

Superior to Edo Sawara Grand Festival

Registered UNESCO Intangible Cultural Heritage
Certified Japan Heritage
Nationally Designated Important Intangible Folk Cultural Property

Summer Festival
Friday, Saturday, and
Sunday following July 15th

Autumn Festival
Friday, Saturday, and
Sunday of the weekend of the
wood-carving festival



Ono River Boat Ride D-3

Ride a boat and view the historical district through the willow trees, as people did during the Edo period (1603-1868). Enjoy a scenery unlike the scenery seen when walking along the Ono River. The boat ride is 30 minutes.

Next to the boarding dock is Toyo Bridge, a bridge from which water falls. It is called Ja Ja Bridge by the locals because of the sound it makes when the water falls (ja ja is the Japanese onomatopoeia for gushing water). You can watch water fall from the bridge for five minutes every 30 minutes from 9:00 AM to 5:30 PM every day.

🕒 10:00 AM - 4:00 PM (may vary according to season)
🚫 Never (may) close during poor weather and water conditions
👤 Adults: 1,300 yen, Children: 700 yen



Little Edo Sawara's Historical District

Sawara, a merchant town that prospered with its water transportation business on the Tone River. Centered around the Ono River, old buildings remain, giving off an Edo (present-day Tokyo) vibe. Many merchant homes in this district have continued to pass on the family business for generations, therefore giving this district its reputation as a "Living townscape." This historical district has been selected as an Important Preservation District for Groups of Traditional Buildings (a district nationally selected as having particularly high value).



Inoh Tadataka

Created the first map of Japan using actual measurements

At the age of 55, Inoh Tadataka began surveying Japan, ultimately walking a distance equivalent to circling the world one time. From these survey expeditions, he created the first map of Japan that used actual measurements.



Inoh Tadataka Museum D-3

🕒 9:00 AM - 4:30 PM

📅 Mondays (excluding national holidays), New Year's Holiday
👤 Adults: 500 yen, Elementary & Middle School Students: 250 yen



Suigo Sawara Float Museum C-5

The Sawara Grand Festival can only be witnessed for six days each year. However, at the Float Museum, you can experience the atmosphere of this festival all year round.

Not only can you catch a glimpse of this impressive festival in the theater room, you can also get an up-close view of two floats that are actually pulled around during the Grand Festival. These floats are always on display.

🕒 9:00 AM - 4:30 PM

📅 Monday (excluding national holidays), New Year's Holiday
👤 Adults: 400 yen, Elementary & Middle School Students: 200 yen



Little Edo Sawara Recommended Route

First, walk to the Ono River from the train station and visit Sawara Machiya-kan. Change into a kimono and enjoy delicious sweets!

After taking a leisurely ride on a boat and learning about Inoh Tadataka, fill yourself up with a tasty lunch. There are many restaurants that have been converted from an old Japanese-style house.

At the Float Museum, see real festival floats. You can look at the wood carvings and the dolls up close, making this a rare experience. After taking a break at a stylish cafe, go to Katori Jingū Shrine and bathe in spiritual energy!

JR Sawara Station

Sawara Machiya-kan

Ono River Boat Ride

Inoh Tadataka's Former Residence

Lunch

Suigo Sawara Float Museum

Short Break at a Cafe

Katori Jingū Shrine

These are our recommendations!



Sawara Machiya-kan C-3

A tourist rest area designed to emulate a traditional Sawara townhouse. Here, you can rent a kimono that suits the old historical district and eat sweets that use sweet potato and rice flour (rice). Both of which are local specialties of Katori City. You can also look at traditional Japanese toys.

🕒 10:00 AM - 8:00 PM

📅 Monday (open on Monday and closed on Tuesday if Monday is a national holiday), New Year's Holiday



Walk around the retro district in a kimono!



A sweet potato drink with a cute appearance.

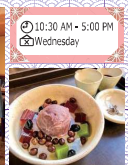


Gluten-free crepes. The menu changes every day!



