

iMAR!

Imari City Hall
(Office : City Promotion Division)



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Imari City Tourism Bureau



📍 622-13 Shintenchō, Imari City,
Saga Prefecture, 848-0041
☎ 0955-23-3479
🌐 <https://imari-kankou.com>

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.

COVER PHOTO



see! Taste! Experience!

伊万里

IMARI Tourist Guidebook



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 old Imari and the Nabeshima porcelain that showcases the pinnacle of traditional techniques.

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

North / West Area

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.

East Area

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?

Central Area

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!

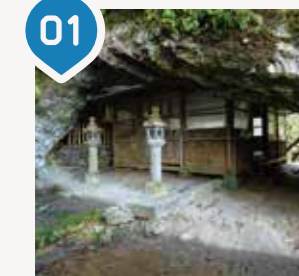
South Area

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!

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South Area



01

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



02

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



03

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

Climbing 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



04



05

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.

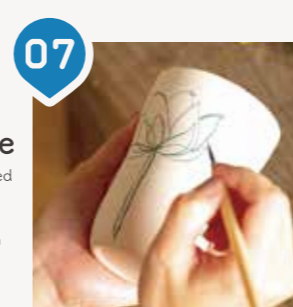
1806 Okawachichoetsu, Imari City
0955-23-7293
9:00~17:00 OFF Irregular holidays



06

Nabeshima Hanyo Bridge

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



07

Traditional Industry Hall for Imari and Arita Pottery

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
0955-22-6333
9:00~17:00 OFF December 29 to January 3



08

Karasu (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

Pottery Painting Wheel Throwing Hand-Shaping

Traditional Industry Hall for Imari and Arita Pottery

Price ¥1,100~¥1,800
221-2 Okawachichohei, Imari City
0955-22-6333

Seizan Kiln

Price Available only during event times as the studio is in a separate location. (For details, please contact the store.)
¥2,500 and up
1832 Okawachichoetsu, Imari City
0955-23-2366

Kosen Kiln

Price ¥8,800 (Porcelain)
1823-2 Okawachichoetsu, Imari City
0955-24-2137

Hataman Pottery

Price ¥1,650 and up
1820 Okawachichoetsu, Imari City
0955-23-2784

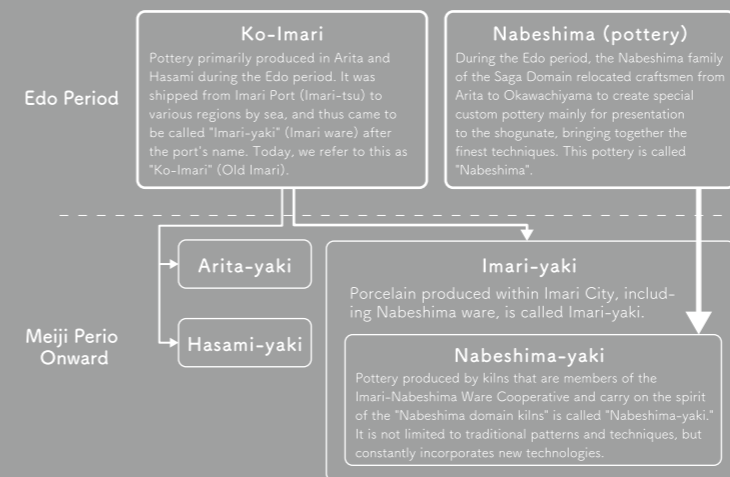
Ocean Silk Road Museum

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 Otsubochoko, Imari City
0955-23-3583

Differences Between Ko-Imari and Nabeshima Porcelain



Characteristics of Nabeshima Porcelain

Iro-Nabeshima (Colored Nabeshima) Nabeshima Sometsuke (Blue and White Porcelain) Nabeshima Seiji (Celadon Porcelain)



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



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.



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.



01 **Roadside station Imari Furusato Village**
 Run by the Japan Agricultural Cooperative of Imari, 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."

Recommended Products at Roadside Station Imari!

Freshly fried!

Menchi-Katsu (breaded ground meat cutlet) made with Imari-produced Saga beef

New release!

