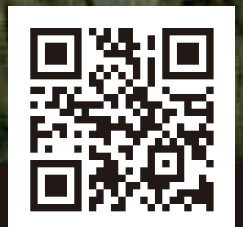


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matsumoto tourism

Nature and the Outdoors

Right near the center of Japan, Matsumoto City. To the west lies the Chubu Sangaku National Park and the Northern Alps, which with 9 peaks over 3,000 m, beckons mountain climbers. To the east lies the Utsukushigahara Highlands, the widest plateau in Japan, from which to view Mt. Fuji. What's more, one of the most outstanding mountain backdrops in Japan, Kamikochi, is there, and a bus can take you all the way up to the highest mountain road in Japan, located in Norikura Highlands at a height of 2,700 m. Matsumoto holds an abundance of nature's spectacles and beauty.

Kamikochi - Kappa Bridge

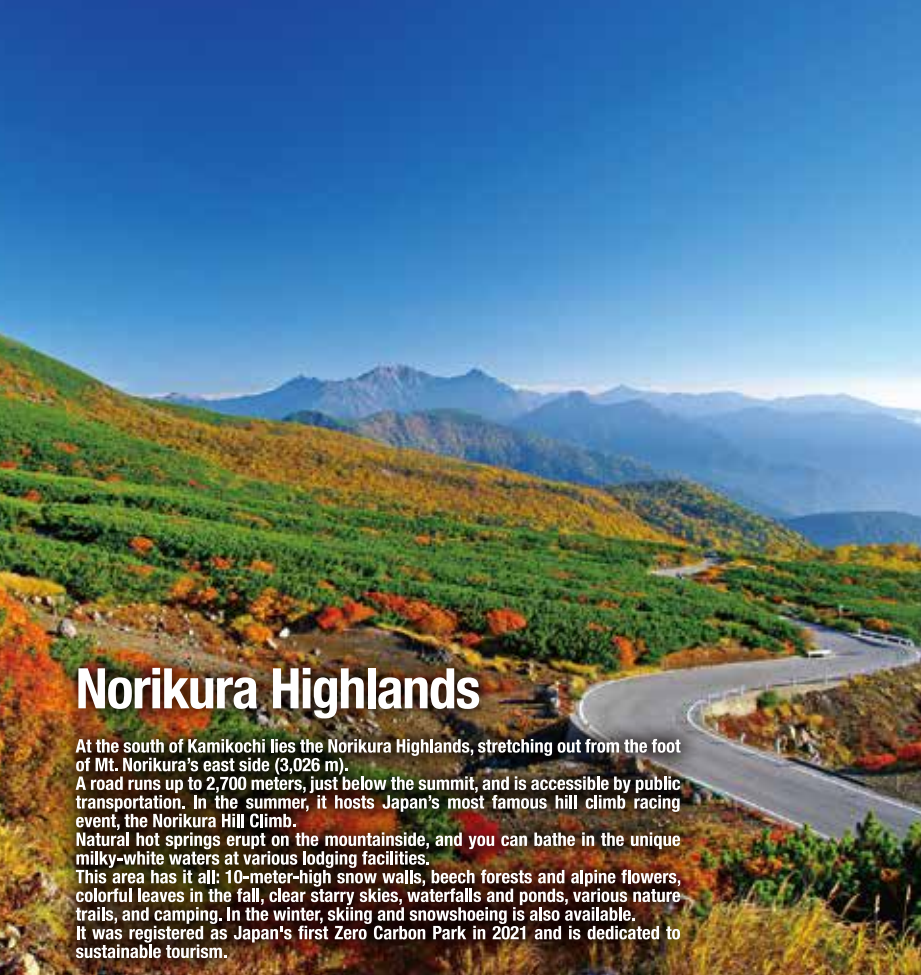
Kappa Bridge is the symbol of Kamikochi, an area with some of the most majestic mountain views in Japan. Enjoy the beautiful scenery of the changing seasons, from the view of the Azusa River as you stand atop the bridge, to the nobly towering peaks of the Hotaka Mountain Range. To protect the environment, private vehicle access to Kamikochi is restricted.

Kamikochi - Taisho Pond

Mt. Yakedake (2,455m), which is still smoking today, was formed overnight when it erupted in 1915 and disrupted the flow of the river.

On a clear day, you can take in the tranquil beauty of the Hotaka Mountain Range reflected on the surface of the pond.

Depending on the season and time of day, the withered trees standing in the pond create a mystical sight. Morning fog, the starry sky in the jet-black night, and other picturesque scenes show various sides of the area, drawing in an unending number of visitors.



