

Three Ways to Save Money! *Contact the organizations below for details.

1 Noto Satoyama Airport Ride-and-Stay Promotion!

• Children (3 and up) ¥1,000 • Adults (12 and up) ¥2,000

Available to visitors staying in Suzu (cabins and camps excluded) who either came or will return via Noto Satoyama Airport

Accommodation Subsidy:

Up to **¥2,000**
(1 adult, 1 night)



2 Rent a Car for Overnight Stays in Suzu!

Available to visitors who rent a car and stay at participating accommodations in Suzu City
(Limited to All Japan Rent-a-Car Association member shops in Ishikawa and Toyama Prefectures)

Accommodation Subsidy:

¥3,000 per night



3 Stay in Suzu for Group Trips and Save!

• Children 6–18 ¥1,000 • College students ¥1,500

Available to groups of five or more staying at participating accommodations in Suzu City

Accommodation Subsidy:

Up to **¥1,500**
(1 college student, 1 night)



SUZU MEGURI

Sightseeing Guide for Suzu City, Ishikawa

珠洲

**Tourism and Exchange Division,
Suzu City Government**

1-6-2 Kitagata, Uedo-machi, Suzu, Ishikawa 927-1295
Tel: (0768) 82-7776 Fax: (0768) 82-5220

QR code for cell phones/
smart phones ▶



**Tourism Promotional Video:
“Kuru-Kuru Suzu”**



**NPO Noto Suzunari
(Suzu-City Tourist Association)**

Shi-15 Nonoe-machi, Suzu, Ishikawa 927-1213
Tel.: (0768) 82-4688 Fax: (0768) 82-6360

QR code for cell phones/
smart phones ▶





Where the Blue of the Sky Meets the Blue of the Sea

Suzu City is located at the very tip of the Noto Peninsula, sticking out into the Sea of Japan. The Satoyama and Satoumi rural agricultural environments developed here over many generations, as well as the local lifestyle, which makes use of the city's location at the tip of the peninsula, have been handed down to today. Despite this small area's modest lifestyle, it is truly irreplaceable. What is ordinary here can be found nowhere else. A visit to Suzu can be like a treasure hunt: The joy of travel lies in finding new places you've never explored. Close your eyes and take a deep breath... Let's start our trip to Suzu.

Rokkozaki

Located right where the sea along the east coast makes contact with the sea along the west coast, at the cape on the very tip of the Noto Peninsula. The view from here offers a stunning look at the vastness of the Sea of Japan, alongside the mountains of the Northern Alps, for a breathtaking 180° panorama. It is also famous for being where both the morning sun rising and the evening sun setting can be seen over the sea, and was used in the opening sequence for the NHK drama Mare.

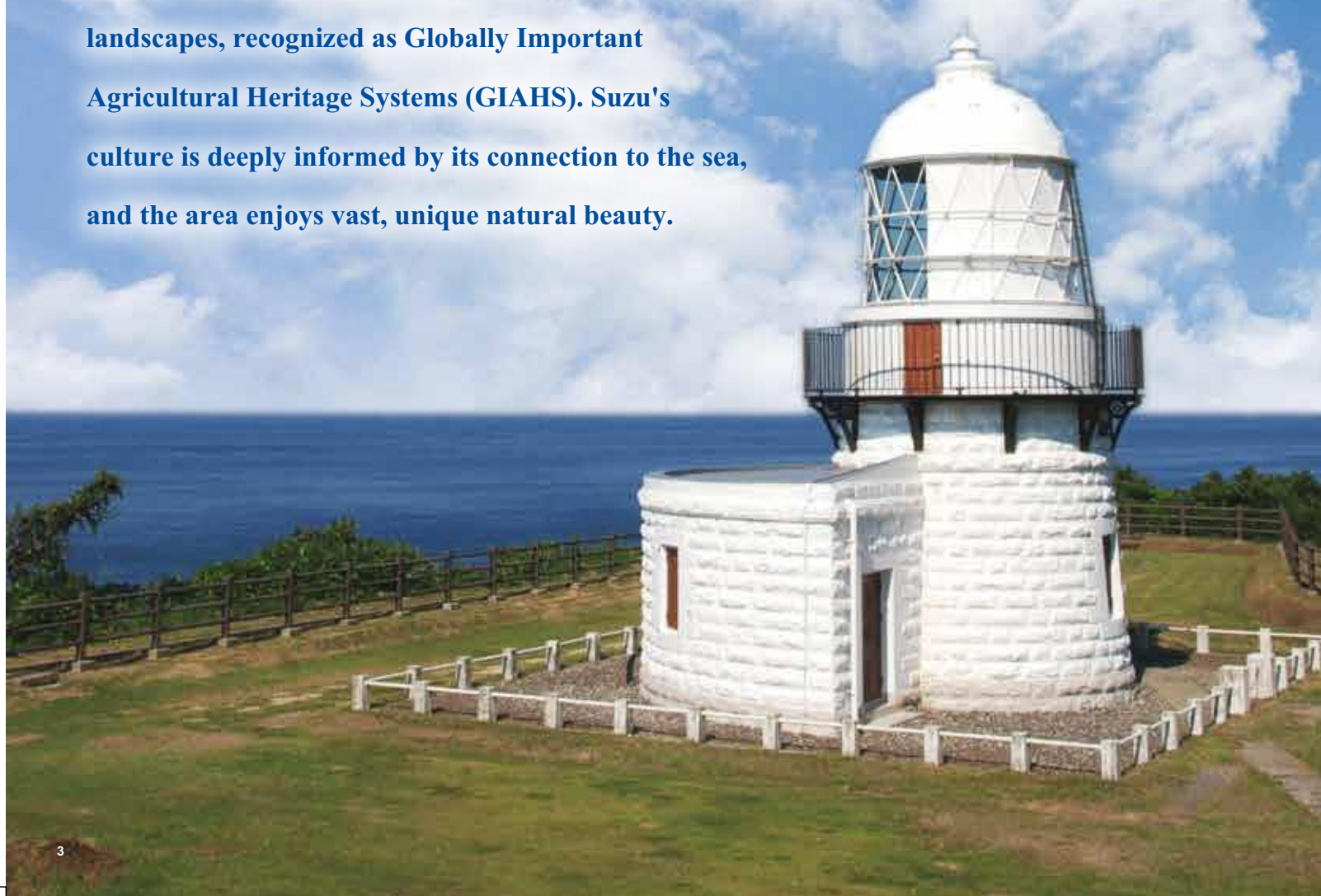
Refresh your body and mind, surrounded by incredible natural beauty.

Suzu is at the
Tip of the Peninsula,
Offering the Best of Both
the Sea and the Mountains.



Location

First-time visitors to Suzu are often surprised at how close it is to such beautiful scenery. Noto is also noteworthy for its Satoyama and Satouma agricultural landscapes, recognized as Globally Important Agricultural Heritage Systems (GIAHS). Suzu's culture is deeply informed by its connection to the sea, and the area enjoys vast, unique natural beauty.



Misaki Nature Trail Group Hike Oct 7

Same-Day
Reservations OK!



Selected as one of the 500 Best Hiking Trails in Japan and one of the Most Beautiful Walking Trails in Japan.

