

1 Day Route 5 hours

Matsusaka City Tourist Information Center 20min.

1 min. 28 meter Let's learn about Matsusaka in the theatre room.

Matsusaka Cotton Center 70min.

3 min. 190 meter 1 hour hand-weaving experience costs 1300JPY. Reservation required. Mail: info@matsusaka-kanko.com TEL:0598-23-7771

Former Ozu Residence 30min.

3 min. 260 meter

Former Hasegawa Residence 60min.

5 min. 350 meter Take a rest with Matcha and sweets. (500JPY)

Matsusaka Castle Ruins 30min.

4 min. 300 meter Located inside the castle ruins.

Matsusaka City Museum of History and Folklore 20min.

2 min. 200 meter Most photogenic spot in Matsusaka.

Castle Guard Residences 15min.

8 min. 600 meter

Former Residence of Harada Jiro 10min.

1 min. 28 meter

Matsusaka City Tourist Information Center 15min.

Enjoy shopping before leaving.

Recommended Options

At Matsusaka Station Tourist Information Center Bicycle Rental 400JPY for 4 hours 100JPY / hour is added for extra hours

Two Site Combination Ticket

③ Former Hasegawa Residence ④ Former Ozu Residence

490JPY for Adults, 240JPY for age 6-18

Three Site Combination Ticket

③ Former Hasegawa Residence ④ Former Ozu Residence ① Former Residence of Harada Jiro 570JPY for Adults

Recommended Route

2 Hour Route

Matsusaka City Tourist Information Center 20min.

1 min. 80 meter

Former Hasegawa Residence 20min.

5 min. 350 meter

Matsusaka Castle Ruins 30min.

1 min. 60 meter

Castle Guard Residences 10min.

8 min. 650 meter

Matsusaka Cotton Center 10min.

1 min. 28 meter Check Matsusaka's specialty!

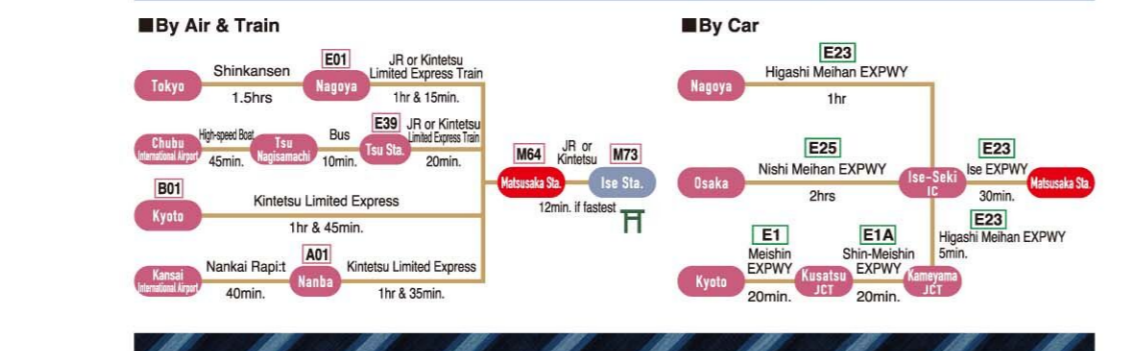
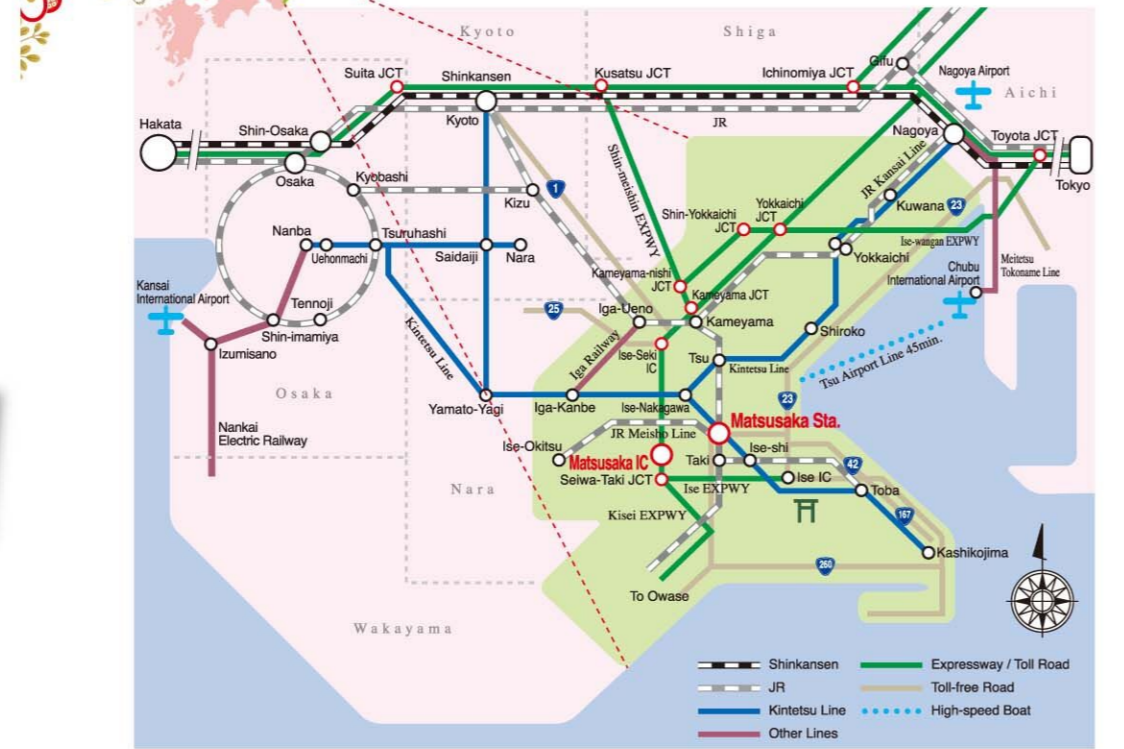
Matsusaka City Tourist Information Center 10min.

