



See! Taste! Experience!

伊万里

Imari

P3 The production site of Nabeshima, a tribute item for the shogunate family

Find your unique pottery in Okawachiyama

P5 Pears, Grapes, Kumquats, Strawberries, and more

The popular Fruit Picking!
Available year-round

P15 Where should you go this month?

Cherry blossom viewing & event calendar

P17 Local amazing gourmet

Exquisite! Restaurants where you can enjoy Imari beef



Introducing! Recommended model courses

to fully enjoy **Imari!**

See! Taste! Experience! Welcome to Imari

Located in the northwest part of Saga Prefecture, Imari City is just over an hour's drive from Fukuoka City. From the calm waters of Imari Bay to the lush green mountains surrounding the entire city, diverse charms await you wherever you go.

See the beautiful scenery adorned with colorful flowers throughout the seasons and the blue sea with gentle waves lapping against white sandy beaches.

Taste the tender and sweet Imari beef that melts in your mouth, as well as the juicy and flavorful Imari pears.

Experience the streets that flourished as the shipping port of ancient Imari and the Imari Nabeshima porcelain, created by the traditional techniques from the word's greatest "Nabeshima".

Wouldn't you like to embark on a refreshing journey to Imari, a place you'll want to visit again and again?

A town that flourished as the shipping port of old Imari

Central Area

Page 9

This area, centered around Imari Station, is lined with numerous hotels and restaurants, once bustling as the shipping port of Old Imari, known as Imari Port, which fascinated the world. Many buildings and decorations that convey the atmosphere and history of that time still remain, making it highly recommended to explore on foot!



The Village of Secret kilns Okawachiyama



During the Edo period, the Saga Domain moved its kilns to the rugged terrain of Okawachiyama, surrounded by mountains on three sides, to safeguard the production techniques of ceramics as tribute items for the shogunate in the neighboring town of Arita. With only one entrance guarded by a checkpoint, access was strictly controlled, ensuring the uninterrupted creation of high-quality special-order "Nabeshima" ceramics, which were exclusively produced for tribute. Today, "Okawachiyama-The Village of Secret Kilns," which inherits the techniques of "Nabeshima," stands with its kilns as symbols, amidst the impressive scenery of rocky outcrops resembling landscape paintings and stone-paved paths. The picturesque landscape invites visitors to pause and capture photos, showcasing the enduring legacy of "Nabeshima" craftsmanship.

Before reading this guide

How to read the information

- 📍 ... Address
- ☎ ... Phone Number
- 📅 ... Business Days (Period)
- 🕒 ... Business Hours
- 🚫 ... Regular Holidays

Get lost in the beauty of the sea, mountains, and cherry blossoms!

North / West Area

Page 7

Immerse yourself in the serene landscapes that you'll want to share with your loved ones, from cherry blossom tunnels to approximately 10,000 azalea bushes. With the sea and mountains nearby, experiences at outdoor spots like campsites, beaches, and parks offer unforgettable memories for both children and adults alike.



Enjoy the taste of freshly harvested seasonal fruits!

East Area

Page 5

This area, renowned for its lush natural surroundings, is particularly famous for its fruits such as pears and grapes. Fruit picking, a fun activity for families, allows you to pick your own fruits. Why not take home some freshly picked local vegetables and processed agricultural products as souvenirs?



The Village of Pottery Beloved by Ancient Lords

South Area

Page 3

In the "Secret Kiln Village of Okawachiyama," where high-quality pottery called 'Nabeshima,' beloved by the shogunate, was created, you can stroll through streets adorned with cobblestones and admire brick chimneys. This area is a delight to explore on foot. From faithful reproductions of Nabeshima's elegant style to charming tableware perfect for everyday use, you're sure to find your favorite piece among the wide variety of pottery available here!



South Area



See! Taste! Experience!

Okawachiyama, where the official kilns of the Nabeshima Clan, known as the 'Clan Kilns,' were established to produce the exquisite and special porcelain known as 'Nabeshima,' which was offered as tribute to the Shogunate. Explore this village of pottery, where the techniques of the world-renowned treasure 'Nabeshima' are still carried on today, and why not seek out your favorite piece?



Gongendake Shrine

The shrine located within a cave exudes a solemn atmosphere. It's a power spot known for its throat-related blessings.

1932 Okawachichoetsu, Imari City

Basecamp Imari

A guesthouse renovated from a century-old traditional Japanese house. You can rent kimonos here and explore Okawachi Mountain, and even experience making nerikiri sweets.

1846 Okawachichoetsu, Imari City
070-5578-5995



Potter's Residence

A reproduction of the houses of potters from the time of the clan kiln, both inside and out. You can get a glimpse of life at that time.

26 Okawachichohei, Imari City



Mosaic Wall

A 5-meter-high Mosaic Wall created with pottery fragments and tombai, depicting a climbing kiln. Recommended as a photo spot.

36 Okawachichohei, Imari City



Slopped Kiln

A reproduction of the climbing kilns from the clan kiln era. Every September, fires are lit to fire the offerings to be sent to various parts of the country.

60-1 Okawachichohei, Imari City



Imari Nabeshima Porcelain Hall

Exhibits and sells the best pottery from various kilns in Okawachi Mountain. At the cafe corner, you can enjoy coffee and light meals served in Imari Nabeshima Porcelain.

1806 Okawachichoetsu, Imari City
0955-23-7293 9:00~17:00
Off Irregular holidays



Traditional Industry Hall for Imari and Arita Pottery

A museum where you can learn about the history of pottery. In addition to various exhibits, you can also experience pottery painting.

221-2 Okawachichohei, Imari City
0955-22-6333 9:00~17:00
Off December 29 to January 3

Nabeshima Hanyo Bridge

A beautiful bridge adorned with pottery fragments and colorful large jars. The characteristic dragon painted on the handrail makes it a picturesque spot.



Karausu (Mortar) Hut & Meotoshi Chime Tower

A reproduction of a large mortar that crushes pottery stones using the power of water. The "Meotoshi no To," which greets visitors with the sound of pottery bells resembling wind chimes, has been selected as one of "Japan's Top 100 Soundscapes."

1599-1 Okawachichoetsu, Imari City

Pottery Experience

※Shipping fee is not included



Traditional Industry Hall for Imari and Arita Pottery

Price ¥900~¥1,500

221-2 Okawachichohei, Imari City
0955-22-6333

Seizan Kiln

Price ¥2,500 and up
Available only during event times as the studio is in a separate location. (For details, please contact the store.)

1832 Okawachichoetsu, Imari City
0955-23-2366

Kosen Kiln

Price ¥5,500 (Porcelain)

1823-2 Okawachichoetsu, Imari City
0955-22-3095

Hataman Pottery

Price ¥1,100 and up

1820 Okawachichoetsu, Imari City
0955-23-2784

Ocean Silk Road Museum

Price Go to page 9 for map.

