

WELCOME TO THE BEAUTIFUL HEART OF JAPAN, FUJINOMIYA CITY

Fujinomiya City Sightseeing Guidebook

彩四季
Four Seasons

Fujinomiya City Tourist Association
0544-27-5240
<http://www.fujinomiya.gr.jp>

Fujinomiya City Department of Commerce, Industry and Tourism
0544-22-1155
<http://www.city.fujinomiya.shizuoka.jp>

DISCOVER THE BEAUTY OF FUJINOMIYA

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Enjoy a Wonderful Time, with Majestic Mt. Fuji as a Backdrop

Welcome to Fujinomiya, Japan!

Poets in ancient times described Mt. Fuji as a treasure and guardian deity, and its unforgettable visage has long been regarded as a symbol of Japan. Situated at the base of Mt. Fuji, the city of Fujinomiya prospered as the home of Fujisan Hongū Sengen Taisha; a shrine established to placate the volcanic spirits of Fuji. Many famous warriors made pilgrimages to the area, and the whispers of history can still be heard today.

The clear and abundant spring waters flowing from Mt. Fuji gave birth to beautiful natural features like Shiraito Falls.

The very same waters allow the production of delicious sake and local cuisine such as Fujinomiya Yakisoba.

With this guide in hand, we encourage you to immerse yourself in the seasonal magnificence of Mt. Fuji!

※Details in this guide are subject to change. Be sure to confirm with the relevant facility.



Omote Fuji

Omote Fuji - The Best View of Mt. Fuji

The Mt. Fuji mandala painting shown at right dates from the Muromachi Period (1336 - 1573) and is kept at Sengen Taisha in Fujinomiya. It depicts the view from Fujinomiya of the pilgrimage route to the summit, and is considered an Important Cultural Property of the nation. This view, from the Shizuoka Prefecture side, is called Omote Fuji (Front Side Fuji) and is said to be the most beautiful view of the mountain.

Access from Shizuoka Airport

From airport
 By car to Fujinomiya Station (exit Tōmei Expressway at the Yoshida IC)-approx. 80 minutes.
 By car to Fujinomiya Station 5th Station-approx. 140 minutes.

Main Destinations:
 Shin Chitose, Komatsu, Naha, Kumamoto, Fukuoka, Kagoshima, Seoul, Shanghai

Mt. Fuji Shizuoka Airport Supporters Club
<http://www.fs-airport.com>
 Check flight times and airport access.

Radio-F 84.4fm

84.4FM Radio-F: Mt. Fuji Tourist Information On Air Daily!

Fujinomiya City
Mt. Fuji
Shizuoka Prefecture
Mt. Fuji Shizuoka Airport

Cell Phone Fujinomiya Information Map (free site)

Accessible by cell phone, the MiyaNavi Mobile site allows you search for shops and restaurants, and is planned to go on-line in Spring of 2010. There is already a large amount of information available at the following sites:

<http://fuji-itcenter.com/gpsktai-gmap-demo/>

(normal cell phone web access charges apply)

PC Web Site Fujinomiya Information Map

<http://www.fuji-itcenter.com/gmap/fcia>



聖地

Sacred Places

Visit these famous shrines and sacred places

■ Fujisan Hongū Sengen Taisha (Former main shrine of Suruga Province) World Cultural Heritage site candidate



Famous Mt. Fuji Shrine Complex Hongū Sengen Taisha was built in the year 806 AD by the Shōgun Sakanoue no Tamuramaro. It is the head shrine of the more than 1,300 related Sengen shrines throughout Japan, and in 2006 celebrated 1,200 years in existence. The enshrined deity is Konohana no Sakuya Hime no Mikoto, who is revered as a guardian goddess for familial harmony, prevention of fires, safe childbirth, ocean voyages, fishing and farming. Her name means Princess of Flowering Trees, her symbol the cherry blossom, and 300 cherry trees are planted on the shrine grounds. The main hall (Honden) of the shrine exhibits the distinctive sengen-zukuri architectural style and is registered as a National Cultural Treasure. The shrine also maintains a branch on the summit of Mt. Fuji, called Sengen Taisha Okumiya Shrine.
1-1 Miyachō, Fujinomiya City TEL (0544)27-2002

■ Wakutama-Ike Special Natural Treasure (Gushing Jewels Pond) World Cultural Heritage site candidate

Melting snow from Mount Fuji forms the underground streams which feed this pond. The charming, vermillion-colored Mizuya shrine, complete with picturesque foot bridges, sits on a rock in the middle of the pond. Nearly 200,000 tons of water per day gushes forth from the ample spring, while the water temperature remains steady year-round at about 14 degrees Celsius (approximately 57 degrees Fahrenheit). From olden times, it has been a tradition for climbers to purify themselves in the waters of this sacred spring before ascending Mt. Fuji. Pilgrims from various regions of Japan would perform rituals here after visiting Sengen Taisha. Traces of this tradition can still be seen in some of the festivals held in Fujinomiya.



"More than enough water to wash my hands gushes, like jewels, from the depths of Mitarashi stream at Sengen shrine." - Taira no Kanemori (Heian period poet)

■ Festivals at Sengen Taisha

Mar : Fujinomiya Trout Fishing Tournament (Kanda R., Urui R.)
Apr : Sengen Taisha Cherry Blossom Festival, Omote Fuji Candle Illumination
May : Horseback Archery Festival
Jul : Opening of Climbing Season
Aug : Sacred Fire Festival, Shrine Dancing Festival
Nov : Fujinomiya Fall Festival



Ritual for a good harvest

■ Yamamiya Sengen Shrine World Cultural Heritage site candidate

Sengen Taisha was created in order to enshrine the deity of Mt. Fuji and pacify its volcanic rage. Although it was later moved to the current location at Hongū Sengen Taisha, the former site still exists as Yamamiya Sengen Shrine. There is no main hall at this shrine, because it was believed that it would be blown down by strong winds.



