



Ono City, Fukui Prefecture

Fukui Prefecture Ono City
“Uniting people, eras, and places”
Here lies the hometown
of your heart.



The Homeland of Unity *Echizen-Ono*



Shichiken Street

For more than 400 years the famous Ono “Shichiken Morning Market” has been held on this street. In the Edo period, it was a part of the Minokaido Road, which connected Echizen (former Fukui Prefecture) to Mino (former Gifu Prefecture), and many shops lined the street. Even today those old shops are still standing, reminding us of the past.



Shichiken Morning Market

The famous morning market that has continued in Ono for over 400 years. The hard-working farmers of Ono offer their produce here. The availability of fresh produce makes this a crowded market in the mornings. We recommend enjoying conversations with the shop owners.

Information

■ Tel: 0779-69-9520 (Shichiken Morning Market Promotion Council) ■ Open: from spring to New Year's Eve, every day from 7 a.m. to 11 a.m.

The History of Echizen-Ono

Little Kyoto, Echizen-Ono

Echizen-Ono, the little Kyoto of the Hokuriku area. A region with historic charm, surrounded by abundant nature and home to many famous places. Based on your ideal trip, the encounters that await you are numerous. Let's head out with a sightseeing plan that suits you.

Tera Machi Avenue

An avenue lined with temples built from medieval times to the early modern period. Each temple preserves a number of important cultural assets such as historic landmarks, Buddhist statues, and so on. If you purchase the temple stamp booklet (¥1,000) from the Ono City Tourist Association (Tel: 0779-65-5521) you can collect goshuin stamps from the 16 temples.



Castle in the Sky, Echizen-Ono Castle

Ono is a basin enclosed by mountains in all directions. Echizen-Ono Castle towers above the plains of Ono from the top of Mt. Kameyama (elevation 249m), located in the center of the city.

When clouds engulf the castle town that resides below, only Mt. Kameyama remains, rising above the clouds. It is on these days that the “Castle in the Sky” can be seen. Directly beneath the sea of clouds that the Castle in the Sky sits on, lays the castle town.

As the sea of clouds spreads and gradually conceals the town, when gazing upon the castle which remains, one might experience a magical sensation as if they have just stumbled upon the Ono of old.

Photo courtesy of Osamu Sasaki

You can photograph the “Castle in the Sky” from Mt. Inuyama.

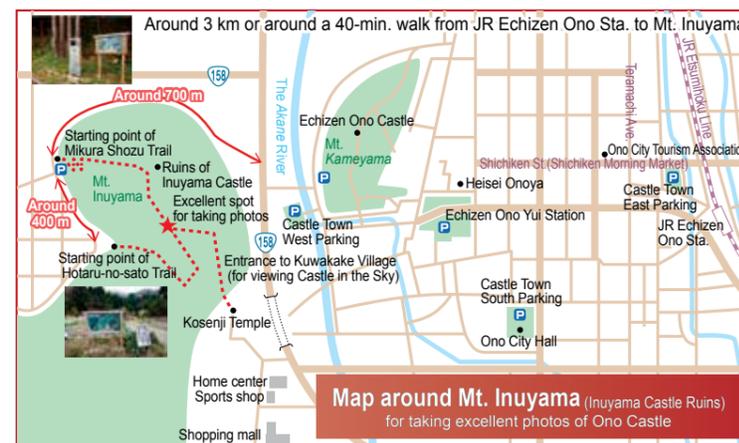
- [Season]** From October through end April. November is the most likely time for the “cloud sea” to appear.
- [Time]** From dawn until approximately 9 a.m.
- [Optimal Weather Conditions]**
 - High humidity levels on the day before (rainfall for example)
 - Significant temperature differences between the day before and following morning (radiative cooling)
 - During strong winds or when conditions are not satisfactory, clouds may not appear.

Echizen-Ono Castle

The castle was built by Nagachika Kanamori, a retainer of Oda Nobunaga. Today, artifacts of the previous feudal lords are on display inside the castle. The castle underwent restoration in 1968.

Information

- Tel: 0779-66-0234 ■ Admission: Adults ¥200 / Children: free
- Closed: December through March
- Operating hours: 9 a.m. to 5 p.m. from April through September / 9 a.m. to 4 p.m. in October and November



Echizen-Ono Castle Goshuin Seals on Sale Now!

Echizen-Ono Castle is now selling seals with handwritten calligraphy. It makes a great memento to remember your visit to the castle.

Price:
¥300 per sheet



* During the winter closure, purchasable at the Old Uchiyama Family Samurai Residence.

*Cover photo courtesy of Yoshiaki Kawabata.



The Land of Springs, Echizen-Ono

Encircled by 1000 meters of mountains, the basin of Ono contains an underground aquifer that resembles a water jug. Water from snow and rainfall in the mountains collects in this aquifer and is then released through the springs in the city.

Since long ago, this underground water that was carried by mother nature has played an important role in the cultivation of the culture and lifestyles of this land.

Many springs are scattered about Ono, for example the

Oshozu Spring and the Hongan Spring, which appear on Japan's 100 Remarkable Waters list (since 1985 and 2008 respectively). Even today many households have home pumps installed to extract the underground water, which is used as is without treatment. It is then used as drinking water and for the daily needs of the residents, such as cooking and bathing.

Since the springs throughout the city are tested for water quality, you can safely drink from them without worry.

On your walk through the castle town, how about visiting the various springs and discovering a Japanese city of pure water?

Hongan Spring and Conservation Center for Stickleback

Hongan Spring

A habitat for the freshwater sticklebacks, which are designated as a national protected species. Visit the Conservation Center for Stickleback next door, "Itoyo no Sato," to learn more about the ecology of the sticklebacks and the culture of Echizen-Ono's springs.

