

SALES PACK 2026

Discover
the real Japanese
countryside

SATOYAMA EXPERIENCE
Jan – Dec 2026



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What's New?



What's new?

Our new tours!

✓ **Woodworking Discovery & Cycling Tour** p.41

This unique full-day tour is perfect for people interested in woodwork to immerse themselves in the rich woodworking traditions of the Hida region.

✓ **Afternoon Food & Culture Walking Tour** p.46

Food & Culture walking tours are now available in the afternoon during summer (Jul 1 – Aug 20).

Updated!

✓ **Online booking for guest-only activities is now available.**

✓ **Exciting new options for dinner reservations!**



About us

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.

- **1200+** TripAdvisor "Excellent" Reviews
- **99%** Positive Feedback



✓ 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



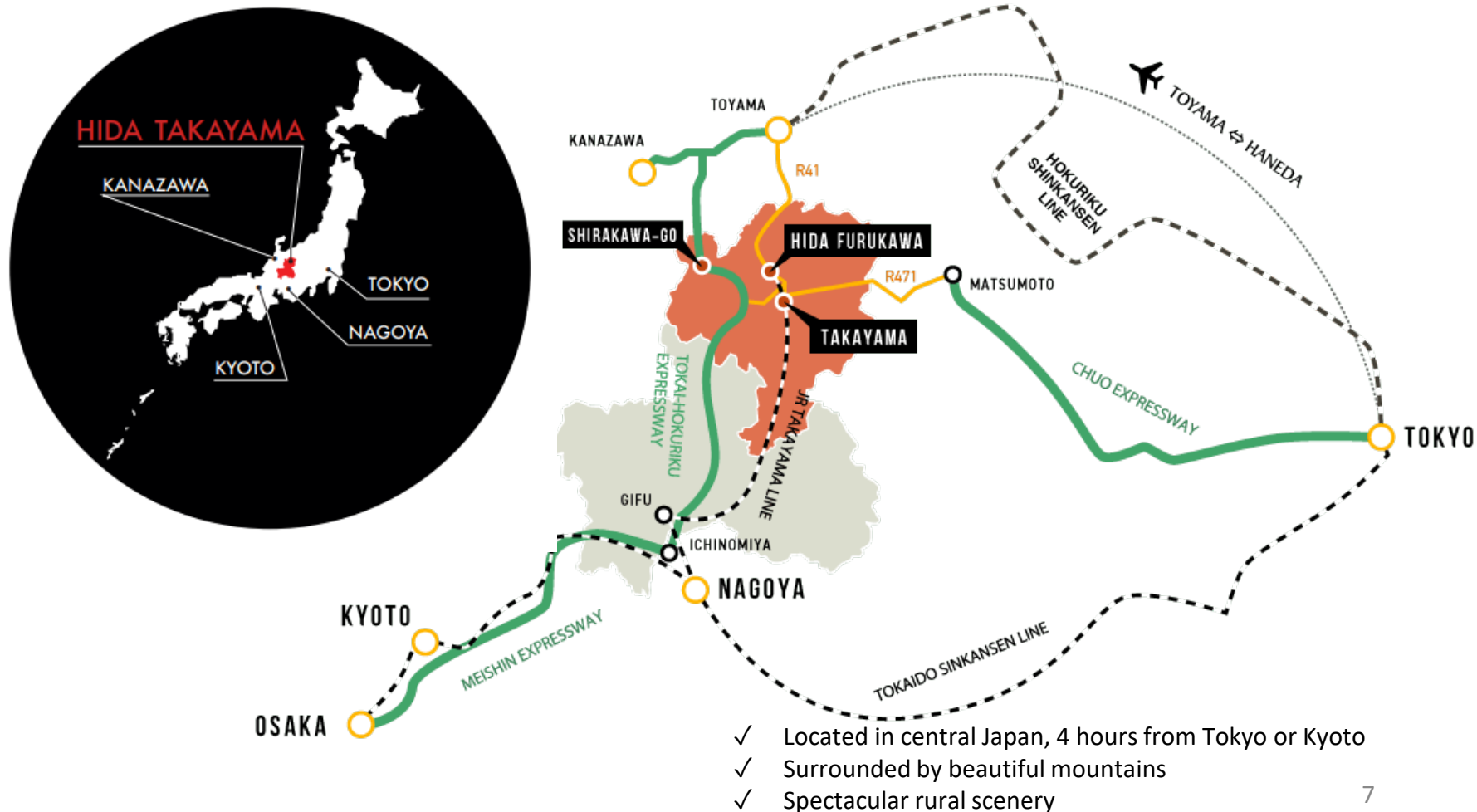
✓ Sustainability

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.





SATOYAMA STAY

A gateway to the real local culture of the Japanese countryside

Why Stay With Us

Stay local, Do local, Feel local!

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.



✓ **Priority booking for tours**

Guests staying at our accommodation receive priority booking for our tours. Even when tours are fully booked, we may be able to adjust to accommodate our hotel guests through this priority service ensuring an unforgettable experience for your clients

✓ **Flexible Arrangement**

We offer flexible arrangements for our stay guests participating in tours, adjusting the schedule according to weather conditions and plans wherever possible. We're able to maximize your guest's value without your involvement since our staff can directly communicate with your guest.