- Location** Noroshi-machi to Kinoura, Orito-machi (approx. 9 km)
- ☎** (0768) 82-4688 (Misaki Nature Trail Group Hike Committee)
- Access** 1-min. walk from Noroshi bus stop (Kinoura Route)



Scuba Diving

The Kinoura Coast is one of the best diving spots on the Noto Peninsula. Its reef area has been designated as an undersea park, and it is home to many sea creatures. In addition to scuba diving, it makes a great destination for fishing, too. (Apr. to Sep.)

Curative Trails



Two different courses that allow you to enjoy the sea breeze in Hachigasaki, as well as a course that travels through a corridor of camellia trees in Kinoura. This trail offers a bit of a challenge for the legs, making it good exercise.



Nordic Walking

A pair of walking poles helps you use more of the muscles throughout your body than normal walking, for another great way to enjoy the natural beauty of Suzu.

- Location** Hachigasaki, Takojima-machi and Kinoura, Orito-machi



Hachigasaki RV Campground Mar. to Nov.

A great place to enjoy the outdoors, with spaces for grilling or preparing food, heated showers, and other amenities. Hachigasaki RV Campground also features newly renovated trailer houses.

- Location** Hachigasaki, Takojima-machi (0768) 82-4322 (Cabins in Hachigasaki/Hachigasaki Camp Site Administration Building)
- Access** 5-min. walk from Hachigasaki bus stop (Kinoura Route)



Kinoura Camp Site Jul. to Aug.

A camp site in Kinoura, surrounded by natural beauty. Its high-up location affords it a fantastic view of the Kinoura coastline below, which has been designated as a special district of a quasi-national park.

- Location** Kinoura, Orito-machi (0768) 86-2204
- Access** 5-min. walk from Tokuto bus stop (Otani B and Kinoura Routes)

Suzu Triathlon

Aug. 26 (Junior Triathlon held Aug. 25)

Athletes from across Japan come to Suzu for this triathlon, for a strenuous swimming, bicycling, and running race in beautiful surroundings.

- Location** Throughout Suzu City (mainly: Hachigasaki, Takojima-machi) (0768) 82-7831 (Suzu Triathlon Executive Committee)

Hachigasaki Beach Mid Jul. to mid. Aug.

The Hachigasaki coast offers some of the clearest, most beautiful waters in Ishikawa, leading it to be selected as one of Japan's 100 finest beaches.



Mitsuke Campground Apr. to Sep.

Enjoy camping along the coast with a spectacular view of Mitsukejima Island, a famous symbol of Noto. This campground is next to a swimming beach, making it a popular destination for families while it's in season. Features amenities like toilets and a cooking area, for a comfortable way to enjoy the great outdoors!

- Location** Ukai, Horyu-machi (0768) 84-1621 (Notojiso)
- Access** 5-min. walk from Mitsukejimakuchi bus stop (Ushitsu-Suzu and Anamizu-Suzu Routes)

Festivals

The Lumber-Carriers' Work Song. The Sea, Bathed in Orange Light. The Unique Festival Atmosphere of Suzu.

The Beauty of the Kiriko Festivals throughout Suzu

The Kiriko Festivals, held from July through October throughout the Noto Peninsula, are of truly exceptional importance to the people of the region — as the local saying goes, “Even if you can't make the trip home for O-bon or the New Year, you have to make it home for the Kiriko Festival.” As night falls, and the lanterns on the floats are lit, it stirs a restlessness in you. Before you know it, you can hear the sound of a flute, far off in the distance. As the smell of the sea mixes with the smell of the festival, you know that it is only the start of a long and memorable night.

Iida Lantern-Float Festival

- Jul. 20 & 21 each year
- Iida-machi
- Visitors can participate as float-pullers

A festival with 16-meter-tall lantern floats and eight brightly colored lacquered floats, which make their way through town until late at night. A characteristic song, known as “Kyarage,” rings out, adding to the festive spirit.

- Location** Iida-machi
- Dates** Jul. 20 & 21 (Annually)
- ☎** (0788) 82-7890 (Iida-machi Festival Committee)
- HP** <http://toroyama.nt08.com>

The stirring beauty of one of Suzu's finest summer festivals.

Sunatoribushi Festival

Plaintive melodies in the cool evening breeze. Workers on the Agehama Method Salt Fields sing a traditional working song, called “Sunatoribushi” (a Prefecturally Designated Intangible Folk Cultural Property). At this festival, “Sunatoribushi” is sung by many more people than just salt makers, while the people of the town join large group dances.

- Location** Matsunagi-machi
- Date** Aug. 13 (Annually)



An Evening of Taiko Drums and Dancing

A large event to celebrate the summer. Held at Refresh Village Hachigasaki, this event includes Kimen Daiko masked drumming (a local tradition) as well as festival drumming, folk songs, and more of the traditional sounds of Japanese summers.

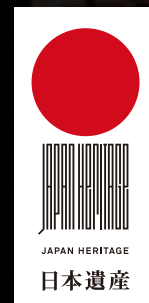
- Location** Hachigasaki, Takojima-machi
- Date** Aug. 14 (Annually)



Major Autumn Festivals

Kasugano, Horyu-machi (Kiriko & Shishimai)	Sep. 6 & 7
Otani-machi (Kiriko & Shishimai)	Sep. 8 & 9
Ushima, Horyu-machi (Hikiyama Floats)	Sep. 15
Kodomari, Misaki-machi (Kiriko)	Sep. 16
Kawashiri, Shoin-machi (Hikiyama Floats)	Sep. 18
Koji, Shoin-machi (Kiriko & Shishimai)	Sep. 19
Noroshi-machi (Kiriko)	Sep. 22
Nonoe-machi (Kiriko)	Sep. 24 & 25
Matsunagi-machi (Kiriko)	Oct. 13
Maura-machi (Kiriko)	Oct. 13
Orito-machi (Kiriko)	Oct. 13

Note: Festival dates are subject to change.

