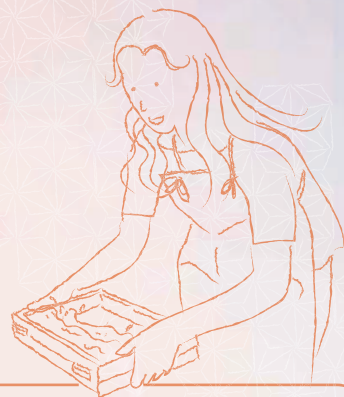
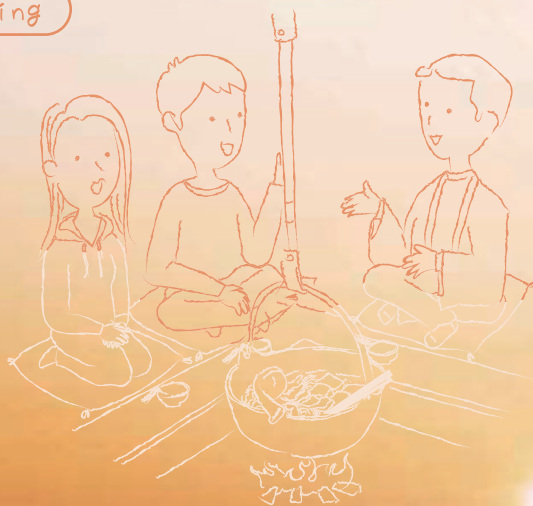




Fruit-Picking



Japanese paper-making Experience



Close interacting with the local people.



Lucky charm-making Experience



Ninja Experience



Princess Experience

The town where your heart will get warm.

Hinode -machi

The countryside of Tokyo

Hinode-machi is the town connecting people with people, and with nature.

The town is surrounded by abundant nature. It has history, traditions, and cultures that Japanese people have cherished for centuries. Stroll around the town, and there spreads the original scenery of Japan that is hard to see in the city. People in Hinode-machi have been brought up to cherish what they create, take good care of it, and keep it for a long time. They have lived a simple, modest life. They used to build warehouses to store their valuables, living a happy life quietly in the village surrounded by the mountains. You can still see their simple and modest lifestyle and the warmth of people in Hinode-machi.

Hinode-machi

Tokyo Met.

Shinjuku

Shinagawa

TOKYO
HINODE-MACHI



The recommended route may differ depending on the destination.
※Please refer to the Hinode Excursion Map on page 14 and 15.

* If you contact the shops and entities directly, their answer will be only in Japanese.
If you have any questions about the contents, please feel free to contact Regional Branding Institute Tel : +81 3 5246-4248

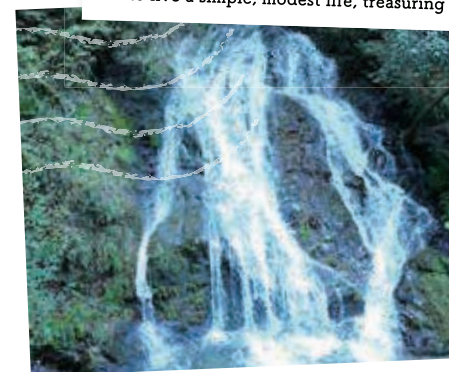


Hinode-machi has a rich history of people who have prayed for peace. You can see historical buildings and streets everywhere in the town. Hinode-sanso is one of the historical symbols of the town. It's the place where a former US President and a former Japanese Prime Minister had a meeting for world peace. It's also the place that the former Japanese Prime Minister loved very much. It is said that lots of Ninja traveled through the town. Ninja's role was to determine how to survive, not how to fight. Their knowledge for peace building has been handed down in Hinode-machi.



The natural environment and the people's belief in the town create its traditions.

Traditions created by the natural environment have been handed down for generations in Hinode-machi. "Sotoba" is a long, thin piece of wood dedicated to the deceased to console their spirits. It symbolizes good deeds of living people. It is believed that their good deeds for the deceased would be back as their benefits. "Hinode Washi", traditional Japanese paper of Hinode, is carefully made with paper mulberry and well water. Japanese people used to live a simple, modest life, treasuring natural resources. Their modest lifestyle still lives on in Hinode-machi.



Feel Mother Nature in a small town in Tokyo.

A short distance from the hustle and bustle of the Tokyo Metropolitans lies a town where the natural environment that Japanese people love still remains. Mt. Aso, Mt. Hinode, and Shiraiwa-no-Taki Waterfall all surround Hinode-machi. Just close your eyes, and you can hear and smell nature. Each season brings a different look and different forms of life to the town. Bathing in abundant sunlight, all different kinds of crops are waiting to be harvested. Hinode-machi is blessed with rich nature.

Experience programs unique to Hinode-machi



← The experience programs marked "Activity" can be reserved from Attractive JAPAN website.
※Please see page 16 for the website.

- Tea ceremony Experience in Hinode-sanso→p4
- Ninja Experience in the 140-year-old samurai house→p5
- Princess Experience in Japanese bridal kimono→p5
- Lucky charm-making Experience ~make your wish come true~→p6
- Japanese paper-making Experience in a new style ~Hinode washi~→p7
- Hiking in Mother Nature of Tokyo in Mt. Hinode→p8
- Rainbow trout-catching Experience→p8
- Beauty-skin hot spring ~Tsurutsuru Onsen~→p9
- Bamboo shoots-digging Experience ~feel the taste of spring~→p10
- Picking fresh blueberry Experience→p10
- Sweet potato-digging Experience ~taste the branded sweetness~→p11
- Winter fruit-picking Experience yuzu→p11

A rich history and culture have been and still exist in Hinode-machi.

Stroll around the town, and you can see a lot of historical buildings. People there cherish what they create, take for a long time. Step in Hinode-sanso or Bukeyashiki (samurai house), and you'll see the long history. You can history in these buildings, because they have been cherished and protected by the people in the town.

Hinode-sanso

Hinode-sanso is a pride of the town where you can see the colors of the four seasons.



Hinode-sanso is the place where former Japanese Prime Minister Yasuhiro Nakasone held a summit with former US President Ronald Reagan in 1983.



