

Festivals

Yatai (decorated floats) parades of "Shinjo Festival (a UNESCO Intangible Cultural Heritage)"



Shinjo Festival
Experience the gigantic parade of luxurious floats that depict various historical events.



Okura Snow Festival
Enjoy the biggest snowman with beautiful fireworks in the background.



Winter Naked Mikoshi Festival
A traditional event where naked men powerfully carry portable shrines.



Jomon Fire Festival
Grass burning in fire creates an extraordinary atmosphere with a sense of ancient days.

Food

Smack your lips over a variety of traditional dishes cooked with fresh ingredients that grow in the vast nature of Mogami region. It's one of the many styles of "hospitality" in Mogami region, only it's edible.



Natto Soup
A local cuisine made with a variety of seasonal ingredients.



Mushroom Lunch
A variety of dishes made with high-quality mushrooms.



Mushroom Shabu-shabu
A very original mushroom dish perfect for mushroom lovers.

Cultural Experiences Hot Springs

Feel a wide variety of traditions and cultures of Mogami Region.

Enjoy bathing in a wide variety of quality hot springs.



Mogami River Boat Ride
Fully enjoy the tasteful scenery of Mogami River, known for having a great connection with Matsuo Basho's "Okuno Hosomichi", with the boatman's song in the background.



Trolley Train
Trolley trains run through the woods where they used to carry lumbers in the past.



Sakagawa-style Kabuki / Kumadori Makeup & Dress-up
Experience the traditional makeup and dress-up of Kabuki, a traditional performing art of Japan.



Akakura Hot Spring
Watching the beautiful snowscape while bathing in a renowned hot spring is a priceless experience.

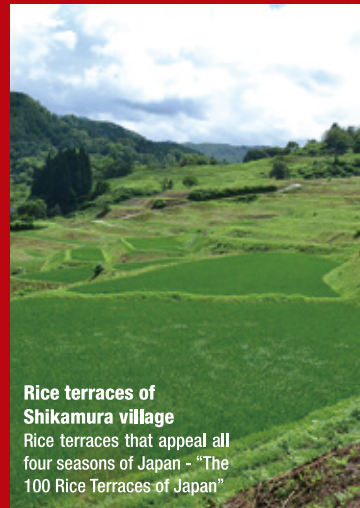


1 Ikiiki Land Ponpo Center
Refresh your body and soul in Japan's biggest indoor sand bath.

2 Bairien
The breath-taking view from the stone bath made with natural stones is overwhelmingly beautiful.

Natural Landscapes

Appreciating a wide variety of natural landscapes that project "another side of Japan".



Rice terraces of Shikamura village
Rice terraces that appeal all four seasons of Japan - "The 100 Rice Terraces of Japan"

