

# Skiing only in Hakuba? Nagano has Much, Much More! How about Exploring MATSUMOTO!

Matsumoto is only two hours either by bus or train from Hakuba, making it an ideal one-day trip destination. Why not enjoy a side trip to the historical city of Matsumoto?  
Wonderful tourist attractions, superb dining, uniquely Japanese hands-on experiences, shopping and a lot more await you.



## Nakamachi Street

Nakamachi-dori shopping street retains numerous traditional Japanese warehouse structures characterized by white walls crisscrossed by raised black tiles. Enjoy a stroll along this quaint townscape as well as shopping. Recommended unique souvenir items are Japanese folk handicrafts and Matsumoto "mingei" (folk-art-style) furniture.



"Visionary Flowers" 2002 and "From Matsumoto to the Future" 2016 - both art works by Yayoi Kusama.

## Matsumoto City Museum of Art

Yayoi Kusama's open-air-sculpture "Visionary Flower" stands out in front of the museum. The museum constantly exhibits artworks produced by the artists relevant to Matsumoto such as Yayoi Kusama, who was born there and world renowned avant-garde artist, Kamijo Shinzan, who is Matsumoto-born calligrapher, and Tamura Kazuo, the painter who loved Mountains in Shinshu. Do not forget to check the selected items regard for collection as well as seasonal gift and books at its museum shop.

## Dining & Wining



### Sanzokuyaki (Deep-fried chicken)

Matsumoto's popular local food, "Sanzokuyaki" is prepared using a large portion of chicken which is deep-fried and eaten with a Japanese soy sauce base mixed with garlic, ginger and other spices to enhance flavor. This substantial dish is guaranteed to satisfy one's appetite.

そば

### Soba (Buckwheat noodles)



Soba noodles in Matsumoto are elaborately handmade using the highest-quality buckwheat flour and the pure local water. Numerous soba shops can be found along the Nakamachi Street and around Matsumoto Castle. The "Toji-soba" local noodle dish, originating in the Nagawa district of Matsumoto, is highly popular among visitors due to its unique way of serving soba noodles.

### Local sake

Matsumoto is proud of many brands of local sake to choose from. Sip and enjoy one, or more, to your heart's content.



食べる

買う

## Shopping



### ALPICO PLAZA

ALPICO PLAZA is housed in the station-front Matsumoto Bus Terminal Building. Its floor, dedicated to Matsumoto's renowned shops and local souvenirs, makes it an ideal place for shopping for a wide array of local souvenirs to take home. What's more, ALPICO PLAZA houses cafes, a 100-yen shop, fashion boutiques, restaurants ... a great variety of shops catering to shoppers are all here. A money exchange counter is also available on the first floor.

In addition to ALPICO PLAZA, the downtown Matsumoto area contains large department stores, shopping malls and consumer electronics shops, together allowing visitors and locals alike to enjoy urban shopping at its best.



### Nawate Street

Come to Nawate-dori if you are interested in the nostalgic atmosphere of an Edo-period-style shopping street. "Nawate" means "as straight as a stretched rope." This quaint shopping street owes its name to its "straight-as-a-rope" street. Among the shops here are Japanese antique shops, traditional variety goods shops, "senbei" (Japanese rice cracker) shops, as well as shops where traditional snacks like "monja-yaki" (pan-fried batter) and "tako-yaki" (octopus dumplings) can be enjoyed.

観る

## Things to See



### Bars in Matsumoto

Matsumoto is the home of super-quality spring water from the Northern Japan Alps. With this in mind, a number of trendy bars can be found in town that feature this exquisite spring water. Enjoy an unforgettable night in Matsumoto at one of the stylish bars that embody this castle-town's tasteful atmosphere.

## Hands-on Experiences



### "KENYU": A Samurai Experience

This enjoyable experience allows you to get dressed in samurai clothing and take part in a choreographed sword fight. It is especially recommended if you wish to slip back in time and transform yourself into a samurai-like period movie hero and receive souvenir photos or videos as good memories of your stay in Japan.

