

Experience the Colors of the Seasons

Akita

# Yurihonjo



Here is the detailed tourist information for Yurihonjo!



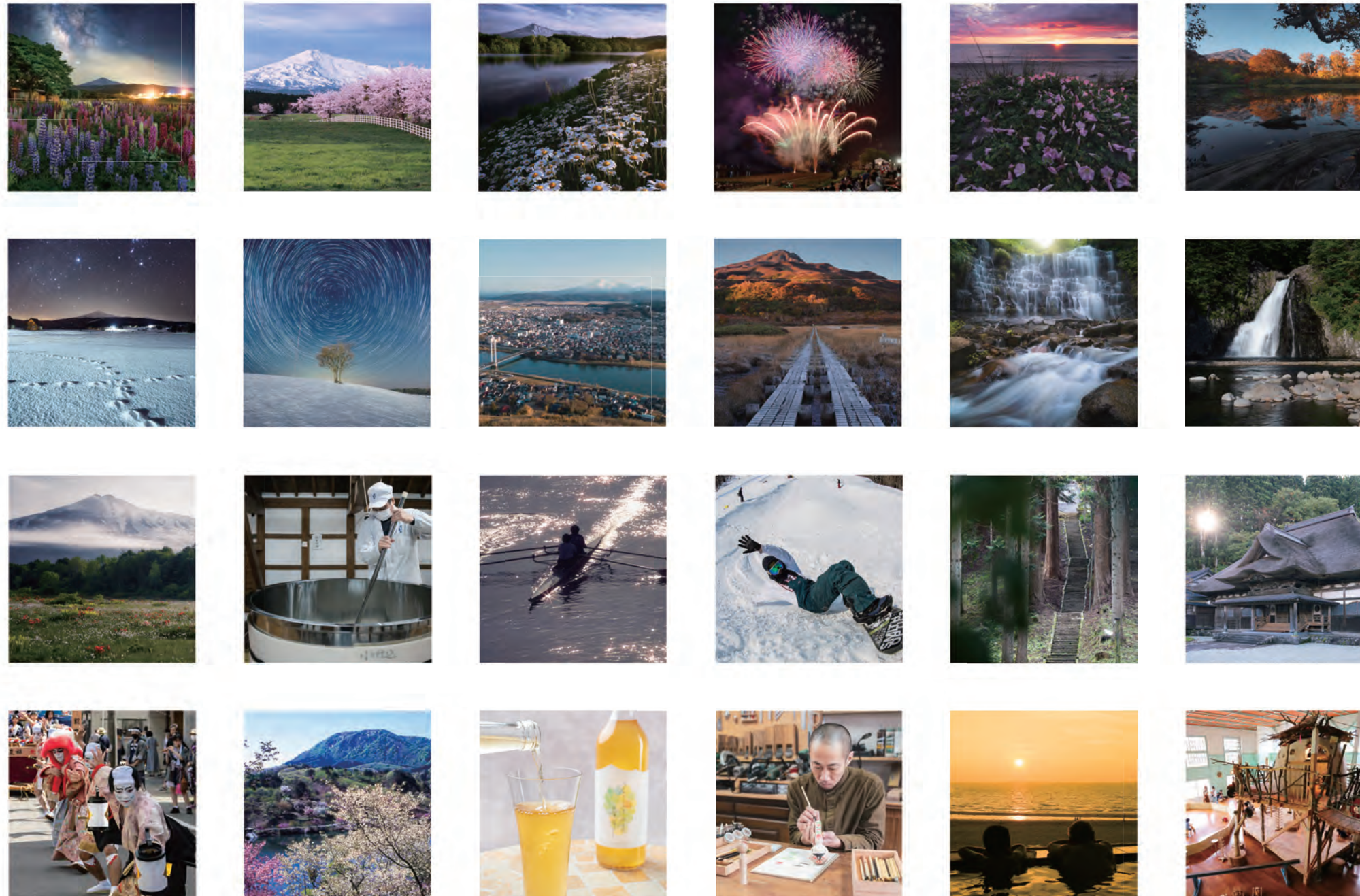
Yurihonjo City Official Site   Yurihonjo City tourism association   Instagram   X