Information

- Tel: 0779-65-5104 ■ Admission: Adults ¥300 / Junior high school students and younger: free
- Closed: Mondays (in the event of a public holiday, closed the following day) and New Year holidays



The freshwater type stickleback is a rare fish which can only be seen in a few places in Japan!



Stickleback

Meet the spring of the castle's lord

Oshozu Spring

This spring was formerly called the "spring of the lord" because it was used to satisfy the daily water needs of the lord of the castle. Known for its refreshing taste, this spring has become a place of social exchange amongst the locals.



Springs of Ono

The City of Water Initiative



"Me+asu" (mitasu) bottles, a souvenir used to collect and bring home some of Ono's spring water, are on sale now. "Me+asu" is not just a regular water bottle, as the water it holds satisfies the body and mind of its carrier; each purchase helps to ensure a sound future for the water of Ono.

- Price: ¥100 (tax included)
- Sales location: Ono City Tourist Association, Hongan Spring and Conservation Center for Sticklebacks "A portion of the proceeds from sales of "Me+asu" goes toward the Ono City Water Preservation Fund.



Ishidoro Spring

Located at the Ishidoro hall, a free rest stop for tourists, you can drink spring water that comes directly from the water table.



Goban Avenue Shopping District Spring

A spring located in front of the shopping district information office on Goban Avenue. The water comes directly from the water table.



Shinbori Spring

This spring is near the Shinbori river which flows south of the castle hill. A small number of sticklebacks inhabit the river.



Shichiken Spring

The spring water is drinkable at this location and is used by breweries to make sake.



Shouzu Hiroba Spring

A spring at JR Echizen-Ono station. Here you can find a tranquil atmosphere as the water overflows from the spring and pours into the stream, turning the water wheels used for washing taro root.



Mizubune Spring

A wooden water tank in the shape of a boat that was once used as a reservoir to collect water from the rivers and valleys.



Serigawa Spring

The water from this spring merges with the Serigawa waterway, which separates the Uchiyama Family Residence from the Heisei Onoya gift shop and flows into the outer moat of Ono Castle. In the past, the river used to mark a separation between the samurai district and the shopkeepers district.



Miraculous Spring of Shinokura Shrine

According to legend, this spring contains miracle water from the god of medicine called Okuninushi, which can cure eye diseases. It is said that this water is effective against eye illnesses.



Samurai Residence of the Old Uchiyama Family.

This estate was home to a family of chief retainers, the Uchiyama family, who birthed the brothers Ryokyu and Ryusuke Uchiyama, two figures who contributed greatly to Feudal Ono's fiscal reformation at the end of the Edo period. You can drink tea while enjoying the view of the garden.

Information

- Tel: 0779-65-6122 ■ Admission: Adults ¥300 / Children: free
- Closed: New Year holidays
- Tea Service
- Open on Saturdays, Sundays and holidays in April, May, September and October
- Hours: 1 p.m. to 3 p.m. ● Price: ¥300 per person



COCONO Art Place

Originally a traditional Japanese house built in the late Meiji period (1868-1912), it was reformed into an art gallery. Apart from the paintings on display that are owned by locals, you will also find a cafe and gift shop.

Information

- Tel: 0779-64-4848
- Admission: Adults ¥300 / Children: free
- Closed: Mondays (in the event of a public holiday, closed the following day)



Samurai House of Old Tamura Family

The remaining estates of the chief retainer of feudal Ono, Matazaemon Tamura (designated municipal cultural property). The main building is one of the few samurai residences constructed in 1827 within the prefecture.

Information

- Tel: 0779-65-6212
- Admission: Adults ¥200 / Children: free
- Closed: New Year holidays

The History of Echizen-Ono



Photo spots are set up at the former samurai residences depending on the season. In summer the Uchiyama residence has a sliding reed door fitted with a window from which you can see the castle, and the Tamura house is decorated with many brightly colored pinwheels. You can come take some photos to remember your trip.

Take a stroll through Ono City with a *tenugui*!



Take this cute *tenugui*, a traditional Japanese hand towel, with you on your stroll through the interwoven streets of Ono's castle town. This *tenugui* features an original Ono City design and is made to be used as a commemorative stamp book. Take this with you on your tour through town and collect stamps at various restaurants and establishments along the way. Once you've filled it with stamps, you'll absolutely want to post pictures of this cute souvenir on social media.

- Sold at the Ono City Tourist Association
- Price: ¥1,000

How it works

- ①Purchase the *tenugui* from the Ono City Tourist Association
- ②Collect stamps at various restaurants, shops and cultural facilities around town.
- ③Finally, cut the strings and unfold the cloth to reveal your very own one-of-a-kind *tenugui*!



Stamps available at these locations ↓



Ono City Tourist Association website



Nature of Echizen-Ono

Yumeno Kakehashi Bridge

A suspension bridge over Lake Kuzuryu. It was made as a prototype for the Great Seto Bridge.

Karikomi Ike Pond

A peculiar pond with a fixed water level despite having rivers that flow in but none that flow out. The water of the pond reflects the surrounding nature like a mirror, making this a location that fascinates many tourists.

Experience magnificent nature up close

Starlit Sky Hammocks

You can enjoy Japan's most beautiful night sky while swaying in a hammock at Oku Echizen Dairy.

Information
Tel: 0779-67-1166 (Oku Echizen Dairy)
Please call to determine the date and cost



Kuzuryu Ski Resort

With slopes as steep as 41 degrees, this facility is enjoyable for beginners as well as the more experienced.

Information
Tel: 0779-78-2651 Website Available



Fukui Izumi Ski Resort

Containing features such as kickers tabletops, the terrain park here is sure to satisfy snowboarders.

Information
Tel: 0779-78-2711 Website Available



Hotoke Gozen no Taki Falls

A 100m tall, three-tiered waterfall that flows from Mt. Arashimadake. It is named after the legend which states that the dancer Hotoke Gozen, beloved by Taira no Kiyomori, washed her hair here.



