



Nature

- 1** Mt.Iwabitsu /Iwabitsu Castle Ruins  
(National designation historic site / Designated one of the "second hundred best castles" in Japan)
- 2** Iwai Water Park's Daffodil Field and Cherry Tree Road  
Best season: early to mid-April
- 3** Hakoshima Village of Fireflies  
Best season: mid-June to late-July
- 4** Sennin Cave
- 5** Agatsuma Gorge  
National Site of Scenic Beauty  
Best season for autumn leaves: late-October to mid-November
- 6** Hakoshima Yusui  
One of the Hundred Famous Waters
- 7** Asama Kakushiyama  
(Japan's 200 Famous Mountains)
- 8** Fudo Falls on Mt. Kannon

Hot Springs

- 9** Hatonoyu Onsen Sankyuro  
3314 Motojuku, Higashiagatsuma-machi, Agatsuma-gun, Gunma-ken 377-0933  
TEL 0279-69-2421  
FAX 0279-69-2778  
Reservation method: Phone
- 10** Yakushi Onsen Hatago  
3330-20 Motojuku, Higashiagatsuma-machi, Agatsuma-gun, Gunma-ken 377-0933  
TEL 0279-69-2422  
FAX 0279-69-2843  
http://www.yakushi-hatago.co.jp/  
Reservation method: Phone and website
- 11** Matsunoyu Onsen Shokeikan  
937-3 Matsuya, Higashiagatsuma-machi, Agatsuma-gun, Gunma-ken 377-0814  
TEL 0279-67-3210  
FAX 0279-67-3213  
Reservation method: Phone
- 12** Kawanaka Onsen Kadohan Ryokan  
2432 Matsuya, Higashiagatsuma-machi, Agatsuma-gun, Gunma-ken 377-0814  
TEL 0279-67-3314  
FAX 0279-67-3153  
http://www.kawanaka-kadohan.com/  
Reservation method: Phone and website
- 13** Forest Resort Conifer Iwabitsu  
4399 Haramachi, Higashiagatsuma-machi, Agatsuma-gun, Gunma-ken 377-0801  
TEL 0279-68-5338  
FAX 0279-68-5417  
http://www.iwabitsu.co.jp  
Reservation method: Phone and website
- 14** Agatsuma Onsen Negoya no Yu  
309-1 Okazaki, Higashiagatsuma-machi, Agatsuma-gun, Gunma-ken 377-0302  
TEL 0279-59-3361
- 15** Azuma Onsen Kikyokan  
325-1 Aramaki, Higashiagatsuma-machi, Agatsuma-gun, Gunma-ken 377-0303  
TEL 0279-59-3533  
http://www.kikyokan.com/
- 16** Agatsumakyo Onsen Tengu Hot Spring  
6441 Mishima, Higashiagatsuma-machi, Agatsuma-gun, Gunma-ken 377-0813  
TEL 0279-67-2683  
http://www.agatsumakyo.jp/tengunoyu.html

Events

- Iwabitsu Castle Shinobi Rebellion-Shinobi Trekking**  
Schedule: mid-August  
Place: Around Mt. Iwabitsu
- Higashi-Agatsuma Furusato Festival**  
Schedule: mid-September  
Place: Around Haramachi Shopping Street
- Gion Festival**  
Schedule: mid- to late-July  
Place: Iwashita Haramachi
- Higashi-Agatsuma Mukashi Road Mountain Bike Ride**  
Schedule: mid-October  
Place: Northern area of Mt. Haruna
- Higashi-Agatsuma Daffodil Festival**  
Schedule: mid-April  
Place: Iwai Water Park

Notable Sites

- 17** Michi no Eki (Roadside Station) Agatsumakyo  
6441 Mishima, Higashiagatsuma-machi, Agatsuma-gun, Gunma-ken 377-0813  
TEL 0279-67-3193
- 18** Remains of Odo Barrier Station  
Odo, Higashiagatsuma-machi, Agatsuma-gun, Gunma Prefecture 377-0931
- 19** Chuji Jizo  
Odo, Higashiagatsuma-machi, Agatsuma-gun, Gunma Prefecture 377-0931

