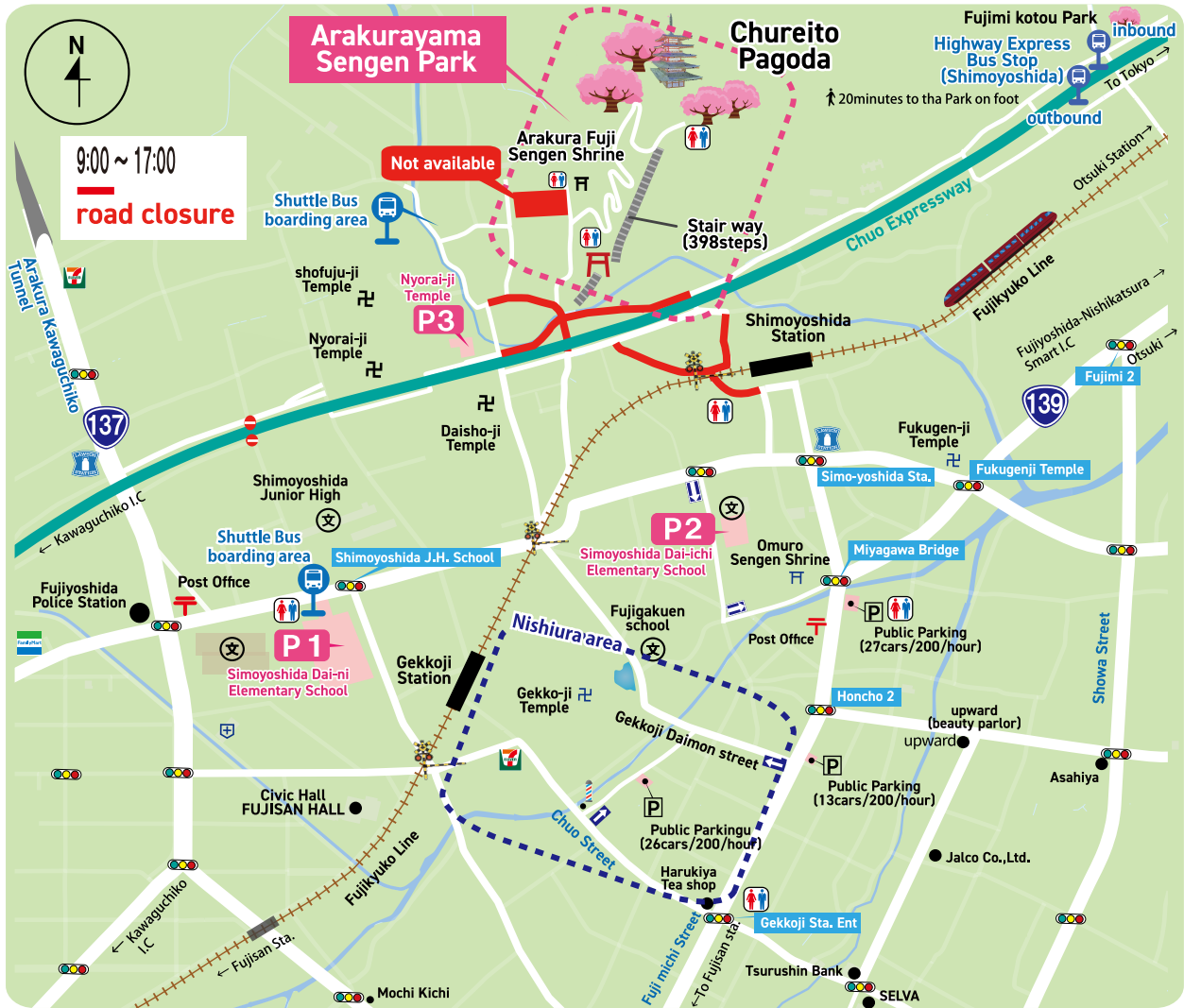


Access Information

- Public transportation is recommended as the roads in the area are very congested.
- Please do not park on the street around the venue.
- Please take your garbage home with you



Parking

< Festival period 4/1~4/18 >

- Due to the narrow street around the festival area, please be thoughtful consideration to other drivers
- Please follow the staffs instructions during the festival period to avoid traffic confusion

Parking Fee

We request your cooperation with paying the fee used for hiring staffs to control vehicular traffic and parking. We appreciate your understanding and cooperation.

Buses 3,000yen
Vehicle P1・P2 1,000yen / P3 1,500yen
Motorcycle 500yen
PayPay is available only for regular cars and motorcycles.

