

SALES PACK 2025

Discover
the real Japanese
countryside

SATOYAMA EXPERIENCE
Jan – Dec 2025



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What's New!



- ✓ **Priority booking for tours** p.12
We offer priority tour bookings for guests at our Satoyama Stay accommodation.

- ✓ **Guest-only Activities** p.13
We introduce our latest exclusive offerings for accommodation guests, designed to enhance their experience while staying with us.

- ✓ **Tono-machi RE-OPENING!** P.25
We present our newly renovated rooms, now equipped with upgraded amenities, including a kitchen and expanded living space for guest relaxation.

- ✓ **Travelife Partner status awarded!**
Satoyama Experience is one of only 4 companies in Japan to have achieved Travelife Partner status.





About us

Chura-boshi – the beautiful planet on which we live
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What is SATOYAMA EXPERIENCE?

SATOYAMA EXPERIENCE is a one-stop service to support travelers seeking authentic and unique experiences in Takayama. We have offered guided tours and a travel arrangement service since 2010, and launched our new B&B accommodation in summer 2020. All our services are designed to connect travelers with locals.



interaction with locals



things to do



places to stay



Why SATOYAMA EXPERIENCE?

✓ Top ranked activity since 2010

We have been the only travel agency/tour operator in Takayama focusing on travelers from overseas for **14 years** and are recognized as a leading company in our field. The owners are highly experienced travelers with an in-depth understanding of global tourism trends.

- **1100+** TripAdvisor "Excellent" Reviews
- **99%** Positive Feedback
- **lonely planet TOP CHOICE**



✓ Places to stay and things to do in one place

From 2020, SATOYAMA EXPERIENCE can offer both places to stay and things to do in the Takayama area. Guests have the full range of SATOYAMA EXPERIENCE services at their fingertips.

✓ Connect with locals

Interaction with local people gives travelers an authentic taste of Japanese hospitality. Our accommodation and tours are designed to connect travelers with locals.



✓ Enthusiastic and friendly guides

Our guides and reception staff all speak English, live locally, are friendly, and have unique personal histories!



✓ Small group and bespoke tours

Our guests are **99% FIT** and our regular tour groups run with a **maximum of 8 participants**. We are constantly adding to our range of private tours. Bespoke tours can be arranged in consultation with guests, even on site.

✓ Locally owned and operated

We are an independent, locally owned and operated company, and we take great pride in making guests' stay in the Hida area unforgettable



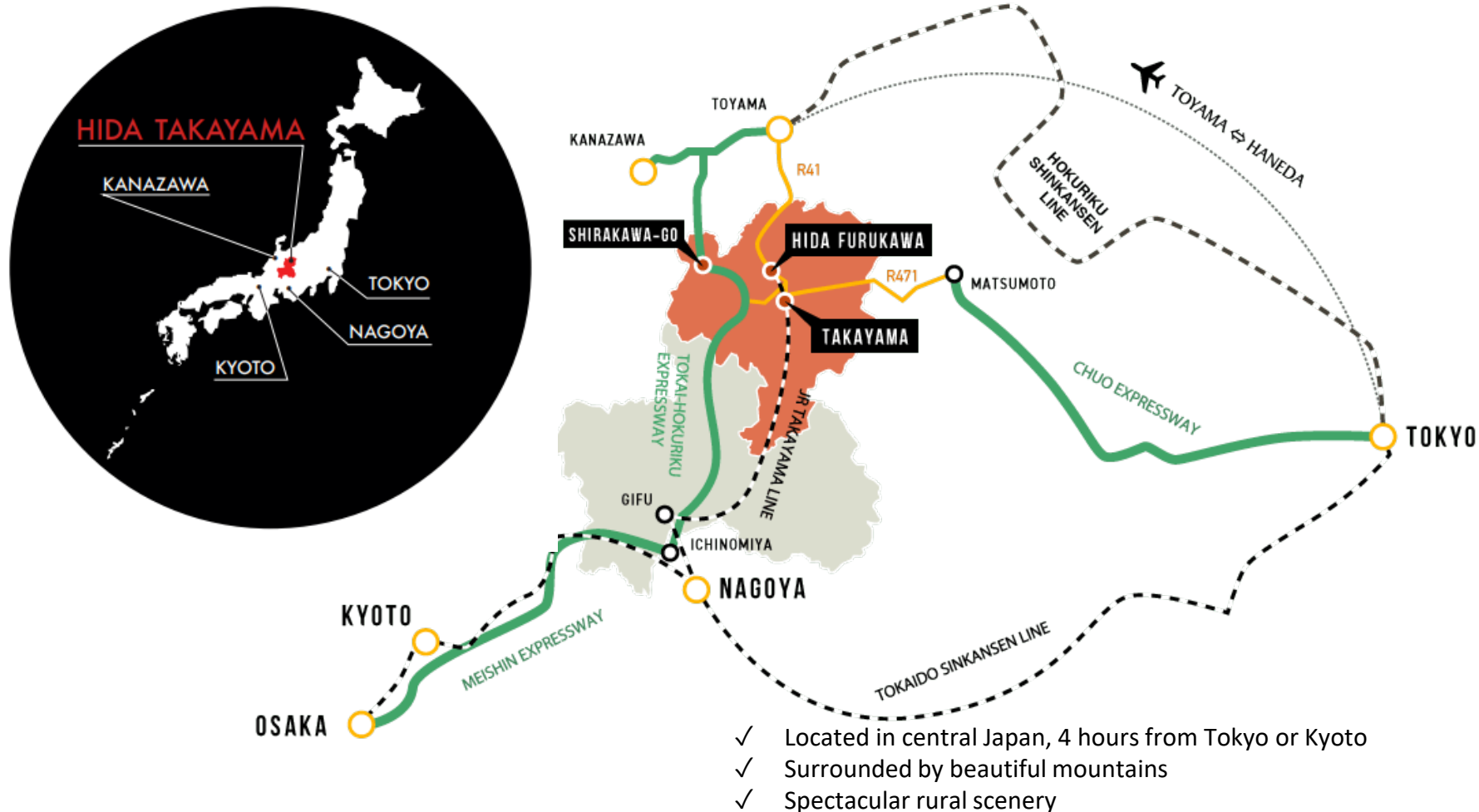
✓ Sustainability

We are proud to announce that we've just received Travelife Partner award in Aug. 2023. We are actively engaged in taking the necessary steps towards complying with international sustainability standards.



Where We Are

We operate in the Hida area, where the main town of Takayama is an increasingly popular destination for overseas visitors to Japan. Often referred to as “Little Kyoto”, it is a peaceful and charming town, full of cultural treasures and magnificently situated in the Japanese Alps.



OUR OFFICE

We are centrally located in Hida Furukawa, a peaceful, atmospheric small town, 20 minutes from Takayama. Reception here is the check-in point for all guests, whether they come to stay with us or for tours. Guests have the full range of SATOYAMA EXPERIENCE services at their fingertips. We are delighted to arrange a variety of activities, from cycling and walking tours to Shirakawa-go day trips.





SATOYAMA STAY

A gateway to the real local culture of the Japanese countryside

Why Stay With Us

At SATOYAMA STAY we take your clients beyond the usual tourist experience: comfortable rooms, concierge service, personalised activities and insight into real local life and culture.

Stay local, Do local, Feel local!



If you're looking for a place to stay in Hida Furukawa this is a great pick. It's more than just a place to sleep – it's comfortable, welcoming, and makes your trip wholesome.

The staff couldn't have been more helpful giving us some dinner recommendations as local restaurants which were a real highlight as well. Would highly recommend.

Satoyama Stay was an amazing place to stay. Rooms were perfect, it felt so good not to feel in a classical hotel but to feel a bit like at a friend place.

People were so nice and taking the time to help guide us in the city, giving nice restaurants to go to. And the city of Hida is really a place to visit, really at 10 minutes train from Takayama but so much more peaceful, we really enjoyed a lot.

Accommodation Features

Our machiya-style B&B accommodation designed to connect travellers with locals. Perfect for guests who like to avoid busy tourist towns and experience local daily life in all its facets.

*A machiya is a traditional Japanese townhouse, with a dual purpose as a shop, commonly found in merchant towns over centuries.

