



See videos of all the great things
to see and do in Mashike!



Mashike Sightseeing Video
Web Portal

<http://www.mashiketv.com/>

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Mashike Tourist Guide

Your travels through
Mashike begin here!

For more information:

Mashike Town Government
(Shokanbetsu-Teuri-Yagishiri Quasi-National Park)
<http://www.town.mashike.hokkaido.jp/>

Mashike Tourism Information
<http://mashike.jp/tourism/>

Mashike Tourism Association
(Mashike Town Hall Commerce and Tourism Division)
TEL.0164-53-3332
FAX.0164-53-2348

Benten-cho 3-chome 61-banchi, Mashike Town, Mashike-gun, Hokkaido 077-0292
*8:45am - 5:15pm (except weekends and holidays)

Last revised March 2017



Experience the Many Sides of Mashike

Mashike has something for everyone:

mountains and forests, rivers and sea, history and culture.

It is a foodie's paradise with rich bounties from the Mashike mountains and the Sea of Japan.

And everywhere you go, you'll get a warm welcome from the locals.

Whether you take a leisurely walk through town, venture out a little further by bicycle,

or take a drive to see more of the area,

there are so many things to do, places to go and new friends to meet.



History

Mashike first began as a fishing village in the Horeki period (mid-1700's), making it the oldest settlement in northern Hokkaido. The buildings near the station and the former Mashike Elementary school building were all built between the late Meiji and early Showa periods (early 1900's), and are designated Hokkaido Heritage Sites.



Nature

The area from the Shokanbetsu Mountain Range to the Ofuyu Coast was designated as Shokanbetsu-Teuri-Yagishiri Quasi-National Park in 1990. The unusual rock formations that border the sea in this area create a one-of-a-kind landscape.



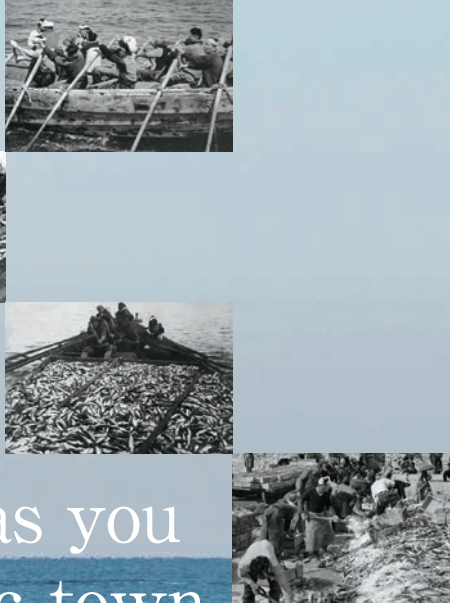
Cuisine

From plentiful seafood such as shrimp and sea urchin, to juicy cherries and delectable rice, Mashike is a treasure trove of culinary delights. Mashike is also home to Japan's northern-most sake distillery, Kunimare Sake Brewery.

Step back in time as you explore this historic town

The buildings around Mashike station date back to the Meiji (1868-1912), Taisho (1912-1926) and early Showa (1926-1989) periods, a time marked by a boom in herring fishing.

Wander the area to see and feel the nostalgia of bygone days.



1. Mashike Station Tourist Information Center, est. 1933 (formerly Tada General Store founded in 1913) – Benten-cho 1-chome
2. Bochibochi Ikoka Mashikekan Inn, est. 1932 (formerly Mashike Inn founded in the Taisho period (1912-1926)) – Benten-cho 1-chome
3. Former Merchant Maruichi Honma Residence – Benten-cho 1-chome. This building contained a kimono shop (1893), residence (1902), and a fabric storehouse and brewery (late 1800s).
4. Shimakawa Restaurant, est. 1892 (formerly Kobayashi Shipping and Wholesale Family Home) – Inaba-cho 1-chome
5. Former Tomitaya Japanese Inn, est. 1933 – Benten-cho 1-chome (no longer in business)
6. Kunimare Sake Brewery, est. 1918 – Inaba-cho 1-chome. This building contained an office and sales floor (1918), brewery (approx. 1901) and archive (approx. 1903).
7. Sengoku-gura, est. late 1800's to early 1900's (before 1926: Mashike Port seafood storage / after 1926: herring fertilizer storage) – Inaba Kaigan-cho 53



Travel Back Through Mashike's History Moto Jinya

These barracks were established by the Akita Clan in 1856 to protect Ezo (the former name for Hokkaido) from foreign invasion. There is now an educational facility on this site where you can learn about samurai culture by viewing artifacts and writings from the time, as well as videos about the history of Mashike.

Moto Jinya – Eiju-cho 4-chome 49 ☎0164-53-3522
Open: 9:00am – 5:00pm Closed: Thurs. *Changed to Wed. if Thursday is a holiday





A treasure to pass on to future generations

Former Mashike Elementary School

Mashike Elementary School was first built in 1878 on the highlands of Benten-cho (near where the Mashike town hall now stands). It was moved to the Miharashi-cho hillside in 1936, where it was rebuilt as the current wooden structure – the largest of its kind in Hokkaido. In 2012, it

celebrated its 75th year of educating the children of Mashike, and people now visit it because of its historical value. The school building was designated as a Hokkaido Heritage Site in 2001, along with the buildings near the station, which date as far back as the late 1800s.



The beautiful wooden schoolhouse recalls the Showa period with the nostalgic grace of a work of art.



Standing for over 100 years (estimated) under the care of Kunimare Sake Brewery

Sengoku-gura

Formerly used as a storage house for seafood brought into Mashike Port, Sengoku-gura was moved to its current site during an expansion of the port in the early 1900s. The facility was primarily used to make nishin kasu, a fertilizer made with fermented herring, but is now used for photo exhibitions and other events.

