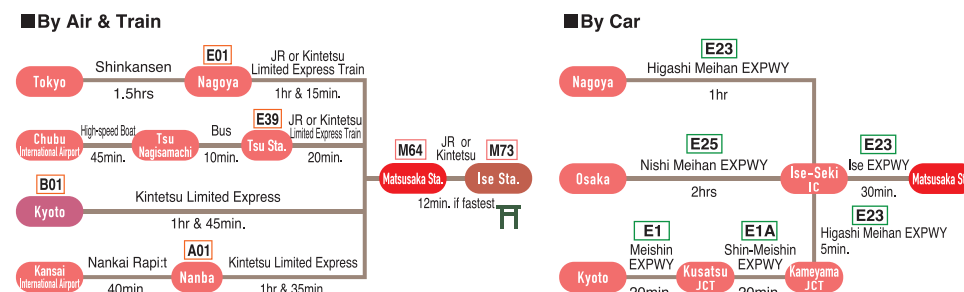


Matsusaka City is the home of a world-famous brand of wagyu, “Matsusaka beef,” and has become renowned as “a town with delicious food.” During the Edo period, it flourished as a merchant town. It is recommended to take a walk to feel the traditional Japanese atmosphere around the city.



website <https://www.matsusaka-kanko.com/language/en/>



Taking a Stroll in Matsusaka

Welcome to Matsusaka



Visit instagrammable spots of the castle town in Matsusaka cotton kimono.



英語



Premium wagyu beef Matsusaka Beef

Matsusaka City is well-known as the home of Matsusaka beef in Japan. Here are three things you should know about Matsusaka beef.

1. Matsusaka beef ranks as one of Japan's top three luxury beefs (alongside Kobe and Omi beef).
2. All Matsusaka cattle are carefully fattened virgin females of the Japanese Black breed. (Male Matsusaka cattle do not exist.)
3. Due to the fat's low melting point, Matsusaka beef has a superb "melt in your mouth" quality.

Check the website for more info.



Specialty



Green tea

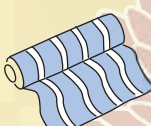
Matsusaka Green Tea

Mie's green tea production ranks third in Japan for the amount of land used and quantity produced. Matsusaka is home to a variety known as Fukamushi Sencha. It is steamed twice as long as ordinary green tea, which gives it its deep green color and mellow, sweet flavor. The blessings of a mild climate, rich soil, and the morning mists of the Kushida River produce a wonderfully fragrant tea. In Matsusaka, you can enjoy this delicious green tea while being taught the correct way to drink it.



Made in MATSUSAKA

Cotton fabric



Matsusaka Cotton

Matsusaka Cotton was sold and popularized by the Matsusaka merchants who launched their ventures in Edo (now Tokyo), where its beautiful indigo blue and tasteful striped pattern captivated locals. Nowadays in Matsusaka, you can try on a Matsusaka Cotton kimono and walk around town, or use a loom to weave Matsusaka Cotton yourself.



Matsusaka Station Tourist Information Center



507-2 Kyomachi, Matsusaka, Mie 515-0017
[Hours] 9:00-18:00
[Closed] New Year's Holiday
[TEL] +81-598-23-7771
[FAX] +81-598-26-4778
E-mail: info@matsusaka-kanko.com



Baggage Room

Free Wi-Fi

Café

Wheelchair Services

Rental Bicycle

Rental Car

Souvenir Shop

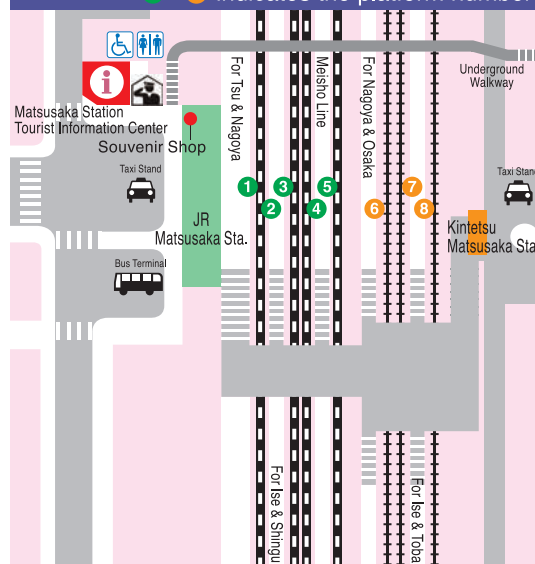


A variety of products including Matsusaka beef products, Matsusaka green tea and sweets are available. It is recommended to stop by before taking a train.