	Name of Prking Lot	Address	Capacity	To Venue 人
P1	Shimoyoshida Dai-ni Elementary School (Half-ground on weekdays, full-ground on weekends)	2-8-2 Midorigaoka, Fujiyoshida	600Cars	15min
P2	Shimoyoshida Dai-ichi Elementary School (Saturdays and Sundays only)	1-8-1 Shinmachi, Fujiyoshida	80Cars	15min
P3	Nyorai-ji Temple (Physically disabled only)	1-5-6 Asama, Fujiyoshida	10Cars	5min

Please refrain from causing disturbances in the parking lot.
The organizer will not be responsible for any accidents or theft in the parking lot.

Free Shuttle Bus

During congestion period free shuttle buses are run from P1.No pet allowed. *Saturdays and Sundays only

Pets are not allowed on the bus.

For Venue

P1 >>>> **Near the venue**

First bus 8:00am / Last bus 4:00pm

For P1

Near the venue >>>> **P1**

First bus 8:30am / Last bus 5:00pm

For those with a disability certificate Shuttle Taxi

Those with a disability certificate can use the shuttle taxi from P3 to Chureito Pagoda. Please note that you may have to wait depending on the situation. We appreciate your understanding and cooperation.
10:00am~3:00pm / 500yen (round trip)