Hinode-sanso is a place where you can enjoy the changing of the four seasons. You can spend a heart-warming time at Hinode-sanso, which expresses the modesty of the Japanese people. Hinode-sanso used to be an abandoned house, before former Japanese Prime Minister Yasuhiro Nakasone had it rebuilt. Today it is a place where people meet and connect. It is open to the public as a memorial hall that exhibits photos showing how the Prime Minister spent time with world leaders there. After strolling around Hinode-sanso, please feel free to enjoy Matcha green tea.

5270, Oguno, Hinode-machi, Nishitama-gun, Tokyo, 190-0181, Japan
042-597-7323
10:00 a.m. ~ 3:30 p.m. (Last entry 3:00 p.m.)
Mon · Tue · Year-End/New Year holidays
Public tickets Adult 300 yen Senior(65+) 200 yen, Youth(16 ~18 years old) 200 yen, Child(6~15 years old) 100 yen, Holder of disability certificate Free

Experience a tea ceremony in the room where the former US President enjoyed matcha.

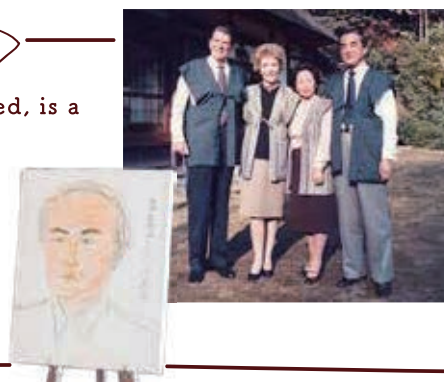
You can enjoy a tea ceremony at "Seiun-do", a house which has thatched roof, where Mr.Yasuhiro Nakasone himself made tea for Mr.and Mrs. Reagan when they arrived at Hinode-sanso. Mr.Nakasone chose one of the regular rooms instead of the tea room to serve tea, hoping Mr.and Mrs.Reagan would enjoy the tea in a casual, relaxing manner.

1 hour
Matcha green tea and seasonal Japanese sweet/admission fee 1,500yen~ (Reservation is required)



Hinode-machi, a town that the former US President loved, is a place where people interact regardless of nation.

Hinode-sanso was the place of the Japan-U.S. Summit Meeting. The Japan-U.S. Summit Meeting was held here on November 11th, in 1983 Prime Minister Nakasone and President Reagan. Hinode-sanso where Japan and foreign VIPs were connected and held close meetings is now a place to pray for world peace. Following the friendly relationship made here, people in Hinode-machi earnestly hope that this place will give the visitors a chance to connect each other beyond the national borders and think about the peace.



developed

good care of it, and keep it enjoy the culture and

Bukeyashiki

Visit a 140-year-old house that is filled with the essence of Japan. It has a room with a hearth, a ninja dojo, a tea room, and a torii gate(Shinto shrine gateway), which can give you an experience of traditional Japanese life and culture. The street in front of this Bukeyashiki is halfway between the residence of Takeda Shingen (a great leader of the Takeda clan) and Odawara Castle of Hojo Ujimasa (a lord of Odawara). It is believed that a lot of ninja used to go up and down the street. The two popular attractions in this place are "Ninja Experience" and "Princess Experience." These are more than just experiences; you can also learn traditional Japanese culture and understand the heart of Japanese people from them.

5107, Oguno, Hinode-machi, Nishitama-gun, Tokyo, 190-0181, Japan
042-597-3835
10:00 a.m. ~ 4:00 p.m. None
A day Trip: 2,000 yen, a Lodging 4,000 yen, a Tour 500yen

Feel the 140-year-old history and learn the heart of Japanese people in Bukeyashiki. (Samurai house)



Tokyo Hinode Bukeyashiki - Samurai House

What was the main role of mysterious Ninja?

Ninja have a long history, yet a lot of things are unknown about them. It is said that their main role was collecting information to survive without fighting. Ninja have been depicted a lot in novels, anime, and manga, but why not learn about what they were really life?

Experience real Ninja life. Meditate like Ninja. Learn about them and their art to survive. Touch their shuriken (Ninja stars), sword, and blowgun, and have an authentic Ninja experience.

2 hours Ninja Experience 3,000 yen~



Spend some calm, relaxing time in a small tea room.

Sen-no-Rikyu was the greatest tea master. He had a small hut built and invited all the guests into the room from the small entrance. He only served one bowl of tea for all the guests to share and talked with them how to make a peaceful world in his hut. It is said that this is how the Japanese tea ceremony started. Why not learn the spiritual culture of the tea ceremony that has been passed down for centuries in the small, quiet tea room?

1 hour the experience of tea ceremony 3,000 yen~

* All prices on the menu are tax-inclusive.

TOKYO
HINODE-MACHI

NINJA!!



Be a Japanese princess dressed in a real bridal kimono.

Try on a real bridal kimono uchikake worth one million yen. Uchikake is a kind of Japanese kimono that has been worn as a bridal garment. Dress like a Japanese princess holding a little fan or an umbrella. Have your photo taken at the most tasteful spot in Bukeyashiki. It will be a great souvenir that you can show off to your family and friends.



1 hour
Princess Experience 3,000 yen~



This gate symbolizes a perch that the sun's messenger Phoenix sits on.

Since long ago, Japanese people have enshrined the things related to life such as mountains, the earth, rivers and animals as "kami(deities)". In heaven, there is "kami" of heaven, the sun. Sometimes he sends messages to "kami" on the earth. The phoenix is the sun's messenger. The torii is supposed to be the perch for the messenger bird to sit on when it lands on the earth. Torii is painted red so that the bird can find it easily. There remain such stories handed down from long ago in Hinode-machi.

Hinode-machi has both time-honored and new traditions.

In the town, traditions have been created by its abundant nature and the people who treasure and make the most of their natural resources. Let us introduce some of their long-standing traditions and some new ones.



Hinode-machi produces wooden lucky charms to have your wish granted.



Gomafuda is a specially made piece of wood on which you write your wish, praying that it will be granted. Many of them are made during the New Year's holidays wishing a happy, safe new year.