Pottery Painting ¥1,320~, Wheel-Throwing ¥2,750~, Hand-Shaping ¥2,200~
554-1 Imaricho, Imari City
0955-23-1189

Imadake Kiln

Price Go to page 5 for map.

Pottery Painting ¥2,200~, Wheel-Throwing & Hand-Shaping ¥4,400~
1384-1 Otsubochocho, Imari City
0955-23-3583

Difference Between Ko-Imari, Nabeshima, and Imari Nabeshima Porcelain

Old Imari Porcelain (Ko-Imari)

Produced in Arita and Hasami during the Edo period, Old Imari Porcelain refers to ceramics shipped from Imari Port to various destinations by sea, hence the name "Imari-yaki" derived from the port's name. Today, these ceramics are referred to as "Old Imari Porcelain(Ko-Imari)".

Nabeshima Porcelain

During the Edo period, the Nabeshima Clan specially commissioned artisans from Arita to relocate to Okawachiyama to create ceramics primarily for presentation to the Shogunate. These specially crafted ceramics are known as "Nabeshima".

Imari Nabeshima Porcelain

Imari Nabeshima Ware refers to modern ceramics created by kilns that inherit the techniques of "Nabeshima." While maintaining traditional styles, they continuously incorporate new techniques, resulting in ceramics exuding a dignified elegance.

Production Period	Edo Period	Edo Period	Meiji Period and onwards
Production Location	Arita and Hasami	Okawachiyama	Okawachiyama

Characteristics of Nabeshima Porcelain

Iro-Nabeshima (Colored Nabeshima)



Considered the pinnacle of ceramic artistry, Iro-Nabeshima involves first drawing patterns in indigo blue, then applying overglaze in red, yellow, and green hues.

Nabeshima Sometsuke (Blue and White Porcelain)



It is painted only with the indigo pigment known as "gosu," featuring skillful brushwork that shines in the meticulously drawn outlines and the evenly applied deep blue color.

Nabeshima Seiji (Celadon Porcelain)

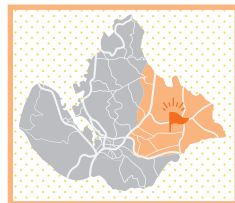


Made from stone sourced in Okawachiyama, the pottery is coated with a glaze that turns bluish-green when fired, offering a simple yet mystical beauty.

There are also works that combine these characteristics.

Enjoy Freshly Picked Seasonal Fruits!

East Area



See! **Taste!** **Experience!**

The eastern part of Imari City, just off the Nishikyushu Expressway, is blessed with a warm climate and fertile land, making it a place where you can enjoy fruits all year round. Experience the double joy of picking your own fruits and enjoying their fresh, delicious taste. Both children and adults can have fun!

01

※"Michi-no-Eki" is a unique Japanese concept of roadside stations that offer local specialties and rest facilities.



Roadside station Imari Furusato Village

Run by agricultural cooperative, this roadside station offers a variety of local vegetables, fruits, and agricultural products. Don't miss the direct sales outlet where you can buy Imari beef at a great price, or try the refreshing and sweet "Kinkan Soft Cream."

📍 2754-9 Ideno, Minamihatacho, Imari City
☎ 0955-24-2252 🕒 8:00~18:00
🚫 OFF The 3rd Wednesdays

02



Okawa San Sedai Tourist Farm

This farm, open seasonally for pear picking and a cafe, allows you to enjoy fresh pears and exquisite sweets prepared by a chef who knows pears inside out.

📍 1323 Tatsugawamaruno, Okawacho, Imari City
☎ 0955-29-2612 📅 Early July to Late October
🕒 9:00~17:00 🚫 OFF Thursdays

03



Shiki-no-Sato Okawa

A direct sales outlet of agricultural cooperative featuring local specialties such as pears, vegetables, fruits, and pear-dyed scarves.

📍 3881-1 Okawano, Okawacho, Imari City
☎ 0955-29-3115
🕒 8:00~17:00 🚫 OFF New Year's Day

Why Go Fruit Picking?

- 01 You can enjoy fresh fruits!
- 02 It's fun for all ages!
- 03 Rain or shine, you're covered in the greenhouses!
- 04 You can take pictures, making sure your memories will last for a life time

Not only can you eat delicious fruits, but fruit picking, where you harvest fruits with your own hands, is also very popular!



Imari Pears

Imari Pears, known for their juicy, crisp texture, boast one of the highest production volumes and quality in western Japan. Each variety offers a different taste and texture, so be sure to try them all!

Kumquats

Bite-sized kumquats can be eaten whole, skin and all, offering a delightful balance of sweetness and tartness. Grown in greenhouses in Imari, they are known for their thin, easy-to-eat skin!



Grapes

Imari is famous for cultivating large, sweet grapes like "Kyoho" and "Shine Muscat," which can be eaten with the skin. Enjoy their beautiful appearance, rich aroma, and delightful taste!



Strawberries

Come and taste Saga's strawberries, such as the intensely sweet and juicy "Sagahonoka" and the vividly red "Ichigosan," which debuted in 2018!



04



Rice Bread LIBELLE

A bakery that uses organically grown rice in its whole form, without turning it into flour. The bread is free from wheat, eggs, and dairy, making it safe for those with allergies.

📍 1210 Fumaneki, Minamihatacho, Imari City
☎ 090-3417-3505
🕒 12:00~17:00 🚫 OFF Tuesdays, Sundays

05



Matsuura-no-Sato

A direct sales outlet of agricultural cooperative offering a wide variety of fresh local vegetables, fruits, and prepared foods, bringing Imari's agricultural products closer to you.

📍 4922-1 Yamagata, Matsuuracho, Imari City
☎ 0955-26-3427 🕒 8:00~18:00
🚫 OFF New Year's Day



List of Fruit Picking Farms

Minamihata Fruit Tourist Farm

📍 Located within Imari Furusato Village at 2754-9 Ideno, Minamihatacho, Imari City

☎ 0955-24-2252 The farms are located 1-5 minutes by car from Furusato Village. You will be guided to the respective farms according to the harvesting season.

Guide Farms

- 🍏 Imari Pears Jubashi Rikoen Park
- 🍏 Imari Pears Jubashi Sansuien Park
- 🍏 Ideno Pear Park
- 🍇 Omagari Kyoho Grape Farm
- 🍇 Takase Kyoho Grape Farm

Okawa San Sedai Tourist Farm

📍 1323 Tatsugawamaruno, Okawacho, Imari City
☎ 0955-29-2612

🍏 Pears...Late July - Late October

Higuchi fruit Orchard

※Not available for groups

📍 Located in Okawabaru, Minamihatacho, Imari City

🍇 Grapes...Mid-July - Mid-September

🍏 Pears...Mid-August - Early October

🍊 Kumquats...Late January - Mid-February

☎ 090-5945-4885

Higashi Tashiro Apple Village

※Not available for groups

📍 1000 Higashitashiro, Okawacho, Imari City
☎ 0955-29-3004

🍏 Apples...Late September - Late October

LC FARM

📍 4988 Wakino, Higashiyamashirocho, Imari City

☎ 0955-29-8961 Reservation via Instagram is recommended

🍓 Strawberries...Mid-March - Mid-May



Northwest Area
Go to page 8 for map.

