

The
lucky seven
town
SHICHINOHE

Shichinohe, Aomori Prefecture

Sightseeing/Experience Guide

Let's visit Shichinohe!
You may find a place
that shines like a star.
I found a great place-
the "Lucky Seven" town
Shichinohe!

I found a
great place!

Contents

**Look! Take photos!
Explore!**

Tours of Shichinohe
sights by theme ②→⑤

**Festivals and
activities**

Event calendar ⑥

This way, that way

Guide map ⑦→⑧

**Enjoying the
seasons**

Discovery calendar ⑨



Borrow bicycles for free: Shichirin

In Shichinohe, visitors can borrow electric powered bicycles for free, which are useful for exploring the town. The bicycles provide motor assistance, enabling everyone, including children, to navigate slopes easily. You can borrow and return bicycles at the following locations around town.

<Borrowing Locations>

- Shichinohe Tourist Exchange Center (next to JR Shichinohe-Towada Station) **MAP D-4①**
- Michi no Eki Shichinohe **MAP D-4②**
- Shichinohe Minami Kominkan (Community Center) **MAP D-4③**
- Higashi Hakkoda Rose Country **MAP D-2④**
- Higashi Hakkoda Family Holiday Village **MAP D-2⑤**

Availability: Mid-April to late November 9:30–16:30

Note: You will need to show your ID to borrow a bicycle.



Shichinohe Hinamatsuri

This festival is held annually according to the old lunar calendar during peach season. In Japan, dolls are set up to pray for girls to grow up in good health as part of the tradition of the "Girl's Festival." Usually, the town is quiet and serene, but during this period, dolls and handmade decorations adorn the shopping districts.

● **When:** Late April

● **Location:** Shichinohe Central Shopping District **MAP ⑥ D-4**



GO Sightseeing

Explore the town to experience the sights of Japan.



Nanbu Magariya (L-shaped house) **MAP D-4⑦**

Magariya is an architectural style unique to this area in which living quarters and horses' stables are connected in an L-shape. In the past, people and horses lived together under one roof, and the warmth of the ovens in the kitchen traveled to warm the stables. Horses were valued as much as family.

● **Address:** 4 Aza-Hizamori, Shichinohe (inside the old Morita Farm)

Note: Near the handmade gelateria "NAMIKI"

Rail Bus **MAP D-4⑧**

The Rail Bus is a railway carriage made out of bus parts, a very rare sight in Japan. The carriage has a rounded, charming look and is beloved by the people of Shichinohe. Even after it was obsoleted in 2002, it has been preserved in its original state thanks to the passion of train aficionados.

Every Saturday and Sunday, a guide can show you around the engine shed where the Rail Bus is stored.

During the "Golden Week" holidays in April and May, events are held where visitors can experience boarding the Rail Bus.

● **Address:** 48-1 Zaruta, Shichinohe, Kamikita-gun

● **Opening hours:** 10:00–16:00 (no reservation needed on weekends; booking required on weekdays)

● **Closed in February.** There may also be temporary closures at other times.





Shichinohe Castle Remains

MAP D-3⑩

The Shichinohe Castle Remains were designated as a national Historic Site in December 1941. Archeological surveys have shown that this was a large-sized castle where the Shichinohe Nanbu clan resided that was constructed in the early Muromachi period. The castle's large size is thought to be in order to serve as a defensive base towards forces coming from the north. Currently, part of the castle's remains have been turned into a park, where townspeople go to relax and refresh themselves.

●Address: Aza-Shironoato, Shichinohe, Kamikita-gun

Let's explore Shichinohe's culture at the castle and shrine.



History

Shichinohe Shinmeigu Shrine

MAP D-4⑩

The Shichinohe Shinmeigu Shrine is located in the southeast corner of the Shichinohe Castle Remains. It was established in 1396 and rebuilt in its current location in 1893. Originally a place for the castle's lord to pray, townspeople worship at the shrine to pay homage to the chief god of the Shichinohe region. From Kashiwaba Park behind the shrine, there is a vista where you can see the entire town of Shichinohe.

