

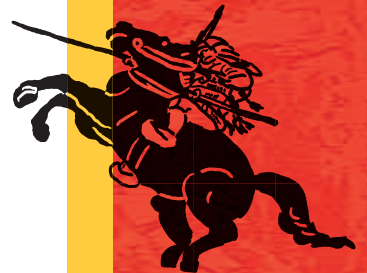
Yamagata tour guide book

YAMAGATARI

やまがたり

See, experience, learn, eat and relax.

Get to know Yamagata -
you will want to talk about it.



Yamagata City



● Zao's Snow Monsters

| SPRING

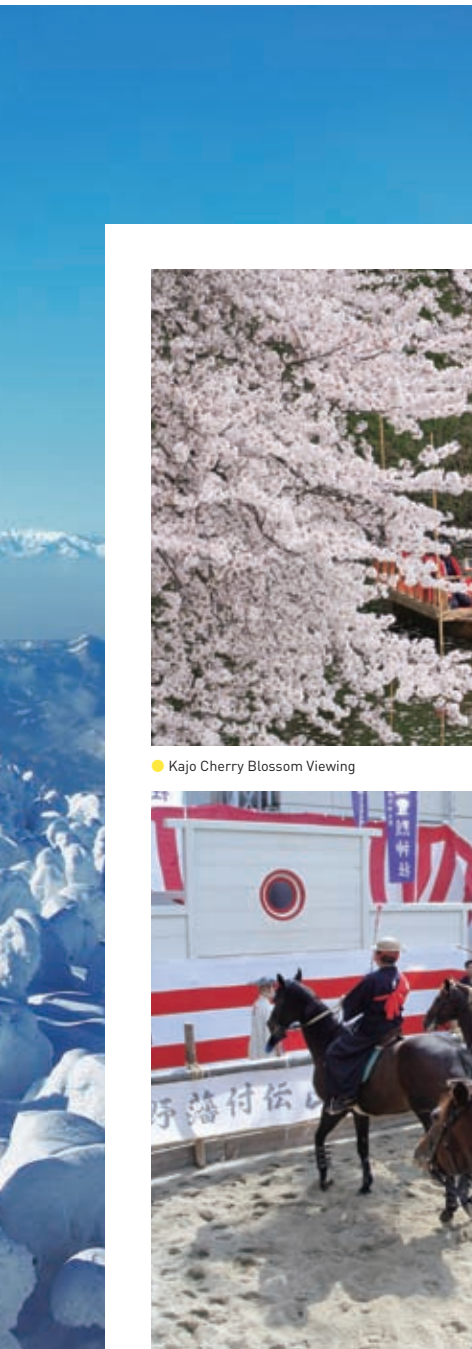
- 4 Apr** Mamigasaki Cherry Tree Line Illumination
Kajo Kan-o Kai Cherry Blossom Viewing
Zao Echo Line opens

- 5 May** Yakushi Festival Plant Fair
Yamadera Hie Shrine Sanno Festival
Omoshiroyama Momijigawa River Gorge opens

| SUMMER

- 6 Jun** Cherry picking
Deshio Monju-do Temple (Murakizawa Hydrangea Festival)
7 Jul Takase safflower fields / Yamagata Safflower Festival
Hojusan Illumination

- 8 Aug** Hanagasa Summer Festival / Yamagata Prefecture Local Products Market
Yamagata Hanagasa Festival
Yamagata Fireworks Display



● Autumn Leaves in Momiji Park



● Kajo Cherry Blossom Viewing



● Yamadera Temple



● Horetsu Shrine Annual Festival - Ancient Japanese Polo



● Yamagata Hanagasa Festival

| AUTUMN

- 9 Sep Japan's Biggest Imoni-kai Festival
 - Omoshiroyama Kogen Cosmos Berg
 - Imoni parties
 - Autumn leaves in the Zao mountain range
- 10 Oct Yamagata Marugoto Marathon
 - Yamagata International Documentary Film Festival (Held every other year)
 - Yamagata Biennale (Held every other year)

- Autumn leaves in the Omoshiroyama Kogen / Momijigawa River Gorge
- Autumn leaves at Yamadera Temple
- Hojusan Illumination
- Horetsu Shrine Reitai Festival Ancient Japanese Polo
- 11 Nov Autumn leaves in Momiji Park
 - Michinoku Kokeshi Doll Festival
 - Yamagata City Traditional Crafts Festival

| WINTER

- 12 Dec Snow Monsters Illumination
 - Zao Onsen Ski Resort opens
 - Zao Snow Monster Festival
- 1 Jan Yamagata City Hatsuichi Market
 - Winter Festival - Yamagata Winter Fireworks in Kajo Park -

- FIS Ski Jumping Women's World Cup Zao
- 2 Feb Yamadera Kokeshi Doll Snowman Festival / Treasure hunt in the snow
 - Zao Snow Monster Festival Torchlight Parade

Enjoy Skiing (Zao Onsen Ski Resort)

This ski resort has good quality powder snow for smooth movement. With 14 slopes, 12 courses and 32 lifts, this is one of the largest snow resort areas in the northern region of Japan.

Winter / Snow Monsters

These Snow Monsters are sculpted in the great outdoors by snow and ice. It is rare to see rime ice-covered trees like this up close so tourists flock here from around the world.

CHECK!



Ropeways

There are three different types: the Zao Ropeway, the Zao Chuo Ropeway and the Zao Sky Cable which take you to a rich variety of slopes and into dream-like natural scenery such as the Snow Monsters.