Miyabi Ltd.
2214, Oguno, Hinode-machi,
Nishitama-gun, Tokyo, 190-0181, Japan

042-588-5883 (Contact : Tourist Association of Hinode)

10:00a.m. ~04:00p.m. Wed. Thu.

1 hour and a half 3,500yen~



GOAL!!

It is completed by writing down your wish at the end!

Display your handmade lucky charm carefully!

Japan's top producer!

Forestry thrives in Hinode-machi and has formed the town's traditional industry.

Sotoba・Gomafuda

Sotoba is a long, thin piece of wood dedicated to the deceased and the ancestors to console their spirits. This is based on the idea of Buddhism that "the karma of doing good to the deceased will come back to oneself." As surrounded by the mountains, forestry and woodworking are flourishing in Hinode-machi. Among all, the town ranks first in the production of sotoba and gomafuda, which have been produced since the Edo period (1603-1868). About 60% of sotoba in Japan is produced in Hinode-machi.



Make your own washi in a new, simple method.

★ The experience of Hinode washi (traditional Japanese paper)

At the Hinode Washi Workshop, you can make a lot of things including raw material for paper, and various kinds of knickknacks that are characterized by unique textures of traditional Japanese paper. Make something special for yourself or for someone precious for you.

Hinode Washi
6436, Oguno, Hinode-machi, Nishitama-gun, Tokyo, 190-0181, Japan

info@washizokei.jp Tue

The work shops will be held twice a day (10:00 a.m. ~ / 1:30 p.m. ~)



Draw a picture without brush.

Washi (traditional Japanese paper) Art

This is a fun, colorful art work you can create by pouring paper mulberry fibers into a mold without using a paint brush. It is simple and easy, yet so interesting that both children and adults can enjoy it.

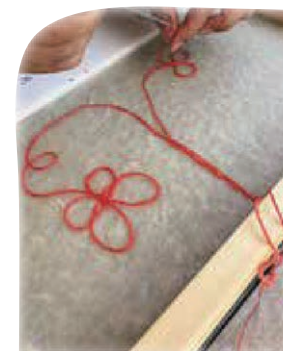
About 1 hour
Adult 2,500 yen~,
Child(15 years old or younger) 1,000 yen~

Send a postcard with your warmth.

Handmade postcard

Add living flowers or draw pictures as you like. You can make your original, unique postcard. Put your heart and soul in it, and think about who you would like to send it to.

About 1 hour 3,500 yen~



Experience paper making using a towel, only available in Hinode Washi.

LED mini washi candle

The original paper making program using a towel. You can make it only at the Hinode Washi Workshop. The unique softness of the washi will warmly embrace the LED light.

About 1 hour 3,800 yen~

The experience of "Ikkanbari" applying persimmon juice onto the washi attached to a case.

Making a smartphone case

Ikkanbari is a traditional Japanese craft. The color of the smartphone case, using this Ikkanbari technique, becomes deeper as time passes by. The longer you use it, the better the color and texture becomes. That's the feature of Ikkanbari.

About 1 hour 3,500 yen~



A new tourist attraction in Hinode-machi!?

Hinode-machi will soon have a Daibutsu until April, 2018, Great Buddha, a little larger than the Kamakura Daibutsu. In days of old, Japanese people wished to live happily under the protection of the Buddhist gods. And they built Daibutsu. The Daibutsu in Hinode-machi will watch over people so that they are always filled with peace and happiness.



What is Hinode washi?

Hinode Washi is a kind of washi, a traditional Japanese paper, made in a new, creative method to match our modern lifestyle. Unlike the conventional way, large-scale tools are not required. Once you learn know-how, you can make washi even at home. It's a new traditional craft in Hinode-machi which is made with wild paper mulberry and clear well water pumped up manually in Hinode-machi.

What is paper mulberry, the material for making Hinode washi?

Paper mulberry is a kind of tree used to make Japanese paper since old times. Washi is made with the fiber of this tree. You can start from making raw material with paper mulberry in Hinode-Washi, if you like.



Open your mind in the nature spreading in Hinode-machi

Hinode-machi occupies 70% of its own area with mountain forest.

On the river side flowing through the mountains surrounding the town, you can feel the nature throughout your body. Why don't you have relaxing time in the great nature away from the bustle of Tokyo?

The sunrise in Tokyo can be seen first from the top of Mt. Hinode

The locals say "the sunrise in Tokyo can be seen first from the top of Mt. Hinode." Having little difference in height, Mt. Hinode is easy to climb even for beginners. Looking down at the Kanto Plain from the top, you can see the whole metropolis. Even Tokyo Skytree is seen on a fine day. The panoramic views change their colors from hour to hour as the day goes by. The moment when the sun starts rising among the night views is absolutely breathtaking.



Do you want to look 10 years younger?! Try a hot spring for beautiful skin here.

Tsurutsuru Onsen

This natural hot spring is called the "Tsurutsuru (smooth) Onsen" because its water is alkaline and feels smooth. It is said that the water makes your skin silky smooth and makes you look 10 years younger.

Hikers as well as the local people drop by at the Tsurutsuru Onsen after hiking. Why not take a break from the hustle and bustle of Tokyo, enjoy a nice bath, and relax surrounded by nature?

- 4718, Oguno, Hinode-machi, Nishitama-gun, Tokyo, 190-0181, Japan
- 042-597-1126
- 【Onsen】10:00 a.m. ~ 8:00 p.m. 【Restaurant】11:00 a.m. ~ 7:00 p.m. (Last call)
- 3rd Tue of every month
- Adult (13+): 820 yen, Child: 410 yen *There is the additional charges when you stay over 3 hours which is 210 yen per hour. (only for adult)
- neuralgia, myalgia, arthralgia, frozen shoulder etc.