Rooms



- Enjoy traditional Japanese-style rooms, enhanced with modern comforts.
- Artisan furniture by local craftsmen

Facility



- Breakfast venue/ Workshop room/ Cooking studio featuring a wall adorned with ceramic "Heart Sutra", crafted by a local potter.
- Artisan furniture by local craftsmen

Breakfast



- Local, organic and seasonal food
- created by a local chef .
- Both Japanese and Western style

Dinner



- So that our guests can immerse themselves fully in the delights of our town, dinner is not provided at the accommodation. Instead, our knowledgeable staff will be on hand to suggest a range of fantastic dining options nearby.

Special Benefits for STAY Guests

We've prepared a variety of exclusive programs specifically for our guests to enjoy. We also offer on-site travel arrangements, ideal for guests interested in exploring a range of activities.



✓ **Priority booking for tours**

We prioritize tour bookings for STAY guests, including when there are cancellations in our fully-booked tours. However, priority booking cannot always be guaranteed. We do encourage you to book tours in advance, as last-minute requests may be difficult to accommodate.

✓ **Guest-only activities / Bike rental**

We offer a variety of tours, activities and benefits only available for STAY guests, including bike rental.

✓ **Concierge service**

A range of services, including travel arrangements and dinner/lunch booking.

Guest-only Activities #1

We offer activities exclusively for the enjoyment of our resident guests.

The activities below are typical examples. We strive to offer interactive local cultural activities suited to individual guest interests.

Activities	Start Time / Season	Private /Group	ESG	Duration	Season	Description
Izakaya Tour	-	P	✓	2.5h	All year round	Visit two or three <i>izakaya</i> (Japanese bars), trying out the local food and drink, accompanied by explanations from your guide.
Mt. Anbo Hiking Tour	-	P	✓	3h	May – Oct.	A short morning hike of 4.3km with 500m of elevation gain, taking around 3 hours. Mt. Anbo is famed as a peak where a beautiful ‘sea of clouds’ often forms below the summit.
Cookery Class (Dinner)	16:00	P	✓	2.5h	All year round	This special evening dinner class is exclusive to residents. Drinks can be supplied at the request of guests.
Furukawa Festival Backstage Tour	-	G	✓	1.5h	Apr 10 - 18	A rare chance to see behind the festival by visiting venues where locals practice its arts, including music, lion dancing and marionette performances. Practice schedules are not fixed, so we cannot guarantee locations and times in advance.
Home visit	-	P		3h	All year round	Visit a typical local house, enjoying dinner and spending time with the hosts.

- Flexible



NEW!

Guest-only Activities #2

We offer activities exclusively for the enjoyment of our resident guests.

The activities below are typical examples. We strive to offer interactive local cultural activities suited to individual guest interests.

Activities	Start Time / Season	Private or Group	ESG	Duration	Season	Description
Bird watching tour	7:00	G (Max4)	✓	1.5h	November - May	Enjoy morning bird watching amidst Hida's beautiful scenery. The birds you can observe vary depending on the season, including native species, some found only in Japan, as well as migratory species.
Farm visit	-	P		3h	Aug - Oct	Experience the essence of Satoyama living by visiting a local farm, where you can participate in harvesting fresh vegetables and then create your own delicious pizza using the produce you've gathered. Families are especially welcome to enjoy this experience together.
Light snack preparation	-	G		1.5h	All year round	Learn how to make popular local snacks, such as gohei-mochi (skewered rice cake grilled with sauce), tofu, and daifuku (red bean paste wrapped in mochi).
Kimono experience	-	P		1.5h	All year round	Immerse yourself in the rich cultural heritage of Japan's iconic garment, the kimono, with a visit to this long-established local kimono shop. You will be expertly dressed in the traditional costume, before taking a stroll through picturesque Furukawa for the perfect photo opportunity.

- Flexible



Location

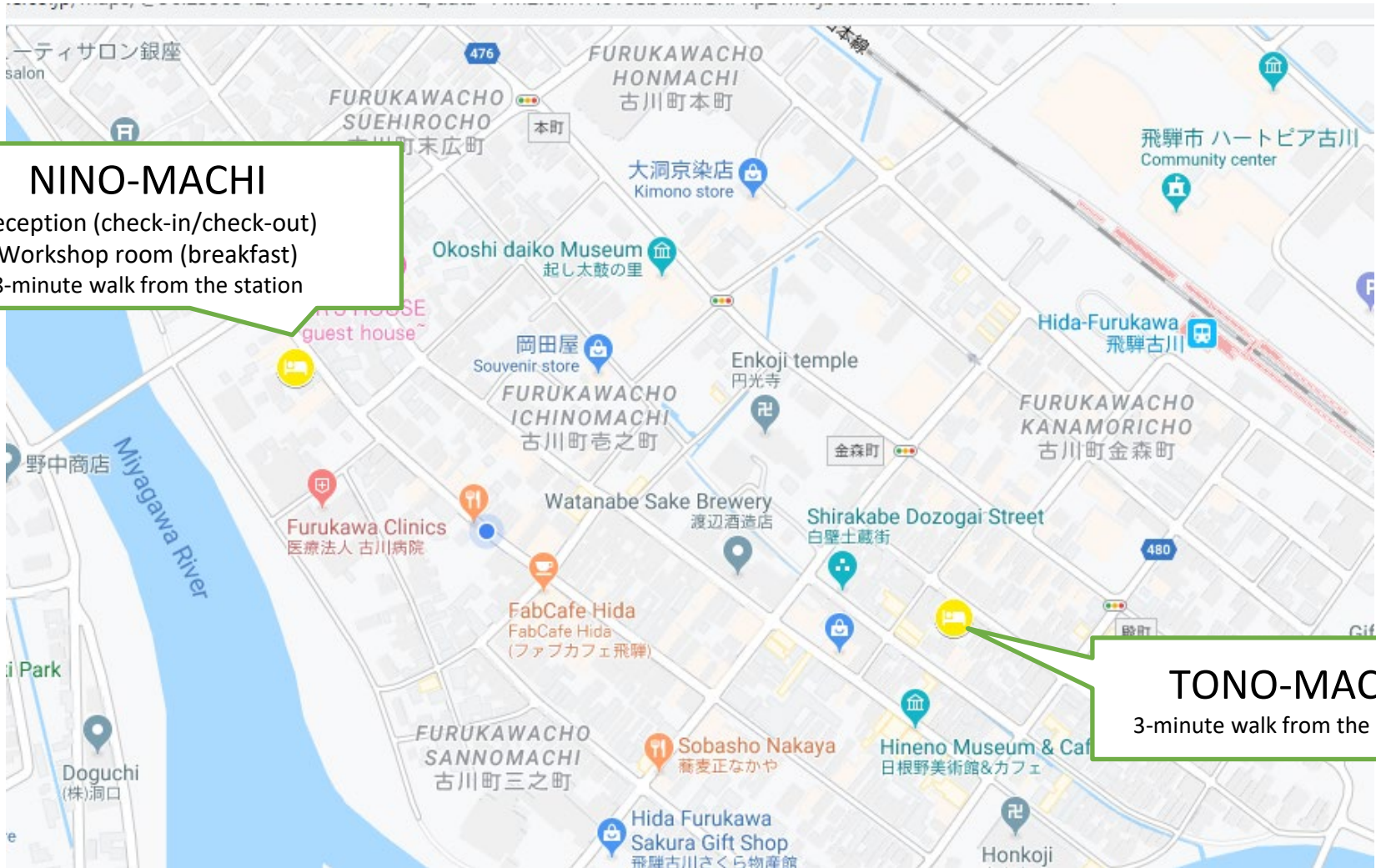
We have two places to stay, both centrally located in the old town area of Hida Furukawa.

NINO-MACHI

Reception (check-in/check-out)
Workshop room (breakfast)
8-minute walk from the station

TONO-MACHI

3-minute walk from the station



The most popular SATOYAMA EXPERIENCE package 3D/2N

Takayama, Hida Furukawa and Shirakawa-go, including 3 activities

Day1

Travel to Hida Furukawa / Cookery Class

In the morning, leave Tokyo/Kyoto and travel to Hida Furukawa by JR train (or bus).

After arrival, join our **cookery class** and enjoy your culinary creations for dinner!