Steamed buns filled with pear compote

📍 2754-9 Ideno, Minamihatacho, Imari City
 ☎️ 0955-24-2252 🕒 9:00~18:00 🏠 1/1~3, Irregular holidays



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 🏠 Thursdays



03 **Shiki-no-Sato Okawa**
 A direct sales outlet of the Japan Agricultural Cooperative of Imari 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 🏠 New Year's Day



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 🏠 Mondays, Tuesdays



05 **Matsuura-no-Sato**
 A direct sales outlet of the Japan Agricultural Cooperative of Imari 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
 🏠 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 enjoy eating delicious fruits, but you can experience the popular activity of picking them yourself as well!



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!



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!



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!



Strawberries

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

List of Fruit Picking Farms

01 Minamihata Fruit Tourist Farm
 🕒 Pears: August 20 - September 30 🍇 Grapes: August 20 - September 30
 📍 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
- 📍 Omagari Kyoho Grape Farm
- 📍 Imari Pears Jubashi Sansuien Park
- 📍 Takase Kyoho Grape Farm
- 📍 Ideno Pear Park

02 Okawa San Sedai Tourist Farm
 🕒 Pears: Late July - Late October
 📍 1323 Tatsugawamaruno, Okawacho, Imari City
 ☎️ 0955-29-2612

A Higuchi Fruit Orchard ※Not available for groups
 🍇 Grapes: Mid-July - Mid-September 🍐 Pears: Mid-August - September
 🕒 Kumquats: Late January - Mid-February
 📍 Located in Okawabaru, Minamihatacho, Imari City
 ☎️ 090-8664-7026

North/West Area Go to page 8 for map.

B LC FARM
 🍓 Strawberries: January - Early-May
 📍 4988 Wakino, Higashiyamashirocho, Imari City
 ☎️ 0955-29-8961
Reservation via Instagram is recommended @imariichigonosato_lcfarm

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



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

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

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

04

Genkai Quasi-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

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

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!

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. Agurit

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)

09

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

10

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

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

🚫 Irregular holidays (unattended from December 29 to January 3)

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

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

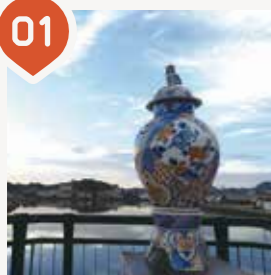
PR movie

Hachigamen

Check out the PR movie featuring me here!

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.

Central Area



01 Imari Port Bridge

Adorned with large ornamental jars, this bridge marks the historic port from which Old Imari Ware was exported.



02 Old Imari Porcelain Statues

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

03 Three Lucky Bridges Cross All the Lucky Bridges for Good Fortune!



Aioi Bridge /
Crossing with your partner brings harmony.



Enmei Bridge /
Crossing while praying for health brings longevity.



Saiwai Bridge /
Crossing this last bridge brings happiness.



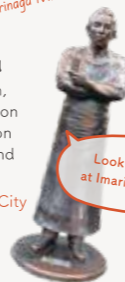
04 1F

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 Shintenchō, Imari City
0955-23-3479
9:15~17:30
OFF December 29 to January 3

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



Look for him at Imari Station!



04 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 Shintenchō, Imari City
0955-22-2267
10:00~17:00
OFF Mondays (next day if it is a holiday),
December 29 to January 3



05

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 Tachibanachō, 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 Imarichō, Imari City
0955-22-7934 10:00~17:00
OFF Mondays (next day if it is a holiday),
year-end and New Year holidays



08



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 Tachibanachō, Imari City
0955-23-2093
6:00~17:00 (visiting hours)

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 Tachibanachō, Imari City
0955-22-6380
10:00~21:30 (last entry at 21:00)
Weekend 10:00~22:00 (last entry at 21:30)
OFF Irregular holidays



10

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 Imarichō, Imari City
0955-23-1189 10:00~17:00
OFF Mondays (next day if it is a holiday), year-end and New Year holidays



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 acupressure advice.

3520-6 Tachibanachō, Imari City 0955-24-9033
9:00~18:00 OFF December 31 to January 3

Apply for a Guide (Only in Japanese)

Imari Tourism Volunteer Guide Association

555-1 Imarichō, inside the Imari City Pottery Merchant House Museum
0955-22-7934

START

01 10:00 Make Your Own Health Tea

For details, see P10

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)

3-10 min by car

02 12:00 Delicious Hamburger Lunch

For details, see P18

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!