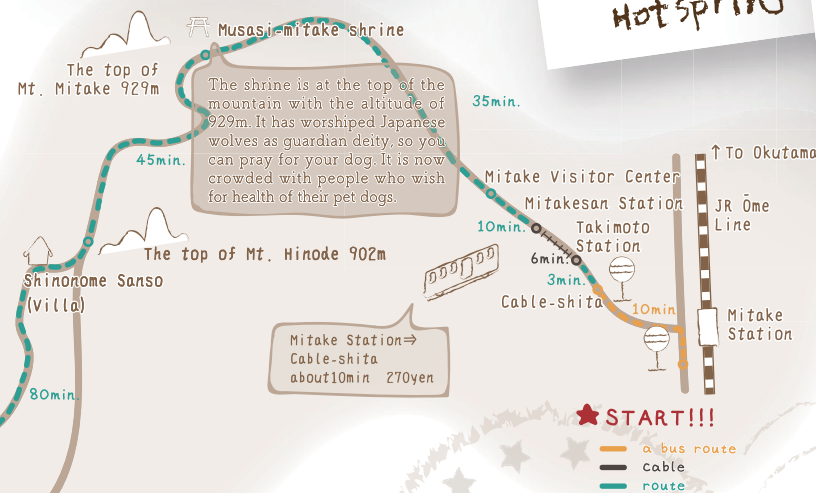
Shinonome-sanso is the full-scale mountain lodge closest to Tokyo metropolis.

Shinonome Sanso (Villa)

When you hike from Mt. Mitake up to Mt. Hinode, you'll see Shinonome-sanso. It was built in 1935, and it still keeps a lot of things which have been used with great care since then. The lodge was visited by the Crown Prince. It is also used as a filming location for TV dramas. You can enjoy the night views from the top of the mountain only if you stay there overnight. The manmade lights you see from Mother Nature offer fantastic views.



- 1786-1, Hirai, Hinode-machi, Nishitama-gun, Tokyo, 190-0182, Japan (Contact address)
- 042-597-0501 (Hinode-machi Silver talent center)
- 3:00 p.m. ~ 10:00 a.m. of next day /The end of April ~ the middle of December
- Reservation required
- Prices (only bed without meals/ you can't stay for two or more nights) Adult (13+) 3,000 yen/person Child(6-12) 2,000 yen /person Preschool Child Free Firewood Usage: 3,000 yen
- 19 people A minimum of 6 adults per booking is required.



Enjoy the subtle, delicate beauty.

Shiraiwa Waterfall

Shiraiwa-no-Taki is a waterfall with a fall of 115m, which is located upstream of the Tarukubo Swamp, near the origin of the clear Hirai River running through the town. The delicate streams flowing like thin threads created by nature are breathtakingly beautiful. You just can't take your eyes away.

- near Oguno, Hinode-machi, Nishitama-gun, Tokyo, 190-0181, Japan



Visit a fun place where you can enjoy Mother Nature to your heart's content

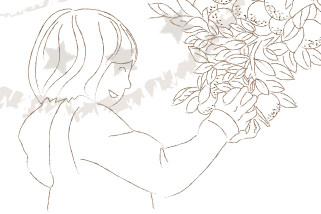
Sakana-en - Fish Garden

Along the clear Hirai River is Sakana-en, where you can go stream fishing for rainbow trout, or catch them by hand. There is a barbecue grill available for you to grill the fish you caught, so you can come empty-handed and still enjoy the great outdoors. There is also a restaurant that serves the most popular dishes, "Shamo Nabe (game fowl hot pot)" and "Masakado Udon noodles", as well as dishes that feature fresh seasonal ingredients.

Try Fried rainbow trout!



TOKYO
HINODE-MACHI



The town changes its look four times a year due to the surrounding nature.

In spring, pale pink cherry blossoms bloom in their full glory. In summer, trees covered with new green leaves represent the life force of nature. In autumn, it feels chilly but bright red leaves warm your heart. In winter, trees bear a lot of fruits despite the cold weather.

Hinode-machi is surrounded by Mother Nature. You can see, hear, taste, smell, and feel the four seasons there.

- 3882, Oguno, Hinode-machi, Nishitama-gun, Tokyo, 190-0181, Japan
- 042-597-4911
- 9:00 a.m. ~ 4:30 p.m. *There is the possibility to change the open time in the winter
- Tue *If a national holiday falls on Tuesday, the next day is closed. * Year-End/New Year holidays.
- 3hour- Entrance fee 500yen(6+)- Rainbow trout fishing in mountain stream 3,500yen- Rainbow trout catching by hand 1,750yen-(5 fish-) Barbecue: pork 2,200yen-, beef 2,700yen-

Feel the changing of the seasons.

The nature of Hinode-machi gives a different look to the town in each season. Let us introduce some of the charms of the four seasons.

In spring, cherry blossoms bloom in their full glory

After the long, cold winter, trees and flowers in Hinode-machi rejoice over the arrival of spring. 108 cherry trees bloom and fascinate people. Fresh, green tree leaves create a beautiful contrast with them. People enjoy the beautiful landscape and the arrival of spring to their hearts' content.

Spring

Hinode Tomatoes are fresh and nutritious!

Hinode-Tomato

Mother Nature in Hinode-machi adds flavor to the natural sweetness of tomatoes. They are picked when they get fully ripened.

Norabo-na is a strong, cold-resistant edible wild plant.

Norabo-na - Brassica napus

In Nishitama County, it has been a popular ingredient for dishes in spring for ages. You can eat both buds and stalks. They are nutritious and are loved by the people in the county.

Activity

Bamboo shoots come out with the arrival of spring.

Bamboo shoot digging experience

It is said that you should eat them on the day you dig them up. Freshness is very important. At Hinode-machi's farms for tourists, you can learn how to dig them up. You can borrow tools for bamboo shoot digging there. So you can just go and enjoy yourself.

📍 Tourist Association of Hinode (Contact address)
17-2, Oguno, Hinode-machi, Nishitama-gun, Tokyo, 190-0181, Japan
☎ 042-588-5883 ⌚ 10:00 a.m. ~ 4:00 p.m. *Early April ~ Mid May
🏠 Wed, Thu 📅 Bamboo shoot digging
(※Price may differ from year to year. Please contact us at the above address.)

TOKYO
HINODE-MACHI

Autumn, the season of the harvest, colors the whole town.

People can tell the arrival of autumn with the smell of the wind and changing colors of leaves. Persimmon trees start bearing fruit in the backyards, and Mt. Hinode is dressed up with colorful leaves. The season of the harvest warms your heart.

