

Hamamatsu JAPAN

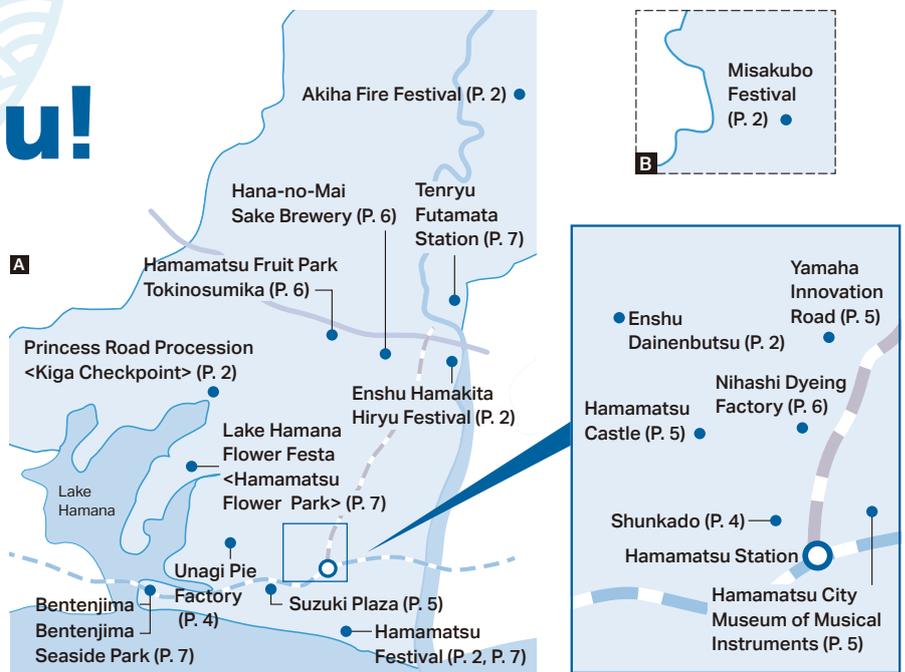
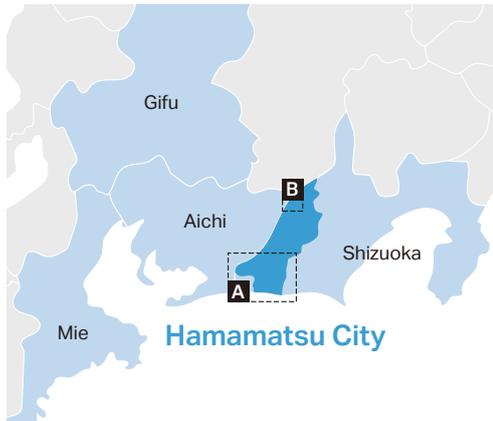
**Stunning Scenery,
Delicious Food,
and Rich Heritage
in the Heart of Japan!**

- Best places to pick fruit
- Flower festivals
- Explore by bike
- Fun activities
- And more!

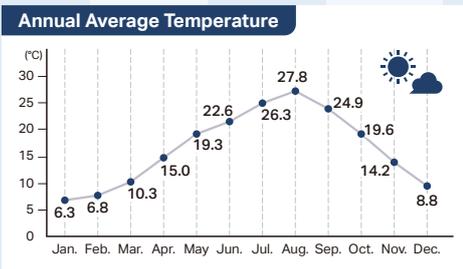
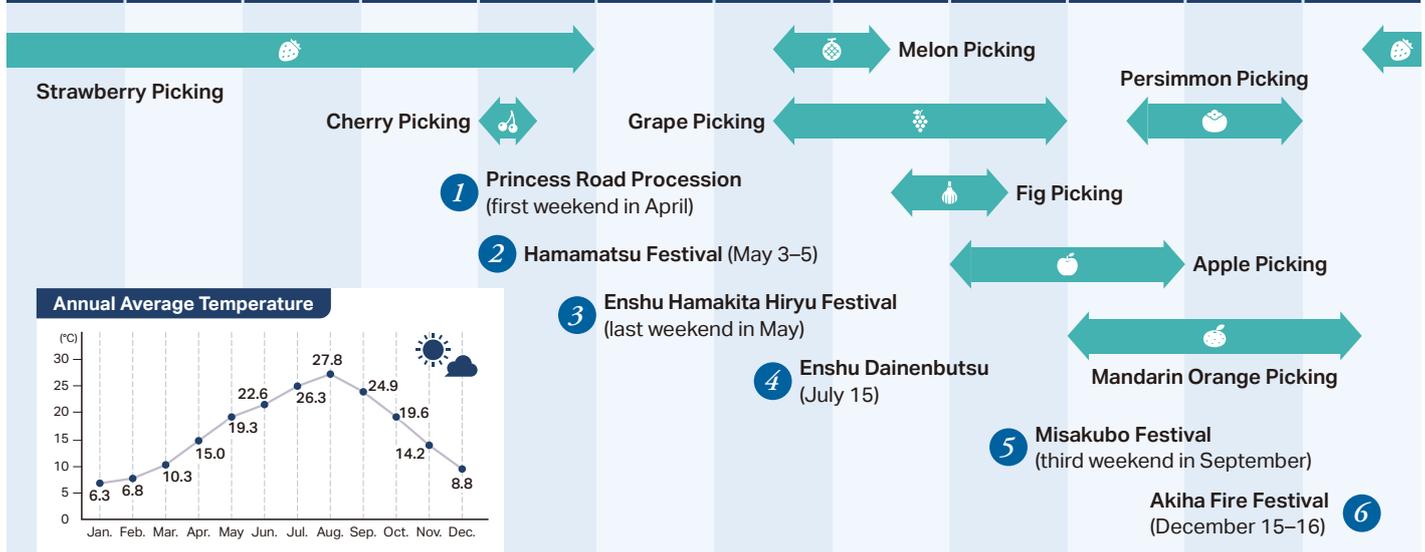