The harvesting season might change depending on the weather. Please call the site for details.

Experience the Sea, Mountains,
and Blossoms to Your Heart's Content!

North / West Area



See! Taste! Experience!

The North and West areas stretch out from Imari Bay, offering numerous breathtaking spots where you can enjoy panoramic views of Imari. The locals have preserved the "culture" and nurtured the "nature" with care, creating picturesque beauty at every turn. Spend peaceful moments surrounded by the serene landscape.

01



Matsuura Railway Uranosaki Station

This station is famous for its train passing through a tunnel of cherry blossoms. The "Cherry Blossom Station Festival" is held every year in late March.

📍 Tachiwa, Yamashirocho, Imari City

02



Saga University Ocean Energy Research Institute

A world-leading experimental facility for ocean energy research. Tours are available by reservation.

📍 1-48 Kubara, Yamashirocho, Imari City
☎ 0955-20-2190 (Weekdays 9:00-17:00)
📅 【Visiting Days】Mondays and Tuesdays
🕒 13:30~15:30

03



Great Camphor Tree at Aohata Shrine

Aohata Shrine, associated with the Matsuura clan, features a great camphor tree over 1,000 years old.

※The Matsuura clan was a naval force active along the Hizen coast from the Heian to the Sengoku periods.

📍 348 Sato, Higashiyamashirocho, Imari City

04



Genkai Quash-National Park-Takenokoba Park

Located at an elevation of approximately 400 meters, this park boasts around 10,000 azaleas in full bloom in spring. The observation deck offers a sweeping view of Imari Bay.

📍 1690 Takigawachi, Higashiyamashirocho, Imari City

06



Myojo Cherry Tree

This legendary cherry tree is said to be over 800 years old. It is illuminated during its blooming period, allowing visitors to enjoy the magical night cherry blossoms.

📍 5343 Uragawachi, Higashiyamashirocho, Imari City

05



Yamantera Remains

These ruins, dating back about 800 years, are an important religious site linked to the Matsuura clan.

📍 5869-1 Kawachino, Yamashirocho, Imari City

07

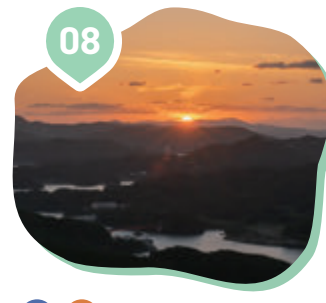


Shirohebiyama Rock Shelter Ruins

One of the rock shelter ruins where people lived from the late Paleolithic to the late Jomon period. Its unique landscape creates a solemn atmosphere.

📍 5541-1 Wakino, Higashiyamashirocho, Imari City

08



Mt. Aguri

A campsite near the summit offers breathtaking views of the Hatatsu fishing port and Iroha Island, allowing you to fully enjoy the great outdoors.

📍 Tsuji, Hatatsucho, Imari City ☎ 0955-25-0001 (Weekdays only)



The observation post used to monitor the skies during wartime still remains, preserving the vestiges of war.

09



Hatatsu Fureai Plaza

Enjoy fresh oysters from Hatatsu, as well as Imari beef and seafood BBQ, featuring the rich produce of Imari.

📍 510-5 Tsuji, Hatatsucho, Imari City

☎ 0955-25-0555 (Weekdays)
090-6428-0050 (Weekends)

📅 November 3 to late March, Saturdays and Sundays

🕒 10:00~16:00

11



Imarin Beach

The calm waves make this beach perfect for families with children. Parking is right in front of the sandy beach, and there are also hot showers and restrooms available.

📍 1-2 Fukuda, Kurogawacho, Imari City

☎ 0955-20-9031

📅 Early July to late August

🕒 9:00~17:00

12



Imari Yume Misaki Park

This park features athletic playground equipment, grass skiing, a wide lawn area, and playground equipment for young children, making it enjoyable for small children as well. The spacious grounds are filled with seasonal flowers like cherry blossoms and hydrangeas that soothe the soul.

📍 1087 Fukuda, Kurogawacho, Imari City

☎ 0955-23-2476 (Weekdays) 0955-27-0240 (Weekends) 🕒 8:30~17:00

📅 Off Irregular holidays (unattended from December 29 to January 3)

10



Tashima Shrine

The main shrine building is the oldest in the prefecture and is designated as an important cultural property of Japan.

📍 1260 Hatazu, Hatatsucho, Imari City

13



Imari Bay Horseshoe Crab House

📍 5760-17 Setocho, Imari City

☎ 0955-22-5783 (Makishima Community Center)

🕒 July to August 9:00-17:00 / September to June 10:00-16:00

📅 Off Mondays (July to August: No holidays / December to March: Weekdays and December 29 to January 3)



Check out the PR movie featuring me here!

PR movie



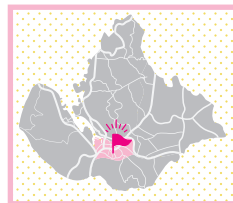
↑ Check the pins!

CV Convenience Store
GS Gas Station



Imari's Tatarai Coast is a perfect tidal flat for us to live in, designated as a national natural monument in 2015. Every year from July to August, you can see the spawning scenes of loving couples during the high tide!

Central Area



See! Taste! Experience!

In the Edo period, Imari Port was the hub from which ceramics from the Hizen region were shipped across Japan and to Europe. The surrounding area was home to around 800 merchant houses with white-walled storehouses. Stroll through the streets that retain the charm and historical buildings of that prosperous era.

01



Imari Port Bridge

This bridge, adorned with large ornamental jars of Old Imari Ware, marks the port from which Old Imari Ware were exported.

02
2F



Imari-Nabeshima Gallery

This pottery museum showcases numerous pieces of "Nabeshima" ware, which were presented to the shogunate and high officials during the Edo period, as well as "Old Imari" ware made in Arita.

622-13 Shintencho, Imari City

0955-22-2267

10:00~17:00

Off Mondays (next day if it is a holiday),
December 29 to January 3

*Did you know? Taichiro Morinaga,
the founder of Morinaga Confectionery
and Morinaga Milk Industry, is from Imari!*

02
1F



Imari City Tourism Bureau

When you arrive at the station, head to the Tourism Association first! They provide guidance on recommended tourist spots and sell souvenirs.

