



## **白峰林泊推進協議会**

**SHIRAMINE Forestry Tourism Association**

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### **Executive Director**

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**Brochure/ Links**

# Where is Shiramine?



# About the Shiramine Area



## [At the Foot of Mt. Hakusan – Discover Shiramine]

- Located at the southernmost tip of Ishikawa Prefecture, Shiramine is the gateway to Mt. Hakusan, one of Japan's most renowned heavy snowfall regions.
- Explore the natural wonders of Hakusan National Park, known as the Snowy Hakusan in winter and Floral Hakusan in spring and summer. The area is steeped in the history of mountain worship.
- Shiramine is the only place in Japan to be recognized both as a UNESCO Global Geopark and a UNESCO Biosphere Reserve, highlighting its exceptional natural and cultural value.
- Here, people have inherited a unique mountain lifestyle—living in harmony with nature, honoring it, and skillfully adapting it into their daily lives.
- The historic townscape of Shiramine's Important Preservation District for Groups of Traditional Buildings showcases the beauty and resilience of life in a snowy mountain village.



## [Access]

- Approx. 1 hour 20 minutes by car from Kanazawa Station / approx. 55 minutes from Komatsu Airport
- Approx. 5 hours 30 minutes from Tokyo by public transportation (Shinkansen + bus)
- Approx. 4 hours 40 minutes from Osaka or Nagoya by public transportation (Shinkansen + bus)



# About our Association



This association brings together local stakeholders in lodging, food, experience-based tourism, and regional development. It develops and promotes unique mountain life programs (similar to "Countryside stay" in other regions), making full use of Shiramine's rich natural and cultural assets. In 2022, the council became home to YOSITAI Inc., a cross-sector corporation founded by local entrepreneurs and researchers aiming to revitalize the area through sustainable tourism and regional collaboration. YOSITAI now serves as the association's core organization.



Accommodation (NIPPONIA YUU)



Nature Experiences



Educational program for students



Local dishes

## [Key Initiatives]

- Renovation of valuable vacant houses in the community into hotels and restaurants, preserving heritage while creating new value.
- Creation of sustainable tourism programs, including inbound tours, corporate retreats, and educational travel.
- Collaboration with local eateries to offer dishes featuring regional ingredients such as wild mountain vegetables, wasabi, firm tofu, char fish, and heirloom grains (like finger millet.)



# Accommodations/ Foods/ Experiences



NIPPONIA Shiramine "Yuu"



2 rooms for 4 people



NIPPONIA Shiramine "Sennyomo"



Whole villa rental (Max. 8 people)



Private traditional Japanese villa  
「SENNO」



Whole villa rental (Max. 8 people)



Onsen Ryokan Hakusan-en



Two resident cats welcome guests.



# Accommodations/ Foods/ Experiences



Wasabi harvesting experience at a traditional wasabi farm near the headwaters.



Flowing somen noodles with fresh wasabi.



Morning prayer service at a Buddhist temple



Festive meal for the important temple event, Hōonkō (Memorial Service of Gratitude)



Traditional farming



Local cooking experience



Izakaya



# Accommodations/ Foods/ Experiences



Rinseiji Temple, housing the sacred statues brought down from Mount Hakusan



Important Preservation Districts for Groups of Traditional Buildings



SDG's Program for students



Traditional agriculture experience



Dyeing workshop creating truly unique pieces



Traditional lifestyle experience



Join in Hakusan Festival



E-Bike Nature cycling



# Accommodations/ Foods/ Experiences



Sacred mountain Hakusan trekking (2,702m)



Hakusan Mountain lodge (2,400m)



Winter scenery with heavy snowfall sometimes reaching up to 4 meters.



Hike with Kanjiki snowshoes



The town is full of snowmen!  
Snowman Festival in Feb.



Snowy wedding photo shoot

# Experience the Spirit of the Mt. Hakusan



## [Themed Tours Inspired by the Shiramine Way of Life]

- Participate in "Oku-yamabito no Kurashi": hands-on programs that model the traditional mountain lifestyle, including slash-and-burn farming and charcoal making.
- Monthly guided experiences that showcase how locals enjoy the mountains across the four seasons.
- Dynamic tour packages departing from Kanazawa, following the journey of water from its source in the Hakusan mountains to the sea.
- "Journey to the Sacred Waters of Hakusan" – an award-winning tour recognized by the Regional Stay Program Contest (FY2025.)