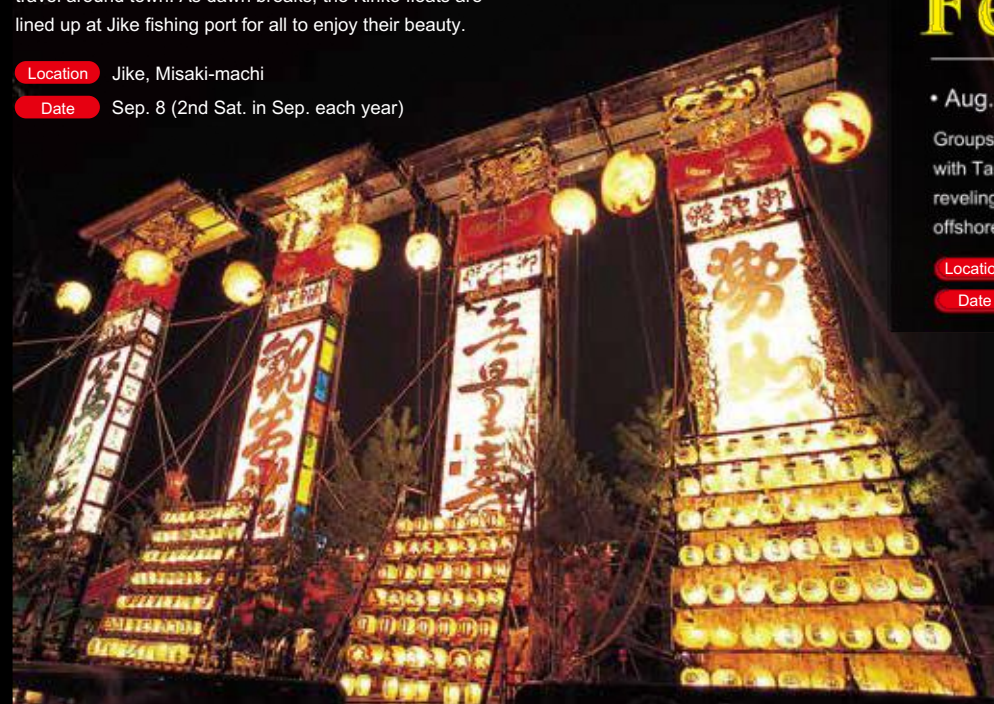


Noto's Kiriko Festivals have earned Japan Heritage recognition.

Japan's Finest Kiriko Festival Jike Autumn Festival

The Kiriko floats stand as much as 16.5 meters tall, and travel around town. As dawn breaks, the Kiriko floats are lined up at Jike fishing port for all to enjoy their beauty.

- Location** Jike, Misaki-machi
- Date** Sep. 8 (2nd Sat. in Sep. each year)



Horyu Tanabata Kiriko Festival

- Aug. 7 each year
- Ukai, Horyu-machi

Groups of young men carry floats adorned with Tanabata decorations out into the sea, reveling around the giant torches located offshore. A truly moving sight to behold.

- Location** Ukai, Horyu-machi
- Date** Aug. 7 (Annually)



Takojima Autumn Festival - Kiriko & Hayafune Kyogen

Beautifully majestic Kiriko lantern floats.

See the Kiriko floats, known as “traditional handicrafts that move” for their incredible lacquered beauty. On the evening of the 11th, there is also a performance of Hayafune Kyogen (a Prefecturally Designated Intangible Folk Cultural Property).

- Location** Takojima-machi
- Date** Sep. 10 & 11 (Annually)

Shoin Autumn Festival

The Yakkofuri decorative spear performance is well worth seeing.

Known for both its Kiriko floats and the Yakkofuri performance. Young men in festival costumes carry decorative spears as they parade throughout town.

- Location** Shoin, Shoin-machi
- Date** Sep. 14 & 15 (Annually)



Food

Today's MENU

Enjoy the Natural Bounty of Suzu's Mountains and Sea through Delicious Foods.



There's lots to enjoy!

Seafood Noto-don (Noto Rice Bowl)

These local ingredient-topped rice bowls are available in two cities and two towns. The ingredients, bowls, and chopsticks all come from the northern part of the Noto Peninsula, with toppings that vary from restaurant to restaurant.



Seaweed (Winter through Spring)

Being surrounded on three sides by the sea, Suzu enjoys seaweed of exceptional quality and variety, diverse in both flavors and textures.

Rock Oysters (Summer)

Known as "golden rock oysters" for the way they glitter in the sea, these palm-sized oysters come into season each summer. Suzu's natural rock oysters are known for being meaty and flavorful.

Matsutake Mushrooms (Autumn)

Mushroom connoisseurs know that Suzu's matsutake mushrooms are something special. These mushrooms from the nearby mountains are an iconic part of autumn in Suzu.

Anglerfish (Winter)

Rich in collagen and lacking any unpleasant "fishiness," fresh anglerfish caught off the shores of Suzu is considered one of the area's iconic winter dishes.



Noto Beef

Only the very finest kuroge wagyu beef, with the highest quality meat and coloration, is fit to deserve the title of Noto beef. The cattle are raised with the utmost care to produce Noto's truly exceptional brand-name beef.

They're huge!

It all looks so good!



Noto-Temari Mushrooms

Shiitake mushrooms grown from a type of fungus known as Noto 115, and whose caps reach a certain size and thickness, are known as Noto-Temari mushrooms. These premium shiitake mushrooms are used at high-end restaurants for their rich aroma and flavor, as well as their outstanding size.

Noto Dainagon Azuki Beans

Twice the size of ordinary azuki beans, and known for their brilliant color and mellow sweetness.

SUZU SALT SWEETS

These sweets make the perfect thing to try during your trip - enjoy the subtle flavor of the sea by Suzu.



Kano Crab/Snow Crab (Winter)

Packed with flavorful meat and considered the "king of winter dishes," these crabs are just some of the seafood brought in at the nearby Takojima port. The name "Kano crab" is used to refer to male snow crabs from Ishikawa Prefecture.



Yobare Matsuri Gozen Festival Meal

"Yobare" refers to a local custom seen in the upper Noto Peninsula - particularly in the Suzu area - where people invite friends or family to their home, and provide them with a lavish meal on the occasion of a festival. The Suzu Matsuri Gozen Festival Meal is a fun and casual way to enjoy the atmosphere of the Yobare experience, and it's available at a number of places throughout town.



"Okunoto Suzu Marukajiri" Local Food Campaign

Participating hotels, inns, and restaurants in Suzu serve visitors with foods made with local, seasonal ingredients throughout the year.

Participating Locations	Name	Address	Phone	Type
	Hotel Kairakuso	Maura-machi	32-1078	Ryokan Inn
	Shoya no Kan	Maura-machi	32-0372	Restaurant
	Noto Kanko Hotel	Maura-machi	32-0406	Ryokan Inn
	Rokko Ryokan	Noroshi-machi	86-2026	Ryokan Inn
	Noroshi-kan	Noroshi-machi	86-2021	Ryokan Inn
	Suzu Beach Hotel	Takojima-machi	82-7000	Hotel
	Muroya	Takojima-machi	82-1188	Minshuku Inn
	Matsudaso	lida-machi	82-1117	Minshuku Inn
	Tanino Ryokan	lida-machi	82-1235	Ryokan Inn
	Iso-no-Yado Seto	Uedo-machi	82-0544	Minshuku Inn
	Restaurant Hamanaka	Uedo-machi	82-2595	Restaurant
	Notojiso	Horyu-machi	84-1621	People's Hotel Facilities
	Tasakiso	Horyu-machi	84-1258	Minshuku Inn

Area code (0768)

Experiences

Lots of Hands-On Experiences
to Enjoy in Suzu!

Suzu City Volunteer Tour Guides
Suzu Orakata Guides

We can show you around
where you want to go!

Fee Half Day ¥2,000
Full Day ¥3,500
☎ (0768) 82-4688
NPO Noto Suzunari
(Tourist information center)



Suzu offers a wide variety of hands-on experience programs, from traditional culture to the great outdoors. It's a great way to get to know some locals - these experiences are bound to make you love Suzu more than ever!

Michi-no-Eki Suzunari

A great place to get sightseeing information and souvenirs.