View of Mt. Fuji from Hongū Sengen Taisha

In the Land of Yamato, the Land of the Rising Sun,
It is our treasure, our tutelary god.
It never tires our eyes to look up
The lofty peak of Fuji!
- Takahashi Mushimaro (Man'yōshū poet)



July 1st, Start of climbing season

■ Murayama Sengen Shrine World Cultural Heritage site candidate

This shrine was a site of worship of both Buddhist and Shinto deities, and became an important center of the Shugendō mountain religion. From the Edo period onward, adherents of Fujikō, a religion centering on Mt. Fuji, made use of the shrine as a place of worship and purification before ascending the summit. In addition to the main hall and Dainichi Hall, the shrine precincts contain huge cedar and ginkgo trees, which are prefecturally designated Natural Treasures. Visitors can gain a glimpse of this shrine's history during the Start of Climbing Season ceremony in July, and the ascetic rituals held at the New Year.

Sengen Taisha Area Walking Tour - Gourmet Guide

Why Yakisoba?

Historically, Fujinomiya City enjoyed prosperity as the location of Sengen Taisha. However in later times, the downtown area suffered from a declining economy. In November of 2000, Fujinomiya residents brought attention to their unique local version of the famous yakisoba (fried noodle) dish in an attempt to revitalize the area. Their efforts have so far achieved amazing results, with sales reports of 21.7 billion yen over a 6 year period. With other such delicacies as rainbow trout and milk ramen, Fujinomiya is quickly gaining a reputation as a center of innovative local cuisine.

- Fujinomiya Yakisoba
- Pub
- Hotel
- Japanese Food
- Bank
- Restroom
- Chinese Food
- Shopping
- Restroom (handicap accessible)
- Cafe
- Japanese Inn
- Evacuation Area
- Park
- Police Box
- Rental Car
- Shrine
- Information
- Volunteer Guides
- Spring
- Parking
- Spring Drinkable
- Taxi



Frog Stone (Kaeru Ishi)

This stone is naturally shaped like a frog. Legend has it that water from the nearby well can cure warts and eye diseases.

Lord Shingen's

Legend tells that the goddess of Sengen Taisha put her clothing on a pine tree at this spot when giving birth. Another story is that the warlord Takeda Shingen washed his clothes and hung them to dry here.

Lord Nobunaga's Fuji Mi-ishi

It is said that in 1582, the warlord Oda Nobunaga, while returning from his successful campaign against the Takeda clan, sat on this rock and viewed Mt. Fuji.

Fukuishi Shrine: Health, Long Life

Also known as Wa Kuguri San from the name of a ritual held at the end of July, during which people pass through a grass ring to gain purification. People in former times believed children left here to be picked up by a friend or relative would grow up to be strong and healthy.

Kanda Storehouse Inari Shrine

This shrine to the deity of abundant harvest served as guardian of Omiya Castle's rice storehouse. The lords of Omiya Castle came from the Fuji clan, who were the hereditary high priests of Sengen Taisha.



Start Fujisan Saseragi Square. A 16 meter high Torii gate marks the central base for sightseeing in Fujinomiya. Free parking lot has capacity for up to 30 cars and 9 buses.

- 1** Omiya Yokocho In this area a number of small shops offer famous Fujinomiya delicacies like yakisoba, gelato ice cream, rainbow trout and pork.TEL.(0544)25-2061 (Pukuichi)
- 1** Mt. Fuji Souvenir Shop Kokozurayo This gift shop is conveniently located near the parking lot of Sengen Taisha. TEL(0544)24-2544
- 3** Goto Seikichiro Art Museum Designated by Shizuoka Prefecture as Guardian of the Intangible Cultural Heritage of handmade washi, traditional Japanese paper. (Open weekends only)
- 8** Restaurant Nagayamon French cuisine served in a relaxed, traditional Japanese-style atmosphere. TEL(0544)25-1323

i Volunteer Tour Guides Guided tours available to Sengen Taisha, Shiraito Falls and more.
(Free;appointment required)TEL(0544)27-5240
Fujinomiya City Tourism Association



Kanda Market Shrine

Shrine to Ichi-kami san, a god of commerce. From the late middle ages, a number of monthly markets were held in this area, and some of them can still be enjoyed today. These are the Nishino Ichi (8th of every month), Jūroku Ichi (16th) and the Kanda Raku-ichi (first Saturday every month).

Saoji Inari Shrine

This is said to be the only shrine in Japan where a device used for measuring and surveying is enshrined. The first survey of Mt. Fuji, carried out in 1727, measured a height of 3,886 meters. Sir Rutherford Alcock, the first foreigner to climb Mt. Fuji, measured 4,309.8 meters.



Start/Goal: Fujisan Saseragi Square



1 Omiya Yokocho



1 Kokozurayo



1 Tourist Information Office Yottemiya



8 Restaurant Nagayamon

i Tourist Information Offices

Yottemiya (inside Sengen Taisha parking lot, 30 minutes free parking)
TEL(0544)29-7223
Fujinomiya Tourist Association (1st floor, north side of Fujinomiya Station building)
TEL(0544)27-5240
Machizukuri Salon Miya (Fujinomiya Rainbow Trout Society)

Soothe the heart with these idyllic scenes

Waterfalls and Legends



Shiraito Falls

"Cascading threads of silk, from some gentle lady standing above, Shiraito Falls." -

Minamoto no Yoritomo

Shiraito Falls / Otodome Falls Nationally Designated Natural Treasure World Cultural Heritage site candidate

Thousands of thin streams flowing from the cliff face give this site its unique appearance and name, which literally means "White Thread Waterfall." About 20 meters high, with a vast cascade nearly 200 meters wide, this is one of Japan's most beautiful waterfalls. Visitors can enjoy a calming cool breeze thanks to the meltwater which forms this waterfall.

Otodome Falls is located about 5 minutes walk from Shiraito Falls, and is formed by the main stream of the Shiba River. Approximately 25 meters high, this thundering torrent is a complete contrast to the placid Shiraito Falls. The name "Sound Stopping Waterfall" comes from the legend of the Soga brothers, who used the roaring waters of this waterfall to cover their voices when plotting revenge on Kudo Suketsune. The legend also claims that the sound of the waterfall stopped at the precise moment that the brothers prayed to the gods for success. Both Shiraito and Otodome Falls are listed in "Japan's Top 100 Waterfalls", published by the Japanese Ministry of the Environment in 1990.