**【Yurihonjo Tourism Guidebook】**

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The city of Yurihonjo was established on March 22, 2005 (Heisei 17), through the merger between the city of Honjo and the towns of Yashima, Iwaki, Yuri, Ouchi, Higashiyuri, Nishime, and Chokai, and now stands as the largest city in Akita by area.



Yurihonjo, formed by the merger of one city and seven towns, is half the size of Kanagawa.

## Experience the **Colors** of the Seasons

Below lies the vast Sea of Japan, with the Koyoshi River gently flowing in the distance. Mt. Chokai, a sacred peak where clouds speak and the wind smiles. The warm embrace of greenery, the gentle breeze over the grasslands—these are the deep breaths of the Chokai Plateau. A land rich in history, where the music of Bangaku echoes, and young lions dance.

We invite you to see and experience our proud home, Yurihonjo.

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# 春

Spring

A time when snow melts at the foot of the mountains,  
and vibrant flowers decorate the landscape.  
Here, Mt. Chokai shines brilliantly.



A view of sakura and Mt. Chokai  
from Higashi Yurihara



Sakura and koinobori streamers  
(Shukukasen Park)

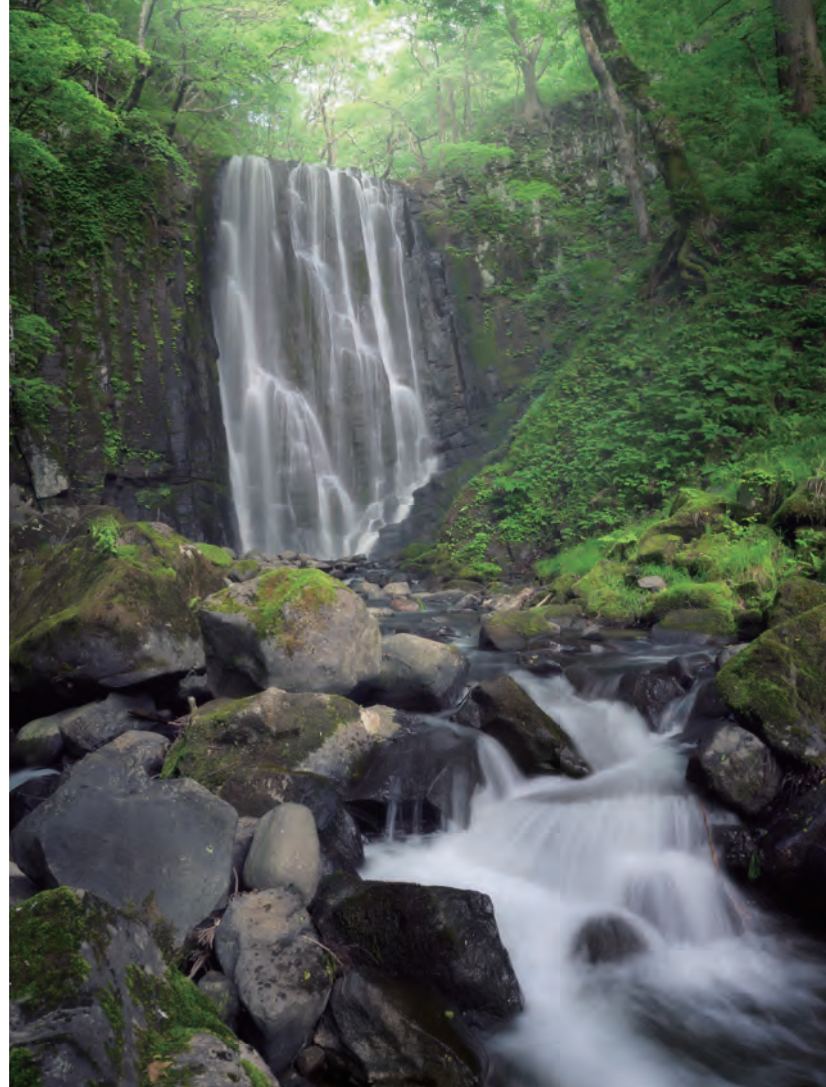
Sakura Matsuri at Honjo Park, a place for locals to relax