622-13 Shintencho, Imari City

0955-23-3479 9:15~17:30

Off December 29 to January 3

03



Old Imari Porcelain Statues

At the entrance to the shopping street, two beautiful statues made of ceramics greet visitors.

04

Three Lucky Bridges

Cross all the bridges and bring happiness to yourself!



Aoi
\ Bridge /

Crossing with
your partner
brings harmony.



Enmei
\ Bridge /

Crossing while
praying for
health brings
longevity.



Saiwai
\ Bridge /

Crossing this last
bridge brings
happiness.



05



Ocean Silk Road Museum

On the first floor, the owner sells carefully selected ceramics from the Hizen region. The second floor features exhibits of Old Imari Ware, making it a must-see. You can also try your hand at pottery and painting.

554-1 Imaricho, Imari City 0955-23-1189 10:00~17:00

Off Mondays (next day if it is a holiday),
year-end and New Year holidays

08



Maeda Family Residence

This thatched-roof residence, built in the late Edo period, belonged to a wealthy farmer in Imari and is the largest of its kind in the prefecture. It is designated as a tangible cultural property of Japan.

4028 Tachibanacho, Imari City

The 1st and 3rd Thursdays,
2nd and 4th Saturdays
13:00-17:00 only

06



Imari Pottery Merchant Museum Marukoma

This museum, housed in a restored white-walled merchant house from the Edo period, provides a glimpse into the lives of pottery merchants of that time.

555-1 Imaricho, Imari City

0955-22-7934 10:00~17:00

Off Mondays (next day if it is a holiday),
year-end and New Year holidays

07



Imari Shrine

Formed by the merger of three shrines: Kokitsu Shrine, Iwakuri Shrine, and Totoshima Shrine. Within its grounds, it also houses Nakashima Shrine, dedicated to the god of confectionery, Tajimamori no Mikoto.

83 Tachibanacho, Imari City

0955-23-2093

6:00~17:00 (visiting hours)

09



Kusuki-no-Mori

A theme park focused on beauty, health, and disease prevention through traditional Chinese medicine. Popular for making personalized health teas based on your condition. Other experiences include herbal medicine consultations, shopping for pharmaceuticals and cosmetics, foot baths, high-pressure oxygen rooms, and ear acupuncture advice.

3520-6 Tachibanacho, Imari City

0955-24-9033

9:00~18:00 Off December 31 to January 3

10



Imari Onsen Hakuji-no-Yu

This hot spring facility features 15 different types of baths, perfect for relaxation. There is also an on-site dining area.

2402-1 Tachibanacho, Imari City

0955-22-6380

10:00~22:00 (last entry at 21:30)

Off Irregular holidays

Apply for a Guide (Only in Japanese)

Imari Tourism Volunteer Guide Association

555-1 Imaricho, inside the Imari City Pottery Merchant House Museum

0955-22-7934



Check the pins!

To Okawachiyama

CV Convenience Store
GS Gas Station

Sparkling! Instagram-Worthy! Cute!

Exciting Photogenic Course

- See!
- Taste!
- Experience!

cherry blossoms in spring, wind chimes in summer, autumn leaves in fall, and snow in winter.



10:00



Stroll in Okawachiyama Wearing a Kimono

Walk along the cobblestone paths and through the charming townscape in a kimono for the perfect Instagram shot! Kimono rentals are available at "basecamp Imari."

Create your own original Nerikiri!

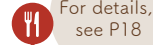
11:00



Nerikiri Making & Matcha Experience

Why not create your own beautiful "nerikiri" Japanese sweets that express the changing seasons? Afterward, enjoy your matcha tea under a traditional Japanese umbrella!

12:30



Delicious Hamburger Lunch

Enjoy a delicious hamburger made with 100% Imari beef mince. The soft, juicy hamburger will melt in your mouth, leaving both your stomach and heart satisfied!

14:00



Make Your Own Health Tea

At "Kusuki-no-Mori," a theme park dedicated to lifestyle and traditional Chinese medicine, create your personalized health tea from about 100 types of medicinal herbs tailored to your condition and constitution. Refresh your mind and body! (Reservation required)

16:00



Souvenir Shopping to End Your Trip

Find a great selection of Imari souvenirs, including Imari Nabeshima ware, local sake, and famous confections. If you're unsure what to buy, visit the "Imari City Tourism Bureau."

2 minutes by car

For details, see P9

Central Area

South Area

For details, see P3

Fun! Enjoy with the Whole Family!

Full-Throttle Family Course

- See!
- Taste!
- Experience!

10:00



Fruit Picking

Whether you choose by size or color, it's up to you! Enjoy a variety of fruit picking experiences throughout the seasons.

8-25 minutes by car

11:00



Popular Chicken Specialty Restaurant

Have lunch at Imari's soul food spot, "Drive-in Tori." The most popular set, "Ichiban Teishoku," includes young chicken, chicken rice, and chicken soup!

13:00



Living Fossil: Horseshoe Crabs

At the "Horseshoe Crab Museum," you can learn about the ecology of horseshoe crabs through exhibits of live horseshoe crabs and molted juvenile shells. There's also paper crafts!

14:00



Park for All Ages

"Imari Yume Misaki Park," surrounded by sea and mountains, offers athletic playground equipment and grass skiing, making it fun for the whole family!

16:00



Shopping at the Roadside Station

Buy souvenirs like fruits, rice, vegetables, and Imari beef at "Imari Furusato Village."

Savor freshly picked fruits!

Their shape hasn't changed since the age of the dinosaurs!

Take home some fresh and delicious local products!

For details, see P17

For details, see P8

For details, see P8

For details, see P5

Enjoy a Healing Journey!

Relaxing Parent-Child Course

See!
Taste!
Experience!

Check the event calendar on P15!

Matsura Railway Uranosaki Station

Okawachiyama

10:00 See!
Be Healed by Vivid Flowers and Trees

The beautiful scenery of each season will make you want to take out your camera!

10-30 minutes by car

For details, see P18

12:00 Taste!

Lunch at a 150-Year-Old Merchant House

Enjoy a lunch featuring Imari beef and other local ingredients at "Tsukemono-ya Hachigame." The homemade pickles and rice cooked in a traditional cauldron are exceptional! Plus, you can have free refills!



10 minutes by car

14:00 See! Experience!

Shopping in Okawachiyama

How about purchasing Imari Nabeshima ware as a memento of your trip? Find your favorite piece and add some color to your daily life!

South Area

For details, see P4

Relax and unwind from daily fatigue

6 minutes by car

15:30 Experience!

Refresh Your Mind and Body in a Hot Spring

With 15 different baths and saunas, "Imari Onsen Hakuji-no-yu" is perfect for relaxation. The open-air bath with a view of the spacious garden is the best.

Rare cuts of meat are also available!