Heikedaira Forest

The Heikedaira forest is home to roughly 10,000 Japanese beech trees and spans approximately 40 hectares. Within the forest you will also find a giant Japanese horse chestnut tree aged over 400 years.

Information
Hiking trail available



Firefly Viewing

From June through July, you can enjoy viewing large numbers of fireflies at various locations in the Inuikawa and Izumi districts.

Information
Season: Genji-botaru (*Luciola cruciata*) from early to late June and Heike-botaru (*Aquatica lateralis*) from mid-June to mid-July



Fukui Nature Conservation Center

At this facility, you can participate in hands on educational workshops about the wonder of Fukui's nature. We recommend the star gazing workshop. The sky as seen from this location was recognized as the "Most Beautiful Starlit Sky in Japan" in the 2005 national star watching network. (Organized by Ministry of the Environment and Japan Environment Association)

Information
Tel: 0779-67-1655 Closed: Mondays, days following public holidays and News Years holidays *Open every day of summer holidays Facilities: Main building (exhibitions and workshops), observation tower (planetarium and telescope), nature observation forest, activity center Website Available



Rokuroshi Ski Park

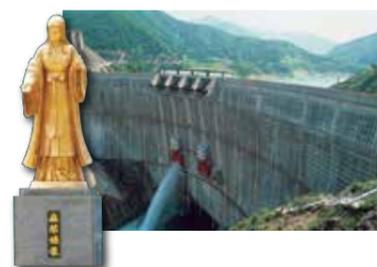
A gentle hill for beginners that has also been upgraded to include a hill just for sledding. Artificial turf skiing is available in the off-season.

Information
Tel: 0779-67-1065 Website Available



Kuzuryu Dam

Located on the upper region of the Kuzuryu river, it is a 128m tall rock-fill dam made of piled up stones and soil. Surrounded by rich nature, the manmade Lake Kuzuryu displays the beauty of the four seasons.



Managawa Dam

A concrete arch dam. The manmade Lake Manahimeko was named after the ancient legend of Princess Manahime. In order to help the farmers who were struggling with drought, she sacrificed herself by diving into the river in which a dragon lived. A golden statue of Manahime has been built on the lake's shore.



Maruyama Park (Rokuroshi Highlands)

This park offers a barbecue area, bicycle rentals and a small zoo.

Information
Tel: 0779-66-1111 (Municipal Commerce and Tourism Promotion Section)
Open: Late April through October



Rokuroshi Highlands

A peaceful landscape that spreads across a stretch of highlands. With many activities and facilities to enjoy such as barbecue, Maruyama Park, the outdoor mineral hot baths at Urarakan and so on, Rokuroshi Highlands is a place where you can fully enjoy mother nature.



Workshops to experience Ono with both mind and body

HOROSSA! Fossil Excavation Center

A hands-on excavation workshop where you can hammer rocks from the stratum dating from Paleozoic era (approx. 400 million years ago) to the Cretaceous Period (approx. 130 million years ago) and discover dinosaur teeth, ammonite, shell and plant fossils. One workshop can accommodate up to 200 people.

Information

■ Tel: 0779-78-2070 ■ Workshop fee: Adults ¥1,000 / High school students ¥800 / Junior high school students and below ¥500 ■ Closed: Mondays (in the event of a public holiday, closed the following day) and days after holidays / Open every day of the summer holidays ■ Reservation required ■ Website available



..... You can find these kinds of fossils! /



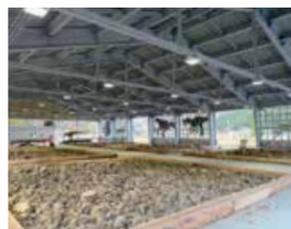
Ammonite fossils



Shellfish fossils



Fern plant fossils



Fully experience the blessings of the land

Experience Echizen-Ono

You can feel
carefree in
Ono's nature



Manmaru Oku Echizen Center

A green tourism center offering tours that make the most of Echizen-Ono's plentiful nature. There are plenty of activities available for any season, such as canoeing and other river activities, rice planting, snowshoeing and more.

Information

■ Tel: 0779-67-1117 (Ono Children's Nature Hall) ■ Website available



Fruit Picking at Hakusan Winery (Blueberries and Grapes)

You can pick blueberries at the vineyard of this wine producer. You can eat as many berries as you pick. The vineyard is always looking for help with grape picking, vine planting and management assistance.

Information

■ Tel: 0779-67-7111 (blueberry picking) ■ Vineyard admission: ¥540 (all you can eat), to take berries home: ¥540 per 200g ■ Open: every day from mid-June to late July ■ Capacity: 10 to 20 people per day ■ Website available



Star Land Sakadani

Located on the highlands that overlook the basin of Ono, here you can participate in agricultural activities (harvesting potatoes in July or sweet potatoes in October) or soba noodle making using homemade buckwheat flour.

Information

■ Tel: 0779-67-7250 ■ Price: ¥2,500 for soba noodle making (6 to 7 servings) ¥3,000 for yearly field rental (per row) ■ Closed: Wednesdays and New Year holidays ■ Reservation required ■ Website available

Wood Crafts Workshop Center

A woodworking shop located in the mountainous district of Izumi. Here you can easily create various things such as a welcome sign, keychains, or puzzles. Using a combination of lumber and branches, what you can create depends only on your imagination!

Information

■ Tel: 0779-78-2111 ■ Workshop fee: Approximately ¥300 to ¥2,000 depending on the workshop ■ Open: Every Sunday from April through November ■ Reservation required



Yamakoya Taiko Drum Hut

Here you can freely play the handmade taiko drums made by the owner of Yamakoya, make mini taiko key chains, or an original percussion instrument called the "pacocon." The main facility is a remodeled lodge located in a mountain village. How about trying your hardest to make these taiko echo throughout the many surrounding trees?