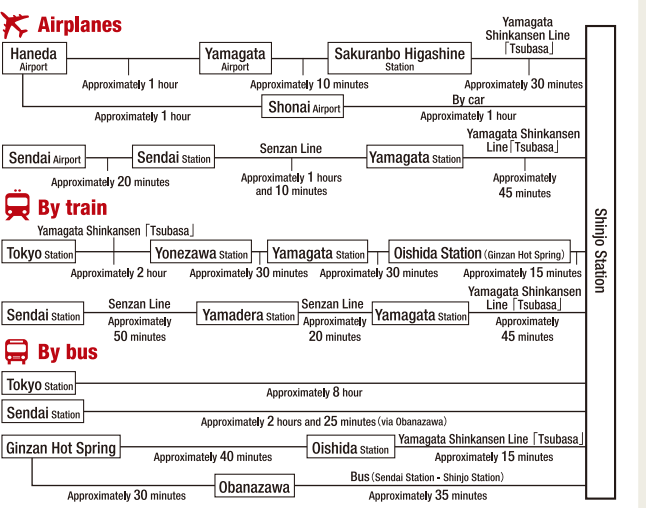
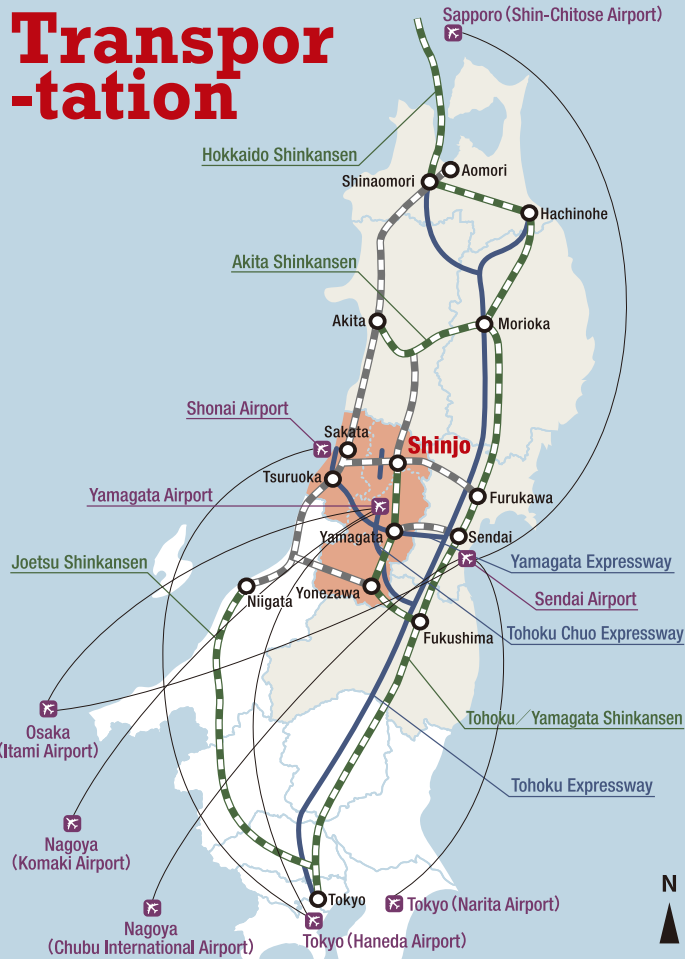


Kaneyama Ozeki
A beautiful street with a somewhat reminiscent atmosphere.



Toto Lantern Festival
A mystical view of over a thousand lanterns that spread all over a snow field.

Transportation



Shinjo Station WiFi

◎ **Mogami Information Center**
(General Tourism Information Desk)

- We provide tourists with information on tourist spots.
- Sightseeing Pamphlets / Sightseeing Information / Sightseeing Taxi Information / Tourist Guides ※Reservation necessary
 - Sightseeing bus
 - Rental bicycles (available from late-April until late-November)
 - Rental long boots and wheelchairs

◎ Mogami Specialty Center

They sell a variety of specialties from Mogami region, such as food, souvenirs, crafts as well as boxed meals made with local ingredients.



Yamagata Beef Sukiyaki Boxed Lunch



Jokyo Monogatari

◎ Shinjo/Mogami Manga Museum



Shinjo / Mogami region is known as the birthplace of many famous manga artists, such as Yoshihiro Togashi, the writer of "HUNTER x HUNTER". Some of the exhibited items have been donated by manga artists as a tribute to their hometown. There is a shrine called "KAMUTEN Shrine", which was designed by Yoshihiro Togashi himself.

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Tourism Promotion Office, Industry and Economy Division, Yamagata Prefecture / Mogami General Branch Office

AMAZING MOGAMI

We propose tour plans of Mogami region that awaits you with surprising moments and experiences that will make you proud.



#amazingmogami

Mogami Region Tour Routes

— Sides of Japan you haven't seen yet —

Introduction of "lifestyles in Mogami region" based on the three different themes of festivals, culture and landscape from an international perspective.



Icons



If you need any information on tourist spots and transportation in Mogami region, contact "Mogami Information Center".
※See the other side of the pamphlet for more information.



You can take part in the festival!



Read the QR Code to see related information.

ROUTE 1 Festivals

-Summer·Nature·Tradition- "Experience the summer season of Mogami!"