The shiitake mushrooms grown in Hinode-machi are thick and aromatic.

Shiitake

As a town of forestry, Hinode-machi grows the mushrooms on natural logs, putting in a lot of time and care. Its shiitake mushrooms are very thick and aromatic.

Persimmons give warmth to the town.

Persimmon

Persimmons are seen here and there in Hinode-machi in autumn. They add a warm color to the landscape.

Activity

The experience of digging sweet potato.

Dig up sweet potatoes, the popular taste of autumn!

There are many kinds of famous sweet potatoes. Sweet potatoes that you dig up yourself may taste even sweeter?!

📍 Tourist Association of Hinode (Contact address)
17-2, Oguno, Hinode-machi, Nishitama-gun, Tokyo, 190-0181, Japan
☎ 042-588-5883 ⌚ 10:00 a.m. ~ 4:00 p.m. *Early October ~ Mid November
🏠 Wed, Thu 📅 The experience of digging sweet potato *Price may differ from year to year.
Please contact us at the above address.

Winter brings a world covered with snow.

Surrounded by nature, the winter of Hinode-machi is filled with crisp and clear air. It is so cold that you can see your breath. The snow turns mountains in Hinode-machi to a world of silver. People in the town huddle against each other around a kotatsu (a Japanese-style warm table) to keep themselves warm, patiently waiting for spring to come.

Some fruits grow in abundant winter sunlight in Hinode-machi.

The experience of picking yuzu

Almost every family in the town has at least one yuzu tree. The clean water and sufficient sunlight of Hinode-machi grow these winter fruits. Why not pick the fruits in season with scissors? You can eat them fresh, make jam with them, or squeeze their fresh juice into your tea.

📍 Tourist Association of Hinode (Contact address)
17-2, Oguno, Hinode-machi, Nishitama-gun, Tokyo, 190-0181, Japan
☎ 042-588-5883 ⌚ 10:00 a.m. ~ 4:00 p.m. *Late November ~ Late January 🏠 Wed, Thu
📅 The experience of picking yuzu: 1,000 yen-

Winter

You can feel the cool of summer with the sound of water and the sunlight filtered through the leaves of trees.

Go to the mountains and rivers in Hinode-machi for the cool air in summer. You can hear insects singing, children laughing and water splashing. Under the mid-summer sunlight, Shiraiwa-no-Taki Waterfall looks even more beautiful. As the night falls, fireflies come out around the river. Enjoy mysterious views of the summer in Hinode-machi.

Summer

Activity

Try some freshly picked blueberries.

The experience of picking blueberry

This blueberry farm was started with hopes to make blueberries one of the specialties of Hinode-machi. You can freely pick the berries at the farm. This is a fun activity for people of all ages, including families with children. Blueberries are ready to be eaten when they are soft and purple. Taste fresh blueberries that you have picked yourself.

📍 725-6, Hirai, Hinode-machi, Nishitama-gun, Tokyo, 190-0182, Japan
☎ 080-4463-5927 ⌚ 9:00 a.m. ~ 4:00 p.m. *Mid July ~ Late August
🏠 Mon, Tue, Thu, Fri 📅 Admission free. 200 yen per 100g of picked blueberries.
※Please pick and take home at least 200g.

Corn is a tasty gift from Hinode-machi's Summer.

Corn

Both children and adults love sweet, juicy, plump corn, don't they? It is said that corn cobs with lots of silk have many kernels. So choose ones with a lot of silk.

Potatoes are full of significant nutrients.

Potato

They are rich in vitamins and minerals, and are full of nutrients that are linked to anti-aging.

Activity

Festivals in Hinode-machi

It features a portable shrine and a kind of traditional Japanese background music.

Sajikami-reitaisai Festival

This is an annual festival held in late March. Designated as a cultural asset of the town, the portable shrine accompanied by the music goes around the town, lifting up festive spirits.

📍 2129, Oguno, Hinode-machi, Nishitama-gun, Tokyo, 190-0181, Japan

Cherry blossoms bloom in full along a clear stream.

Hinode Sakura Festival

This festival is held early in April every year, when the cherry blossoms start blooming along the clear Hirai River. People enjoy food stands run by the local stores, events on stage, the cherry blossoms illuminated at night, and more.

📍 2777, Hirai, Hinode-machi, Nishitama-gun, Tokyo, 190-0182, Japan

"Lions" dance around Hinode-machi for all prayers of the people in the town.

Tama-no-uchi Shishimai (Lion Dance)

This lion dance, held on the second Saturday every August, is designated as a cultural asset of the town. The dancing lions are also known as rainmakers, and the dance used to be dedicated as a prayer for rain.

📍 Mishima shrine, 8748, Oguno, Hinode-machi, Nishitama-gun, Tokyo, 190-0181, Japan

This is a festival, where "phoenixes" dance. The festival has been handed down in Hinode-machi for generations.

Hirai festival Houou-no-Mai (Phoenix Dance)

It is held at Kasuga Shrine and Yahata Shrine on Saturdays and Sundays closer to 29th every year. The scene that portable shrines and festival cars gathering, crashing into each other from the front is really exciting! The phoenix dance is a time-honored folk entertainment. It is dedicated to the shrine as a rain dance and is designated as an important intangible folk cultural property.

📍 Kasuga shrine, 3690, Hirai, Nishitama-gun, Hinode-machi, Tokyo, 190-0182, Japan
Yahata shrine, 1811, Hirai, Hinode-machi, Nishitama-gun, Tokyo, 190-0182, Japan

This year-end market has a long history.

Hirai-ichi Market

It is held along the Hirai-no-Shuku-Dori on December 26. Before WWII, its main attractions were shows such as a circus. Now it features food stalls, and vendors selling New Year's decorations.

📍 Near 1254, Hirai, Hinode-machi, Nishitama-gun, Tokyo, 190-0181, Japan

Hinode-machi is a town where you'll find someone who you'd love to see again.

A lot of people visit the stores and restaurants in Hinode-machi to meet people who work there. The town welcomes anybody who visits, and makes them feel at home.