Sengoku-gura – Inaba Kaigan-cho 53
☎0164-53-1050 (Kunimare Sake Brewery)



One of the most elaborately carved shrines in Hokkaido

Itsukushima Shrine

This shrine is said to have originally been constructed by Denbei Murayama, a merchant of the Matsumae clan who established the Benten-sha Shrine to protect his shop. It was relocated in 1893 to its present location, where the main building was constructed by fourth generation shrine builder, Sokichi Shinoda of Niigata

prefecture, over a period of two years. The outside is adorned with the likenesses of 77 different creatures, from shishi (guardian lions) to phoenix, while dragons and traditional nature scenes are carved into the ceiling of the inner hall. The shrine contains treasures dating back to the late Edo period (mid-1800's), such as ema (a wooden plaque for prayer) and garden lanterns, and was designated Mashike's most valuable cultural property in 1990.

Itsukushima Shrine Office – Benten-cho 3-chome ☎0164-53-2306



Featured in many movies

Mashike Station

The railway line between Mashike and Rumoi opened in 1921, ten years after the line to Rumoi from Fukagawa. From its inception, it functioned as the primary mode of transportation for both passengers and local exports such as herring. The station building has been used in multiple films, such as Eki: STATION and Shin-Abashiri Bangaichi. Sadly for local passengers and railway enthusiasts, service on the line was terminated on Dec. 5, 2016, but the town of Mashike intends to revitalize the station building by using it as a point of exchange.

This railway line was part of many new eras, running for over 95 years.





*Nationally Designated Important Cultural Property (2003)

The favorite pick-me-up of the local herring fishermen!

Kunimare Sake Brewery

Kunimare Brewery first began in 1882, when its founder, Taizo Honma, received a brewing license from the town of Mashike. At the time, most sake was imported from the main island, so it was quite expensive. It is said that prior to beginning his business enterprise, Honma had learned the

brewing process from an acquaintance in Sado, Niigata. For 20 years, the brewery was operated on the premises of the Maruichi Honma Residence, but moved to its current location, a building constructed of Mashike stone, in 1902, as business increased after a boom in the herring industry.



The sake brewed here is made with special ginpu rice and the crystal-clear water of the Shokan Mountains. You'll find everything from standard and seasonal varieties to sake only available at this store.



Sake Tastings

You can try a variety of sakes while watching Kunimare's sake being brewed carefully in the traditional Nanbu-Toji style. Hearing about each sake's particular characteristics before you try them is an experience you can only have at a brewery.



Kunimare Sake Brewery – Inaba-cho 1-chome 17 ☎0164-53-1050
Open: 9:00am – 5:00pm Tours: 9:00am – 4:30pm
Closed: New Year holidays

Special feature!

Rare specialties available at Kunimare

Sakes only available locally, sake lees (Ita-kasu: Dec. – Apr., Morohaku-kasu: Sept.), Kunimare goods, etc.



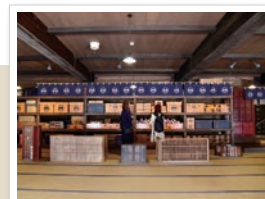
Take a glimpse back in time to the Meiji period (1868-1912)

Former Merchant Maruichi Honma Residence

The story of the Honma family began in 1875, when Taizo Honma started a kimono business. Riding the wave of a boom in the herring industry, he was able to expand into household goods, fishing wares, shipping and sake brewing, and with each additional venture came another addition to his home to accommodate the growth. The sake business he started enjoys continued

popularity even today as Kunimare Sake Brewery.

The roof tiles of the home are engraved with the family crest, and the walls and gate posts are decorated in a western style. What remains of the house was completed in 1902 over a 20-year period, and contains the kimono shop, fabric warehouse, sake brewery, Honma's living quarters and an attached annex.



Travel back in time to the Meiji period

Both the inside and outside of the building remain virtually unchanged from how they were in 1902. The building was nationally designated as an Important Cultural Property in 2003, and is open to the public.

General Admission: ¥400



A piece of history open to the general public

The area along the road around the Maruichi Honma Residence is known as the "Historical Hometown Street", because you can see "the greatest business in Teshio" and other perfectly preserved examples of the prosperity Mashike enjoyed in the Meiji period.



In addition to finding out about the Honma residence, you can get information about Mashike's history and various things to do around town. You can also learn about Honma's grandson, Kazuo, who overcame the challenges of blindness to found the Japan Braille Library.



Former Merchant Maruichi Honma Residence – Benten-cho 1-chome 27 ☎0164-53-1511
Open: 10:00am – 5:00pm *Open from late Apr. to early Nov. Closed: Thurs. *Changed to Wed. when Thurs. is a holiday, no closures Jul., Aug.

Tour the Ofuyu Coast

Explore Betsukari, a land of folklore, and Iwao and Ofuyu, two areas so remote that they could once only be reached by ship.

Take a moment to stop and wander among the rock formations

Ofuyu Coast

At the Ofuyu Coast, the mountains of Mashike meet the Japan Sea in sheer drop-offs of one hundred meters. Only a quarter century has passed since the Mashike-Ofuyu leg of National Highway 231 was opened in 1992. This breathtaking expanse, which stretches from Cape Makka to Cape Kamuieto, is a place of rugged beauty still largely untouched by man.



Ginrin Falls (left)

During the days when there was a herring fishery nearby, the fishermen would stop here to wash their clothes, marveling at how the bright color of the fish would make the falls seem to glow a silver color. The waterfall is located by the Sapporo-bound exit of Kuroiwa Tunnel, with a parking space for one vehicle.