第10回 新倉山浅間公園

桜まつり

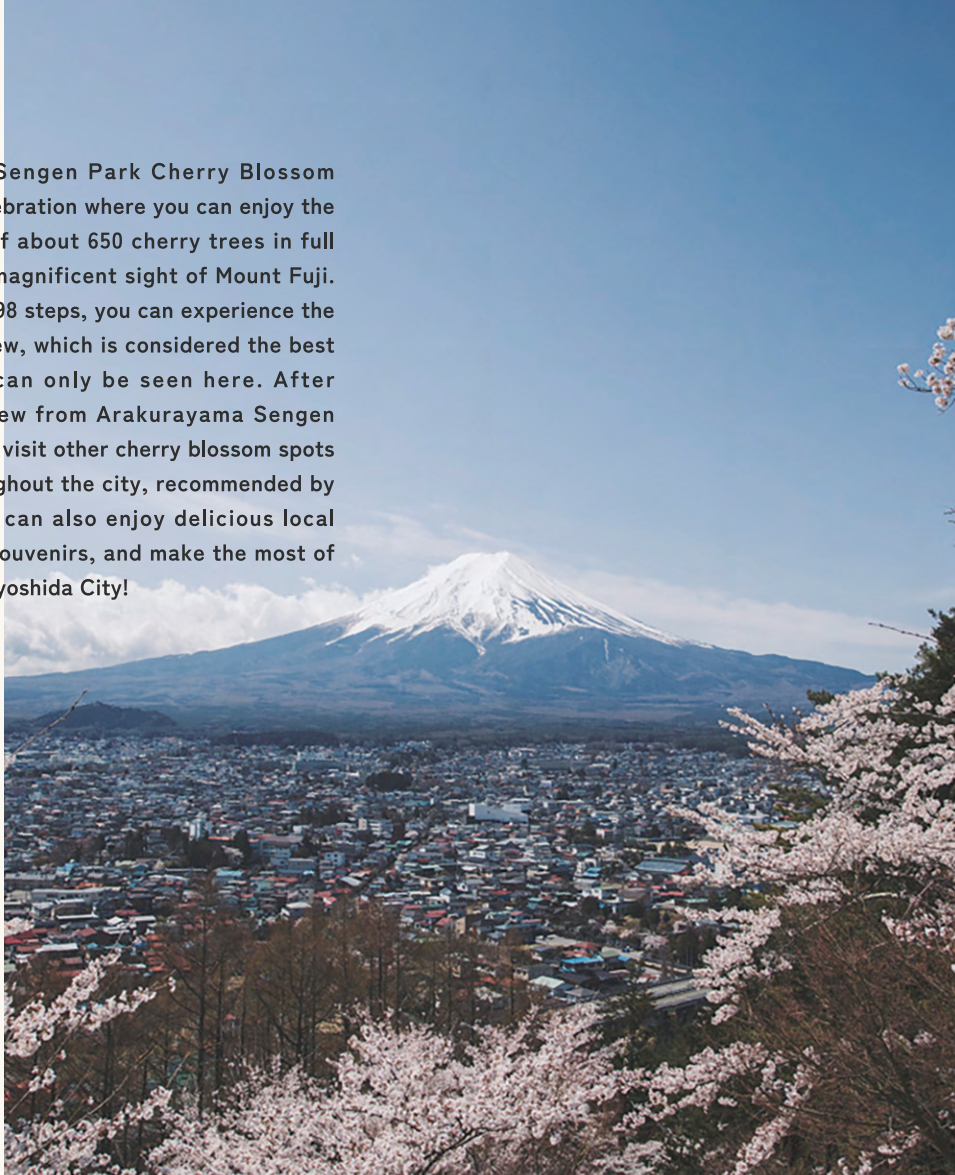
FUJIYOSHIDA SAKURA WEEK 2025

Date: April 1 Tue ~ April 18 Fri

Location: Arakurayama Sengen Park

Organizer : Fujiyoshida Tourism Association

Arakurayama Sengen Park Cherry Blossom Festival is a celebration where you can enjoy the stunning view of about 650 cherry trees in full bloom and the magnificent sight of Mount Fuji. After climbing 398 steps, you can experience the breathtaking view, which is considered the best in Japan and can only be seen here. After enjoying the view from Arakurayama Sengen Park, be sure to visit other cherry blossom spots scattered throughout the city, recommended by the locals. You can also enjoy delicious local food, shop for souvenirs, and make the most of your time in Fujiyoshida City!



How to enjoy ①

Let's explore the cherry blossom spots!

In addition to Arakurayama Sengen Park, there are many other attractive cherry blossom spots in the city. This brochure introduces four areas recommended by the locals. Let's explore not only the well-known "famous" views but also some hidden spots. While you're touring the town, be sure to find your own perfect photo spots!

Please post with the hashtag
#fujiyoshidasakuraweek2025



How to enjoy ②

Stamp and complete your original design!

During the Cherry Blossom Festival, six stamp spots are set up around the city. Get your stamp sheet, complete your original design, and you'll receive a Mount Fuji postcard as a gift!

●Stamp rally locations

Arakurayama Sengen Park (2-3353 Asama, Fujiyoshida City)

Shimoyoshida Station (2-8-12 Shinmachi, Fujiyoshida City)

Gekkoji Station (1-1-14 Midorigaoka, Fujiyoshida City)

Fujisan Station (2-5-1 Kamiyoshida, Fujiyoshida City)

Kanadorii Park (2-6-1 Kamiyoshida, Fujiyoshida City)

Miyagawa Bridge South Parking (1-1-15 Shimoyoshida, Fujiyoshida City)

●Prize redemption locations

Fujiyoshida Tourist information (2-3-6 Kamiyoshida, Fujiyoshida City)

Shimoyoshida Tourist information (1-4-21 Shimoyoshida, Fujiyoshida City)

Cherry Blossom Festival Official information (2-3353 Asama, Fujiyoshida City)



How to enjoy ③

Experience the cherry blossoms and Mount Fuji at the local shops!

During the "Town-Wide Campaign" held throughout the Cherry Blossom Festival, local restaurants, cafes, and souvenir shops in the city offer products that capture the essence of cherry blossoms and Mount Fuji. Check out the participating stores, and be sure to look for exclusive dishes and souvenirs that you can only enjoy or find during this special time!

When making a purchase at participating campaign stores, simply present this brochure and you will receive an original sticker as a gift!



Event

April 12th (Sat) - 14th (Mon)

「coconogacco
exhibition 2025」

Open : 11:00-17:00

※Only on the final day

the exhibition will be open until 15:00

Place : FUJIMURO

An exhibition by the students of "coconogacco," Asia's leading fashion school that has produced numerous award winners in international fashion contests.



April 19th (Sat)

「HimuroDoyouMarket」

Open : 11:00-16:00

Place : FUJIMURO

A small regular market held every third Saturday of the month in the courtyard of FUJIMURO, a renovated building that was once an ice factory.