(Overnight at SATOYAMA STAY)

Day2

Food and Culture Walk / Satoyama Cycling Tour

Take a train to Takayama and join our **Food and Culture Walk** in the morning, meeting local vendors and sampling their produce. In the afternoon, back to Furukawa and join our **cycling tour** for the best introduction to the local area and its landscapes.

(Overnight at SATOYAMA STAY)

Day3

Shirakawa-go Visit / Travel to your Next Destination

In the morning, take a bus to Shirakawa-go, the only place in Japan where the traditional masterpieces known as gassho-zukuri houses, with stunning thatched roofs, can be seen in their natural setting. Several of the houses in the village are open to the public.

Shirakawa-go is especially convenient if Kanazawa is the next destination, only 90 minutes away.



Bespoke Travel Arrangements

While our popular 3D/2N package will suit many guests, it is not set in stone. Check out the suggested day-trips below for ideas for extra days, or substitutions to the planned itinerary.

Some ideas for day trips

Full day trip to Shirakawa-go/Gokayama

Full day trip to Kamikochi

Hiking in the local mountains

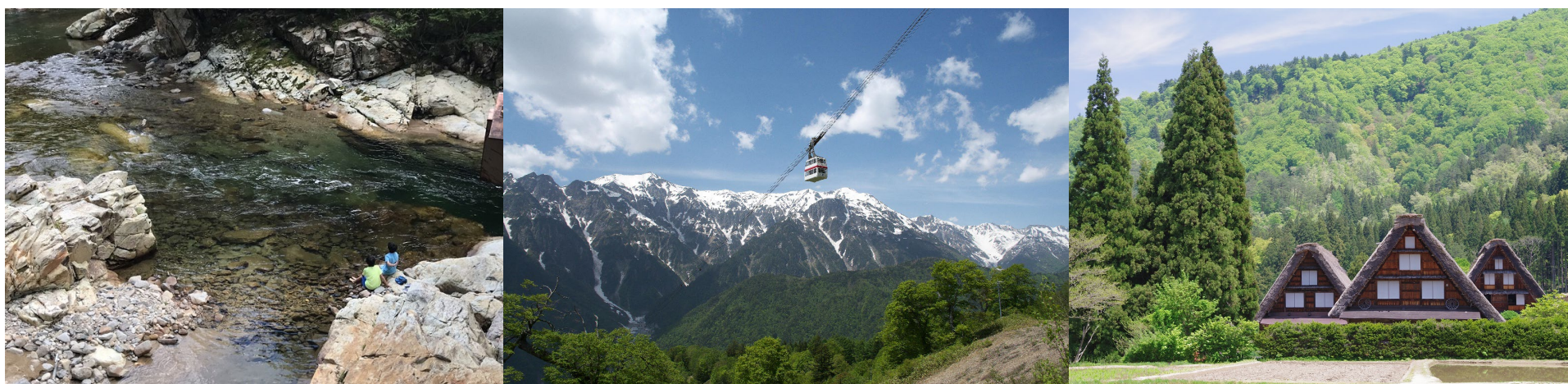
Authentic hot spring ryokan experience

Swimming in the river like locals do

Visiting remote villages

We offer your clients customizable trips with full flexibility on route and timings, whether for short tours, day trips or multi-day adventures.

Let us know your clients' interests and our custom tour staff will be happy to help plan the perfect trip for them.



Chura-boshi – the beautiful planet on which we live

Where to Stay: Takayama or Furukawa?

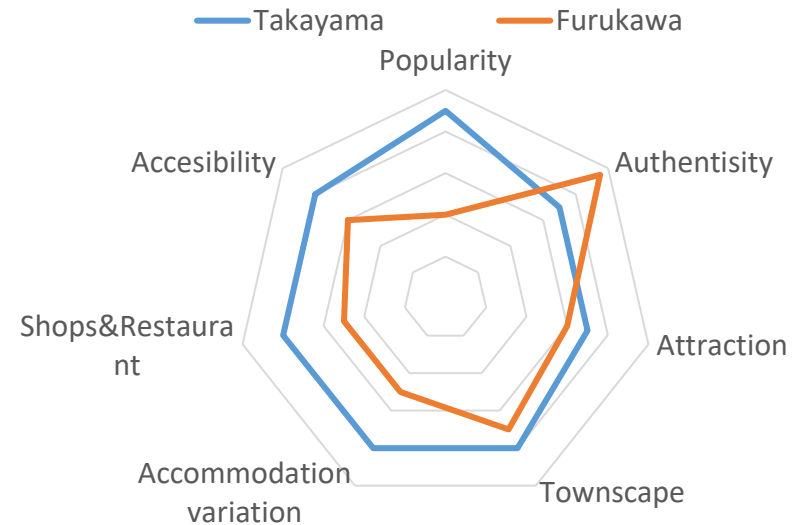
Although Takayama has been recognized as a ‘must-go’ destination for over 10 years, Hida Furukawa also has plenty going for it.

Which of these two options, Takayama or Hida Furukawa, works best as a base to explore the Hida region depends entirely on the characteristics and preferences of individual travellers.



	Hida Takayama A popular destination and transportation hub	Hida Furukawa A peaceful, atmospheric small town just 20 minutes from Takayama
Recommended for tourists who...	- like shopping and bar hopping - like to stay in western-style hotels	- like to get off the beaten track - are keen to get a taste of local life
Popularity	A popular destination, though some people may find it too ‘touristy’ these days	Less developed, with fewer tourists
Attractions	A wide variety of museums and historical sites	Two museums, dedicated to the local festival and to carpentry
Townscape / Landscape	Beautifully preserved traditional townscape with some houses dating back 200 years	Well-preserved, charming local townscape, combined with traditional rural landscape, including farms and rice fields
Accommodation	A wide range of accommodation from backpackers to western-style hotels with over 200 rooms	- A few small guesthouses, hotels and ryokans - SATOYAMA STAY, designed for adventurous overseas visitors
Shops & Restaurants	A wide range of shops and restaurants catering for both tourists and locals, some locally owned and some not	A more limited range of shops and restaurants, mostly catering for locals, so perhaps offering a more authentic shopping and dining experience
Access	Convenient, a transport hub for trains and buses to all directions	Just 20 mins away from Takayama by train or taxi

Accommodation selection chart: Takayama or Furukawa



	Takayama			Furukawa	
for those who...	Ryokan (w/Onsen)	Hotel	AirBnB	 SATOYAMA EXPERIENCE	Ryokan (w/Onsen)
wants to experience Ryokan w/Onsen	○				○
Seeks in variety of restaurants & shops	○	○	○		
prefer staying at famous/major destination	○	○	○		
value convenience with public transportation (Limited, shorter length of stay)	○	○			
wants authentic local experience				◎	○
prefers to stay in local & Japanese atmosphere			○	◎	
plans to stay multiple nights to explore		○	○	◎	
travels by rent-a-car				◎	◎