17:00 Experience!

Imari Beef as a Souvenir

Treat yourself or someone special with Imari beef as a souvenir.

For details, see P17

5-10 minutes by car



Go on a bit Luxurious holiday!

Couple's Memory Course

See!
Taste!
Experience!

10:00 Experience!

Create Your Unique Dishware

At the "Ocean Silk Road Museum," you can paint plates and cups. The pieces you paint will be professionally fired and delivered to you later.

Central Area

For details, see P10



You can also experience painting in Okawachiyama! (For details, see P3)

12:00 Taste!

Enjoy Imari Beef Steak

Indulge in a luxurious lunch of Imari Beef steak. The food, prepared right in front of you on a teppan grill, is served in its best condition!

For details, see P18



4 minutes by car

15:00 See! Experience!

Brewery with a Kappa Mummy!?

At "Matsuraichi Shuzo," you can see the "Kappa Mummy" found in the main building, as well as various Kappa goods collected from all over Japan. The sake you buy here will be a delight to enjoy later!

Many snacks that pair well with sake!



Check P19 for more details

16:00 Experience!

After enjoying Sake, Visit a Snack Shop

Buy snacks at the direct store of "Kojima Food Industry," the largest snack manufacturer in Kyushu. Choose your favorite snacks from the vast selection in the store!

Check P19 for more details

North Area

For details, see P8



11 minutes by car

18:00 See!

Enjoy a 360-Degree Panoramic View Together

At the top of "Mt. Aguri," enjoy the beautiful sunset over the mountain ranges and the sea bathed in the evening light.



It's a perfect romantic panoramic view to remember your trip by!

17 minutes by car

Imari City

A Variety of Exciting Events!

Event Calendar

Admire the beautiful cherry blossom tunnel

Late March

Cherry Blossom Festival

📍 Matsuura Railway Uranosaki Station

Great deals on Imari Nabeshima Porcelain

April 29 - May 5

Imari Pottery Market

📍 Okawachiyama

Experience the vibrant and elegant "Women Mikoshi"

Late May

Dotchan Festival

📍 Imari Central Area

Porcelain Hina Matsuri

March

Doll's Festival on Koimari street

Late March

Hatatsu Walk

Cherry Blossoms

Azaleas

Wisteria

Strawberry Picking

May 5

Azalea Festival at Takenokoba Park

Be greeted by the cool, soothing sounds of 1,000 wind chimes

Mid-June to August 31

Wind chime Festival

📍 Okawachiyama

Be enchanted by the mystical light of the Boshi lanterns.

Late July

Boshi Lantern Festival

📍 Okawachiyama

※Boshi refers to the fireproof containers used for firing pottery in a kiln.

Enjoy the beautiful artificial sandy beach

Early July to Late August

Imarin Beach Opening

📍 Imarin Beach

Hydrangeas

Horseshoe Crab Spawning

Riverbeds

Grape Picking

Pick your own pears!

Late July to Late October

Pear Picking

📍 For details, see P6

One of Japan's top three KENKA Festivals

Late October

Ton-Ten-Ton Festival

📍 Imari Central Area

Limited to 50 pieces! Sale of "Guinomi" (small sake cups) fired in a climbing kiln

November 1 - November 5

Nabeshima Domain Kiln Autumn Festival

📍 Okawachiyama

November 23

Imari Walk

Late November to Late February

Shine! ImariFesta (Urban illumination lighting)

Spider Lilies

Apple Picking

Kochia

Autumn Leaves

A unique festival where people compete to grab rice balls (Goku-san) from the fire.

Early December

Toriou Festival

📍 Kaminohara Hachimangu Shrine

A round trip around Imari Bay

Coming of Age Day

Imari Half Marathon

📍 Around Imari Bay

Porcelain hina dolls showcasing the individuality of each kiln

Mid-February to Mid-March

Porcelain Hina Matsuri

📍 Okawachiyama

Late February to Late March

Doll's Festival on Koimari street

Plum Blossoms

Snowy Scenery

Kumquat Picking

Healing Landscapes that Color Imari

Late March to Early April

Cherry Blossoms

Imari has many famous cherry blossom spots in addition to Matsuura Railway Uranosaki Station! Recommended locations include the weeping cherry blossoms at Jisso-in Temple (Okawachicho), the Myojo cherry Tree at Kannon-do (Higashiyamashirocho), and the thousand cherry trees at Koshidake (Niricho).

Late April to Early May

Azaleas

Azaleas, the city flower of Imari, bloom magnificently at Takenokoba Park (Higashiyamashirocho) where about 10,000 azaleas flourish each year.

Late April to Early May

Wisteria

Ryugu Shrine (Kurogawacho) has a wisteria tree estimated to be 260 years old, and another in Furuko, Niricho, estimated to be 350 years old. These wisteria trees, cherished and protected by the locals, captivate viewers with their softly swaying flowers.

June to August

Horseshoe Crab Spawning

At Tatara Coast (Setocho), you can observe the spawning of horseshoe crabs. The best time to see this is during the week following the high tides from mid-July to early August.

Mid-June to Early July

Hydrangeas

Hydrangeas can be seen in Okawachiyama (Okawachicho) and Imari Yumemisaki Park (Kurogawacho). These flowers bloom in various colors and shapes, thriving on the blessings of rain.

Early August to Late September

Riverbeds

The riverbeds set up in Komanaki, Okawacho, are a summer tradition where you can feel the coolness from the river's murmuring and breeze.

Mid to Late September

Spider Lilies

When the rice fields are golden, the spider lilies at Sumi-yama Terraced Rice Fields (Niricho) reach full bloom, painting the paths red.

Early to Mid-November

Kochia

The fluffy, round kochia plants nurtured by local residents and university students in Kawachino, Higashiyamashirocho, turn red in November, reaching their peak beauty.

Mid to Late November

Autumn Leaves

Countless maple trees vividly color Okawachiyama in shades of crimson, orange, and yellow. Strolling in a kimono will surely make for a picturesque photo!

Late November to Late February

Illuminations

In the city center, about 200,000 lights illuminate Imari's night, creating a bright and festive atmosphere.

January

Snowy Scenery

Okawachiyama, with its steep rocky mountains and brick chimneys covered in snow, looks like a scene from a landscape painting. This rare view can only be seen once or twice a year.

Mid to Late February

Plum Blossoms

Boasting the largest scale in western Kyushu, "Imari Plum Garden Fujino-o" (Kisuchō) features about 6,500 plum trees in bloom, with a faint fragrance filling the air. The "Plum Festival" is held in mid-February to coincide with the blooming season.

Award-Winning Imari Beef

The taste is doubled when eaten in this nature-rich land.

