-1408 (Fujinomiya City Urban Development Division, City Planning Division, Landscape Official) MAP P19D2

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



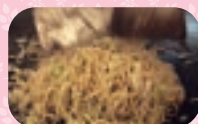
☎ One of the 20 Mt. Fuji viewpoints in Fujinomiya

## 3 Kokozurayo

☎0544-24-2544 MAP P19B1

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.

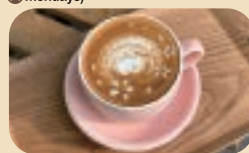
☎ 1-1 Miya-cho, Fujinomiya  
☎ 10 minutes on foot from JR Fujinomiya Station  
☎ 9:00-17:00 ☎ No holidays (Closed irregularly) ☎ Use the parking lot at Fujisan Hongu Sengen Taisha Shrine



☎ Fujinomiya yakisoba : 600 yen

Stroll around with  
coffee in hand

Caffe kofka (MAP P19C2) faces the Chuo-cho intersection. Grab a caffè latte (600 yen) or any other authentic espresso drink to-go and enjoy a walk around the town. Dine-in seating is available.  
(☎ 0544-66-5155 ☎ 7:30-18:00 ☎ Mondays)



## 5 Marukeyz

☎0544-27-0047 MAP P19B1

Famous melon crème chantilly with custard cream, and appaileil with raspberry jam starting at 675 yen.

☎ 14-16 Miya-cho, Fujinomiya  
☎ 15 minutes on foot from JR Fujinomiya Station  
☎ 8:30-19:00  
☎ Wednesdays ☎ 3 spaces

☎ The price of the melon crème chantilly depends on the season and size of the melon.



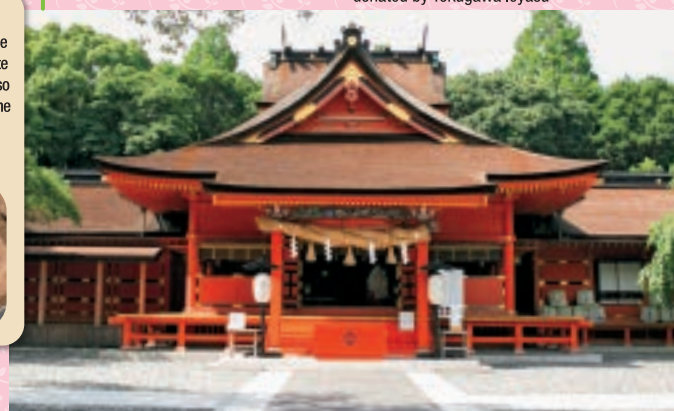
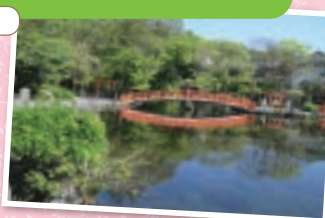
## 4 Fujisan Hongu Sengen Taisha Shrine

☎0544-27-2002 MAP P19B1

The core of Mt. Fuji spirituality. *Goshintai* (the 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 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 P19A1

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 ☎ 9:00-17:00 (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 P19A1

This shaved ice shop is run by an ice store that handles pure ice. It sells shaved ice made from its pure ice for a limited time only, starting from 500 yen. The shop's homemade syrups, which have flavors such as Strawberry Annin and boiled peanut, are popular.

☎ 5-8 Nishi-machi, Fujinomiya ☎ 5 minutes on foot from JR Nishi-Fujinomiya Station ☎ Shaved ice served from 11:00-16:00 (late April to early November) ☎ Sundays (no holidays between mid-July and the end of August) ☎ 6 spaces



☎ Strawberry Annin-flavored shaved ice, one of the most popular items, starting at 1,000 yen

## 8 Omiya-yokocho

☎0544-25-2061 MAP P19B2 (Mikuji Mochi Honpo)

Back alley streets lined with restaurants and souvenir shops. Outdoor bench and table seating available. You can drink spring water from a well there too.

☎ 4-23 Miya-cho, Fujinomiya ☎ 9 minutes on foot from JR Fujinomiya Station ☎ 10:00-16:00  
☎ Different for each shop ☎ Parking available nearby

☎ Mt. Fuji spring water containing vanadium

☎ Fuji Sugata, a Center-exclusive Mt. Fuji-shaped *monaka* (Japanese wafer): 1,000 yen for four pieces



