

MASHIKE

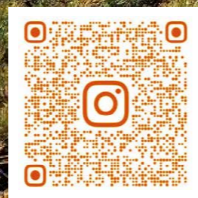
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Hokkaido's North-West Outdoor Field Guide

Hand-drawn map on reverse side

Hokkaido's North-West Outdoor Field Guide ~The joy of nurturing resilience exists here~

Welcome to "Hokkaido's North-West"! This is a field where you can discover and nurture the "resilience" within you that you haven't yet noticed. Enjoy the natural space, the atmosphere of the towns, the time you spend, the inspiration from the people you meet... and please experience the moment when you suddenly realize the "resilience" within yourself. We hope that the "Hokkaido's North-West" Outdoor Field Guide will become "your signpost for nurturing your own resilience"!



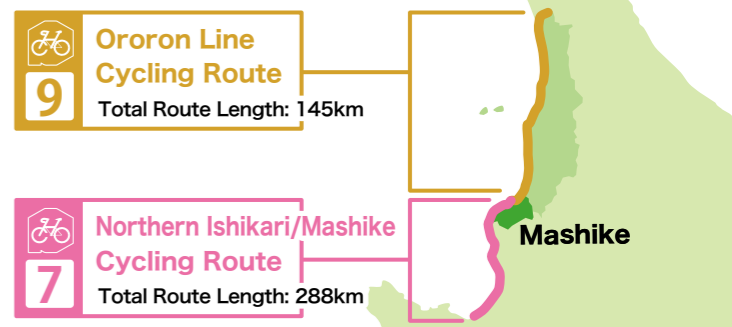
Instagram
Mashike Town [Official]
@mashike_official

Hokkaido Cycling Routes

Do you know about the communication site?



The website "Hokkaido Cycling Routes" is a user-participation information and communication site that provides information on cycling route roads and surrounding facilities, weather information, and communication functions with cyclists. Would you like to help develop Hokkaido into a world-class cycling field together?



Cycling Route
Mashike Historical Exploration Course



If you've come this far! Rumoi.

Rumoi Region
1 city, 6 towns, 1 village +2 islands

Ororon Line Cycling Route & Campground Digital Stamp Rally

Just visit target spots to get stamps!

Event Period: 2025 (Reiwa 7) July 5 (Sat) - September 23 (Tue/Holiday)

Just visit target spots to get stamps!

Free participation, no registration required

www.rumoiclub.net/orosta/

Distance/Time Between Rumoi Region Cities and Towns

Teshio	19.3km (approx. 22min)
Embetsu	22.4km (approx. 22min)
Shosanbetsu	19.9km (approx. 21min)
Haboro	7.4km (approx. 8min)
Tomamae	32.3km (approx. 33min)
Obira	13.7km (approx. 20min)
Rumoi	16.9km (approx. 24min)
Mashike	

Check the detailed info!

Hokkaido Cycling Routes [Official]

Breaking Through Limits with Challenging Ups and Downs (Northern Ishikari/Mashike Cycling Route)

Mashike Station, the gateway to Mashike Town, is where Route 7 "Northern Ishikari/Mashike Cycling Route" ends and Route 9 "Ororon Line Cycling Route" begins in the Hokkaido Cycling Route network. Experience challenging ascents and descents along the Sea of Japan and cliffs extending from Ishikari, take a rest in the historic townscape, and fully enjoy the sense of achievement after endurance.

Check the detailed info!

Hokkaido Cycling Routes [Official]

A Sea of Japan Scenic Route That Breaks Through to the Top All at Once (Ororon Line Cycling Route)

This route, starting from Mashike Town and racing toward the northernmost point of Japan, lets you enjoy the natural charms of Mashike. Head north along the coast all the way to Rumoi City! With minimal elevation changes, you can ride while feeling the sea breeze. Enjoy a leisurely ride with the white windmills that stand out against the blue sky as your landmark!

Check the detailed info!

Mashike Town [Official]

Mt. Shokanbetsu Mountain Range Climbing Route

Mt. Shokanbetsu (1,492m above sea level) stands out with its peak covered in white snow. From early to late summer, alpine plants bloom one after another, including endemic species such as Mashike Gentian and Mashike Otagiri (St. John's Wort), making it a popular mountain for climbers. There are two climbing routes: the Shokan Route and the Hashibetsu Route. Climbing Information: Mashike Town Commerce and Tourism Division (TEL: 0164-53-3332)

Check the detailed info!

Mashike Town [Official]

Riverside Park Auto Camp Site

Riverside Park, located along the clear stream of "Shokanbetsu River" flowing through Mashike town center, is a park with approximately 10 hectares of natural lawn. At the Center House, you can enjoy meals and there's also a local seafood sales corner where you can purchase barbecue ingredients. Main facilities include park golf, tennis courts, and a multipurpose field. The auto camping site, which is ideal as a base for outdoor activities, has standard car sites (without power facilities) as well as standard car sites with power outlets, camper van sites, and cottages.

Check the detailed info!

Mashike Town [Official]

Mashike Town Mt. Shokanbetsu Ski Resort

The "Mt. Shokanbetsu Ski Resort" is popular with a wide range of skiers from beginners to advanced skiers and families. Opens annually from December to March. There are 7 courses, including the famous powder snow, spectacular downhill runs, and challenging and dynamic courses with slopes up to 30 degrees! Backcountry courses are also popular, and there's even a Nordic-style lodge.