Location Shi-15 Nonoe-machi **☎** (0768) 82-4688
Access 1-min. walk from Suzunari Kaikan bus stop (Suzu Express, Suzu-Ushitsu Express, etc.)
Hours 8:30 to 18:00 (Mar. to Nov.), 9:00 to 17:00 (Dec. to Feb.). Open daily.
Web <http://notohantou.jp/>



Suzunari-san



Taiko Manju
(Filled with sweet bean paste)

Offering a remarkable variety of souvenirs, from natural salt and Suzu ware pottery to diatomite braziers and sweets made with sweet potatoes. Visitors can also get information here on accommodations and sightseeing.

Hands-On Experiences Offered by Suzunari

Contact/
Reservations **☎** (0768) 82-4688
NPO Noto Suzunari



Zazen Meditation & Copying Sutras

Location Kichijoji Temple
Fee ¥1,000 each
Hours Apr. to Nov.
Participants 1-50



Gillnet Fishing

Location Orito-machi
Fee ¥5,500/person
Hours Apr. to Sep.
Participants 4-15



Apple Picking

Location Uedo-machi
Fee ¥1,000/person
Hours Sep. to Nov.
Participants 1-30

Michi-no-Eki Noroshi

Located near Rokkozaki Lighthouse

Location Te-11 Noroshi-machi **☎** 0768-86-2525
Access 1-min. walk from Noroshi bus stop (Kinoura Route)
Hours 8:30 to 17:00 (Mar. to Nov.), 9:00 to 16:00 (Dec. to Feb.)
Web <http://noroshi.co.jp/>



Okara Donuts (Made with tofu solids)



Ohama Soybean Tofu

Offering local agricultural and marine products, including a local specialty: tofu made from local Ohama Soybeans is made and sold here. Visitors can also try their hand at making their own tofu. Rokkozaki Lighthouse is just an eight-minute walk away.



Just 8 min.
on foot from
Michi-no-Eki
Noroshi!



Rokkozaki Lighthouse has been certified a Lighthouse for Lovers by the Nippon Romanticist Association.



Salt-Making Experience

Michi-no-Eki Suzu Salt Farm Village

Try Making Salt the Old-Fashioned Way

Location 1-58-1 Shimizu-machi **☎** (0768) 87-2040
Access 1-min. walk from Suzu Enden-mura bus stop (Otani A&B Routes)
Hours 8:30 to 17:30 (Mar. to Nov.), 9:00 to 16:00 (Dec. to Feb.). Open daily.
Fee Agehama-kan admission: Adults ¥100, kids 6-15 ¥50
Web <http://enden.jp/>



Salt Soft-Serve Ice Cream



Salt Ramune Soda



Try making salt by hand using the traditional Agehama method techniques, against the vast and beautiful backdrop of the Sea of Japan. You'll feel like a real salt farmer!

Hands-On Traditional Agehama Salt-Making Experience

Dates May to Sep. **Location** Michi-no-Eki Suzu Salt Farm Village
Hours 13:00 to 15:30 **Participants** 60 (Contact for details)

Introduction Session (30 min.)

Collect and sprinkle seawater, and learn about the salt-boiling pot at the museum.
Fee: Adults ¥500, children ¥450

Two-Hour Session

Collect and sprinkle seawater, then collect concentrated salt sand and cook it to make salt.
Fee: Adults ¥2,000, children ¥1,000

Two-Day Session (2 hr. per day)

The full authentic Agehama method salt farming experience.
Fee: Adults ¥3,500, children ¥3,500

Note: Reservations required in advance. Descriptions and fees shown are examples, and programs can be customized to accommodate requested times and the number of participants. Contact/Reservations: Michi-no-Eki Suzu Salt Farm Village

Kinoura Village — Offering Overnight Accommodations and Hands-On Experiences

Location Ho-25-1 Orito-machi **☎** (0768) 86-2014 **Web** <http://kinoura-village.com/>



(All Year) Make your own pizza in a special oven made of local diatomite.



(All Year) Make freshly pressed camellia oil from wild camellias.



Enjoy a cup of specially blended coffee alongside the relaxing and beautiful scenery of Kinoura.



Nordic walking through the diverse local ecosystems of Suzu helps invigorate both the body and mind.

Sea Kayaking



Kayaks offer the perfect way to see Mitsukejima Island from a new point of view.

Location Ukai, Horyu-machi
Hours Available during Golden Week (early May) and Sat., Sun., and holidays from late Jul. to late Sep.
Fee Adults ¥2,000, children 12 and under ¥1,000 (Children must be accompanied by a parent or guardian. Kayak rental, insurance, and instructor fees are included.)
Web <https://www.facebook.com/mitsukeysland.seakayak>

Noto Trolley Railways



This small railway uses the rails from the discontinued Noto Railroad. Enjoy a trip on the trolley pedaled by foot, from Koji Station to Sogen Tunnel.

☎ (080) 8698-2559
(Noto Railroad Heritage Utilization Society)
Fee ¥500/ride (Kids 12 and under ¥300)

History

Suzu is the Setting for Many Historic Stories. Take Your Time and Explore, and See Them for Yourself.

Suzu once served as a connection point among Izumo, Sado Island, and Hokkaido over the sea. After the establishment of Noto Province, when Otomo no Yakamochi, the governor of Etchu Province, visited, he famously composed a poem based on the scenery in Suzu Bay: "The sun rises over the sea of Suzu — I sail my ship and see Nagahama bay by moonlight." Later, when Taira no Tokitada was exiled to this region, he established the Suzu ware kiln here — just a few of the many stories from history that took place here.



Suzu Shrine

Said to have been built during the reign of Emperor Sujin, the tenth emperor of Japan, this shrine houses the guardian deity of the area along the Sea of Japan. It also contains one of the prefecture's finest collections of ancient documents and wooden sculptures of deities. Admission to treasure hall (reservation required): Adults ¥300 (¥250 each for groups of 30 or more), kids 15 and under free (Add ¥200 for admission to see the large Kiriko lantern float).

Location 4-2 Jike, Misaki-machi (0768) 88-2772
Access 1-min. walk from Suzujinja-mae bus stop (Kinoura Route)
Fee Free admission to shrine grounds



(Nationally designated as a Natural Monument)

Suzu Shrine Forest



(A Nationally Designated Important Cultural Property)

Wooden Sculptures of Deities



Semiore, Yoshitsune's Flute Said to have been offered to the shrine by Minamoto no Yoshitsune, this flute is now part of the shrine's treasure hall collection.



1,300 Years since the Founding of Noto Province

This year marks the 1,300th anniversary of the founding of Noto Province. At the time, Noto Province was considered an important shipbuilding and naval strategic base for the Ritsuryo government's expansion into the Tohoku region of northeast Japan. According to Sekidosan Koengi (an old document written about Mt. Sekido, a sacred mountain located in Noto), a hermit named Hodo climbed to the heavens, stating that "Noto has become a wonderful province;" as a result, Noto's name is believed to come from a phrase meaning, literally, "able to climb."



Tombs of Taira no Tokitada and Family

After his defeat at the Battle of Dannoura, Taira no Tokitada was exiled to what is today the Otani area of Suzu, where he lived out the rest of his life. These tombs in Otani are said to belong to him and his family.



Sakasa-Sugi (Upside-down cedar)

This old cedar in front of the Shingon-sect temple Koshoji is 900 years old, and has been designated by Ishikawa Prefecture as a natural monument.