## [Why Choose Shiramine?]

- Renovated historic homes (over 100 years old) in the Shiramine preservation district, combined with unique cultural experiences, allow for highly customizable, immersive programs.
- Partnerships with universities promoting sustainability education and global engagement, including Kanazawa University, University of Tsukuba, and the United Nations University. Around 800 international students have participated in short- to medium-term stay programs (1–7 days), forming the foundation for inbound-focused rural tourism.
- Our tours and experiences are crafted to showcase not only the natural beauty of the area, but also the deep spiritual traditions of Mt. Hakusan, local culture, environmental awareness, and sustainable mountain living—designed to leave a lasting impression on every traveler.



## ◆Price lists for Accommodations in Shiramine (Prices in Japan Yen)

### NIPPONIA Yuu 2 Rooms/ 4 guests per room

Guests	Price par person (Weekdays)	Price par person (Day before holidays)
1	22,000	23,650
2	17,600	19,250
3	15,400	17,050
4	14,300	15,950

#### [Meal option] Restaurant: Yuu

Dinner, Breakfast	14,850
Breakfast	2,750
Dinner	12,100



NIPPONIA Shiramine "Yuu"



2 rooms for 4 people

### NIPPONIA Sennyomo 1 house / 2-8 guests

Guests	Price par person (Weekdays)	Price par person (Day before holidays)
2	27,500	29,150
3	25,300	26,950
4	24,200	25,850
5	22,000	23,650
6	22,000	23,650
7	22,000	23,650
8	22,000	23,650

#### [Meal option] Restaurant: Hakusan-en

Adults	Dinner, Breakfast	7,150
	Breakfast	1,650
	Dinner	5,500
Child (age 6-12)	Dinner, Breakfast	5,720
	Breakfast	1,320
	Dinner	4,400
Child (age 3-6)	Dinner, Breakfast	4,070
	Dinner	2,750



NIPPONIA Shiramine "Sennyomo"



Whole villa rental (Max. 8 people)

### SENNO 1 house / 2-8 guests

Guests	Price par person (Weekdays)	Price par person (Day before holidays)
1-3 people	15,400	16,500
4-8 people	13,200	14,300

Child (age 3-6)	4,620
Child (age 6-12)	7,700

#### [Meal option] Restaurant: Hakusan-en

Dinner, Breakfast	6,450
Breakfast	1,500
Dinner	4,950
Dinner, Breakfast	4,465
Breakfast	1,000
Dinner	3,465
Dinner, Breakfast	3,000
Dinner	2,000



Private traditional Japanese villa  
「SENNO」



Whole villa rental (Max. 8 people)



# **Hakusan-en** 14 Rooms / 1-30 guests

Meals option	Guests	Price par person (Weekdays)	Price par person (Day before holidays)
Room only	1 person	9,900	10,450
	2-4 people	8,800	9,350
Breakfast	1 person	11,550	12,100
	2-4 people	10,540	11,000
Dinner	1 person	14,300	14,850
	2-4 people	13,200	13,750
Dinner, Breakfast	1 person	15,950	16,500
	2-4 people	14,850	15,400




## SHIRAMINE, Ishikawa- Activities with Local Guide

Organizer: Shiramine Forestry Tourism Association (NPO Hakusan Shiramine Nature School)

Sales Agent: YOSITAI Co., Ltd.

### ◆ Activities with a Japanese-speaking local guide

Activity	Price	Notes
Mountain Village SHIRAMINE Walking Tour	¥5,000 /par group up to 5 people, 1hour	
Nature Hiking (include Teatime, snack) Beginners level	¥20,000 /par group up to 5 people, 1hour	Transfer with a van from Shiramine to hiking spot is included.
Nature Hiking (include Teatime, snack) Intermediated level	¥30,000 /par group up to 5 people, 2hours	Transfer with a van from Shiramine to hiking spot is included.
Nature Hiking and River Fishing	¥30,000 /par group up to 3 people, 3hours	Rental fishing rod is available. E-bikes are available depending on the season.
E-Bike tour around the Mountain village and River (include Teatime, snack) (Beginner level)	¥8,000 /par person, 1hour	Shiramine E-bike Tour Website 
E-Bike tour in a local mountain (include Teatime, snack) (Intermediated level)	¥10,000 /par person, 1.5 hours	
E-Bike tour (include Teatime, snack) Hakusan National Park (Intermediated level)	¥15,000/par person, 3hours	
Obaru Dyeing experience (handkerchief)	¥7,500 /par group up to 5 people, 1hour	
Cypress craft experience (Coaster)	¥20,000 /par group up to 5 people, 1hour	
Iacquerware decoration experience (Iacquerware plate or bowl)	¥30,000 /par group up to 5 people, 1hour	
Straw craft experience (Mittens)	¥10,000 /par group up to 5 people, 1hour	
Local Cooking experience in a Traditional house	¥15,000 /par group up to 5 people, 2hour	Lunch fee included
Hakusan Folk Museum Guided tour and Traditional snack experience	¥7,500 /par group up to 5 people, 1hour	Entrance fee included
Snow village experiences (Building Snow men, Removing Snow with locals, Teatime in the Snow field)	¥5,000 /par group up to 5 people, 1hour	
Traditional Snowshoes Hiking around the village (Beginner level)	¥7,500 /par group up to 5 people, 1hour	
Traditional Snowshoes Hiking in a local mountain (Intermediated level)	¥30,000 /par group up to 5 people, 3hour	
Hidden Wasabi fields experience and flowing Somen noodles (Teatime, Snack)	¥30,000 /par group up to 5 people, 2hour	