Shiragane Falls (right)

The waters of this waterfall flow down the Shokanbetsu Mountain Range, following the odd patterns of the rock surface. The water is cool and refreshing in the summer, then in winter the frozen shape of the waterfall creates a powerful impression. It's a short distance from the town center in the direction of Sapporo, with a parking area available. (Under management of Ishikari City.)



Cape Makka



Eboshi Rock



Cape Kannonzaki

Ofuyu Coast in Winter



Traverse the Mountains of Mashike

Mount Shokanbetsu is one of the beautiful peaks designated as Japan's 200 Best Mountains (Nihon Nihyaku Meizan). Gaze upon its breathtaking beauty at Shokanbetsu-Teuri-Yagishiri Quasi-National Park.

Walk along a majestic ridge that borders the Sea of Japan

Mount Shokanbetsu



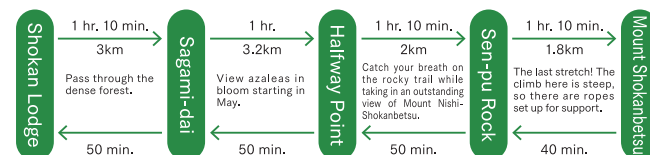
Standing at 1,492 meters, Mount Shokanbetsu is the highest peak in the Mashike area. Climb from the Mashike side by either the Hashibetsu or Shokan Trail, or take the Jusoro Trail to tackle the mountain from Uryu. Due to the area's heavy snowfall, it remains a ski destination through May, with sun reflecting off the mountain's snowy peaks through mid-July. The area opens to hikers in mid-June, and on a clear day you can enjoy a panoramic view of the Shakotan Peninsula and the many mountains of Hokkaido, such as Mount Yotei, the Daisetsu mountains, and Mount Rishiri, or feast your eyes on the imposing visages of Mount Gunbetsu, Mount Hamamasu, and the eastern and southern peaks



of the Shokan Mountain Range. The Shokan Trail begins at the Shokan-so Lodge, and is popular due to its many excellent lookout points, such as Sagami-dai, Takimi-dai, and Sen-pu Rock. The Hashibetsu trailhead is marked by an emergency hut and begins about 200 meters higher than the other route, but is a gentler climb overall. At around 1,200 meters you can see a wide variety of wildflowers and alpine plant life. Both trailheads have parking areas which are accessible from the city by car in about 20 minutes. In recent years, the trails have been used by many travelers from Honshu.

Shokan Trail

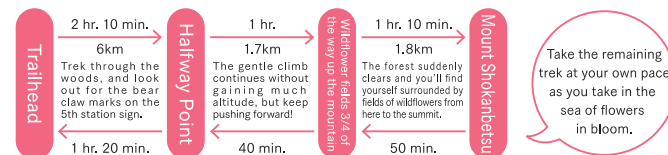
The initial climb is quite steep, then remains level as you pass Tutsujigaoka Hill, Sagami-dai, Takimi-dai and Sen-pu Rock. The final, steep climb to the summit takes about 15 min.



[Total Climb: approx. 1,200 m. / 10 km. (Shokan Lodge – Halfway Point: 6.2 km, Halfway Point – Summit: 3.8 km) – Ascent: 4 hrs. 30 min., Descent: 3 hrs. 10 min.]

Hashibetsu Trail

This climb starts in a dense forest where the only scenery is the surrounding trees, but this completely changes at around 1,200 meters as the forest clears to reveal the Sea of Japan and the Uryu Marsh. The difficulty of the final climb is alleviated by the beautiful alpine plants and flowers you will pass on your way.



[Total Climb: approx. 1,000 m. / 9.5 km. – Ascent: 4 hrs. 10 min. / Descent: 2 hrs. 50 min.]

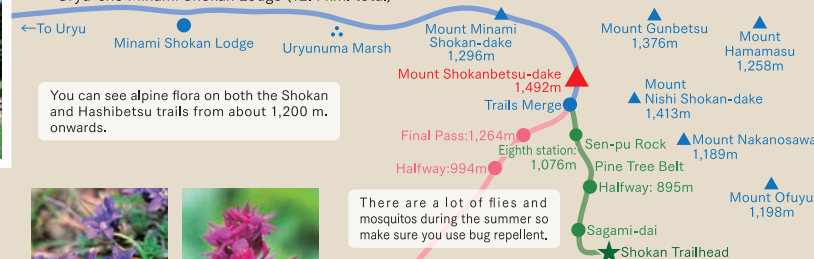
The Alpine Flora of Mount Shokanbetsu

One of the best parts of climbing Mount Shokanbetsu is being able to enjoy the over 100 kinds of plants that bloom on the summit in June and July. There are around 100 species, with many varieties unique to the mountain, such as the Mashike genge, Mashike otogiri, and Mashike reijinso.

Flowers Unique to Mount Shokanbetsu

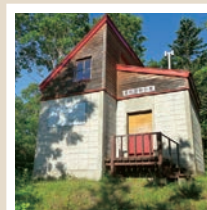


[Jusoro Trail to Uryu (Southern Shokan Trail / approx. 5 hrs, 30 min. from the Shokanbetsu summit)]
Shokanbetsu Peak → 4 km. → Mount Minami Shokan-dake → 3 km. → Uryunuma Marsh → 5.4 km.
→ Uryu-cho Minami Shokan Lodge (12.4 km. total)



Shokan Lodge
(Shokan Trailhead)
Elevation: 280 m.

P Capacity: 30 cars, 40 people (free)



Hashibetsu Emergency Hut
(Hashibetsu Trailhead)
Elevation: 490 m.