Location Uedo-machi
Access 5-min. walk from Uedo bus stop (Suzu Express, Anamizu-Suzu Route)

Location Norisada, Otani-machi (0768) 82-6200 (Cultural Property Staff, Administrative Bureau, Suzu City Board of Education)
Access 10-min. walk from Norisada bus stop (Otani A Route)



Suzu Ware Museum

Learn about the history of Suzu ware, and see exhibits of many valuable examples of Suzu ware.

Location 1-2-563 Takojima-machi (0768) 82-6200
Access 1-min. walk from Suzu Hachigasaki bus stop (Suzu Express) or Hachigasaki bus stop (Kinoura Route)
Hours 9:00 to 17:00 (closed for New Year holidays)
Fee Adults ¥310 (¥210 each for groups of 20 or more)
Web <http://www.city.suzu.ishikawa.jp/suzuyaki/>



Suzu Ware Gallery Shop

This large shop features a variety of elaborate works by modern ceramicists on display and for sale.

Location 1-2-480 Takojima-machi (0768) 82-5073
Access 1-min. walk from Suzu Hachigasaki bus stop (Suzu Express) or 5-min. walk from Hachigasaki bus stop (Kinoura Route)
Hours 9:00 to 17:00 (closed for New Year holidays) **Fee** Free admission

Local Specialities

Salt

Suzu is the only place in Japan that still practices the Agehama method of salt production, using traditional techniques passed down from generation to generation. The raw material used to produce this salt is water from the Sea of Japan off the coast of the tip of the Noto Peninsula, where warm and cold currents collide. The loving care put into making this salt, here in the beautiful coastal areas of Suzu, gives it a faint sweetness.



Local Specialities, Traditional and Modern, Make Perfect Souvenirs.

Local Sake

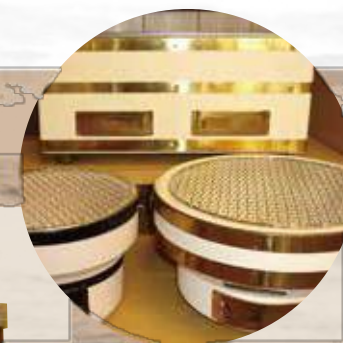
The Nototoji brewing style, originally from the Noto Peninsula, is held in high regard nationwide: the sake produced here in Suzu is known for its full-bodied aroma and rich, complex flavor. Suzu is also home to Ishikawa's only shochu maker, making this a great place to enjoy genuine shochu as well.



Give it a try!

Diatomite Braziers

Suzu is home to Japan's largest deposits of diatomite. Braziers made from diatomite are known for their heat resistance and durability, producing plenty of far-infrared rays to help food cook and brown beautifully.



Suzu Ware

First produced during the Heian era (794–1185), this mysterious old form of pottery abruptly vanished during the Warring States era, about 500 years ago. The pottery is fired, unglazed, at high temperatures, giving it its distinctive dark gray color and modest beauty that only improves over time with use.



Events

Delicious Events
and Unique Events,
All of Them Must-Sees.



Otanigawa River Carp Streamer Festival (May 3 & 4)

Some 450 carp streamers are flown above the mouth of the Otanigawa River, "swimming" in the air.

Location Otani-machi (Otanigawa river mouth)
☎ (0768) 87-2222 (Otani Community Center)
Access 1-min. walk from Otani bus stop (Otani A & B Routes)



Suzu Deka Hikiyama Float Festival (Jul. 29)

After half a century, Suzu's enormous Deka Hikiyama float, rising some 16 meters tall, has been restored.

Location Ukai, Horyu-machi
☎ (0768) 84-1820 (NPO Suzu Dekayama Preservation Society)
Access 10-min. walk from Mituskejimakuchi bus stop (Ushisu-Suzu and Anamizu-Suzu Routes)
Fee See the Deka Hikiyama float ¥300 (Reservation required)
Web <http://suzu-dekayama.com/>



Suzu Ware Festival (Planned for 2nd Sat. & Sun. in Oct.)

You're sure to find something you love at this two-day ceramics festival.

Location Iida-machi (La Porte Suzu)
☎ (0768) 82-1115 (Suzuyaki Soenkai Association Office)
Access 5-min. walk from Iida-ko bus stop (Otani A Route and Misaki Route)

Light-up at the Northern Tip of the Noto Peninsula (Late Jul.)

3,000 solar-powered LED lights illuminate the area for this romantic event.

Location Noroshi-machi (Rokkuzaki Lighthouse Park)
☎ (0768) 82-7776 (Tourism and Exchange Division, Suzu City Government)
Access 8-min. walk from Noroshi bus stop (Kinoura Route)



Major Events in Suzu

May 3 & 4	Otanigawa River Carp Streamer Festival	Otani-machi	1st Sat. in Oct.	Etchu Owara Bushi & Iida Kaze-no-Bon	Iida-machi
2nd Sun. in Jun.	Wakayama Garden Festival	Wakayama-machi	Late Oct.	Suzu Farmer and Fisher Festival	Takojima-machi (Planned)
Jul. 20 & 21	Iida Lantern-Float Festival	Iida-machi	Dec. 5	Aenokoto (Welcoming)	Wakayama-machi
Last Sun. in Jul.	Suzu Dekayama Float Parade	Ushima, Horyu-machi	2nd Mon. in Jan.	Suzu Anglerfish Festival	Nonoe-machi
Aug. 7	Horyu Tanabata Kiriko Festival	Ukai, Horyu-machi	Feb. 9	Aenokoto (Seeing off)	Wakayama-machi
Aug. 13	Sunatoribushi Festival	Matsunagi-machi	Late Feb.	Suzu Marukajiri Food Festival	Iida-machi (Planned)
Aug. 14	An Evening with Taiko Drums and Dances	Takojima-machi	Mar. 15	Matouchi Shinji Ritual	Jike, Misaki-machi
Aug. 25 & 26	Suzu Triathlon	Hachigasaki, Takojima-machi (Main)	Late Mar.	Suzu Camellia Festival	Matsunagi-machi
Oct. 7	Misaki Nature Trail Group Hike	Noroshi-machi to Orito-machi			

Note: Dates are subject to change.

Suzu Anglerfish Festival (Jan. 14, 2019)

Enjoy anglerfish hot-pot, rich in collagen.

Location Nonoe-machi (Michi-no-Eki Suzunan)
☎ (0768) 82-4368 (NPO Noto Suzunan)
Access 1-min. walk from Suzunari Kaikan bus stop (Suzu Express, Suzu-Uhitsu Express, etc.)



Suzu Marukajiri Food Festival (Late Feb., 2019)

Warm Suzu specialties help beat the harsh winter chill. Enjoy the finest of Suzu, a treasure trove of delicious foods.