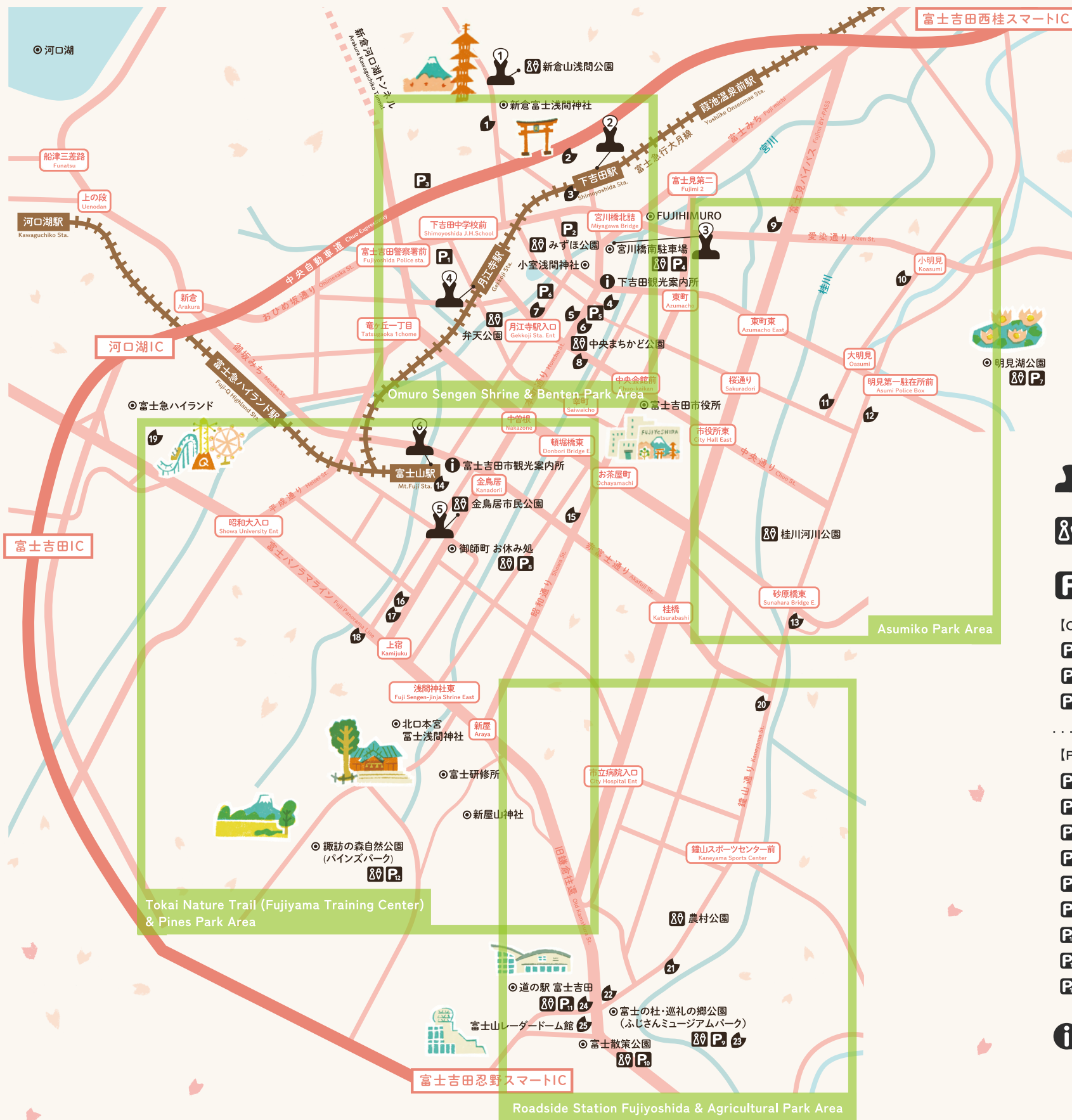
May 24th (Sat)

「Nishiura Market 2025」

Open : 11:00-17:00

Place : Nishiura Street / Shinsekai Kanpai Street

A market event held in the Nishura district, known for its charming streets and delightful walking experience.



You can also view it from
this Google Map.



Participating stores in the town-wide campaign

【Omuro Sengen Shrine & Benten Park Area】

- 1 3776 Food and Drink
- 2 RANMON
- 3 Shimoyoshida Club
- 4 Kinuya Store
- 5 Bag Shop Tamura
- 6 KITAI Knitting Room
- 7 TORAI
- 8 Seigetsu

【Asumiko Park Area】

- 9 Fried chicken specialty store Igarashi
- 10 SAKE Motohei
- 11 Futabaya
- 12 Yamaichi LIQUOR STORE
- 13 Chiffon Fuji

【Tokai Nature Trail (Fuji Training Center) & Pines Park Area】

- 14 Fujiyama-ya
- 15 life style shop ALT STYLE
- 16 Omori Bakery 3776Labo
- 17 Yamadaya Store
- 18 Foret Lab
- 19 Cafe Brioche