P Capacity: 30 cars, 10 people (free)



Miyama Rindo
Late Jun. – early Jul. /
Summit plateau



Hakusan Chidori
(Japanese Orchid)
Late Jun. – early Jul. /
Summit plateau



Miyama Oguruma
July /
Summit plateau, Hashibetsu Trail



Ezonohosoba Torikabuto
Mid-Aug. /
Summit plateau



Takane Nadeshiko
Mid-Jul. /
Upper Hashibetsu Trail



Chishima Gikyō
Early Jul. /
Upper Hashibetsu Trail

Mount Shokanbetsu Hiking Map

There is no drinkable water along either the Shokan or Hashibetsu trails, so please plan accordingly.

A bird's-eye view of Mashike



Mashike Golf Club



Shokanzawa



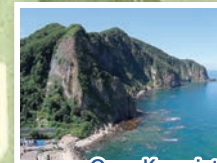
Mashike Riverside Park



Mashike Riverside Park



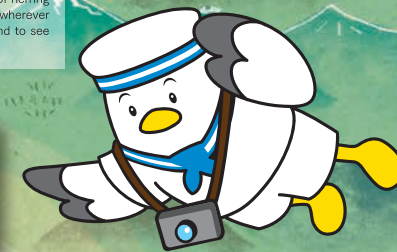
Farmlands



Cape Kamuieto



Ofuyu

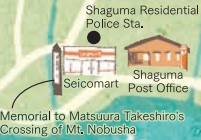


Mashi-kun,
the Mashike Town mascot



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mashiketv.com

Origin of Mashike's Name
In the Ainu language, "Mashike" means "the place where many gulls fly". This is a reference to the abundance of herring in the area, as it is said that wherever there are herring, you are bound to see gulls in the air above.



Memorial to Matsuura Takeshiro's Crossing of Mt. Nobusha

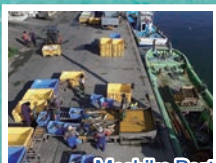


Nole Marina, Mashike

Mashike Lighthouse
The third incarnation of a lighthouse first lit in December 1890, Mashike Lighthouse is situated behind Mashike Station, overlooking the port and the Sea of Japan.



Mashike Port

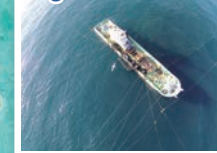


Mashike Port

Mashike Station Tourist Information Center (Kazemachi Restaurant)
Take a look at the various pictures and videos that introduce the city's tourist spots, and check out a reproduction of the bar and lunch counter set used in the movie Eki: STATION.

Mashike Marché
Choose from a plethora of locally grown produce, fruits, seasonal wild vegetables and Mashike seafood, or chat to the locals on the information desk about the area after perusing the selection of local confections and handmade goods.

Casting the Salmon Fishing Nets



Great Bounties from the Sea

Enjoy all kinds of delicious treats from Mashike's waters!

Button Shrimp

Sweet Shrimp

Octopus

Kita Murasaki Sea Urchins

Ezo Bafun Sea Urchins

Salmon

Whelks

Scallops

The abundance of seafood in Mashike is said to be thanks to the mineral-rich waters that flow from Mount Shokanbetsu. Staple seafoods such as sweet shrimp, scallop and octopus are harvested year-round, so you will be able to enjoy them no matter when you visit, but other culinary delights are only available at certain times of year. Spring is the time for herring and flounder, while in summer you can enjoy whelk, scallop and squid. Salmon, sandfish and abalone are caught in the fall, and the winter months bring cod, bullhead and stingray.

Spring in Mashike means it's time for scallops!

Fishing nets full of salmon



Seafood Rice Bowl

Enjoy a variety of delicious seafood in Mashike's most popular cuisine!



Sweet Shrimp Rice Bowl

Savor the sweetness of these juicy Mashike shrimp served over rice.



Sea Urchin Rice Bowl

Exquisitely sweet sea urchin that can only be harvested on the shores of Mashike.

Salmon Roe Rice Bowl

A heaping serving of traditional, salt-pickled salmon roe on rice.



Butter-sautéed scallops



Deep-fried octopus



Fried sweet shrimp

You can try various local specialties, such as sushi, sashimi, deep-fried octopus, and butter-sautéed scallops at Mashike's many restaurants. And don't forget you can always buy fresh seasonal seafood at the market as well as a wide variety of processed foods.



Sushi

In Mashike, the great fishing grounds of the north, there are always fresh fish for the perfect sushi!

Sashimi Platter

Mountains of fresh seasonal seafood—the ultimate fisherman's feast!



Japanese Pear Blossoms



Cherry Blossoms



Great Harvests from the Mountains

Apple Blossoms



Peach Blossoms



Mashike is Japan's northernmost orchard town.

The mountains deliver a cornucopia of flavors.



The 120 hectares of orchards spread along the alluvial fan at the base of Mount Shokanbetsu are the product of the crystal-clear waters that flow from the mountain's peak and a wide variance in temperatures throughout the seasons. This unique setting, paired with a long history of horticultural expertise, produces fruit that is tender, juicy and hardy. A wide variety of fruit is raised and sold here, from strawberries and cherries in early summer to the fall harvest of apples and pears. Fruit picking is also popular – head out into the orchards and pick some fresh cherries and grapes of your own!



Jun.			Jul.			Aug.			Sept.			Oct.		
Early	Mid	Late	Early	Mid	Late	Early	Mid	Late	Early	Mid	Late	Early	Mid	Late
Strawberries			Cherries			Blueberries			Peaches			Grapes		
Plums			Pears			Nashi Pears			Apples					

Great bounties provided by mineral water from Mount Shokanbetsu

The rice and water of Mashike



In addition to its fertile land and large variance of temperature in summer, Mashike does not have a hot, rainy season, lessening the influence of pests that would normally hinder a rice crop. But the greatest secret to the deliciousness of the Nanatsuboshi and Yumepirika rice grown here is the mineral-rich waters that flow from Mount Shokanbetsu. These underground rivers help yield rice that is both flavorful and low in protein.



