

Matsusaka Tourist Map



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



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.



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 gingko 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

御城番屋敷

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





「Sustainability」 「History • Culture」

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

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!



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.

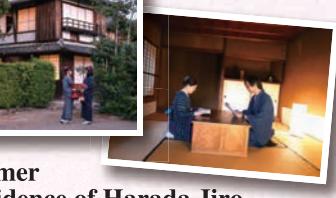
589-1 Hinomachi, Matsusaka
[Tel] 0598-21-0551
[Hours] 10:00~19:00
[Closed] Monday, Thursday

3 Enjoy a stroll around the historic town of Matsusaka

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



Castle Guard Residences



Former Ozu Residence



Former Residence of Harada Jiro

Matsusaka cotton hand-weaving experience is available as well

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 Iinancho, 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