Area Map Access

1~8 indicates the platform number



Recommended Route

1 Day Route 5 hours

Enjoy Matsusaka beef for lunch!

Matsusaka City Tourist Information Center 20min.

1 min.
28 meter

Let's learn about Matsusaka in the theatre room.

Matsusaka Cotton Center 70min.

3 min.
190 meter

1 hour hand-weaving experience costs 1300JPY. Reservation required.
Mail: info@matsusaka-kanko.com
TEL:0598-23-7771

Former Ozu Residence 30min.

3 min.
260 meter

Former Hasegawa Residence 60min.

5 min.
350 meter

Take a break with Matcha and sweets. (500JPY)

Matsusaka Castle Ruins 30min.

4 min.
300 meter

Located inside the castle ruins.

Castle Guard Residences 15min.

2 min.
200 meter

Most photogenic spot in Matsusaka.

Former Residence of Harada Jiro 10min.

8 min.
600 meter

Matsusaka City Tourist Information Center 15min.

Souvenir shopping before leaving.



2 Hour Route

Shorter route with popular spots

Matsusaka City Tourist Information Center 20min.

1 min.
80 meter

Former Hasegawa Residence 20min.

5 min.
350 meter

Matsusaka Castle Ruins 30min.

1 min.
60 meter

Castle Guard Residences 10min.

8 min.
650 meter

Matsusaka Cotton Center 10min.

1 min.
28 meter

Matsusaka City Tourist Information Center 10min.

Check out Matsusaka's specialty!



At Matsusaka Station Tourist Information Center
Bicycle Rental
400JPY for 4 hours
100JPY / hour is added for extra hours

Kimono Rental
3,000JPY~ / 3 hours
Reservation is recommended
TEL.0598-23-7771
Mail: info@matsusaka-kanko.com