●Address: 2 Aza-Machi, Shichinohe, Kamikita-gun

Ema (wishing plaques)

In Shichinohe, which was a horse-breeding town, horses were believed to originally be the animals that the gods rode on, so there was a custom of offering living horses at shrines and temples. The *ema* (literally "picture-horse") are thought to be a substitute for this. The people of Shichinohe write their wishes on *ema* and offer them at shrines in the belief that the gods will hear their wishes. You can dedicate your own *ema* at shrines in Shichinohe.





Koma manju

This traditional sweet is inseparable from Shichinohe's culture and history. In the olden days, it was served to the gods in order to pray for good horses. This timeless taste of home is dear to locals.



Sake Komaizumi

MAP D-4①

Komaizumi is Shichinohe's local sake. It is made at a brewery called Morita Shoube, a historic brewery established in 1777 when its founder, a merchant from Omi, began making sake.

The old brewing techniques, which are supported by science, have been handed down to the present; the brewery still uses its traditional methods.

Food Culture

Enjoy tastes of Japan and Shichinohe



Soba (Shosetsuan)

In Shichinohe, Shosetsuan runs a soba (buckwheat noodle) restaurant that also produces soba. We recommend the *tenzarusoba*, which combines the taste of soba with tempura. A wide variety of toppings are available, and soba topped with chrysanthemum flowers and white radish is particularly popular.

- Find it at: Shosetsuan **MAP D-4②**
- Business hours: 11:00–14:00



Horsemeat Ramen

This type of ramen is full of Shichinohe goodness: miso-based soup, horsemeat fat, and garlic, a Shichinohe specialty product. The flavor of garlic, the horsemeat's chewy texture, and the thick noodles in the thick soup make for a delicious meal. You won't put down your chopsticks until you finish it!

- Find *keiran* and horsemeat ramen at: Restaurant Ema (**MAP D-4②**) Tel: 0176-62-5777
- Business hours: 10:00–18:00
- Note: Last order at 17:30

Keiran

This local cuisine is eaten by pouring soup on dumplings filled with sweet bean paste. In the past, it was mainly eaten during celebrations. It is called *keiran* ("chicken eggs") because the dumplings are shaped like chicken eggs.



Gelato

This ice cream is made from freshly squeezed milk from locally bred Jersey cattle, which are known for their rich milk, and home-grown and other local vegetables. The gelato, made only from the freshest ingredients, is not excessively sweet, letting you taste the flavors of the fruits and seasonal vegetables.

- Find it at: NAMIKI (**MAP D-4③**) Tel: 0176-62-2646
- Business hours: 10:00–17:00
- Open year-round (temporary closures possible)





Kadare! Countryside experience

"Kadare" means "come join us" in the local dialect. You can experience the life of local farmers, following along with them as companions. If you stay at one of the farms, you will be treated to home-cooked food and local specialties, experiencing the full Shichinohe lifestyle. You can sign up at the Shichinohe Tourist Information Website "BASE FOR THE TRIP, SHICHINOHE".

For more details, visit the Shichinohe tourist information website "BASE FOR THE TRIP, SHICHINOHE".



Experience

Experience the joy of the seasons and nature.



Higashi Hakkoda Family Holiday Village MAP D-2⑤

At this facility, you can truly enjoy great nature with family and friends. There are cabins, auto-camping sites, barbecue facilities, and even a miniature golf course. We recommend stargazing at night.

- Open: from late April to October 31st
- Closed: Mondays (if Monday is a public holiday, then the next day); however, open daily (even on Monday) from the 4th Sunday of July until August 15th
- Address: 142-1 Sagumi, Shichinohe, Kamikita-gun Tel: 0176-62-5671

For more details, visit the Shichinohe tourist information website "BASE FOR THE TRIP, SHICHINOHE".



Shichinohe Municipal Ski Area MAP D-2⑬

These ski grounds are built on the side of a sizable mountain next to the Higashi Hakkoda Family Holiday Village. As snow is scarce in the southern part of the prefecture, these are known as one of the few valuable ski grounds. You can rent skis and snowboards, so don't worry about gear (but do bring ski clothes!)