✓ **Concierge service**

Friendly staff, fluent in English and familiar with the local area and guest needs, will be on hand to assist your guests, helping them to spend an unforgettable time in the Japanese countryside.

✓ **Guest-only activities**

Dinner options such as home visits and izakaya hopping, as well as morning and evening programs that are exclusively available to overnight guests, are provided. Bike rentals are also only available for stay guest.

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.



SATOYAMA STAY

-Dinner options

SATOYAMA STAY Dinner Options

So that our guests can immerse themselves fully in the delights of our town, dinner is not provided at the accommodation. Instead, we have four options available for our guests to choose from:

- Restaurant reservation
- Home visit
- Cookery class
- Izakaya tour

Restaurant arrangement (p.13)



- Pre-booking dinner for your clients, choosing from a restaurant or a ryokan in town.
- Our knowledgeable staff will be on hand to suggest a range of fantastic dining options nearby.

Home visit (p.16)



- Visit a nearby family, trying out the local food and drink with genuine Hida residents.

Cookery Class (p.16)



- Learn how to make typical Hida dishes using fresh local ingredients, drawing on the food culture handed down through generations.

Izakaya tour (p.15)



- Visit two *izakaya* (Japanese bars), trying out the local food and drink, accompanied by explanations from your guide.

Restaurant pre-arrangement options

Two restaurant options are available for pre-booking, ensuring a special dinner experience in Hida Furukawa.



SHINANOYA (Western-style)

An izakaya bar that offers European dishes with selected wines, as well as dishes inspired by traditional Hida cuisine.

*Confirmation will be provided 1 month before the reservation date.

- Standard course menu with 7 dishes
- Course menu with diced Hida beef steak
- Course with sirloin Hida beef steak



YATSUSAN-KAN (Japanese)

Yatsusan-kan is a historical ryokan serving *kaiseki* cuisine, which offers a high-quality Japanese full-course gourmet experience.

- Kaiseki (full-course meal)
- Hida beef steak kaiseki
- Hida *torafugu* (tiger pufferfish) kaiseki

*Confirmation can be provided up to 6 months before the reservation date.
Children aged 6 and over are welcome.



SATOYAMA STAY

- Guest Only Program

Special tours for Stay guests...

Guest-only Activities #1

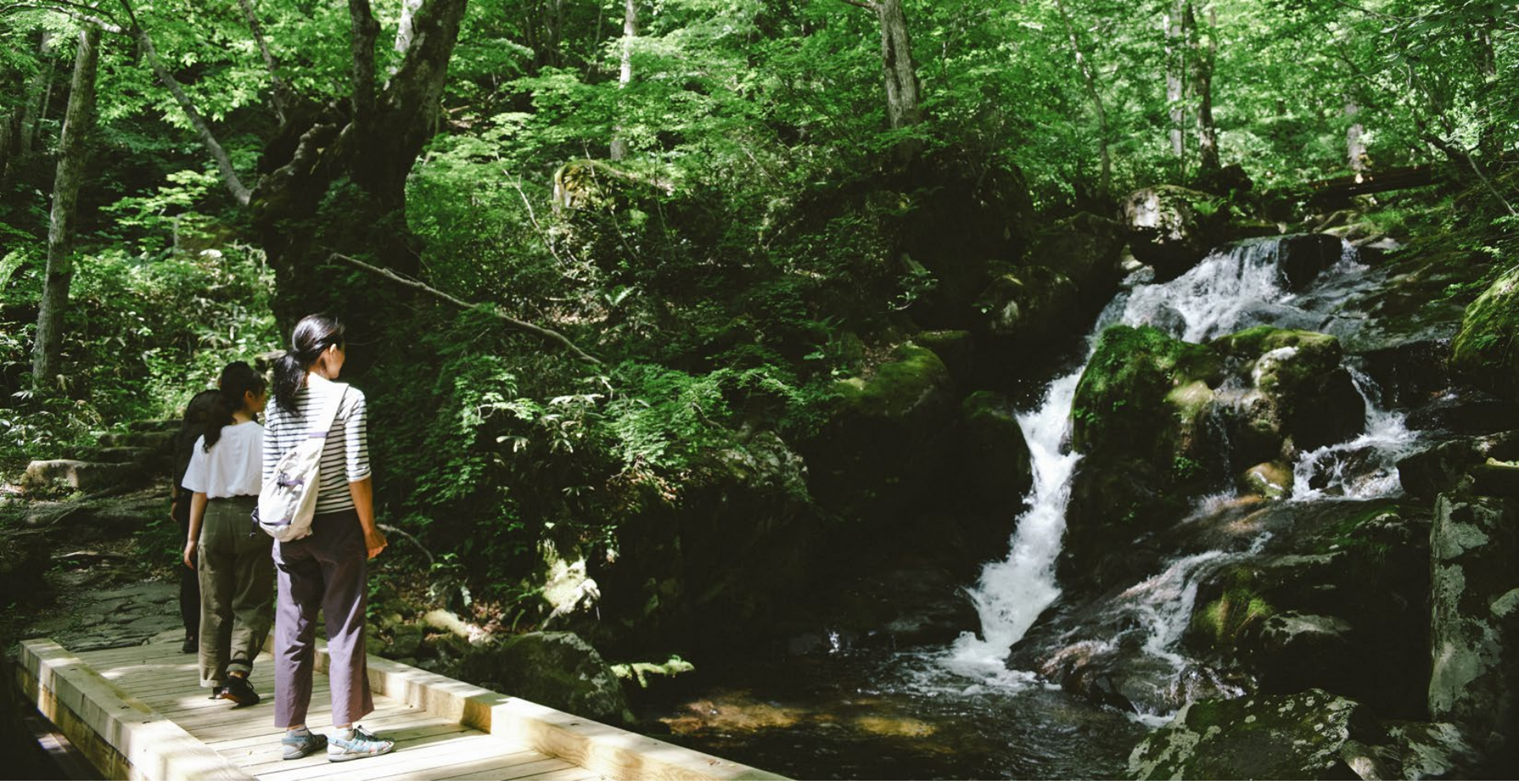
We offer activities exclusively for the enjoyment of our resident guests.