Check the detailed info!

Mashike Town Information Office

A Casual Experience, MASHIKE ERIA

When you visit Mashike Town, the first place you should stop is the "Mashike Town Tourist Information Center" located next to Mashike Station. It faces Furusato History Street in front of Mashike Station and utilizes the "Former Tada Store" which appeared as Kazemachi Shokudo in the movie "STATION." Since it is also a rental bicycle station, you can tour various tourist spots in town from the seaside to the orchard area. Electric bicycles are also available, so you can have fun choosing one that suits your stay time and energy level.



The information provided is current as of July 2025. Please contact the Rumoi Tourism Federation for details.

Mashike homepage
<https://www.town.mashike.hokkaido.jp/>
 Mashike Tourist Information HP
<https://mashike.jp/tourism/>

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Mashike-Town

Discover the history of Mashike as you sample delectable local specialties.

route legend

- highway 231
- prefectural and municipal roads
- Ororon Line Cycling Route
- Northern Ishikari/Mashike Cycling Route
- Ororon Line Cycling Route Mashike Route

Connect the maps!!

1 2 3 4 5 6 7 8

4.1 4.2

This one is Mashike

Landmarks and Points of Interest:

- Historical Sites:** Former Tomitaya Inn (1933), Mashike Tourist Information Office (1933), Former residence of the Maruichi Honma merchant family (1875), Motojinya in Akita Domain Historical Landmark(1), Motojinya in Akita Domain Historical Landmark(2).
- Temples and Shrines:** Nobusha Temple, Koyasu Temple, Karakiya pharmacy, Sekiyama tofu, Jinya observation deck, Obetsukari Shrine, Ofuyu Shrine.
- Orchards and Agriculture:** Senboku Masahiro Orchard, Senboku Kaname Orchard, Goto Orchard, Kikuchi Orchard, Sato Orchard, Ikeda Orchard, Senboku Fruit Winery, Shokanzawa Winery, Kunimare Winery.
- Public Facilities:** Mashike Chamber of Commerce, town gym, heated pool, Mashike Jr. high, Mashike Elementary, Mashike police, municipal clinic, fire station, health center, public restroom, bus stop, post office, road weather information.
- Recreation and Nature:** Riverside Park, Shokan Park, Seiryu bridge, Auto-camping ground, Shokan Seaside Camping Ground, Mt. Shokanbetsu trail (Shokan route), Mt. Shokanbetsu trail (Shokanbetsu route), Mt. Tengu, Mt. Ofuyu, Mt. Kunbetsu, Mt. Hamamasu, Mt. Nakanosawa.
- Local Specialties:** Mashike hard cider, Chūka bun, salmon roe, hyoto namasu, refined sake, delicious spring water, a welcoming bear.

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<https://www.rumoiclub.net>

Illustrations by Machiya Pass Studio

Indi-san
 Soul singer who promotes Mashike. He also wrote a song about shrimp!
 You can listen to "Kunimare Blues" on YouTube.

Former Tomitaya Inn
 Built in 1933
 A rare example of a 3-story wooden inn
 "Not open to general public"

Mashike Tourist Information Office
 Established in 1933, the Mashike Tourist Information Office is now housed in the former Ota General Store. This building also became the setting for the movie STATION.

Maru-ichi Honma Family
 Former residence of the Maruichi Honma merchant family. Designated a National important cultural property, a variety store was established in 1875. Now this is a famous tourist spot and is open to the general public.

- Events**
- Mashike Spring Taste Festival (end of May)
Held in the historical area near the station
 - Official opening of Mt. Shokanbetsu trail season (mid-June)
 - Itsukushima Shrine Festival (July 13th)
 - Harbor Festival (end of July)
 - Floor-cleaning Race Championship
 - Fireworks show
 - Mashike Autumn Taste Festival (end of September)
 - Ski Resort Festival (mid-February)
 - Mt. Shokanbetsu Giant Slalom Competition (mid March)

- Great Gifts**
- pears
 - apples
 - grapes
 - "Onikoroshi" Kunimare sake
 - acacia honey from the Matsuyama apiary
 - "Sakakura Ramen" (locally produced)

- Scenic Byway Hokkaido Moeru Tenpoku Ororon Route**
- Mt. Kunbetsu 1376m
 - Mt. Hamamasu 1257m
 - Hamamasugoten
 - Mt. Tengu 1197m
 - Mt. Ofuyu 1038m
 - Mashike Sando mountain trail (completed in 2016)
 - 27km from Betsukari to Ishikari Poro
 - 21km from Iwao to Ishikari Poro
 - column-like rock formation
 - Cape Ofuyu observation deck (135m)
 - A great vista
 - Viper warning!!

enlarged map Ofuyu

Famous person of Mashike
 Chef Mikuni Kiyomi
 Internationally acclaimed chef. Restaurant Auberge is his personal project.

Obetsukari emergency center
 Road Weather Information

Obetsukari Tunnel
 steep climb

View is great from hot spring Sekiyousou

Ofuyu fishing harbor
 Ofuyu community center
 Ofuyu post office
 Resthouse Ofuyu
 Ofuyu fishing harbor
 Sunset Wave
 Ofuyu camping ground

Sea of Japan

Marcy the Seagull is the mascot of Mashike

Motojinya in Akita Domain Historical Landmark(2)
 A replica of a cannon that was used to protect the northern territory