Surrounded by the fresh air of lush green mountains and flowing clear water, Imari beef is lovingly raised one by one by producers with excellent breeding techniques in the blessed natural environment of Imari. The meat is finely textured, elegant, and tender, with a vivid color, rich sweetness, and full flavor. Highly evaluated for both meat quality and fat quality at prestigious carcass competitions, Imari beef is a proud specialty of Imari, alongside Imari Nabeshima ware.



Yakiniku Restaurants to Enjoy Imari Beef

Yakiniku-tei Happiness Mura

☎ 0955-23-2681
📍 1127 Hachiyagarami, Niricho, Imari City
🕒 11:30~14:00 / 17:00~21:30
🚫 Tuesdays

Shichirin Yakiniku Toratama

☎ 0955-23-4029
📍 112-5 Hachiyagarami, Niricho, Imari City
🕒 18:00~21:20
🚫 Wednesdays and Irregular holidays

Genriki

☎ 0955-23-2929
📍 140-4 Imarichoko, Imari City
🕒 16:00~22:00
🚫 Sundays

Horumonyaki and Bar Gyutan

☎ 0955-22-8360
📍 528 Imarichoko, Imari City
🕒 17:00~22:00
🚫 Mondays

Yakiniku Shokudoen

☎ 0955-22-3958
📍 559-1 Shintenchō, Imari City
🕒 17:00~21:30
🚫 Irregular holidays

Imari Yakiniku-kan Show

☎ 0955-22-1718
📍 165-367 Otsubochootsu, Imari City
🕒 11:30~14:00 / 17:00~21:00
🚫 Irregular holidays

Yakiniku Tsukasa

☎ 0955-23-3007
📍 1151 Niricho Hachiyagarami, Imari City
🕒 11:30~14:00 / 17:00~21:00
🚫 Wednesdays

Yakiniku Daikoku

☎ 0955-24-2520
📍 2438-4 Ideno, Minamihatacho, Imari City
🕒 【Mon-Sat】 11:00~13:30 / 17:00~21:30
🕒 【Sun & Holidays】 11:00~14:30 / 16:30~21:00
🚫 Wednesdays and the 3rd Wednesdays, and irregular holidays

Drive-in Tori

☎ 0955-23-0667
📍 1384-2 Otsubochocho, Imari City
🕒 11:00~22:00
🚫 Irregular holidays

Please come and try it!



Imarin Moo-Moo Kun



Imarin Moo-Moo Chan

Imari Beef Vendors

Imari Furusato Village Livestock Processing Plant

☎ 0955-24-2292
📍 2754-9 Ideno, Minamihatacho, Imari City
🕒 8:00~17:00
🚫 Wednesdays and December 31 to January 3

Kataoka Butcher Shop Main Store

☎ 0955-23-3236
📍 257 Imarichoko, Imari City
🕒 9:00~18:30
🚫 Sundays

Imari Beef Marche

☎ 0955-20-4355
📍 827-1 Tachibanacho, Imari City
🕒 9:00~18:00
🚫 Wednesdays

Maeda Livestock Minamihata Meat

☎ 0955-20-3110
📍 2615-1 Shimonohara, Ideno, Minamihatacho, Imari City
🕒 10:00~17:30
🚫 Wednesdays and irregular holidays

Which one will you choose?

Grill Your Own Meat at a Yakiniku Restaurant

or

Have It Cooked by a Professional at a Steakhouse or Hamburger Restaurant



Imari Beef Steak & Hamburg Steak Restaurant

Cafe & Kitchen M

☎ 0955-25-9920
📍 921-1-1F Tachibanacho, Imari City
🕒 11:30~15:00 / 17:30~20:00
🚫 Wednesdays

Restaurant Show

☎ 0955-22-6661
📍 1780 Ozatoko, Niricho, Imari City
🕒 11:30~15:00 / 17:00~20:00
🚫 Thursdays

Imari Rosier

☎ 0955-23-3289
📍 567 Imarichoko, Imari City
🕒 10:30~17:00
🚫 Irregular holidays

Dining Kitchen Kaze no Oka

☎ 0955-22-6910
📍 481-2 Imarichoko, Imari City
🕒 11:00~14:00 / 17:00~20:30
🚫 Wednesdays

Steak House Tsujikawa

☎ 0955-23-2660
📍 720-3 Shintenchō, Imari City
🕒 11:30~14:30 / 17:00~21:00
🚫 Mondays (next day if it is a holiday)

Omotenashi Ryori Hakase

☎ 0955-22-6506
📍 94-1 Matsushimacho, Imari City
🕒 9:00~17:30 ※Reservation required
🚫 Irregular holidays (Lunch Box Only)

Kira Hiiragi

☎ 0955-22-5790
📍 539 Shintenchō, Imari City
🕒 【Mon-Sat】 17:00~22:00
🕒 【Sun】 17:00~21:30
🚫 January 1-2

Tsukemono-ya Hachigame

☎ 0955-25-9806
📍 261-2 Imarichoko, Imari City
🕒 11:00~14:30
🚫 Tuesdays and Wednesdays

Cafe & Restaurant Dazure

☎ 0955-22-5110
📍 475-45 Shintenchō, Imari City
🕒 11:00~20:00
🚫 Tuesdays

Chimney

☎ 0955-23-0515
📍 3321-1 Tachibanacho, Imari City
🕒 12:00~13:30 / 17:30~19:30
🚫 Thursdays and irregular holidays

Imari Kurishubou SAIKA

☎ 0955-22-8228
📍 461 Hamamachi, Imarichoko, Imari City
🕒 11:30~14:30 / 18:00~21:30
🕒 [Lunch] 13:30 / [Dinner] Reservation required until 19:30
🚫 Tuesdays

Dining TAKA

☎ 0955-29-2111
📍 3869-1 Okawano, Okawacho, Imari City
🕒 11:30~14:00 / 17:00~20:00
🚫 Sundays and the 2nd and 4th Mondays

Private house Restaurant Imari-tei

☎ 0955-22-3953
📍 390-2 Okawachichohei, Imari City
🕒 11:00~14:00
🚫 Tuesdays

Steak House Lion

☎ 0955-23-9772
📍 86-3 Ozatootsu, Niricho, Imari City
🕒 【Weekdays】 11:30~13:30 / 17:00~20:30
🕒 【Sat, Sun, Holidays】 11:30~14:30 / 17:00~20:30
🚫 Wednesdays

Restaurant Ishikeri

☎ 0955-23-3922
📍 203-3 Ozatootsu, Niricho, Imari City
🕒 【Weekdays】 11:00~14:30
🕒 【Sat, Sun, Holidays】 11:30~14:30 / 17:00~19:30
🚫 Mondays and Tuesdays (next day if it is a holiday)

Juicy and Tender Imari Beef Hamburg Steak

An award-winning delicacy that has ranked first for three consecutive years in the "Kyushu Local Gourmet Grand Prix 'Must-Try Ranking'," earning a spot in the Hall of Fame. Made with 100% Imari beef mince and locally sourced onions, these hamburger steaks contain no binders like eggs or milk. The meat is fluffy, tender, and melts in your mouth, packed with exquisite flavor. Each restaurant offers its unique sauce and side dishes, showcasing their individuality and dedication.