5-30 min by car

03 13:30 Activities to Connect with Nature

For details, see P20

Experience Imari's sea, mountains, food, and lifestyle through "Green Tourism" activities such as sea kayaking, plant dyeing, Japanese craft-making, and miso-making workshops. Enjoy the leisurely pace of life in Imari and warm interactions with the local people! For reservations, contact the Imari City Tourism Association.

5-30 min by car

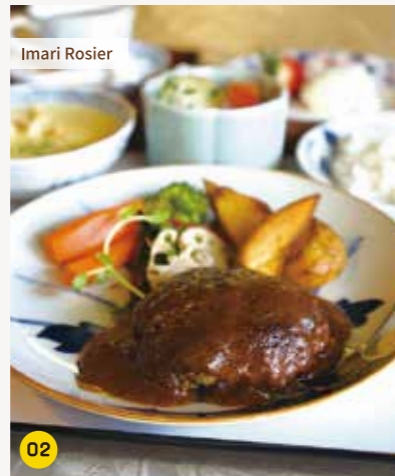
04 16:30 Souvenir Shopping to End Your Trip

For details, see P9

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."



Exciting Photogenic Course 01



02



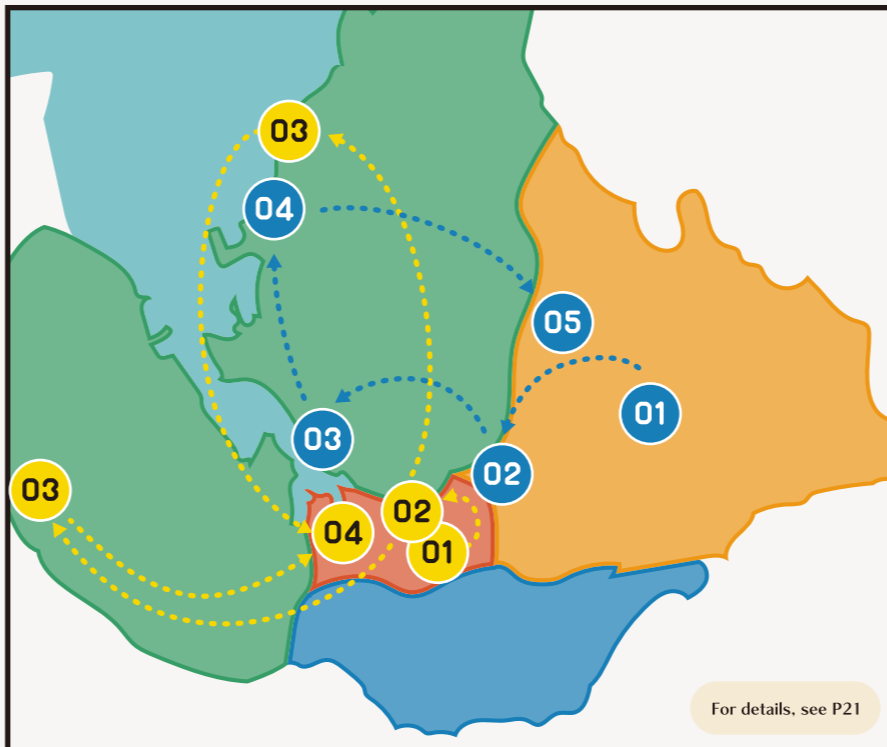
01



03



03



02 Full-Throttle Family Course



01



02



03



03



04



05



Fruit Picking 10:00

For details, see P6

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

8-25 min by car

Popular Chicken Specialty Restaurant 11:00

For details, see P17

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!

10 min by car

Living Fossil: Horseshoe Crabs 13:00

For details, see P8

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

10 min by car

Park for All Ages 14:00

For details, see P8

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

16 min by car

Shopping at the Roadside Station 16:00

For details, see P5

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

GOAL

GOAL

GOAL

START

01 10:00 Be Healed by Vivid Flowers and Trees

For details, see P15

10-30 min by car
The beautiful scenery of each season will make you want to take out your camera!

02 12:00 Lunch at a 150-Year-Old Merchant House

For details, see P18

10 min by car
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!

03 14:00 Shopping in Okawachiyama

For details, see P4

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

04 15:30 Refresh Your Mind and Body in a Hot Spring

For details, see P10

10-15 min by car
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.

