



Hakusan, the town that will inspire you



Landing in HAKUSAN

Welcome to HAKUSAN

Enjoy a farming experience in Hakusan ♪

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The town where you can find the treasures of Mie Prefecture, Hakusan

Tsu City, Hakusancho is located in the middle of Mie Prefecture.

Roads of windmills on Aoyama highland, glistening water runs down Kumoju river.

Rich nature and natural hot springs reinvigorates the body. Gifts from a mountain town such as fresh vegetables in season, Ichishi brand rice, blueberries, strawberries, wild meats.

Omotenashi hospitality founded by hosting generations of travelers to and from Ise Shrine.

Welcoming you to Tsu City, Hakusancho, where you will discover the hidden gems of Mie Prefecture!



Nohaku means staying over in a Farm, Mountain or Fisheries village.

The interaction with local people and local traditional life experience in those villages, staying at historical farm/fisher house, gives a unique tourism experience compared to commercial tours.

We are working to improve our accommodations so that visitors can stay over in our village and really enjoy their time. Moreover, we are developing local food, cooking, farming, hunting, outdoors, sports, culture, arts and experience services for a memorable stay.