Information

■ Tel: 0779-64-1117 ■ Workshop fee: ¥500 to ¥2,000 depending on the workshop ■ Closed: No regular closing days ■ Reservation required ■ Website available



Introduction to Shinto at Shinokura Shrine

A shrine with a long history, here you can learn about Shinto shrines, including writing your wish on a placard and hanging it the shrine.

Information

■ Tel: 0779-65-1455 ■ Price: ¥1,500 per person ■ Reservation required



Handicrafts at Studio Mokko

The meeting place for the Ono craft making group "Mokko." With activities such as handicraft, weaving, woodworking and Japanese mechanical doll making, this is a handicraft workshop that both children and adults can enjoy. The studio is located on Shichiken street and displays works made by the members of the association.

Information

■ Tel: 0779-66-4341 ■ Workshop fee: Approximately ¥300 to ¥2,000 depending on the workshop ■ Open: from April 1st, to December 25th (closed days vary by month) ■ Reservation required



Soy Sauce Making at Nomura Juemon Brewery

At this old soy sauce brewery, you can participate in different stages of soy sauce production, such as paddle mixing to assist aging or pressing the finished soy sauce. After the workshop, you can bottle, add a custom label, and take home the soy sauce you pressed.

Information

■ Tel: 0779-66-2072 ■ Workshop fee: ¥1,000 per person ■ Opens: From April to December ■ Reservation required

Oku Echizen Dairy Farm

Located in Rokuroshi Highlands, you can make cheese and ice-cream from fresh milk.

Information

■ Tel: 0779-67-1166 ■ Price negotiable ■ Closed: Mondays (except during Golden Week and summer holidays) ■ Reservation required ■ Website available



Find information
on fishing spots
and fishing license
sales here



Ono City
Fishermen's Association
Webpage

Mountain Stream Fishing

There are many rivers in Ono where you can enjoy catching fish like sweetfish, char, and red-spotted masu trout. Why not find yourself a good spot on the river and enjoy some fishing?

Information

■ Fishing Seasons ■ Red-Spotted Masu Trout, Char, Salmon: February 1st to September 30th ■ Sweetfish: Opening day to November 30th ■ Koi Carp, Crucian Carp: Year-round



Echizen-Ono Agriculture Foundation

The Echizen-Ono Agriculture Foundation offers various agricultural activities such as rice planting and harvesting, and taro harvesting. For those who want to experience the nature of Echizen-Ono to its fullest, please do not hesitate to contact us.

Information

■ Tel: 0779-66-1141 ■ Reservation required ■ Website available



Urarakan Mineral Hot Baths

Hot bath facility located in Rokuroshi Highlands. Aiming to reproduce the water quality found at the world-famous thermal springs of Germany, this facility uses the same minerals found in those springs. It provides the same benefits as a hot spring.

Information
 ■Tel: 0779-67-7007 ■Admission: Junior high school students and above ¥600 / 4 years old and above ¥300 / 3 and under: free ■Closed: Mondays (in the event of a public holiday, closed the following day) ■Website available



Kuzuryu Heisei no Yu Hot Springs

A spacious outdoor bath that provides a wonderful view of the mountain range, a great spot for relaxing and relieving fatigue. Known for its effectiveness, it attracts visitors from all over Japan.

Information
 ■Tel: 0779-78-9210 ■Admission: Junior high school and above ¥600 / 4 years old and above ¥300 / under 3: free ■Closed: Tuesdays (in the event of a public holiday, closed the following day), 1st of January. ■Website available



Attakaland Bathhouse

You can join enjoy both Western and Japanese style baths depending on the day. You can find a variety of baths here, such as outdoor baths, a sauna, a jacuzzi and more.

Information
 ■Tel: 0779-66-7900 ■Admission: Junior high school students and above ¥600 / 4 years old and above ¥300 / under 3: free ■Closed: Second Tuesday of every month (in the event of a public holiday, closed the following day) ■Website available

Relax and Recuperate in Echizen-Ono



Warm up at the bathhouses

Kameyama Yu Public Bath

Tel: 0779-66-4959
 Address: Ono-shi, Shiro-machi 7-18
 Open: 3 p.m. to 11 p.m.
 Closed: Mondays and Thursdays

Kyupi Public Bath

Tel: 0779-66-3613
 Address: Ono-shi, Yomei-cho, 1 chome, 1302
 Open: 3 p.m. to 10 p.m.
 Closed: Wednesdays and Sundays

Azuma Yu Public Bath

el: 0779-66-2488
 Address: Ono-shi, Takasago-cho, 14-4
 Open: 3 p.m. to 10 p.m.
 Closed: Tuesdays and Fridays

City public bath admission fees

■Adults (Junior high school students and older): ¥430
 ■Elementary school students: ¥150
 ■Preschool children: ¥60



Hotel Furearu of Izumi

A hotel located at the Kuzuryu thermal spring recreation facility, a place where one can get their fill of Ono's magnificent nature. The large public bath uses water from the same source as the annexed Heisei no Yu Hot Spring, so you can rest your body and soul.

Information
 ■Tel: 0779-78-2536 ■Annex facilities: 7 cottages, Heisei no Yu Hot Spring ■Webpage available



National Park Hotel Kuzuryu

This hotel is located in the Kuzuryu National Recreation Area, which is listed in the "Top 100 List of Forests for Health Benefits". An optimum place for outdoor sports and leisure; you can enjoy skiing, camping, fishing, or a barbecue.

Information
 ■Tel: 0779-78-2326 ■Annex facilities: Kuzuryu Ski Resort, 4 tennis courts, auto campground, BBQ grills, sports grounds ■Webpage available



Hatogayu Hot Springs

A secluded hot spring inn located along the Uchinami River, a tributary of the Kuzuryu River. It's the ideal location for a hiking base, with access to Karikomi Ike Pond, Mt. Akasagi and Mt. Sanomine.