● Shiraito Falls Parking Lot

273-1 Kamiide, Fujinomiya City, TEL (0544)54-2880

Fee: Car 500yen, Bus 1000yen, Motorbike 100yen (1 day)

● Obinmizu (Hara, Fujinomiya City)

Water pooling from a cave just above Shiraito Falls forms a mirror-like pond where Shōgun Yoritomo is said to have fixed his hair. (Currently not open to the public)

● Asahi Falls (Hanno, Fujinomiya City)

This 20 meter high waterfall is named Asahi "Morning Sun" for the splashing and cascading water which sparkles in the morning sunlight. This is the perfect spot to enjoy a cool breeze on a hot summer day.



Asahi Falls



○Soga's Hidden Rock

◎Kudo Suketsune's Grave

Revenge of the Soga Brothers

One of Japan's 3 most famous revenge stories

The brothers' father was murdered by Kudo Suketsune, who became a retainer of the Shōgun Yoritomo. Plotting revenge, the brothers joined Suketsune on a hunting party held by the Shōgun on the slopes of Mt. Fuji. Although the plot succeeded, both brothers lost their lives. Many of the locations in the story can be visited today. To the east of Otodome Falls is the Soga's Hidden Rock, where the brothers are said to have hatched their plan. Visitors can also view Suketsune's Grave, and Soga Hachiman Shrine, which was built in order to comfort the brothers' spirits. The grave of the Soga brothers is located on a small hill to the east of the shrine.



Otodome Falls

Legend of Yoritomo Sightseeing Map



- Total course distance is approx. 7km / 2.5 hours walking time.

In addition to the falls and the walking tour, you can enjoy Fujinomiya Yakisoba at Sogamen and Mumesan, the local delicacies cooked up at Fujishige and beer made by an authentic German brewer at Bayern Meister Bier.

- **Kariyado no Gebazakura** Special Natural Treasure - Legendary Mountain Cherry Tree

In 1193, Shōgun Yoritomo held a great hunt on the slopes of Mt. Fuji. This party was said to include 10,000 mounted samurai, each with numerous attendants, making it a huge group of tens of thousands. Yoritomo's base camp was established at the house of the Ide Clan, which remains the property of the Ide family today. Inside is a copper mirror and gold lacquered sake cup said to have been used by the Shōgun. Outside is a large cherry tree, in front of which Yoritomo is said to have dismounted, and which is named Kariyado no Gebazakura. Its beautiful blossoms can be viewed in mid-April. The tree is considered the oldest Mountain Cherry Tree in Shizuoka, and has been designated a Special Natural Treasure of the nation.

98-1 Kariyado, Fujinomiya City
Apr: Spring Rapeseed Blossom Festival
Dengaku performance, Tanka poetry recital

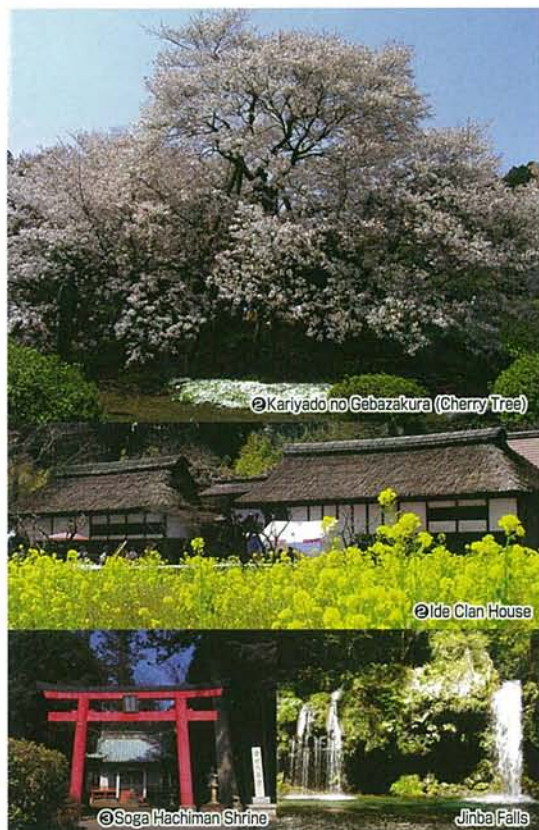


Local Legends

- **Jinba Falls & The Taiko Stone**

This picturesque waterfall, formed by the Gotomeki River, is near the site where Yoritomo is said to have made camp. Just south of the waterfall is Onjōji Temple, location of the Taiko (drum) Stone said to have been discovered by Yoritomo. Also on the temple grounds is the Nade Creek, said to have sprung forth when Yoritomo scraped the ground with an arrow.

Onjōji Temple, 529 Inokashira, Fujinomiya City



Find your own special viewing spot

Find your own special viewing spot

Fujinomiya City is full of great spots for viewing Mt. Fuji. When looking across Lake Tanuki, you can enjoy the splendid vista of the morning sun rising over the summit reflected on the lake's surface; called the "Double Diamond Fuji". The sight of the moon rising over the mountain, called the "Pearl Fuji" or "Moonlight Fuji," is another unforgettable sight.



Double Diamond Fuji

変幻
The Seasons

Pictures show Lake Tanuki

■ Lake Tanuki

This is where Mt. Fuji's inverted reflection on the lake surface, caused by the morning sun, forms the famous Double Diamond Fuji.

■ Best time to view: Between April 22nd and 27th (north to south). Between August 16th and 30th (south to north). Around 6:00AM

■ Lake Tanuki Campground

The lush countryside around the lake hosts campgrounds and cycling roads. Large numbers of campers and hikers come to enjoy the scenery, especially during the seasons of spring cherry blossoms and colorful autumn foliage. Tent site: TEL(0544)52-0155 <http://tanukiko.com> Bungalow site: TEL(0544)52-0015

■ Kotanuki Wetlands

These are the only wetlands located at the base of Mt. Fuji. They are home to numerous rare forms of wildlife, including a confirmed 63 kinds of plants, 29 species of dragonflies and 72 types of butterflies.



■ Asagiri Highland

This area is home to such idyllic scenes as dairy cows grazing in lush green prairies against the majestic backdrop of Fuji. The pastoral beauty of Asagiri Highland has been used as a film location in a number of projects. It is also a great spot for sky sports like paragliding, and a sightseeing flight is a wonderful way to enjoy a unique view of Mt. Fuji.