[Notes]

- Professional English-speaking guide is on request and cost extra.

## ◆Mt. Hakusan, a sacred place of nature A journey around the water of life

Tour season: May to early November

Organizer: Shiramine Forestry Tourism Association (NPO Hakusan Shiramine Nature School)

Sales Agent: YOSITAI Co., Ltd.

### 【3 Days Tour Schedules】

Date/Time	Program	Meals
[DAY 1]	From the Sea of Japan to Mount Hakusan, the source of the "Water of Life"	Lunch, Dinner
11:00	Meeting and departing Point: Kanazawa Station West Exit	
12:00	Lunch: Sushi Mihama	
13:40	Yoshida Sake Brewery: Sake tasting and shopping	
14:40	Shirayama Hime Shrine	
15:50	Checking-in at NIPPONIA Hakusan Shiramine	
16:00	Shiramine Walking tour	
16:30	Free time	
18:00	Dinner featuring local foods	
[DAY 2]	A Journey Through Water and Life — Traditions and Nature of the foot of Mt. Hakusan	Breakfast, Lunch, Dinner
6:45	[Option] Local Buddhist temple: Morning ritual	
8:00	Breakfast	
9:00	Nature hiking in Hakusan National Park	
11:30	Natural water and Wasabi fields- Flowing Somen noodles land fresh wasabi unch	
13:00	Depart from Wasabi fields	
13:30	Arrive at Shiramine / Free Time	
18:00	Dinner: A mountain feast featuring Hōonkō -A Buddhist-inspired meal using rice, wild vegetables, and mushrooms nurtured by the waters of Mt. Hakusan	
[DAY 3]	Mountain village at the Foot of Mt. Hakusan	Breakfast, Lunch
8:00	Breakfast	
9:00	Hands-on Hinoki woodcraft workshop: Coaster crafting	
10:30	Workshop: Decorate to give new life to Traditional Wooden bowls with Wajima Lacquer	
11:30	Lunch at a centuries-old traditional farmhouse built in the Edo period – Cook a mountain-style meal using seasonal ingredients	
12:30	Interview and discussion about the tour	
13:00	Free Time	
13:30	Depart from Shiramine	
14:00	Watagataki Waterfall	
15:30	Kanazawa Station West Exit	

Number of people	Tour fee per parson
1	¥426,500
2	¥264,000
3	¥209,833
4	¥182,750
5	¥166,500



**【2 Days Tour Schedules】**

Date/Time	Program	Meals
[DAY 1]	From the Sea of Japan to Mount Hakusan, the source of the "Water of Life"	Lunch, Dinner
11:00	Meeting and departing Point: Kanazawa Station West Exit	
12:00	Lunch: Sushi Mihama	
13:40	Yoshida Sake Brewery: Sake tasting and shopping	
14:40	Shirayama Hime Shrine	
15:50	Checking-in at NIPPONIA Hakusan Shiramine	
16:00	Shiramine Walking tour	
16:30	Free time	
18:00	Dinner featuring local foods	
[DAY 2]	A Journey Through Water and Life — Traditions and Nature of the foot of Mt. Hakusan	Breakfast, Lunch
6:45	[Option] Local Buddhist temple: Morning ritual	
8:00	Breakfast	
9:00	Nature hiking in Hakusan National Park	
11:30	Lunch at a centuries-old traditional farmhouse built in the Edo period – Cook a mountain-style meal using seasonal ingredients	
13:00	Free Time	
13:30	Depart from Shiramine	
14:00	Watagataki Waterfall	
15:30	Kanazawa Station West Exit	

Number of people	Tour fee per parson
1	¥215,875
2	¥134,625
3	¥107,542
4	¥94,000
5	¥85,875