

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.

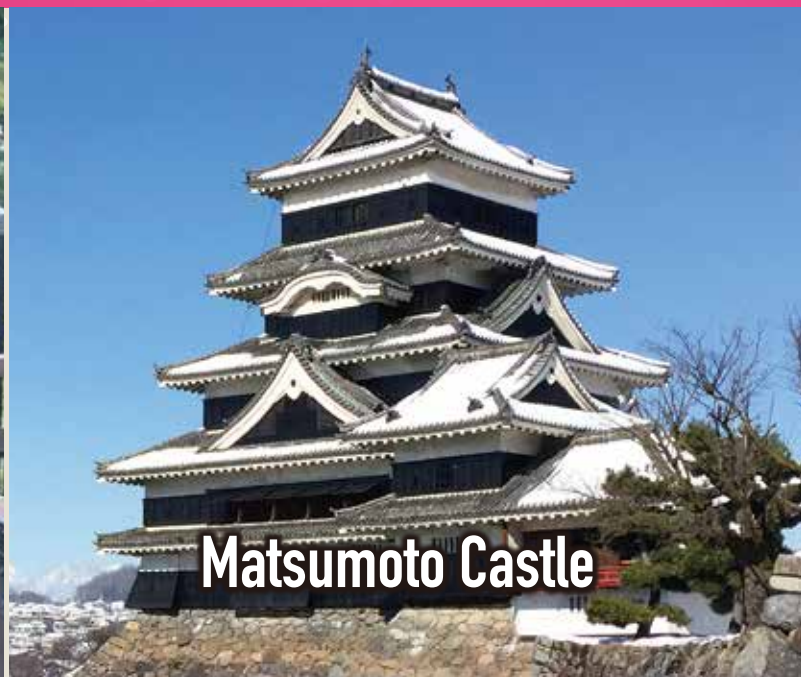


Hands-on Experiences

Click here for details! [Have fun in Matsumoto](https://www.matsumoto.fun/) 

Matsumoto offers a wide variety of hands-on experience programs. They include wearing traditional Japanese clothing such as kimono and a "yukata" robe and even special Ninja and armored samurai costumes; wielding a sword in a samurai costume; as well as enjoying Japanese tea ceremony. Try one or two such special programs as positive memories of your visit to Japan.

Search site for hands-on experience programs in Matsumoto: Have fun in Matsumoto URL: <https://www.matsumoto.fun/>



Matsumoto Castle

Matsumoto Castle, a national treasure, is the oldest in Japan as a castle with its original keep remaining intact.

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.

Dining & Wining



Sanzokuyaki
(Deep-fried chicken)

"Sanzokuyaki" is Matsumoto's popular local dish featuring a deep-fried large portion of chicken consumed with a flavor-rich sauce.



Soba
(Buckwheat noodles)

"Soba" is a traditional Japanese buckwheat noodle dish. "Soba" from Nagano Prefecture is something special prized as "Shinshu Soba."



Local sake

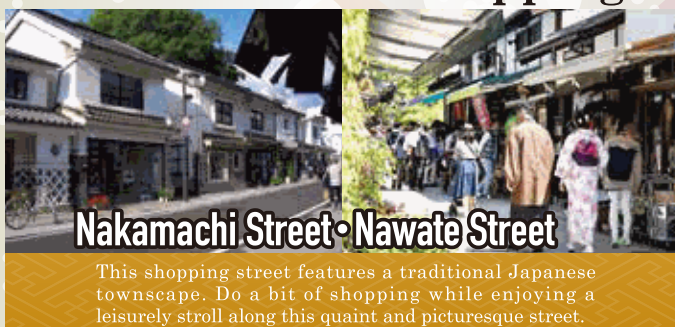
Matsumoto is proud of many brands of local sake to choose from. Sip and enjoy one, or more, to your heart's content.



Bars in Matsumoto

Numerous stylish bars can be found in downtown Matsumoto. Drop in at one of them to enjoy a drink or two combined with Matsumoto's romantic night atmosphere.

Shopping



Nakamachi Street・Nawate Street

This shopping street features a traditional Japanese townscape. Do a bit of shopping while enjoying a leisurely stroll along this quaint and picturesque street.



ALPICO PLAZA

Housed in the station-front bus terminal, this is where you can purchase Matsumoto's local souvenirs. Money exchange service is also available on the first floor.

Museum



Matsumoto City Museum of Art

On display in this museum are many works of art by the world-renowned artist Yayoi Kusama, a native of Matsumoto City. Visit the museum and enjoy Japanese art at its best!

For details such as hours, regular holidays, charges, etc., please inquire at : **Matsumoto Tourist Information Center**

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.



HAKUBA ↔ MATSUMOTO Transportation



HAKUBA SNOW MAGIC express bus service

白馬スノーマジック号

14 December 2019 until 15 March 2020



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

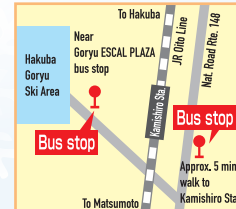
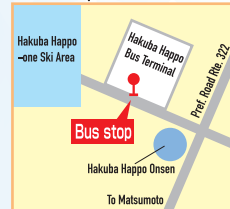
To Hakuba from Matsumoto

○ 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

*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 November 2019

*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.6:58	Ar.7:35 / Dp.7:46	Ar.8:43
Dp.7:46	Ar.8:22 / Dp.8:37	Ar.9:33
Dp.10:24	Ar.11:01 / Dp.11:10	Ar.12:24
Dp.12:21	— (Direct)	Ar.14:01
Dp.14:37 Limited Express "AZUSA 26"		Ar.15:46
Dp.15:39 "Resort View Furusato" *Check operational days.		Ar.17:14
Dp.15:56	Ar.16:32 / Dp.16:36	Ar.17:31
Dp.16:41	Ar.17:16 / Dp.17:20	Ar.18:12
Dp.18:14	Ar.18:49 / 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.9:20	Ar.10:19 / Dp.10:26	Ar.11:01
Dp.10:27 Limited Express "AZUSA 3"		Ar.11:27
Dp.10:41 "Resort View Furusato" *Check operational days.		Ar.12:34
Dp.11:20	— (Direct)	Ar.13:00
Dp.14:14	Ar.15:06 / Dp.15:19	Ar.15:54
Dp.15:20	Ar.16:18 / Dp.16:40	Ar.17:17
Dp.16:51	Ar.17:45 / Dp.17:49	Ar.18:27
Dp.17:59	Ar.18:54 / Dp.19:05	Ar.19:40
Dp.19:09	Ar.20:06 / Dp.20:15	Ar.20:51
Dp.21:08	Ar.22:02 / Dp.22:06	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 reserved seat ticket in addition to a regular 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 ¥1,170 for adults and ¥580 for children). A limited express ticket (¥1,020 for adults and ¥510 for children) and a reserved seat ticket (¥530 for adults and ¥260 for children) will be added according to the train you use.
- When purchasing a limited express non-reserved seat On Board the train, know that ¥260 (for adults) will be added to the fare for a regular limited express ticket bought at the station prior to departure.

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.12:24 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 Happo 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.

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