iMARI!

Imari City Hall
(Office : Tourism Promotion Division)

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

0955-23-3479

https://imari-kankou.com

R6.8 Revised Edition

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?

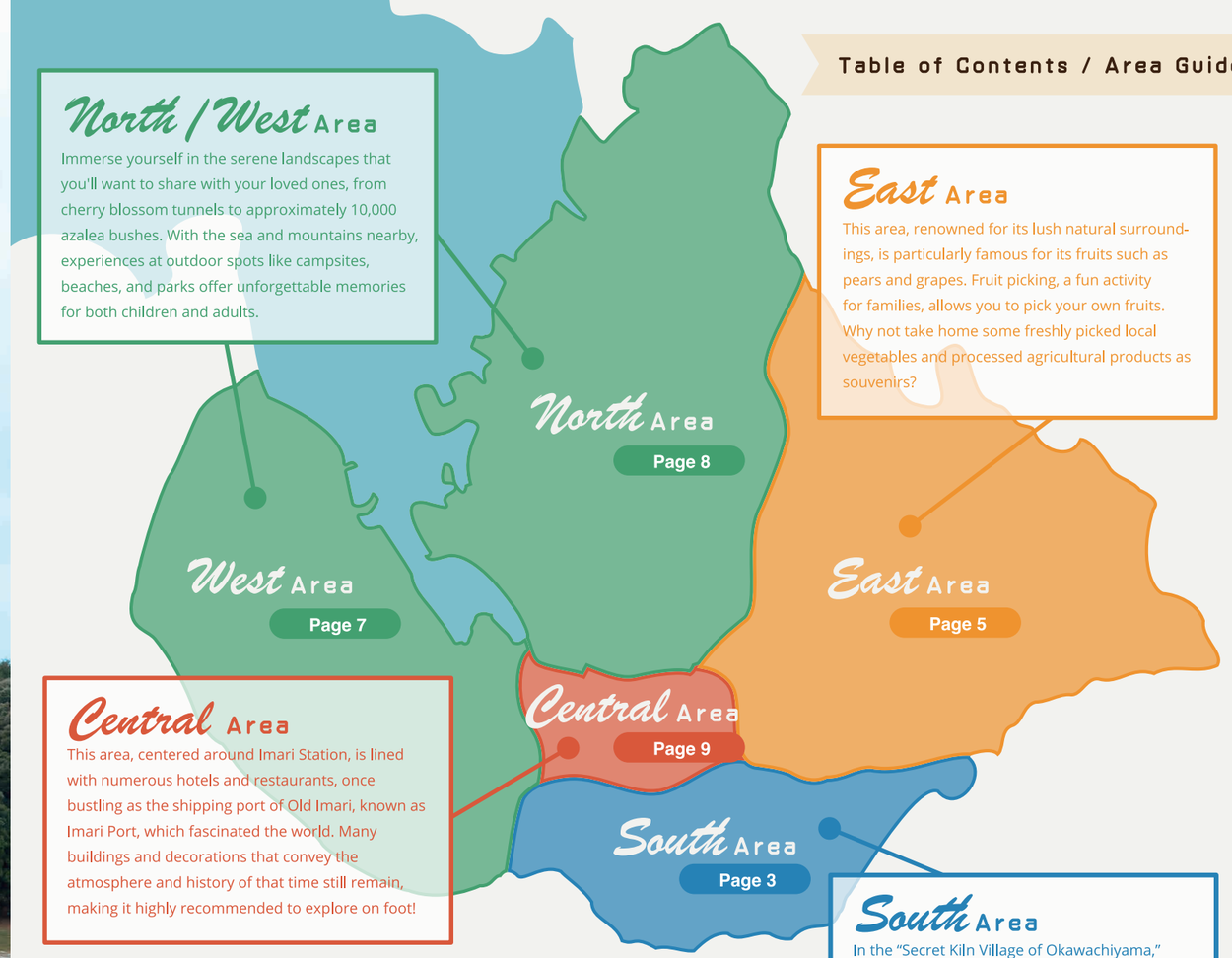


North / West Area

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!

