



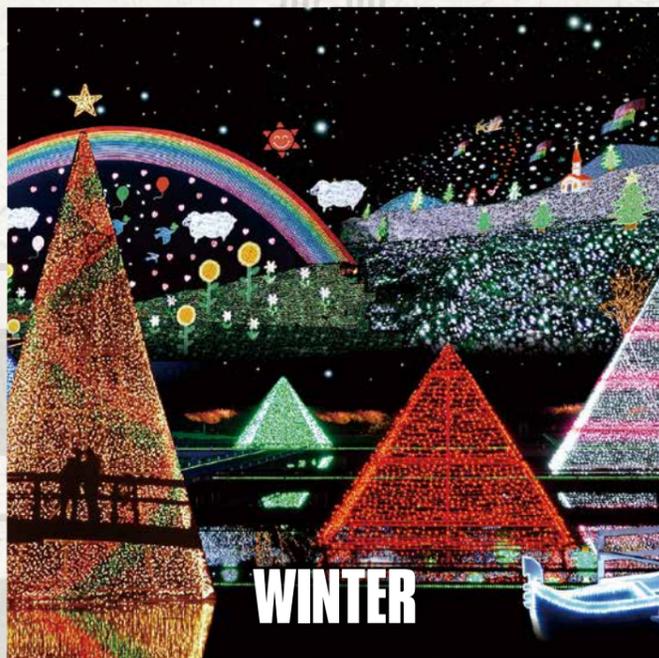
### Japan's top-ranked fireworks display

The Ashikaga Fireworks Festival, which began in 1903, is seen as one of the best in the northern Kanto region. The magnificent fireworks known as "Niagara Falls" mark the grand finale of the show.

# SEASONS ASHIKAGA

### Representative illuminations of Japan

The 'Garden of Light Flowers', comprised of 2.5 million lights, is considered one of 'The Three Major Illuminations in the Kanto Region'. The lights outline the purple flowers of wisteria trees and remind us of spring.



# From TOKYO to ASHIKAGA in 70 MINUTES



Access.1 (by Train)

#### Haneda Airport ▶ Ashikagashi

Haneda Airport --- (Keihin Kyuko Line) --- Asakusa ---  
(Tobu Line\_Limited Express Ryomo) --- Ashikagashi

Access.2 (by Train)

#### Narita Airport ▶ Ashikagashi

Narita Airport --- (Keisei Line Limited Express) --- Nippoli --- (JR Jyoban Line)  
--- Kita-Senju --- (Tobu Line\_Ltd Express Ryomo) --- Ashikagashi

Access.3 (by Train)

#### Tokyo station. ▶ Ashikagashi

Tokyo station. --- (JR Keihin Tohoku Line) --- Ueno --- (Tokyo Metro\_Hibiya Line)  
--- Kita-Senju --- (Tobu Line\_Limited Express Ryomo) --- Ashikagashi

Access.4 (by Car)

#### Tokyo (Asakusa) ▶ Ashikaga

Tokyo (Asakusa) --- Shuto Expressway (Central Circular Route / Kawaguchi Route)  
--- Urawa toll booth --- Tohoku Expressway --- Iwafune Junction ---  
Kita Kanto Expressway --- Ashikaga Interchange --- Ashikaga

For inquiries, please contact:

Ashikaga Tourism Association → Tel: 0284-43-3000

3-6-4 Taiheikikan, Isecho, Ashikagashi, Tochigi

URL: <http://www.ashikaga-kankou.jp/> Email: [kankou@ashikaga-kankou.jp](mailto:kankou@ashikaga-kankou.jp)



## HISTORY, CULTURE & FLOWER CITY

# ASHIKAGA TRAVEL GUIDE



### Northern Kanto region's most beautiful row of cherry blossom trees

The Fukuro River in Chitose district, Ashikaga Park, and other places are famous for beautiful cherry blossoms. Sakura festivals that celebrate cherry blossoms take place in many locations and attract many visitors.



# THE FOUR OF ASH

### A contrast of red and yellow

In autumn, it's hard to miss the vibrant colors of the approximately 1,000 momiji, or Japanese maple trees in Momiji Valley in Orihime Park. The contrast between the red and yellow leaves is stunning and breathtaking.