Scan here!

Welcome to Hamamatsu!



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



1 Princess Road Procession (first weekend in April)

At this annual event, which typically coincides with the blooming of the cherry trees along the Miyakoda River, watch a colorful procession of more than a hundred people in traditional costume—from princesses in palanquins accompanied by their samurai guards and attendants to an array of noblewomen and handmaidens.

2 Hamamatsu Festival (May 3–5)

Head over to the Nakatajima Sand Dunes during the day to see traditional Japanese paper kites battle for supremacy in the sky, then visit the city's downtown area in the evening to watch a parade of elegant, hand-carved floats.

3 Enshu Hamakita Hiryu Festival (last weekend in May)

You'll see traditional Japanese kites flying during the day at this festival along the Tenryu River in the Hamakita district. But the highlight of the festival is the fireworks at night, especially those spewing out of the mouth of a sixty-meter flying dragon!

4 Enshu Dainenbutsu (July 15)

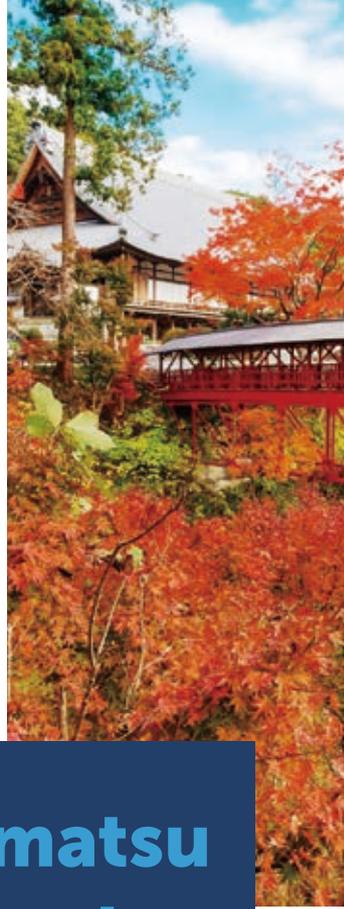
Buddhist rituals and Japanese tradition converge during this folk performance, when priests visit the homes of people who have lost a family member in the past year, performing a dance accompanied by taiko drums, flutes, and gongs.

5 Misakubo Festival (third weekend in September)

The teams of costumed people you see singing and dancing in the Tenryu Misakubo area on the third Saturday or Sunday in September are probably participants in this harvest festival. But not only that, you will see mikoshi (portable shrines), performances of sacred music and dancing, and fireworks that add to the festive atmosphere.

6 Akiha Fire Festival (December 15–16)

Prepare for a late night at Akiha Shrine during this festival, because its main event takes place at midnight when Shinto priests perform a bow dance, a sword dance, and a mesmerizing dance with a flaming torch to honor the shrine's deity, a protector against fire.



Hamamatsu through the Seasons

Hamamatsu is the most populous city in Shizuoka Prefecture and a place of diverse geography and natural beauty. Its location along the Pacific Ocean about halfway between Tokyo and Osaka has given it not only a pleasant climate but a rich history and unique cultural heritage.