Imogawa Sakura Zutsumi, where over 2000 sakura bloom in full glory



A reservoir supporting civic life and a beautiful landscape



# 初夏

Early Summer

The melting snow nourishes the mountains and villages, Enveloping the trees and fields in vibrant green.

Feel the breath of nature,dynamic and lively.

Fresh greenery at Kameda Fudo Falls

A watery mirror forms after planting





Honjo River Festival Fireworks Display



The Sea of Japan on a tranquil summer day

# 夏

## Summer

The Koyoshi River, a first-class river originating from Mt. Chokai, nourishes the town and flows into the Sea of Japan.

The waterfront area enriches local life as well.

Water activities at Hottai Falls



Sandy beaches along the coastline  
(sunset and hamahirugao flowers)





The Yuri Kogen Railway running through the fields

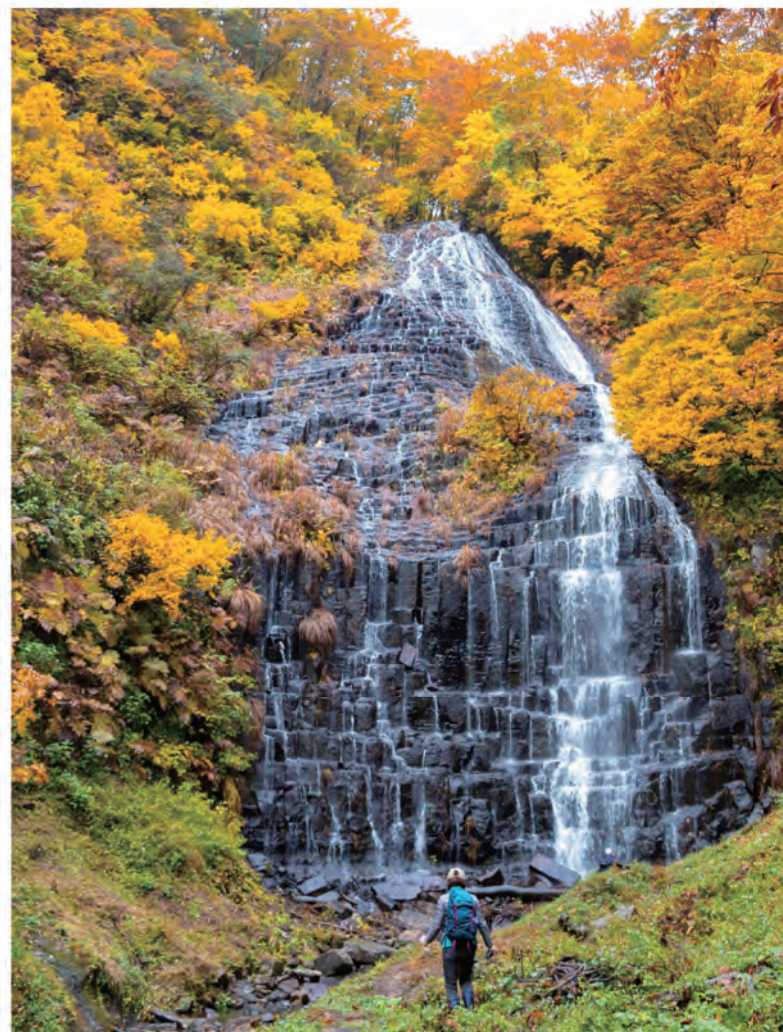


As the foothills turn red, the approach of winter draws near

# 秋

Fall

The season when nature's colors reach their peak.  
A time when the earth relaxes is a season to appreciate nature.