- Season: Late December to early March (changes based on snow conditions)
- Hours: 9:00-16:00 (daytime), 17:00-20:00 (nighttime)
- Closed: Sundays and Mondays (closed at night)
- Inquiries: 0176-62-5612 (Telephone)



Festivals and activities

I found a great place!

Let's go out and find your favorite place!

Experience seasonal sights unique to Shichinohe and really get to know the town.

SHICHINOHE event information

Tenno Tsutsuji (azalea) Festival

Tenno Shrine overlooks the town's central area. In May, around 500 azaleas blossom, painting the path in front of the shrine red.

- Period: Mid-May
- Venue: Tenno Shrine (50 Aza-Shichinohe, Shichinohe, Kamikita-gun) **MAP D-4⑬**



Shichinohe Rose Festival

Various rose-related events are held, such as rose-picking activities, guided tours of rose gardens, and workshops.

- Period: Late June to early July
- Venue: Higashi Hakkoda Rose Country (25-1 Aza-Yamadate, Shichinohe) **MAP D-2④**



Ichounoki(Ginkgo)

Over 750 years old and 12 meters tall as measured from the roots, this giant ginkgo tree is a designated natural monument of Aomori Prefecture. It is one of the largest trees in Japan.

- Period: Mid-November
- Location: Ichounoki, Shichinohe **MAP C-2⑱**



Azalea Road

Between mid-May and late May, azaleas bloom for 5 km along both sides of the straight road next to Shichinohe-Towada Station.

- Period: Mid-May to late May
- Location: Arakumanai, Shichinohe **MAP D-4⑬**



Pizza Carnival

You'll find many creative pizzas here. The pizzas, which use plenty of local ingredients, are carefully baked one by one in drum-can ovens.

- Period: Late May
- Location: Shichinohe Central Shopping District **MAP D-4⑥**



Shichinohe Summer Festival

Come and experience many events on an outdoor stage, such as local traditional performing arts, shows by characters popular with children, and guest singers.

- Period: Mid-August
- Venue: Shichinohe Central Park (16-1 Aza-Nakano, Shichinohe, Kamikita-gun) **MAP C-4⑱**



White Battle

In this competitive snow sport, 7-person teams throw 90 snowballs against the clock, fighting over each other's flags.

- Date: 1st Sunday in February
- Venue: Shichinohe Central Park (16-1 Aza-Nakano, Shichinohe, Kamikita-gun) **MAP C-4⑱**



Enjoy the Rail Bus

You can ride the charming, curvy Rail Bus for a limited period of time. There is also merchandise and photo sessions.

- Period: Early May
- Venue: Former Nanbu Jukan Railway Shichinohe Station (48-1 Zaruta, Shichinohe) **MAP D-4⑥**
- Inquiries: Shichinohe Tourism Association Tel: 0176-58-7109



Tohoku Horse Power Shichinohe Contest

In this horse strength competition, people and horses drag a weighted sleigh together while avoiding obstacles along the course.

- Period: Mid-June and mid-September (twice a year)
- Venue: Aomori Prefecture Livestock Market (72-1 Aza-Tsurunokotai, Shichinohe) **MAP D-3⑰**



Shichinohe Autumn Festival

Splendid floats with motifs from kabuki and mythology are paraded around town while music and merriment fill the streets.

- Period: 1st Friday to Sunday of September
- Venue: Shichinohe Shinmeigu and elsewhere (2 Aza-Machi, Shichinohe, Kamikita-gun) **MAP D-4⑱**



Kyusho Makeru Day (Lunar New Year Sale Day)

This is the biggest shopping festival in a more-than-300-year-old shopping district. It's a day of fun with big treats, discount prices, and numerous events.

