

Asahi Town, Toyama Prefecture

An amazing view!

Spring quartet



Miraculous quartet heralding the breath of nature

The Yoshino cherry trees, planted by the local community during the river modification period, have been carefully maintained through the years. The only remaining tulip bulb farm has a selection of a variety of tulips that will blossom extremely early, around the same time as the cherry trees. We have also planted rape flowers, which will allow us to harvest rapeseed oil. This will result in a miraculous quartet of cherry blossom trees, tulips, and rape flowers against the snowy backdrop of Mt. Asahidake and Mt. Shiroumadake. Spring will be in full chorus to the songs of the skylarks, presenting a landscape that is nothing short of heaven on earth.



Asahi Funakawa Spring quartet

Sunrise and sunset at the magnificent jade-colored sea

The Hisui Coast (jade coast) is a pebble beach, 80 meters wide and 4 kilometers long across the east and west. It has been selected as one of the "Top 100 beaches of Japan" and "Top 100 enjoyable beaches." Areas such as this where jade washes ashore are extremely rare in Japan, and are limited to the Hisui Coast and areas leading to Itokawa. The Hisui Coast is usually busy with people enjoying jade hunting or fishing.

The history of jade in Asahi Town

Asahi Town is known for creating jade gemstones since the Jomon and Kofun eras. A ruin has been discovered where the gemstones were said to have been made, revealing how they had been manufactured in Japan.

Jade discovery guide

You can enjoy searching for jade on your own, but we also offer the help of tour guides.

●Contact
Asahi Town Tourism Association
Tel: +81-765-83-2780



Hisui Coast



Toyama Bay Coast cycling road

Enjoy the majestic views of Toyama Bay and delicious local cuisine, along with the cycling experience.



Download **COCOAR2** to watch the video

By downloading "COCOAR2" on your smartphone or tablet, and opening the images with the symbol, you can begin the video.



iPhone/iPad Android
*May not work properly depending on the model, connection, and other factors (made for units with iOS7.0 or above, or Android OS 4.0-5.0 that can run COCOAR 4.2.0).
*May not run correctly depending on the environment, including light reflecting on the paper or warped paper.

By train
Kurobe Unazuki Onsen Station ⇒ Bus (Asahimachi Express) ⇒ Tomari Station/Etchu Miyazaki Station (around 30 minutes)

By car
Hokuriku Expressway/Toyama IC ⇒ Asahi IC (around 40 minutes)

By plane
From Toyama Airport
(Bus) ⇒ Toyama Station ⇒ (Ainokaze Toyama Railway) ⇒ Tomari Station/Etchu Miyazaki Station (around 50 minutes)
(Rental car) ⇒ Hokuriku Expressway/Toyama IC ⇒ Asahi IC (around 40 minutes)

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Tel: +81-765-83-1100
Mail syouko@int.town.asahi.toyama.jp
http://www.town.asahi.toyama.jp

View



Nanairo KAN

Enjoy lunch or dinner at the "Ajiwai Kan" restaurant. The restaurant offers amazing views of the Fudoudou Ruins, as well as of Mt. Shiroumadake and Mt. Asahidake, from the lush green lawn and garden. Take in the beautiful views that are the pride of this town while having your meal.

📍 300 Yokomizu, Asahi-machi, Shimonikawa-gun, Toyama Prefecture
☎ +81-765-83-3700
🌐 <http://www.asahimachi.com/nanairo/>



Herb and tea HYGGE

"HYGGE" is a Danish word, meaning "comfortable place or time spent with loved ones." This is an herb and tea café that aims to embody this concept.

📍 925 Numaho, Asahi-machi, Shimonikawa-gun, Toyama Prefecture
☎ +81-765-32-3818
🌐 <http://www.herbandcafe-hygge.com/>



Eat



Specialties

There are many enjoyable and tasty souvenirs made from local produce. You are sure to find something wonderful from these locally-sourced products.