Information
 ■Tel: 0779-65-6808 ■Admission: Adults ¥600 / Seniors (60+) ¥500 ■Open season: End of April to the end of November ■Webpage available



Shimohanbara Fureai Lakeshore

An outdoor spot along the shore of Lake Kuzuryu. Extending as far as the eye can see, the lakeshore is the perfect place to camp or have a barbecue.

Information
 ■Tel: 0779-78-2408 (Kuzuryu Lakeside Movillage)



Hokyouji Ikoi no Mori Forest

Perfect for leisure and recreation, this location has a large field with barbecue facilities and a campground.

Information
 ■Tel: 0779-65-0005 ■Open Season: May to November



Lake Manahime Campground

An auto campground located upriver of the Managawa Dam. With 10 hectares of land, this campground is exceptionally spacious

Information
 ■Tel: 0779-64-1240 ■Facilities: 8 bungalows, 20 tent sites, 15 BBQ grills ■Open season: April to November ■Website available



Izumi Maesaka Family Campground

A campground surrounded by mountains that is refreshing even during the summer. With barbecue, Dutch ovens, and so on, there are many options to enjoy nature here.

Information
 ■Tel: 0779-78-2248 ■Facilities: 20 cabins, 50 tent sites, 56 auto camp sites ■Open season: April to October ■Website available



Mt. Arashimadake 1,523.5m

Listed in the "One Hundred Mountains of Japan," it is also called the "Mt. Fuji of Ono" due to its beautiful shape. The rhododendrons in early summer and the autumn foliage are also beautiful. Restrooms and parking are available at the Kadohara and Nakade trail entrances.

Information
 ■Round trip hiking time: 5 to 7 1/2 hours

Hiking Guidelines

Before you go!

1 Make a proper plan

The conditions of nature such as temperature, rain, and sunlight can change based on the season and day by day. Carefully plan your hike according to the seasons and weather.

2 Submit a hiking plan form

The hiking plan form is the lifeline that ensures your safety. To ensure a safe hiking trip, we ask that you submit a hiking plan form.



You can submit your plan via cell phone

3 Hike at your own pace

It's important not to overexert yourself and to go at a pace at which you can maintain proper breathing. Please also be sure to take frequent rests and stay properly hydrated to maintain your stamina.



Be sure to prepare any other items you think are important.



Mt. Akasagi 1,628.7m

This mountain was given its name from the beautiful curved shape of its silhouette that resembles a rabbit (*usagi* in Japanese). In summertime the blooming of the alpine plants at Aka Pond near the summit offers a beautiful view.

Information
 ■Round trip hiking time: 6 to 7 1/2 hours



Mt. Genanpo 1,440.7m

As this mountain takes its name from the Chinese character for silver, it's thought that silver was once mined here. The trailhead is located at the Hokyoji Ikoi no Mori Forest.

Information
 ■Round trip hiking time: 3 to 4 hours



Mt. Kyogadake 1,625.2m

There is a great view from the summit, where you can see the Hakusan mountain range up close.

Information
 ■Round trip hiking time: 5 to 6 hours



Mt. Heikedake 1,441.5m

It is said that the defeated of the Taira clan took refuge in this mountain while fleeing from the enemy. The summit offers a great view where, during clear weather, you can see Mt. Arashimadake or Mt. Hakusan in the distance.

Information
 ■Round trip hiking time: 6 to 7 hours



Mt. Ubagadake 1,453.6m

A mountain close to the Gifu prefectural border at the upstream portion of the Managawa River. On the mountain side lies the Heikedaira old-growth forest, which contains a spread of Japanese birch trees, as well as a colony of Asian skunk cabbage.

Information
 ■Climbing Time: 4 to 5 hours



Mt. Nogo Hakusan 1,617.3m

Located on the upstream portion of the Managawa River, at the border of Gifu Prefecture. In the summer the spread of flower beds makes it a mountain with a great view.

Information
 ■Round trip hiking time: 3 to 4 hours



Mt. Sannomine 2,128.0m

The most southwestern mountain over 2,000 meters tall on the island of Honshu, containing alpine vegetation unique to the southwest.

Information
 ■Round trip hiking time: 6 1/2 to 7 1/2 hours

Mountain Hiking in Echizen-Ono

Recently mountain hiking is popular! In Echizen-Ono there are many mountains beloved by both beginner and veteran hikers.

To those who are lost,

Talk to these experts in hospitality



Echizen Kobushi Group

A guided tour of sightseeing spots with the ancient nostalgia of a rickshaw. Of course, the rickshaw pullers also act as tour guides, so you can fully enjoy Echizen-Ono during your ride.

Information

■Tel: 0779-65-5521 (Ono City Tourist Association) ■Price: Basic Rickshaw Course (15min) ¥1,000 / Historic Road Course (25min) ¥2,000 / Downtown Course (35min) ¥3,000 ■Operation Season: Weekends and holidays from late March to late November (Cancelled if raining) ■Reservations required (At least one week in advance)

Why not explore Echizen-Ono with a rickshaw ride?



Ono Volunteer Tour Guides

Based on many tourists' desire for local tour guides who know Ono well, we will guide you with hometown hospitality.

Information

■Tel: 0779-65-5521 (Ono City Tourist Association) ■Price: ¥1,000 per person (Guides can take up to 20 people) ■Reservation required (At least one week in advance)



It is a pleasure and great honor to welcome you!



Useful items for your walk around town



Rent-a-Cycle Information

When exploring downtown Ono, bicycles can be very convenient. In town there are several places you can rent a bicycle, so please feel free to use this service.

※ During the winter (December to March) this service is not available.