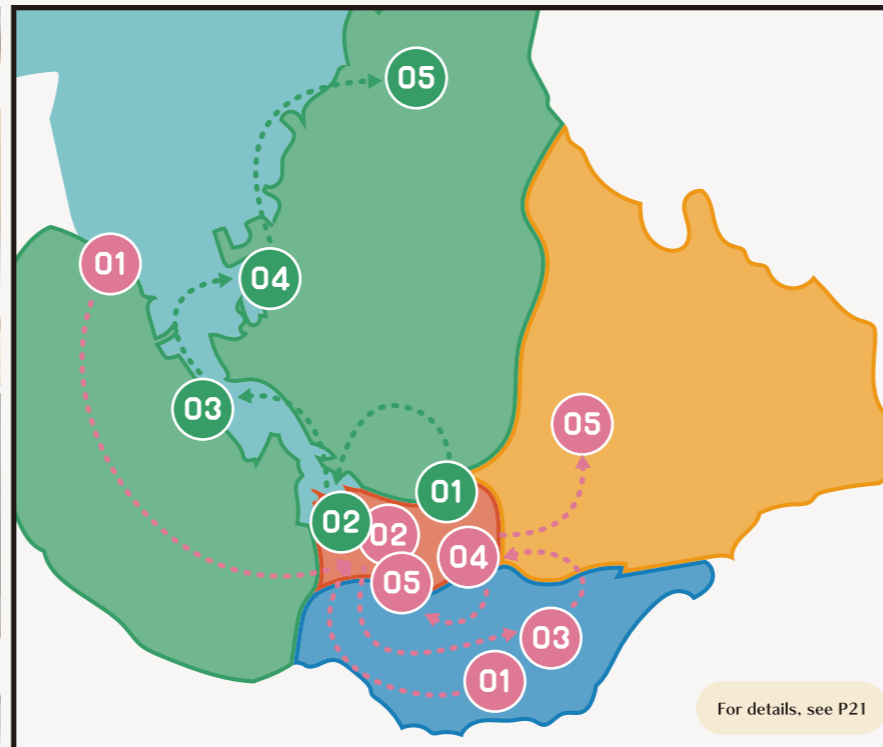
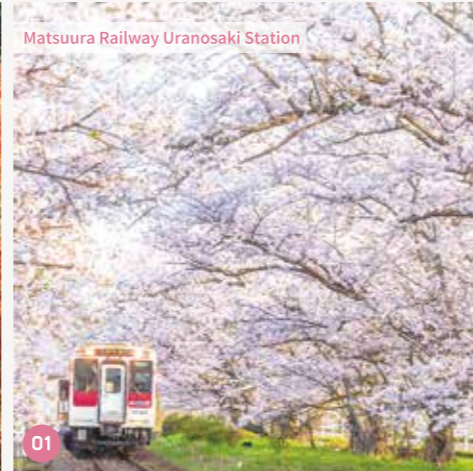
05 17:00 Imari Beef as a Souvenir

For details, see P17

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



Relaxing Parent-Child Course 03



04 Couple's Memory Course



For details, see P10

10:00 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.

For details, see P18

12:00 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!

Check P19 for more details

15:00 Brewery with a Kappa Mummy!?

At "Matsuuraichi 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!

Check P19 for more details

16:00 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!

For details, see P8

18:00 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.



START

01

4 min by car

02

15 min by car

03

11 min by car

04

17 min by car

05

GOAL

Event Calendar



March April May June July August September October November December January February



Cherry Blossoms
Imari has many famous cherry blossom spots in addition to Matsuura Railway Uranasaki 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).

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

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.

Horseshoe Crab Spawning
At Tataro 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.

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.

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.

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.

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

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!

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

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.

Plum Blossoms
Boasting the largest scale in western Kyushu, "Imari Plum Garden Fujino-o" (Kisicho) 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



Experience flavors that are twice as delicious in this nature-rich setting

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. Imari beef, highly acclaimed for its exceptional meat and fat quality at prestigious carcass competitions, is a proud specialty of Imari alongside Imari Nabeshima ware.