Summer / Okama Crater Lake

The Okama is a volcanic crater lake in the Zao mountain range. It is also called Goshiki-numa. Surrounded by mountains, many tourists visit this mystical lake that shines a bright emerald green.



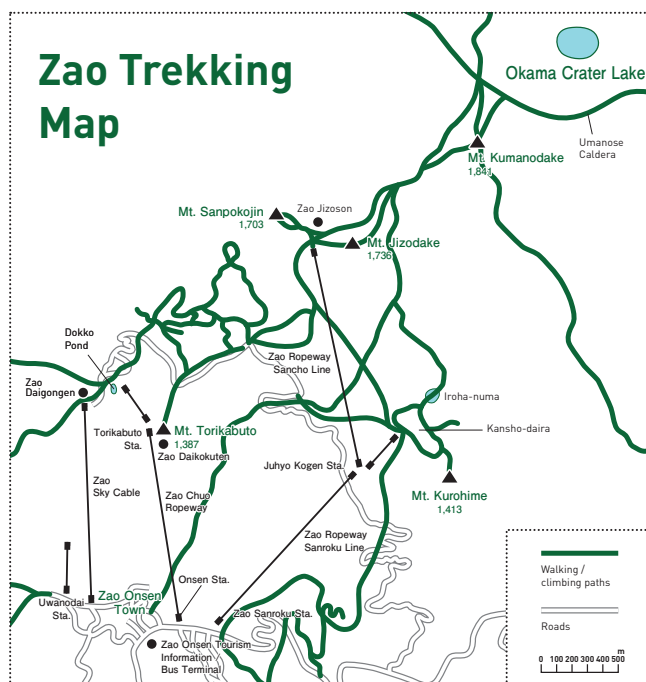
Dokko Pond



The Zao Pilgrimage

The Zao area attracted deeply faithful mountain worshippers once upon a time. Even nowadays, three gods are enshrined in the mountains of Zao: the Zao Jizoson who wards off disasters and answers prayers, the Zao Daikokuten who keeps the household safe and helps business to flourish, and the Zao Daigongen, the god of water who grants perennial youth and long life.

Zao Trekking Map



Zao Onsen

Legend has it that this hot spring was first opened in the year 110 AD. It is said to be effective in rejuvenating the skin and blood vessels as well as contributing to beautiful skin, making it famous as a spring that creates beautiful women. There is a rich variety of around 80 hotels, Japanese inns and daytrip hot spring facilities.

Zao Café and Bar Chotto



A café and bar when you can just casually drop in. A feature dish is the Vietnamese sandwich Bahn Mi.



Zao Onsen Yutabiya Takayudo

TEL.080-3190-0019



You will find here the best items to further enjoy your experience in ZAO.

It is a one-of-a-kind shop in Japan with the concept of "Your onsen style."



Igamochi



This is a simple Zao sweet that has been passed down through the generations. Rice cakes filled with red bean paste are lined up on bamboo leaves from the mountains of Zao and sprinkled with yellow-colored rice.



Zao Onsen Large Outdoor Bath

Zao Onsen Large Outdoor Bath



}}} Eat, Drink }}} Walk around the Onsen Town

Take a stroll and have a taste

It is fun to sample local food during onsen-hopping

Yamagata Sake Museum & Yukemuri Bar Tsumami

TEL.023-694-9052



You can enjoy Japanese sake from 49 brewers in Yamagata Prefecture that have been highly praised at competitions in and outside of Japan. There is an adjoining bar that serves local dishes.



Jingisukan Barbecue



Jingisukan (Genghis Khan) is a lamb barbecue dish eaten from an iron pot that is said to have originated in Zao Onsen, although there are a number of theories about its origin. Enjoy fresh, healthy lamb at restaurants each with their own special sauce.

Access

From Yamagata Station



30 mins by car



40 mins by bus

Enquiries: Zao Onsen Tourism Association TEL.023-694-9328



This temple was first opened in 860 by Ennin, later known as Jikaku Daishi, a high priest of the Tendai school. It is one of the most prominent temples in Tohoku and known as the place where the famous haiku poet Matsuo Basho composed: "Stillness, sinking into the rocks, cicada's cry." In 2018, Yamadera and Safflowers [the Safflower Culture supported by Yamadera Temple] was designated as Japan Heritage.



Scenery that purifies the spirit in the silence as seen by Matsuo Basho

Nokyodo Hall and
Kaisando Hall



Konponchudo Hall



View from Godaido Hall

Risshaku-ji Temple

There are currently around 30 large and small temple buildings remaining in the approximately 1.1 million square meter grounds where The Three Eternals (flame, incense and sutra copying) are still conserved. There is a total of 1015 stone steps. The view from the Godaido Hall built perched on precipice is superb.

The Eternal Flame

This is the eternal flame shared by the Enryaku-ji Temple at Mt. Hiei with the Risshaku-ji Temple. This flame is said to have been split and given back by the Risshaku-ji when Enryaku-ji was rebuilt after Oda Nobunaga burnt it down.



Interview

Ask the Chief Priest at Risshaku-ji Temple!

The Appeal of Yamadera

Matsuo Basho described Risshaku-ji in his work, *Oku no Hosomichi* (The Narrow Road to the Deep North), as the land of tranquillity. In addition to having many points of interest including Buddhist temples and Shinto shrines, Yamadera has the appeal of offering views of the great beauty of nature. The ancient ruins of a mountain worship training ground remain behind the Senjuin Temple, showing a view different from the main temple.