【Roadside Station Fujiyoshida & Agricultural Park Area】

- 20 French restaurant CHEVAL
- 21 Tirol
- 22 Cafe KONOHA
- 23 Fujisan Museum
- 24 Roadside Station Fujiyoshida
- 25 Fujisan Radar Dome Museum

Stamp rally locations

Rest room

Parking

【Official Parking】

- P₁ Shimoyoshida Dai-ni Elementary School
- P₂ Shimoyoshida Dai-ichi Elementary School
- P₃ Nyorai Temple

【Public Parking】

- P₄ Miyagawa Bridge South Parking
- P₅ Honcho Street Parking
- P₆ Nishiura Parking
- P₇ Asumiko Parking
- P₈ Oshimachi Rest house Parking
- P₉ Fujisan museum Parking
- P₁₀ Fuji Sansaku Park Parking
- P₁₁ Roadside Station Fujiyoshida Parking
- P₁₂ Pines Park Parking

Tourist information

- Shimoyosida Tourist information
- Fujiyoshida Tourist information



まちに出かけて、桜と富士山を楽しもう
Let's go out to the town! Enjoy the cherry blossoms and Mount Fuji!

 **fuijyoshida_sakuraspot**

#ハートのこぶ #fuijyoshidasakuraweek 2025



You can find the heart-shaped galls!



FUJIYOSHIDA SAKURA SPOT ①

Omuro Sengen Shrine & Benten Park Area

Omuro Sengen Shrine, commonly known as "Shimo-Sengen," was founded in 807 and is a beloved shrine among the locals. The shrine grounds are home to a sacred horse called "Shin-me," and in September, a horseback archery ritual is held to predict the fortunes of the region, becoming a traditional autumn event. The shrine is a peaceful and quiet place, often visited by local preschool children on walks or by tourists paying their respects. The cherry blossoms near the main hall and along the path create a vibrant and beautiful scenery that perfectly complements the serene atmosphere of the shrine.



Ichikishima Shrine, located across from Benten Park, is a recommended photo spot where you can take pictures of Mt. Fuji and the main shrine together! It was also used as a filming location for the TV drama "Hot Spot"!



SPOT DATA

Omuro Sengen Shrine
3-32-18 Shimoyoshida,
Fujiyoshida City



Benten Park
4-698-1 Shimoyoshida,
Fujiyoshida City
※5 minutes walk from P1



3 Shimoyoshida Club

Enjoy the cozy wood interior while savoring the shop's signature original blend coffee or the cherry blossom jelly cider, perfect for enjoying during cherry blossom season. ○10% OFF on food and drinks during the promotion period.

DATA

2-8-12 Shinmachi, Fujiyoshida City
☎ 0555-22-1777
open: 10:00 AM - 4:00 PM (Last order: 3:30 PM)



Seigetsu*

A confectionery shop specializing in both traditional Japanese sweets and Western-style pastries, made with carefully selected ingredients. Don't miss the popular spring-only sweets like the "Sakura Roll" and "Sakura Mochi," which feature a delightful cherry blossom fragrance!

DATA

5-15-32 Shimoyoshida, Fujiyoshida City
☎ 0555-24-7011
open: 9:00 AM - 7:00 PM close: None



5 Bag Shop Tamura*

A bag specialty store that has been around for over 50 years on Honcho Street. The shop offers a variety of bags in different sizes and styles. It might be fun to search for your favorite one. Look for the retro sign as your landmark!

DATA

3-13-13 Shimoyoshida, Fujiyoshida City
☎ 0555-22-4744
opens: 10:00 AM - 7:00 PM close: Tuesdays



1 3776 Food and Drink*

A drink stand located at the foot of the Arakura Fuji Sengen Shrine, offering fresh smoothies and light meals made with fresh fruit. Grab a delicious drink and head out for a stroll around the town.

DATA

2-7-32 Asama, Fujiyoshida City
☎ 080-1208-3722
open: 9:30 AM - 5:00 PM close: Irregular

TORAI

A cozy restaurant located just at the entrance of Nishiura Street, where you can enjoy comforting home-cooked flavors. During the event period, you can enjoy hamburgers sandwiched with locally sourced bread.※The above menu is available only during lunch hours.

DATA

3-21-35 Shimoyoshida, Fujiyoshida City
☎ 0555-22-1540
open: 11:30 AM - 2:00 PM, 6:30 PM - 12:00 AM
close: Every other Mondays and Sunday



6 KITAI Knitting Room*

A knitting class located in the charming old town atmosphere of Honcho Street. During the event period, we are hosting a knitting workshop where you can get to know the owner while learning to knit! Souvenir towels are also available for purchase.