Table of Contents

01 Table of Contents / Area Guide
03 Area Guide: Southern Area
05 Area Guide: Eastern Area
07 Area Guide: Northern & Western Areas
09 Area Guide: City Center Area
11 Four Suggested Itineraries
15 Event Calendar
17 Imari Beef Restaurant Guide
19 Souvenirs & Accommodations
21 Guide Map

The Village of Pottery Beloved by Ancient Lords

Okawachiyama is 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" porcelain are still carried on today, and why not seek out your favorite piece?





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 Nabeshiima Porcelain.

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





Nabeshima Hanyo Bridge

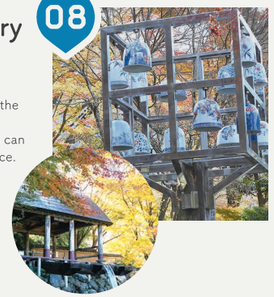
A beautiful bridge adorned with pottery fragments and large colorful jars. The characteristic dragon painted on the handrail makes it a picturesque spot.



Tranditional Industry Hall for Imari and Arita Pottery

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

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



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 Okawachichootsu, Imari City

Pottery Experience

※Shipping fee is not included

Pottery Painting / Wheel Throwing / Hand-Building

Tranditional Industry Hall for Imari and Arita Pottery

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

Nabeshima Hanyo HYAKUSEN

Price
¥8,000 for the first piece/¥4,400 per additional piece
1823-2 Okawachichootsu, Imari City
Book online (for 2 people or more)

Ocean Silk Road Museum

Price Go to page 9 for map.
Pottery Painting ¥1,430～, Wheel-Throwing ¥2,750～
554-1 Imaricho, Imari City
0955-23-1189

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 Okawachichootsu, Imari City
0955-23-2366

Hataman Pottery

Price
Plates ¥1,650～, Mug cups ¥2,200～
1820 Okawachichootsu, Imari City
0955-23-2784

Imadake Kiln

Price Go to page 5 for map.
Pottery Painting ¥2,200～, Wheel-Throwing and Hand-Building ¥4,400～
1384-1 Otsubochoko, Imari City
0955-23-3583

SOUTH AREA

IMARI GUIDE MARK See! Taste! Experience!



Gongendake Shrine

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

1932 Okawachichootsu, Imari City



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

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



Differences Between Ko-Imari and Nabeshima Porcelain

Edo Period

Ko-Imari
Pottery primarily produced in Arita and Hasami during the Edo period. It was shipped from Imari Port (Imari-tsu) to various regions by sea, and thus came to be called "Imari-yaki" (Imari ware) after the port's name. Today, we refer to this as "Ko-Imari" (Old Imari).

Nabeshima (pottery)
During the Edo period, the Nabeshima family of the Saga Domain relocated craftsmen from Arita to Okawachiyama to create special custom pottery mainly for presentation to the shogunate, bringing together the finest techniques. This pottery is called "Nabeshima".

Meiji Perio Onward

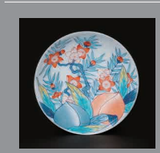
Arita-yaki

Hasami-yaki

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.

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!

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!

East Area



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 OFF 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
10:00～17:00
OFF Mondays, Wednesdays, 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
OFF Year-end and New Year holidays

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 Cityt
090-3417-3505
12:00～17:00 OFF 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
OFF January 1- January 4,
Two irregular days off in November



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

02 Okawa San Sedai Tourist Farm

Pears···Mid-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 7 for map.

B Imari Strawberry Village

Strawberries···January – Early-May

4988 Wakino, Higashiyamashirocho, Imari City
090-1609-5617
Reservation via Instagram is recommended
@imariichigonosato_lcfarm

※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!

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.

North / West Area



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.