Kimono Rental 3,000JPY~ / 3 hours Reservation is recommended TEL.0598-23-7771 Mail: info@matsusaka-kanko.com

Two Site Combination Ticket ③ Former Hasegawa Residence ④ Former Ozu Residence 490JPY for Adults, 240JPY for age 6-18

Three Site Combination Ticket ③ Former Hasegawa Residence ④ Former Ozu Residence ① Former Residence of Harada Jiro 570JPY for Adults

Enjoy the taste, culture and history of Japan in Matsusaka. Matsusaka City is the home of a world-famous brand of wagyu, "Matsusaka beef," and has become renowned as "a town with delicious food." During the Edo period, it flourished as a merchant town. It is recommended to take a walk to feel the traditional Japanese atmosphere around the city.



Contact **Matsusaka Station Tourist Information Center** TEL +81-598-23-7771 FAX +81-598-26-4778 E-mail info@matsusaka-kanko.com website https://www.matsusaka-kanko.com/language/en/

Taking a Stroll in Matsusaka



Specialty Made in MATSUSAKA

Matsusaka Beef

Matsusaka City is well-known as the home of Matsusaka beef in Japan. Here are three things you should know about Matsusaka beef.

- Matsusaka beef ranks as one of Japan's top three luxury beefs (alongside Kobe and Omi beef).
- All Matsusaka cattle are carefully fattened virgin females of the Japanese Black breed. (Male Matsusaka cattle do not exist.)
- Due to the fat's low melting point, Matsusaka beef has a superb "melt in your mouth" quality.

Check the website for further info. Matsusaka beef restaurant map is here.

Matsusaka Green Tea

Mie's green tea production ranks third in Japan for the amount of land used and quantity produced. Matsusaka is home to a variety known as Fukamushi Sencha. It is steamed twice as long as ordinary green tea, which gives it its deep green color and mellow, sweet flavor. The blessings of a mild climate, rich soil, and the morning mists of the Kushida River produce a wonderfully fragrant tea. In Matsusaka, you can enjoy this delicious green tea while being taught the correct way to drink it.

Matsusaka Cotton

Matsusaka Cotton was sold and popularized by the Matsusaka merchants who launched their ventures in Edo (now Tokyo), where its beautiful indigo blue and tasteful striped pattern captivated locals. Nowadays in Matsusaka, you can try on a Matsusaka Cotton kimono and walk around town, or use a loom to weave Matsusaka Cotton yourself.