SATOYAMA STAY NINO-MACHI

- With RECEPTION service for all stays and tours

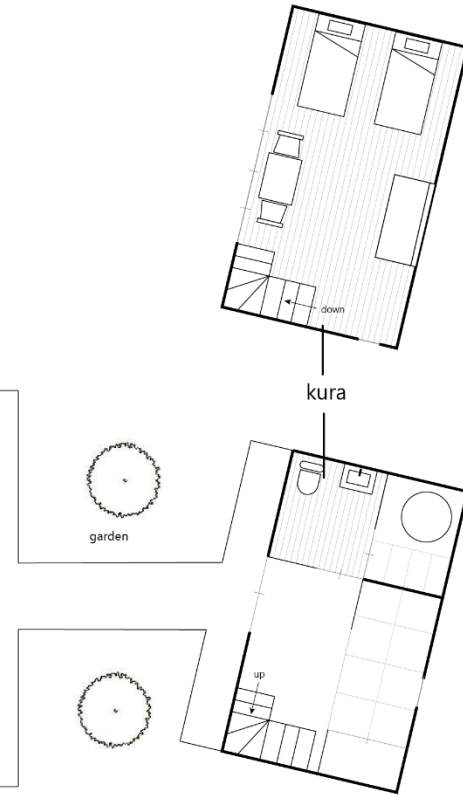
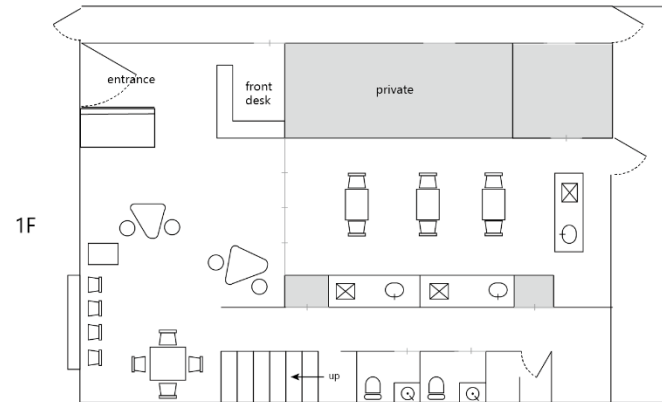
- ✓ Newly built in traditional style using local timber by the highly skilled carpenters of Hida
- ✓ 3 rooms in the main building, plus cosy cottage, created through renovation of a 100-year-old storehouse
- ✓ Breakfast venue/Workshop room/Cooking studio
- ✓ Artisan furniture by local craftsmen
- ✓ Prime viewing spot for the Furukawa Festival on the evening of April 19th. Watch until midnight from the upstairs corridors.



SATOYAMA STAY NINO-MACHI

Room Layout

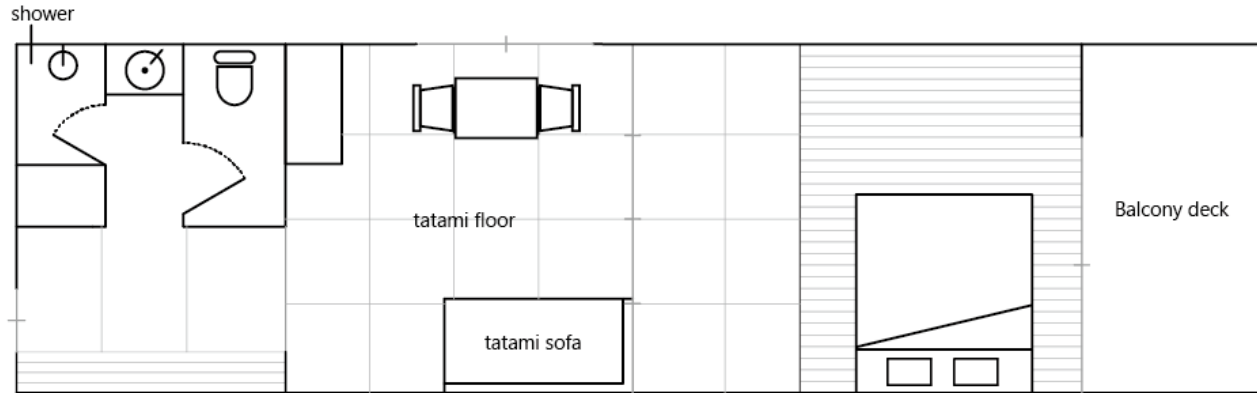
Room	Size (m ²)	Facilities	Capacity (min / max)
201	40	queen bed (160cm x 205cm), Tatami Sofa, long relaxation chair, en-suite shower room	2 / 4
202	40	queen bed (160cm x 205cm), Tatami Sofa, long relaxation chair, en-suite shower room	2 / 4
203	27	two single beds (105cm x 205cm), en-suite shower room	1 / 2
Kura	50	two single beds (110cm x 205cm), Tatami Sofa, en-suite bathroom, safe deposit box	2 / 4



SATOYAMA STAY NINO-MACHI

Rooms #201

Corner rooms with south-facing terrace looking out on the small garden and kura (storehouse). In order to accentuate the impressive beams in the living room, it was designed without a ceiling.



SATOYAMA STAY NINO-MACHI

Rooms #202

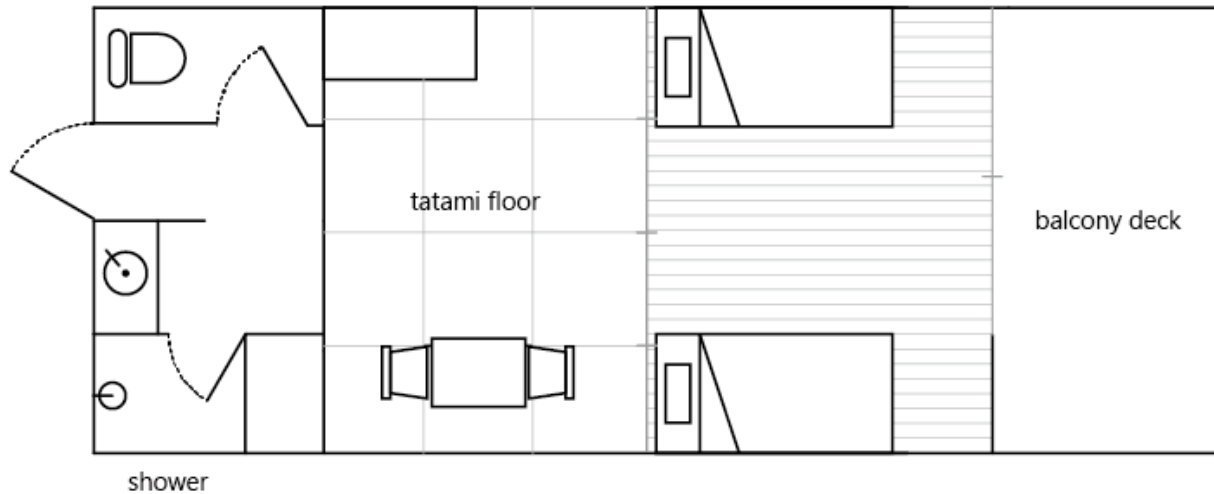
Rooms with south-facing terrace looking out on the small garden and Kura (storehouse). In order to accentuate the impressive beams in the living room, we designed it without a ceiling.



SATOYAMA STAY NINO-MACHI

Rooms #203

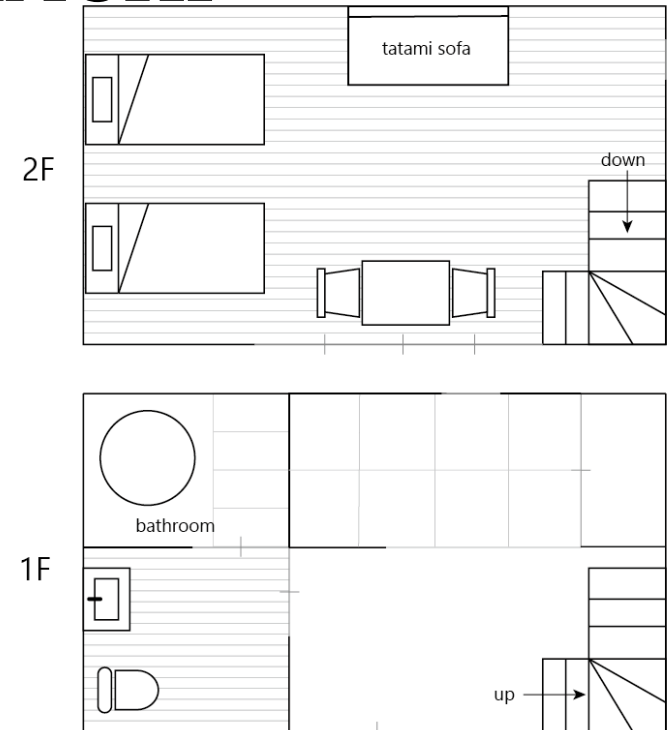
Rooms with south-facing terrace looking out on the small garden and Kura (storehouse).
The cosiest room in SATOYAMA STAY, a skylight in the ceiling lets gentle sunlight in.



SATOYAMA STAY NINO-MACHI

Rooms #KURA

Renovated 120-year-old kura (storehouse). Spacious and bright room facing the small garden. The only room at SATOYAMA STAY with a traditional bathtub.



NEW!