Hamamatsu has historically benefited from its strategic location along the Tokaido road, the main transportation route connecting Kyoto and Edo (modern-day Tokyo). As a castle town, it played a crucial role in the sixteenth century when Tokugawa Ieyasu stayed seventeen years in Hamamatsu Castle before unifying the country and establishing the powerful Tokugawa shogunate, which ushered in the Edo period (1603–1867). Though Hamamatsu Castle was destroyed and rebuilt, it stands as a symbol of the city's historical significance and offers insights into its feudal past.

Hamamatsu's coastal location and proximity to Lake Hamana provide many attractions for visitors. The Pacific Ocean, south of the city, offers beautiful sandy beaches and opportunities for water sports and leisure activities. To the west is Lake Hamana, a large brackish lake, known for its serene beauty and as a destination for birdwatching and fishing—it is also one of Japan's largest production areas for unagi (freshwater eel).

The climate of Hamamatsu is characterized by mild winters and warm summers. Spring and autumn are generally pleasant seasons with comfortable temperatures and vibrant foliage. Summers can be hot and humid, while winters are relatively mild with snow virtually unheard of. The favorable climate of Hamamatsu makes it an appealing destination throughout the year—each season showcasing its own unique charm.

Hamamatsu is known for its industrial and technological advancements. The city has a thriving manufacturing sector, particularly in musical instruments, motorcycles, and automotive components. Hamamatsu is even the birthplace of many world-leading companies such as Yamaha Corporation and Suzuki Motor Corporation. Beyond revolutionary technology, Hamamatsu is home to traditional crafts and enduring cultural heritage that remains an important part of the city's identity. This combination of human ingenuity and tradition can be experienced firsthand at the annual Hamamatsu Festival.

Hamamatsu's historical significance, diverse geography, and pleasant climate make it an enticing destination for visitors. Whether exploring its feudal past at Hamamatsu Castle, enjoying fun activities at Lake Hamana, or being immersed in its myriad cultural festivals and artistic traditions, all visitors will have a rich and rewarding experience in Hamamatsu.

Eat Hamamatsu

Unagi

Unagi (freshwater eel) is an exceptionally popular specialty in Hamamatsu thanks in part to the city's geographical advantages, which include an abundance of rivers and the brackish Lake Hamana. Indeed, wild eel has been caught in Lake Hamana for centuries, and the lake is where eel farming began in Japan. Today, it remains one of the country's largest eel-farming sites.



Hamamatsu is renowned for its culinary expertise in preparing eel. Given Hamamatsu's geographical, and thus cultural, position between Japan's Kansai and Kanto regions, the city's chefs serve up eel dishes in the styles of both. Try them yourself, and see if you prefer the moist and tender Kanto style, in which the eel is filleted from the back, lightly grilled, steamed, then grilled again, or the crispier Kansai style, in which the eel is filleted from the belly and only grilled.



Unagi Pie

Unagi Pie is a popular treat inspired by Hamamatsu's specialty of unagi. Local confectioner Shunkado debuted this flat, elongated pastry in 1961, and it has been a best seller ever since, particularly as a souvenir for visitors. While Unagi Pie does not feature eel meat, the dough does indeed include eel as a fine powder of unagi bones, in addition to tasty butter. That plus a secret sauce applied to the top of the crispy pastry, makes for a truly addictive taste. If you're curious, visit the Unagi Pie factory in Hamamatsu to see how these delectable snacks are made—and receive some free samples as part of the tour!



Hamamatsu Gyoza

Japanese pan-fried dumplings known as gyoza are a classic dish across the country, but Hamamatsu's version offers a twist on the typical recipe: the chief ingredients are cabbage and onion, with less pork than is standard. The result is a light, "just one more, please!" dish that will disappear in a flash. Even the presentation is a little different, with the dumplings arranged in a circle and typically finished with bean sprouts in the center of the dish. With over eighty specialty shops and approximately three hundred restaurants serving gyoza, Hamamatsu makes a compelling claim to be one of Japan's gyoza capitals, if not the capital. Fortunately, you will not have to search for long to taste this inexpensive, local comfort food!