■ Tokai Nature Trail

This walking course is a great way to visit such sightseeing points as Asagiri Highland, the suspension bridge at the foot of Mt. Fuji, Jinba Falls, Kotanuki Wetlands, Mt. Chōjagatake and Mt. Tenshigatake.

■ Popular Climbing Course: Mt. Kenashi

This popular course on the 1,946 meter high Mt. Kenashi offers spectacular vistas of Asagiri Highland. A number of small and large waterfalls, such as Fudō Falls, may also be viewed on this course. (For details see the "Walking in Fujinomiya" pamphlet)

📷 Film Location Support Group! Fujinomiya & Shibakawa Omote Fuji Filmwork

Working to help film crews utilize this location. TEL (0544)28-6771 <http://www.filmwork.jp>





Pearl Fuji



Presented to the Imperial Family in 2009

Yamamoto Plateau

This plateau of tea fields spread before majestic Mt. Fuji is said to be the birthplace of Yamamoto Kansuke, one of Takeda Shingen's most trusted Generals. Together with the Sugita region, this area produces some of the most delicious green tea in Japan. Please enjoy a relaxing cup while viewing Mt. Fuji!

Yamamoto Kansuke historical spots

This area holds many places associated with the famous samurai Yamamoto Kansuke. These include Kansuke Hill, Yamamoto Hachiman Shrine, his mother's grave, Daishinji Temple and Senshōji Temple.



Yamamoto Kansuke Birthplace Memorial

Other Scenic Spots Around Mt. Fuji

Michinoeki Asagirikōgen, Asagiri Sawayaka Parking Area, Fumotopara, Asagiri Arena, Fujisan Shizen Bochi Park, Taisekiji Temple, Nishiusuzuka Parking Area, Mt. Fuji Fujinomiyauchi 5th Station (Fujisan Skyline), Fujisan Hongū Sengen Taisha, Fujisan Saseragi Square, Mt. Shirao Park, Kōtokuji Temple.



Mt. Fuji Live Camera

View Mt. Fuji in Real Time!



Michinoeki Asagirikōgen	http://www.asagiri-kogen.com/
Fumotopara	http://fumotoppara.net
Lake Tanuki (via Online Nature Research Center website)	http://www.sizenken.biodic.go.jp/pc/
Livestock Testing Center	http://www.pref.shizuoka.jp/live/
Mt. Fuji Erosion Control Office	http://www.fujisabo.go.jp/
Tōkai Seirō	http://www.tokai-seiro.co.jp
Tachibana	http://www.tachibana-fuji.co.jp
Mt. Fuji Photo Map	http://fjsn.jp

Fuji Gozan



Kitayama Honmonji

Nishiyama Honmonji

Shimojō Myōrenji

Taisekiji Pagoda

Koizumi Kuonji

The Fuji Gozan (Five Great Temples of Fuji) are: Ueno Taisekiji, Kitayama Honmonji, Shimojō Myōrenji, Koizumi Kuonji and Shibakawachō Nishiyama Honmonji. They are associated with the Nichiren Branch of Buddhism. Nichiren's chief disciple Nikkō Shōnin came here to fulfill Nichiren's commandment to establish a temple at the foot of Mt. Fuji. He traveled to Ueno, domain of the lord Nanjō Tokimitsu, where he built Taisekiji Temple in the year 1290. Next he moved to the neighboring village of Omosu, where he established Kitayama Honmonji Temple, which is where he spent the rest of his life.

Taisekiji Temple 2057 Kamiyō, Fujinomiya City TEL(0544)58-0810

The Sanmon Gate is 23m high, making it the largest in the Tokai region. Completed in 1749, the Pagoda is 33.5m high and was designated a National Cultural Treasure. There are more than 5,000 Yoshino Cherry trees planted around the temple grounds.※Sept. 18th: Kanshi-e (Memorial services for 26th High Priest Nichikan)

Kitayama Honmonji Temple 4695 Kitayama, Fujinomiya City

Founded in 1298 thanks to the patronage of the ruler of Omosu, Ishikawa Sanetada. The great cedar tree known as the Daimoku Sugi, said to have been planted by Nikkō Shōnin while he chanted a mantra, is a prefecturally designated Natural Treasure.

Nishiyama Honmonji Temple 671 Nishiyama, Fujinomiya City

Nikkō's successor at Kitayama Honmonji, Nichidai, was forced to leave by Ishikawa Sanetada. He then founded Nishiyama Honmonji in 1344, with the help of local strongman Ouchi Yasumizu. It is said that famous warlord Oda Nobunaga's head is buried here. 2nd Sunday in November: Nobunaga Autumn Festival

Shimojō Myōrenji Temple 688 Shimojō, Fujinomiya City

This former residence of Nanjō Tokimitsu was donated to Nikkō's disciple Nikke in 1323.

Koizumi Kuonji Temple 1649 Koizumi, Fujinomiya City

After leaving Taisekiji, the disciple Nichigō changed this temple's name from Hokkeji to Kuonji in 1334.

Shibakawa: Where the Romance of History Lives

From the Taira clan warriors who fled here after the Battle of Fujikawa, to the story that warlord Oda Nobunaga's remains were brought here after his death, the Shibakawa region is rich in history and legend. Tourists can experience this first-hand with a visit to the grave of Taira no Koremori, and the Nishiyama Honmonji Temple, with its cultural treasures and seasonal beauty.



Kuromon Gate at Nishiyama Honmonji Temple

Nishiyama Honmonji Temple

Entering through the Kuromon Gate, visitors climb a 15m wide, 135-step main hall. The seasonal beauty of this approach is truly breathtaking. On April 18th is the O-mushiboshi ceremony, when the temple's National Cultural Treasures are displayed to the public. These include a copy of the Lotus Sutra written on dark blue paper with gold writing, and a commentary on the Lotus Sutra written in Nichiren's own hand. Beside the main hall is a 400-year old ginkgo tree, which displays splendid yellow foliage in the autumn. A 500-year old holly olive tree (a prefecturally designated Natural Treasure) marks the spot where Oda Nobunaga's head is said to be buried, after it was brought here by order of priest Honinbo Sansa (Nikkai). The Nobunaga Autumn Festival held in November is another highlight of this temple.