☎ Gelato (double): 450 yen



## 9 Mt. Fuji World Heritage Centre, Shizuoka

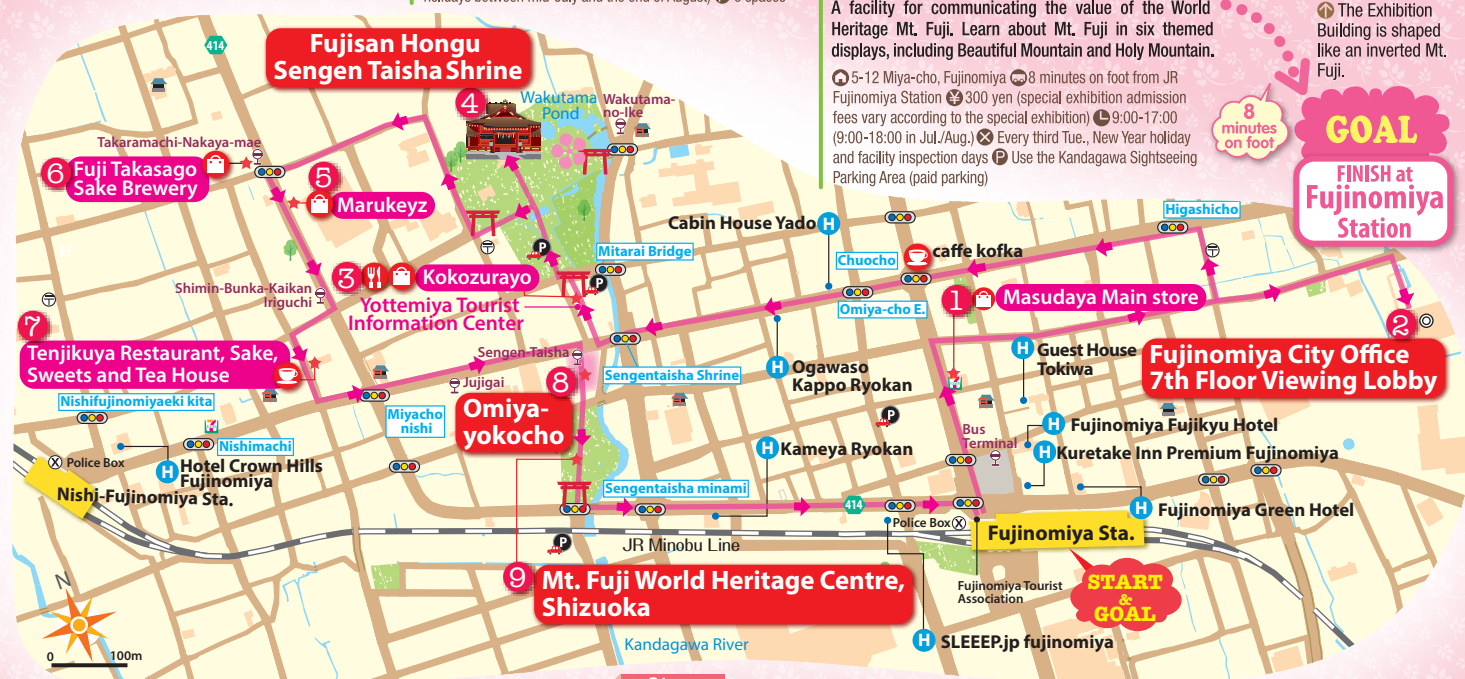
☎0544-21-3776 MAP P19B2

A 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 (special exhibition admission fees vary according to the special exhibition) ☎ 9:00-17:00 (9:00-18:00 in Jul./Aug.) ☎ Every third Tue., New Year holiday and facility inspection days ☎ 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 P19C2

☎ 1 night, breakfast included: From 7,800 yen

### Fujinomiya Green Hotel

☎0544-23-1919 MAP P19C2

☎ 1 night, no meals: From 6,000 yen

### Super Hotel Fujinomiya

☎0544-22-9000 MAP P18B4

☎ 1 night, breakfast included: From 7,000 yen

### Kuretake Inn Premium Fujinomiya

☎0544-25-1511 MAP P19C2

☎ 1 night, breakfast included: From 6,700 yen

### Kameya Ryokan

An inn where you can enjoy unobstructed views of Mt. Fuji from the baths

☎0544-27-0061 MAP P19B2

☎ 1 night, breakfast and dinner included: From 13,200 yen

### Tachibana Kappo Ryokan (Gourmet Japanese Inn)

☎0544-27-7000 MAP P18B4

☎ 1 night, breakfast and dinner included: From 24,200 yen

### Ogawaso Kappo Ryokan (Gourmet Japanese Inn)

☎0544-26-2197 MAP P19C2

☎ 1 night, breakfast and dinner included: From 14,850 yen

### Fugaku Onsen Hana-no-Yu

☎0544-28-1126 MAP P18B4

☎ 1 night, breakfast included: From 6,500 yen

### Cabin House Yado

☎0544-23-4180 MAP P19C2

☎ 1 night, no meals: From 2,150 yen

### Guest House Tokiwa

☎0544-55-1199 MAP P19C2

☎ 1 night, no meals: From 5,000 yen

### Hotel Crown Hills Fujinomiya

☎0544-23-2222 MAP P19A1

☎ 1 night, breakfast included: From 5,800 yen

### SLEEP.jp fujinomiya

☎050-5532-2884 MAP P19C2

☎ 1 night, no meals: From 4,450 yen

### Kyukamura Fuji

☎0544-54-5200 MAP P18A2

☎ 1 night, breakfast and dinner included: From 17,500 yen