Rental Locations	Ono City Tourist Association (Address: Ono-shi Moto-machi 10-23)	Echizen-Ono Station (Address: Ono-shi Yayoi-cho 1-16)	Roadside Rest Area Kuzuryu (Address: Ono-shi Asahi 26-30-1)
Bikes Available	For adults 5	For adults 6 For children 1	For adults 9 For children 3
Hours of Operation	9:00~17:00	9:00~17:30	9:00~17:00
Rental Fee	300 yen/2 hours 1,000 yen/1 day	300 yen/2 hours 600 yen/4 hours 1,000 yen/1 day	200 yen/1 hour
Telephone	0779-65-5521	0570-00-2486	0779-78-2300



Umbrella Rental Information

In the case of sudden rain, please feel free to use the rental umbrellas. Within Ono City there are 12 rental locations, and borrowed umbrellas can be returned to any of them.



Rental Locations

- Echizen-Ono Castle
- Conservation Center for Stickleback
- Ono City History Museum
- Ono City Free Rest Area
- Ono City Tourist Association
- Oshozu Spring Rest Hall
- Heisei Onoya Yuirakuza
- East Ono Castle Parking Lot
- Old Tamura Family Samurai Residence
- Echizen-Ono Station
- Old Uchiyama Family Samurai Residence
- Ishidoro Rest Hall



Miraculous Matchmaking Trees at Kasuga Shrine

On the grounds of Kasuga shrine, by some destiny, the roots of a Japanese cedar and Japanese zelkova, both aged over 100 years, have joined together to form one. Since ancient times, people of the region have had a closeness to this tree that is considered a wonder and treat it with importance. As it is said that touching this tree may grant you a blessing of good luck in finding a match, many people come to visit it from all corners of the country.



Ishidoro Jizoson Statue

Over 400 years ago, Kanamori Nagachika, the founder of Echizen-Ono castle, made this the center point for measurements during the construction of the castle town. Legend has it that he buried his measurement tools and enshrined the Bodhisattva Jizo here.



The Tomb of Asakura Yoshikage

Asakura Yoshikage was a feudal lord of Echizen during the Warring States period. After losing a battle to Oda Nobunaga, he took his own life in Ono. Today, a park is located next to his gravesite. There is a musical water jar in the park, from which you can hear beautiful reverberations that resemble the sounds of the traditional Japanese instrument, the *koto*.



Ono City Folklore Museum

This museum is a reconstruction of the Ono Commissioner of the Peace which was originally built in 1889. Daily commodities dating from the Meiji era to the Showa era are on display.

Information

■Tel: 0779-66-0238 ■Admission: Adults ¥300 / Junior high school students and younger: free ■Closed: New Year holidays



Ono Historical Museum

Historical documents dating from the Jomon period (14,000-300 BCE) up until today are on display. The museum also contains many documents on Western studies and records of the finances and policies of the feudal rulers of Ono from and after the reign of the 7th lord, Toshitada of the Doi family.

Information

■Tel: 0779-65-5520 ■Admission: Adults ¥300 / Junior high school students and younger: free ■Closed: New Year holidays



Hokoji Temple

This ancient Zen Buddhist temple of the Soto school was opened over 700 years ago by the monk Jakuen. Following the first head temple of the Soto school, Eihei-ji, it is known as Japan's second Zen Buddhist temple. Zen meditation retreats are available.

Information

■Tel: 0779-65-8833



Flute Museum

This museum has a variety of flutes on display, including a replica of "Aoba no Fue" (Flute of Green Leaves) which is said to have been given to the daughter of the village chief, Omitsu, by the elder brother of Minamoto Yoritomo, in the Heian period (794-1185). A flute making workshop is also available.



Izumi Folklore Museum

This museum has many precious items on display, such as a replica of the world's oldest Tyrannosaurus rex tooth fossil that was discovered in the Izumi district, Japan's oldest bird footprints, and a replica of a lizard fossil of which only one has been discovered in the world.

Information

■Flute Museum Tel: 0779-78-2041 ■Folklore Museum Tel: 0779-78-2845
■Admission: Adults ¥300 / Junior high school students and younger: free
■Closed: Mondays (the following Tuesday in the event of a public holiday), the day after holidays, the New Year holidays *The Folklore Museum is closed from Dec. 27th to Jan. 4th, the Flute Museum is closed from December to the end of March



Kurodani Temple dedicated to the Buddhist bodhisattva Kannon

According to legend, this ancient temple was moved here from the Kurodani district of Kyoto in 807. On the back side a sign is posted that reads, "Path to the 88 temple Shikoku Pilgrimage" (1km). Rather than leading to Shikoku, this path is lined with 88 Buddhist stone statues that you can come see.

Information

■Tel: 0779-66-0325 ■Website available



Shinokura Shrine

Built in 717. It is one of the nine shrines in Ono registered on the Engishiki ("Procedures of the Engi Era"). During the spring and fall equinox, you can admire the sunset from the summit of Mt. Ifuri.

Information

■Tel: 0779-65-1455 ■Website available

Even more Ono!



Large Japanese Cedar on Momoki Pass

A giant tree that was selected in the top "One Hundred Giants of the Forests." The tree is located on the mountain pass connecting the districts of Sakadani and Goka. It is designated as a natural monument by the city.



Hakusan Shrine Katsura Tree (Cercidiphyllum japonicum)

Legend states that after eating, the monk Taicho placed his chopsticks in the ground when he was hiking Hakusan. They took root and grew into this large tree. Boasted as the tree with the largest trunk circumference in Fukui prefecture, it was selected in the "New Japan 100 Famous Trees" list.



The Boulders of Sakadani

In the Sakadani district there are large rocks scattered about in the middle of rice fields and near rivers. It is thought that these boulders are made of sediment from the eruption of Mt. Kyogadake tens of thousands of years ago.

Local Sake
 Since ancient times, the water, natural features, and climate of Ono have aided in the development of fermentation and brewing techniques. Among these, the use of Ono spring water gives the sake a quality fragrance, making it highly ranked at national competitions. There are 4 sake breweries within Ono, so how about comparing them with a taste testing?