671 Nishiyama, Fujinomiya City TEL(0544)65-0478 694 Nishiyama (Joenbo)



O-mushiboshi

Bashō Tenjingu Shrine

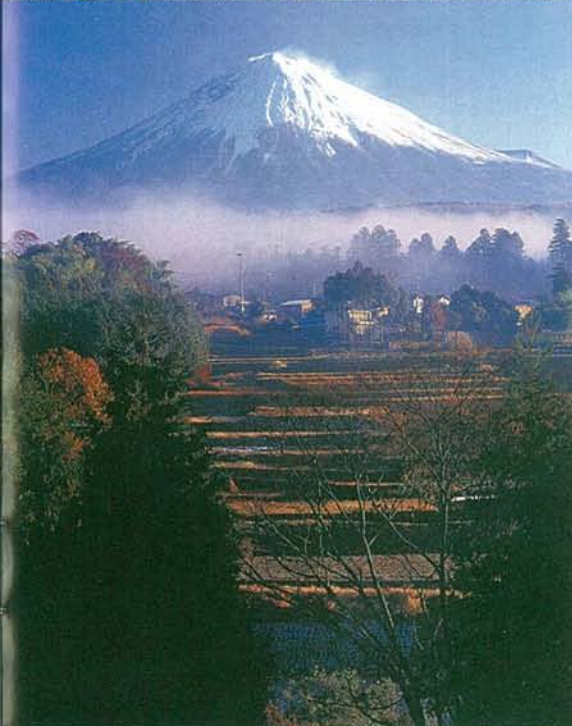
The spirit of Imperial Councilor Koga Nagamichi is enshrined here as Bashō Tenjin, deity of wisdom, learning and protection from evil. Nagamichi fell ill and died near here on New Year's Eve of 1334, on his way back from Sengen Taisha, where he had been sent on a mission by Emperor Go-Daigo. On the first Sunday in February, the Bashō Tenjin Festival is held, turning this normally prosaic shrine into a bustling carnival. Located on the former route by which salt was transported from Yui town to Fujinomiya, the prosperity of former times is reflected in the intricate carving work adorning the entire length of the shrine's curved tie-beams, and the exquisite engravings on its columns. Two stone guardian dogs and their pups greet visitors with a smile. 5820 Uchibusa, Fujinomiya City



Grave of Taira no Koremori

Grandson of Taira no Kiyomori, his handsome looks led him to be called the second-coming of Prince Genji. After suffering defeats at the Battle of Fujikawa and the Battle of Kurikara, he is believed to have committed suicide. However, legend has it that he escaped to live in hiding in this area. His reputed gravesite is located on a picturesque terraced rice field in Yuno.





Immerse yourself in the lushness of nature

■ Nature's Wonderland in Shibakawa

Relish the brisk spray from clear waterfalls, cleanse your heart in the crisp spring waters. Relax your mind among the lush greenery as you enjoy nature's works of art!



■ Tenshi no Nanataki 7 Waterfalls

These 7 waterfalls form the Tenshi Creek, which flows into the Inako River. A carefully maintained hiking trail forms an 8km circuit which takes you on a pleasant walk around the falls. Along with the beautiful scenery, hikers will enjoy the relaxing effect of the naturally occurring negative ions. The hike takes approximately 45 minutes to complete the circuit.

■ Mt. Shiratori

Although not a very high mountain at 568m, the summit of Mt. Shiratori offers excellent views of Mt. Fuji, the Southern Alps and the Tenshi Mountains. Climbers should approach from the Fujinomiya side, and may use the parking lot at Hōnōji Temple. If you just want to enjoy the view, you can drive from the Yamanashi side to Mt. Shiratori Shinrin Park. A brisk and clear winter day is recommended for getting the best view. Hōnōji Temple 2931 Uchibusa, Fujinomiya City TEL(0544)65-0245

■ Kōtokuji Temple Cherry Tree

Kōtokuji Temple offers the perfect spot to snap that photo of Mt. Fuji with a blossoming cherry tree in the foreground. The cherry blossom season usually starts around April 1st. Weeping cherries, Yoshino cherries and red blossomed plum trees may all be viewed.

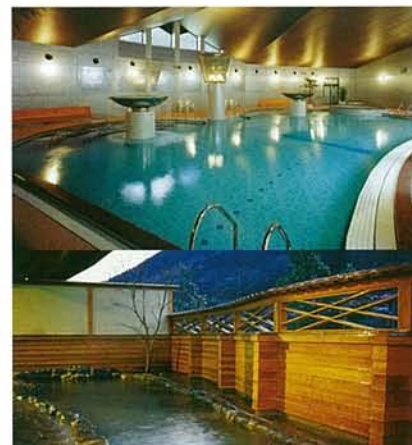
431 Shimo Yuno, Fujinomiya City TEL (0544)66-0039

■ U-Trio Hot Spring Resort

The naturally mineral-rich waters from a hot spring 1000m underground bubble up to the surface and are used to heat a pool, outdoor hot tub, Jacuzzi and more. This fully equipped hot spring resort includes tatami rooms, lounge, restaurant, bamboo craft workshop, barbecue pit and tennis court.

Open from 10AM to 8PM (doors close at 7PM). Closed Thursdays (in case of holiday, will be closed on Wednesday) and New Year Holiday.