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

Activities	Time	Private /Group	ES G	Duration	Season	Dietary Request	Description
Izakaya Tour	18:00	P Max: 4 persons or 1 family	✓	2.5h	All year round (Tue/Thu/Sun) except 4/17 - 4/22, 8/13 - 8/16, 12/25 - 1/6	No vegan or gluten-free options	Visit two izakaya (Japanese bars), trying out the local food and drink, accompanied by explanations from your guide. *Most izakaya offer traditional seating on tatami, so may not be suitable for those who require chairs.
Mt. Anbo Hiking	8:00	P	✓	4h	May 1 – Jun 30, Aug 21 – Oct.31.	NA	A short morning hike of 4.3km with 500m of elevation gain, taking around 4 hours including breaks. Mt. Anbo is famed as a peak where a beautiful ‘sea of clouds’ often forms below the summit. *In the event of an alert for high temperatures, the program may be subject to change.
Bird watching	8:00	P Max: 4 persons	✓	2h	Mar 1 - Jun 30, Aug 21 – Dec 30	NA	Enjoy morning bird watching amidst Hida’s beautiful scenery. This tour involves an easy 2km walk on average. The birds you can observe vary depending on the season, but include kites, kingfishers, bulbuls, and various water birds, such as herons and egrets. *Please note that in the event of rain or heavy snow, the tour will not run.
Ride&Hike	10:15 – 15:45	P	✓	5.5h	May 1 – June 30, Aug 21 – Sep 30	All OK	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. A packed lunch is provided.
Furukawa Festival Backstage Tour	19:00	G	✓	1.5h	Apr 10 - 18	NA	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.

Guest-only Activities #2

Activities	Start Time / Season	Private or Group	ES G	Durat ion	Season	Dietary Request	Description
Cookery Class	10:45 - 13:15	P	✓	2.5h	All year round	All Ok	This special lunch cooking class is exclusively for residents. Guests will be instructed in how to prepare local dishes from our region. *Dinner cooking class is also available upon request.
Light snack preparation	10:00 - 11:30	P	-	1.5h	All year round	All OK	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).
Home Visit	c.18:00 (Depend ing on hosts)	P Max: 4 persons or 1 family	-	2h	All year around except 4/17 - 4/22, 8/13 - 8/16, 12/25 - 1/6	No vegan or gluten-free options	Visit a typical local house, enjoying dinner and spending time with the hosts. *Most houses offer traditional seating on tatami, so may not be suitable for those who require chairs. *Confirmation will be provided 1 month before the reservation date. *There may be additional cost for transportation.
Farm visit	10:00 - 13:00	P	-	3h	Jul – early Oct	No gluten-free option	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.
Kimono experience	On Request	P	-	-	All year round	NA	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.



SATOYAMA STAY

- Package
- Travel arrangements

The most popular SATOYAMA EXPERIENCE package 3D/2N

Day 1

Travel to Hida Furukawa

Leave your hotel (Tokyo/Kyoto/Hakone...) and travel to Hida Furukawa by JR train or bus. Have a relaxing stay at our accommodation. Staff will recommend a restaurant in town for dinner (Stay: SATOYAMA STAY, Meal: N/A)

Day 2

Guided Local Experience around Takayama

Pick one of our most popular experiences, either Hida Satoyama Cycling or Food & Culture walk. You can then explore Takayama and Hida Furukawa at your leisure afterwards. Choose a dinner option from our guest-only activities (Izakaya hopping, cooking class...etc) (Stay: SATOYAMA STAY, Meal: B/D)

Day3

Travel to Your Next Destination

Leave SATOYAMA STAY for your next destination (Kanazawa, Kyoto, Tokyo...) by JR Train after breakfast. Before leaving, we suggest a self-guided tour of Hida Furukawa. Shirakawa-go is on the way to Kanazawa, and a fascinating place to stop by. (Stay: N/A, Meal: B)