Higashi-Agatsuma Town Hall

1046 Haramachi, Higashiagatsuma-machi, Agatsuma-gun, Gunma-ken 377-0801  
TEL 0279-68-2111  
FAX 0279-68-4900  
http://www.town.higashiagatsuma.gunma.jp/

Higashi-Agatsuma Tourism Association

627-2 Haramachi, Higashiagatsuma-machi, Agatsuma-gun, Gunma-ken 377-0801  
TEL 0279-70-2110  
FAX 0279-25-7135  
http://www.tohgoku.or.jp/~aysk/



# 東吾妻町

誰も知らない忍者の里

Secret NINJA Town HIGASHI-AGATSUMA





# 東吾妻町

Higashi-Agatsuma

A Hidden Ninja Town

Mt. Iwabitsu, symbol of Higashi-Agatsuma. Its imposing figure nonetheless gives off an almost motherly warmth that all are sure to be entranced by. Iwabitsu was undoubtedly the home of a sophisticated culture in the past. This is evident from the Jomon Period (2000 BCE) heart-shaped figures and other archeological artifacts that have been found there. Since the Jomon period, and possibly before, the mountain was an object of worship and eventually became a mecca of spiritual asceticism. Some of the practitioners who came to Mt. Iwabitsu were ninja who fought in Japan's many wars. However, this aspect of Higashi-Agatsuma's history is also shrouded in mystery. The village has always been hidden among the mountains, making it in many senses a "hidden ninja town" that few have heard of. Why not come and be entranced by Iwabitsu's mysterious power? The breath of the mountain, the murmuring river, the whispering clouds, every aspect of the town is steeped in history...

Gunma's 100 Famous Mountains  
Mt. Iwabitsu



~ Higashi-Agatsuma Promo Video ~







Fortress of Sanada on the Mountain of Ninja

### Mt. Iwabitsu

Iwabitsu Castle was famed as one of the three great strongholds of the Takeda Clan during the Warring States Period, but there is so much more to see on the mountain. Four unique routes offer beautiful views of autumn leaves, spectacular rock faces and mysterious caverns...

The Mystical Power of



# Nature

The Brilliant Spectacle of 300,000 Golden Daffodils

### Iwai Water Park's Daffodil Field

Higashi-Agatsuma is one of the few places in Japan where you can see wild daffodils. Around 300,000 bloom all at once from early- to mid-April, a season which overlaps with the cherry blossom season. At this time of year you may still see some snow along the Agatsuma river past the curtain of cherry trees as well as the snow-white mountain stream further in the distance.



Fireflies, the Harbingers of Summer

### Village of Fireflies

You know summer has arrived when the fireflies appear. Countless “genji-botaru” appear downstream from the Hakoshima Yusui spring in a truly magnificent spectacle. Can be seen from June to late-July.



A Spectacular Cave Filled with Buddhist Statues

### Senninkutsu, Cavern of Sages

The 8th of the 33 Sacred Sites of Agatsuma, the Senninkutsu Cave really feels like the threshold between this world and the next. Don't miss the many buddhist statues and the “tainai-kuguri.” Legend has it that in ancient times the great Yamato Takeru slept in this cave.



Emerald Canyon, National Site of Scenic Beauty

### Agatsuma Gorge

Agatsuma Gorge is a designated National Site of Scenic Beauty. The emerald Agatsuma River runs through the gorge and features many points of interest, including Saruhashi and Shikatobibashi Bridges, mystical rock faces, and Yanba Dam, all of which can be seen from the Shohorai viewing deck. Imagine the ninja of old hiding among this scenery and you're sure to enter a completely new world.



Asama-Kakushi Onsen's Ice Wall

### Nurukawa Ice Wall

In the middle of winter, a 30-meter wide ice wall forms along the Nurukawa River. Lit up at night, the contrast between the darkness of night and the silver ice is reflected on the surface of the river. Mid-Jan. to mid-Feb.



One of the Hundred Famous Waters

### Hakoshima Yusui

Hakoshima Yusui is a miraculous spring that flows from the base of a great cedar tree that is over 400 years old. Called “Hakoshima Fudo-do no Osugi,” the tree is one of the town's natural monuments. Downstream you can see a luminous spectacle of fireflies in the early summer.