For details such as hours, regular holidays, charges, etc., please inquire at:

**Matsumoto Tourist Information Center**  
3-8-13, Ote, Matsumoto-shi, Nagano  
Hours: 9:00-17:45 / Closed from Dec. 29 through Jan. 3  
TEL: 0263-39-7176  
<https://visitmatsumoto.com/en/>

\*In addition, there is also a tourist information center (9:00-17:45) in front of the JR Matsumoto Station ticket gate. Communication in English is available.



## Matsumoto Castle

Matsumoto Castle, a national treasure, is the oldest in Japan as a castle with its original keep remaining intact. Inside, it showcases samurai arms and related artifacts from the late 16th century warring-states period. The castle soars, making an exquisite contrast with the Northern Japan Alps. And carp and swans swim leisurely in the moats. All these together simply enhance the traditional Japanese atmosphere Matsumoto has to offer.



### "HANAKOMICHI" Kimono & Ninja Costume Rental Shop

How about trying on a beautiful Japanese kimono and walking along the streets of Matsumoto? At the HANAKOMICHI shop, kimono and "yukata" robes top the list of popular rental items. As for the men, they can experience wearing a "hakama" (samurai split skirt), a ninja costume as well as samurai armor. A souvenir photo of you dressed in kimono against the background of Matsumoto Castle is sure to make your stay in Japan unforgettable.

体験



# HAKUBA ↔ MATSUMOTO Transportation

**ALPICO GROUP** *HAKUBA SNOW MAGIC express bus service*  
白馬スノーマジック号 In service up to March 17 (Sun.), 2019

To Hakuba from Matsumoto		
○	Matsumoto Bus Terminal	7:00
○	Matsumoto Interchange	7:10
	↓	
●	Goryu Escal Plaza	8:51
●	Hakuba Goryu	8:56
●	Hakuba Station	9:01
●	Hakuba Hapoo Bus Terminal	9:06

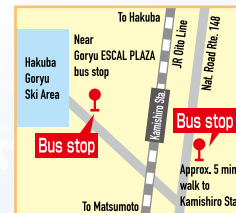
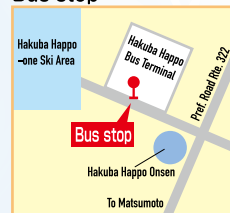
To Matsumoto from Hakuba		
○	Hakuba Hapoo Bus Terminal	16:00
○	Hakuba Station	16:05
○	Hakuba Goryu	16:10
○	Goryu Escal Plaza	16:15
	↓	
●	Matsumoto Interchange	17:56
●	Matsumoto Bus Terminal	18:06

○...Bus stop for boarding ●...Bus stop for getting off

\*Service schedules are subject to change according to weather or road conditions.



Bus stop



A reservation is required to board HAKUBA SNOW MAGIC Bus. To make a reservation, read the QR code



One way ¥1,800 for adults / ¥900 for children (under 12 years old)  
Round trip ¥2,800 for adults / ¥1,400 for children (under 12 years old)

▲ Please combine the timetables above and below to suit your own schedule. ▼



\*This photo is for the sake of image only



## JR Oito Line timetables for major trains

As of December 2018

\*JR-EAST revised its timetable effective March 16 (Sat.). Accordingly, train departure and arrival times may have changed from those previously published. For details, please confirm with the station staff.

Read the QR code for information on "Resort View Furusato".