Inae D-2

Inae is a sweets cafe. It has a modern interior, a high ceiling, and a large window through which you can see the river court. The moment you enter the shop, you can feel the lively atmosphere. This cafe mainly serves Japanese-style desserts, such as shaved ice and anmitsu, small cubes of agar jelly served with sweet red bean paste, and a variety of fruits. I highly recommend the wasshotok (specially shaved ice). Wasshotok is a somewhat rare, high-quality Japanese sugar with a subtle sweetness, while wasshotok is a small and sour lime-flavored citrus. Eat them together with the shaved ice and you get a refreshingly sweet and sour mouthful of deliciousness.



🕒 10:30 AM - 5:00 PM
📅 Wednesday



Cafe Tamazawa C-4

Cafe Tamazawa is a cozy cafe that was converted from an old Iuton shop that began operation during the early Meiji period (1868-1912). The contrast between the industrial-style wall, made with unadorned concrete, and the glass entrance is striking. Here, they sell and export their own homemade roasted coffee beans. You can also taste their special coffee. Please try their delicious coffee made with their original blend. You can also order coffee and a dessert as a set. For those who want to enjoy delicious coffee in a lively environment while listening to jazz music in the background, then this is the place for you!



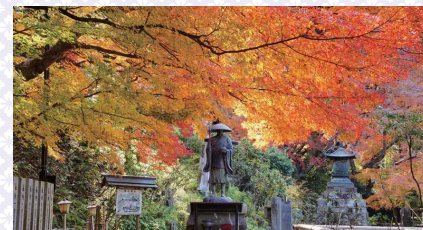
🕒 Friday: 12:00 PM - 5:00 PM
Weekends, national holidays
📅 Monday - Thursday, occasional national holidays



Katori Jingū Shrine Area

Katori Jingū Shrine enshrines Futsunushi-no-Okami, a deity who appears in many famous Japanese mythologies. Until the Edo period (1603-1867), Ise Jingū Shrine, Katori Jingū Shrine, and Kashima Jingū Shrine were the only shrines given Jingū status (a Jingū shrine is a high-status Shinto shrine with connection to the Imperial House of Japan), making them the most famous shrines in Japan. The main building and the tower gate, which were built by the Tokugawa shogunate in 1700, are designated as Important Cultural Properties. We highly recommend visiting during the spring, when the cherry blossoms bloom.

Access
Located 3.8 km from JR Sawara Station.
We recommend using a taxi, the bus, or a rental bicycle.
🕒 Approx. 10 min (Fare: 1,900 yen)
🕒 Approx. 15 min (Fare: 300 yen)
For more details regarding the bus →



Suigo Sawara Ayame Park Area

At Suigo Sawara Ayame Park, wisteria blossom in May, creating an over 70-meter-long wisteria tunnel known as the "Road of Happiness." In June, 1.5 million irises representing 400 different species bloom proudly, and in summer, you can enjoy over 300 species of lotuses. You can also ride a small boat in the canals of the garden.

🕒 9:00 AM - 4:30 PM (may vary according to season)
📅 Monday (open on Monday and closed on Tuesday if Monday is a national holiday), New Year's Holiday, open every day during events
👤 Adult: 200 yen - 800 yen
(Varies according to season. Free from December to March.)
We recommend using a taxi or the bus from JR Sawara Station.
🕒 Approx. 16 min
🕒 Approx. 40 min (Fare: 300 yen) *Weekdays Only
For more details regarding the bus →



Tōkun Brewery's Sake
You can tour the brewery and do a sake tasting too!

Souvenirs of Sawara

Aburao Seiyu's Sesame Oil & Chili Oil
The chili oil wrapped in Japanese washi paper is cute!