The Sacred Falls Where Ninja Trained

### Mt. Kannon Fudo Falls

Mt. Kannon (Mt. Ryuga) is known as a spiritual center of Agatsuma where the stone image of Hyaku-kannon is enshrined. It is filled with unique sites—caverns, luminous moss, and the remains of Yanagisawa Castle—but the miraculous Fudo Falls is an absolute must-see.



Heal both Heart and Mind



Hatonoyu Onsen Sankyuro

Established in the early Edo Period (1603~), Hato no Yu has been in the onsen business for hundreds of years. It features an iconic gabled roof from the late 1800's and cloudy hot spring waters that are good for the skin. There is an old legend that pigeons used the onsen water to heal their wounds, and anyone who has experienced this chloride-rich water is bound to nod along in agreement. Known as the “finishing water” to be used after a visit to Kusatsu Onsen, Sankyuro has historically been used as a medical retreat for those suffering from illness (a practice called “toji” in Japanese).



Yakushi Onsen Hatago

A nostalgic getaway at the foot of Asama Kakushi-yama. Look out upon to the traditional “nagayamon” gates, thatch-roofed buildings brought from all over Japan., and over 4,500 pieces of antique folk art. The massive facilities stretch over 20,000 square meters with over 20,000 railroad ties running through them. The waters of Yakushi, however, are the most alluring feature. The facilities use fresh onsen water drawn straight from the source, and Takimi-no-yu, the open-air bath that looks out upon the valley, is sure to heal both mind and body.



Agatsuma Onsen Negoya no Yu

Located on the cliff created by the Agatsuma and Numao Rivers, the day-spa Negoya no Yu offers breathtaking views. The view from the cliffside open-air bath is superb, showing the Agatsuma river in the foreground, Mt. Akagi in the distance, and a clear blue sky overhead. The onsen is only open on Saturdays, but you'll be dazzled by the starry night sky and natural scenery seen from the open-air bath.



Forest Resort Conifer Iwabitsu

Conifer Iwabitsu is a resort hotel located near the Iwabitsu Castle remains that are a symbol of Agatsuma. The facilities offer a phenomenal up-close view of Mt. Iwabitsu peak. With excellent location and facilities, guests can enjoy a variety of activities, from hiking in the forest or climbing up the mountain to sports and local events. From soccer, golf and other sports to camping, barbecue, lectures and research seminars, there's something for everyone here. There is even a company-owned farm with a log cabin where guests with pets can stay. Conifer Iwabitsu is also the only onsen inn located in Agatsuma town center, Haramachi.



Matsunoyu Onsen Shokeikan

This exclusive onsen only takes one group reservation at a time, but the quality hot spring waters and top-notch food is worth it. The 33-degree, fresh-from-the-source water keeps customers returning year after year. Since the facilities are completely private, you can enjoy the bath for an hour, two hours, or even longer without having to worry about other guests. The inn was made specially for onsen connoisseurs who want a pure and uninterrupted onsen experience. Also includes Japanese home-style cooking on par with the highest-quality ryokan.



Kawanaka Onsen Kadohan Ryokan

Kawanaka Onsen is known as one of the 3 famous “onsen for beauties” in Japan, and Kadohan Ryokan is highly recommended by the Japan Association of Secluded Hot Spring Inns. Secluded in the lucious green of the mountains, the onsen waters here are a comfortable temperature perfect for a long soak. The gentle water is perfect for those who want soft, beautiful skin. Of course, the hot springs are also perfect for relaxation and stress relief.



Azuma Onsen Kikyokan

“Straight from the source” is the motto here. Kikyokan is a pioneer on the day-spa scene in Japan. The chloride-rich waters are gentle on the skin and leave a light coating. The facilities boast a gorgeous view of Iwaido Cave and piping hot water at 51 degrees! Kikyokan was established in 1987 as a day-spa, and since then has maintained a strict “straight-from-the-source” policy. Special events are held at the spa, including a karaoke tournament. Piping hot water and energetic karaoke make this a truly unique day-trip onsen of the Showa era.