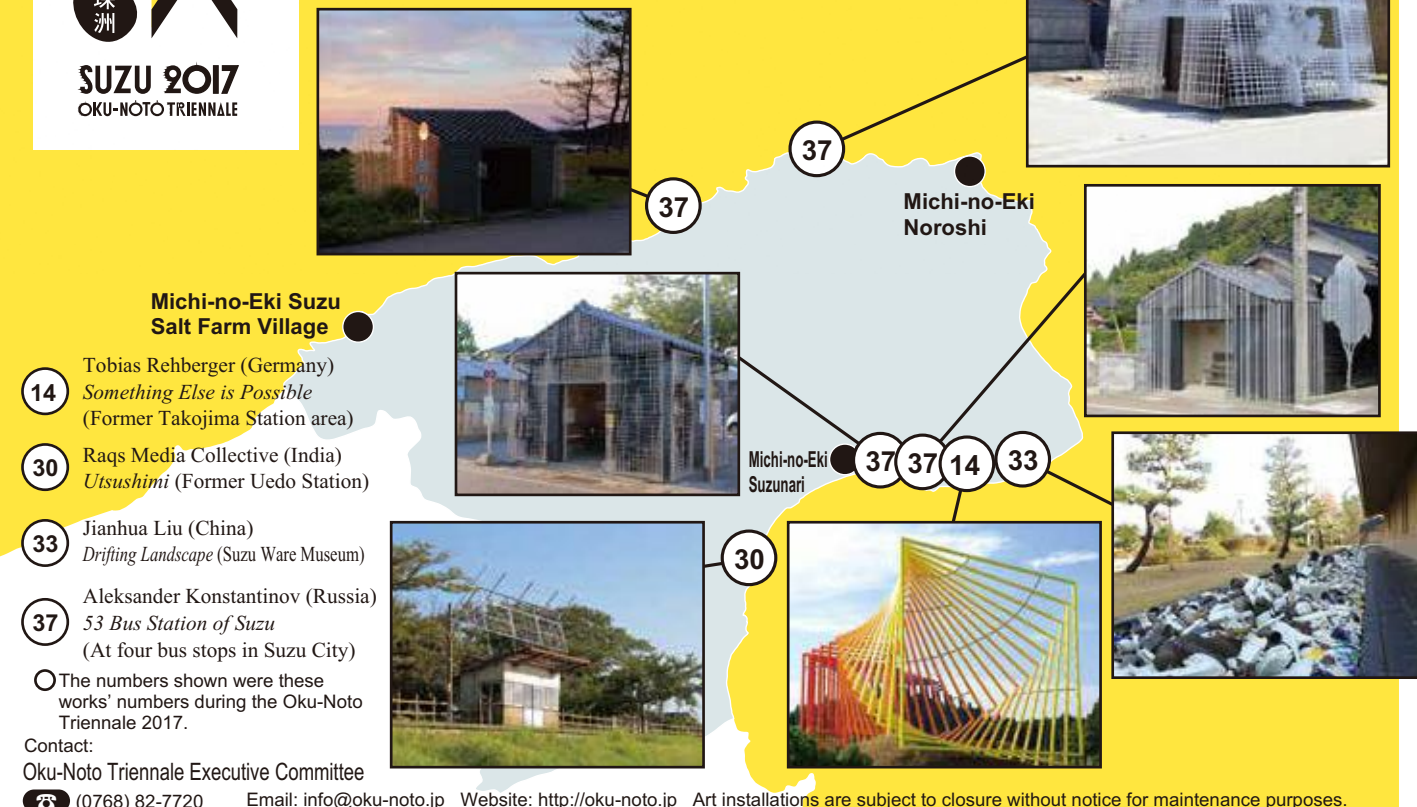
Location Kasuga-dori Street, Iida-machi (The street in front of Suzu City Hall & Iida Wakawaku Plaza)
☎ (0768) 82-1115 (Suzu Food Festival Executive Committee)
Access 3-min. walk from Suzu-Bhiyakusho-mae bus stop (Suzu Express, Suzu-Uhitsu Express, etc.)
Web <http://www.suzu.co.jp/marukajiri/>



Oku-Noto Triennale 2017

Enjoy Art Installations throughout Suzu

The Oku-Noto Triennale 2017 was held in autumn of 2017, and a number of the art installations are still here. Enjoy traveling between the capes, exploring the art.





Noto Kirishima Azaleas
 These azaleas bloom into so many dense blossoms that they completely hide the leaves. They can be seen at privately owned gardens open to the public during the peak season.
Dates Late Apr. to mid May ☎ (0768) 82-4688 (NPO Noto Suzunari)
Ikegami Residence
(Natural Monument Designated by Ishikawa Prefecture)
Location Otani-machi, Suzu



Godzilla Rock P17-E
 Godzilla Rock, a Suzu landmark, stands alone, against the rough waters of the Sea of Japan. Check it out if you're in the area!
Location Matsunagi-machi
Access 5-min. walk from Akagami bus stop (Otani B Route)
 20-min. walk from Otani bus stop (Otani A&B Routes)



Mitsukejima Island P17-A
(Natural Monument Designated by Ishikawa Prefecture)
 This 28-meter-tall rock is also known as "Battleship Island" for its unusual shape. Mitsukejima Island is considered a symbol of Noto, and the sunrises behind Mitsukejima Island are particularly spectacular. There is also a "match-making bell" at Enmusu Beach.
Location Ukai, Horyu-machi
Access 5-min. walk from Mitsukejimakuchi bus stop (Ushitsu-Suzu and Anamizu-Suzu Routes)

TRAVELERS' CHOICE 2017



Rokkozaki Lighthouse P17-B
 The white lighthouse was built in 1883. It is still in active use today, and is prized for both its historic and cultural value.
Location I-51 Noroshi-machi
Access 8-min. walk from Noroshi bus stop (Kinoura Route)



Famously Beautiful Sunsets P17-C
 The Nie Coast was selected as one of Japan's 100 Finest Sunset Spots.
Location Nie-machi
Access 1-min. walk from Nie bus stop (Otani A&B Routes)

Spot

Destinations in Suzu
 You'll Want to Visit Twice,
 Three Times...
 or Even More.



Wakayama no Sho P17-O
 The Wakayama area has long been known as a rice-growing area, known for its rural landscape surrounded by mountains. This facility is located in the center of the Wakayama area, and offers local produce and food made with local ingredients.
Location I-40-1 Nobutake, Wakayama-machi (On Natl. Rt. 249)
 ☎ (0768) 82-1800
Access 1-min. walk from Nobutake bus stop (Otani A Route)
Hours 9:00 to 18:00 (may vary by season)
 Restaurant: 11:00 to 14:00 (closed Wed. and for New Year holidays)



La Porte Suzu P17-H
 This hall has played host to a wide variety of events, including performances across many genres of music, plays, film screenings, lectures, and more.
Location 1-1-8 Iida-machi ☎ (0768) 82-8200
Access 5-min. walk from Iida-ko bus stop (Otani A Route and Misaki Route)
Hours 9:00 to 18:00 (closed Tue. and for New Year holidays)
Web <http://www.city.suzu.ishikawa.jp/laporte-suzu/>



Kinoura Village P17-I
 Featuring eight cottages facing the Kinoura coastline, which has been designated as a special district of a quasi-national park. All guest rooms feature their own bath and a view of the Sea of Japan. Enjoy hands-on experiences and activities in Suzu's nearby sea and mountain areas, as well as delicious meals made with ingredients from the nearby sea and mountains.
Location Ho-25-1 Orito-machi ☎ (0768) 86-2014
Access 5-min. walk from Kinoura bus stop (Otani B and Kinoura Routes)
Web <http://kinoura-village.com/>