Information from

Seiden Kiyohara

Chief Priest, Risshaku-ji Temple
Chairman, Yamadera Tourism
Association



Yamadera

Tendai no Michi

Ancient training grounds surrounded by mystical rocks

Mine no Ura Route

This is a hiking climbing route that starts near the side of the Yamadera Senjuin Kannon Temple. The route follows historic landmarks and ruins with a connection to the priest Ennin including an ancient training ground. The sunlight that shines onto the Tarumizu Ruins is so beautiful it will take your breath away.

CHECK!

Yamadera Basho Memorial Museum



This museum houses exhibits of documentation relating to Oku no Hosomichi (The Narrow Road to the Deep North) by the poet Matsuo Basho and includes some of his handwritten work. Visitors can also see the Benibana Byobu Folding Screen.

Address / 4223, Yamadera
Open / 9:00~16:30
Closed / Irregular closing days (see website)
Admission / 400 yen (free for children up to the end of high school)
TEL / 023-695-2221



Eating in Yamadera



Mitoya
TEL.023-695-2506

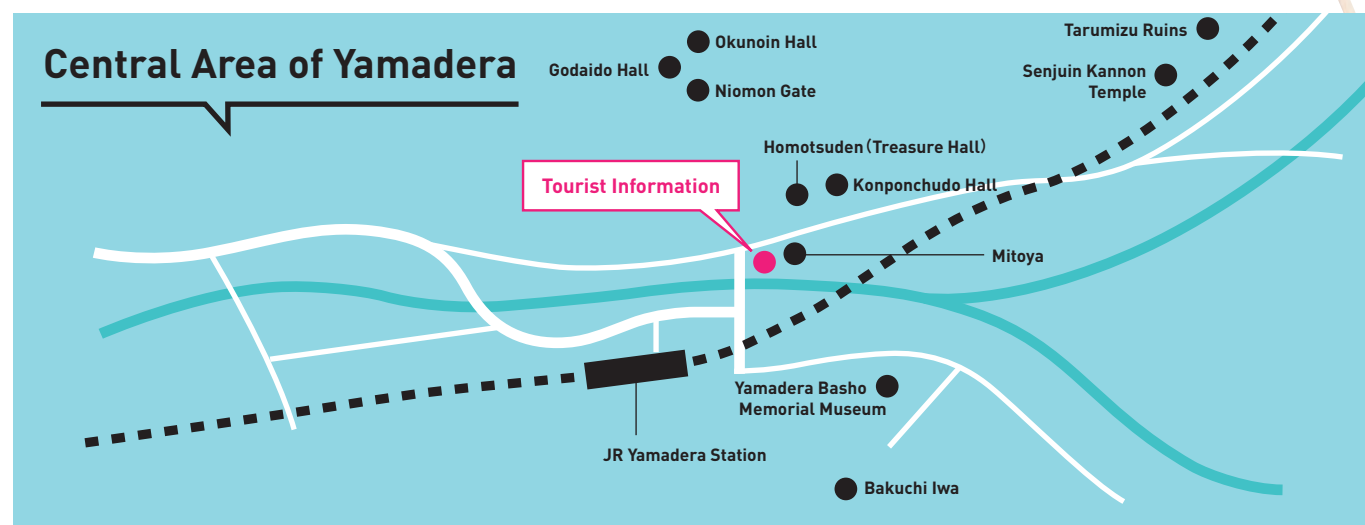
Dashi Soba Noodles

A famous restaurant where you can eat soba noodles while listening to the nearby babbling brook. We recommend the restaurant's signature dish, Dashi Soba, noodles topped with a generous portion of Yamagata's local delicacy called dashi, which is a mixture of vegetables and herbs. Only available in the summer.



Tamakonnyaku (Ball-shaped konjac arrowroot jelly)