Tachiiwa, Yamashirocho, Imari City



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



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



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



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



11 Imarin Beach

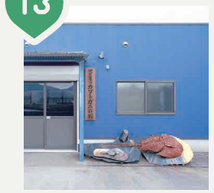
The calm waves make this beach perfect for families with children. Parking is right in front of the sandy beach, and there are also hot showers and restrooms available.

1-2 Fukuda, Kurogawacho, Imari Cityt
0955-20-9031
Early July to late August
9:00～17:00

2-minute drive!

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!





13 Imari Bay Horseshoe Crab House

5760-17 Setocho, Imari City
070-4095-3597
April to June 10:00～16:00(Closed on Mondays)
July to August 9:00～17:00(No holidays)
September to November 10:00～16:00(Closed on Mondays)
December to March 10:00～16:00
(Open on weekend and holidays only)
※December 29 to January 3

PR movie



Check out the PR movie featuring me here!

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)





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

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 Cityt
0955-25-0001 (Weekdays only)





08

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



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

A Town that Flourished as the Export Port of Old Imari

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 Shintencho, Imari City
- 0955-23-3479
- 9:00～17:30
- OFF December 29 to January 3

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





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 Shintencho, 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 Tachibanacho, Imari Cityt

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



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



08



09



07 Imari Shrine

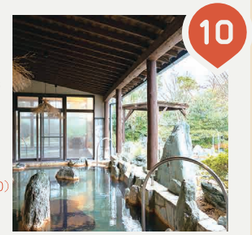
Formed by the merger of three shrines: Kokitsu Shrine, Iwakuri Shrine, and Totoshima Shrine. Within its grounds, it also houses Nakashima Shrine, dedicated to the god of confectionery, Tajimamori no Mikoto.

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

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
- Weelly 10:00～21:30 (last entry at 21:00)
  Weelend 10:00～22:00 (last entry at 21:30)
- OFF 2nd Thursdays(Subject to change)

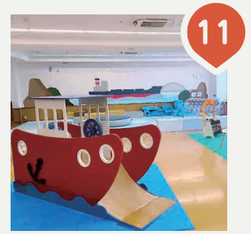


10

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 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



11 Imarikko Land

Opened in August 2025, this indoor playground is free for preschool children and their guardians to enjoy playing to their heart's content, rain or shine.

- 391-1 Matsushima-cho, Imari City (inside the Imari Community Center)
- 080-2655-5440
- 10:00～15:30 (Last entry 15:00)
- 休 Mondays (If Monday is a public holiday, then the following weekday), and December 29 to January 3
  Note: Reservations are required on weekends, public holidays, and during school breaks.

※Imarikko Land was established with a donation from Namura Shipbuilding Co., Ltd.

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

START

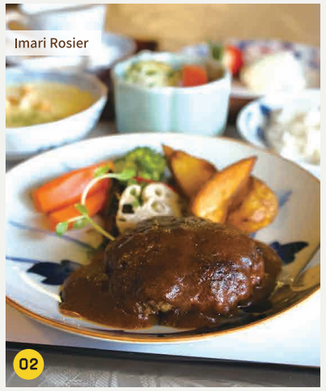
Exciting Photogenic Course 01

For details, see P10

01 10:00 Make Your Own Health Tea

3-10 min by car

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)





For details, see P18

02 12:00 Delicious Hamburger Lunch

5-30 min by car

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!

For details, see P20

03 13:30 Activities to Connect with Nature

5-30 min by car

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.