- Period: Mid-February
- Location: Shichinohe Central Shopping District **MAP D-4⑥**



This Way, That Way Shichinohe Sight

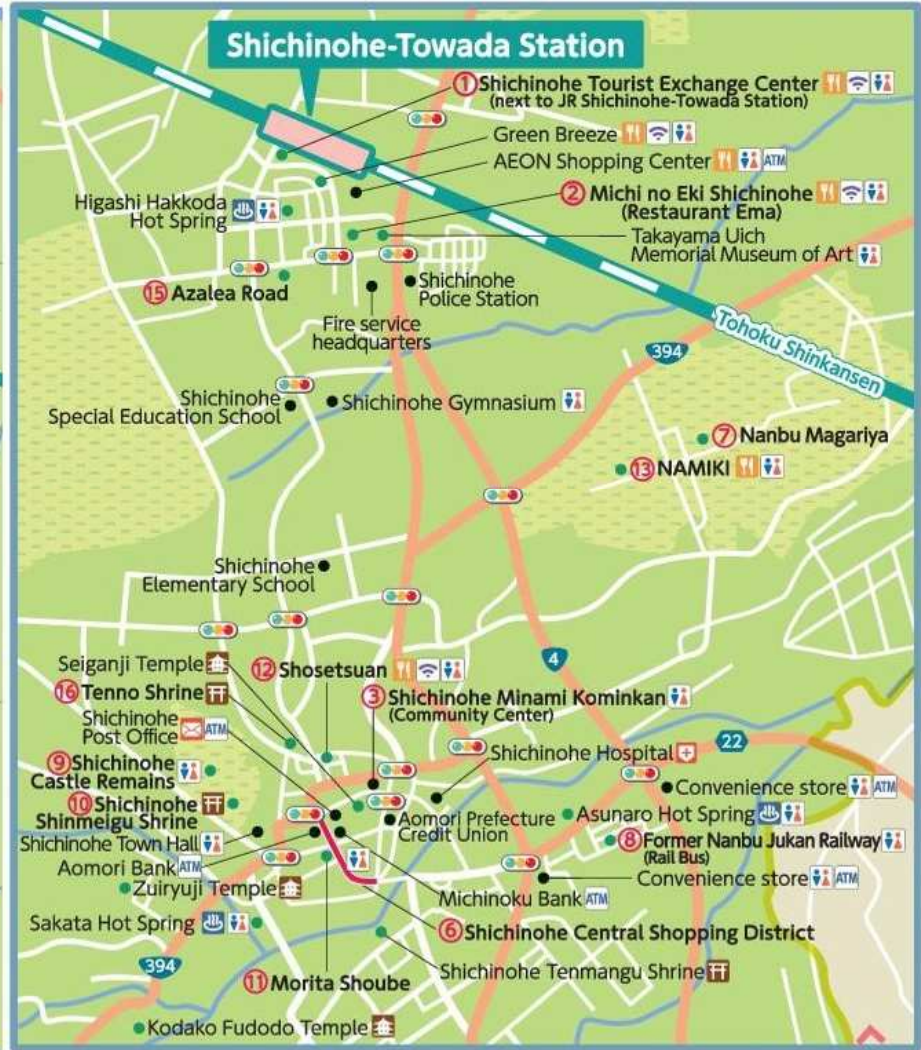
A

B

C

D

E



Legend

- ① Nos. ① to ⑰ in articles
- Tourist spots/facilities
- Other facilities
- ♨ Onsen hot spring
- ⛩ Shrine
- ⛪ Temple
- ☕ Cafe/restaurant
- ✉ Post office
- 🏥 Hospital
- ⛷ Ski ground
- 📶 Wi-Fi spot
- 🚻 Toilet
- ATM



1

2

3

242

Oshu Route (Rikuu Route)