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

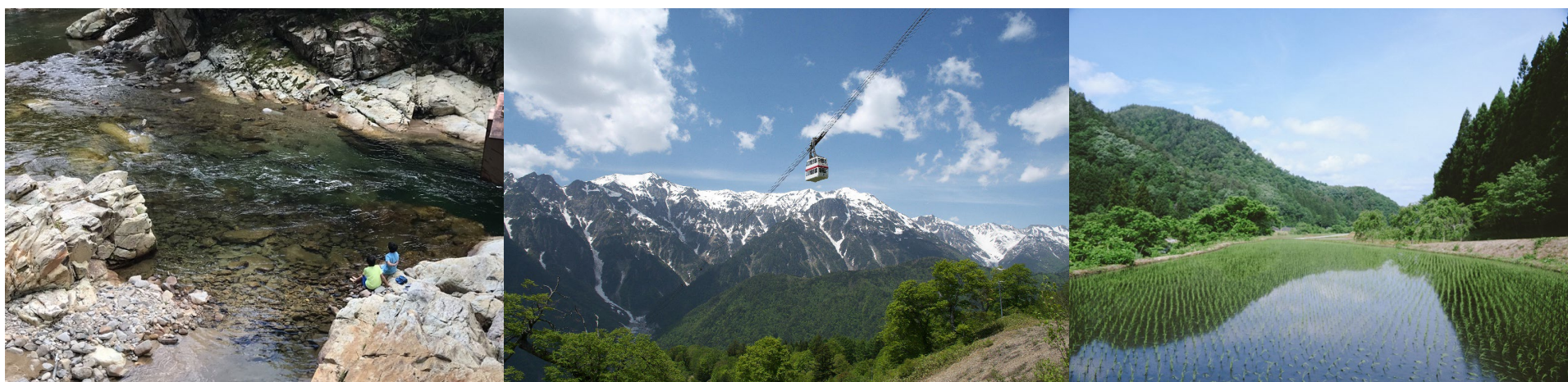
Authentic hot spring ryokan experience

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.





SATOYAMA STAY -Rooms

Location

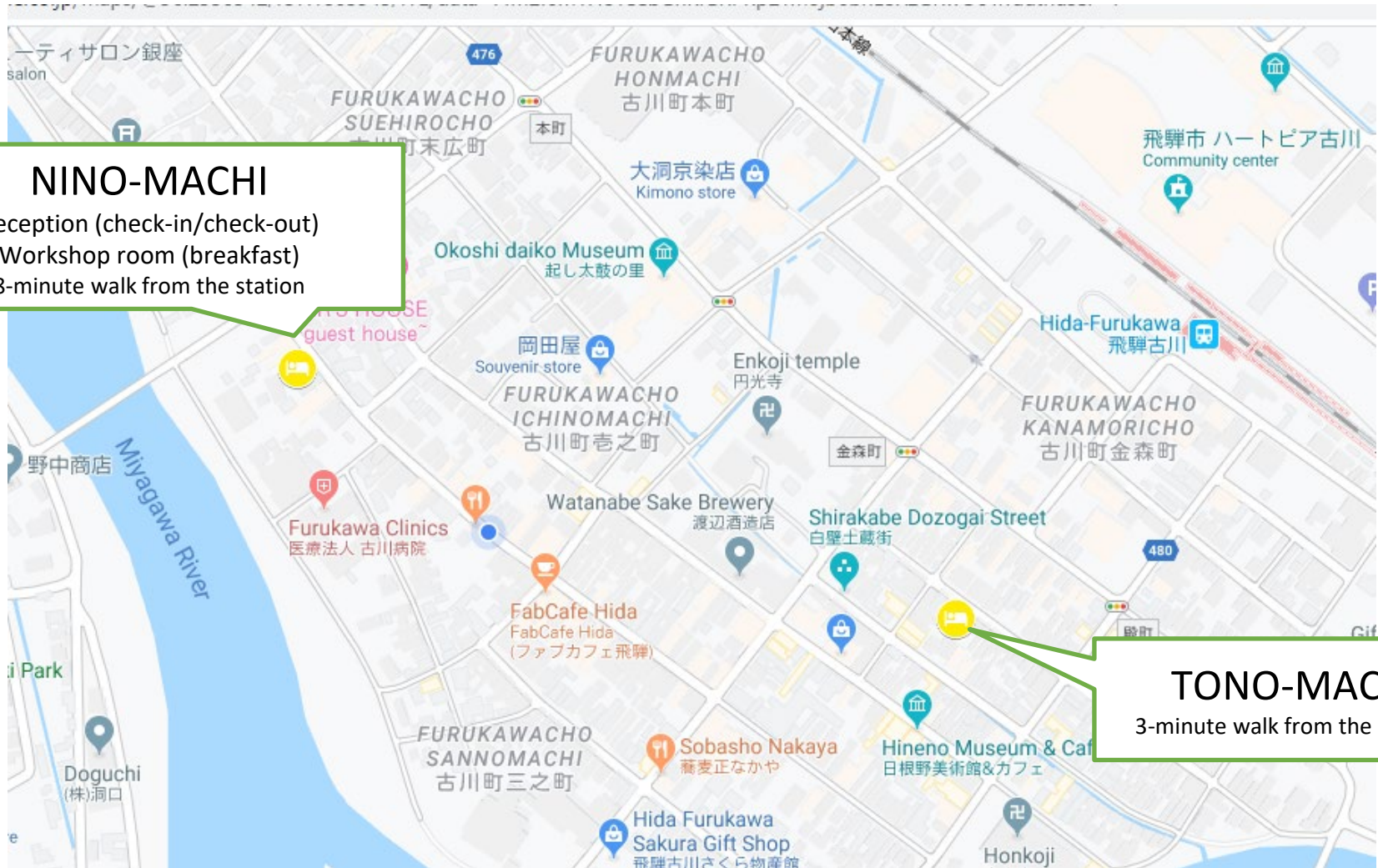
We have two places to stay, both centrally located in the old town area of Hida Furukawa.