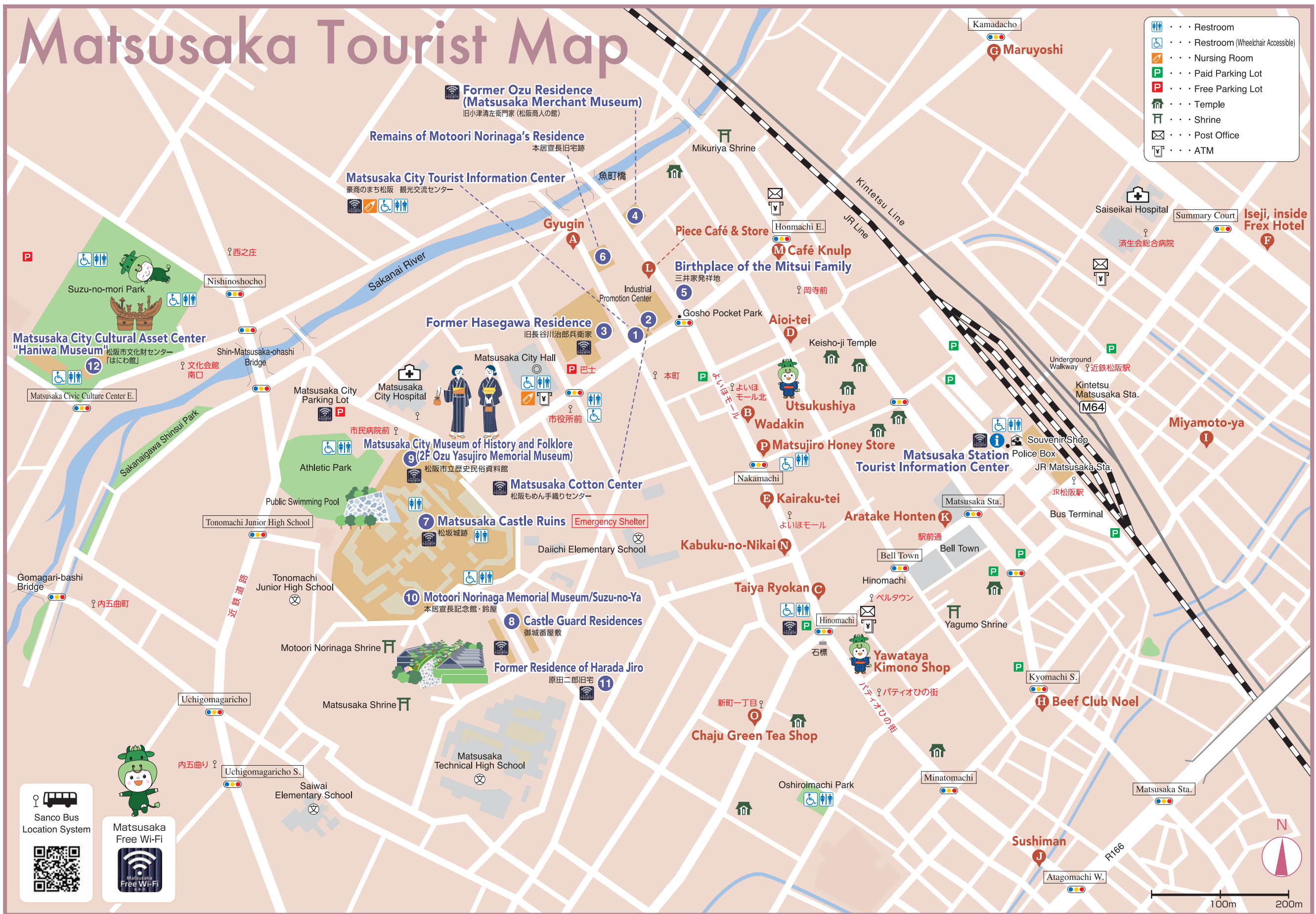


Two Site Combination Ticket
Former Hasegawa Residence
Former Ozu Residence
490JPY for Adults, 240JPY for age 6-18

Three Site Combination Ticket
Former Hasegawa Residence Former Ozu Residence
Former Residence of Harada Jiro
570JPY for Adults

Matsusaka Tourist Map

- Restroom
- Restroom (Wheelchair Accessible)
- Nursing Room
- Paid Parking Lot
- Free Parking Lot
- Temple
- Shrine
- Post Office
- ATM



1 Matsusaka City Tourist Information Center

豪商のまち松阪 観光交流センター

On the first floor you can get information on sightseeing and places to eat in Matsusaka. There are also many souvenirs and special products of Matsusaka for sale. The second floor introduces the history of Matsusaka through a video playing in the theatre room (with English subtitles) and an exhibit of informational panels. This facility is a great place to start exploring Matsusaka City.
[Hours] 9:00-18:00 (Mar.-Nov.), 9:00 - 17:00 (Dec. to Feb.)
[Closed] New Year's Holiday



2 Matsusaka Cotton Center

松阪もめん手織りセンター

This center works to produce and hand down knowledge about the traditional handicraft Matsusaka Cotton. Fabric, kimono, and accessories on sale all feature a beautiful indigo striped pattern, and make excellent souvenirs. Also popular with customers is the authentic Edo-period loom, where you can hand-weave original pieces.

[Hours] 9:00-17:00
[Closed] Tuesdays
(Wednesdays when Tuesday is a public holiday),
New Year's Holiday



4 Former Ozu Residence (Matsusaka Merchant Museum)

旧小津清左衛門家 (松阪商人の館)

This is the former residence of Ozu Seizaemon, a successful merchant who traded paper and cotton on a large scale in Edo (now Tokyo). Despite the simple exterior with wooden lattices and a bamboo fence, the site is surprisingly spacious and two storehouses are preserved within. It also features a rare, huge money chest. It is a great place to learn about the lives of the Matsusaka merchants who ran stores in Edo.

[Admission] 200JPY for adults, 100JPY for age 6-18

[Hours] 9:00-17:00
[Closed] Wednesdays
(Thursdays when Wednesday is a public holiday),
New Year's Holiday



3 Former Hasegawa Residence

旧長谷川治郎兵衛家

The Hasegawa family made their fortune as cotton wholesalers in Edo (currently Tokyo). Although the residence appears simple, you can find luxurious creations everywhere. You can enjoy matcha and sweets in the high-quality room that once welcomed guests from the imperial family (500JPY). It has received national designation as an Important Cultural Property.

[Admission] 400 JPY for adults, 200JPY for age 6-18

[Hours] 9:00-17:00

[Closed] Wednesdays (Thursdays when Wednesday is a public holiday),
New Year's Holiday



5 Birthplace of the Mitsui Family

三井家発祥地

Mitsui Takatoshi, the great merchant who established the foundation for the Mitsui zaibatsu (a conglomerate of companies), was born in the city of Matsusaka. This site contains a memorial to the birthplace of the family and the well which was used to give Takatoshi his first bath as a newborn.