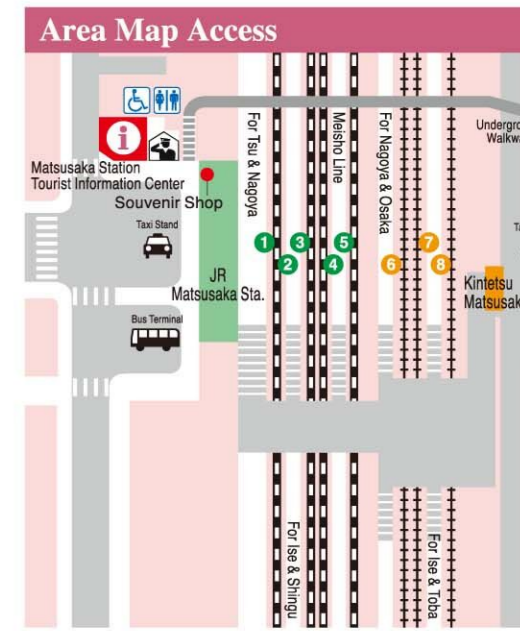
Matsusaka Station Tourist Information Center

507-2 Kyomachi, Matsusaka, Mie 515-0017 [Hours] 9:00-18:00 [Closed] New Year's Holiday [TEL] +81-598-23-7771 [FAX] +81-598-26-4778 E-mail: info@matsusaka-kanko.com

Baggage Room Free Wi-Fi Café Wheelchair Services Rental Bicycle Rental Car

Souvenir Shop

A variety of products including Matsusaka beef products, Matsusaka green tea and sweets are available. It is recommended to stop by before taking a train.



Tourist Attractions

Matsusaka City is home of the world-famous wagyu brand, "Matsusaka beef," and has received acclaim as "a town with delicious food." During the Edo period (1603-1868), it flourished as a merchant town. It is recommended to take a walk to feel the traditional Japanese atmosphere.

2 Matsusaka Cotton Center

松坂もめん手織りセンター
This center works to produce and hand down knowledge about the traditional handicraft Matsusaka Cotton. Fabric, kimono, and accessories on sale all feature a beautiful indigo striped pattern, and make excellent souvenirs. Also popular with customers is the authentic Edo-period loom, where you can hand-weave original pieces.
[Hours] 9:00-17:00
[Closed] Tuesdays (Wednesdays when Tuesday is a public holiday), New Year's Holiday



4 Former Ozu Residence (Matsusaka Merchant Museum)

旧小津清左衛門家 (松坂商人の館)
This is the former residence of Ozu Seizaemon, a successful merchant who traded paper and cotton on a large scale in Edo (now Tokyo). Despite the simple exterior with wooden lattices and a bamboo fence, the site is surprisingly spacious and two storehouses are preserved within. It also features a rare, huge money chest. It is a great place to learn about the lives of the Matsusaka merchants who ran stores in Edo.
[Admission] 200JPY for adults, 100JPY for age 6-18
[Hours] 9:00-17:00
[Closed] Wednesdays (Thursdays when Wednesday is a public holiday), New Year's Holiday



1 Matsusaka City Tourist Information Center

豪商のまち松坂 観光交流センター
On the first floor you can get information on sightseeing and places to eat in Matsusaka. There are also many souvenirs and special products of Matsusaka for sale. The second floor introduces the history of Matsusaka through a video playing in the theatre room (with English subtitles) and an exhibit of informational panels. This facility is a great place to start exploring Matsusaka City.
[Hours] 9:00-18:00 (Mar.-Nov.), 9:00 - 17:00 (Dec. to Feb.)
[Closed] New Year's Holiday

3 Former Hasegawa Residence

旧長谷川治郎兵衛家
The Hasegawa family made their fortune as cotton wholesalers in Edo (currently Tokyo). Although the residence appears simple, you can find luxurious creations everywhere. You can enjoy matcha and sweets in the high-quality room that once welcomed guests from the imperial family (500JPY). It has received national designation as an Important Cultural Property.
[Admission] 400 JPY for adults, 200JPY for age 6-18
[Hours] 9:00-17:00
[Closed] Wednesdays (Thursdays when Wednesday is a public holiday), New Year's Holiday



5 Birthplace of the Mitsui Family

三井家発祥地
Mitsui Takatoshi, the great merchant who established the foundation for the Mitsui zaibatsu (a conglomerate of companies), was born in the city of Matsusaka. This site contains a memorial to the birthplace of the family and the well which was used to give Takatoshi his first bath as a newborn.