DATA

2-4-21 Shimoyoshida, Fujiyoshida City
☎ 0555-22-0624
open: 1:30 PM - 4:00 PM close: Irregular



2 RANMON*

You can purchase woven goods made in Fujiyoshida City. Items featuring designs of the Fujiyoshida cityscape seen from the Chureito Pagoda make perfect souvenirs!

DATA

3-7-21 Shinmachi, Fujiyoshida City
☎ 090-8862-2062
open: 10:00 AM - 4:00 PM close: Irregular

Kinuya Store* 4

A small select shop quietly tucked away in an alley off Honcho Street. You'll find a variety of woven goods made in Fujiyoshida City. ○During the event period, a "Mount Fuji Goods Discount Campaign" is also being held! Get 1,000 yen off when you purchase 10,000 yen (tax included) or more, including Mount Fuji goods.

DATA

2-1-25 Shimoyoshida, Fujiyoshida City
☎ 0555-28-6475 open: 10:00 AM - 5:00 PM
close: Mondays and Tuesdays



※ Stores marked with this mark "*" have campaign-eligible products other than those shown in the photo.

fujiyoshida_sakuraspot

#はす池と桜 #fujiyoshidasakuraweek 2025



FUJIYOSHIDA SAKURA SPOT ② Asumiko Park Area

Asumiko Park is a peaceful park surrounded by satoyama (traditional rural landscapes) with Asumiko Lake at its center, offering a rich natural environment. In June, the foot of the mountain is covered in blooming hydrangeas, and from July to August, beautiful lotus flowers bloom on the lake's surface, earning the affection of locals who call it the "Lotus Pond." In spring, cherry blossoms scattered throughout the park add to the charm, allowing visitors to enjoy a nostalgic atmosphere amidst the original landscape of the satoyama. Take a stroll through the park and enjoy the springtime beauty of Fujiyoshida.

It is said that Asumiko Lake was once one of the Fuji Eight Lakes (which includes the Five Fuji Lakes, Shibireko, Asumiko, and Suruga's Ukishima Swamp) and was a sacred site for purification rituals associated with Mount Fuji worship!



SPOT DATA

Asumiko Park
5-4-15 Koasumi,
Fujiyoshida City



Fried chicken specialty store Igarashi

A specialty shop offering crispy and juicy fried chicken, fried in carefully selected oils. The appetizing pink "Mentaiko Mayo Fried Chicken" is sure to add some fun to your

DATA

9-26-6 Shimoyoshida, Fujiyoshida City
☎ 0555-28-5639
open: 10:30 AM - 8:00 PM close: Mondays



10 SAKE Motohei

A liquor store specializing in Yamanashi Prefecture sake, offering "truly good local sake" that reflects the care and passion of its makers. The "Nijūchidai Yo Goemon Limited Sake," with its fresh spring fragrance, is highly recommended!

DATA

1-6-16 Koakemi, Fujiyoshida City
☎ 0555-22-0082 open: 9:00 AM - 7:00 PM
※only sunday open 10:00AM-6:00PM
close: Wednesdays



12 Yamaichi LIQUOR STORE

A family-run liquor store owned by a friendly and close-knit family. The shop offers natural wines that reflect the owner's taste, as well as popular beers. Just gazing at the rows of bottles stacked up to the ceiling is exciting!

DATA

1-6-1 Ooasumi, Fujiyoshida City
☎ 0555-22-0969 open: 9:00 AM - 8:00 PM
close: Wednesdays



11 Futabaya*

A 90-year-old liquor store offering a selection of local sake as well as international wines. The knowledgeable staff will help you find the perfect drink for you!

DATA

5-12-1 Ooasumi, Fujiyoshida City
☎ 0555-22-3000
open: 9:00 AM - 7:00 PM close: None



13 Chiffon Fuji*

A specialty shop offering fluffy chiffon cakes made with carefully selected ingredients. Try the super popular "Fujifon", a specially baked Fujisan-shaped chiffon cake! For souvenirs, the long-lasting rusks are also a great choice.

DATA

2-23-44 Ooasumi, Fujiyoshida City
☎ 0555-24-8488 open: 10:00 AM - 6:00 PM
close: Tuesdays



※ Stores marked with this mark "*" have campaign-eligible products other than those shown in the photo.