6 Remains of Motoori Norinaga's Residence

本居宣長宅跡

The former site of Norinaga's residence "Suzu-no-Ya," which was relocated to a location adjacent to the Motoori Norinaga Memorial Museum, contains Norinaga's beloved garden pines, the residence's foundation stone, a stone monument, and the home of Norinaga's son Haruniwa. During Norinaga's time, the homes of Matsusaka merchants stood side by side around his residence. Walk in this area and you will be transported back through time to Matsusaka of two hundred years ago.



Tourist Attractions

Matsusaka City is home of the world-famous wagyu brand, "Matsusaka beef," and has received acclaim as "a town with delicious food."

During the Edo period (1603-1868), it flourished as a merchant town. It is recommended to take a walk to feel the traditional Japanese atmosphere.



7 Matsusaka Castle Ruins

松坂城跡

Matsusaka Castle was built in 1588 by the military commander Gamo Ujisato. The original castle tower was lost in strong winds long ago, but the impressive stone walls remain and earned Matsusaka a spot in Japan's Top 100 Castles. The site is well known among locals as a great place to relax and enjoy the scenery. Visitors can look forward to plum, cherry, and wisteria blossoms in spring and ginkgo leaves turning gold in autumn.

Entry is free. Always open.
Castle stamp is available at "Matsusaka City Museum of History and Folklore" and "Matsusaka City Tourist Information Center."



9 Matsusaka City Museum of History and Folklore (2F Ozu Yasujiro Memorial Museum of Matsusaka)

松阪市立歴史民俗資料館 (2階 小津安二郎松阪記念館)

This historical building was originally built to serve as a library in 1911. On the 1st floor is the exhibit of materials related to Matsusaka merchants and their wares. On the 2nd floor is the exhibit of Ozu Yasujiro, the world-renowned film director.

[Admission] 150JPY for adults, 70JPY for age 6-18

[Hours] 9:00-16:30 (Apr.-Sep.), 9:00 - 16:00 (Oct. to Mar.)

[Closed] Mondays (Tuesdays when Monday is a public holiday), New Year's Holiday



11 Former Residence of Harada Jiro

原田二郎旧宅

Harada Jiro (1849-1930) was a financial advisor active from the Meiji through the Taisho period. He used all of his personal assets to establish a foundation for public welfare. His home is located in the middle of town, a historic area where samurai residences once stood side by side. The building preserves the style of architecture commonly used for homes of samurai in the Edo period.

[Admission] 100JPY for adults, free for 18 and under

[Hours] 9:00-17:00

[Closed] Wednesdays (Thursdays when Wednesday is a public holiday),
New Year's Holiday



8 Castle Guard Residences

御番屋敷

These residences were home to samurai warriors of the Kishu Domain who guarded Matsusaka Castle at the end of the Edo period (1603-1868). Unusual for such a site, people continue to live here to this day, and it has received national designation as an Important Cultural Property. One of the houses is open to the public.

[Admission] Free [Hours] 10:00-16:00

[Closed] Mondays,
New Year's Holiday



10 Motoori Norinaga Memorial Museum/Suzu-no-Ya

本居宣長記念館・鈴屋

Motoori Norinaga (1730-1801) was an Edo period researcher of classic Japanese literature such as Kojiki and The Tale of Genji. The Motoori Norinaga Museum features Norinaga's former residence "Suzu-no-Ya,"



original manuscripts, self-portraits, and Norinaga's favorite bells. ("Suzu-no-Ya" means "House of Bells.")

[Admission] 400JPY for adults, 200JPY for age 6-18

[Hours] 9:00-16:30

[Closed] Mondays (Tuesdays when Monday is a public holiday),
New Year's Holiday



12 Matsusaka City Cultural Asset Center "Haniwa Museum"

松阪市文化財センター「はにわ館」

There is a permanent exhibit of haniwa (clay figures used in ancient funerals) excavated at the Takarazuka burial mound. One of the haniwa is shaped like a ship, and is the largest of its kind in Japan. This and other artifacts have been designated as Important Cultural Properties of Japan.