SATOYAMA STAY TONO-MACHI

- Annex for guests only



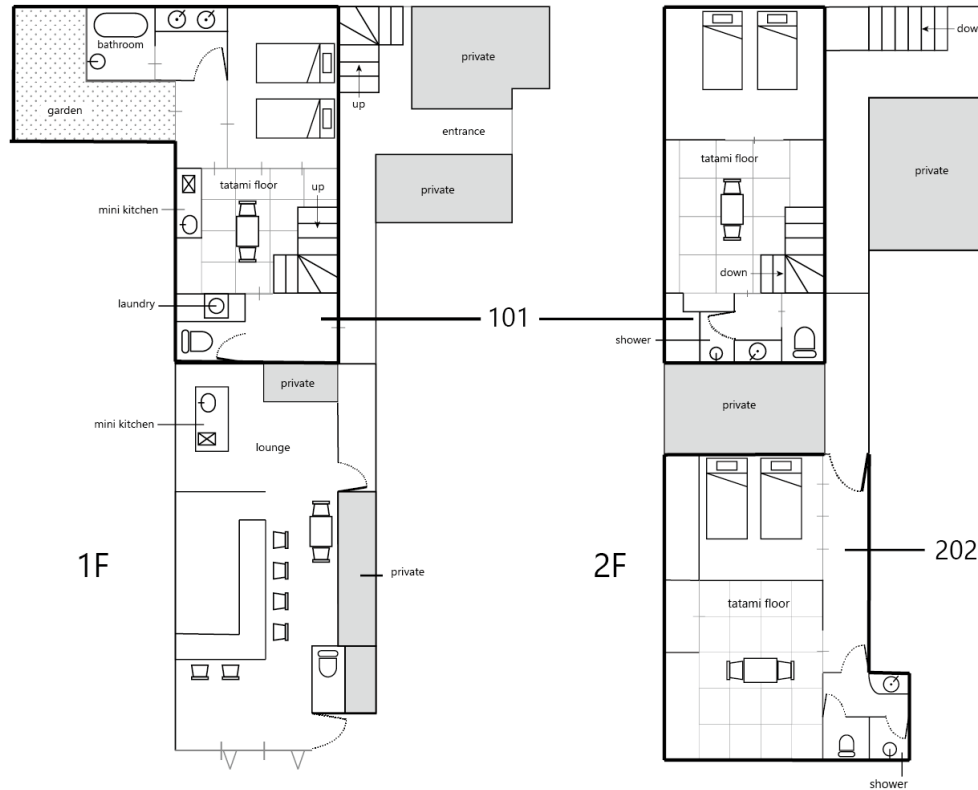
- ✓ Renovated traditional building
- ✓ Only 3 minutes from the station
- ✓ Artisan furniture by local craftsmen
- ✓ Access to a lounge, equipped with mini-kitchen, for guest use.

* Please note that this accommodation is designated as dog-friendly. If this is a concern for you, please consider NINO-MACHI instead.



SATOYAMA STAY TONO-MACHI

Room Layout



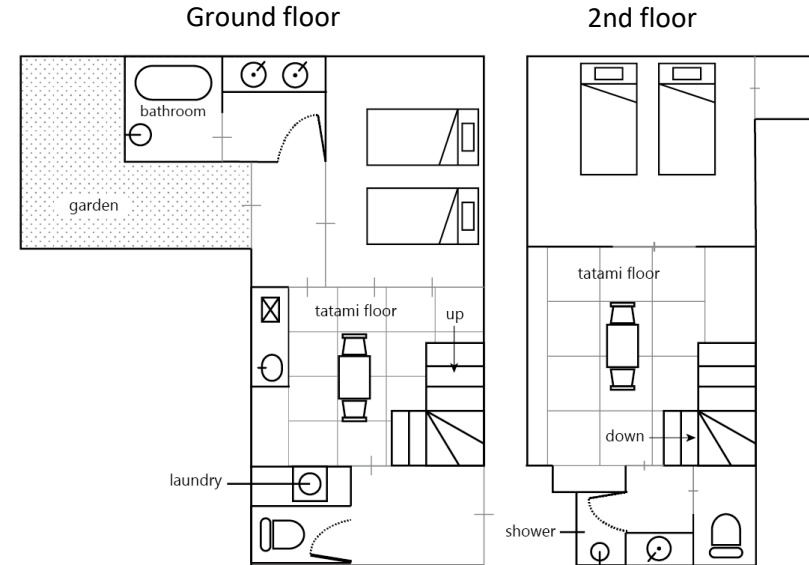
Room	Size (m ²)	Facilities	Capacity (min / max)
		All rooms equipped with WiFi, air conditioning , toilet, low table and low chairs, mini-fridge and safe deposit box	
101	80	four semi-double beds (120cm x 195cm), en-suite bath room, mini-kitchen, washing machine, small garden	2 / 5
202	41	two semi-double beds (120cm x 195cm), en-suite shower room	1 / 4

SATOYAMA STAY TONO-MACHI

Rooms #101

This 2-bedroom maisonette offers a spacious layout with small garden and a range of facilities, **including mini-kitchen and laundry machine**, ensuring a comfortable and convenient stay. An ideal option especially for families and guests looking for a longer-term stay.

On the second floor, original features enhance the traditional atmosphere.

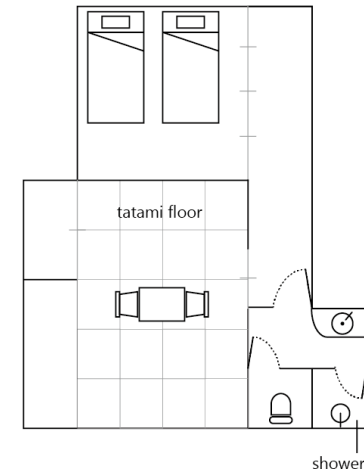


SATOYAMA STAY TONO-MACHI

Rooms #202

Bright corner rooms facing the street.

During the Furukawa Festival, held annually on the 19th of April, this is the prime spot to experience the sound of the drums and sight of the festival floats parading past your window.



*Please note that these rooms are designated as dog-friendly. If this is a concern for you, please consider NINO-MACHI instead.



Guided Tours

Discover the heart of Japan with us



Cycling

Connects you with local lifestyles and landscapes

STANDARD

MTB

Private

Group

Take the time to immerse yourself in the authentic Japanese countryside, encountering traditional rural lifestyles through interacting with locals and experiencing the beauty of nature.

Duration	Time / Date	Meeting Point	Includes
3.5 hrs	AM:(Private) 8:30 - 12:00 (Mar 20 - Nov 30) PM:(Group) 13:00 - 16:30 (Mar 20 - Nov 30) (Private) 14:00 - 17:30 (Mar 20 - Sept 30) ----- SUMMER TIME *avoiding hottest part of day AM: (Group) 08:15 - 11:45 (Jul 16 – Aug 20) PM: (Private) 15:00 - 18:15 (Jul 16 – Aug 20)	Hida Furukawa Office	Trained and experienced guide (in English) Mountain Bike Helmet Rain gear (Japanese size: S, M, L) –only if needed Tea break

*Afternoon private tours only run until Sept.30 due to the shorter daylight hours.

*If there are children under 135cm or infants with a child seat, please book our “HALF” tour.



HALF

MTB

Private

Experience Hida's highlights in a shorter tour on flatter terrain which lets you discover traditional rural lifestyles through interaction with locals and showcases the beauty of nature. An alternative to our Standard tour, suitable for those who might have less time, less energy or young families.

Duration	Time /Date	Meeting Point	Includes
2.5 hrs	AM: 9:00 - 11:30 10:15-12:45 PM: 14:00 - 16:30 (Mar 20 – Nov 30) ----- SUMMER TIME *avoiding hottest part of day AM: 08:15 - 10:45 (Jul 16 –Aug 20) PM: 15:00 - 17:30 (Jul 16–Aug 20)	Hida Furukawa Office	Trained and experienced guide (in English) Mountain Bike Helmet Rain gear (Japanese size: S, M, L) –only if needed Tea break



RIDE & HIKE

A moderately challenging combination of cycling and a short hike in the woods. Recommended for more adventurous participants. After the cycling section, the tour involves hiking through a forest which forms the backyard of a temple. Numerous stone buddahs are a feature of this trail, which is 4km in length with an altitude gain of 270m. Participants can enjoy panoramic views of the Japanese Alps from the highest point. A local packed lunch is provided.