NINO-MACHI

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

TONO-MACHI

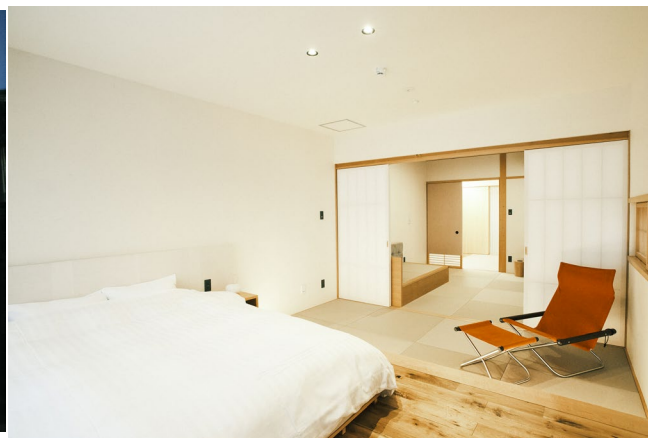
3-minute walk from the station



SATOYAMA STAY NINO-MACHI

- With RECEPTION service for all stays and tours

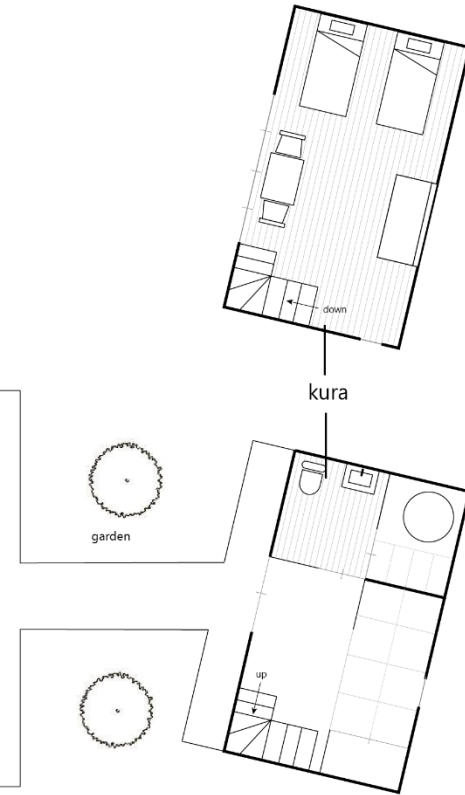
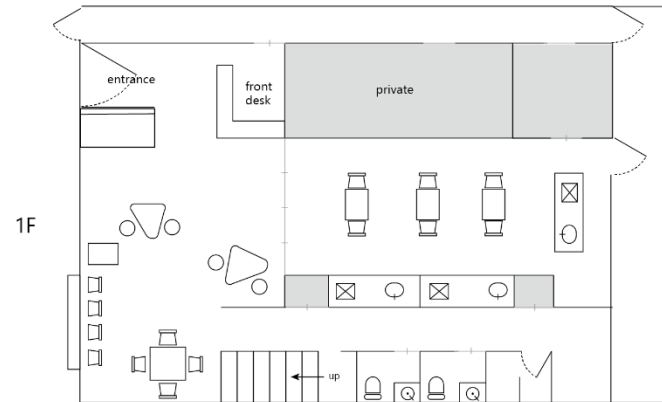
- ✓ Newly built in traditional style using local timber by the highly skilled carpenters of Hida
- ✓ 3 rooms in the main building, plus cosy cottage, created through renovation of a 100-year-old storehouse
- ✓ Breakfast venue/Workshop room/Cooking studio
- ✓ Artisan furniture by local craftsmen
- ✓ Prime 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