6 Remains of Motoori Norinaga's Residence

本居宣長宅跡
The former site of Norinaga's residence "Suzu-no-Ya," which was relocated to a location adjacent to the Motoori Norinaga Memorial Museum, contains Norinaga's beloved garden pines, the residence's foundation stone, a stone monument, and the home of Norinaga's son Haruniwa. During Norinaga's time, the homes of Matsusaka merchants stood side by side around his residence. Walk in this area and you will be transported back through time to Matsusaka of two hundred years ago.



Matsusaka Tourist Map



7 Matsusaka Castle Ruins

松坂城跡
Matsusaka Castle was built in 1588 by the military commander Gamo Ujisato. The original castle tower was lost in strong winds long ago, but the impressive stone walls remain and earned Matsusaka a spot in Japan's Top 100 Castles. The site is well known among locals as a great place to relax and enjoy the scenery. Visitors can look forward to plum, cherry, and wisteria blossoms in spring and ginkgo leaves turning gold in autumn.



9 Matsusaka City Museum of History and Folklore (2F Ozu Yasujiro Memorial Museum of Matsusaka)

松阪市立歴史民俗資料館 (2階 小津安二郎松坂記念館)
This historical building was originally built to serve as a library in 1911. On the 1st floor is the exhibit of materials related to Matsusaka merchants and their wares. On the 2nd floor is the exhibit of Ozu Yasujiro, the world-renowned film director.
[Admission] 150JPY for adults, 70JPY for age 6-18
[Hours] 9:00-16:30 (Apr.-Sep.), 9:00 - 16:00 (Oct. to Mar.)
[Closed] Mondays (Tuesdays when Monday is a public holiday), New Year's Holiday



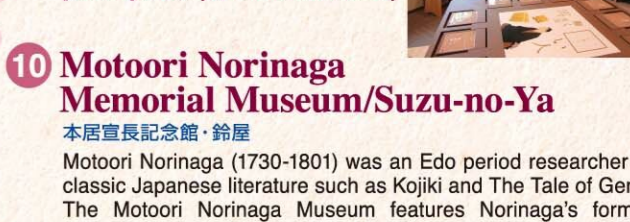
12 Matsusaka City Cultural Asset Center "Haniwa Museum"

松阪市文化財センター「はにわ館」
There is a permanent exhibit of haniwa (clay figures used in ancient funerals) excavated at the Takarazuka burial mound. One of the haniwa is shaped like a ship, and is the largest of its kind in Japan. This and other artifacts have been designated as Important Cultural Properties of Japan.
[Admission] 110JPY for adults, free for 18 and under
[Hours] 9:00-17:00
[Closed] Mondays (Tuesdays when Monday is a public holiday), New Year's Holiday



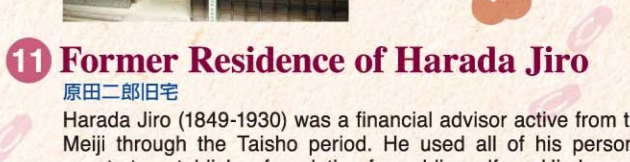
8 Castle Guard Residences

御城番屋敷
These residences were home to samurai warriors of the Kishu Domain who guarded Matsusaka Castle at the end of the Edo period (1603-1868). Unusual for such a site, people continue to live here to this day, and it has received national designation as an Important Cultural Property. One of the houses is open to the public.
[Admission] Free
[Hours] 10:00-16:00
[Closed] Mondays, New Year's Holiday



10 Motoori Norinaga Memorial Museum/Suzu-no-Ya

本居宣長記念館・鈴屋
Motoori Norinaga (1730-1801) was an Edo period researcher of classic Japanese literature such as Kojiki and The Tale of Genji. The Motoori Norinaga Museum features Norinaga's former residence "Suzu-no-Ya," original manuscripts, self-portraits, and Norinaga's favorite bells. ("Suzu-no-Ya" means "House of Bells.")
[Admission] 400JPY for adults, 200JPY for age 6-18
[Hours] 9:00-16:30
[Closed] Mondays (Tuesdays when Monday is a public holiday), New Year's Holiday



11 Former Residence of Harada Jiro

原田二郎旧宅
Harada Jiro (1849-1930) was a financial advisor active from the Meiji through the Taisho period. He used all of his personal assets to establish a foundation for public welfare. His home is located in the middle of town, a historic area where samurai residences once stood side by side. The building preserves the style of architecture commonly used for homes of samurai in the Edo period.
[Admission] 100JPY for adults, free for 18 and under
[Hours] 9:00-17:00
[Closed] Wednesdays (Thursdays when Wednesday is a public holiday), New Year's Holiday