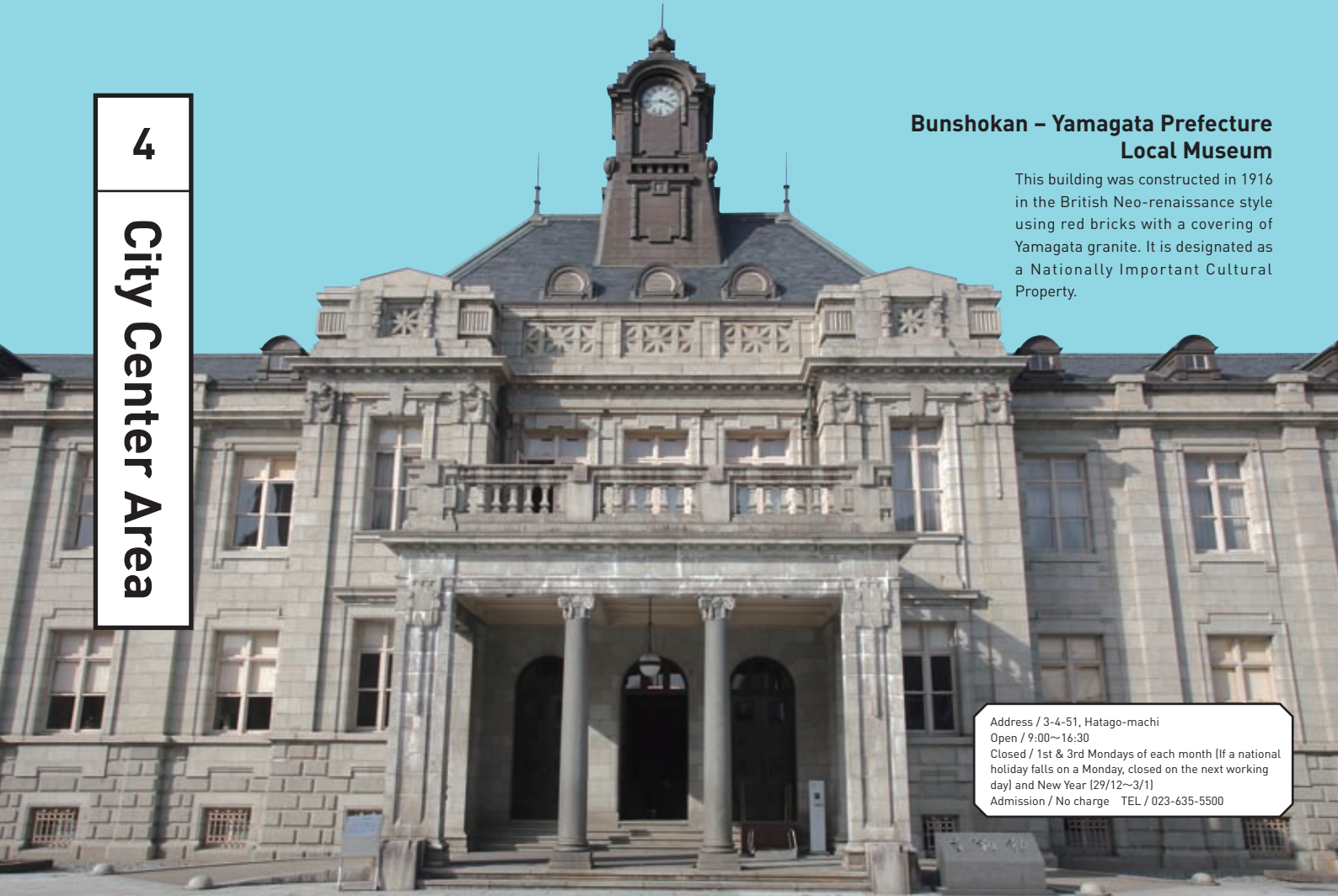
This konjac, which is simmered in soy sauce, is also known as chikara (strength) konjac and is popular with tourists. Buy it from stores in the temple town right up to the foot to the mountains.



Access From Yamagata Station 30 mins by car 40 mins by bus 20 mins by train

Enquiries: Yamadera Tourism Association TEL.023-695-2816





Bunshokan – Yamagata Prefecture Local Museum

This building was constructed in 1916 in the British Neo-renaissance style using red bricks with a covering of Yamagata granite. It is designated as a Nationally Important Cultural Property.

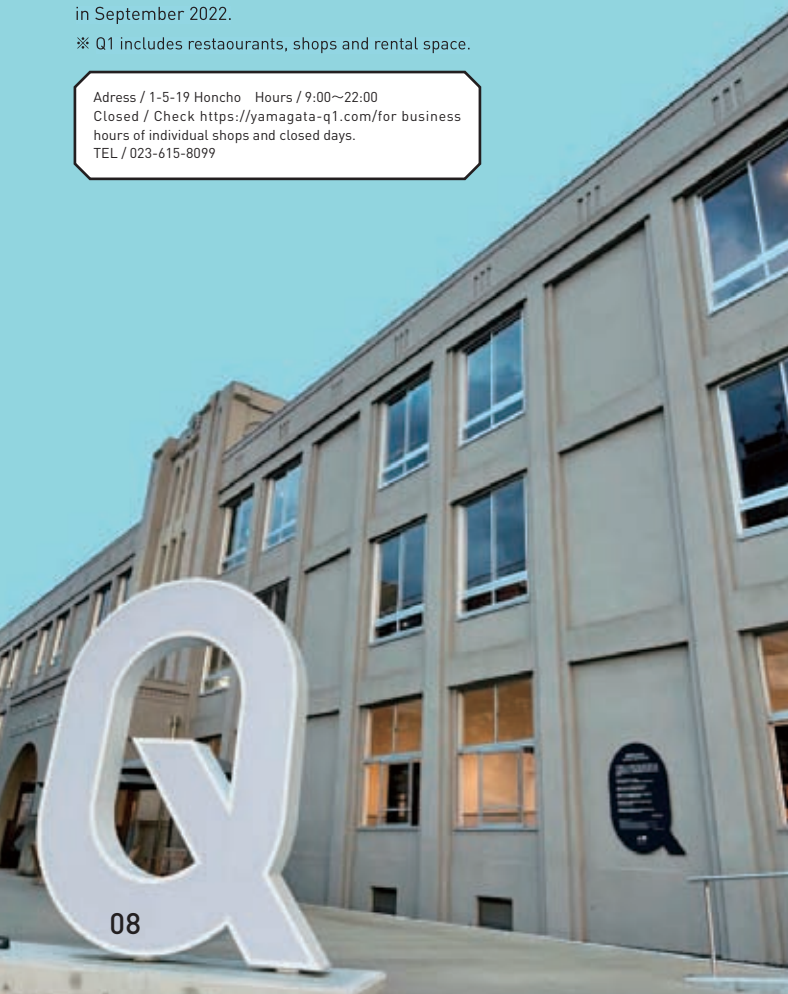
Address / 3-4-51, Hatago-machi
Open / 9:00~16:30
Closed / 1st & 3rd Mondays of each month (If a national holiday falls on a Monday, closed on the next working day) and New Year (29/12~3/1)
Admission / No charge TEL / 023-635-5500

Yamagata Creative City Center Q1

The building was formally the Yamagata Daiichi Elementary School, the first reinforced concrete building to be erected in Yamagata Prefecture. It is designated as a Heritage of Industrial Modernization. The building was renovated to be the focus of "Creative City Yamagata" initiatives and opened in September 2022.