For details, see P9

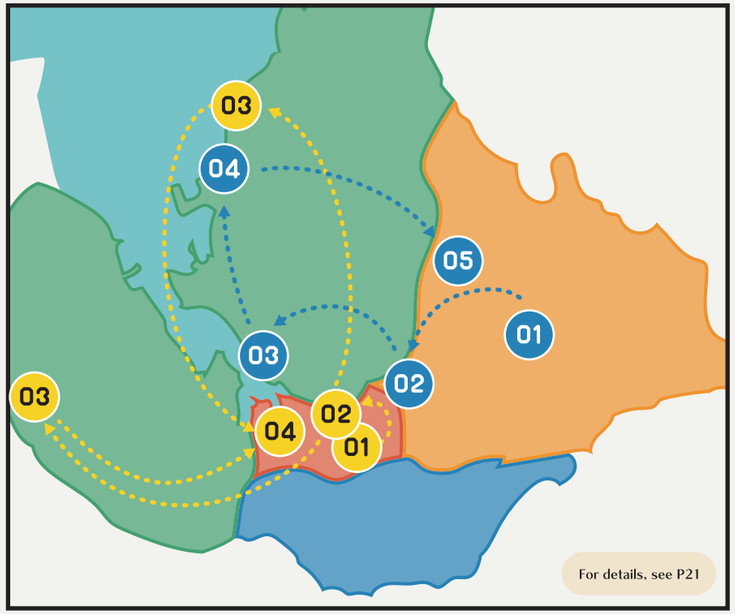
04 16:30 Souvenir Shopping to End Your Trip

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."



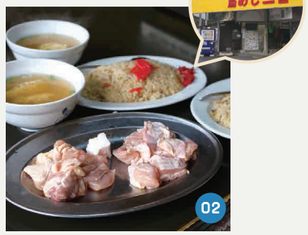


GOAL



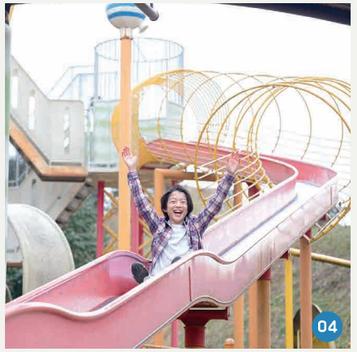
02 Full-Throttle Family Course















START

For details, see P6

01 Fruit Picking 10:00

8-25 min by car

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

For details, see P17

02 Popular Chicken Specialty Restaurant 11:00

10 min by car

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!

For details, see P8

03 Living Fossil: Horseshoe Crabs 13:00

10 min by car

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!

For details, see P8

04 Park for All Ages 14:00

16 min by car

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

For details, see P5

05 Shopping at the Roadside Station 16:00

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

GOAL

START

Relaxing Parent-Child Course 03

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.

GOAL



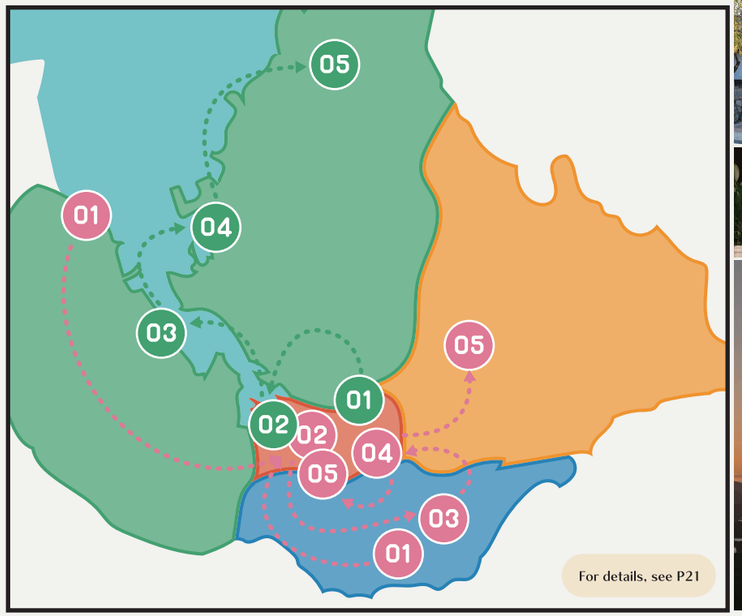












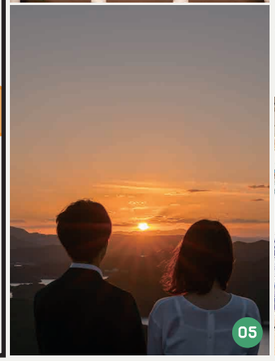
04 Couple's Memory Course















START

01 **10:00** Create Your Unique Dishware

For details, see P10

4 min by car

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.