Duration	Time/ Date	Meeting Point	Includes
5.5 hrs	10:15 - 15:45 (May 1 – July 15 Aug 21 – Sep 30)	Hida Furukawa Office	Trained and experienced guide (in English) Mountain Bike Helmet Lunch (bento box) & tea break Rain gear (Japanese size: S, M, L) –only if needed

* This tour does not run during the hot summer period due to its physical nature and the summer heat.



E-BIKE & HIKE

This tour is a combination of E-bike cycling and a short hike in the woods. Recommended for adventurous participants. The easy hike passes several impressive, individually named waterfalls in a 2km-long route with an altitude gain of 170m. The cycling section includes a challenging long slope, 4.5km in length with an altitude gain of 200m, assisted by use of an E-bike. A broad panorama of the Japanese Alps is a feature of the forest hike. A local packed lunch is provided.

Duration	Time/ Date	Meeting Point	Includes
4 hrs	8:30 - 12:30 (May 1 – July 15 Aug 21 – Sep 30)	Hida Furukawa Office	Trained and experienced guide (in English) E-Bike Helmet Tea break Rain gear (Japanese size: S, M, L) –only if needed



TAILOR-MADE E-BIKE DAY TOUR

This full-day bespoke tour is for adventurous cyclists keen to ride long distances with uphill sections, while enjoying the countryside scenery. Each tour is planned through direct consultation with guests on site, allowing us to craft the most suitable route. Tour distance is a maximum of 50km, with altitude gain of 700m.

Countryside sights are limitless, and include rice fields, traditional houses, shrines and crystal clear streams.

Duration	Time/ Date	Meeting Point	Includes
6 hrs	10:15 - 16:00 (May 1 – July 15 Aug 21 – Sep 30)	Hida Furukawa Office	Trained and experienced guide (in English) E-Bike Helmet Lunch (bento box) & tea break Rain gear (Japanese size: S, M, L) –only if needed

- This tour does not run during the hot summer period due to its physical nature and the summer heat.
- Capable of riding at least 50km in a day
- Extra batteries and lunch need to be carried



JAPAN ALPS E-BIKE DAY TOUR

E-BIKE

Private

A truly unique adventure, our e-bike tour rides up the magnificent Norikura Skyline road, peaking at 2,702m. With privately-owned cars prohibited, the Skyline is famed as a mecca for cyclists who love to tackle high mountains.

Our tour starts from an altitude of 1,684m, winding above the tree line and rising over 1,000 metres. Especially impressive is the section just below the peak. With clouds below, the final approach feels like riding into the sky!

The tour group is followed by a van, with support staff ready to assist guests, and with extra e-bike batteries, so even novice cyclists can reach the top.

As well as spectacular mountain views, the beauty of Alpine wildlife and nature is on show, including bears, birds and wild flowers; our expert guides will explain about all these and more.

Duration	Time/ Date	Meeting point	Includes
2.5 hrs	9:00 - 11:30 (July1 –Sep 30)	Hounoki Bus Terminal	Trained and experienced guide (in English) E-Bike Helmet tea break Rain gear (Japanese size: S, M, L) –only if needed Van support throughout the tour

Temporarily not running due to a landslide in the area

*From Takayama, take the 7:40 bus to Honoki Daira, arriving at 8:23. Our guide will meet the guests at 8:40



Full Day Tour

Private

FOOD AND CULTURE WALK + CYCLING

A morning town walk in Takayama seeks out traditional shops where you can try a myriad of local delicacies and sake. After lunch with your guide, travel together to Hida-Furukawa, where our cycling tour will showcase the essence of local rural lifestyles, culture and nature.

Duration	Time /Date	Meeting Point	Includes
6 hrs	10:00 - 16:00 (Mar 20 – July 15 Aug 21 – Nov 30)	Entrance gate of Takayama Jinya	Trained and experienced guide (in English) Local food & sake tasting Taxi from Takayama to Hida-Furukawa Mountain Bike; Helmet Lunch at a traditional local restaurant Rain gear (Japanese size: S, M, L) –only if needed



Chura-boshi – the beautiful planet on which we live
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List of Cycling tours

Tour		Duration (hrs)	Description
MTB (mountain bike)	STANDARD	3.5	Our classic tour since 2010, focusing on taking the time to immerse in the authentic Japanese countryside called “satoyama”, encountering traditional rural lifestyles through interacting with locals and experiencing the beauty of nature.
	HALF	2.5	An alternative to our Standard tour, suitable for those who might have less time, less energy or young families.
	RIDE & HIKE	5.5	A moderately challenging combination of cycling and a short hike in the woods. Recommended for more adventurous participants . After the cycling section, the tour involves hiking through a forest which forms the backyard of a temple. Numerous stone buddahs are a feature of this trail, which is 4km in length with an altitude gain of 270m . Participants can enjoy panoramic views of the Japanese Alps from the highest point.
	FOOD AND CULTURE WALK + CYCLING	6	A morning town walk in Takayama seeks out traditional shops where you can try a myriad of local delicacies and sake. After lunch with your guide, travel together to Hida-Furukawa, where our cycling tour will showcase the essence of local rural lifestyles, culture and nature.
E-Bike	E-BIKE & HIKE	4	This tour is a combination of E-bike cycling and a short hike in the woods. The cycling section includes a challenging long slope, 4.5km in length with an altitude gain of 200m, assisted by use of an E-bike. The easy hike passes several impressive, individually named waterfalls in a 2km-long route with an altitude gain of 170m. A broad panorama of the Japanese Alps is a feature of the forest hike.
	TAILOR-MADE E-BIKE TOUR	6	This full-day bespoke tour is for adventurous cyclists keen to ride long distances with uphill sections, while enjoying the countryside scenery. Each tour is planned through direct consultation with guests on site, allowing us to craft the most suitable route. Tour distance is a maximum of 50km, with altitude gain of 700m. Countryside sights are limitless, and include rice fields, traditional houses, shrines and crystal clear streams.
	JAPAN ALPS E-BIKE DAY TOUR	2.5	A truly unique adventure, our e-bike tour rides up the magnificent Norikura Skyline road, peaking at 2,702m. With privately-owned cars prohibited, the Skyline is famed as a mecca for cyclists who love to tackle high mountains. Our tour starts from an altitude of 1,684m, winding above the tree line and rising over 1,000 metres. Especially impressive is the section just below the peak. With clouds below, the final approach feels like riding into the sky! As well as spectacular mountain views, the beauty of Alpine wildlife and nature is on show, including bears, birds and wild flowers; our expert guides will explain about all these and more.

*E-bike tours are expertly designed to maximise the benefits of E-bikes, allowing participants to ride uphill in comfort and with joy!

Cycling tour details

Tour	Time / date	Private	Group	Lunch	MTB	E-bike	Location	Includes	Qualifications
STANDARD	(Private) 8:30 - 12:00 (Mar 20 - Nov 30) (Group) 13:00-16:30 (Mar 20 - Nov 30) (Private) 14:00 - 17:30 (Mar 20 - Sept 30) ----- SUMMER TIME (Group) 08:15 - 11:45 (Jul16th –Aug.20th) (Private) 15:00 - 18:15 (Jul16th –Aug.20th)	✓	✓		✓		Hida Furukawa and surroundings		
HALF	9:00 - 11:30(Mar 20 – Nov 30) 10:15 - 12:45(Mar 20 – Nov 30) 14:00 - 16:30(Mar 20 – Nov 30) ----- SUMMER TIME 08:15 - 10:45 (Jul16 ^h –Aug.20 th) PM: 15:00 - 17:30 (Jul16 ^h –Aug.20 ^h)	✓			✓				
RIDE&HIKE	10:15 - 15:45 (May 1 – July 15 Aug 21 – Sep 30)	✓		✓	✓				
E-BIKE & HIKE	10:15 - 14:00 (May 1 – July 15 Aug 21 – Sep 30)	✓		✓		✓			
TAILOR-MADE E-BIKE TOUR	10:15 - 16:00 (May 1 – July 15 Aug 21 – Sep 30)	✓		✓		✓			- Capable of riding at least 50km in a day - Extra batteries and lunch need to be carried
JAPAN ALPS E-BIKE DAY TOUR	9:00 - 11:30 (July1 –Sep 30)	✓				✓	Japan Alps	Van support	
FOOD AND CULTURE WALK + CYCLING	10:00 - 16:00 (Mar 20 – July 15 Aug 21 – Nov 30)	✓		✓	✓		Takayama+ Hida Furukawa and surroundings	- Food&Sake tasting - Transportation(Takayama toHida Furukawa)	

*All tours are conducted by English-speaking guides. Helmets and rain gears(only if needed) are provided.