[Admission] 110JPY for adults,

free for 18 and under

[Hours] 9:00-17:00

[Closed] Mondays (Tuesdays when Monday is a public holiday), New Year's Holiday



A Gyugin



1618 Uomachi, Matsusaka
[Tel] 0598-21-0404
[Closed] Please check our homepage
[Hours] 11:00~20:00
(last entry 18:30, LO. 19:00)



We offer sukiyaki and amiyaki.

B Wadakin



1878 Nakamachi, Matsusaka
[Tel] 0598-21-1188
[Closed] 4th Tuesday (may subject to change), 8/16, 1/1, 1/2
[Hours] Weekday 11:30~19:00
Weekend and P.H 11:00~19:00



Enjoy the umami and fragrance of Matsusaka beef that is imported from Hyogo Pref. and then fattened in our own farm.

C Taiya Ryokan

Founded 220 years ago, offering Matsusaka beef sukiyaki and shabu-shabu.



780 Hinomachi, Matsusaka
[Tel] 0598-23-1200
[Closed] Monday
(Monday • Thursday for lunch)
[Hours] Lunch 11:30~ (LO. 13:30)
Dinner 17:00~

D Aioli-tei



2109-3 Honmachi, Matsusaka
[Tel] 0598-21-0411
[Closed] Monday
[Hours] 11:30~13:30
17:00~21:00 (LO. 20:00)

Offers Matsusaka beef kaiseki course.



E Kairaku-tei



1849-2 Nakamachi, Matsusaka
[Tel] 0598-21-0222
[Closed] Tuesday • Wednesday
[Hours] 11:30~14:00
17:00~20:00

Affordable price!
Original stone grill Matsusaka beef starting from 2970JPY.



F Iseji, inside Frex Hotel



Offering Matsusaka beef sukiyaki and ceramic grill at an affordable price.



36-18 Chuocho, Matsusaka
[Tel] 0598-52-0800
[Closed] 12/30
[Hours] 17:00~20:00 LO.



G Maruyoshi

239-2 Kamadacho, Matsusaka
[Tel] 0598-52-4456
[Closed] Wednesday (open on P.H.)
[Hours] Restaurant 11:00~21:30 (LO. 20:30)

Directly managed restaurant and butchery that specializes in Matsusaka beef.



Gourmet Walk Matsusaka Beef Restaurants

Introducing the local cuisines that are loved by the locals!



H Beef Club Noel

We recommend our Matsusaka beef loin steak lunch, from 5000JPY.



25 Kyomachi, Matsusaka
[Tel] 0598-26-6410
[Closed] Thursday
1st and 3rd Wednesday
[Hours] Weekday 11:30~14:15 (LO.13:30)
Weekend and P.H 11:30~14:45 (LO.14:00)
Dinner 17:00~20:45 (LO. 20:00)

I Miyamoto-ya

We offer parts from Matsusaka beef offals to meat.



1-26-1 Kyomachi, Matsusaka
[Tel] 0598-51-4569
[Closed] Sunday
[Hours] 11:30~14:00 16:00~21:00



J Sushiman

14 Hiraomachi, Matsusaka
[Tel] 0598-21-1891
[Closed] Thursday
[Hours] 11:30~14:00 17:30~21:00

Omakase counter course available.
We recommend the fatty Matsusaka beef nigiri sushi.



K Aratake Honten



729-3 Hinomachi, Matsusaka
[Tel] 0598-21-4350
[Closed] No regular holiday
[Hours] Weekday 9:00~17:30
Weekend and P.H 7:00~17:30



The only ekiben (train station bento) shop in Mie Prefecture.
We recommend the "Mootaro Bento".

Breaktime

L Piece Café & Store



We recommend our freshly baked bread and specialty coffee.



2180 Honmachi, Matsusaka
[Tel] 0598-67-8249
[Closed] Tuesday
[Hours] 10:00~19:00

M Café Knulp

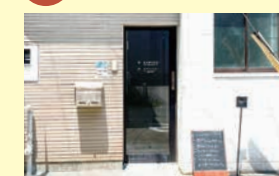
Cupcakes with decoration that changes according to the season.



2099 Honmachi, Matsusaka
[Tel] 0598-67-2757
[Closed] Irregular holiday
(Update monthly on our Instagram @cafe_knulp)
[Hours] Weekday 11:00~22:00
Sat 10:00~22:00 Sun 10:00~19:00



N Kabuku-no-Nikai



1857-4 Nakamachi, Matsusaka • 2F
[Closed] Monday • Thursday • Sunday
[Hours] 10:00~18:00

A hidden café tucked away on the 2nd floor of a building.