Norikura Highlands

At the south of Kamikochi lies the Norikura Highlands, stretching out from the foot of Mt. Norikura's east side (3,026 m). A road runs up to 2,700 meters, just below the summit, and is accessible by public transportation. In the summer, it hosts Japan's most famous hill climb racing event, the Norikura Hill Climb. Natural hot springs erupt on the mountainside, and you can bathe in the unique milky-white waters at various lodging facilities. This area has it all: 10-meter-high snow walls, beech forests and alpine flowers, colorful leaves in the fall, clear starry skies, waterfalls and ponds, various nature trails, and camping. In the winter, skiing and snowshoeing is also available. It was registered as Japan's first Zero Carbon Park in 2021 and is dedicated to sustainable tourism.

The snow corridor

From late May until the end of June, you can take a bus up to Norikura's Snow Valley situated at an altitude of 2,600 m. Popular activities include walking along the 10-meter-high walls of snow and spring skiing.



Onsen (Hot Springs)

Matsumoto City has 16 hot springs, from the edge of downtown to deep in the mountains, where you can unwind from your travels with high-quality hot spring water. Hot spring inns also provide guest rooms with open-air baths, which are popular with visitors who want to enjoy the hot spring baths in privacy. The Asama and Utsukushigahara Hot Springs are both easily accessible from the city center, and the Shirahone Onsen is famous for its white hot spring water.



Activity

There are many activities that allow you to fully enjoy the four seasons of the Northern Alps, such as snowshoeing and shower climbing.



Utsukushigahara Highlands

Located at an elevation of 2,000 meters, the Utsukushigahara Highlands are the most expansive highlands in the country. Various trekking courses cross the land, and the view from the top gives a 360° panoramic view of the surrounding mountains, including Mt. Fuji, the Northern, Central, and Southern Japan Alps, Mt. Yatsugatake, and Mt. Asama when the weather is clear. It is possible to reach the summit by vehicle, and the Tour de Utsukushigahara is held on that same route at the beginning of summer. Don't miss the view from the road of over 200 varieties of alpine plants in bloom throughout the seasons.