Yakiniku Restaurants to Enjoy Imari Beef

- | | | |
|--|---|--|
| <p>C Yakiniku-tei Happiness Mura
☎ 0955-23-2681
📍 1127 Hachiyagarami, Niricho, Imari City
🕒 11:30~14:00 / 17:00~21:30
🚫 Tuesdays</p> | <p>C Genriki
☎ 0955-23-2929
📍 140-4 Imarichoko, Imari City
🕒 16:00~22:00
🚫 Sundays</p> | <p>C Shichirin Yakiniku Toratama
☎ 0955-23-4029
📍 112-5 Hachiyagarami, Niricho, Imari City
🕒 18:00~21:20
🚫 Tuesday and Irregular holidays</p> |
| <p>C Horumonyaki and Bar Gyutan
☎ 0955-22-8360
📍 528 Imarichoko, Imari City
🕒 17:00~22:00
🚫 Mondays</p> | <p>C Yakiniku Shokudoen
☎ 0955-22-3958
📍 559-1 Shintenchō, Imari City
🕒 17:00~21:30
🚫 Irregular holidays</p> | <p>C Imari Yakiniku-kan Show
☎ 0955-22-1718
📍 165-367 Otsubochootsu, Imari City
🕒 11:30~14:30 / 17:00~21:30
🚫 Irregular holidays</p> |
| <p>C Yakiniku Tsukasa
☎ 0955-23-3007
📍 1151 Niricho Hachiyagarami, Imari City
🕒 11:30~14:00 / 17:00~21:00
🚫 Wednesdays</p> | <p>N Drive-in Tori
☎ 0955-23-0667
📍 1384-2 Otsubochocho, Imari City
🕒 11:00~22:00
🚫 Wednesdays / Irregular holidays</p> | <p>E 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 Tuesday, and irregular holidays</p> |

※All business hours listed are from opening to last order.