Spectacular fall foliage at Hiyama Falls



Mt. Chokai from Zenjin Swamp



A clear winter sky, when you can almost touch the stars  
(Hanadate, Yashima)



Even covered in snow, the season continues to change



冬

Winter

Even covered in snow,  
the people who live here embrace the cold.  
They know that winter is a beautiful and  
rich season.

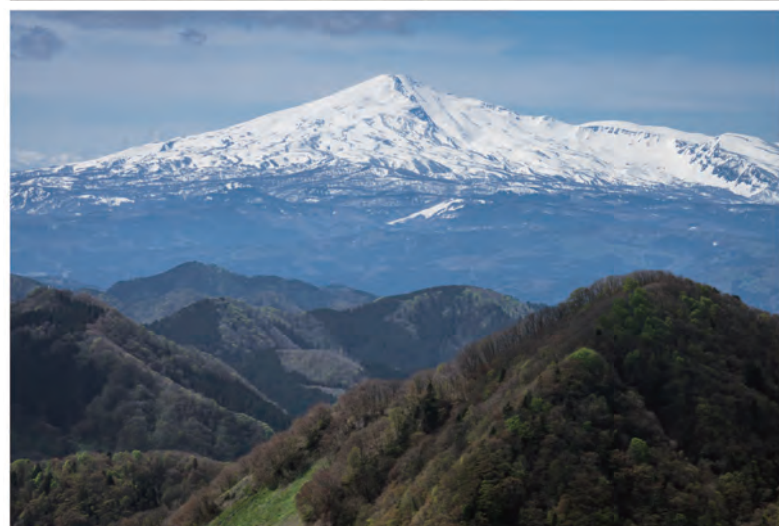
The beauty of a clear winter sky



# 鳥海山

Mt.Chokai

During each season,  
and from each place,  
a variety of expressions,  
and a special place in people's hearts.





# Mt. Chokai & Tobishima Island Geopark

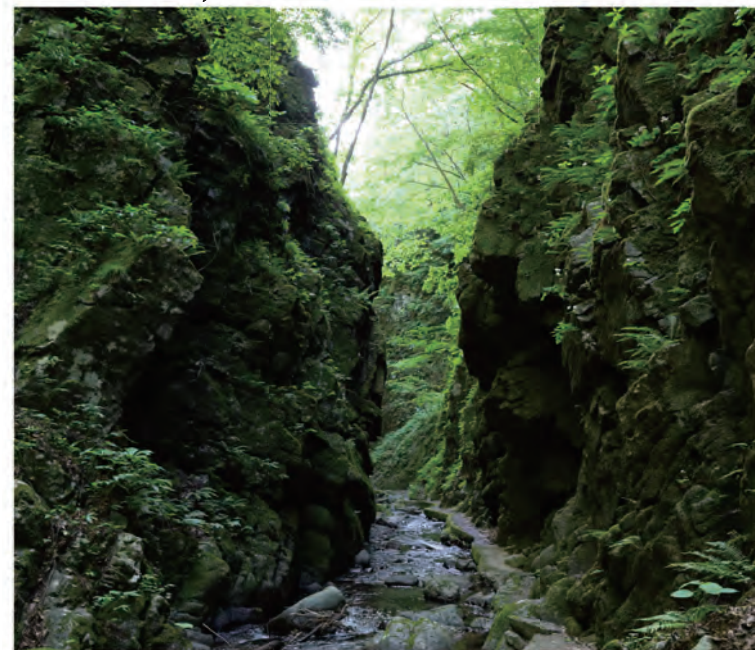
# Hiyama Falls

## A cycle of water and life, created by the Sea of Japan and the land

A Geopark contains various natural heritage sites related to the Earth, such as geological formations, rocks, landforms, volcanoes, faults, etc., comprising a nature-rich "park." In the Mt. Chokai and Tobishima area, there are valuable natural landscapes where one can observe the cycle of water and life up close. Yurihonjo is home to 9 geosites, 2 nature sites, and 5 cultural sites.