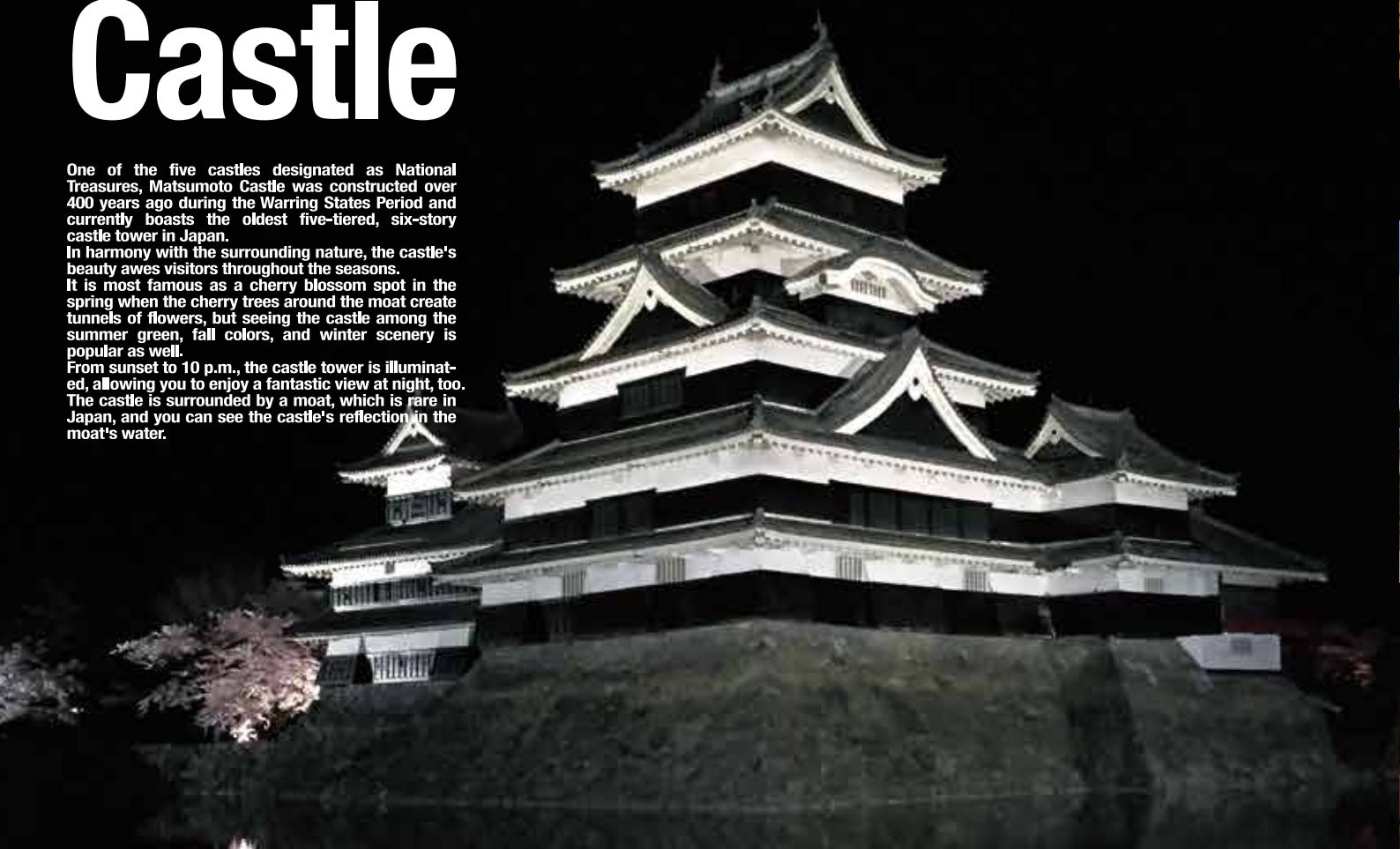
Matsumoto Castle

One of the five castles designated as National Treasures, Matsumoto Castle was constructed over 400 years ago during the Warring States Period and currently boasts the oldest five-tiered, six-story castle tower in Japan.

In harmony with the surrounding nature, the castle's beauty awes visitors throughout the seasons.

It is most famous as a cherry blossom spot in the spring when the cherry trees around the moat create tunnels of flowers, but seeing the castle among the summer green, fall colors, and winter scenery is popular as well.

From sunset to 10 p.m., the castle tower is illuminated, allowing you to enjoy a fantastic view at night, too. The castle is surrounded by a moat, which is rare in Japan, and you can see the castle's reflection in the moat's water.



Nakamachi Street

Kura, traditional storehouses characterized by their black-and-white, crisscross-patterned walls, line this road. Surrounding you with the atmosphere of a castle town, the shops here offer handicrafts and folk crafts. In addition to restaurants and pubs selling regional sake made with local ingredients, chic cafes and confectionery shops with unique themes have been popping up left and right.



Nawate Street

The uncommon shops that line this street give the area a retro feel. Take a leisurely stroll down this pedestrian-friendly street, located just in front of Yohashira Shrine, any day of the year. A frog god is enshrined here, and the area is known as a sacred place for frogs. Music performances, markets, and other events are also held here regularly.



© Yayoi Kusama, Great Gigantic Pumpkin, 2017

Matsumoto City Museum of Art

Matsumoto is the hometown of world-renowned artist, Yayoi Kusama. Some of her early works that aren't on display anywhere else are shown in her permanent exhibit. Her largest piece in the world, the massive field sculpture "The Visionary Flowers," sits on display at the front of the museum. A 2.5-meter-tall yellow pumpkin with black polka dots is one of 2019's signature pieces.



National treasure Former Kaichi School

The former Kaichi School, founded in 1873, is one of the oldest schools and a national treasure. It was converted into a museum in 1965 and now displays teaching materials from the Meiji period (1868-1912). It is a Quasi-Western style architecture that conveys the atmosphere of the arrival of Western civilization.



Nightlife in Matsumoto at a bar

Matsumoto is also well-known for its bars. You can enjoy delicious drinks at one of the many stylish bars in the city that have been renovated from traditional Japanese warehouses.



Soba Noodles

Matsumoto is famous for soba. Among them, "Toji soba" is a unique type of soba. Place some noodles in a small basket and dip them briefly into a hot pot full of mushrooms and other seasonal vegetables right before eating.



Japan Ukiyo-e Museum

The Japan Ukiyo-e Museum holds the world's largest collection of ukiyo-e woodblock prints, which were collected over 200 years by one of Matsumoto's wealthy merchant families. Pieces carefully chosen from that collection are on display.



Local Springs

Cold, pristine water from the surrounding peaks around Matsumoto wells up throughout the city. Visit the different springs and listen to the babbling sounds of the water.



Experience program

You can experience Japanese culture that will remain in your travel memories. You can also experience the history of Kimono, Samurai, Ninja, Rickshaw, and culture such as making soba noodles and temari candy.