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Processed Mashike seafood

Enjoy an incredible variety of handmade foods with fresh seafood caught in the waters of Mashike.

Masterpieces made by traditional craftsmanship

Mashike's long history of herring fishing has led to unique production techniques for preserving and utilizing both the fish and roe. Recently, this expert craftsmanship has led to an even wider range of popular products, such as tender boiled octopus, herring jerky, soy sauce pickled salmon roe, overnight salt-marinated sea urchin, salted and smoked salmon, as well as marinated octopus, shrimp, cod roe and pollock.



Mashike spirits

Mashike sake is brewed by techniques dating back to 1882. Mashike is also home to a special cider made with only fermented apples.



Mashike Fruit Winery
Shokanzawa 184-2 ☎0164-53-1668



Kunimare Sake Brewery
Inaba-cho 1-chome 17 ☎0164-53-1050



The streams that flow from the Shokanbetsu mountain range into the Shokanbetsu River bring crystal-clear, mineral-rich waters to Mashike.



Mashike Agricultural Production
& Processing Association
Hatanaka-cho 5-chome ☎0164-53-2027



Papuya-no-Sato Maruyo Tomino Orchard
Shokanzawa ☎0164-53-2484



Shuko-en
Shokanzawa 236 ☎0164-53-2117

Mashike jams,
fruit juices and honey.

These lovingly crafted preserves
and juices are made with 100%
natural Mashike ingredients,
and can't be found
anywhere else.



Yamaguchi Orchard
Shokanzawa 448-5 ☎0164-53-1719



Marusen Senka-en
Shokanzawa 189 ☎0164-53-1469



Matsuyama Apiary
Shokanzawa 221 ☎0164-53-3487



Maruzen Sato Orchard
Shokanzawa 256 ☎0164-53-1508

All kinds of local specialties to take home with you!

Souvenirs



SKANPIN
Hatanaka-cho 3-chome 80-5
☎0164-53-3935

Takahashi Confectionery
Benten-cho 1-chome ☎0164-53-2135

Nakamura-ya Confectionery
Minami Eiju-cho 1-chome
☎0164-53-2321

Yamazaki Confectionery
Inaba-cho 2-chome ☎0164-53-2303



Mashike Marché (Local goods, city market, tourist information)

In addition to gathering tourist information, you can purchase a wide array of Mashike seafood, produce, sweets, wild vegetables, and hand-crafted and seasonal goods.

Hatanaka-cho 1-chome ☎0164-56-4210 Open: 9:30am – 4:30pm
Mid-Apr. – early Nov. Run by the Mashike-cho Tourism Association



Mashike confections

From sweets produced at confectioners dating as far back as the 1920s, to the fresh baked goods of locally run patisseries, these locally produced goods are great as gifts for friends, or for when you feel like treating yourself.



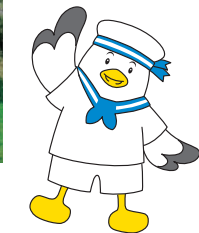
It's time for a little rest and relaxation!

Recommended Recreation Activities

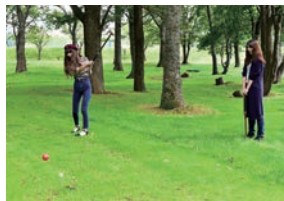
Mashike Riverside Park

This 10-hectare municipal park is located 800 meters upstream from the mouth of the Shokanbetsu River, and features a vast natural grassy area as well as convenient auto camping facilities. There are standard and auto camping sites that come equipped with electricity, or you can go all out and rent a cottage. Laundry and showers are also available. After a day in the sun playing tennis or park golf, head to the Center House for a nice meal at the restaurant or some quick shopping.

Inquiries Betsukari 459
☎0164-53-1385 (Center House)
Open: Late Apr. – mid-Aug.



Inquiries Mashike Town Park Golf Course
Minami Shokan-cho 1
☎0164-53-2427 (Mashike-cho Board of Education)



Mashike Golf Club

This golf course is located by the Sea of Japan, so you can play a few holes with the mountains at your back and a beautiful view of the water. There's a course suited to every skill level, from beginner to expert.

Inquiries Afun 265 ☎0164-54-2144
Open: Late Apr. – late Oct.



Iwao Onsen Attama-aru

Situated atop a tiny hill on the coast, this hot spring was designed with the perfect day trip in mind. The waters here are said to be great for the skin and soothing for joint pain. Let the cool ocean breeze and the sound of the waves lull you into a state of total relaxation.

Inquiries Iwaoi 109 ☎0164-55-2024
Open: Apr. – Nov.



Nole Marina, Mashike

The first full-scale public marina in Hokkaido, Nole Marina includes a boatyard and pier that can house approx. 60 vessels, as well as a full parking area. Be sure to take a look at the shipmaster's office, which is decorated in a pleasure cruise theme. Parking available.

Inquiries Nakauta 35-4
☎0164-53-3939



Auberge Mashike

Born and raised in Mashike, chef Kiyomi Mikuni has created a menu using only the finest and freshest local ingredients. The restaurant also offers overnight accommodation and access to Toron Hot Springs.

Inquiries Betsukari 217-1 ☎0164-53-2222



Iwao Onsen Hotel Sekiyo-so

Whether you come for a day trip or stay the night, this inn with a natural hot spring is a great place to unwind. Gaze out over the Sea of Japan as you relax in the baths, or enjoy the hot stone sauna. The restaurant serves char-grilled local seafood so you can truly appreciate the flavors of the season.