02 **12:00** Enjoy Imari Beef Steak

For details, see P18

15 min by car

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

03 **15:00** Brewery with a Kappa Mummy!?

Check P19 for more details

11 min by car

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 adel ight to enjoy later!

04 **16:00** After enjoying Sake, Visit a Snack Shop

Check P19 for more details

17 min by car

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!

05 **18:00** Enjoy a 360-Degree Panoramic View Together

For details, see P8

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

GOAL

Event Calendar


Admire the beautiful cherry blossom tunnel


Great deals on Imari Nabeshima Porcelain


Experience the vibrant and elegant "Women Mikoshi"


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


Enjoy the beautiful artificial sandy beach


Pick your own pears!


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


One of Japan's top three KENKA Festivals


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


A round trip around Imari Bay


Porcelain hina dolls showcasing the individuality of each kiln

April 29 - May 5
Imari Pottery Market
Okawachiyama

Late March
Cherry Blossom Station Festival
Matsuura Railway Uranosaki Station

April 29
Azalea Festival
at Takenokoba Park

Late March
Hatatsu Walk

Doll's Festival on Koimari street

Late May
Dotchan Festival
Imari Central Area

Early July to Late August
Imarin Beach Opening
Imarin Beach

Mid-June to Late August
Wind chime Festival
Okawachiyama

Late July to Late October
Pear Picking
For details, see P6

November
Nabeshima Domain Kiln Autumn Festival
Okawachiyama

Late October
Ton-Ten-Ton Festival
Imari Central Area

November 23
Imari Walk

Late November
Shine! Imari Festa
(Urban illumination ligting)

Early December
Toriou Festival
Kaminohara Hachimangu Shrine

Late February to Early March
Porcelain Hina Matsuri
Okawachiyama

Coming of Age Day
Imari Half Marathon
Around Imari Bay

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

Strawberry Picking

Grape Picking

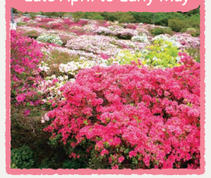
Kumquat Picking



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

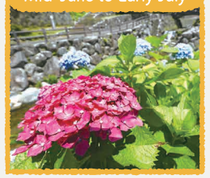
Ryugu Shrine (Kurogawacho) has a wisteria tree estimated to be 260 years old, and another in Furuko, Niricho, estimated to be 350 years old. These wisteria trees, cherished and protected by the locals, captivate viewers with their softly swaying flowers.



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

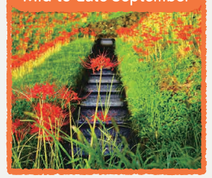
Hydrangeas can be seen in Okawachiyama (Okawachicho) and Imari Yumemisaki Park (Kurogawacho). These flowers bloom in various colors and shapes, thriving on the blossings of rain.



Late 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

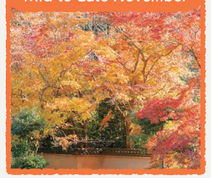
When the rice fields are golden, the spider lilies at Sumi-yama Terraced Rice Fields (Niricho) reach full bloom, painting the paths red.



Early to Mid-November

Kochia

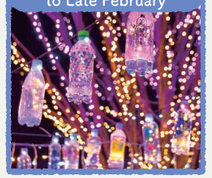
The fluffy, round kochia plants nurtured by local residents and university students in Kawachino, Higashiyamashirocho, turn red in November, reaching their peak beauty.