FUJIYOSHIDA
SAKURA SPOT ③

Tokai Nature Trail
(Fuji Training Center)
& Pines Park Area

The Tokai Nature Trail is a 1,697.2 km long trail that connects Hachioji to Osaka. Along this extensive route, it passes through areas like the Kitaguchi Hongu Fuji Sengen Shrine and Araya-yama Shrine in Fujiyoshida City. The cherry blossoms within the grounds of the Fuji Training Center, located along the trail, offer a perfect backdrop with Mount Fuji in the background for a stunning photo opportunity. Please enjoy the cherry blossoms and Mount Fuji from outside the grounds, as entry is restricted.

Araya-yama Shrine, located just a 5-minute walk from the cherry blossom spot, is known as a "Money Luck Shrine" and is one of Japan's top power spots!



SPOT DATA	
Tokai Nature Trail	
Nearest parking	
	Pines Park 5329-2 Kamiyoshida, Fujiyoshida City



16 Omori Bakery 3776Labo

A small bakery in Oshimachi with a retro exterior that makes you feel like a witch with a red ribbon may be on duty. The shop offers a variety of creative breads made by the pâtissier owner. During the event period, the owner's recommended "Sakura Anpan" with a cream cheese accent and cherry blossom topping is a must-try!

DATA

6-6-2 Kamiyoshida, Fujiyoshida City
☎ 0555-22-1685 open: 11:30 AM - 6:00 PM
close: Fridays and occasional holidays



18 Foret Lab

A steampunk jewelry brand workshop with the concept of "enjoyable items." You can purchase jewelry designed and crafted at the Fujiyoshida workshop. During the event period, customers who purchase accessories with Mount Fuji and cherry blossom designs will receive a cherry blossom-themed accessory as a gift.

DATA

62-5 Kamiyoshida, Fujiyoshida City
☎ 0555-73-8961 open: 11:00 AM - 6:00 PM
close: Irregular holidays (by appointment only)



15 life style shop ALT STYLE*

A variety store offering items that make your "everyday" more enjoyable and comfortable. The spacious store features fun products selected by the cheerful owner to brighten your daily life. During the event period, seasonal limited-edition items featuring cherry blossoms and Mount Fuji will also be available.

DATA

2-13-14 Nakasone, Fujiyoshida City
☎ 0555-28-5445
open: 10:30 AM - 7:30 PM
close: Wednesdays



14 Fujiyama-ya

A takeout shop located right next to the ticket gate at Fujisan Station, perfect for a quick stop while waiting for the train. The Mount Fuji-shaped honey castella and the soft serve ice cream topped with castella are popular items. Enjoy Mount Fuji to the very end of your trip! 10% OFF on food and drinks during the event period.

DATA

2-5-1 Kamiyoshida, Fujiyoshida City
☎ 0555-72-8900 open: 10:30 AM - 6:00 PM close: Irregular

Cafe Brioche

19

A bakery located inside Fuji-Q Highland, where you can enjoy freshly baked bread made by skilled bakers. The shop's popular item, the "Fujichan," is shaped like Mount Fuji and filled with cream cheese and raspberry powder, made with a milk-based dough.

DATA

5-6-1 Shin Nishihara, Fujiyoshida City
☎ 0555-22-1000
open: 10:00 AM - 5:30 PM close: None



Yamadaya Store

A sake specialty shop at the foot of Mount Fuji with 85 years of history, run by a female owner. In addition to Yamanashi's local sake, the shop offers sake from Hokuriku, the owner's hometown. The owner's recommended sakura-patterned one-cup sake makes a perfect gift for your sake-loving friends!

DATA

6-7-7 Kamiyoshida, Fujiyoshida City
☎ 0555-22-0634
open: 10:00 AM - 6:00 PM
close: Wednesdays and Sundays



* Stores marked with this mark "*" have campaign-eligible products other than those shown in the photo.

fuiyoshida_sakuraspot

#富士山と桜みつけ #fuiyoshidasakuraweek 2025

FUJIYOSHIDA
SAKURA SPOT ④

Roadside Station Fujiyoshida & Agricultural Park Area

Roadside Station Fujiyoshida, which faces Mount Fuji directly, is a popular roadside station ranked highly in the "Kanto Roadside Station Rankings." It is home to several attractions, including the "Mount Fuji Radar Dome" where you can experience the cold temperatures of the mountain summit, the local beer restaurant "Fujiyama Beer," and "DEAR DEER," where you can taste Mount Fuji venison. You can enjoy cherry blossoms in various spots throughout the area, so be sure to find your own perfect cherry blossom spot!

At Fujiyama Beer, you can enjoy a meal with your pet on the terrace seating, all while taking in the beautiful views!