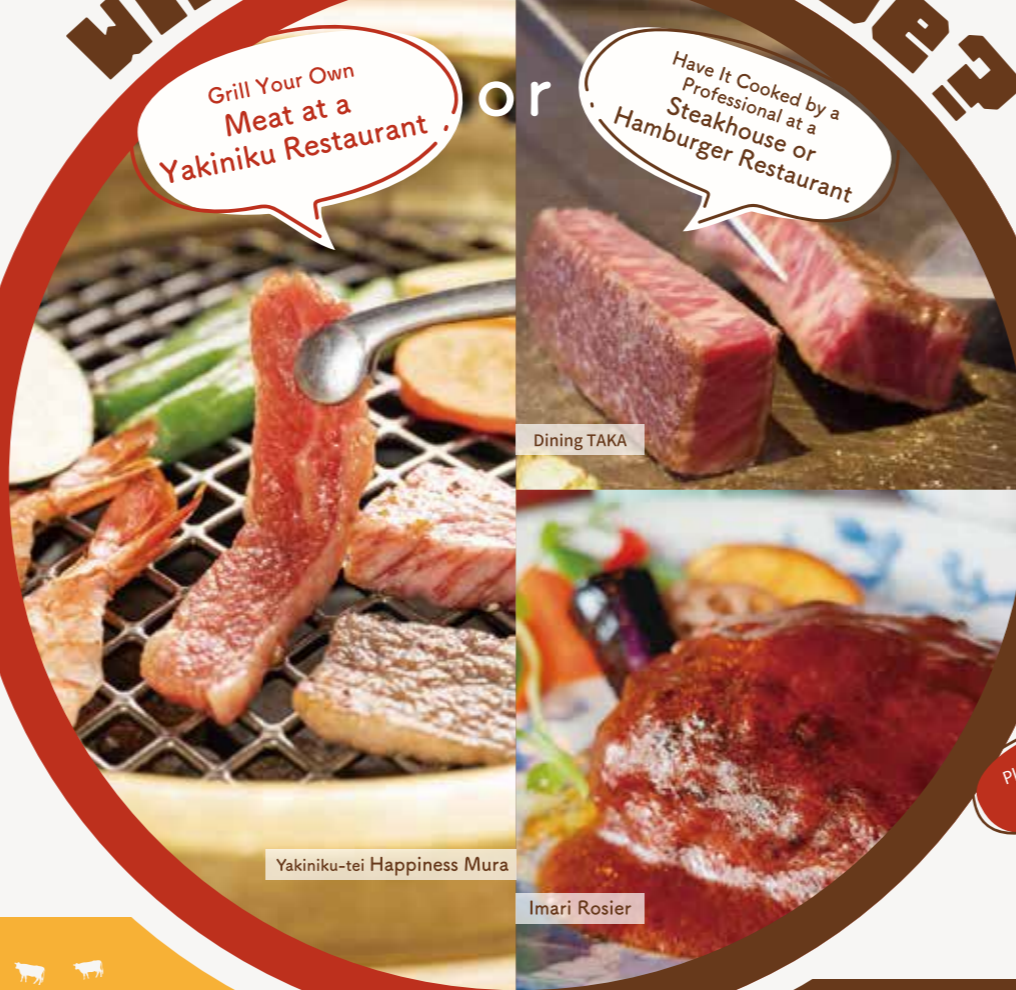
Imari Beef Vendors

- | | | | |
|--|---|--|--|
| <p>E 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</p> | <p>C Kataoka Butcher Shop Main Store
☎ 0955-23-3236
📍 257 Imarichoko, Imari City
🕒 9:00~18:30
🚫 Sundays</p> | <p>C Imari Beef Marche
☎ 0955-20-4355
📍 827-1 Tachibanacho, Imari City
🕒 9:00~18:00
🚫 Wednesdays</p> | <p>E Maeda Livestock Minamihata Meat
☎ 0955-20-3110
📍 2615-1 Shimonohara, Ideno, Minamihatacho, Imari City
🕒 10:00~17:30
🚫 Wednesdays and irregular holidays</p> |
|--|---|--|--|

Which one will you choose?

Grill Your Own Meat at a Yakiniku Restaurant

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



Dining TAKA

Yakiniku-tei Happiness Mura

Imari Rosier

Imari Beef Steak & Hamburg Steak Restaurant

- | | | |
|---|---|--|
| <p>C Imari Rosier
☎ 0955-23-3289
📍 567 Imarichoko, Imari City
🕒 10:30~17:00
🚫 Irregular holidays</p> | <p>C Tsukemono-ya Hachigame
☎ 0955-25-9806
📍 261-2 Imarichoko, Imari City
🕒 11:00~14:30
🚫 Tuesdays and Wednesdays</p> | <p>C Restaurant Show
☎ 0955-22-6661
📍 1780 Ozatoko, Niricho, Imari City
🕒 11:30~15:00 / 17:00~20:00
🚫 Thursdays</p> |
| <p>C Dining Kitchen Kaze no Oka
☎ 0955-22-6910
📍 481-2 Imarichoko, Imari City
🕒 11:00~14:00 / 17:00~20:30
🚫 Wednesdays</p> | <p>C Steak House Tsujikawa
☎ 0955-23-2660
📍 720-3 Shintenchō, Imari City
🕒 11:30~14:30 / 17:00~21:00
🚫 Irregular holidays</p> | <p>C Cafe & Restaurant Dazure
☎ 0955-22-5110
📍 475-45 Shintenchō, Imari City
🕒 11:00~20:00
🚫 Tuesdays</p> |
| <p>C Chimney
☎ 0955-23-0515
📍 3321-1 Tachibanacho, Imari City
🕒 12:00~13:30
[SAT] 12:00~13:30/17:30~19:30
🚫 Thursdays and irregular holidays</p> | <p>C Cafe & Kitchen M
☎ 0955-25-9920
📍 921-1-1F Tachibanacho, Imari City
🕒 11:30~15:00 / 17:30~20:00
🚫 Wednesdays</p> | <p>C Kira Hiiragi
☎ 0955-22-5790
📍 539 Shintenchō, Imari City
🕒 【Mon-Sat】17:00~22:00
【Sun】17:00~21:30
🚫 January 1-2</p> |
| <p>C 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</p> | <p>C Omotenashi Ryori Hakase
☎ 0955-22-6506
📍 94-1 Matsushimacho, Imari City
🕒 9:00~17:30 ※Reservation required
🚫 Irregular holidays (Lunch Box Only)</p> | <p>E 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</p> |
| <p>W 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</p> | <p>W 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)</p> | |



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.

IMARI GENSEN COLLECTION

Souvenirs from Imari

Not Just Imari Nabeshima Ware!



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

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



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



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

Funwari Cookie

Sakae Confectionery
0955-22-3613
1604-138 Tachibanacho, 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



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



Crispy and chewy cookies with a rich chocolate filling.