394

4

22

394

22

394

118

Mt. Shihonkajira

Mt. Osaku

Mt. Miura

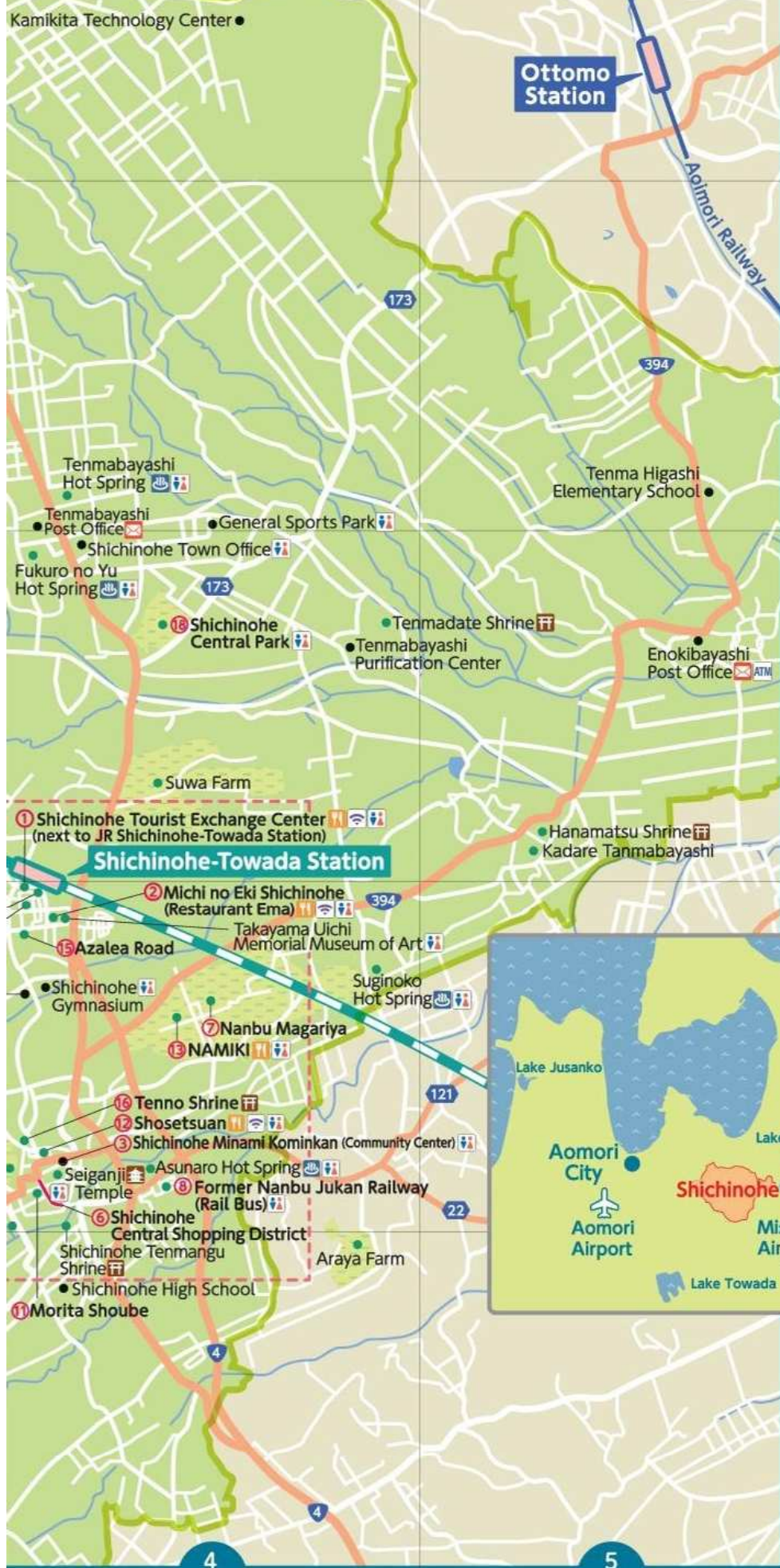
Wadamu Land

Wadamu Land

Yamayyakushido Temple

Mirumachi Kannondo Temple

Seeing Map



Access

JR(Shinkansen)