Log cabin-style post office

Oguno Post Office

Hinode-machi, which is known for its forest wood, has a log cabin-style post office. It features warm interior designing and a small gallery that exhibits the artworks of the local people. Come and drop by. The white western-style building standing next to it is the former Oguno Post Office, which was built in 1935. Come and visit it, too!!

📍 1177, Oguno, Hinode-machi, Nishitama-gun, Tokyo, 190-0181, Japan
☎ 042-597-0004
🕒 9:00 a.m. ~ 5:00 p.m.
🗓 Sat, Sun

Feel the history of Hinode-machi.

About the Habu Street

This street, along which Inasawa-Tenjinja Shrine and many old residences stand, is called the Habu Street. Walking on the street, you see a very rare three-storied warehouse as well. It is a street filled with the history of Hinode-machi.

Stately three-storied warehouse with black-plaster walls

Warehouse on the Habu Street

You can enjoy the old view of Japan on the Habu Street. This rare, remarkable three-storied warehouse with black-plaster walls will surely capture your heart.

📍 Near 1236, Oguno, Hinode-machi, Nishitama-gun, Tokyo, 190-0181, Japan

Hinode-machi, a town with warehouses

About the town of warehouse

Warehouses started to be built at the end of the Edo period in Hinode-machi. There remain 157 of them. Unlike in castle towns and post towns (towns with hotels and inns), where warehouses were built in an orderly line, the ones in Hinode-machi dot the village in the mountains.



Visit a traditional Hinode-machi and

Koshindo

This traditional Japanese sweets shop has been loved by people in Hinode-machi since the establishment of its business.

The second generation owner carefully makes the red bean paste for the "Sanzo Monaka" and for gifts. Also enjoy sweets, and most of

Japanese sweets shop that loves is loved by people there.

Japanese sweets shop has been loved by people in Hinode-machi since the establishment of its business. The second generation owner carefully makes the red bean paste for the "Sanzo Monaka" and for gifts. Also enjoy sweets, and most of

📍 1177-3, Oguno, Hinode-machi, Nishitama-gun, Tokyo, 190-0181, Japan
☎ 042-597-0265
🕒 8:30 a.m. ~ 7:00 p.m.
🗓 Mon



Enjoy a relaxing space surrounded by woods.

Kirin Kan

Sit back and have a good cup of coffee in this log cabin-style café. You can purchase wooden crafts made with wood produced in Hinode-machi, too. The warmth of the wood and the kind people working at the café will make you feel at home.

📍 1157, Oguno, Hinode-machi, Nishitama-gun, Tokyo, 190-0181, Japan
☎ 042-597-6256
🕒 10:00 a.m. ~ 6:00 p.m. (there may be temporary closures)
🗓 Tue

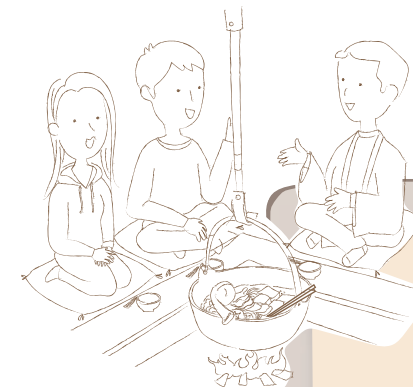
One-of-a-kind jewels and a smile for you

Jewelry Kaneko

Jewelry Kaneko is run by a happy couple. The cute interior and exterior of the shop were designed to the wife's liking. The shop is loved by people of various ages. Each jewel is custom-made according to each customer's requests. It has been providing handmade jewelry and happy smiles to many people for 45 years.

📍 1097, Oguno, Hinode-machi, Nishitama-gun, Tokyo, 190-0181, Japan
☎ 042-588-7166 🕒 11:00 a.m. ~ 6:00 p.m.
🗓 Sun, National holidays

TOKYO
HINODE-MACHI



Gourmet

The locals have been eating at this Chinese restaurant since they were kids! Everybody loves this restaurant!

Shoka-hanten

They spend hours to make their Chinese soup with a variety of ingredients, which attracts a lot of people to this restaurant. They not only provide the standard flavors but also serve custom-made flavors according to each customer's liking. The restaurant is always filled with customers who laugh happily and say, "Mmm, this is so good!"

📍 1572, Oguno, Hinode-machi, Nishitama-gun, Tokyo, 190-0181, Japan
☎ 042-597-3301
🕒 11:15 a.m. ~ 3:00 p.m. 5:00 p.m. ~ 8:00 p.m.
🗓 Wed

📖 From the left to right, "Chinese style Red-colored Udon using Hinode-Tomato" 800 yen, "cha-han" fried rice set (ramen, half-sized fried rice, salad) 950 yen, tomato smoothie 300 yen



Enjoy different fun "treasure boxes" of lunch every day.

DON · DON

DON · DON provides a western-style box lunch of the day. A lot of people come from far away to eat the special, nutritious box lunch made with locally produced vegetables. The restaurant offers free ice cream to customers, even to a large group of people if they come in one car, trying to attract more people to taste its delicious box lunch.

📍 2-2, Hirai, Hinode-machi, Nishitama-gun, Tokyo, 190-0182, Japan
☎ 042-597-3232
🕒 11:00 a.m. ~ 3:00 p.m.
🗓 Sun, National holidays
📖 Daily lunch box: 850 yen

Enjoy Udon noodles made with fresh, seasonal ingredients at a 100-year-old house.