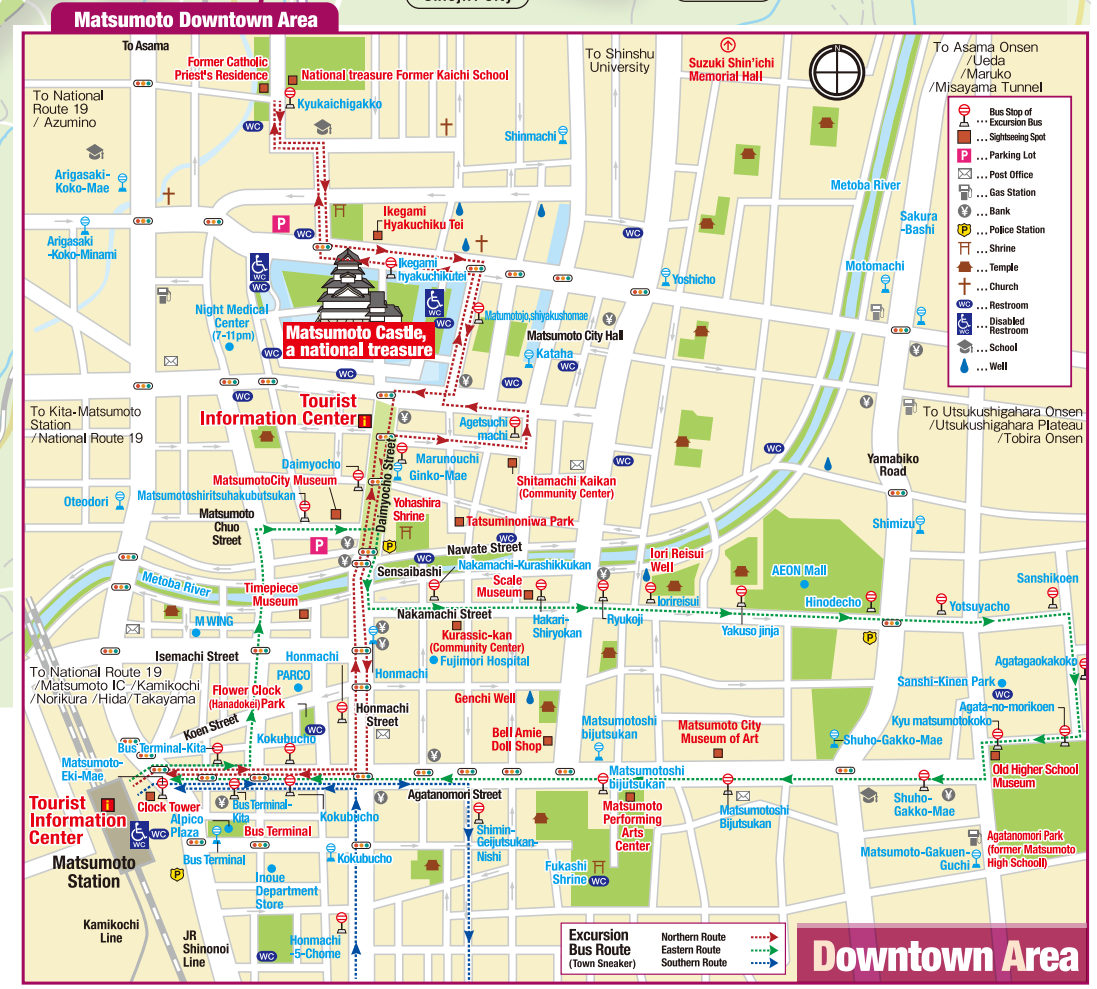
Fruits

The significant temperature differences between day and night coupled with plenty of sunlight makes Matsumoto's fruits, such as apples and grapes, splendidly sweet and juicy. Varieties developed right in Nagano Prefecture have also gained popularity.