Recommended Souvenir

O Chaju Green Tea Shop



Founded 160 years ago.
A shop selling Ise tea and Japanese tableware.



819 Shinmachi, Matsusaka
[Tel] 0598-21-0701
[Closed] Sunday • 3rd Monday
[Hours] 10:00~19:00
(until 18:00 on Saturday)

P Matsujiro Honey Store

Please enjoy our honey monaka ice-cream as you stroll around the castle town.



1873 Nakamachi, Matsusaka
[Tel] 0598-26-8133
[Closed] Thursday
[Hours] 10:00~17:30



Information
「Sustainability」
「History・Culture」

Target / Height 145cm-
 Price / 8,000JPY for adults,
 7,500JPY for age 6-18
 Duration / Around 3 hours

Type of activity

Visit instagrammable spot! Enjoy a stroll around the old castle town and Japanese tea experience while wearing Matsusaka cotton kimono.

In this plan, you will be able to enjoy Japanese tea experience in the history-filled Matsusaka, take a stroll in the castle town filled with traditional Japan's atmosphere, while wearing Matsusaka cotton kimono. The rental kimono are available for both men and women, with a wide variety of patterns that can be chosen based on your height. In this plan, together with the short courses (tea kneading, tea tasting, hojicha roasting) at Chaju Green Tea Shop, you can spend a relaxing time strolling around the historic town, including sites such as the Matsusaka Castle Ruins, Castle Guard Residences, and former residences of the wealthy merchants. Find you own instagrammable spot as you enjoy the local delicacies in a kimono!

1 Rent a bicycle at the Matsusaka City Tourist Information Center

Obtain information before beginning your journey in Matsusaka!



2 Rent a Matsusaka cotton kimono

Utsukushiya / Yawataya Kimono Shop



Matsusaka Station Tourist Information Center

507-2 Kyomachi, Matsusaka
 [Tel] 0598-23-7771
 [Hours] 9:00~18:00
 ※Bicycle rental until 17:30
 [Closed] New Year's Holiday

Guide volunteer
 Baggage storage
 Rental bicycle
 Rental car

Utsukushiya

Besides Matsusaka cotton kimono rental, Utsukushiya also offers Matsusaka beef sukiyaki workshop, and many other Japanese culture related experiences such as calligraphy and tea ceremony.

1940 Nakamachi, Matsusaka
 [Tel] 0598-21-0220
 [Hours] 10:00~18:00
 [Closed] Irregular Holidays

Yawataya Kimono Shop

Yawataya's unique pre-set "simple kimono" only requires 5 minutes to put on! Enjoy the quaint castle town of Matsusaka with their easy-to-wear kimono.

589-1 Hinomachi, Matsusaka
 [Tel] 0598-21-0551
 [Hours] 10:00~19:00
 [Closed] Monday, Thursday



3 Enjoy a stroll around the historic town of Matsusaka free & easy

Includes Thee Site Combination Ticket
 (Former Hasegawa Residence + Former Ozu Residence + Former Residence of Harada Jiro)



Enjoy lunch at local restaurants
 or cafes of your choice separate fee



Matsusaka Cotton Center separate fee / reservation required

Matsusaka Cotton Center
 A facility where you can hand-weave your own Matsusaka cotton and bring the final product home as souvenir. The shop sells products from fabric to general goods made from Matsusaka cotton. Please feel free to visit and find your favorite item here.

2176 Honmachi, Matsusaka
 [Tel] 0598-26-6355
 [Hours] 9:00~17:00
 (hand-weaving experience until 15:00)
 [Closed] Tuesday, New Year's Holiday
 ※Reservation for hand-weaving experience required at least 3 days before

4 Japanese Tea Experience (tea kneading, tea tasting • blending, hojicha roasting)



Chaju Green Tea Shop

Chaju sells deep-steamed green tea from linancho, Matsusaka, which has been loved by locals since its establishment in 1863. Come and experience the various Matsusaka tea activities conducted by the friendly shop owner in a calming, Japanese environment.

819 Shinmachi, Matsusaka
 [Tel] 0598-21-0701
 [Hours] 10:00~19:00
 ※18:00 on Saturday
 [Closed] Sunday, 3rd Monday

5 Change out from Kimono, return bicycle