Omoya of Udon

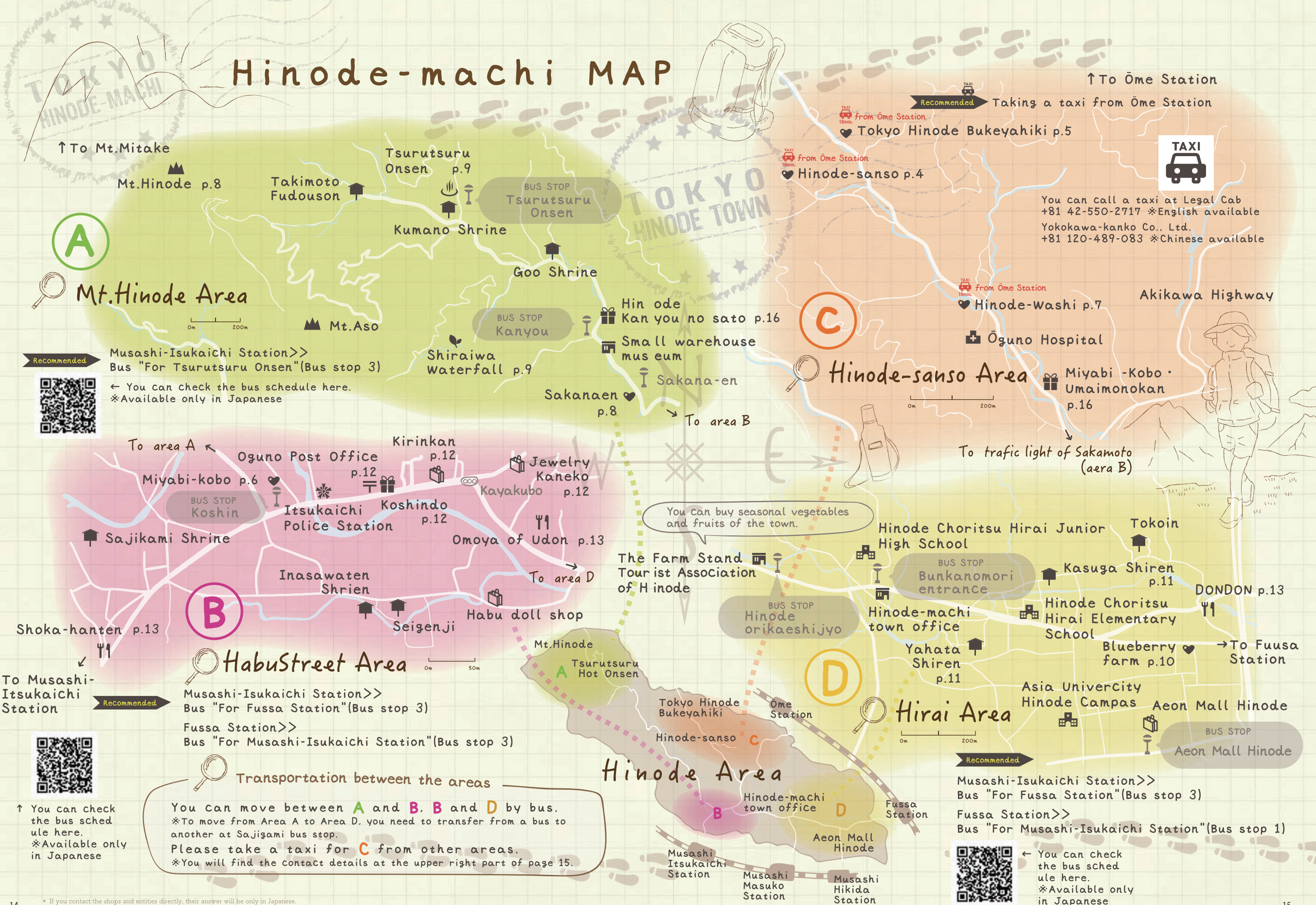
Wheat production flourished as a local industry in Nishitama County since long ago. A noodle restaurant, "Udon-Omoya" serves tasty Udon noodles made with wheat flour produced in Nishitama County and locally grown fresh vegetables. The restaurant has never changed the time for boiling Udon since the establishment of its business and has served the same, delicious noodles. Why not enjoy its signature dish "Zuridashi Udon noodles" at this retro-inspired restaurant?



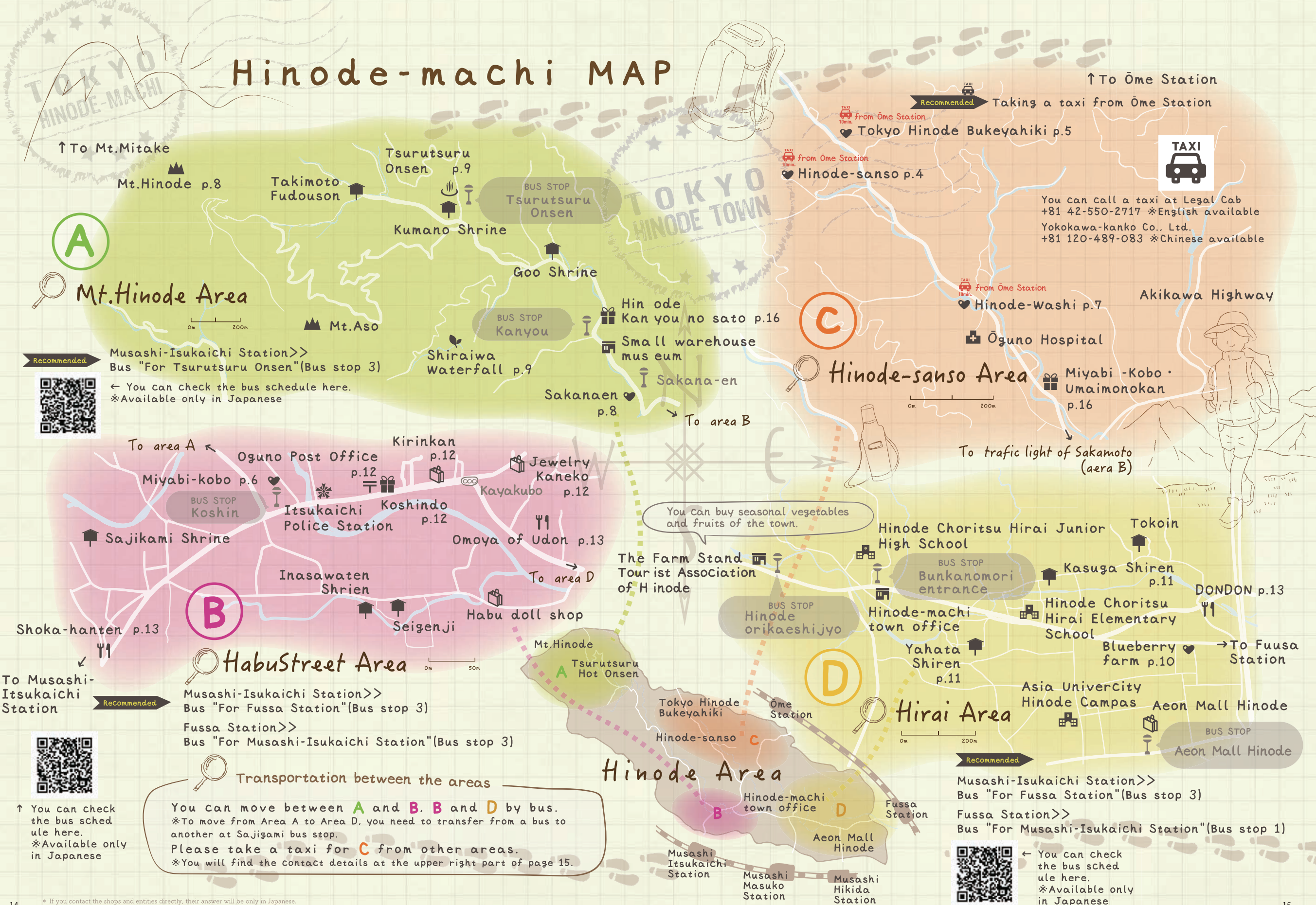
📍 990-4, Oguno, Hinode-machi, Nishitama-gun, Tokyo, 190-0181, Japan
☎ 042-597-1870
🕒 11:00 a.m. ~ 2:00 p.m.
🗓 Tue, Wed
📖 Zuridashi Udon: 800 yen, with egg: 850 yen