1219 Kami Inako, Fujinomiya City TEL(0544)66-0175



■ Yuno Terraced Rice Paddies

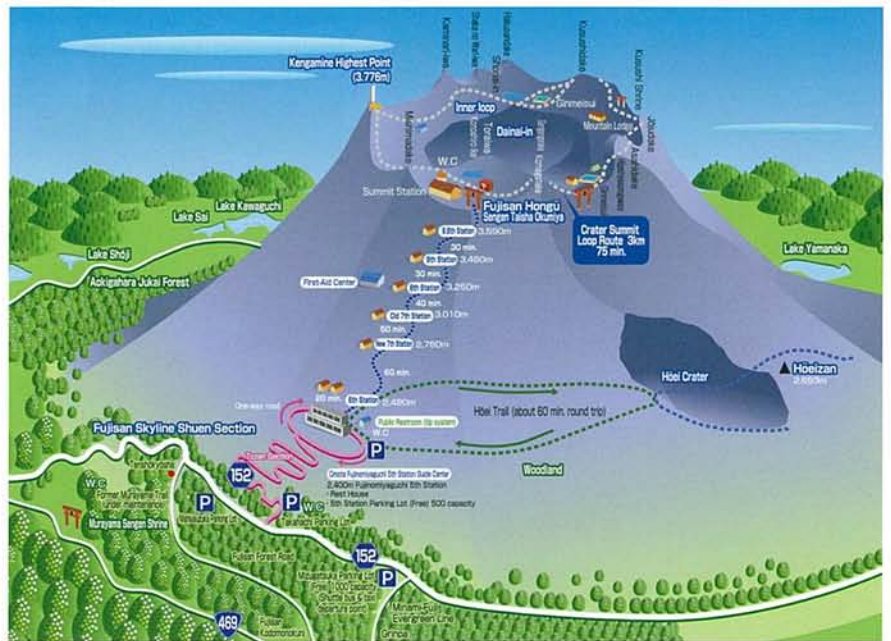
While Shizuoka Prefecture is full of terraced rice paddies, the region of Yuno offers a particularly nice spot for viewing Mt. Fuji. Visitors can enjoy brilliant yellow rapeseed blossoms in the early spring, while in early summer Mt. Fuji is reflected in the waters of the rice paddies. Autumn brings beautiful red spider lilies blossoming along the banks.

日本の象徴

Symbol of Japan

Gaze upon the majestic beauty of Mt. Fuji, symbol of Japan

■ 3,776m High Crater Summit!



● Fujinomiya Route is Shortest Way to the Summit

Among the 5 different climbing routes on Mt. Fuji, the Fujinomiya Route offers the shortest distance to the summit. Climbers can drive to the Fujinomiya 5th Station, located at a height of 2,400m, and take advantage of the shortest route to the main attractions Sengen Taisha Okumiyu Shrine and the Mt. Fuji Post Office. Mountain lodges are located at nearly equal intervals along the route, offering rest areas when needed. Route distance is 5km (both ascending and descending). Climbing time is 4 to 7 hours ascending, 2 to 3 hours descending (not including rest times).

5th Station: Free parking for up to 500 cars. Stores, restaurants, tourist information and police box (General Information: TEL(0544)22-2239) Shop TEL(0544)22-2239

8th Station: First-Aid Station TEL(0544)22-2238



■ Mountain Lodge Information

Reservations are required to use lodges
www.fuji.tozan.com

■ NOTE

Private cars are restricted from using the Tozan Section of Fujisan Skyline during parts of July and August. Call Service TEL(0545)65-1331
 Fuji Civil Engineering Office TEL(0545)65-2249
<http://www.pref.shizuoka.jp/kensetsu/ke-210/fujisan>
 Tozan Bus operates only during July and August
 Fujikyū Shizuoka Bus TEL(0544)71-2495

■ Pristine Mountain Slopes and Old Growth Forests

Mt. Fuji Forest Hiking Courses

The southern base of Mt. Fuji has a total of 13 hiking courses which can be enjoyed all year-round. Here we will introduce 2 popular courses.

■ "Heart of Mt. Fuji" Fujinomiya 5th stn. to Hōei Crater Course

This route takes you across spectacular terrain from the Fujinomiya 5th station to the Hōei Crater. (Approx. 60 min. Closed from end of November to late April due to snow.)

■ "Primeval Forest" Nishiusuzuka Course

This relaxing hike takes you among the giant trees of the old growth forest around Nishiusuzuka. (Approx. 40 min.)

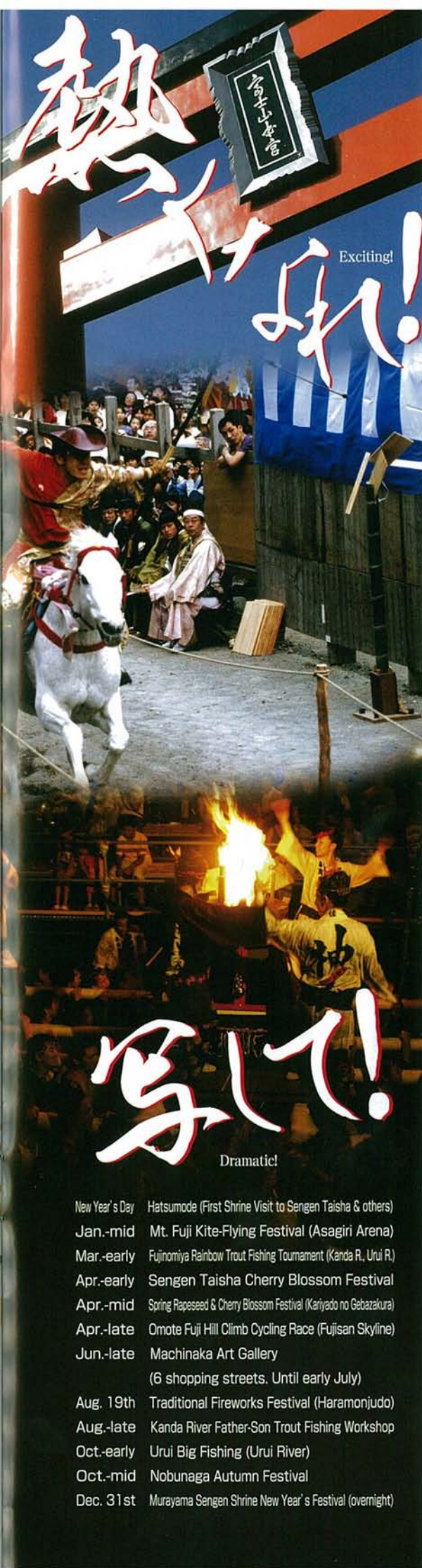
■ NOTE

The Fujisan Skyline Tozan Section is closed during winter, so Fujinomiya 5th Station cannot be accessed from late November to late April. For details contact Fuji Civil Engineering Office TEL(0545)65-2249



Monument to Sir Rutherford Alcock, the first foreigner to reach the summit Mt. Fuji. He climbed via the Fujinomiya Route in 1860.