Cod soup

Cod soup is said to have been prepared by fishermen's wives, as they waited to welcome home their husbands from fishing with a warm meal at the shore. You can now enjoy it year-round at the "Cod Soup Road," lined with lodges and drive-ins that offer the warm dish. With roughly chopped fresh cod, including its liver and soft roe, cod soup has a simple but rich flavor.



Gokoku-ji Temple

Located in the Sakai region on an elevated area with scenic views of the Sea of Japan, the temple is said to have been built by the Buddhist monk, Kobo Daishi. The circuit-style garden that integrates the mountainous landscape is renowned for its brilliant flowers, including rhododendrons and azaleas.

📍 1558 Sakai, Asahi-machi, Shimonikawa-gun, Toyama Prefecture
☎ +81-765-83-3157

Hayashi Brewery

Since its founding, this brewery has distilled around 400 years of tradition and wisdom, with the traditionally-made winter sake being one of its flagship products. The founder had worked in the police force of the Kaga Domain barrier, making sake on the side, since 1626. Its most popular sake, "Kurobekyo," has a clean and fresh taste, with a gentle aroma and rich flavor.

📍 1608 Sakai, Asahi-machi, Shimonikawa-gun, Toyama Prefecture
☎ +81-765-82-0384



Batabata tea experience (History Park/ Former Kawakami Residence)

This is a reconstructed townhouse that was built in the mid-Edo period at Tomari machi, a former post town. Feel the history through the earth floor and hearth. Inside the building, you can also experience Batabata tea-making.



You can whisk the tea using the round "gorobachi bowl" and a two-pronged whisk. Bottled tea is available as well!



Batabata tea

In the Birudani district, Batabata tea has been passed down since the Muromachi period. Fermented tea is placed in a Gorobachi bowl, and vigorously stirred using a two-pronged bamboo whisk. The name "Batabata," meaning noisy commotion, is said to have come from this whisking process. Post-fermentation tea such as this is rare in Japan.

Birutani washi papermaking experience

This was a former residence of the Ito family, overseeing a group of ten villages in the former Kanazawa Domain. It was restored in 1878 to prepare for the Meiji Emperor's visit, using premium cedar brought from the Hida area. Gold foil covers the entire wall of the room in which the emperor stayed. Every corner of this historical building demonstrates craftsmanship.

☎ +81-765-83-1100
📍 Asahi Town Business, Industry, and Tourism Office



(Meiji Memorial Hall)



Matcha tea Experience

This was a former residence of the Ito family, overseeing a group of ten villages in the former Kanazawa Domain. It was restored in 1878 to prepare for the Meiji Emperor's visit, using premium cedar brought from the Hida area. Gold foil covers the entire wall of the room in which the emperor stayed. Every corner of this historical building demonstrates craftsmanship.

☎ +81-765-83-1100
📍 Asahi Town Business, Industry, and Tourism Office

Experience



Youth Hostel Tenkoji

A calming, quiet space full of greenery awaits you at this hostel. You can casually enjoy a night at a temple here, an activity that has become rare today. A Zen meditation experience is available for those interested.

📍 913 Oienosho, Asahi-machi, Shimonikawa-gun
☎ +81-765-83-3339



Misaki Lodge

This lodge offers clean rooms and hearty meals. Cod soup and dishes prepared with local fish are offered as well. Located just across the Hisui Coast, it is convenient for those who wish to play on the beach.

📍 3273 Miyazaki, Asahi-machi, Shimonikawa-gun, Toyama Prefecture
☎ +81-765-82-2489

Stay

Ogawa Hot Springs

This miraculous water source with 400 years of history is related to the Yakushi Nyorai, the Buddha of medicine and healing. The Ogawa Hot Springs is famous for the blessing of childbirth. The large communal bath offers a sweeping view of the forest and its creeks. There is also an open-air bath with views of the mountains and an outdoor bath with a cypress tub. You can enjoy the changing views and cuisines across the seasons.

📍 1 Yunose, Asahi-machi, Shimonikawa-gun, Toyama Prefecture
☎ +81-765-84-8111
🌐 <http://www.ogawaonsen.co.jp/>