Enshu-yaki

Enshu-yaki is Hamamatsu's local version of okonomiyaki, a sort of hot-plate fried dish that consists of batter and cabbage, along with a host of other ingredients as desired, such as red ginger, green onion, and meat, usually pork. Enshu is the name for the western region of Shizuoka Prefecture that includes Hamamatsu, and using the name here reflects the local penchant to add one more ingredient not commonly used in this dish elsewhere in Japan: takuan, a kind of yellow pickled Japanese radish. After being cooked on both sides like a pancake, it is folded over two or three times and cut into bite-size pieces before being served. It's inexpensive, filling, and a taste that can be enjoyed only in Hamamatsu.

Hamamatsu Heritage

With a long history that extends from serving as Tokugawa Ieyasu's base in Japan's feudal period to manufacturing musical instruments and motor vehicles in industrial times, Hamamatsu has played a key role in shaping modern Japan. Visit the sites described below to better understand Hamamatsu's cultural heritage.

Hamamatsu Castle

Standing proudly on a hill not far from Hamamatsu's city center, Hamamatsu Castle is a magnificent landmark with rich historical significance. Although it is a replica, which has been faithfully restored, the castle serves as a reminder of Japan's feudal past and its connection to Tokugawa Ieyasu, the feudal lord who unified Japan. Explore the castle's impressive tower, which offers panoramic views of the city and Mt. Fuji, and tour the informative exhibits inside to learn about the region's history. Stroll through the beautiful gardens, and relax with some traditional Japanese green tea and sweets in a peaceful and secluded teahouse on the extensive castle grounds.



Suzuki Plaza

Suzuki Plaza is a free museum and exhibition center that showcases the history and accomplishments of the Hamamatsu-based Suzuki Motor Corporation. Visitors can explore exhibits detailing the rapid development of Suzuki—from loom manufacturer, founded by local innovator Suzuki Michio, to major producer of motorcycles, automobiles, and outboard motors. Informative exhibits and video presentations explain the company's approach to monozukuri (Japanese manufacturing), including Suzuki's technological innovations and significant contributions to the automotive industry. With countless classic and modern models on display throughout the three-story facility, Suzuki Plaza helps visitors understand the brand's heritage and the impact it has had not only on transportation but also on work culture. Please note that advance reservations are required.



Yamaha Innovation Road

Yamaha Innovation Road is a free museum that takes visitors on a journey through the history and technological innovations of Yamaha Corporation, a renowned manufacturer of musical instruments and other products. Twelve exhibition areas feature interactive displays and demonstrations that showcase Yamaha's commitment to innovation and craftsmanship. Explore the evolution of Yamaha's musical instruments, audio equipment, and other products—try playing or operating some of the products yourself, such as the concert grand piano! Yamaha Innovation Road provides a fascinating glimpse into the company's over-130-year legacy, highlighting its contributions to music, technology, and engineering. Please note that advance reservations are required.



Hamamatsu City Museum of Musical Instruments

The Hamamatsu City Museum of Musical Instruments is a captivating museum dedicated to preserving and showcasing a diverse collection of over 3,300 musical instruments from around the world. The museum's various exhibits include not only traditional Japanese instruments but also historical instruments from different cultures and contemporary music technologies. Through audiovisual displays and informative presentations, visitors can learn about the history, craftsmanship, and cultural significance of these instruments. The museum also hosts concerts, workshops, and special events, creating a dynamic space for both music enthusiasts and the general public to appreciate the beauty and diversity of musical instruments.



Experience Hamamatsu

Cycling

With a circumference of 114 kilometers, Lake Hamana is Japan's tenth-largest lake. One of the best ways to enjoy the shoreline and numerous points of interest is by bicycle, and several rental shops are located around the eastern edge of the lake. The main routes either take you around Lake Hamana, or from the scenic Bentenjima Kaihin Park overlooking a vermillion torii gate, all the way to the pleasant lakefront town of Kanzanji. With cool sea breezes blowing over the lake, cycling can be enjoyed year-round, even in the warmer months.



Fruit Picking

With fifteen different types of fruit produced in its orchards and various fruits in season any time of the year, Hamamatsu Fruit Park Tokinosumika is the perfect place to try some of Japan's most delectable produce. Fruit picking here is a fun activity for families, friends, and fruit enthusiasts of all ages. Connect with nature, learn about fruit cultivation, and savor the sweet or tangy taste of freshly harvested fruits. With its beautiful surroundings and extensive facilities, including restaurants and glamping, this park is a popular choice for both locals and tourists.