Notojiso P17-J
 Renovated to coincide with the opening of the Hokuriku Shinkansen line to Kanazawa. Enjoy the beautiful scenery of the Uchiura area, including dynamic views of Mitsukejima Island and the Sea of Japan behind it.
Location 1-30-1 Ukai, Horyu-machi ☎ (0768) 84-1621
Access 5-min. walk from Mitsukejimakuchi bus stop (Ushitsu-Suzu and Anamizu-Suzu Routes)
Web <http://www.notojiso.com/>



Tarumi Falls P17-D
 Few waterfalls in Japan look like this, with water falling like white threads directly into the sea. The winds of winter blowing up from below can cause it to freeze into what appears to be an inverted waterfall. In addition, the entire Sotoura area, from the Maura Coast to Noroshi, is known for the froth created by the harsh waves of the Sea of Japan, known poetically as "Nami no Hana," or "wave flowers."
Location Maura-machi
Access A brief walk from Tarumi bus stop (Otani A&B Routes)



Kasuga Shrine P17-F
 (Main hall: Municipally Designated Tangible Cultural Property)
 The temple precincts feature a literary monument to Otomo no Yakamochi.
Location 17-49 Iida-machi ☎ (0768) 82-0130
Access 5-min. walk from Suzu Shiyakusho-mae bus stop (Suzu Express, Suzu-Ushitsu Express, etc.)



Cabins in Hachigasaki P17-L
 These cabins at the tip of the Noto Peninsula enjoy the beautiful blue water, white sand, and green pine trees of the Hachigasaki Beach area. The cabins here feature their own bathtubs, toilets, and kitchens, as well as TVs and air conditioners, and even sets of cooking utensils and dishes. The wood decks make the perfect place for grilling, too.
Location Hachigasaki, Takojima-machi ☎ (0768) 82-4322
Access 5-min. walk from Suzu Hachigasaki bus stop (Suzu Express) or Hachigasaki bus stop (Kinoura Route)



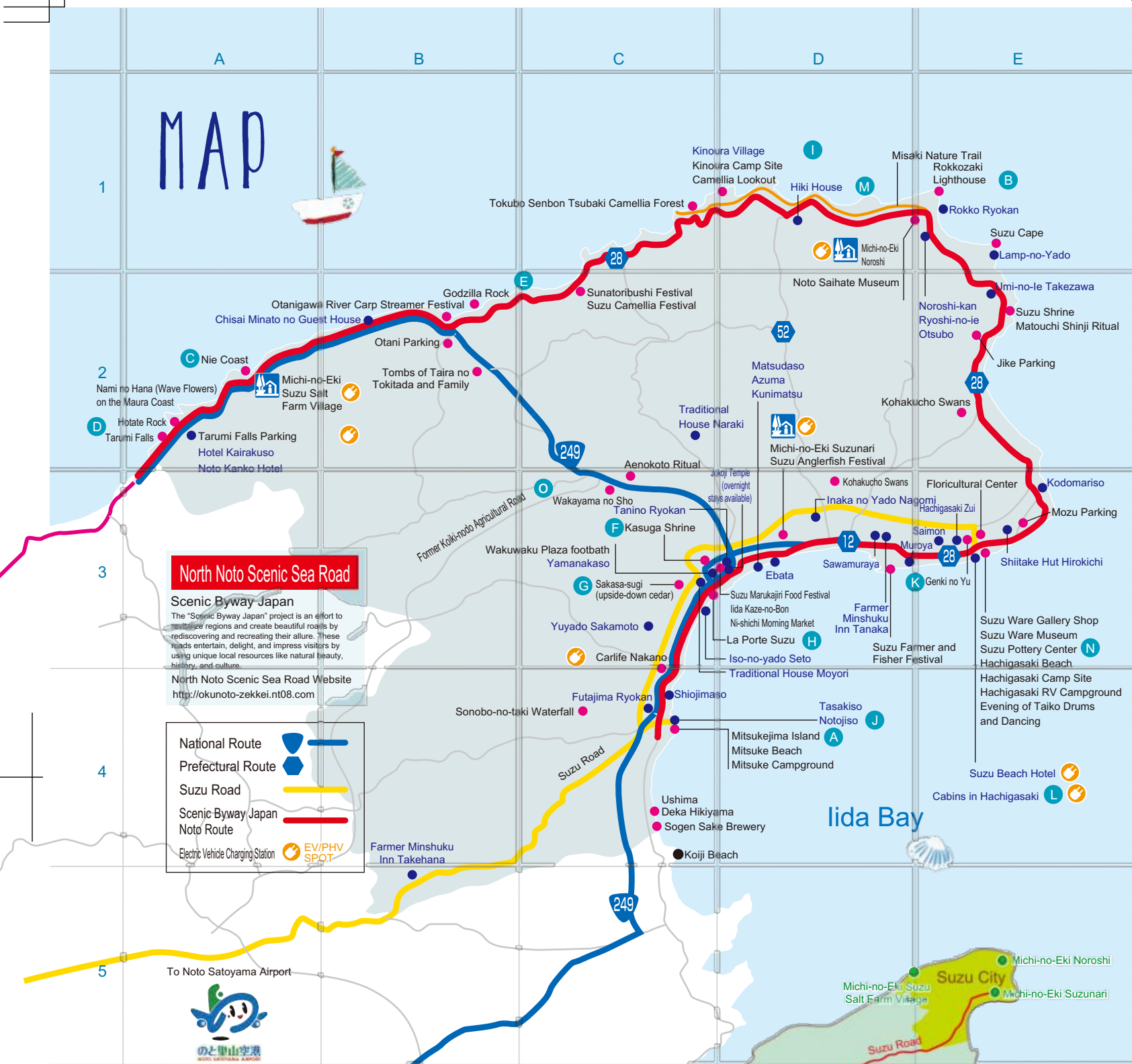
Hiki House new!! P17-M
 The former Hiki Elementary & Junior High Schools have been renovated into a new place for travelers to stay and get to know one another. Accommodates up to 36, with a shared dining room, baths, and laundry room, making it great for various purposes. Free parking available.
Location Nu-8 Orito-machi
 ☎ (0768) 82-7716 (Suzu City Planning and Finance Division)
Access 5-min. walk from Noto Orito bus stop (Otani B and Kinoura Routes)



Suzu Ware Center P17-N
 Try your hand at making your own Suzu ware, or take a much more in-depth course in the fundamentals of Suzu ware. This course is designed to train new potters, and can take as much as two years; contact the Suzu Ware Center for details.
Location Mi-1-1 Takojima-machi ☎ (0768) 82-3221
Access 5-min. walk from Suzu Hachigasaki bus stop (Suzu Express) or Hachigasaki bus stop (Kinoura Route)



Genki no Yu P17-K
 In addition to relaxing hot spring baths, visitors can enjoy delicious food at Genki Shokudo, with a healthy menu that changes weekly, developed in association with the nationally famous health food restaurant Tanita Shokudo.
Location 36-4 Hachigasaki, Takojima-machi ☎ (0768) 82-5526
Access 1-min. walk from Refresh-mura bus stop (Ushitsu-Suzu, Anamizu-Suzu, and Kinoura Routes)
Web <https://www.facebook.com/genkinoyu/?fref=ts>



North Noto Scenic Sea Road

Scenic Byway Japan
The "Scenic Byway Japan" project is an effort to rediscover and recreate their allure. These roads entertain, delight, and impress visitors by using unique local resources like natural beauty, history, and culture.