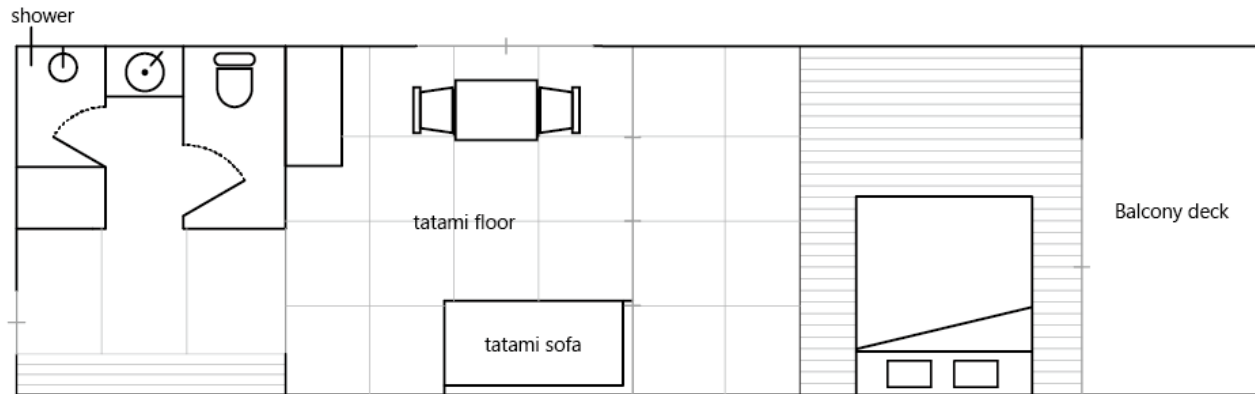
Room	Size (m ²)	Facilities	Capacity (min / max)
201	40	queen bed (160cm x 205cm), Tatami Sofa, long relaxation chair, en-suite shower room	2 / 4
202	40	queen bed (160cm x 205cm), Tatami Sofa, long relaxation chair, en-suite shower room	2 / 4
203	27	two single beds (105cm x 205cm), en-suite shower room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

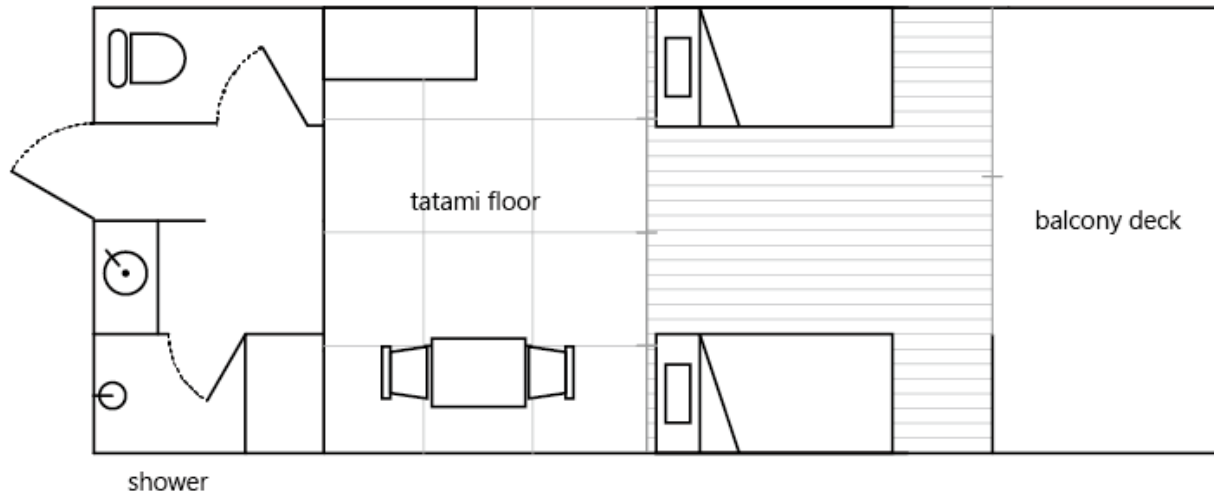
Rooms with south-facing terrace looking out on the small garden and Kura (storehouse). In order to accentuate the impressive beams in the living room, we designed it without a ceiling.



SATOYAMA STAY NINO-MACHI

Rooms #203

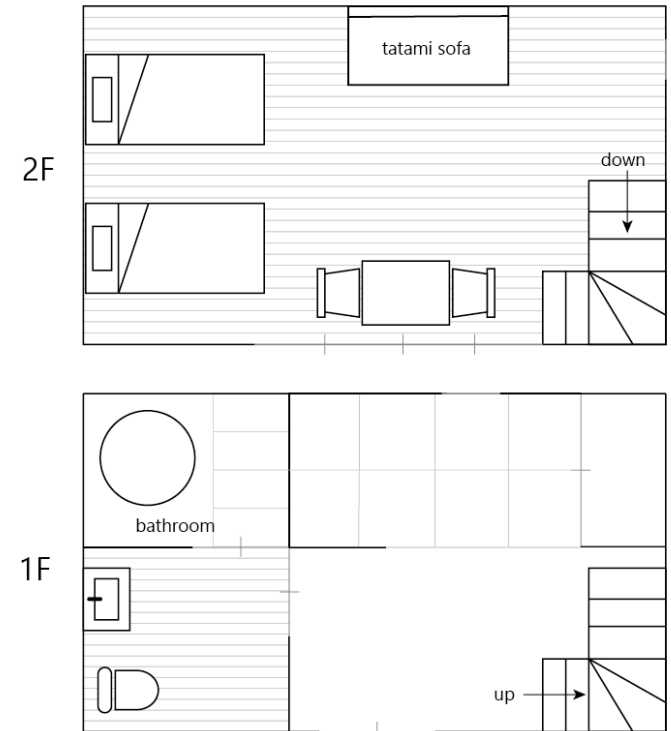
Rooms with south-facing terrace looking out on the small garden and Kura (storehouse).
The cosiest room in SATOYAMA STAY, a skylight in the ceiling lets gentle sunlight in.



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.