Sweetened Sweet Potato Fries
There are a variety of flavors, such as black pepper (inside Sawara Machiya-kan)



WORDS WORTH B-3

WORDS WORTH is an Italian restaurant with a cozy and elegant atmosphere. They offer a large variety of pasta dishes, including Japanese-style pasta dishes. To ensure the satisfaction of their customers, they are very particular about the ingredients. For example, their seafood is very fresh and their shrimps and scallops are very tender. For the cheeseboars out there, I recommend the three cheese and walnut pizza. The three cheeses are very rich in flavor, making the pizza incredibly tasty. The toppings are also very delicious. The food is high quality, yet very affordable, and every time I eat there, I am thoroughly impressed. I recommend that you make a reservation in advance.



🕒 11:00 AM - 2:30 PM
5:00 PM - 10:30 PM
📅 Wednesday, every other Thursday



Miyoshi Sushi B-4

Miyoshi's set lunch prices begin from 1,000 yen. Even at 1,000 yen, this set lunch includes a savory egg omelet, a salad, miso soup, and dessert. Their most expensive lunch set is 3,500 yen. This lunch set offers extravagant ingredients, such as the sea urchin belly of tuna, sautéed salmon roe, sea urchin, and eel. All of Miyoshi's set lunches are large in portion and use a variety of fresh ingredients. This sushi restaurant is also loved by locals. For those who like sushi, be sure not to miss out!



🕒 11:30 AM - 2:00 PM
(Last Order: 1:30 PM)
5:00 PM - 9:00 PM
(Last Order: 8:00 PM)
📅 Irregular

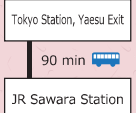
Area Map



Access to Sawara

◆ Highway Bus

- Tokyo Station, Yaesu Exit → Keisei Bus Platform 1, Choshi - Tokyo Line, (Sawara - Omigawa Route)
- Tokyo Station, Yaesu Exit → Bus Terminal 6, Hokota/Aso/Sawara - Tokyo Line.



◆ Train

10 min
Narita Airport Terminal 1 Station or Narita Airport Terminal 2-3 Station → JR Narita Line Rapid Service → JR Narita Station

30 min
JR Narita Station → JR Narita Line → JR Sawara Station

What kind of place is Sawara?

Sawara, home to a historical district reminiscent of Edo. Located in Katori City, Sawara is 90 minutes from Tokyo by bus and 45 minutes from Narita International Airport by train. In Sawara, which flourished as a merchant town, you can find souvenirs in old stores, leisurely ride a boat, and feel the atmosphere of the Edo period (1603-1867).

Imopuccino
A drink that uses sweet potato, a local specialty, and is found only in Sawara. The sweetened sweet potato fries are delicious too.

Ono River Boat Ride
Perhaps you will discover something different as you look at the town from the boat?

Look at festival floats
Experience a 300-year-old traditional festival at the float museum!

A cafe converted from a traditional building
Drink coffee at this chic retro cafe.

Sawara Town Area Map

佐原駅 JR Sawara Station

佐原駅前観光案内所 (JR Sawara Station) Tourist Information Center
☎0478-52-5675
🗓New Year's Holiday
🚲Rental Bicycle (700 yen)
🔒Coin Locker (100 yen)
📦Behind-the-Counter Storage (one item only, 200 yen)

山車会館 Suigo Sawara Float Museum

佐原町並み交流館 Sawara Visitor's Center
☎0478-52-1000
🗓Second Monday, New Year's Day
🚲Rental Bicycle (500 yen)
🔒Coin Locker (100 yen)

佐原町並み交流館 (Historical District) Tourist Information Center
☎0478-52-2020
🗓New Year's Holiday

さわら町屋館 Sawara Machiya-kan

佐原商家町木テルNIPPONIA Sawara Merchant Town Hotel NIPPONIA

伊能忠政記念館 Inoh Tadataka Museum

小江戸さわら舟めぐり Little Edo Sawara Boat Tour

シャージャ橋 (稲橋) Ja Ja Bridge (Toyo Bridge)

観音寺 Kanpuku-ji Temple

Legend
..... Pedestrian Lane
? Historical District
📶 Wi-Fi
🏠 Accommodation
P Parking Lot
🚻 Public Restroom