※ Q1 includes restaurants, shops and rental space.

Address / 1-5-19 Honcho Hours / 9:00~22:00
Closed / Check <https://yamagata-q1.com/> for business hours of individual shops and closed days.
TEL / 023-615-8099



Nanoka-machi Gotenzeki

Gotenzeki is one of the Yamagata Goseki (five weirs). At present, it has been revitalized as a flowing waterway on which the commercial facility Mizu no Machiya flourishes.

Address / 2-7-6, Nanuka-machi
TEL / 023-623-0466
(In Kimono Yukiya)



Yamagata Marugoto-kan Beninokura

This converted facility comprises the main building and five warehouses originally owned by the Hasegawa family who were safflower merchants. It sells local specialties and farm produce. You can eat here in the soba noodle restaurant or the café.

Address / 2-1-8, Toka-machi
TEL / 023-679-5101
Closed / Jan.1 (Closing days are different for each establishment)



Kajo Park

This is an urban park in the center of the city. It displays around 65 different types of plants including cherry trees. The park has been selected as one of Japan's Top 100 Urban Parks.

Ninomaru Higashi Otomon

The front gate and Ote Bridge were faithfully restored in the ancient style in 1991. The ruins of Yamagata Castle, which are now known as Kajo Park, were recognized as one of Japan's Top 100 Castles in 2006.



Statue of Mogami Yoshiaki

This is a reproduction of the brave figure of Mogami Yoshiaki leading his army into battle when Naoe Kanetsugu, a senior statesman of Uesugi Kagekatsu, attacked.



Mogami Yoshiaki Historical Museum

This museum exhibits objects that the 11th Lord of Yamagata Castle wore into battle and documents about the castle and so on.



Kyodokan-Yamagata City Local Museum

This museum is the Former Saiseikan Hospital Main Building, a Nationally Important Cultural Property, and exhibits medical and local documents.

Renovated Cafés and Spaces

A 55-year old building renovated as an art and cultural space



A place where creative ideas can be shared including a café and gift shop, hair and nail salon, boutiques, specialty stores, galleries, showrooms, studios and shared office space.

Tongari Bldg. Operating company / maru R Co., Ltd. TEL.023-679-5433

The place to be in the city centre where the food, design and people of Yamagata gather



photo: Kohei Shikama

gura TEL.023-674-0943 Restaurant: TEL.023-665-5466

gura is an easy-to-visit facility that includes a storehouse that was rebuilt using precious stones from the Meiji era, a renovated old warehouse, and a lawn space. There is a restaurant where you can enjoy Italian cuisine made with locally-sourced ingredients, and EIGYOKUDO CAFÉ, a sweets café operated by a long-established confectionery shop founded during the Edo period.

Enjoy the Early Evening



Yamagata Yatai Village Hottonaru-Yokocho

A toast to evenings in Yamagata in the light of the red lanterns. This spot in Nanuka-machi is home to around 10 different yatai restaurants.

Renovation Yamagata Managment Office
TEL.023-666-7604



Sakanaiichi

A restaurant in front of Yamagata Station where you can eat local cuisine made with seasonal ingredients. It also has a wide range of local Yamagata sake.

TEL.023-641-0255



Umaibe Yamagata
(Online guide to eating out in Yamagata)



Hai! Yamagata deshita
(Online guide to Yamagata Japanese only)

Yamagata Beef



Photo:Kakashi Ekimae restaurant

Brimming with rich flavors to make your mouth water

It is the magnificent natural Yamagata environment and climate, with its four distinct seasons, hot summers and cold winters, not to mention the difference in day and night temperatures, that produces such good quality beef. The black wagyu cattle that are painstakingly fattened over a long period of time in this environment produce impressive finely marbled beef that melts in the mouth.

Yamagata City Tourism Association Members Restaurants For Beef

• Kakashi	TEL.023-625-2989
• Sagoro	TEL.023-631-3560
• Ajinosono	TEL.023-624-1344
• Kanazawaya Beef Shop	TEL.023-631-2106
• Kuroge	TEL.023-623-8929
• Steak Aloyau	TEL.023-623-2811
• Kyosen	TEL.023-666-6654
• Yonezawa Beef Tokiwa	TEL.023-666-4433
• KAZU	TEL.023-623-3337



Local Sake

Brewery tours available!

Reservations required.



Kotobuki Toraya Shuzo Sake Brewery

TEL.023-687-2626

Founded in 1715 during the Edo period. This brewery makes sake in the land of Safflower Culture, which has been designated as Japan Heritage.



Shuho Sake Brewery

TEL.023-641-0026

Founded in 1890. Over 10 types of sake rice produced in Yamagata Prefecture and other places is polished at the brewery and prepared using melted snow in Zao.

Brewery tours available!

Reservations required.



Otokoyama Sake Brewery

TEL.023-641-0141

A sake brewery with over 200 years of history, located a 10-minute walk from Yamagata station. A brewery tour is available (weekdays only).