New Year's Day	Hatsumode (First Shrine Visit to Sengen Taisha & others)
Jan.-mid	Mt. Fuji Kite-Flying Festival (Asagiri Arena)
Mar.-early	Fujinomiya Rainbow Trout Fishing Tournament (Kanda R., Urui R.)
Apr.-early	Sengen Taisha Cherry Blossom Festival
Apr.-mid	Spring Rapeseed & Cherry Blossom Festival (Kariyado no Gebazakura)
Apr.-late	Omote Fuji Hill Climb Cycling Race (Fujisan Skyline)
Jun.-late	Machinaka Art Gallery (6 shopping streets. Until early July)
Aug. 19th	Traditional Fireworks Festival (Haramonjudo)
Aug.-late	Kanda River Father-Son Trout Fishing Workshop
Oct.-early	Urui Big Fishing (Urui River)
Oct.-mid	Nobunaga Autumn Festival
Dec. 31st	Murayama Sengen Shrine New Year's Festival (overnight)

Experience the exciting atmosphere of a Japanese festival

Festival Calendar

Yabusame (Horseback Archery) Festival

May 4th to 6th at Sengen Taisha & other locations This tradition dates back to Shōgun Yoritomo's hunting party. The archery performed on the grounds of Sengen Taisha from 3 PM on the 5th is a must-see.

Omote Fuji Candle Illumination

Early April, Late June at Sengen Taisha.

Participatory event held in conjunction with the Sengen Taisha Cherry Blossom Festival and the Opening of Climbing Season. The world's smallest candles, made by Tōkai Seirō, are used.

Opening of Climbing Season

July 1st at Sengen Taisha, Murayama Sengen Shrine and Fujinomiyauchi 5th Station. Events include ceremonial departure of the first bus, Japan-UK Cultural Exchange, Miss Mt. Fuji Contest and more!

Sacred Fire Festival

Early August at Sengen Taisha & other locations Sacred fire from Sengen Shrine is paraded through the streets on a mikoshi (palanquin). The climax is the Kandagawa Nobori, where a palanquin is carried upstream in the Kanda River. Also includes the Shrine Dancing Festival, in which 6,000 men, women and children fill the streets of Fujinomiya dancing to the choreography of Lucky Ikeda.

Fuji Great Hunt Festival

Early October. Shiraito Candle Illumination at Shiraito Falls. Shiraito Falls illuminated with candles, creating a hauntingly beautiful scene.

The Lake Tanuki Art Festival takes place at Lake Tanuki Campground. Enjoy a variety of arts and crafts including coloring, picture postcard-making and nature art!

Fujinomiya Fall Festival

website: <http://akimiya.com/>
November 3rd to 5th at Sengen Taisha & other locations 20 grandly decorated festival floats parade through the city to the accompaniment of lively music. The festival music has been designated an Intangible Folklore Cultural Asset of Shizuoka Prefecture.



Yabusame Festival



Omote Fuji Candle Illumination



Opening of Climbing Season



Sacred Fire Festival



Shrine Dancing Festival



Fuji Great Hunt Festival



Fujinomiya Fall Festival

Flowers / Cherry Blossoms

Place	Time	Species
■ Sengen Taisha	Late Mar. to early Apr.	Yoshino Cherry & others
■ Taisekiji Temple	Late Mar. to early Apr.	Yoshino, Weeping Cherry
■ Anmoyama Park	Early Apr.	Yoshino Cherry
■ Kōtokuji	Early Apr.	Yoshino, Weeping Cherry, Plum blossom
■ Kariyado no Gebazakura	Mid Apr.	Mountain Cherry Special Natural Treasure
■ Lake Tanuki	Mid Apr.	Yoshino, Mountain Cherry
■ Fujisan Shizen Bochi Park	Mid Apr.	Fuji Cherry, Yoshino, Double-Flowered Cherry
■ Fujisan Skyline	Late Apr. to June	Yoshino, Mountain Cherry
■ Tenshōkyōsha	Late Apr.	Yoshino, Oshima Cherry
■ Inokashira Mitsuba Azalea	Mid to late Apr.	Largest Mitsuba Azalea in Japan
■ Mt. Tenshigatake Goyo Azalea	Early to mid May	Goyo (Five-Leaf) Azalea

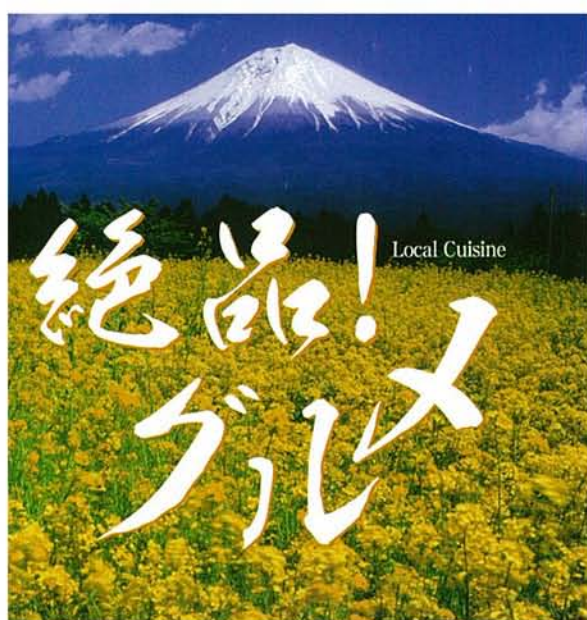
Fall Colors

Place	Time	Species
■ Mt. Fuji 5th Station	Early to late Oct.	Japanese Knotweed, Japanese Larch
■ Fujisan Skyline	Mid Oct. to Early Nov.	Japanese Larch, Lacquer Tree, Maple
■ Mt. Kenashi	Early to mid Nov.	Lacquer Tree, Maple
■ Mt. Tenshigatake	Early to mid Nov.	Lacquer Tree, Maple
■ Lake Tanuki	Mid Nov.	Maple
■ Fujisan Shizen Bochi Park	Mid Nov.	Maple
■ Nishiyama Honmonji	Mid Nov.	Ginkgo
■ Shiraito Falls	Mid to late Nov.	Lacquer Tree, Maple

Mt. Fuji Matsuri Photo Festival

Won't you share your favorite photo with us? We are particularly interested in photos of Mt. Fuji, and the various festivals held here. For more info: Fujinomiya Tourist Association TEL (0544)27-5240

Submit between
Jan. 1st and
Nov. 30th



Try some unique and delicious local delicacies

Center of Innovative Local Cuisine

It's the Talk of the Town! <http://www.umya-fujinomiya.com> Fujinomiya City Regional Revitalization Research Institute

● Fujinomiya Yakisoba Society <http://www.umya-yakisoba.com>

This fried noodle dish is the current star and engine of regional revitalization. It is served at more than 150 locations in Fujinomiya, each competing for the most delicious and distinctive variety. Regionally produced cabbage, pork and flavorful noodles are sprinkled with dried sardine flakes for a delicious treat. Visit Kinoshita Noodle Factory for a tour. Refer to the Yakisoba Map

● Fujinomiya Rainbow Trout Society

<http://www.umya-nijimasu.com>

The brisk and clear spring waters of Mt. Fuji make this area the number one source for high quality and delicious rainbow trout. Visit the Fuji Trout Hatchery for a tour and try your hand at trout fishing. Use the Masu Comi Map to try sushi and even rainbow trout burgers!