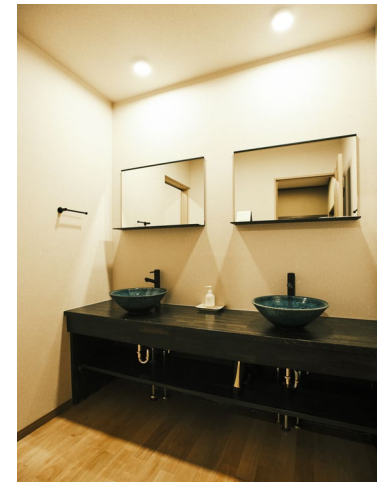
SATOYAMA STAY TONO-MACHI

- Annex for guests only



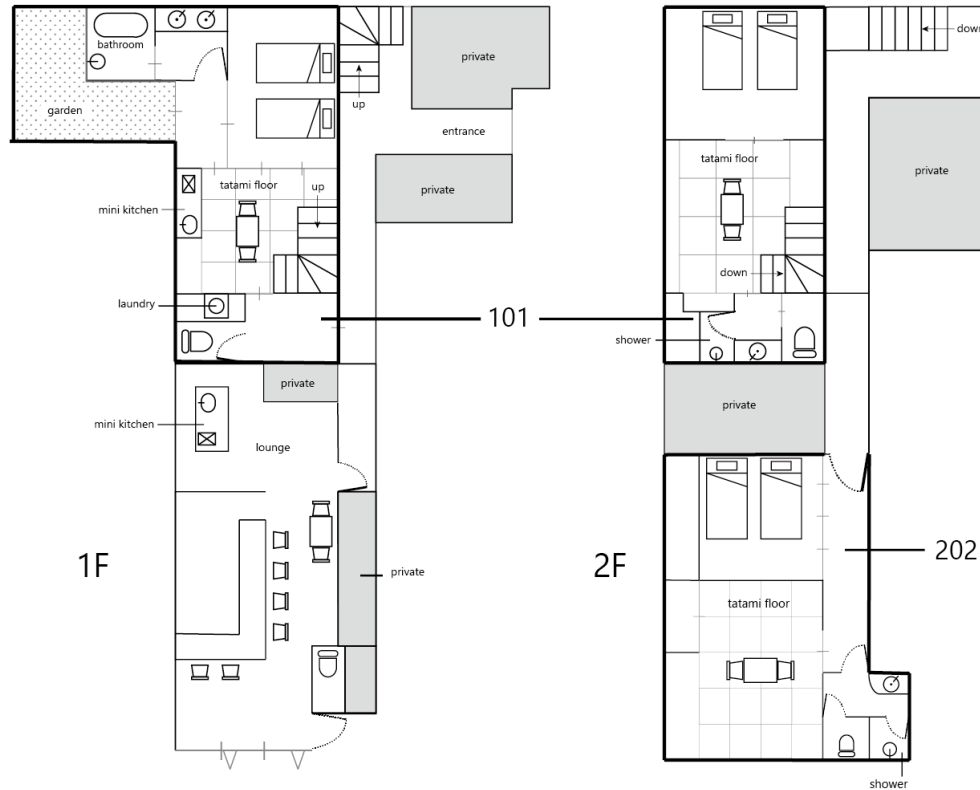
- ✓ Renovated traditional building
- ✓ Only 3 minutes from the station
- ✓ Artisan furniture by local craftsmen
- ✓ Access to a lounge, equipped with mini-kitchen, for guest use.

* 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



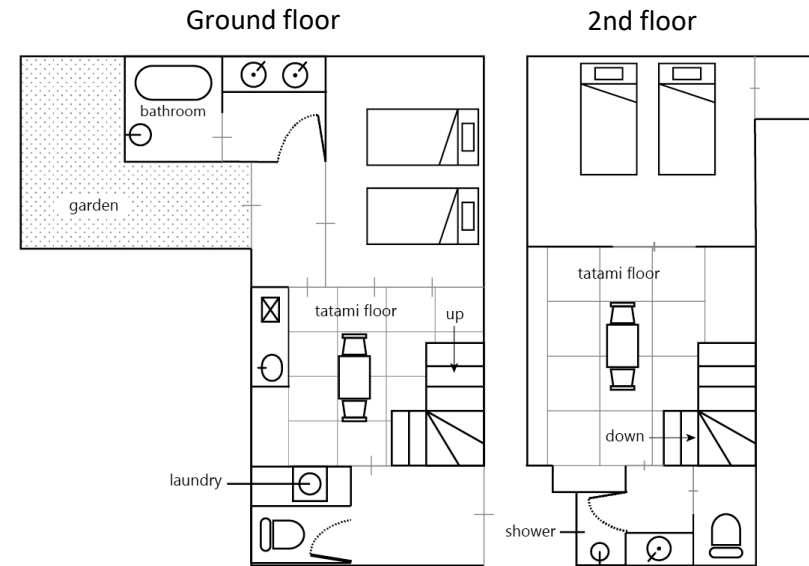
Room	Size (m ²)	Facilities	Capacity (min / max)
		All rooms equipped with WiFi, air conditioning , toilet, low table and low chairs, mini-fridge and safe deposit box	
101	80	Four semi-double beds (120cm x 195cm), en-suite bath room, mini-kitchen, washing machine, small garden	2 / 5
202	41	Two semi-double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