Noodles in Yamagata



Founded as a soba chaya (wayside rest stop offering soba noodles) in 1865 during the Edo period. The soba is made using domestic buckwheat only, mainly Yamagata-produced Dewakaori. Toichi soba made with 100% stone-ground buckwheat flour and thickener with a 10:1 ratio is served here.

Shojiya, Gotenzeki
Nanuka-machi restaurant /Morisoba
(soba served on a bamboo tray)
TEL.023-673-9639



This Original & Special Chilled Ramen completed in 1952 is refreshing and has a rich flavor. The soup does not get fat even though it is chilled. People come from all over Japan to this popular ramen place even in winter.

Sakaeya Honten /
Chilled Ramen
TEL.023-623-0766

YAMAGATA, THE RAMEN CAPITAL OF JAPAN

Long-established Ramen Restaurants in Yamagata City

Founded
in 1955



Yawataya / Ramen

TEL.023-623-8363

Chewy noodles in clear soup.
A balanced flavor.

Founded
in 1970



Onuma Shokudo / Ramen

TEL.023-645-2455

Ramen in a soup with a faint flavor of
ginger.
Miso ramen is also popular.

Founded
in 1974



Isago Shokudo / Hand-kneaded Chinese noodles

TEL.023-632-1040

Hand-kneaded noodles give off an air of
strength to stimulate your appetite.
A variety of dishes is offered.

Wagashi (Traditional Japanese Sweets) made by master craftsmen



Choeido / Fuki-mame

TEL.023-622-5556

Peas are carefully selected and
a lot of time and effort is
required to make each one of
this most famous, traditional
sweet. A delicate flavour.



Satoya / Tamayura

TEL.023-622-3108

A new style of wagashi – a
combination of Noshi-ume
(Satoya's most famous sweet)
and ganache made with Japanese
ingredients. Available from
October to May.

Souvenir Shops

Gutto Yamagata



Just off the Yamagata Kaminoyama Interchange,
this location has a shop offering over 900 local
items, a food court and a shop selling fresh fruit
and vegetables.

68, Omote Zao TEL.023-688-5500

Roadside Station Yamagata Zao



Baumkuchen baked in store and custard puddings only
available at the roadside station. There is a variety of
specialty dishes, from original Yamagata brand beef to
curry made with beef tendon from locally-raised cattle.

79-1 Omotezao TEL.023-676-6868

S-PAL Yamagata



This shopping center directly connected to
Yamagata Station sells a variety of items such
as local sake, traditional sweets, foods, crafts
and other items unique to Yamagata.

1-1-1, Kasumi-cho TEL.023-628-1106

Experience traditional master skills and culture. Enjoy festivals and the blessings of nature.

Yamagata Hanagasa Festival

Dazzling dancing in the summer evenings

The loud chant of "Yassho, Makasho" and the dignified sound of the Hanagasa drums echo all around the city. Led by colorful floats, people in splendid outfits holding hats decorated with safflowers dance mesmerizingly in the procession on the main street.

Held every year for three days from August 5th to 7th
Yamagata Hanagasa Council TEL.023-642-8753



Big autumn event!



Imoni Parties

Autumn flavors that the people of Yamagata love

Imoni represents the autumn in Yamagata. A typical Yamagata City stew contains taro roots, beef and konjac arrowroot jelly and is flavored with soy sauce. Japan's Biggest Imoni Festival is held in September with a 6.5m diameter pot.

Column

Geigi and Ryotei Culture

Long-established high-class Japanese restaurants opened during the Meiji period are preserving the culture and flavors of Yamagata to this day. Traditional performing arts and the culture of hospitality offered by Yamagata Geigi are passed on to today's Yamagata Maiko apprentices and geiko and their excellent skills are highly valued.



Ryotei restaurants

Shisanro TEL.023-622-0043
Kishokaku TEL.023-631-3644
Agetsuma TEL.023-631-2738

Geigi

Yamagata Traditional Performing Arts Promotion
(Yamagata Beni-no-kai) TEL.023-634-0232
Yamagata Geigi House Union