# FLOWERS



## Wisteria

at Ashikaga Flower Park

This one-square kilometer theme park is filled with various trees and blossoms with flowers throughout the year. During the peak season for wisteria in April and May, you can walk through an 80 meter-long tunnel comprised of yellow and white wisteria. The tunnel provides an exceptional setting and opportunity for visitors to enjoy these breathtakingly beautiful flowers up close.



## Evergreen Azaleas

Orihime Park and other locations

Tsutsuji, or evergreen azaleas, are the city flowers for Ashikaga and reach their flowering peak in May, when they can be seen all throughout the city. They are best viewed while hiking around Orihime Park or from the observation platform, which also offers a view of the entire city.



# HISTORY

## National Treasure



### Banna-ji (Banna Temple)

Sadauji Ashikaga rebuilt the main hall of Banna Temple in 1299 on the original site of the house of Ashikaga. The structure, which exhibits the Zenshuo style of architecture, was rare during the Kamakura period (1185-1333) and remains a precious and important cultural asset today. The grounds of the temple include cherry trees and a 600-year old ginkgo tree whose yellow leaves are most resplendent in late November.

## The Oldest School in Japan



### Ashikaga Gakko a historic site

Francis Xavier, a missionary, described the Ashikaga Gakko (school) in 1549 as Japan's largest and most famous college in Bando, the area which includes today's Kanto region. At its peak, 3,000 students gathered there to study. Today, various educational activities such as oral recitations of the Analects of Confucius are offered at the school's historic site.

## Armored Samurai Warriors



### On The Eve of The New Spring According to The Old Lunar Calendar

This event traces the tale of Yasuji Ashikaga, who called 500 Bando-region warriors on horseback to line up at the Banna Temple's southern gate during the mid-Kamakura period. Every February 3rd, people clad in traditional armor walk along Odori to Banna Temple, where they participate in Tsuinashiki, or throwing of the beans.

# CULTURE



## Kimono

### Ashikaga Meisen

Ashikaga meisen is a type of kimono that was popular and is characterized by its modern design and use of innovative colors. Around 1920, Ashikaga was the largest manufacturer of such garments. Today, people still wear this type of kimono while walking around the city providing a wonderful backdrop. There is a kimono-wearing-event held in the city where you can see people wearing kimonos all along the street and without any strict conventions.

## China and Porcelains

### Kurita Museum

The Kurita Museum houses Imari- and Nabeshima-style porcelain, both of which were produced during the Edo period in the domain of Nabeshima in Hizen. The museum's collection of approximately 10,000 items is one of the largest of its kind in the world. The museum's elegant buildings are set in a 10,000sqm garden filled with wild plants.



## A Shrine of Matchmaking



### Ashikaga Orihime Shrine

This beautiful red shrine, located on the hillside of Orihime Mountain and whose history spans over 1,200 years, houses the guardian gods of textiles produced in Ashikaga. Containing both a male and female god, it is known as a shrine for matchmaking and is inspired by the element of horizontal and vertical yarns 'meeting' and woven together in textiles.

# FOOD

## Soba

(Buckwheat Noodles)

Mountains connected to the distant Nikko mountain range are the source of high quality water, which is a key ingredient of soba noodles. Prosperous owners of textile weaving shops valued and greatly supported skilled soba noodle makers. To this day, Ashikaga is the place to be for soba lovers, thanks to the continuous efforts of soba noodle artisans who keep the tradition alive.



## Wagashi

(Traditional Japanese Confections)

The development of the textile industry in Ashikaga led to an increase in the popularity of traditional Japanese confections. Historically, sweets were often used as souvenirs during business negotiations. Today, people can enjoy high quality sweets that double as works of hand-made art by wagashi artisans.

## Sauce

Ashikaga has been home to many companies that make prepared sauces, and the city offers many kinds of food flavored with these types of sauces such as fried noodles and potatoes, sauce-flavored deep-fried pork donburi and Ashikaga Shumai, a dumpling made with kneaded and steamed starch and onions and is sprinkled with a spicy sauce.



## Wine



COCO Farm & Winery produces wine made from grapes that are, accordingly the winery, 'grown with love.' Its wine has been served at a major banquet during a summit in Japan. In the city, one can also find Ashikaga yuzu wine, which is made with yuzu citrus fruit harvested in Ashikaga.

HISTORY, CULTURE & FLOWER CITY

DISCOVER

"REAL ASHIKAGA"