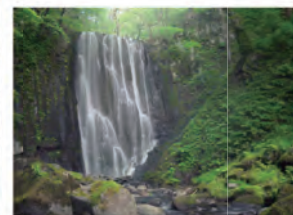
## Yurihonjo Geosites



Ishizawa Falls & Byobu Rock



Akata Falls



Kameda Fudo Falls



Ryugahara Wetlands

## Nature Sites

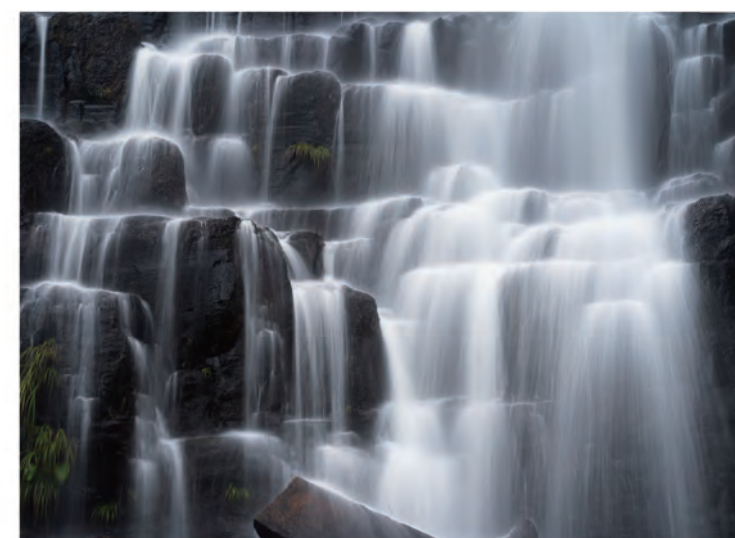


Kuwanokidai Wetlands

## Cultural Sites



Moriko Omonoimi Shrine



# Hottai Falls & Pothole



# Recommended Locations



## Chokaisan Wooden Toy Museum

Established in July of 2018 at the former Ayukawa Elementary School, a nationally registered Tangible Cultural Property which has been preserved in its original form, beloved and protected by the local community for many years.

Chokaisan Wooden Toy Museum

**【OPEN】** 9:00am – 4:00pm

※Winter Hours (Dec – Feb):  
10:00am – 4:00pm

**【CLOSED】** [Mar – Nov] Thur  
[Dec – Feb] Wed, Thur,  
New Years (Dec 31 – Jan 2)

**【TEL】** 0184-74-9070



## Yurihonjo Folk Performing Arts Museum Maire

Opened in April of 2017 as a hub for the preservation and promotion of traditional performing arts in the city.

Yurihonjo Folk Performing Arts Museum Maire

**【OPEN】** 9:00am–5:00pm

**【CLOSED】** Mon (following day if holiday)  
New Years (Dec 29–Jan 3)

**【TEL】** 0184-44-8556



# The Nature of Yurihonjo

The flow of water from the mountains to the sea



Mountains, rivers, and the sea, endless outdoor fun (Hottai Campgrounds)



YURIHONJO x OUTDOOR

Enjoy a unique destination found only here



Night skiing, popular when temperatures drop and snow quality improves



Chokai Kogen Yashima Ski Resort



Chokai Kogen Minami Yurihara Snowmobile Land



Enjoy a variety of courses with high-quality snow at Chokai Kogen Yashima Ski Resort



Canoeing and stand-up paddleboarding (SUP) at the lake



The river's flow creates high-quality sandy beaches, which attract surfers and swimmers