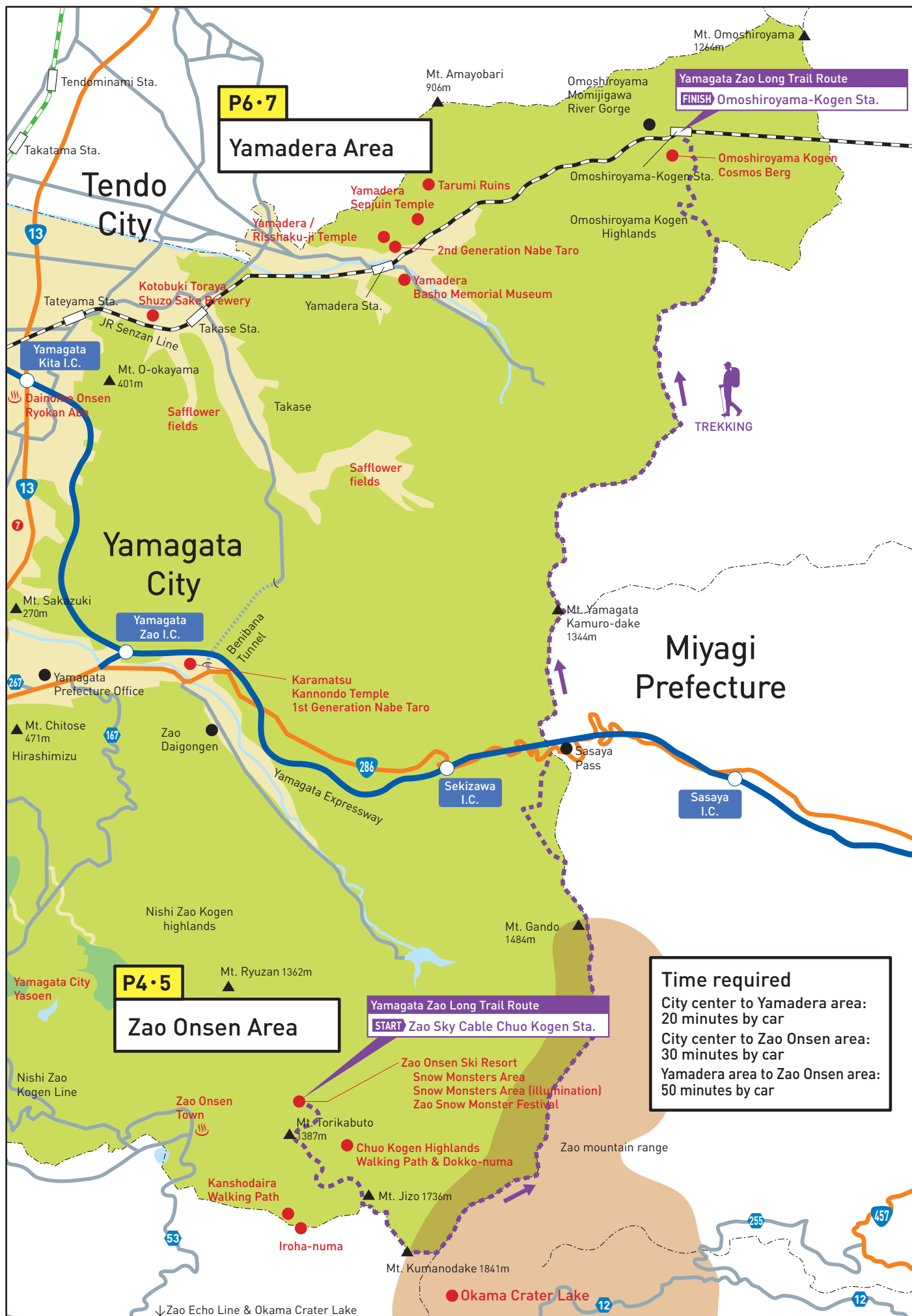
Yamagata City Tourist Map

P8・9

City Center Area

- 1 Momiji Park
- 2 Bunshokan
- 3 Yamagata Creative City Center Q1
- 4 Nanoka-machi Gotenzeki
- 5 Yamagata Marugoto-kan Beni-no-Kura
- 6 Otokoyama Sake Brewery
- 7 Shuho Sake Brewery
- 8 Kajo Park
- 9 Mogami Yoshiaki Historical Museum
- 10 S-PAL Yamagata