- Genpei, Genpei Brewery**
 Information
 ■Tel: 0779-66-5712 ■Hours: 8 a.m. to 6 p.m.
- Ichi No Tani, Uno Brewery**
 Information
 ■Tel: 0779-66-2236 ■Hours: 8 a.m. to 7 p.m.
- Hanagaki, Nanbu Brewery**
 Information
 ■Tel: 0779-65-8900 ■Hours: 9 a.m. to 5 p.m.
- Manazaru, Manazaru Brewery**
 Information
 ■Tel: 0779-66-2909 ■Hours: 9 a.m. to 6 p.m.



- Winter Seasonal Detchi Yokan**
 A winter confectionary made from red bean paste. It has a refreshingly mild sweetness, and a thick, soft texture.
- Taro**
 A root vegetable with a unique stickiness that retains its firmness even when simmered. Taro simmered with soy sauce is known as nikkorogashi and is common home cooking in the region.
- Kenkera**
 A hard confectionary made from roasted soy flour solidified by corn syrup. It features a crunchy texture.

Indulge in shopping at Roadside Rest Area Kuzuryu



Roadside Rest Area Kuzuryu
 Here you can find a market containing fresh produce farmed in the Izumi district, as well as a souvenir shop. You can get local specialties here.
 Information
 ■Tel: 0779-78-2300 ■Hours: 8 a.m. to 5 p.m.
 ■Closed: No closures from mid-April through mid-November, closed every Thursday for the rest of the year (to include irregular closures depending on weather from the end of December to the end of March). The souvenir shop closes only for the New Year holidays. ■Website available

- Kuzuryu Maitake Mushrooms**
 Thick and chewy mushrooms with a nice fragrance and a low-calorie count.
- Anama Turnip**
 The lower the temperature, the sweeter this turnip becomes, making it ideal for *tsukemono* style pickling.
- Anama Sweet Corn**
 A special corn that only yields one ear per plant. The sweetness of this corn is the result of the large temperature differences in the Izumi district and is a produce the region is proud of.

Eat in Echizen-Ono



How about this for lunch?



Suko Cider
 "Suko," pickled taro stalks, are part of Ono regional cuisine. Suko Cider is a mixture of the tart yet sweet suko extract and seltzer made with Ono's famous spring water. It is a unique drink, champagne pink in color with a light, refreshing taste.



Meisui Soba Noodles
 Echizen-Ono is one of the leading producers of soba (buckwheat noodles) within the prefecture. Made with local buckwheat flour, grated Daikon radish, and Ono's spring water, it is a high quality dish that is sure to satisfy food lovers.

Even more Ono!



- Mackerel in Early July**
 Since ancient times, grilled mackerel have been eaten in Echizen-Ono during what is called the "Hangesho" period (11 days after the summer solstice). Mackerels barbecued whole, giving off an appetizing aroma, becomes a typical scene during this season.
- Tonchan (Offal)**
 Offal cooking that uses beef or pork intestines seasoned with miso. Each family has their preferred restaurant and there are several methods of cooking such as grilling or simmering.

Summer Seasonal



Mizu Manju
 A refreshing summer seasonal confection made from Japanese arrowroot, vegetable gelatin, Ono spring water, with red bean paste on the inside. At the various shops around town, you can find many flavors such as coffee and orange.

Winter Seasonal



Chocolate Youkan
 A dessert unique to Ono made of a mix of chocolate and jellied red bean paste. It features a pleasant sweetness and smooth, velvety and refined texture.

Enjoy gift shopping at the Yuirakuza Shop in Echizen-Ono

Echizen-Ono Yuirakuza Gift Shop
 A shop located at Yui Station that offers local specialties. A variety of well-known local products are sold here. We recommend purchasing some of the fine goods unique to Echizen-Ono.
 Information
 ■Tel: 0779-69-9200
 ■Hours: 9 a.m. to 6 p.m.
 ■Closed: New Year holidays
 ■Handicapped accessible restrooms available



Fall at Lake Kuzuryu, set ablaze by autumn leaves~

FALL

A season of mountains dyed fire bright by red and yellow leaves. As the seasons change, so to do one's impressions of the famous places in Ono.



Lake Kuzuryu and Yume no Kakehashi Bridge



Echizen-Ono Little Kyoto Festival

An event where local goods from neighboring towns and all of Japan's "Little Kyotos" are gathered in one place.



Kuzuryu Fall Leaves Festival

At the event grounds painted with the colors of autumn leaves, one can see many tourists gathered to enjoy the festivities and autumnal flavors.

A castle town in spring, painted light pink~

SPRING

A season of gentle winds, bringing an end to winter's chill. The entirety of Ono is vibrantly painted with the colors of flowers in full bloom.



Dog-Ear Violets (*Katakuri*) at Yabana no Sato

Yui no Hana Festival

Kuzuryu Peach Flower Path

Moss Pinks (*Shibazakura*) at Inuikawa District



Kuzuryu New Leaves Festival

An event near Lake Kuzuryu dedicated to the coming of spring. This festival combines edible plants and other spring-time flavors with the stunning greenery around Lake Kuzuryu. It draws a crowd every year!



Shichiken Morning Market Mountain Vegetable Food-topia

A special market on Shichiken Street to celebrate the coming of spring, dedicated to selling a wide variety of edible wild plants found in the mountains.