A famous confection filled with a special blend of egg yolk and milk bean paste, wrapped in a cracked patterned skin.

Imari Yaki Manju

Etoile Horie LLC.

☎0955-23-1515

📍585 Imarichoko, Imari City



Soft, melt-in-your-mouth cookies made with rice flour.

Funwari Cookie

Sakae Confectionery

☎0955-22-3613 📍1604-138 Tachibanacho, Imari City

Crispy and chewy cookies with a rich chocolate filling.

Imari Chokomaru

Imari Sweets Jogetsudo

☎0955-22-5813

📍From September 2024:
475-12 Shintenchō, Imari City
From October 2024:
201-1 Shintenchō, Imari City



A Japanese sweet with a fluffy texture and perfectly sweet bean paste.

Imari Meika Fukuchan

Fukuya Confectionery

☎0955-28-0310

📍177-65 Higashiyamashirochosato, Imari City



A rich variety of bean snacks that highlight the natural flavors of the ingredients.

Mamegashi Set (6 varieties)

Maedamame Co., Ltd.

☎0955-23-3711

📍1328-1 Otsubochohei, Imari City



Madeleines with a hint of salt from Hatatsu-cho.

Namiura no Shio-lene

Jardin Patisserie

☎0955-22-2269

📍2820-1 Ozatoko, Niricho, Imari City



Plum wine made with locally harvested plums and Japanese sake.

Plume (Nanko Plum)

Matsuuraichi Sake Brewery Co., Ltd.
☎0955-28-0123 📍312 Kusuku, Yamashirocho, Imari City

A fusion of carefully selected sake and the traditional beauty of Imari Nabeshima and Arita porcelain.

NOMANNE

Koimari Sake Brewery LLC.
☎0955-23-2516
📍3288-1 Nakazato, Niricho, Imari City

Japanese sake made with rice and water from Imari.

Junmai-shu Maricho

Hiwatashi Sake Brewery GP
☎0955-23-2332 📍4482 Otsubochootsu, Imari City

Elegant and luxurious masking tape with Nabeshima ware patterns, perfect for gifts!

Kenjo-shimasute

Hayata Stationery Store
☎0955-23-6161
📍112-15 Hachiyagarami, Niricho, Imari City

Sophisticated and luxurious packaging with Nabeshima ware patterns, perfect for gifts!

Koimari Roman Otsumami Gallery Imari

☎0120-27-0055 📍398-15 Maeda, Kokurogawa, Kurogawacho, Imari City

Exquisite curry with tender diced beef and special spices.

Imari Beef Kuro Curry

Matsuo Meat Wholesale Co., Ltd.
☎0955-25-8129
📍827-1 Tachibanacho, Imari City

Enjoy the popular menu item from Drive-in Tori, which attracts over 150,000 visitors annually, at home!

Imari Torimeshi no Moto

Drive-in Tori ☎0955-23-0667

📍1384-2 Otsubochocho, Imari City



Imari Hotel

☎0955-22-3118
📍115 Hasuikicho, Imari City

Click here to visit the website ▶

Business Hotel Shinten

☎0955-29-8787
📍211-1 Shintenchō, Imari City

Click here to visit the website ▶

Ryokan Inn Hisago

☎0955-23-2157
📍413-8 Imarichoko, Imari City

※Reservations by phone only

Imari Liberty Hotel

☎0955-29-8145
📍225 Shintenchō, Imari City

Click here to visit the website ▶

Central Hotel Imari

☎0955-22-0880
📍549-17 Aza Hamanoura, Shintenchō, Imari City

Click here to visit the website ▶

Business Hotel Miyako

☎0955-23-2582
📍386-9 Hachiyagarami, Niricho, Imari City

※Reservations by Rakuten Travel or fax
☎0955-23-8909

HOTEL WIN

☎0955-25-8101
📍921-1 Tachibanacho, Imari City

Click here to visit the website ▶

Guest House Imari Honjin

☎050-3085-7970
📍448-1 Imarichoko, Imari City

Click here to visit the website ▶

Imari Grand Hotel

☎0955-22-2811
📍466-11 Shintenchō, Imari City

Click here to visit the website ▶

Hotel AZ

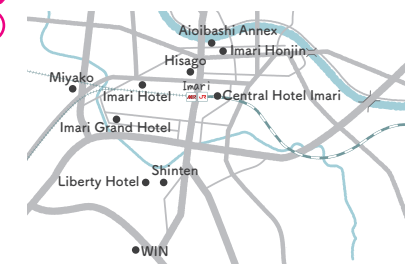
☎0955-23-8901
📍2350-83 Otsubochocho, Imari City

Click here to visit the website ▶

Aioibashi Annex

☎0955-25-8405
📍605 Imarichoko, Imari City

Click here to visit the website ▶



Imari Green Tourism

Outdoor Experiences

Heartwarming Farm Stays Imari Green Tourism

Experience the charm of rural life through Green Tourism at farm stays in Imari. Enjoy a stay that makes you want to return, as you engage with rich nature, culture, and local cuisine.



Imari City Tourism Bureau / Imari City Hall Green Tourism Section






☎0955-20-9031

Click here to visit the website ▶



Transportation

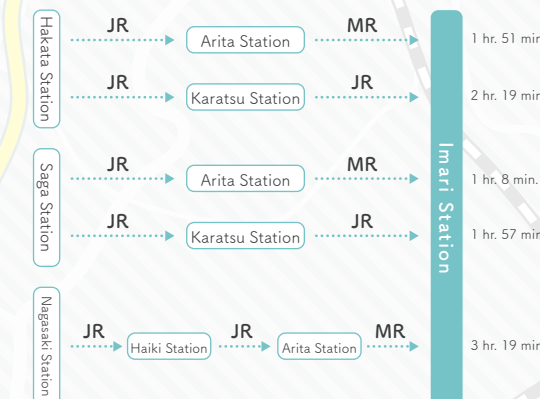
MR = Matsuura Railway

 Railway	JR Imari Station	☎ 080-7591-9516
	MR Imari Station	☎ 0955-22-3551
 Local Bus	Saihi Bus	☎ 0955-22-3171
	Showa Bus	☎ 0955-23-4184
 Taxi	Imari Taxi	☎ 0955-23-8181
	Saihi Kamenoi Taxi	☎ 0120-311-353
	Matsuura Taxi	☎ 0120-22-4148
 Rent-a-Car	Toyota Rentalease Saga	☎ 0955-22-7336
	Imari Service Office	
 Bicycle Rental	MR Imari Station	☎ 0955-22-3551