Access to Yamagata



By air



By car

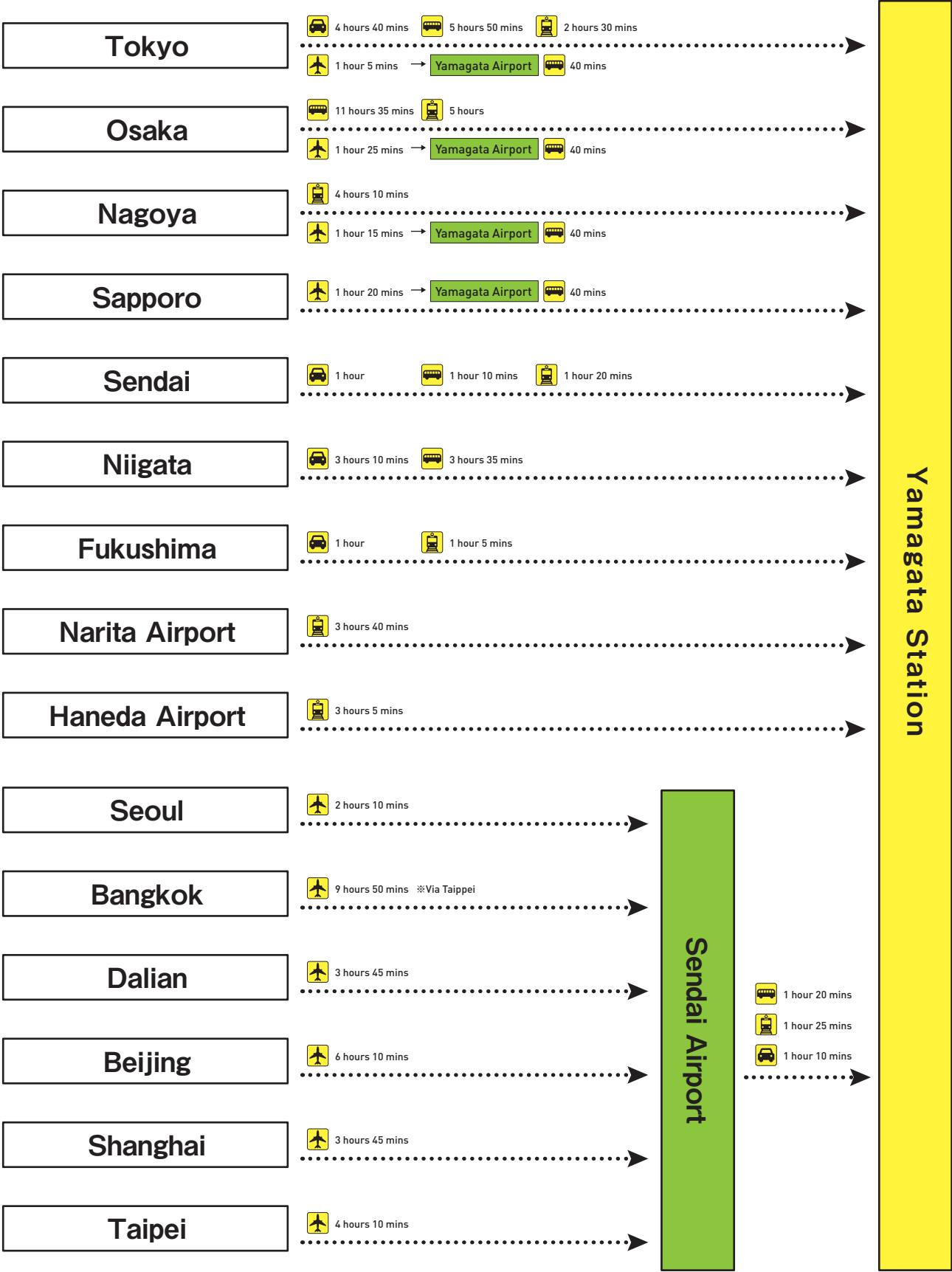


By direct bus



By JR train

* Time required shown below can be used as a rough guide.
Time required by JR train is the shortest possible time. For cars the time is calculated for expressway use except for Niigata.



Hotels and Ryokans

Yamagata Grand Hotel

☎ 023-641-2611

Hotel Stay in Nanokamachi

☎ 023-641-1111

Yamagata Kokusai Hotel

☎ 023-633-1313

Hotel New Marble

☎ 023-624-9521

Hotel Metropolitan Yamagata

☎ 023-628-1111

Hotel Urban Grace Gran

☎ 023-625-1414

Hotel Route-Inn Yamagata Ekimae

☎ 023-647-1050

Super Hotel Yamagata-Eki Nishiguchi

☎ 023-647-9000

Toyoko-Inn Yamagata-Eki Nishiguchi

☎ 023-644-1045

Dainome Onsen Ryokan Abe

☎ 023-632-0605

Washington Hotel Yamagata Nanokamachi

☎ 023-625-1111

Business Hotel Yoshida

☎ 023-632-5420

Comfort Hotel Yamagata

☎ 023-615-4122

Hotel New Mogamiya

☎ 023-632-8000

Washington Hotel Yamagata-Eki Nishiguchi

☎ 023-647-1111

Richmond Hotel Yamagata Ekimae

☎ 023-647-6277

Hills Sunpia Yamagata

☎ 023-631-1555

Daiwa Roynet Hotel Yamagata Ekimae

☎ 023-627-7255

Hotel Route-Inn Yamagata Minami Daigakubyounmae

☎ 050-5576-8200

※The hotels and ryokans in this list are members of the Yamagata City Tourism Association.

Scan the QR code for ryokans and hotels in Zao Onsen town.



Zao Onsen Tourism Association

Other Useful Information

Yamagata City Community Cycle



Explore the city center by bicycle

Bicycle ports are located around the city. At these ports electric assist bicycles are available.

Where / Yamagata Station, Kajo Park, Yamagata City Office, Yamagata Creative City Center Q1, Beni no Kura and other spots. Operating / Year round, 24 hours a day Cost / Pay-as-you-go ¥50 / 15min. ¥1,600 / 24 hours max. Flat rate ¥1,000 per day. Tel / 023-641-1212 [Yamagata City Policy Planning Section] App. / To use these bicycles you need to install an app on your smartphone and register.



Details at this website
Japanese only

Beni-chan Bus Higashi-Kururin & Nishi-Kururin



Convenient transportation within the city center

Buses operate on loops in the eastern, western and central areas of the city departing from Yamagata Station East Exit every day except for New Year's Day.

Not running / January 1 Fee / 100 yen in same area - 200 yen when changing area [half for elementary school child] TEL / 023-641-1212 [Yamagata City Policy Planning Section] 023-647-5172 [Yamako Bus]

Kajo Town Guides



Get to know Yamagata better

A guide will show you the Yamagata Castle ruins (Kajo Park) and the remains of Yamagata as a castle town that flourished for a long time.

Tours available from 9:30 am to 4:00 pm (at least 60 minutes. Usually about 2 hours) Fee / No charge. However, you are required to pay for any transportation, facility admission and lunch and so on for the guide during the tour. TEL / 023-647-2266 [Reservation required by 5 days before. Only for groups of 2 or more people] (Japanese only)

Yamagata Mobility as a Service (MaaS) 'Rakunoru' ~ Enjoy getting around town with a universal digital ticket ~

A one day ticket on the Beni-chan Bus on the City Circle Route. For details check here.



Japanese only

Issued by

Yamagata City Government
2-3-25, Hatago-machi, Yamagata City /
TEL. 023-641-1212

Issued in March 2024
Information is valid as of March 2024
All right reserved.

[Information on sightseeing]

☎ 023-647-2266
Yamagata City Tourism Information Center

[Information on Zao Onsen]

☎ 023-694-9328
(Zao Onsen Tourist Information)

[Information on Yamadera]

☎ 023-695-2816 (Yamadera Tourist Information)

[Information on Yamagata City]

☎ 023-641-1212
(Tourism Strategy Section, Yamagata City Government)

Marutrip –
scan the QR code to
see a beautiful video of
Yamagata