- September Alps Music Festival
- October Echizen-Ono Industry and Food Fair / Sandai Morning Market Product Festival / Kuzuryu Fall Leaves Festival
- November Echizen-Ono Little Kyoto Festival / Echizen-Ono Soba Festival



- March Shichiken Morning Market starts
- April Katakuri Flower Festival / Yui no Hana Flower Festival
- May Shibazakura Flower Festival / Hiking season opens (Mt. Arashimadake, Mt. Genanpo) / Shichiken Mountain Vegetable Food-topia / Kuzuryu New Leaves Festival / Echizen-Ono Meisui Marathon

Ono's winter wonderland, a world covered in snow~

WINTER

A season of heavy snow fall slowly blanketing the town. A special world that "can only be experienced in winter."



Echizen-Ono Winter Story



Echizen-Ono Hina Doll Festival

A collection of Hina dolls used by families displayed in various places. The main display of almost 2,000 dolls inside Heigura is a must see!



Echizen-Ono Winter Story

A festival where you can enjoy streets lined with snow lanterns and the night sky lit with fireworks.

Summer, a night sky full of falling stars~

SUMMER

A season where the stars spread across the pitch-black night sky. The star-studded sky makes this one of the best night sky views in all of Japan.



Ono City's Starlit Sky



Ono Castle Festival

The biggest summer event in Ono. Fireworks displays and traditional Bon dances rouse the spirits.



- February Echizen-Ono Winter Story / Detchi Yokan Festival / Hometown Festival / Echizen-Ono Hina Doll Festival



- June Mt. Ifuri night torchlight hike / Firefly viewing at Firefly Village (Hotaru no Sato)
- July Summer Mackerel Grilling
- August Ono Castle Festival

Echizen-Ono Downtown Map

Recommended Route ●●●●● Historic Route

Distance Scale 200m

Natural Spring	Nursing Room	Rental Umbrellas
Parking Lot	WiFi Spot	Rent-a-Cycle
Normal Cars	Tourist Information	Bus Stop (Keifuku Bus)
Large Buses	Free Rest Area	Bus stop (Machinaka Bus)
EV Charging Station	Lodging	Shrine
Restrooms	Bathhouse	Temple
Handicapped Restrooms	Bank	Hospital

- JR Echizen-Ono Station
- ▼ 6min walk 400m
- Shichiken Street
- ▼ 5min walk 400m
- Heisei Onoya
- ▼ 5min walk 400m
- Oshozu Spring
- ▼ 4min walk 300m
- Tomb of Asakura Yoshikage
- ▼ 25min walk 1,600m
- Echizen-Ono Castle
- ▼ 20min walk 1,200m
- Samurai Residence of the Old Uchiyama Family
- ▼ 5min walk 400m
- Ishidoro Street
- ▼ 4min walk 300m
- Temple Street
- ▼ 10min walk 800m
- JR Echizen-Ono Station

Hokuriku's "Little Kyoto" Echizen-Ono's Historical Route

Beautiful Walking Routes of Japan
Top 500 (Certified course)



Departure points for downtown Ono sight-seeing

Echizen-Ono Yui Station

A tourism complex near the base of Echizen-Ono Castle. This location has a souvenir shop, a specialty goods shop, a restaurant where you can enjoy local cuisine, a free rest area, and hands on experience areas. The Downtown Navigator will introduce you to Ono's charms!

- Information**
- Tel: 0779-66-1111
 - Parking: cars 103 spaces, bus 8 spaces
 - Kirari Center: Tourist Information Center
 - Café Haikara (Heisei Onoya): Restaurant
 - Echizen-Ono Yuirakuza: Souvenir shop
 - Daimyo Rest House: Free rest area



Castle Town East Parking Lot

A tourism complex near Tera Machi Avenue. This location sells local goods and has an annexed exchange space and exhibition hall for holding events.

- Information**
- Tel: 0779-66-1141 (Echizen-Ono Agriculture, Forest and Fisheries Division)
 - Parking: cars 78 spaces, bus 20 spaces
 - 4 handicapped parking spaces





Ono Tourism Map

Access

From Tokyo				
By plane	Haneda	Komatsu (Bus)	Fukui (JR Etsumihoku Line) Ono	About 3hr 20min
By train	Tokyo (Shinkansen)	Maibara (Hokuriku Limited Express)	Fukui (JR Etsumihoku Line) Ono	About 4hr 40min
	Tokyo (Shinkansen)	Kanazawa (Hokuriku Limited Express)	Fukui (JR Etsumihoku Line) Ono	About 4hr 40min
By bus	Tokyo Station Yaesu South Exit	Fukui (JR Etsumihoku Line)	Ono	About 9hr

From Osaka					
By train	Osaka/Kyoto (Kosei Limited Express)	Fukui (JR Etsumihoku Line)	Ono	About 2hr 50min	
By car	Osaka (Meishin Expressway)	Maibara JCT (Hokuriku Expressway)	Fukui IC (Route 158)	Ono	About 3hr 20min
By bus	Osaka Express Bus Terminal Hankyu Sanbangai	Fukui (JR Etsumihoku Line)	Ono	About 4hr 30min	

From Nagoya					
By car	Ichinomiya (Tokai Hokuriku Expressway)	Shirotori IC (Route 158)	Ono	About 2hr	
By car	Nagoya (Meishin Expressway)	Maibara JCT (Hokuriku Expressway)	Fukui IC (Route 158)	Ono	About 2hr 40min
By train	Nagoya (Hokuriku Limited Express)	Fukui (JR Etsumihoku Line)	Ono	About 3hr 10min	
By bus	Meitetsu Bus Center JR Nagoya Sta.	Fukui (JR Etsumihoku Line)	Ono	About 3hr 50min	

Commerce, Industry, and Tourism Promotion Section, Ono City

Address: 1-1 Tenjin-cho, Ono City, Fukui Prefecture 912-8666
 Phone: 0779-66-1111 Fax: 0779-65-8371

Ono City Tourist Association

Address: 10-23 Motomachi Kaikan Hall, Motomachi, Ono City, Fukui Prefecture 912-0081
 Phone: 0779-65-5521 Fax: 0779-65-8635

Ono City, Fukui Prefecture