Mid to Late November

Autumn Leaves

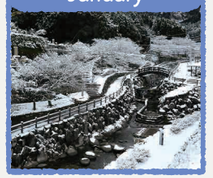
Countless maple trees vividly color Okawachiyama in shades of crimson, orange, and yellow.
Strolling in a kimono will surely make for a picturesque photo!



Late November to Late February

Illuminations

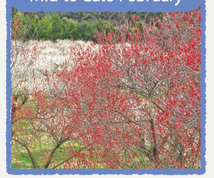
In the city center, about 200,000 lights illuminate Imari's night, creating a bright and festive atmosphere.



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" (Kisucho) 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

C Yakiniku-tei Happiness Mura
0955-23-2681
1127 Hachiyagarami, Niricho, Imari City
11:30～14:00 / 17:00～21:30
OFF Tuesdays

C Genriki
0955-23-2929
140-4 Imarichoko, Imari City
16:00～22:00
OFF Sundays

C Shichirin Yakiniku Toratama
0955-23-4029
112-5 Hachiyagarami, Niricho, Imari City
18:00～21:20
OFF Tuesday and Irregular holidays

C Horumonyaki and Bar Gyutan
0955-22-8360
528 Imarichoko, Imari City
17:00～21:00
OFF Mondays

C Yakiniku Shokudoen
0955-22-3958
559-1 Shintencho, Imari City
17:00～21:30
OFF 2nd or 3rd Thursdays

C Imari Yakiniku-kan Show
0955-22-1718
165-367 Otsubochootsu, Imari City
17:00～21:30
OFF Wednesdays

C Yakiniku Tsukasa
0955-23-3007
1151 Niricho Hachiyagarami, Imari City
11:30～14:00 / 17:00～21:00
OFF Wednesdays / Irregular holidays

N Drive-in Tori
0955-23-0667
1384-2 Otsubochoko, Imari City
11:00～22:00
OFF Wednesdays / Irregular holidays

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
OFF Wednesdays and the 3rd Tuesday, and irregular holidays