Fujinomiya Rainbow Trout Traditional Trout Cuisine : Masu no Ie

● Fujinomiya Milk Society

With nearly 14,000 head of cattle, the Fujinomiya region is known for producing rich and flavorful milk. This is used to make delicious ice cream, cheese, butter and caramel among other treats. A new innovation marries it with yakisoba noodles to make Milk Ramen! Visit Fuji Milk Land or Makaino Ranch for farm tours and activities.

● Fujinomiya Pork Society

The pork produced in Fujinomiya boasts a flavor and quality that can compete with any other name-brand pork in Japan. Be sure to try it at many of our local restaurants.

■ Fujinomiya Energishu Club: Enjoy Delicious Mt. Fuji Sake!

Mt. Fuji's rich spring waters enable local brewers to create first-rate Japanese sake and beer. Visitors can also enjoy a tour of the factories. For information contact:

Fuji Takasago Sake Brewery...TEL(0544)27-2008

Fujimasa Shuzo.....TEL(0544)58-0003

Makino Sake.....TEL(0544)58-1188

Fujinishiki Sake Brewery.....TEL(0544)66-0005

Bayern Meister Bier.....TEL(0544)54-3311



● Don't Forget Souvenirs!

■ **Michinoeki Asagirikogen**: Located on National Road 139. Sells gifts and fresh local produce. Sightseeing and travel information also available.

TEL(0544)52-2230

■ **Fujinomiya Gift Shop "Kokozurayo"**: Located near the large Torii Gate in Sengen Taisha parking lot. A variety of Fujinomiya souvenirs are available.

TEL(0544)24-2544

■ **Omiya Yokocho**: This new point of interest in downtown Fujinomiya contains a number of shops including Fujinomiya Yakisoba, Rainbow Trout Burgers, Fujinomiya Pork and more! TEL (0544)25-2061 (Rep: Pukuichi)



Guide Map of Traffic on Mt. Fuji



Nov. Nobunaga Autumn Festival (Nishiyama Honmonji Temple)



Jan. Mt. Fuji Kite Flying Festival (Asagiri Arena)



Apr. Omote Fuji Hill Climb Cycling Race (Fujisan Skyline)



Access to JR Minobu Line Fujinomiya Sta. / Contact Information

By Car	Tomei Ex. Tokyo Approx. 80 min.	Fuji IC Approx. 12 min.	Fujinomiya sta. Approx. 15 min.	Shibakawa sta.
	Tomei Ex. Osaka Approx. 360 min.	Fuji IC Approx. 12 min.	Fujinomiya sta.	
By Train	Chuo Ex. Tokyo Approx. 90 min.	Kawaguchiko IC Approx. 65 min.	Fujinomiya sta.	
	Chuo Ex. Matsumoto Approx. 75 min.	Kofu Minami IC Approx. 60 min.	Fujinomiya sta.	
Road	Minobu Line (Fujikawa Limited Express) Kofu sta. Approx. 90 min.	Fujinomiya sta. Approx. 13 min.	Shibakawa sta.	
	Tokaido Shinkansen Shin-Osaka sta. Approx. 50 min. by Hikari	Nagoya sta. Approx. 80 min. by Kodama	Shizuoka sta. Approx. 35 min. by Tokaido Line	Fuji sta. Approx. 20 min. by Minobu Line
Railway	Tokaido Shinkansen Tokyo sta. Approx. 60 min. by Kodama	Mishima sta. Approx. 35 min. by Tokaido Line	Fuji sta. Approx. 20 min. by Minobu Line	Fujinomiya sta.
	Japan Road Traffic Information Center (Shizuoka Info.)	054-252-1111		
Taxi	NEXCO Central Japan Highway Guide	0570-011-011		
	Shizuoka Pref. Road Corp. (Toll Roads)	054-254-3424		
Highway Bus	Fujisan Skyline	0545-65-2249		
	Fuji Subaru Line (Mt. Fuji Toll Road Office)	0555-72-5244		
Local Bus	JR East (Call Center)	東京 03-5818-3510		
	JR Tokai (Call Center)	東京 03-5818-3510 名古屋 050-3772-3910		
Rental Car	Ishikawa Taxi	0545-51-1111		
	Gakunan Taxi	0544-26-4114		
Contact bus company for details.	Shinohara Taxi	0544-26-4111		
	Honda Taxi	0544-26-5113		
Contact bus company for details.	Subashiri Taxi	0544-54-0119		
	Fujinomiya Kotsu	0544-27-1234		
Contact bus company for details.	Fujikyu Shizuoka Bus	0545-71-2495 (Tokyo Sta. Haneda, Mt. Fuji Shizuoka Airports.)		
	JR Bus Kantō	03-3844-1950 (Tokyo Sta.)		
Contact bus company for details.	Keikyu Bus	03-3765-0301 (Haneda Airport, Yokohama Sta.)		
	Fujikyu Shizuoka Bus	0545-71-2495 Yamako Town Coach	0544-27-0111	
Contact bus company for details.	Fujinomiya Route (summer only) Fujikyu Shizuoka Bus	0545-71-2495		
	Kawaguchiko Route, Yoshida Route Fujikyu Shizuoka Bus	0555-72-6877		
Contact bus company for details.	Subashiri Route, Gotemba Route Fujikyu Shizuoka Bus	0550-82-1333		
	Toyota Rental Fujinomiya	0120-926-385		
Contact bus company for details.	Rentaro	0544-27-1515		

* This pamphlet lists organizations affiliated with the Fujinomiya Tourist Association