Crafts, Cuisine & Culture

Guided Discoveries of History, Culture, Crafts, Food and More

FOOD&CULTURE WALK

Private

Group

The tofu seller, sake brewery, Japanese sweets shop...and many more. Takayama remains deeply rooted in its local culture and history, with daily life still revolving around the longstanding traditional shops you will experience and sample from on this tour.

Duration	Time /Date	Meeting Point	Includes
2.5 hrs	(Private)9:00 - 11:30 (All year round) (Group)9:30-12:00 (Mar 1 – Nov 30)	Entrance gate of Takayama Jinya	Trained and experienced guide (in English) Local food & sake tasting Tea break



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CRAFT WALK

Takayama is renowned for its variety and quality of crafts, notably woodwork, pottery and textiles. Experience the full richness and diversity of Takayama's craft culture in this guided exploration of the Old Town, showcasing genuine crafts made in the traditional manner.

As each guest will have individual interests in specific crafts, the precise itinerary will be designed in consultation with guests on site.

Duration	Time /Date	Meeting Point	Includes
2.5 hrs	13:30 - 16:00 (Mar 1 – Nov 30) 10:00 – 12:30 (Dec 1– Feb 28) (tour does not run from Dec 31 – Jan 4)	Entrance gate of Takayama Jinya	Trained and experienced guide (in English) Tea break



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HIDA-FURUKAWA TOWN WALK

Set in a beautiful valley encircled by tree-lined hills, Hida-Furukawa has maintained the traditional small town feel of rural Japan. Highlights include impressive temples; sake breweries; the Setogawa canal, full of giant carp in the warmer months; and the museum devoted to Furukawa's pride and joy, its festival. But most of all, there is no better place to experience the slow-paced rhythms of traditional Japanese rural life.

Duration	Time	Meeting Point	Includes
2.5 hrs	9:30 – 12:00 13:30 - 16:00 All year round (tour does not run from Dec 31 – Jan 4)	Hida Furukawa Office	Trained and experienced guide (in English) Festival Hall admission fee Tea break



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FESTIVAL DAY INSIGHTS

Private

Takayama Matsuri and Furukawa Matsuri are the two outstanding festivals in the Hida area. On festival days, guests can experience the wonder of the festival floats, with close-up views of their artistic craftsmanship. Other highlights include the parade of the festival deity in a portable shrine, accompanied by traditionally-costumed locals; lion dances, and marionette performances. As local members, we are closely involved in supporting the Matsuri, allowing guests privileged access to a behind the scenes glimpse into the secrets of the festival, whenever possible.

Duration	Matsuri	Date / Time	Meeting Point	Includes
2.5 hrs	Furukawa Matsuri	Apr 19 & 20 10:15 – 12:45	Hida Furukawa Office	Trained and experienced guide (in English) Tea break
	Takayama Matsuri	Apr 14 & Oct 9 9:30 – 12:00 / 15:00-17:30 Apr 15 & Oct 10 9:30 – 12:00	Entrance gate of Takayama Jinya	



HIDA CUISINE COOKERY CLASS

Learn how to make typical Hida dishes using fresh local ingredients, drawing on the food culture handed down through generations. The precise dishes made will vary depending on the season, with the exception of miso soup; no Japanese meal is complete without that! After the cookery experience, guests can enjoy the fruits of their efforts. Typical menu: miso soup with seasonal vegetables, pan-fried chicken with cabbage, potatoes with egoma (perilla seeds) sauce and rice.

Duration	Time	Meeting Point Venue	Includes
2.5 hrs	Lunch 10:15 - 12:30 Dinner* 16:00 – 18:30 All year round (class does not run from Dec 31 – Jan 4)	Hida Furukawa Office / Cooking Studio at SATOYAMA STAY	Trained and experienced guide (in English) Self-cooked meal

*Dinner option is available only for resident guests.

*Vegetarian option available.



List of Crafts, Cuisine and Culture tours

Tour	Duration (hrs)	Description
FOOD&CULTURE WALK	2.5	The miso shop, sake brewery, Japanese sweets shop...and many more. Takayama remains deeply rooted in its local culture and history, with daily life still revolving around the longstanding traditional shops you will experience and sample from on this tour.
CRAFT TOUR	2.5	Takayama is renowned for its variety and quality of crafts, notably woodwork, pottery and textiles. Experience the full richness and diversity of Takayama's craft culture in this guided exploration of the Old Town, showcasing genuine crafts made in the traditional manner. As each guest will have individual interests in specific crafts, the precise itinerary will be designed in consultation with guests on site.
HIDA-FURUKAWA TOWN WALK	2.5	Set in a beautiful valley encircled by tree-lined hills, Hida-Furukawa has maintained the traditional small town feel of rural Japan. Highlights include impressive temples; sake breweries; the Setogawa canal, full of giant carp in the warmer months; and the museum devoted to Furukawa's pride and joy, its festival. But most of all, there is no better place to experience the slow-paced rhythms of traditional Japanese rural life.
FESTIVAL DAY INSIGHTS	2.5	Takayama Matsuri and Furukawa Matsuri are the two outstanding festivals in the Hida area. On festival days, guests can experience the wonder of the festival floats, with close-up views of their artistic craftsmanship. Other highlights include the parade of the festival deity in a portable shrine, accompanied by traditionally-costumed locals; lion dances, and marionette performances. As local members, we are closely involved in supporting the Matsuri, allowing guests privileged access to a behind the scenes glimpse into the secrets of the festival, whenever possible.
HIDA CUISINE COOKERY CLASS	2.5	Learn how to make typical Hida dishes using fresh local ingredients, drawing on the food culture handed down through generations. The precise dishes made will vary depending on the season, with the exception of miso soup; no Japanese meal is complete without that! After the cookery experience, guests can enjoy the fruits of their efforts. Typical menu: miso soup with seasonal vegetables, pan-fried chicken with cabbage, potatoes with egoma (perilla seeds) sauce and rice.

Craft, Cuisine and Culture tour details

Tour	Time / date	Private	Group	Location	includes	Notes
FOOD&CULTURE WALK	(Private)9:00 - 11:30(All year round) (Group)9:30-12:00 (Mar 1 – Nov 30)	✓	✓	Takayama	Food & sake tasting Tea break	
CRAFT TOUR	13:30 - 16:00 (Mar 1 – Nov 30) 10:00 – 12:30 (Dec 1– Feb 28)	✓		Takayama	Tea break	
HIDA-FURUKAWA TOWN WALK	9:30-12:00 13:30 - 16:00 All year round	✓		Hida Furukawa	Festival Hall admission fee Tea break	
FESTIVAL DAY INSIGHTS	Furukawa Matsuri: Apr 19&20 10:15 – 12:45	✓		Hida Furukawa / Takayama	Tea break	
	Takayama Matsuri Apr 14 & Oct 9 9:30 – 12:00 / 15:00-17:30 Apr 15 & Oct 10 9:30 – 12:00					
HIDA CUISINE COOKERY CLASS	Lunch 10:15 - 12:30 Dinner* 16:00 – 18:30 All year round	✓		Hida Furukawa	Self-cooked meal	*Dinner option is available only for resident guests. *Vegetarian option available.

*All tours are conducted by English-speaking guides.