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

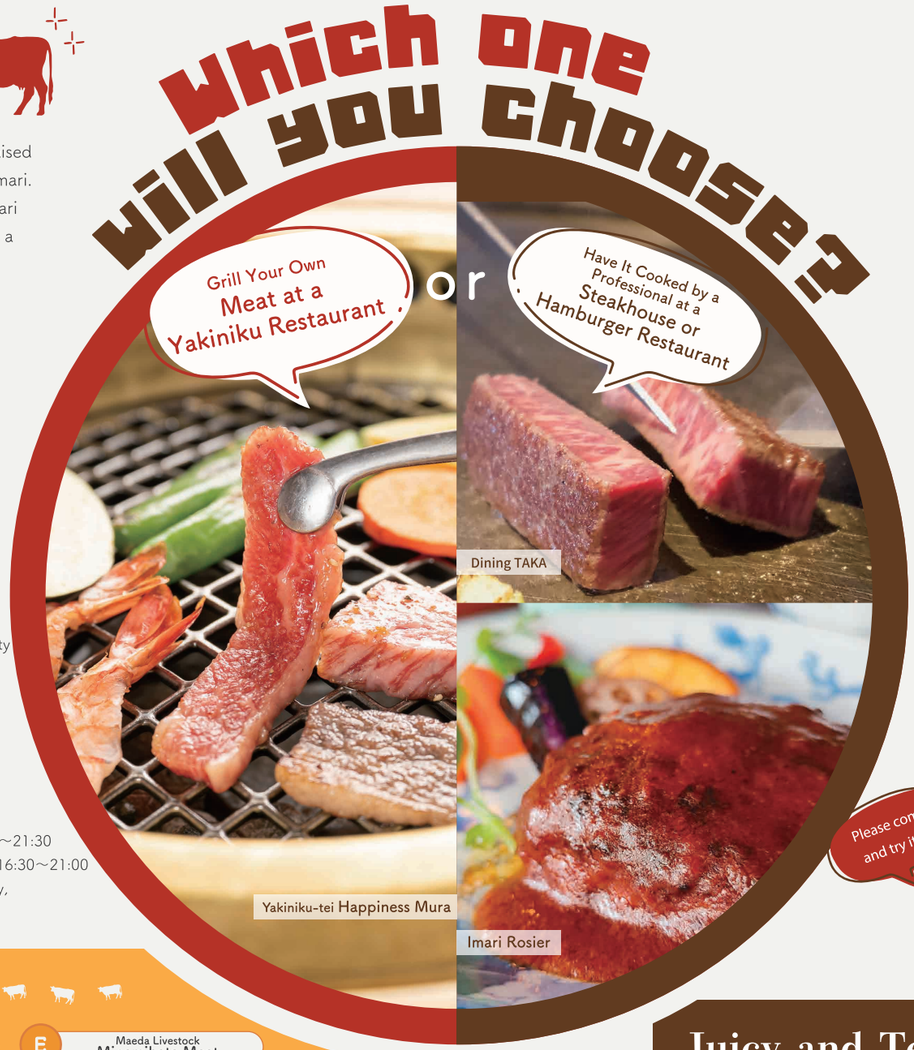
Imari Beef Vendors

E Imari Furusato Village Livestock Processing Plant
0955-24-2292
2754-9 Ideno, Minamihatacho, Imari City
8:00～17:00
OFF Wednesdays and December 31- January 4

C Kataoka Butcher Shop Main Store
0955-23-3236
257 Imarichoko, Imari City
9:00～18:30
OFF Sundays

C Imari Beef Marche
0955-20-4355
827-1 Tachibanacho, Imari City
9:00～18:00
OFF Wednesdays

E Maeda Livestock Minamihata Meat
0955-20-3110
2615-1 Shimonohara, Ideno, Minamihatacho, Imari City
10:00～17:30
OFF Wednesdays and irregular holidays





Imari Beef Steak & Hamburg Steak Restaurant

C Imari Rosier
0955-23-3289
567 Imarichoko, Imari City
10:30～16:00
OFF Irregular holidays

C Tsukemono-ya Hachigame
0955-25-9806
261-2 Imarichoko, Imari City
11:00～14:30
OFF Tuesdays and Wednesdays

C Restaurant Show
0955-22-6661
1780 Ozatoko, Niricho, Imari City
11:30～15:00 / 17:00～20:00
OFF Thursdays

C Dining Kitchen Kaze no Oka
0955-22-6910
481-2 Imarichoko, Imari City
17:00～23:00
OFF Wednesdays

C Steak House Tsujikawa
0955-23-2660
720-3 Shintencho, Imari City
11:30～14:30 / 17:00～20:30
OFF Irregular holidays

C Cafe & Restaurant Dazure
0955-22-5110
475-45 Shintencho, Imari City
11:00～19:30
OFF Tuesdays

C Chimney
0955-23-0515
3321-1 Tachibanacho, Imari City
【Mon-Fri, Sun】11:30～13:30
【SAT】11:30～13:30/17:30～19:30
OFF Thursdays and irregular holidays

C Omotenashi Ryori Hakase
0955-22-6506
94-1 Matsushimacho, Imari City
9:00～17:30 ※Reservation required
OFF Irregular holidays

C Kira Hiiragi
0955-22-5790
539 Shintencho, Imari City
【Mon-Sat】17:00～22:00
【Sun】17:00～21:30
OFF January 1-2

C Imari Kurishubou SAIKA
0955-22-8228
461 Hamamachi, Imarichoko, Imari City
11:30～13:30 / 18:00～19:30
※Reservations are required for dinner by the day before.
OFF Tuesdays

C Cafe & Kitchen M
0955-25-9920
921-1-1F Tachibanacho, Imari City
11:30～15:00/18:00～21:00(Food)
～21:30(drink)
OFF No regular closing days