- Shin-Hakodate Hokuto Station
→ Shichinohe-Towada Station : approx. 1 hour 20 min.
- Sendai Station
→ Shichinohe-Towada Station : approx. 1 hour 30 min.
- Tokyo Station
→ Shichinohe-Towada Station : approx. 3 hours 20 min.
- Nagoya Station
→ Shichinohe Towada Station : approx. 5 hours (requires changing trains)

Car

- From Tokyo area → Shichinohe : approx. 8 hours 30 min.
(Tohoku Expressway → Hachinohe Expressway)











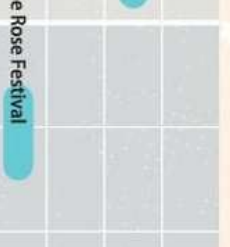
Airplane

- New Chitose Airport (Sapporo)
→ Aomori Airport : approx. 50 min.
- Sapporo Okadama Airport
→ Misawa Airport : approx. 1 hour
- Haneda Airport (Tokyo)
→ Misawa Airport : approx. 1 hour 20 min.
- Itami Airport (Osaka)
→ Misawa Airport : approx. 1 hour 35 min.
(Aomori Airport → Shichinohe : 80 min. by car)
(Misawa Airport → Shichinohe : 40 min. by car)



Discovery calendar

"Enjoy seasonal discoveries!"
Here we introduce the nature, local products, and events that Shichinohe offers each season.

		Events	Local products	Plants and flowers
Spring	Mar.	 Tama no Kaminari Shrine Late June to early July	 Yams (spring/autumn harvest)	 Glacium palmatum ★
	Apr.			
Summer	May	 Shichinohe Autumn Festival First Friday to Sunday	 Apios	 Skunk cabbage ★
	Jun.			
Autumn	Jul.	 White Battle First Sunday	 Tomatoes (summer/autumn harvest)	 Wind flower ★
	Aug.			
Winter	Sep.	 Kyusho Makeru Day (Lunar New Year Sale Day) End of the month		 Cherry blossom
	Oct.			
	Nov.			
	Dec.			
	Jan.			
	Feb.			

*★ Indicates Higashi Hakkoda Family Holiday Village.
Note: Local products are listed by harvest period.

The
lucky seven
TOWN
SHICHINOHE



I found a
great place!



Public Facilities

Shichinohe Police Station	57-49 Osawa, Shichinohe, Kamikita-gun	tel. 0176-62-3101
Central Public Fire Station	159-4 Arakumanai, Shichinohe, Kamikita-gun	tel. 0176-62-3141
Shichinohe Public Hospital	98-1 Kagetsunai, Shichinohe, Kamikita-gun	tel. 0176-62-2105

Taxi service

Jukan Taxi	211-1 Arakumanai, Shichinohe, Kamikita-gun	tel. 0176-62-2121
-------------------------	--	--------------------------

Tourism services

Shichinohe Commerce, Industry and Tourism Section	31-2 Shichinohe, Shichinohe, Kamikita-gun	tel. 0176-62-2137
Shichinohe Tourism Association	31-2 Shichinohe, Shichinohe, Kamikita-gun (inside Shichinohe Town Hall)	tel. 0176-58-7109
Shichinohe Kadare Countryside Experience Council	131-4 Morinokami, Shichinohe, Kamikita-gun (inside Shichinohe Town Office)	tel. 0176-68-2116
Higashi Hakkoda Rose Country	25-1 Yamadate, Shichinohe, Kamikita-gun	tel. 0176-62-5400
Higashi Hakkoda Family Holiday Village	142-1 Sagumi, Shichinohe, Kamikita-gun	tel. 0176-62-5671
Shichinohe Municipal Ski Area	106-5 Sagumi, Shichinohe, Kamikita-gun	tel. 0176-62-5612

Shichinohe

131-4 Aza-Morinokami, Shichinohe, Kamikita-gun,
Aomori Prefecture 039-2792 Tel: 0176-68-2111 Fax: 0176-68-2804
<http://www.town.shichinohe.lg.jp>

Check the website for
tourist information!
**Shichinohe tourist
information website**
"BASE FOR THE TRIP,
SHICHINOHE"