2 nights and 3 days

00 Shinjo Station



Day 1



Shinjo / Mogami Manga Museum [Shinjo City]

02 Everything about the culture and history of Shinjo can be found here!

Festival floats for Shinjo Festival / Exhibition of local articles used in a snowy region
Shinjo Furusato Historical Center [Shinjo City]

Weaving activity
Shinjo Kameaya Weave Preservation Association [Shinjo City]

04 Try carrying the festival floats!



Shinjo Festival -Yoi Festival-
Shinjo Festival [Shinjo City]



[Mikoshi Parade]

Day 3 "Don't miss Shishiodori Dance Performance" at Ato Festival!

09



Mogami River Boat Ride
Mogami River Boat Ride [Tozawa Village]



Akakura Hot Spring
Akakura Hot Spring [Mogami Town]



Hijiori Hot Spring
Hijiori Hot Spring [Okura Village]

08



Shinjo Festival -Hon Festival- [Shinjo City]

12



Get on the go-karts!
Wakuwaku Farm Maemori Highlands [Mogami Town]

Day 3

13



Lunch at Riverside Station
Riverside Station Yana Tea House MOGAMI

06



Visiting Hijiori Hot Spring Morning Market

Day 2



Visiting rice terraces
Rice terraces of Shikamura village [Okura Village]

14



Kabuki makeup and dressing
Sakegawa Style Kabuki [Sakegawa Village]

15



Just like the one in the movie "Totoro"!
Visiting a gigantic tree
Gigantic Cedar Tree of Kogugi [Sakegawa Village]

16

Shinjo Station

ROUTE 2 Autumn

-Food/Harvest/Autumn Leaves/Experiences- "Great sceneries and local specialties that cannot be missed!"

2 nights and 3 days

00 Shinjo Station



Day 1



Mogami River Autumn Leaves Boat Ride
Mogami River Boat Ride [Tozawa Village]

Enjoy the beautiful autumn leaves and delicious boxed lunch!



Schones Heim Kaneyama Bairien
Schones Heim Kaneyama [Kaneyama Town]
Bairien [Mamurogawa Town]



Breath-taking spectacle (From October until November)
Appreciating the glorious sunrise that arises out of a sea of clouds
Yozotoge Sea of Clouds Sunrise [Sakegawa Village]

Day 2



Semi hot spring
Semi hot spring [Mogami Town]

Smack your lips over Imoni, a local specialty!

08



Mushroom Lunch
Mushroom Stand [Funagata Town]

Enjoy as many mushrooms as you can!



Take a walk around Kaneyama Town!
Ozeki [Kaneyama Town]



Mushroom picking! (From October until early November)
*Needs reservation



Visiting Bairien - Lunch / Trolley Ride / Soba making activity - Bairien [Mamurogawa Town]



Soba Restaurant Jujiro (Needs reservation)
*no reservation necessary from 11AM until 3PM.

06



Autumn leaves watching
Shirakawa gorge [Mogami Town]



Shinjo Furusato Historical Center



kitokito MARCHE
Shinjo City Ecology Garden [Shinjo City]
Held every month on the third Sunday from May until November



Shinjo / Mogami Manga Museum

ROUTE 3 Winter

-Snow/Winter Life- "Winter lifestyles in a heavy snowfall region"

2 nights and 3 days

00 Shinjo Station



Day 1



Visit White Athlon World Cup/Play with the snow at the Snow Park
Akiyama Skiing Ground [Mamurogawa Town]
Held in mid-February



Hijiori Mystical Snow Corridor
Hijiori Hot Spring [Okura Village]



Heavy Snowfall Activity!
Hijiori Hot Spring [Okura Village]

Day 2



Relax and enjoy delicious lunch served on a boat prepared with Kotatsu (a heater with thick quilts)
Mogami River Boat Ride [Tozawa Village]

06



Enjoy the silver world of snow to the fullest! (From January until February)

Day 3



Snow attractions!
Snow Country Wonderland [Shinjo City]

07



Giblet Ramen
Various Ramen restaurants [Shinjo City]

Soul food of Shinjo!

Shinjo Furusato Historical Center

Shinjo / Mogami Manga Museum

Shinjo Station