Experience snowmobiling at Chokai Kogen Minami Yurihara Snowmobile Land



Riding experience events also held at Chokai Kogen



Mountain stream fishing, ayu fishing, sea fishing



Boating and kayaking competitions are popular along the lower reaches of the Koyoshi River



From late April to May, Mt. Chokai is bustling with people who enjoy backcountry skiing

# The History & Culture of Yurihonjo

# Seasonal Highlights of Yurihonjo



Yurihonjo City  
tourism association



Moriko Omonoimi Shrine

## The History & Culture of Mt. Chokai

### Mt. Chokai & Mountain Faith

In 2009 (Heisei 21), the shrines and pilgrimage routes associated with Mt. Chokai were designated as national historic sites, and stand as locations where visitors can feel the ancient faith and history of the area.

### Moriko Omonoimi Shrine



Festival participants carry a mikoshi (portable shrine) up over 300 steps



Yurihonjo City  
Official Site



Yurihonjo City  
Tourism Association

### Kizakai Omonoimi Shrine



### Kaizan Shrine



## Remnants of the three domains of the Edo Period

In 1623 (Genna 9), the Rokugo, Iwaki, and Utechi clans took control of what is now Yurihonjo. In this harsh yet rich region of Tohoku, these three lords governed, each preserving distinct histories and cultures, and forming a unique city that stands out nationwide.

Many temples, shrines, and facilities related to these three domains still remain throughout the city, preserving their history and culture.



Hachimorien



Amasagi Village



Yosenji Gate



Sept  
2nd Sun

### Yashima Hassaku Matsuri

This festival held at Yashima Shinmei Shrine, with a history of approximately 400 years, is the largest festival in the Yashima area. It honors Ukutama, the deity overseeing rice, and wishes for a bountiful harvest.



Sept  
3rd Sun

### Honjo Hachiman Shrine Festival & Daimyo Procession

The daimyo procession, preserving the tradition of the Honjo feudal lord's attendance, is held on the festival day of Hachiman Shrine, honoring the deity revered by successive lords.



Early Jul  
Sat

### Kyuhan Matsuri

This festival features Kameda Okagura, a city Intangible Cultural Property, and traditional hand dancers parading through the town, evoking the era of the former Kameda domain.



Late Apr

### Mt. Chokai Yashima Trailhead Opening



Aug  
16

### Chokai Shishi Matsuri



Jan  
3rd Sun

### Shinzan Shrine Hadaka Mairi



Late Apr

### Kizakura Matsuri



Late Oct

### National Goten Mari Competition



Jan  
24

### Oriwatari First Jizo Snowshoe Pilgrimage

# Yurihonjo Specialty Products



Japanese Sake



Akita Yuri Beef

Rice

Smoked Products



Seafood



Honjo Udon

French Duck

Honey



Vegetables



Fruit



Wild Vegetables

Flowers



Grape Juice



Apple Juice



Honjo Goten Mari

Honjo Kokeshi

Honjo Sashiko

Honjo Kumiko

# Roadside Stations and Day Trip Bath Facilities



Roadside Station Shimizu no Sato-Chokaigo



Roadside Station Nishime-Hamanasu no Sato



Roadside Station Higashiyuri-Kizakura no Sato



Roadside Station Iwaki-Akitaumiyo Minato no Yu



Hotel Foresta Chokai

## Roadside Stations in Yurihonjo

- Roadside Station Nishime-Hamanasu no Sato  
☎ 0184-33-4260
- Roadside Station Higashiyuri-Kizakura no Sato  
☎ 0184-69-2611
- Roadside Station Iwaki-Akitaumiyo  
☎ 0184-73-2700
- Roadside Station Ouchi-Heart Port Ouchi  
☎ 0184-62-1126
- Roadside Station Shimizu no Sato-Chokaigo  
☎ 0184-59-2022