*Tours and programs does not run from Dec 31 – Jan 4



Seasonal Tours

Experience close-up encounters with nature and a winter wonderland full of snow

Seasonal tours

Tour	Duration	Description
HIDA CAMPING TOUR	2 days (1 night)	Our camping tour is perfect for those who love nature and outdoor activities. The tour lasts 2 days, including dinner, breakfast with a variety of local foods from the Hida region, and all necessary camping equipment. Home to the Japanese Alps, amongst other high mountains, Hida has a range of camping sites surrounded by beautiful nature. Depending on the season, a variety of activities in nature can be enjoyed, including forest walking, river swimming and onsen bathing. Pitching their own tent also provides a fun challenge for guests! As we supply all required camping equipment, guests on this tour don't need to bring any specialised gear.
SATOYAMA SNOWSHOEING	2.5hrs	This tour combines the best of both worlds, allowing us to experience nature close up while never far from human habitation in a village setting. We visit snow-covered fields, where you can look out for animal footprints, as well as an apple orchard, showcasing both nature and the way local people live closely in harmony with it.

Tour	Time / date	Private	Location	included
HIDA CAMPING TOUR	14:00 - 11:00 (next day) (May 1 – Sep.30)	✓	Hida Furukawa and surroundings	BBQ dinner Breakfast All camping equipment
SATOYAMA SNOWSHOEING	13:00 - 15:30 (Jan 6 – Feb 23)	✓		Boots & outerwear Snowshoes and walking poles Tea break





Practical Information

How to make a reservation

Reservations for tours and rooms can be made or changed quickly and easily online 24h/7d.

*We will provide an individual ID & password at the time of your first reservation

*If there is no availability on your preferred dates/times, please send an email to reservation@satoyama-experience.com and we will try our best to accommodate you.

The screenshot shows a web interface for making reservations. On the left is a 'Main Menu' with links for 'make a reservation', 'View reservation', 'User Settings', and 'Log Out'. The main area is titled 'Availability' and features a 'Filter By Label' dropdown set to 'Hida Satoyama Cycling'. Below this are navigation buttons for '<', '>', 'Today', and a 'week' view selector. A legend indicates four status categories: Not Available (grey), Fully Booked (pink), Available (light blue), and Reserved (green). A calendar grid displays dates from 2020-04-06 to 2020-04-12. The first column shows a '[Group Tour] Morning Standard' option. Subsequent columns show availability for different dates, with some marked as 'x' (fully booked) or 'o' (available) with a price of '8,100Yen'.

Online booking : <https://bit.ly/2syZ0rO>

Reservation desk

Please feel free to ask any questions or make any arrangements by emailing us at:
reservation@satoyama-experience.com
Opening Hours: 9:00 – 17:00 (closed on weekends and holidays).

Additional arrangements

We will be delighted to assist with any arrangements in this area, such as taxis, buses and meals.
Please send a note when you make a booking online.

Tours by season - 2025

Category	Tour/Program	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Cycling	STANDARD												
	HALF												
	RIDE&HIKE												
	E-BIKE&HIKE												
	TAILORMADE E-BIKE												
	JAPAN ALPS E-BIKE												
	FOOD WALK + CYCLING												
Crafts,Cuisine & Culture	All tours	no group tours (Food walk)											
Seasonal	HIDA CAMPING TOUR												
	SNOWSHOEING												

*Tours and programs does not run from Dec 31 – Jan 4

For families with children

Please check the guidelines below regarding which tours we consider are appropriate for children of various ages

Category	Tour	2 – 5 years old	6 – 9 years old	10 years old or above
Cycling	STANDARD	×	✓ (135cm+)	✓
	HALF	✓ (125cm+ / 135cm+ if joining the group tour / Child seat* if the child cannot ride a bike)	✓ (125cm+ / 135cm+ if joining group tour)	✓
	RIDE & HIKE** **	×	×	13 years or above (RIDE & HIKE:145cm+)
	E-BIKE & HIKE JAPAN ALPS E-BIKE DAY TOUR TAILORMADE E-BIKE TOURS	×	×	13 years or above (150cm+)
	FOOD WALK + CYCLING	✓ (125cm+ / Child seat* if the child cannot ride a bike)	✓ (125cm+)	✓
Crafts, Cuisine & Culture	FOOD WALK CRAFT WALK FURUKAWA TOWN WALK FESTIVAL INSIGHTS HIDA CUISINE COOKERY CLASS**	✓ (No charge / Nothing served)	✓	✓
Seasonal	HIDA CAMPING TOUR	✓ (“No charge/Nothing served” can be arranged on request)	✓	✓
	SATOYAMA SNOWSHOEING	×	✓ (own waterproof boots)	✓ (own waterproof boots OR 24cm+ in shoe size)

Notes:

*Child seat: Children must be under 110 cm in height and 20 kg in weight. It is a requirement for parents to be used to riding a bicycle when a using child seat as the rear part of the bicycle will be heavy and unstable.

**Cookery Class: Only for parents who can easily control their children during the class since kitchen knives and fire stoves are used.

Where do the tours start?

We have various tour operation points and meeting points, which differ depending on the tour.

Please check the meeting point on the corresponding tour page as well as our confirmation sheet and share these details with your clients.

Tour	FOOD AND CULTURE WALK CRAFT WALK FESTIVAL INSIGHTS (TAKAYAMA)	ALL CYCLING TOURS HIDA FURUKAWA TOWN WALK FESTIVAL INSIGHTS(FURUKAWA) COOKERY CLASS HIDA CAMPING TOUR SATOYAMA SNOWSHOEING Resident only programs	JAPAN ALPS E-BIKE DAY TOUR
Start at	Takayama Jinja 	Hida Furukawa Office (SATOYAMA STAY NINO-MACHI) 	Honoki Bus Terminal 
Access	10 mins from Takayama Station on foot	20 mins from Takayama by JR train and 8 mins walk from Hida Furukawa Station	45 mins from Takayama by bus
The nearest station	JR Takayama Station	JR Hida-Furukawa station	JR Takayama Station

Notes for tours

Please read these terms and conditions carefully and explain them to your clients before booking.

Insurance	Please be sure to purchase appropriate travel insurance in advance.
In Case of Bad Weather/Conditions	SATOYAMA EXPERIENCE tours are all-weather events. Please note, however, that some tours may not take place due to extreme weather or bad conditions. In such cases, we will contact customers and suggest an alternative, such as the Town Walk tour. When we decide to cancel a tour in advance due to adverse weather conditions, tour fees will be refunded. However, if we decide that conditions are satisfactory for a tour to proceed, no refund will be provided on cancellation by the customer.
Cycling tours	• Tour participants must be able to ride a mountain bike. We recommend that guests without recent experience of riding a mountain bike familiarize themselves through training rides before their trip. Children under 12 years old should have sufficient recent experience of riding a bike without training wheels. If we believe that a tour participant is a risk to themselves and others through inability to safely ride and control a bike, we may decide that participation in the tour is not appropriate. • For safety reasons, we have a weight limit of 120kg per participant, as this is the maximum capacity the bike can safely support. If you are close to the 120 kg weight limit, please make sure you have prior experience with riding a bicycle. • Tour participants must wear clothing suitable both for cycling and the weather • Please arrive at least 10 minutes before the scheduled tour start time. All tours depart on time and we cannot wait for latecomers. • In Japan, it is not recommended for pregnant women to ride a bike. • For guests over the age of 70, we recommend booking a private tour. • Parents utilizing a child seat should be experienced cyclists and ideally have prior experience of riding with a child seat. 
E-Bikes	In the interests of safety, we don't recommend the use of e-bikes for regular tours; this is due to their heavy weight and the risk of travelling at excessive speed on flat roads. Only participants with relevant physical issues, such as knee or back pain, will be permitted to ride e-bikes on regular tours.
Group Tours	On group tours, we cannot accommodate participants who need to finish early due to their own schedule. We request that such participants inform us in advance, and book a private tour instead of a group tour.

Cancellation Policy

Cancellation fees apply as follows:

TOURS

4-7 days notice:	30% of total charge
24 to 72 hours prior to the tour time:	50% of total charge
Within 24 hours of the tour time / No Show:	100% of total charge

<For guests who booked a private tour>

If there is any change in the number of participants within seven days prior to the tour, the tour fee will be adjusted according to the number of participants.

SATOYAMA STAY

14 – 8 days before stay:	30% of total charge
7 – 4 days before stay:	50% of total charge
Within 72 hours of the check in time(15:00) /No Show:	100% of total charge



We are looking forward to hearing from you!

satoyama-experience.com

reservation@satoyama-experience.com

11-32 Ninomachi, Furukawa-cho, Hida City, Gifu Japan, 509-4235

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