Agatsumakyo Onsen Tengu Hot Spring

This special day-trip onsen facility is located at the approach to Agatsuma Gorge. It was built together with the Michi no Eki (Roadside Station) Agatsumakyo in Agatsuma Fureai Park. There are a number of excellent facilities within the park, including a dog trail, various play equipment, foot baths, and cycling paths. The Onsen is perfect after a day of fun in the park or after hiking the Agatsuma Gorge. The open-air bath offers gorgeous views and offers a sense of liberation, while the private tatami rooms are perfect for a quiet moment to yourself.



Iwabitsu Shinobi Trekking



Higashi-Agatsuma Furusato Festival



Iwabitsu Castle Shinobi Rebellion



A Town with History A Town of Excitement

# Festivals & Events

Higashi-Agatsuma Daffodil Festival



Higashi-Agatsuma Mukashi Road Mountain Bike Ride



Gion Festival・Bon Festival Dancing





An Internationally Recognized Brand

## Sakuyahime

Sakuyahime rice has placed in the top 40 of over 5,000 rice producers in the Society of Rice Taste Surveyors' (Kome Shokumi Bunseki Kanteishi Kyokai) international competition for 5 years in a row. For two years in a row, it has been one of only 15 participants to receive monetary awards since the Society began bestowing such awards in 2015. The Japanese sake called "Sakuyahime" is also well-known for its refreshing dry flavor. Can be purchased at Michi no Eki (Roadside Station) Agatsumakyo and other locations.



The rarest, highest-quality rainbow trout

## Gin-Hikari

Rainbow trout normally mature in just 2 years, but Gin-Hikari raises their trout so that they maintain a healthy weight. Their high-quality rainbow trout are twice the size and weight of normal fish. These extremely rare fish can only be found in Gunma, so don't miss your chance while you're here. Sold at Azuma Fish Farm, Sakae Sushi, and other locations.



Local Brands,

# Dining

Local Stories

Dogokie, Iwabitsu Parfait... Enjoy new creations every day!

## Heartful Jomon Clay Figure Sweets

Local sweets developed by a team led by the famous confectionary archaeologist Mr. Yamira. From the heart-shaped dogokie to the Mt. Iwabitsu Parfait, Heartful's unique sweets, sold at festivals and events in the area, have captured the hearts of the locals, as have their unique clay figure-making workshops.



The best B-class cuisine!

## Devil's Tongue Burger

This fried cutlet burger is made of locally-sourced pork and konjac potatoes, and it's topped with a rock 'n' roll bacon tongue. You can find it in shops around town - just look for the logo!