Inquiries Iwao 140 ☎0164-55-9611
Open: Apr. – Nov.



Shokanbetsu-dake Ski Area

This ski area is conveniently located about 5 km from the town center, and is easily accessible by car. With 5 different runs, each equipped with 2-seat chair lifts, there's something for everyone from beginners to experts. The restaurant in the northern European-style lodge is a great place to take a quick break from the slopes.

Inquiries Shokanzawa 398-1 ☎0164-53-3002
Open: Mid-Dec. – mid-Mar.



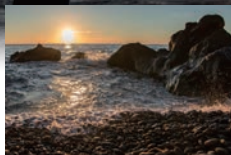
A work of art awaits in every corner

Admire Mashike's gorgeous sunset from one of these great scenic spots!



Ofuyu Camp Site

Here you'll see Sunset Wave, a moment to commemorate the opening of National Highway 231. It's positioned so that the setting sun is in the center of the ring's opening.



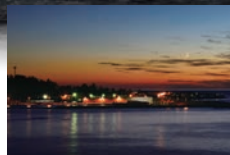
Iwao Coast

Head to the Iwao area to capture the setting sun amid a rustic landscape of rugged cliffs and boulders.



Cape Kamuieto

The unusual candle shape of Rosoku Rock at Betsukari Fishing Port and the sheer cliffs of Cape Kamuieto are sure to capture your heart.



Mashike Port

If you look out over the port and the bay from the Rumoi/Shaguma side, you'll see a dreamscape of beautiful colors in the sky.



Ofuyu

Nestled between Ishikari and Mashike, the "solitary island" that is Cape Ofuyu is one of the three best kept secrets in Hokkaido.



Iwao

The original meaning of Iwao is "a place with sulfur", as there was once a sulfur mine here.



Ayumikotan

Once a proud fishing village during the herring boom, now a ghost town is all that remains.



Betsukari

Located just outside the Mashike town center. At Kaion Temple, there is a mossy stone statue of the Jizo (Bodhisattva) of Longevity from a Betsukari folk tale.



Enjoy festivals and events in every season

The Magical Events of Mashike



May.



Shrimp and Sake Festival

Mashike welcomes the summer with a festival devoted to the local harvest of sweet shrimp. Food and drink stalls line the streets of Mashike for the first festival of the summer season.



Jul.



Port Festival

Celebrate the apex of summer at the port! Open air seafood stalls, a beer garden and fireworks are just a few of the things to look forward to at this mid-summer event.

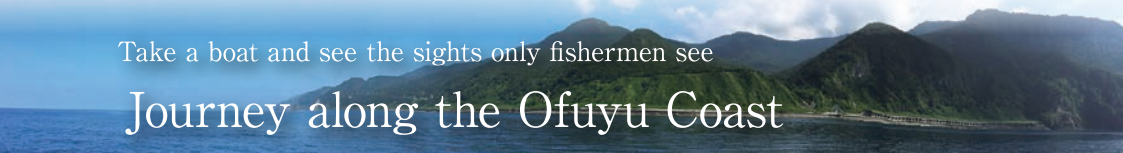


Sept.



Fall Harvest Festival

Savor all the flavors of the fall, from scallops and salmon from the sea, to rice and fruit from the mountains. Open air stalls selling local seafood products, food and drinks line the street to celebrate all things food at this harvest festival.



Take a boat and see the sights only fishermen see

Journey along the Ofuyu Coast



A forest extending from the Sea of Japan to the foot of Mount Shokanbetsu, nurtured by mountain waters

The Keiryu Forest spreads ten hectares from the Shokan trailhead on Mount Shokanbetsu. 8,340 flowering trees of 33 varieties cover the area, from cherry trees to hydrangea and azalea. The forest can be divided into four parts, each with its own characteristics. Bougaku Forest overlooks Mount Shokanbetsu, while Seseragi Forest has a view of the waterfront. The sound of chirping birds fills the air in Saezuri Forest, and Seiryu Forest is filled with wildflowers.



Mid-June



Mount Shokanbetsu Opening Ceremony

A ceremony to mark the beginning of climbing season on Mount Shokanbetsu.



July 12 - 14



Itsukushima Shrine Festival

On July 13th, people parade through town bearing mikoshi shrines on their shoulders.



Mid-August



Mashike Bon Dance Festival

Join the people of Mashike at this traditional summer dance event!



Mid-February



Shokanbetsu-dake Ski Area Festival

Celebrate the first day of winter with fun for the whole family!

For details on listed businesses,
see pages 28 – 30.



List of Businesses in Mashike Sightseeing Map

See pages 26-27
for the locations of
each business.

☎Area Code 0164

Tourist Information



- 1 Mashike Station Tourist Information Center**
Benten-cho 1-chome
☎53-1108
Closed: Mid-Nov. – mid-Apr.



- 2 Mashike Marché**
Hatanaka-cho 1-chome
☎56-4210
Closed: Mid-Nov. – mid-Apr.