Hinode-machi MAP



Hinode-machi MAP



Products of Hinode-machi

Hinode-machi's specialties are made with locally produced ingredients with great care.

The puree is full of taste of fully-ripened Hinode tomato.

Tomato puree



Additive-free and uncolored tomato puree, carefully boiling 1kg Hinode tomato down to 300g!
You can just add it to foodstuff, or I recommend using it to tomato hotpot in winter.

🏠 HINODE KANYO-NO-SATO
4089, Oguno, Hinode-machi,
Nishitama-gun, Tokyo, 190-0181, Japan

☎ 042-597-5290

🕒 10:00 a.m. ~ 4:00 p.m.

🗓 Mon ~ Fri

📦 Tomato puree 300g 300yen

They are filled with the deliciousness of the town!

Jam



Handmade Miso is also recommended!

All ingredients including blueberries and Hinode Tomatoes are produced in Hinode-machi. They are natural and non-processed.

🏠 HINODE KANYO-NO-SATO
4089, Oguno, Hinode-machi,
Nishitama-gun, Tokyo, 190-0181, Japan

☎ 042-597-5290

🕒 10:00 a.m. ~ 4:00 p.m.

🗓 Mon ~ Fri

📦 Blueberry jam (S) 460 yen

Blueberry jam (L) 880 yen

Tomato ketchup 480 yen

A lot of time and effort is put in to make this specialty of Hinode-machi.

Smoked cheese



Our smoked cheese is carefully smoked one by one by hand, using 100% cherry chips produced in Tama, Tokyo. We have confidence in its fragrance and taste. You can keep it at a normal temperature before opening the package.

🏠 Miyabi-kobo・Umainonokan
Ootama-umaimonokan
6700, Oguno, Hinode-machi,
Nishitama-gun, Tokyo, 190-0181, Japan

☎ 042-597-7411

🕒 10:00 a.m. ~ 5:00 p.m.

🗓 Mon

📦 Smoked cheese(block) 648 yen

Shop's boasting sweet bun, stuffed with history of Hinode-machi.

Ron-Yasu Manju



This sweet bun was given to children in Hinode-machi when the US-Japan summit meeting was held there. Each bun, made with great care, tells the story of the shop and the story of the town.

🏠 Koshindo
1177, Oguno, Hinode-machi, Nishitama-gun, Tokyo,
190-0181, Japan

☎ 042-597-0265

🕒 8:30 a.m. ~ 7:00 p.m.

🗓 Mon

📦 Ron-Yasu Manju 100 yen

Mildly sweet monaka shaped like Hinode-sanso

Sanso Monaka

(Sweet bean paste sandwiched by crisp rice wafers)



Monaka shaped like Hinode-sanso is the most popular Japanese sweet at Koshindo, a traditional Japanese sweets shop. It is delicately sweetened red bean paste and chestnut wrapped in a crispy wafer made from rice.

🏠 Koshindo
1177, Oguno, Hinode-machi, Nishitama-gun, Tokyo,
190-0181, Japan

☎ 042-597-0265

🕒 8:30 a.m. ~ 7:00 p.m.

🗓 Mon

📦 Sanso Monaka 170 yen

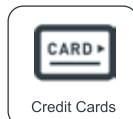
* If you contact the shops and entities directly, their answer will be only in Japanese.

If you have any questions about the contents, please feel free to contact Regional Branding Institute Tel : +81 3 5246-4248

premium experience
Attractive JAPAN

Japan culture experience reservation

Attractive JAPAN is the site that you can reserve Japanese premium and attractive cultural experiences, shows and attractions at a special rate. We welcome the international tourists who want to know Japan more deeply on their next trip. We are pleased to help them make their trip to Japan more enjoyable and memorable. You can immediately book online the experience programs with Activity mark in this pamphlet. *The price in this pamphlet may vary depending on the season.



Access to Attractive JAPAN website from the QR code or URL below.



URL <https://attractive-j.com>

Traveler's Voice

I remember feeling at home surrounded by its rich nature and clean air when I visited Hinode-machi for the first time. I recommend that you visit "Kirinkan", where you can feel the peace brought by the warmth of wood, just like the atmosphere of the whole town.
-Yokohama National University 4th grade student-
Kaiko Yamauchi

I got the impression that there are a lot of restaurants and shops run by married couples or families in Hinode-machi. Seeing them working hard together for their restaurants or shops warmed my heart. Hinode-machi is a great town that makes its visitors smile.
-Meiji University 3rd grade student-
Mizuho Kobayashi