SPOT DATA

Roadside Station
Fujiyoshida
3-7-3 Araya,
Fujiyoshida City



Agricultural Park
9-13 Kamiyoshida,
Fujiyoshida City



21

Tirol

A local favorite pastry shop, proud of its original blend of fresh cream. The shop offers an eat-in space where you can leisurely enjoy carefully crafted sweets. The recommended item during the event period is the "Sakura Mont Blanc"!

DATA

9-10 Kamiyoshida Higashi, Fujiyoshida City
☎ 0555-24-0801
open: 10:00 AM - 8:00 PM close: Wednesdays



20

French restaurant* CHEVAL

A brasserie offering casual yet authentic French cuisine, with the concept of "everyday French." You can enjoy spring to the fullest with dishes, drinks, and sweets featuring cherry blossoms, as well as cherry blossom wine.

DATA

8-10-10 Kamiyoshida Higashi,
Fujiyoshida City
☎ 0555-23-5680
open: 12:00 PM - 2:00 PM (Last order)
6:00 PM - 7:00 PM (Last order)
close: Sunday dinner time and
occasional holidays



24

Roadside Station Fujiyoshida*

Roadside Station Fujiyoshida boasts one of the largest selections of unique products at the foot of Mount Fuji. In addition to Mount Fuji-themed souvenirs, you can also purchase local agricultural products and foods that are only available here. During the event period, receive 10% OFF with your parking receipt.

DATA

3-7-3 Araya, Fujiyoshida City ☎ 0555-22-1033 open: Weekdays: Retail 9:00 AM - 5:00 PM /
Light meals 10:00 AM - 4:00 PM Weekends and Holidays: Retail 9:00 AM - 6:00 PM/Light
meals 10:00 AM - 4:00 PM close: None



23

Fujisan Museum*

A facility where you can watch, feel, and learn about the history of Mount Fuji and the town of Fujiyoshida at its foot, featuring the latest technology such as projection mapping. You can also purchase unique and slightly niche Mount Fuji souvenirs that are only available here.

○During the event period, bring your parking receipt for free admission for up to three people.

DATA

7-27-1 Kamiyoshida Higashi, Fujiyoshida City
☎ 0555-24-2411 open: 9:30 AM - 5:00 PM (Last entry:
4:30 PM) close: Tuesdays



Cafe KONOHA

22

A cozy café housed in a renovated traditional home, the "Osano Family Restored House (Oshi Residence)," which is a national important cultural asset. Enjoy the café's menu made with local ingredients while overlooking the seasonal nature at the foot of Mount Fuji. ○During the event period, "Blue FUJIYAMA Curry" will be available, and food and drinks are 10% OFF.

DATA

7-27-1 Kamiyoshida Higashi, Fujiyoshida City
☎ 0555-28-5737
open: 10:00 AM - 5:00 PM (Last order: 4:00 PM)
close: Irregular



25

Fujisan Radar Dome Museum*

A newly renovated facility in 2022 where you can learn about the history of the Mount Fuji radar, weather observation, and disaster prevention. Experience the sunrise and the cold on Mount Fuji through wind, visuals, and sound, making it an enjoyable learning experience for both adults and children. ○During the event period, Mount Fuji goods will be on sale, and bring your parking receipt for free admission for up to three people.

DATA

3-7-2 Araya, Fujiyoshida City ☎ 00555-20-0223 open:
9:00 AM - 5:00 PM (Last entry: 4:30 PM) close: Tuesdays

※ Stores marked with this mark "*" have campaign-eligible products other than those shown in the photo.

SAVE THE Mt. FUJI

Japan's tallest and most beautiful mountain
Rich forests, clear water, and refreshing breezes.
Our lives and have always been accompanied by Mt. Fuji.

The natural environment and ecosystem nurtured by Mt. Fuji,
as well as its beautiful appearance, are our assets and must be
protected.

In Fujiyoshida City, there are people who protect Mt. Fuji, though it
is being consumed little by little. There are people who protect
nature, respect culture, and connect history.

Beautiful Mt. Fuji, the only one in the world,
Let's protect it together. Let's connect to the future together.

So that both citizens and tourists, united in mutual respect,
can enjoy the beautiful view of Mt. Fuji from this place.

Fujiyoshida City

Rules for using Arakurayama Sengen Park		
① Rules for using the observation deck	② Please take your trash with you	③ Please use the restroom cleanly
④ No food or drinks allowed	⑤ Strictly adhere to the 5-minute rotation system	⑥ Tripod usage is prohibited