MATSUMOTO TOURIST MAP



		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Average Temperature (Celsius)	highest	4.9	5.6	10.0	17.5	22.6	25.5	29.0	30.5	25.0	19.0	13.3	7.9
	lowest	-5.5	-5.3	-2.0	3.9	9.4	14.8	18.9	19.8	15.3	7.9	1.7	-3.1
Precipitation	ml	31.1	42.5	73.5	86.8	92.5	135.9	132.6	95.8	162.3	89.4	52.9	23.3
Events in Matsumoto & Environs		SWANS WINTER			CHERRY BLOOM PEACH BLOOM			RAINY SEASON		GRAPE PICKING			
										BLUEBERRY PICKING	FALL FOLIAGE		
										WATERMELON	APPLE PICKING		
Kamikochi	4/27-11/15		ROAD CLOSED					ALPINE FLOWERS			FALL FOLIAGE		ROAD CLOSED
						FRESH GREEN							
Mt. Norikura	7/1-10/31		ROAD CLOSED					SNOW CORRIDOR BUS		SUNRISE SHUTTLE BUS		ROAD CLOSED	
											FALL FOLIAGE		
Norikura Plateau & Nagawa			SKI SEASON						AZALEA	ALPINE FLOWERS	FALL FOLIAGE		SKI
									FRESH GREEN				
Utsukushigahara	4/15-11/25		ROAD CLOSED							FRESH GREEN	AZALEA		ROAD CLOSED
Matsumoto Castle										CHERRY BLOOM	FRESH GREEN		FALL FOLIAGE



Town Sneaker Buses



One of the buses, designed by Yayoi Kusama
Town Sneaker buses, which leave from and loop back to Matsumoto Station, are convenient for sightseeing within the city. There are four courses that run north, south, east, and west on 20 to 30 minute intervals. Put exact fare into the machine as you leave the bus.
Fare for one ride is ¥200
(West and South Courses are ¥150 to ¥200)
A one-day pass is ¥500.

HELLO CYCLING (bike sharing)



This bike sharing service allows you to rent a bike and return it at any time to a designated bike parking rack.
There are more than 20 Stations in the city, including one near the circular intersection in front of Matsumoto Station's Castle (East) exit.
Sorry, but some cell phones cannot download HELLO CYCLING APP.



Local Buses



Various areas can be reached by buses that depart from the bus terminal, located to your right across the street when you exit Matsumoto Station's Castle Exit. You can use a credit card at the bus terminal to purchase tickets for Kamikochi, bus passes, and other tickets (credit cards cannot be used onboard).

Access to Kamikochi, Norikura & Shirahone Onsen



To Kamikochi: 1 hour and 30 minutes.
Matsumoto Station → Train → Shinshimashima → Bus → Kamikochi
To Norikura Highlands: 1 hour and 20 minutes.
Matsumoto Station → Bus → Norikura Tourist Information Center
To Shirahone Onsen: 1 hour and 40 minutes
Matsumoto Station → Train → Shinshimashima → Bus → Shirahone Onsen

Access



Nearby Sightseeing Spots



1 Kanazawa



2 Shirakawago



3 Takayama



4 Tateyama Kurobe Alpine Route



5 Hakuba



6 Tsumago



7 Snow Monkeys



8 Karuizawa



9 Daio Wasabi farm



10 Mt. Fuji



11 Southern Alps



12 Nagoya Castle



Access from Airports

Tokyo (Narita Airport)	Keisei	Ueno	Nagano	3 hr 45 min
Nagoya (Chubu Airport Central)	Meitetsu	Nagoya		2 hr 50 min
Osaka (Kansai Airport)	Haruka (JR Limited express)	Osaka	Nagoya	4 hr 15 min

JR (Japan Railways)

Shinjuku (There are some direct trains from Tokyo and Chiba)	2 hr 30 min (every hour)	
Tokyo (via Nagano)	1 hr 30 min	50 min
Nagoya	2 hr	
Osaka	1 hr	2 hr

Expressway Bus

Takayama	2 hr 25 min	
Shinjuku	3 hr 10 min	
Nagoya	3 hr 10 min	
Osaka	5 hr 30 min	

Car

Nagoya	200 km	Okaya JCT	Matsumoto IC	10 min	
Tokyo	220 km	Okaya JCT	Matsumoto IC	10 min	

(Special Fares) SHORYUDO Bus Pass

Unlimited rides for 3 days on highway buses (and some local buses) connecting Nagoya, Gifu, Ena, Nakatsugawa, Magome, Tsumago, Iida, Ina, Minowa, Matsumoto, Nagano, Hirayu, Shin Hotaka, Takayama, Gero, and Kashimo.



(Special Fares) Alps WIDE Free Passport

This is the only pass that allows you to visit all of Hida Takayama, known for Shirakawa-go and Gero Onsen, Shinshu Matsumoto, a castle town, and popular tourist destinations in the Japanese Alps, such as Kamikochi! Why not take advantage of the allure of Hida and Shinshu with this 4-day unlimited ride pass?



For More Information Please Contact:

Matsumoto Tourist Information Center

Email :oote-info@matsumoto-tca.or.jp

3-8-13 Ote, Matsumoto City, Nagano, Japan 390-0874

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