Hotels



- 1 Auberge Mashike (Toron Hot Springs)**
Betsukari 217-1
☎53-2222

Inns / Guest Houses



- 2 Bochibochi Ikoka Mashikekan Inn**
Benten-cho 1-chome
☎53-1176



- 3 Shinkawa Guest House**
Inaba Kaigan-cho
☎53-1678



- 4 Takeuchi Guest House**
Inaba Kaigan-cho
☎53-3007



- 5 Shindo Guest House**
Ofuyu
☎55-2121



- 6 Kawakami Guest House**
Ofuyu
☎55-3241
(Rest House Ofuyu)



- 7 Mermaid Guest House**
Eiju-cho 2-chome
☎53-3096
(Eatery)



- 8 Ryoshi-no-Yado Seiho**
Betsukari
☎53-2922
(Eatery)



- 9 Shingetsu Guest House**
Hatanaka-cho 4-chome
☎53-3788



- 10 Mo-ichizoku no Ushida-ya**
Benten-cho 1-21
☎56-1814
Guest House



- 11 Tanpo Japanese Inn**
Iwaoi 365
☎55-3138

Cottages



- 12 Cottage POLKU**
Miharashi-cho 1058-11
☎53-3485



- 13 Minz Cottage**
Minami Shokan-cho 6-chome
☎53-2400
Closed: Irregular holidays
and during the winter season



- 14 Riverside Park Auto Campsite**
Betsukari 459
☎53-1385
Closed: Mid-Oct. – late Apr.

Onsen (Hot Springs)



- 1 Iwao Onsen Attama-arū**
Iwaoi 109 ☎55-2024
Closed: 3rd Thurs. of the month, winter season



- 2 Iwao Onsen Hotel Sekiyo-so**
Iwao 140 ☎55-9611
Closed: Winter season
*Hot stone sauna, accommodation

Bars & Restaurants

Inquire to each establishment
for business hours, etc.



- 1 Matsukura Sushi**
Benten-cho 1-chome
☎53-2446
Closed: 1st and 3rd Mon. of the month



- 2 Shimakawa Restaurant**
Inaba-cho 1-chome
☎53-1342
Closed: Thurs.



- 3 Sushi / Izakaya Chu**
Inaba-cho 1-chome
☎53-3289
Closed: Wed.
(subject to change)



- 4 Sushi Chu**
Benten-cho 2-chome
☎53-2690
Closed: Tues.



- 5 Tanaka Noodle Restaurant**
Inaba-cho 1-16-2
☎53-3680
Closed: Irregular holidays



- 6 Fukuyoshi**
Eiju-cho 2-chome
☎53-1190
Closed: Tues.



- 7 Ichini Ichini Ramen**
Hatanaka-cho 5-chome
☎53-1212



- 8 Cafe Umizaruya**
Benten-cho 1-chome
☎53-1176
Closed: Irregular holidays



- 9 Sugaso**
Inaba-cho 1-chome
☎53-3540
Closed: Irregular holidays



- 10 Rin Cafe de Soba**
Eiju-cho 1-5
☎56-0063
Closed: Thurs.



- 11 Robata**
Hatanaka-cho 4-chome
☎53-3493
Closed: Sun., Mon.



- 12 Auberge Mashike**
Betsukari 217-1
☎53-2222



- 13 Oshokuji-dokoro Jinya**
Betsukari 1-11 ☎53-1576
Closed: Irregular holidays
and during the winter season



- 14 Ramen Mashike**
Betsukari
☎53-2022
Closed: Wed., winter season



- 15 Riverside Park Center House**
Betsukari 459
☎53-1385
Closed: Mid-Oct. – late Apr.



- 16 Mikazuki**
Shaguma
☎54-2688
Closed: Mon., winter season



- 17 Maruju Ito**
Hatanaka-cho 3-90
☎53-3399
Closed: Irregular holidays



- 18 Mermaid**
Eiju-cho 2-chome
☎53-3096
(accommodation avail.)



- 19 Ryoshi-no-Mise Seiho**
Betsukari
☎53-2922
Closed: Irregular holidays



- 20 Mo-ichizoku no Ushida-ya**
Benten-cho 1-21
☎56-1814
Closed: Thurs.



- 21 Cafe POLKU**
Miharashi-cho 1058-11
☎53-3485
Closed: Wed.



- 22 Rest House Ofuyu**
Ofuyu
☎55-3241
Closed: Irregular holidays
and during the winter season
(accommodation avail.)



- 23 Suzuki Kamaboko, Mashike**
Inaba-cho 1-chome
☎53-1353
Closed: Tues., winter season



- 24 Alice Coffee Shop**
Inaba-cho 1-chome
☎090-8633-9590
Closed: Irregular holidays
(please inquire for more details)



- 25 Furufuru Tomato**
Inaba-cho 1-chome
☎090-9759-2145
Closed: Irregular holidays
and during the winter season



- 26 Kaiji**
Nakauta Shita 22-13
☎090-8274-7710
Open during summer,
weekends only

Local Specialty Stores

Inquire to each establishment for business hours, etc.

- Koko-ya Gourmet Foods**
Benten-cho 1-chome
☎53-1213
Closed: New Year holidays
- Daruma-ya Shop**
Hatanaka-cho 1-1-1
☎53-1369
- Harbor Market Endo Seafood**
Minato-machi 4-26
☎53-2000
Closed: Tues.
- Kita Nihon Seafood Market**
Hatanaka-cho 1-chome
☎53-3888
Closed: Mon.



- Kunimare Sake Brewery**
Inaba-cho, 1-17
☎53-1050
Closed: New Year holidays
- Takahashi Confectionery**
Benten-cho 1-chome
☎53-2135
*Production Appt.
- Yamazaki Confectionery**
Inaba-cho 2-chome
☎53-2303
Closed: Irregular holidays
- Nakamura-ya Confectionery**
Minami Eiju-cho 1-22
☎53-2321
Closed: Irregular holidays
- Hamasui**
Betsukari 417-1
☎53-9410
Closed: Irregular holidays



- Maruo Akashima Seafood**
Hatanaka Kita-machi 35
☎53-1236
- Maruman Seafood**
Hatanaka-cho 3-chome
☎53-1603
- Sekiyama Tofu Shop**
Hatanaka-cho 3-chome
☎53-2566
- SKANPIN**
Hatanaka-cho 3-chome
80-5
☎53-3935
Closed: Sun.
- Mashike Fruit Winery**
Shokanzawa 184-2
☎53-1668
Closed: Tues., Wed.