E Dining TAKA
0955-29-2111
3869-1 Okawano, Okawacho, Imari City
11:30～14:00 / 17:00～20:00
OFF Wednesdays / Irregular holidays

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
OFF Wednesdays
(Changes may occur on public holidays)

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
OFF Mondays and Tuesdays
(Open if it is a public 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 hamburg steaks contain no binders like eggs or milk. The meat is fluffy, tender, and melts in your mouth, packed with exquisite flavor. Eachrestaurant 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



Tea bags of Imari green tea, black tea, and matcha-blended genmaicha, packaged in a can featuring a traditional Imari-yaki (Imari ware porcelain) design.

Imari Honoka
Green Tea, Black Tea, Genmaicha (Brown Rice Tea)

Yamaguchi Seichaen Co., Ltd.
0955-23-2817
45 Hasuike-cho, 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







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

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





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



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

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



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 Otsubochoko, 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 Otsubochoko, 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

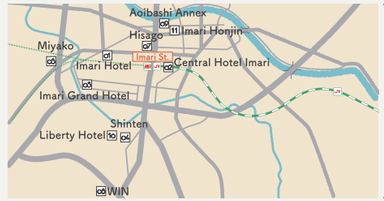
Click here to visit the website

11 Guest House Imari Honjin | C Area



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

Click here to visit the website



HOTEL MAP
※Go to page 21

Heartwarming Farm Stays

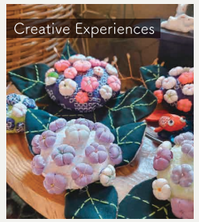
Imari Green Tourism

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 Tourism Promotion Division
0955-20-9031
▼Click here to visit the website

Detailed Map of Imari City

Transportation

MR＝Matsuura Railway

Railway	JR Imari Station(unmanned) ※For inquiries, please contact JR Karatsu Station.	080-7592-3260
	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 Imari Service Office	0955-22-7336
Car Sharing	idEV Customer Center	0120-185-885
Bicycle Rental	MR Imari Station	0955-22-3551

Access to Imari

MR＝Matsuura Railway

Railway

Hakata Station	JR	Arita Station	MR	Imari Station	1 hr. 51 min.
	JR	Karatsu Station	JR		2 hr. 19 min.
Saga Station	JR	Arita Station	MR		1 hr. 8 min.
	JR	Karatsu Station	JR		1 hr. 57 min.
Nagasaki Station	JR	Haiki Station	JR / Arita Station	MR	3 hr. 19 min.

Express Bus

Fukuoka Airport Domestic TML	Fukuoka Bus Terminal	Fukuoka Tenjin Bus Terminal	1 hr. 50 min.

Car

Fukuoka Urban Expressway - Nishikyushu Expressway

Hakata Station	Hakata Eki Higashi IC	Imari Higashi Fumaneki IC	1 hr. 25 min.
Saga Station	34 / 212 / 332 / 25 / 498 / 202		1 hr. 8 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

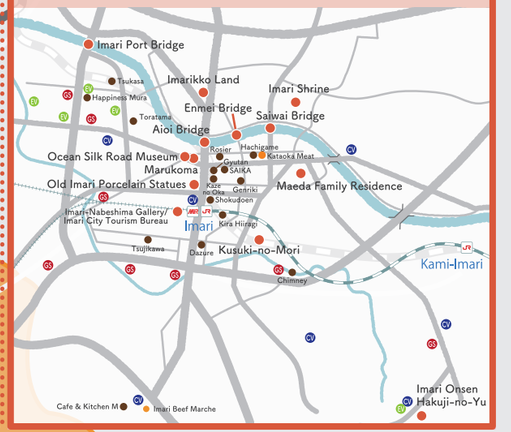
How to read the information

- ···Address
- ···Phone Number
- ···Business Days (Period)
- ···Business Hours
- ···Regular Holidays

CV ··· Convenience Store
GS ··· Gas Station
EV ··· EV Charging Stations



Central Area



South Area