### To Matsumoto Sta. from Hakuba Sta.

Hakuba Sta.	(Shinano Omachi Sta.) for Transfer	Matsumoto Sta.
Dp.6:11	Ar.6:48 / Dp.6:50	Ar.7:47
Dp.6:57	Ar.7:35 / Dp.7:46	Ar.8:43
Dp.7:46	Ar.8:24 / Dp.8:38	Ar.9:33
Dp.10:24	Ar.11:16 / Dp.11:33	Ar.12:36
Dp.12:26	— (Direct)	Ar.14:20
Dp.14:37	Limited Express "AZUSA 26"	Ar.15:43
Dp.15:37	"Resort View Furusato" *Check operational days.	Ar.17:14
Dp.15:49	Ar.16:26 / Dp.16:33	Ar.17:29
Dp.16:39	Ar.17:15 / Dp.17:19	Ar.18:11
Dp.18:14	Ar.18:51 / Dp.19:02	Ar.19:53

### To Hakuba Sta. from Matsumoto Sta.

Matsumoto Sta.	(Shinano Omachi Sta.) for Transfer	Hakuba Sta.
Dp.5:58	Ar.7:03 / Dp.7:18	Ar.8:00
Dp.9:22	Ar.10:20 / Dp.10:28	Ar.11:07
Dp.10:27	Limited Express "AZUSA 3"	Ar.11:27
Dp.10:41	"Resort View Furusato" *Check operational days.	Ar.12:40
Dp.11:19	— (Direct)	Ar.13:05
Dp.14:09	Ar.15:03 / Dp.15:08	Ar.15:48
Dp.15:08	Ar.16:11 / Dp.16:36	Ar.17:17
Dp.16:48	Ar.17:43 / Dp.17:46	Ar.18:27
Dp.17:59	Ar.18:53 / Dp.19:04	Ar.19:40
Dp.19:09	Ar.20:06 / Dp.20:14	Ar.20:51
Dp.21:08	Ar.22:02 / Dp.22:05	Ar.22:41

\*Service schedules are subject to change according to weather or road conditions.

- If you use Limited Express "AZUSA", you will need a limited express ticket in addition to a regular ticket. If you use a reserved seat, you will also need a reserved seat ticket.
- If you use "Resort View Furusato", you will need a reserved seat ticket in addition to a regular ticket. Those using a local train will need a regular ticket only.
- Holders of a valid JAPAN RAIL PASS or JR EAST PASS (for the Nagano-Niigata area) can use local, limited express as well as "Resort View Furusato" trains. If you opt for either a limited express or "Resort View Furusato", request at the station beforehand to issue a reserved seat ticket.
- If you do not have a JAPAN RAIL PASS or JR EAST PASS (for the Nagano-Niigata area), you will need to pay for a regular ticket (one way ¥1,140 for adults and ¥570 for children). A limited express ticket (¥1,180 for adults and ¥590 for children) and a reserved seat ticket (¥520 for adults and ¥260 for children) will be added according to the train you use.

## Suggested Itineraries

### Fully Enjoy Matsumoto one day Tour

Dp.7:46 Hakuba Sta.  
↓ \*Transfer at Shinano Omachi Sta.  
Ar.9:33 Matsumoto Sta.  
**Matsumoto**  
Sightseeing, hands-on experiences, dining, etc.  
Dp.19:09 Matsumoto Sta.  
↓ \*Transfer at Shinano Omachi Sta.  
Ar.20:51 Hakuba Sta.

### Experience Matsumoto Half Day Tour

Dp.10:24 Hakuba Sta.  
↓ \*Transfer at Shinano Omachi Sta.  
Ar.12:36 Matsumoto Sta.  
**Matsumoto**  
Lunch, sightseeing, snacking, etc.  
Dp.17:59 Matsumoto Sta.  
↓ \*Transfer at Shinano Omachi Sta.  
Ar.19:40 Hakuba Sta.

### Explore Matsumoto Evening Tour

Dp.16:00 Hakuba Hapoo Bus Terminal  
↓  
Ar.18:06 Matsumoto Bus Terminal  
**Matsumoto**  
Dinner, strolling around the town, etc.  
Dp.21:08 Matsumoto Sta.  
↓ \*Transfer at Shinano Omachi Sta.  
Ar.22:41 Hakuba Sta.

\*JR-EAST revised its timetable effective March 16 (Sat.). Accordingly, train departure and arrival times may have changed from those previously published. For details, please confirm with the station staff.

Matsumoto City / Matsumoto Tourism & Convention Association / ALPICO GROUP / JR-EAST