- 🍴 Food and beverage services available on-site (cafeteria, etc.)
- 🛒 Souvenir shops and sales corners available on-site
- ♨️ On-site bathing facilities available
- 🛋️ Paid or free rest areas available on-site
- 🏠 Accommodation available

## Day Trip Bath Facilities in Yurihonjo

- Hotel Foresta Chokai ☎ 0184-58-2888
- Rest and Accommodation Facility Chokaiso ☎ 0184-58-2065
- Yunosawa Onsen Hotel Masaka ☎ 0184-58-2188
- Yuri no Sato Exchange Center Yuriemon ☎ 0184-53-2651
- Kizakura Onsen Yurari ☎ 0184-69-2611
- Kasumi Onsen ☎ 0184-66-2418
- Heart Port Ouchi Poporokko ☎ 0184-62-1126
- Iwaki Onsen Minato no Yu ☎ 0184-73-2700
- Painspa Shinzan ☎ 0184-28-1661
- Anraku Onsen ☎ 0184-22-0637
- Onsen Rest Facility Tsurumai Onsen ☎ 0184-23-7227
- Kashiwa Onsen ☎ 0184-33-2259
- Nishime Yukko Land ☎ 0184-33-4422
- Kohabirokan ☎ 0184-67-2542



ACCESS INFORMATION

### By Car

Akita	Approx. 50 min via National Route 7	the center of Yurihonjo
Yokote	Approx. 1 hr and 15 min via National Route 107	
Daisen	Approx. 1 hr via National Route 105	
Sendai	Approx. 3 hrs and 30 min via National Route 108	
Morioka	Approx. 2 hrs and 45 min via National Route 46 and 105	
Kitakami	Approx. 2 hrs via National Route 107	
Sakata	Approx. 1 hr and 15 min via National Route 7	

### By Train

Tokyo	Approx. 2 hrs by Joetsu Shinkansen	Niigata	Approx. 3 hrs by Express on Uetsu Line	Ugohonjo
Tokyo	Approx. 3 hrs and 45 min by Akita Shinkansen	Akita	Approx. 45 min on Uetsu Line	

### By Highway Bus <sup>※1</sup>

Tokyo	Approx. 9 hrs by The Express Chokai	Honjo
Sendai	Approx. 4 hrs and 45 min by Ugokotsu Highway Bus	Honjo

### By Air <sup>※2 ※3</sup>

Sapporo (New Chitose / Okadama APO)	Approx. 1 hr	Akita APO
Tokyo (Haneda APO)	Approx. 1 hr	
Osaka (Itami APO)	Approx. 1 hr and 30 min	

### For inquiries about various transportation options

- Bus  
Ugokotsu Transportation (Honjo Office) ☎0184-24-2440  
Kisakata Godo Taxi (Airport Liner) ☎0184-43-2030
- JR Uetsu Line  
JR East Inquiry Center ☎050-2016-1600
- Yuri Kogen Railway Chokai Sanroku Line  
Yuri Kogen Railway Ugohonjo Station ☎0184-23-3361  
Yuri Kogen Railway Maego Station ☎0184-53-3436  
Yuri Kogen Railway Yashima Station ☎0184-56-2036
- Car Rental  
Toyota Rent-a-Car Akita Honjo Branch ☎0184-22-4100  
Nippon Rent-a-Car Ugohonjo Station Front Office ☎0184-24-0919
- Taxi  
Hikari Taxi ☎0184-22-1111  
Honjo Taxi ☎0184-22-2236  
Heart One Kotsu ☎0184-23-3333  
Chokai Kanko ☎0184-56-2020

※1 For the operation days of the express bus, please inquire at: Ugokotsu Transportation (Honjo Office) ☎0184-24-2440  
 ※2 Rental cars are available from the airport. It takes about 40 min by car from Akita Airport using the expressway.  
 ※3 Reservation-based shared taxis (Akita Airport Liner) are available. Kisakata Godo Taxi ☎0184-43-2030