Imari Chokomaru

Imari Sweets Jogetsudo
0955-22-5813
201-1 Shintencho, 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



Madeleines with a hint of salt from Hatatsu-cho.

Namiura no Shio-lene

Jardin Patisserie
0955-22-2269
2820-1 Ozatoko, Niricho, 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



Plum wine made with locally harvested plums and Japanese sake.

Plume (Nanko Plum)

Matsuraichi Sake Brewery Co., Ltd.
0955-28-0123 312 Kusuku, Yamashirocho, Imari City

Hotels and Accommodations

01 Imari Hotel | C Area
0955-22-3118
115 Hasuikecho, Imari City
Click here to visit the website

02 Central Hotel Imari | C Area
0955-22-0880
549-17 Aza Hamanoura, Shintencho, Imari City
Click here to visit the website

03 Imari Grand Hotel | C Area
0955-22-2811
466-11 Shintencho, Imari City
Click here to visit the website

04 Business Hotel Shinten | C Area
0955-29-8787
211-1 Shintencho, Imari City
Click here to visit the website

05 Business Hotel Miyako | C Area
0955-23-2582
386-9 Hachiyagarami, Niricho, Imari City
Reservations by Rakuten Travel or fax
0955-23-8909

06 HOTEL AZ | N Area
0955-23-8901
2350-83 Otsubochocho, Imari City
Click here to visit the website

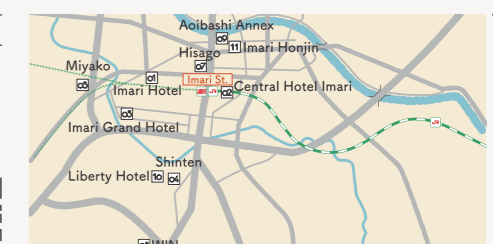
07 Ryokan Inn Hisago | C Area
0955-23-2157
413-8 Imarichoko, Imari City
Reservations by phone only

08 HOTEL WIN | C Area
0955-25-8101
921-1 Tachibanacho, Imari City
Click here to visit the website

09 Aioibashi Annex | C Area
0955-25-8405
605 Imarichoko, Imari City
Click here to visit the website

10 Imari Liberty Hotel | C Area
0955-29-8145
225 Shintencho, Imari City
Click here to visit the website

11 Guest House Imari Honjin | C Area
050-3085-7970
448-1 Imarichoko, Imari City
Click here to visit the website



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



Detailed Map of Imari City

Transportation

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 Rentlease Saga ————— ☎ 0955-22-7336
	Imari Service Office
Car Sharing	idEV Customer Center ————— ☎ 0120-185-885
Bicycle Rental	MR Imari Station ————— ☎ 0955-22-3551

Access to Imari

Railway		Express Bus	
Hakata Station	Imari Station	Fukuoka Airport Domestic TML	Imari Station
JR → Arita Station → MR	1 hr. 51 min.	Fukuoka Bus Terminal	1 hr. 50 min.
JR → Karatsu Station → JR	2 hr. 19 min.	Fukuoka Tenjin Bus Terminal	
Saga Station	Imari Station	Car	
JR → Arita Station → MR	1 hr. 8 min.	Fukuoka Urban Expressway - Nishikyushu Expressway	
JR → Karatsu Station → JR	1 hr. 57 min.	Hakata Station → Hakata Eki Higashi IC → Imari Higashi Fumaneki IC	1 hr. 25 min.
Nagasaki Station	Imari Station	Saga Station → 34 → 212 → 332 → 25 → 498 → 202	1 hr. 8 min.
JR → Haiki Station → JR → Arita Station → MR	3 hr. 19 min.	Nagasaki-Dejima Road - Nagasaki Expressway	
		Nagasaki Station → Takeo Kitagata IC → 498 → 202	1 hr. 21 min.

Perfect for exploring the city!
Electric vehicle car sharing now available!

More details here



Rental Location: In front of JR Imari Station
Driving Range: 180 km on full charge (manufacturer specification)
Usage Fee: From 220 yen per 15 minutes
Package Rate: From 4,290 yen for 6 hours
*Advance registration required



How to read the information

- 📍 Address
- ☎ Phone Number
- 📅 Business Days (Period)
- 🕒 Business Hours
- 🛑 Regular Holidays
- CV Convenience Store
- GS Gas Station
- EV EV Charging Stations

