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 accented by raised black tiles. Enjoy a stroll along this quaint townescape as well as shopping. Recommended unique souvenir items are origami (Japanese paper folding) and Matsumoto “ningyō” (folk-style) furniture.

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 here, and widely renowned avant-garde artist, Kengo Shimizu, who is Matsumoto-born calligrapher, and Jumpei Kato, the painter who loved Matsumoto in Shinanga. Do not forget to check the selected items regard for collection as well as seasonal gift and books at the museum shop.

Dining & Wining

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 “Tai-soba”, local noodle dish, originated 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.

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 in a delicious flavor. This substantial dish is guaranteed to satisfy one’s appetite.

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 tranquil 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 step 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.

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, can be an ideal place for shopping for a wide array of local souvenirs to take home. More than 100 shops, cafes, fashion boutiques, restaurants... a great variety of shops catering to shoppers are all here.

Nawate Street

(Open to Nawate-dori) If you are interested in the nostalgic atmosphere of an Edo-period-style shopping street, “Nawate” means “a straight-as-a-rape street.” This quaint shopping street owes its name to its “Straight-as-a-rape” street. Among the shops here are Japanese antique shops, traditional variety goods shops, “shokado” (Japanese ice creampie) shops, as well as shops where traditional snacks like “monaka-ya” (pea-fried batter) and “futa-ya” (octopus dumpling) can be enjoyed.

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 arm and related artifacts from the late 16th century warring-states period. The castle, being an exquisite contrast with the Northern Japan Alps, and carp and swan swim leisurely in the moat. All those together simply enhance the traditional Japanese atmosphere Matsumoto has to offer.

“HANAKOMI” Kimono & Ninja Costume Rental Shop

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

Matsumoto Tourist Information Center

3-8-13, Ote, Matsumoto-shi, Nagano
Hours: 9:00-17:45 / Closed from December 29 through January 3
TEL: 0263-39-7176
https://visitmatsumoto.com/en/

*In addition, there is also a tourist information center (0263-32-4745) in front of the JR Matsumoto Station East gate. Communication in English is available.
HAKUBA ↔ MATSUMOTO
Transportation

HAKUBA SNOW MAGIC express bus service
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 Happo Bus Terminal 9:06
- Bus stop for boarding
- Bus stop for getting off

To Matsumoto from Hakuba
- Hakuba Happo 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

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

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.

JR Oito Line timetables for major trains
As of December 2018

<table>
<thead>
<tr>
<th>From Hakuba Sta.</th>
<th>To Matsumoto Sta. Using (Shinano Omachi Sta.)</th>
<th>Hakuba Sta. Using (Shinano Omachi Sta.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dp.6:11</td>
<td>Ar.6:48 / Dp.6:50</td>
<td>Dp.5:58</td>
</tr>
<tr>
<td>Dp.6:57</td>
<td>Ar.7:35 / Dp.7:46</td>
<td>Dp.9:22</td>
</tr>
<tr>
<td>Dp.7:46</td>
<td>Ar.8:24 / Dp.8:38</td>
<td>Dp.10:27 Limited Express <em>AZUSA 3</em></td>
</tr>
<tr>
<td>Dp.10:24</td>
<td>Ar.11:16 / Dp.11:33</td>
<td>Dp.10:41 “Resort View Furusato”</td>
</tr>
<tr>
<td>Dp.12:26</td>
<td>Dp.14:37 Limited Express <strong>AUZA 26</strong></td>
<td>Dp.11:19</td>
</tr>
<tr>
<td>Dp.15:37 “Resort View Furusato” <strong>Conventional</strong></td>
<td>Dp.14:09</td>
<td></td>
</tr>
<tr>
<td>Dp.15:49</td>
<td>Ar.16:26 / Dp.16:33</td>
<td>Dp.15:08</td>
</tr>
<tr>
<td>Dp.16:39</td>
<td>Ar.17:15 / Dp.17:31</td>
<td>Dp.16:48</td>
</tr>
<tr>
<td>Dp.18:14</td>
<td>Ar.18:51 / Dp.19:02</td>
<td>Dp.17:59</td>
</tr>
<tr>
<td></td>
<td>Dp.19:09</td>
<td>Dp.18:53</td>
</tr>
<tr>
<td></td>
<td>Dp.21:08 / Dp.22:05</td>
<td>Dp.20:05</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dp.20:14</td>
</tr>
</tbody>
</table>

*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 ticket, 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.

If you do not have a JAPAN RAIL PASS or JR EAST PASS, 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 ¥690 for children) and a reserved seat ticket (¥250 for adults and ¥290 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 Shimane Omachi Sta.
- Ar.9:33
- Matsumoto Sta.
- Dp.19:09
  - Transfer at Shimane Omachi Sta.
- Ar.20:51
  - Matsumoto Sightseeing, hands-on experiences, dining, etc.

**Experience Matsumoto Half Day Tour**
- Dp.10:24
  - Hakuba Sta.
  - Transfer at Shimane Omachi Sta.
- Ar.12:36
- Matsumoto Sta.
- Dp.17:59
  - Transfer at Shimane Omachi Sta.
- Ar.19:40
- Matsumoto Lunch, sightseeing, snacking, etc.

**Explore Matsumoto Evening Tour**
- Dp.16:00
  - Hakuba Happo Bus Terminal
- Ar.18:06
  - Matsumoto Bus Terminal
- Dp.21:08
  - 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