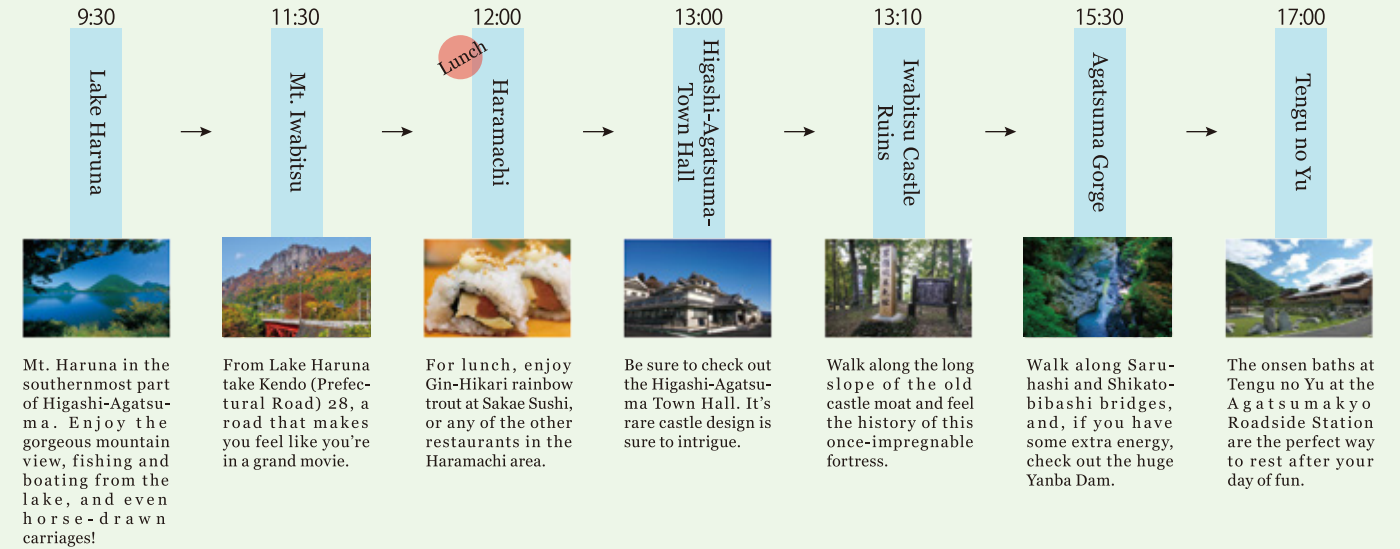
<https://myrocktown.com>



Course 1

## Higashi-Agatsuma Highlights! The Golden Route of Higashi-Agatsuma's most Representative Spots

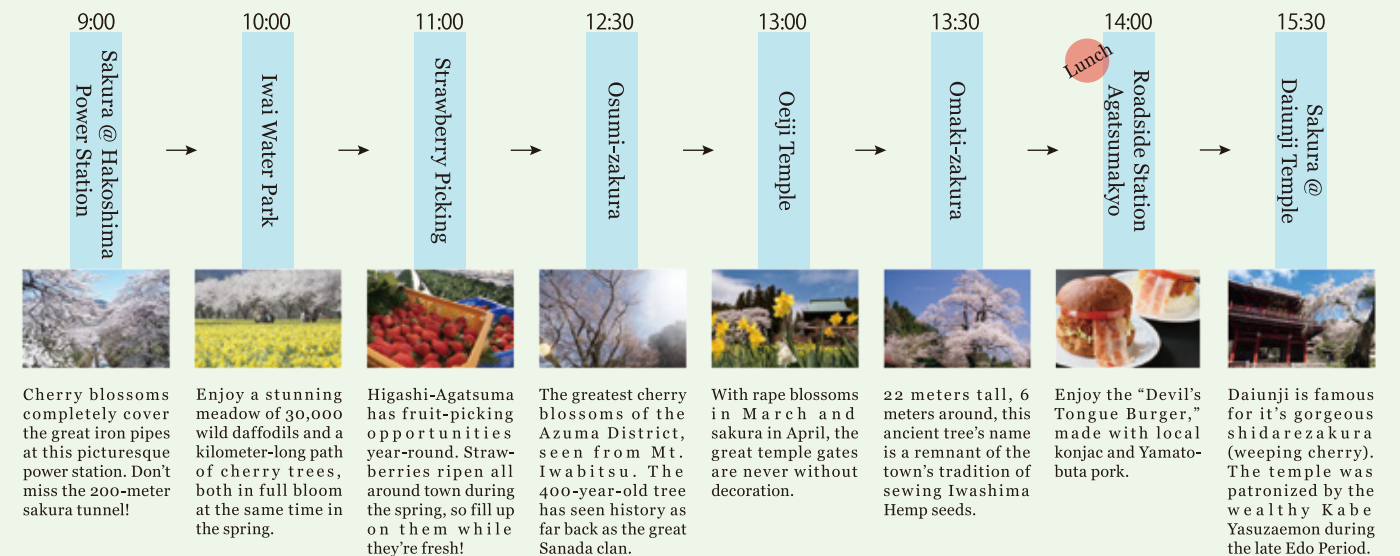
After relaxing around Lake Haruna, see the spectacular view of Mt. Iwabitsu as you drive toward the castle-designed town hall and the actual Iwabitsu Castle ruins. Lastly, see Agatsuma Gorge and have a relaxing dip in the onsen waters of Tengu no Yu.



Course 2

## A Stunning Spring Among Sakura and Daffodils

Enjoy the gorgeous pastel colors of the cherries and daffodils that bloom each year around April 10th. The subtle flowers of the bright-red strawberries add yet another flare to the scenery.



Course 3

## Power Course: Improve your fortunes!

Sacred Waters, Holy Grounds of Ascetic Training, the Power of Iwabitsu

