

# 山形市 かわいさなまち

## MAP

Explore Yamagata City to find photo spots. They'll take you back in time. You'll want to snap photos!

Beni-chan Bus Stop

**01 Bunshokan**  
Yamagata Prefectural Museum  
Former prefectural office built in 1916.

**02 Nanokamachi Gotenzeki Weir**  
Waterfront area with shops along a waterway.

**03 Yamagata Marugotokan Beni no Kura**  
Tourist complex in a safflower merchant's former storehouses.

**04 Kajo Park (Yamagata Castle ruins)**  
Park on the old Yamagata Castle site. Famous for cherry blossoms in spring.

**05 gu/ra**  
Charming restaurant and café in a stone and earthen storehouse.

**04 Kajo Park (Yamagata Castle ruins)**  
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**Experience Shikamaen Café Saryo-an**  
Founded in 1912, Shikamaen is a long-established company dealing in Japanese tea. At the Café Saryo-an, located in a storehouse from the early Showa period, you can enjoy the experience of making tea and savoring a matcha parfait in a relaxed atmosphere.  
1-1-31 Yokamachi, Yamagata City ☎023-622-3362  
Business hours: 10:00-17:30 (café: 11:00-16:00)  
Closed: Sunday Instagram: @ocha\_shikamaen

**06 Momiji Park**  
Japanese garden known for autumn leaves.

**07 Yamagata Creative City Center Q1**  
Renovated elementary school with unique shops.

**Experience Akiba Shunkodo**  
Scroll-mounting shop with 90 years of history. Make a bookmark using a kimono sash.

**08 Yamagata Prefectural Educational Resources Museum**  
Former school showcasing modern education history.

**09 Hanakoji district**  
Retro Showa-era dining area with nostalgic charm.

**10 Utakake Inari Shrine**  
Shrine where worshippers once offered songs.

**09 Hanakoji district**  
Retro Showa-era dining area with nostalgic charm.

**11 Shobido Nanokamachi Shop**  
Souvenir shop with Yamagata folk crafts, like traditional kokeshi dolls.

**12 0035 BY KIYOKAWAYA**  
Souvenir shop and café with sweets and high-quality bread.

**13 Noshi Ume Honpo Satoya**  
Long-established shop selling noshi ume and neo-wagashi sweets.

**14 Todaya Shodo**  
Confectionery offering daifuku and seasonal Japanese sweets.

**15 Eigykudo Cafe**  
Stylish café in a renovated stone storehouse. Known for great cheesecake.

**16 Tsuki Café Bunshokan Coffee Room**  
Specialty coffee shop with excellent coffee and sweets.

**17 Mochi no Hoshinoya**  
Mochi specialty shop in a rice-growing region. Freshly pounded mochi is extra soft.





Yamagata City was once a castle town.

It thrived as a commercial and cultural hub.

Today, it's a hidden gem of historic buildings.

See Western-style architecture and storehouses.

Enjoy cafés and shops with exciting sweets. Stroll this retro, kawaii city in a kimono!



## DOWNTOWN AREA

The city center blends Edo-period storehouses with Meiji- and Taisho-era buildings. Walking here feels like time travel. Find restaurants, sights, and buses for all-day exploring.

## BUNSHOKAN

Nationally Designated Important Cultural Property

Visit inside for a downtown map!

City Symbol /

Photo Spots, Food and Experiences

Tour photogenic Yamagata City in a kimono.

Inquiry  
Onokenashi Yamagata Co., Ltd.  
info@visit-yamagata.jp  
☎023-631-9522

RETRO & KAWAII

YAMAGATA STROLL MAP

Yamagata City

MAP



For tourism and event details, click here!  
Yamagata Tourism Information Site:  
VISIT YAMAGATA



Learn More →



Look for this bus!

## BUS INFORMATION

Beni-chan Bus: Great for City Center Sightseeing

- Departs from and arrives at Yamagata Station (East Exit).
- Runs daily except New Year's Day.
- Services may stop in winter due to heavy snow delays.

**Fares** Use any transportation IC card with nationwide interoperability.

- Adults: junior high and up 100 yen within eastern, western, or central areas.
- 200 yen across areas.
- Elementary school students: Half adult fare.
- Preschoolers: Free.
- Holder of Physical Disability, War Wounded, Rehabilitation, or Mental Disability Certificates (with one caregiver) and wheelchair users (with up to two caregivers): Half fare, rounded up to nearest 10 yen.

**Operation Timetable**

- Departs hourly at 00, 15, 30, and 45 minutes.
- First bus: 07:30.
- Last bus: 19:15. \*All from Yamagata Station.

## YAMADERA AREA

Rishaku-ji Temple, or Yamadera, was founded in 860 by Ennin of the Tendai sect. Matsuo Basho wrote a famous haiku here. The temple town offers shops for eating and shopping.



**Hojo Bridge**  
A photo spot with views of the Senzan Line.

**Mount Hojo Rishaku-ji Temple**  
Spanning 112,000 square meters, it's a training and worship site.

From Yamagata Station  
30 minutes by car  
40 minutes by bus  
20 minutes by train

## ZAO AREA

Zao boasts nature's beauty year-round. In winter, see "Snow Monsters"—rimed-covered fir trees. Tourists from Japan and abroad visit. Stroll the charming hot spring town.



**Snow Monsters**  
Rime-covered fir trees seen from the ropeway.

**Zao Onsen Takayu Street**  
Main street with public baths and souvenir shops.

From Yamagata Station  
30 minutes by car  
40 minutes by bus