Access to Imari

MR = Matsuura Railway

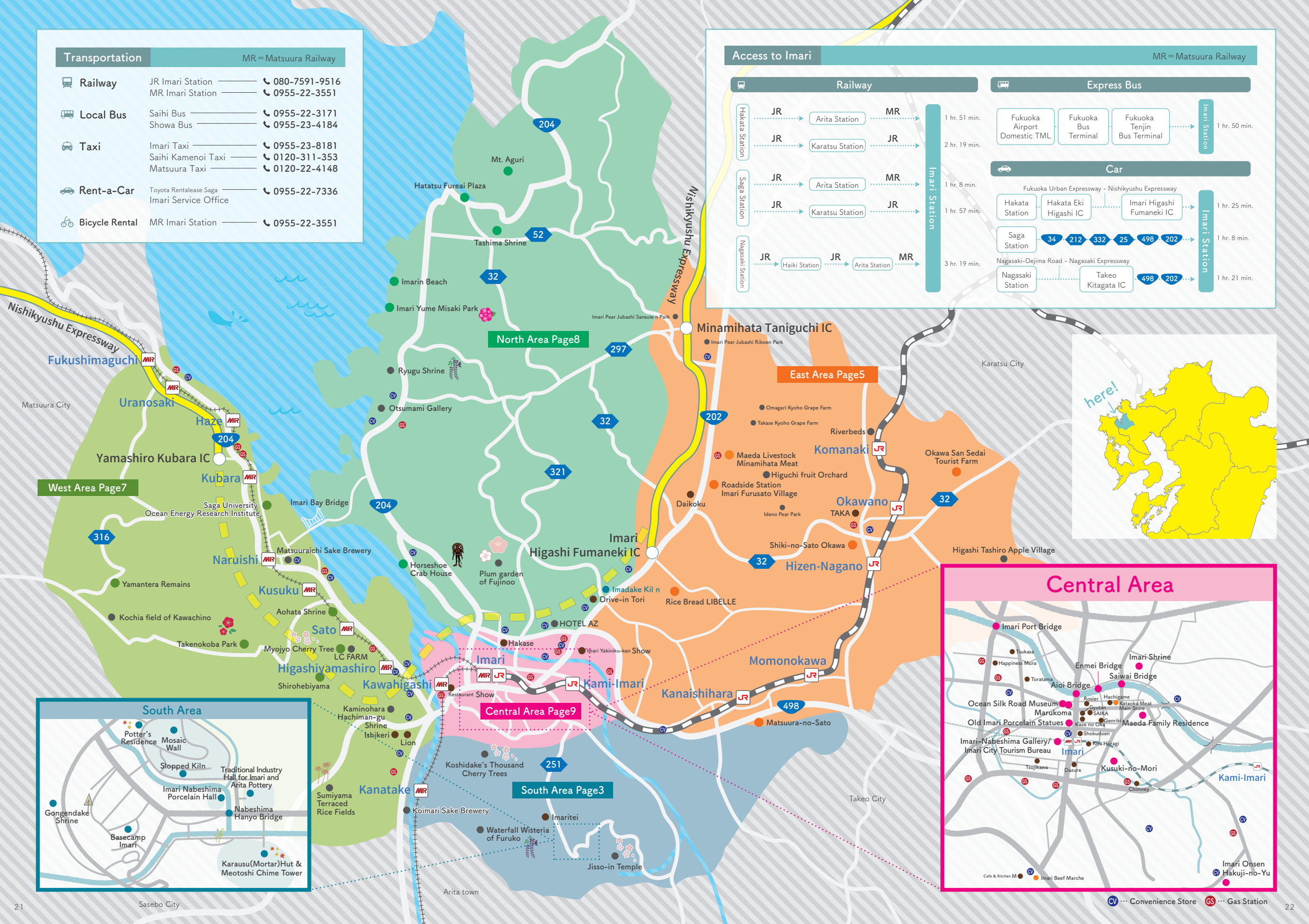
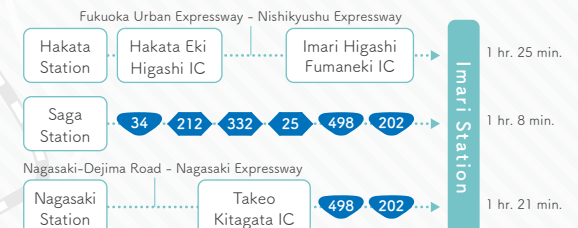
Railway



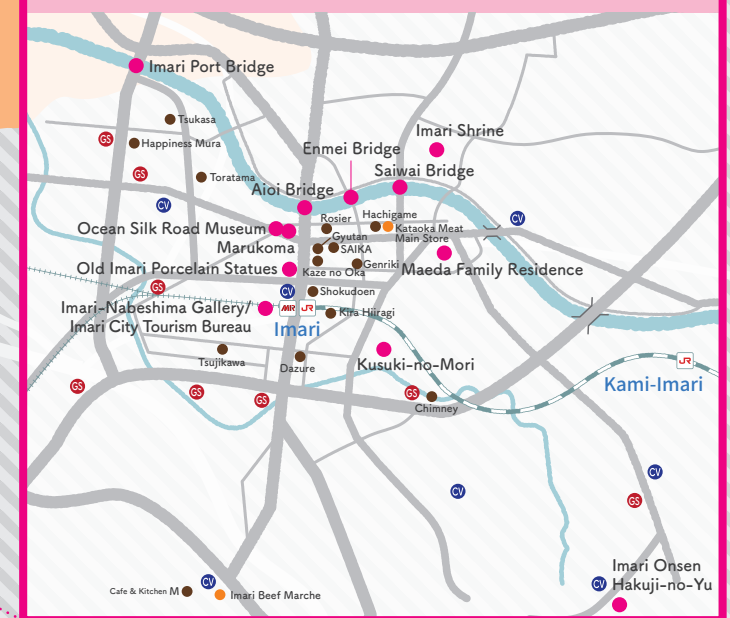
Express Bus

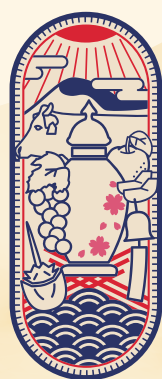


Car



Central Area





iMAR!

Imari City Hall

(Office : City Promotion Division,)



📍 Imari City East Station Building, 554-4 Shintenchō,
Imari City, Saga Prefecture, 848-0041

☎ 0955-20-9031 📠 0955-20-9032

✉ kankou@city.imari.lg.jp

🌐 <https://www.city.imari.saga.jp>

Imari City Tourism Bureau



📍 622-13 Shintenchō, Imari City,
Saga Prefecture, 848-0041

☎ 0955-23-3479

🌐 <https://imari-kankou.com>