North Noto Scenic Sea Road Website
<http://okunoto-zekkei.nt08.com>

- National Route
- Prefectural Route
- Suzu Road
- Scenic Byway Japan Noto Route
- Electric Vehicle Charging Station
- EV/PHV SPOT

Access

- By JR Train**
 - Tokyo → Kanazawa: Shinkansen (2 hr., 28 min.)
 - Nagoya → Kanazawa: Limited Express train (3 hr.)
 - Osaka → Kanazawa: Limited Express train (2 hr., 30 min.)
- By Airplane**
 - Haneda Airport → Noto Satoyama Airport (1 hr.)
 - Noto Satoyama Airport → Suzu: Furusato Taxi (45 min.)
- By Highway Bus**
 - Kanazawa → Suzu (2 hr., 30 min.)
- By Car**
 - Tokyo → Kanazawa: Kanetsu & Hokuriku Expressways (6 hr.)
 - Nagoya → Kanazawa: Tokai-Hokuriku & Hokuriku Expressways (3 hr.)
 - Osaka → Kanazawa: Meishin & Hokuriku Expressways (3 hr., 30 min.)
 - Kanazawa → Suzu: Noto Satoyama Kaido (2 hr., 20 min.)
 - Takaoka → Suzu: Noetsu Expressway (2 hr., 20 min.)



Accommodations

Area code for all facilities listed is (0768).
Icon indicates facilities equipped with hot spring baths.

Hotel	MAP	Facility Name	Location	Phone	Hot Spring
Ryokan Inn	MAP E-3	Suzu Beach Hotel	Hachigasaki, Takajima-machi	82-7000	
	MAP A-2	Hotel Kairakuso	Maura-machi	32-1078	
	MAP A-2	Noto Kanko Hotel	Maura-machi	32-0406	
	MAP E-1	Rokko Ryokan	Noroshi-machi	86-2026	
	MAP E-1	Noroshi-kan	Noroshi-machi	86-2021	☞
	MAP E-1	Lamp-no-Yado	Jike, Misaki-machi	86-8000	☞
	MAP D-3	Tanino Ryokan	Iida-machi	82-1235	
	MAP C-3	Yuyado Sakamoto	Jisha, Uedo-machi	82-0584	
	MAP C-4	Futajima Ryokan	Ukai, Horyu-machi	84-1203	☞
	Minshuku Inn	MAP E-1	Ryoshi-no-le (Yamazaki)	Noroshi-machi	86-2227
MAP E-3		Kodomariso	Kodomari, Misaki-machi	88-2119	
MAP E-3		Hachigasaki Zui	Takajima-machi	82-8228	
MAP E-3		Saimon	Takajima-machi	82-2778	
MAP D-3		Muroya	Takajima-machi	82-1188	
MAP D-3		Sawamuraya	Kawashiri, Shoin-machi	82-0437	
MAP D-3		Inaka no Yado Nagomi	Kumantani-machi	82-1869	
MAP D-3		Ebata	Nonoe-machi	82-2820	
MAP D-3		Matsudaso	Iida-machi	82-1117	
MAP D-3		Azuma	Iida-machi	82-1859	
MAP D-3		Kunimatsu	Iida-machi	82-1543	
MAP C-3		Yamanakaso	Iida-machi	82-2159	
MAP D-3		Jokoji Temple (overnight stays available)	Iida-machi	82-1006	
MAP C-3		Iso-no-yado Seto	Jisha, Uedo-machi	82-0544	
MAP B-2		Chisal Minato no Guest House	Nagahashi-machi	090-3762-9923	
MAP C-4	Tasakiso	Ukai, Horyu-machi	84-1258		
MAP C-4	Shiojimaso	Ukai, Horyu-machi	84-1252		
People's Hotel Facilities	MAP C-4	Notojiso	Ukai, Horyu-machi	84-1621	☞
Boardinghouse/Cabin	MAP E-3	Cabins in Hachigasaki	Hachigasaki, Takajima-machi	82-4322	
	MAP D-1	Kinoura Village	Kinoura, Orto-machi	86-2014	
Farmer Minshuku Inn	MAP E-2	Umi-no-le Takezawa	Jike, Misaki-machi	88-2052	
	MAP E-3	Shiitake Hut Hirokichi	Moza, Misaki-machi	82-3178	
	MAP E-1	Otsubo	Noroshi-machi	86-2559	
	MAP C-2	Traditional House Naraki	Suzunai, Wakayama-machi	82-1441	
	MAP C-3	Traditional House Moyori	Kitagata, Uedo-machi	080-8692-2940	
	MAP D-3	Farmer Minshuku Inn Tanaka	Kawashiri, Shoin-machi	82-5372	
	MAP B-5	Farmer Minshuku Inn Takehana	Mawatarai, Horyu-machi	84-2570	
	Hostel	MAP D-1	Hiki House	Orto-machi	82-7716



The Tanzaki Cherry Blossom Tree

Location Minamigata, Uedo-machi
The cherry blossom tree next to Tanzaki bus stop is famous in Ishikawa for being the first to come into bloom. This picturesque location offers beautiful views of Mitsukeyama Island off in the distance, behind the cherry tree.



Agehama Method Salt Production

Location Suzu City seaside (Sotoura area)
Sea water is spread over the salt field to make brine water, which is boiled down. This 500-year-old production method can only be found today in Suzu.



Autumn Colors on Mt. Horyu

Location Horyu-machi
Enjoy the view from the former Suzu Koiki-nodo agricultural road. In late autumn, the leaves turn gorgeously brilliant colors.



Nami no Hana ("Wave Flowers") on the Maura Coast

Location Throughout Suzu City (Sotoura area)
The foam of the harsh waves hitting the rocky shore here is known by a poetic name that translates to "wave flowers."

Noto's Satoyama and Satoumi: Globally Important Agricultural Heritage Systems
In June of 2011, Noto's Satoyama and Satoumi, which can be found in the Noto Peninsula, were officially designated as Globally Important Agricultural Heritage Systems - the first in Japan, alongside Sado's Satoyama in Harmony with Japanese Crested Ibis (Sado City, Niigata Prefecture).

Aenokoto Ritual Dec. 5 (Welcoming) & Feb. 9 (Sending off)
A Nationally Designated Important Intangible Folk Cultural Property and a UNESCO Intangible Cultural Heritage. In this ancient agricultural ritual, handed down throughout Noto, the deity of the rice field is invited into a family's home in December, to thank it for the previous year's harvest and as a prayer for an abundant harvest in the next year. In February, before planting begins, the family sees the deity off as it returns to the rice field.

Global Recognition of Suzu
Logo for Suzu's Coexistence with Nature
(0768) 82-8200 (Cultural Property Staff, Suzu City Board of Education)