- Suma Tackle Shop**
Eiju-cho 1-chome
☎53-1503
Closed: New Year holidays
- Tanaka Seika Mashike Store**
Eiju-cho 1-3-1
☎090-3117-0858
Closed: Nov. - late Apr.
- Shuko-en Market**
Eiju-cho 1-chome
☎53-2117
Closed: Irregular holidays
- Matsuyama Apiary**
Shokanzawa 221
☎53-3487
Closed: Irregular holidays
- Fruit Lab**
Inaba-cho 1-chome
☎090-8705-5448
Open weekends and holidays only (open every day in Jul. and Aug.)

Night Spots

- Kanon** ☎53-1081
- Mocchan** ☎53-3193
- Sunflower** ☎53-3880
- Lucky** ☎53-3223
- Dining Bar Ocean** ☎53-3922
- Elsa** ☎53-1455
- m** ☎53-1105
- Mae-chan** ☎53-3040
- Fupu** ☎53-3007



Mashi-kun,
the Mashike Town mascot

Fruit Markets

- Takahashi Orchard** ☎53-1754
- Sato Kenichi Orchard** ☎53-1793
- Shoko-en** ☎53-1755
- Kabuto Fruits** ☎53-1743
- Abe Orchard** ☎53-2947
- Senboku Orchard** ☎53-1742
- Ikeda Orchard** ☎53-2467
- Sato Orchard** ☎53-1508
- Kikuchi Orchard** ☎53-1466
- Sakaguchi Orchard** ☎53-1844
- Yamasen Senboku Orchard** ☎53-1773
- Senka-en** ☎53-1469
- Goto Orchard** ☎53-2474
- Honma Orchard** ☎090-1640-7484
- Matsuyama Apiary** ☎53-3487
- Goto Orchard** ☎53-2962
- Yamaguchi Orchard** ☎53-1719
- Papuya-no-Sato Tomino Orchard** ☎53-2484
- Senboku Kaname Orchard** ☎53-1440
- Senboku Masahiro Orchard** ☎53-1400
- Mashike Fruit Winery** ☎53-1668
- Shuko-en** ☎53-2117
- Imada Orchard** ☎53-2570
- Sato Cherry Farm** ☎54-2833
- Okyu Orchard** ☎53-2796
- Higashino Orchard** ☎53-1854
- Kiya Orchard** ☎53-1962
- Oshima Orchard** ☎53-1965
- Furumura Farm** ☎53-2439
- Miharashi Orchard** ☎53-3233
- Endo Cherry Farm** ☎090-2072-2811

Getting to Mashike

From Honshu



By Airplane

- Tokyo – Wakkanai: 1 hr. 45 min.
- Tokyo – Chitose: 1 hr. 30 min.
- Tokyo – Asahikawa: 1 hr. 45 min.

Directions via main routes in Hokkaido



By Car

[From Sapporo]

- By Expressway and Standard National Highways (toll free)
Approx. 1 hr. 30 min. (140 km.) by expressway/national highway (toll free) to Rumoi-Owada Interchange via Fukagawa Junction
Approx. 30 min. (25 km) from Rumoi-Owada to Mashike by National Highways 233 and 231

- By Standard National Highways
2 hrs. (110km) by National Highway 231, or approx. 2 hrs. 30 min (153km) by National Highway 275, Prefectural Road 94 and National Highway 231 from Hokuryu Town

[From Asahikawa]

- By Expressway and Standard National Highways (toll free)
55 minutes (80km) by expressway/national highway (toll free) to Rumoi-Owada Interchange via Fukagawa Junction
Approx. 30 min. (25 km) from Rumoi-Owada to Mashike by National Highways 233 and 231

- By Standard National Highways
2 hrs. (100km) by National Highways 12, 233, and 231

[From Wakkanai]

- By Standard National Highways
Approx. 3 hrs. 50 min. (210km) by National Highways 40, 232 and 231



By Bus

- Sapporo – Mashike: 2 hrs. 15 min. (1 return trip per day, direct service)
[Egan Bus] ☎0164-62-1550
- Sapporo – Rumoi: Approx. 2 hrs. 10 min.,
Rumoi – Mashike: Approx. 30 min.
[Hokkaido Chuo Bus] ☎011-231-0600
- Asahikawa – Rumoi: 2 hrs. 10 min., Rumoi – Mashike: Approx. 30 min.
[Egan Bus] ☎0164-62-1550
[Dohoku Bus] ☎0166-23-4161



By Train & Bus

[From Sapporo (Hakodate Main Line and Rumoi Main Line)]

- Sapporo – Fukagawa: Approx. 1 hr. by express service, Fukagawa – Rumoi: Approx. 1 hr. by regular service
Rumoi – Mashike: Approx. 30 min. by bus

[From Asahikawa (Hakodate Main Line and Rumoi Main Line)]

- Asahikawa – Rumoi: Approx. 2 hrs. by regular service (1 return trip per day)
Rumoi – Mashike: Approx. 30 min. by bus
- Asahikawa – Fukagawa: Approx. 30 min. by regular service or approx. 20 min. by express service, Fukagawa – Rumoi: Approx. 1 hr. by regular service, Rumoi – Mashike: Approx. 30 min. by bus

[From Wakkanai (Soya Main Line)]

- Wakkanai – Fukagawa: Approx. 4 hr. 10 min. by express service, Fukagawa – Rumoi: Approx. 1 hr. by regular service, Rumoi – Mashike: Approx. 30 min. by bus