Hana-no-Mai Sake Brewery

Founded in 1864, Hana-no-Mai Sake Brewery has brewed Japanese sake using traditional techniques for over 150 years. Moreover, the brewery's sake is truly a local product—all of the rice is grown in Shizuoka Prefecture, and the water is underground mineral water flowing down from the Akaishi Mountains in Japan's Southern Alps. To help visitors understand the sake-brewing process, Hana-no-Mai Sake Brewery offers free tours that conclude with complimentary samples of sake as well as shochu and liquor. True sake enthusiasts can even opt for the brewery's paid moromi-pressing experience, which allows them to take home a 720-milliliter bottle of freshly pressed namazake (unpasteurized sake).



Hamamatsu Chusen (Nihashi Dyeing Factory)

Hamamatsu chusen-some is a unique Japanese dyeing technique in which patterns are stenciled onto fabric, before colorful pigments are added. Ever since its establishment in 1927, the Nihashi Dyeing Factory in Hamamatsu still practices the traditional methods of Hamamatsu chusen-some primarily to color Japanese yukata, a kind of light kimono. Take a tour of the factory to watch the artisans up close, then try dyeing a tenugui, a Japanese hand towel. This is a great way to learn about the dyeing process and the traditional tools and techniques involved in Hamamatsu chusen-some—and you can take home a souvenir of your rewarding experience!

Local Knowledge



Hamamatsu Festival

Held annually on May 3–5, the Hamamatsu Festival is one of the most popular festivals in Japan, attracting more than one million visitors. During the day, kites designed to celebrate the birth of a child are flown high into the sky on the Nakatajima Sand Dunes along the Pacific Ocean, with the activity culminating in the highlight of the event: a grand battle of kites with their strings becoming tangled and severed. At night, gorgeous hand-crafted goten-yatai (traditional floats) are pulled through the city center. Some 170 towns in the Hamamatsu area participate in this festival, which boasts a history of more than four hundred years. If you want an exciting springtime encounter in Hamamatsu, visit during this festival.



Lake Hamana Flower Festa

The colorful Lake Hamana Flower Festa is a beautiful event that has been held every spring in Hamamatsu since 2015. With the catchphrase “Spring in Japan begins at Lake Hamana,” this event takes advantage of the lake’s natural environment and beautiful scenery to offer gorgeous flower displays and events at fifteen locations, with the main venues being the famous Hamamatsu Flower Park and Hamanako Garden Park. Given that the Lake Hamana Flower Festa starts in March and runs through June, visitors can see a succession of different flowers in bloom including plum and cherry blossom, tulips, nemophila, wisteria and roses at various times over those months.



Inspiration for Anime

With its unique and picturesque scenery, Hamamatsu’s natural and urban landmarks have inspired many anime series, and the city is a popular place for anime tourism. The most famous is Tenryu Futamata Station, the model for Village-3 in the globally renowned Evangelion franchise. Other prominent placements for Hamamatsu include in manga and anime Gabriel DropOut, which depicts the large red torii gate in Bentenjima in addition to several local train stations and a library. Laid-Back Camp also includes a scene involving Bentenjima, and visitors to the Bentenjima Seaside Park can see large panels featuring characters from the series.



Sustainable Food

Thanks to its proximity to the Pacific Ocean and Lake Hamana as well as its generally mild climate and rich natural resources, Hamamatsu is blessed with an abundance of fresh local produce. Hamamatsu also has one of the longest healthy life expectancies in Japan. Perhaps this robust diet is also the reason the region is such a historic hub for innovators?

The city is also taking steps to promote food sustainability, such as a project to bring the local community together to agree to release parent eels to ensure responsible farming in order to preserve its most famous culinary tradition.

Access

Plan Your Visit

Hamamatsu is right in the center of Japan making it easy to access from major cities and international airports. Add a visit to any itinerary while travelling between Kyoto and Tokyo.



► Access from Tokyo

Narita International Airport	60 min	Tokyo Station	90 min	Hamamatsu Station
	JR Narita Express			
Haneda Airport	30 min	Shinjogawa Station	90 min	
	Tokyo Monorail & JR Line			
Haneda Airport	23 min			
	Keikyu Rapid Line			

► Access from Osaka

Kansai International Airport	50 min	Shin-Osaka Station	90 min	Hamamatsu Station
	JR Limited Express Haruka			

► Access from Nagoya

Chubu Centrair International Airport	30 min	Nagoya Station	30 min	Hamamatsu Station
	Meitetsu μSky Limited Express			



Website

<https://www.hamamatsu-japan.com/en/>



Instagram

https://www.instagram.com/visit_hamamatsu/



Facebook

<https://www.facebook.com/visit.hamamatsu.en>