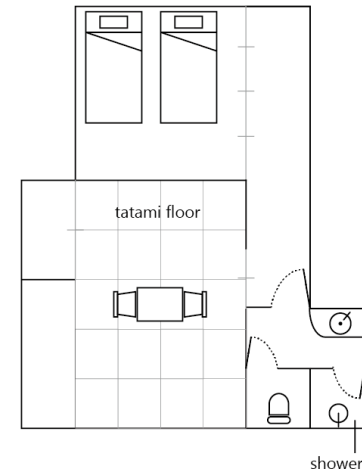


SATOYAMA STAY TONO-MACHI

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 1 – 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: 8:30 - 11:00 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 1–Aug 20) PM: 15:00 - 17:30 (Jul 1–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



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.

Duration	Time/ Date	Meeting Point	Includes
4 hrs	8:30-12:30 (May 1 – June 30 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 – Jun 30 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 (July 1 –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

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

***Please contact us before booking, as road conditions may prevent tour operation**



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 – Jun 30, 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



Full Day Tour

WOODWORKING DISCOVERY + CYCLING

We start with a guided walk through Hida Takayama, discovering intricate wooden crafts like yew carving and lacquerware, and features of historic buildings over 150 years old. In the afternoon, we cycle through scenic *satoyama* countryside, exploring woodworking's deep connection to nature and local culture. We end the tour with a visit to Hida-Furukawa's carpentry museum for a deeper dive into the architectural traditions of our region.

Duration	Time /Date	Meeting Point	Includes
6hrs	10:00 - 16:00 (Mar 20 – June 30, Aug 21 – Nov 30)	Entrance gate of Takayama Jinya	Trained and experienced guide (in English) Entrance fee to Furukawa Carpentry Museum 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



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.
	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.
	WOODWORKING DISCOVERY + CYCLING	6	A tour focused on woodworking history in the Hida area. We start with a guided walk through Hida Takayama, discovering intricate wooden crafts and features of historic buildings over 150 years old. In the afternoon, we cycle through the scenic <i>satoyama</i> countryside, exploring woodworking’s deep connection to nature and local culture. We end the tour with a visit to Takumikan, a carpentry museum, for a deeper dive into Hida’s architectural traditions..
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	Location	Includes	Qualifications
MTB	STANDARD	(Private) 08:30 - 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 (Jul 1 – Aug 20) (Private) 15:00 - 18:15 (Jul 1 – Aug 20)	✓	✓		Hida Furukawa and surroundings		
	HALF	09:00 - 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 (Jul 1 – Aug 20) PM: 15:00 - 17:30 (Jul 1 – Aug 20)	✓					
	FOOD AND CULTURE WALK + CYCLING	10:00 - 16:00 (Mar 20 – Jun 30 Aug 21 – Nov 30)	✓		✓	Takayama+ Hida Furukawa and surroundings	<ul style="list-style-type: none"> Food & Sake tasting Transportation(Takayama to Hida Furukawa) 	
	WOODWORKING DISCOVERY + CYCLING	10:00 - 16:00 (Mar 20 – Jun 30 Aug 21 – Nov 30)	✓		✓		<ul style="list-style-type: none"> Kusakabe House Carpentry museum 	
E-bike	E-BIKE & HIKE	08:30 - 12:30 (May 1 – Jun 30 Aug 21 – Sep 30)	✓					
	TAILOR-MADE E-BIKE TOUR	10:15 - 16:00 (May 1 – Jun 30 Aug 21 – Sep 30)	✓		✓			<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Van support 	

*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

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	8:30 – 11:00 13:30 - 16:00 All year round <small>*tour does not run from Feb 24-28, Dec 29 – Jan 4</small>	Hida Furukawa Office	Trained and experienced guide (in English) Festival Hall admission fee Tea break



FOOD&CULTURE WALK

Group

Private

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) 14:30 – 17:00 (Jul 1-Aug 20) (Group) 9:30 - 12:00 (Mar 1-Nov 30) *tour does not run from from Feb 24 - 28, Dec 31 – Jan 4	Entrance gate of Takayama Jinya	Trained and experienced guide (in English) Local food & sake tasting Tea break



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 on Wednesdays, or between Feb 24-28 and Dec 31 – Jan 4	Entrance gate of Takayama Jinya	Trained and experienced guide (in English) Tea break



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: 12:45 – 15:15 Apr20: 8:15 – 10:45	Hida Furukawa Station	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	



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.

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) 14:30 – 17:00 (Jul 1 – Aug 20) (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	8:30-11:00 13:30 - 16:00 All year round	✓		Hida Furukawa	Festival Hall admission fee Tea break	
FESTIVAL DAY INSIGHTS	Furukawa Matsuri: Apr 19: 12:45 – 15:15 Apr20: 8:15 – 10:45	✓		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					

*All tours are conducted by English-speaking guides.

*Tours and programs do not run from Feb.24-28 , 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 22)	✓		Boots & outerwear Snowshoes and walking poles Tea break





Practical Information

OUR OFFICE

We are centrally located in **Hida Furukawa**, a peaceful, atmospheric small town, 20 minutes from Takayama.

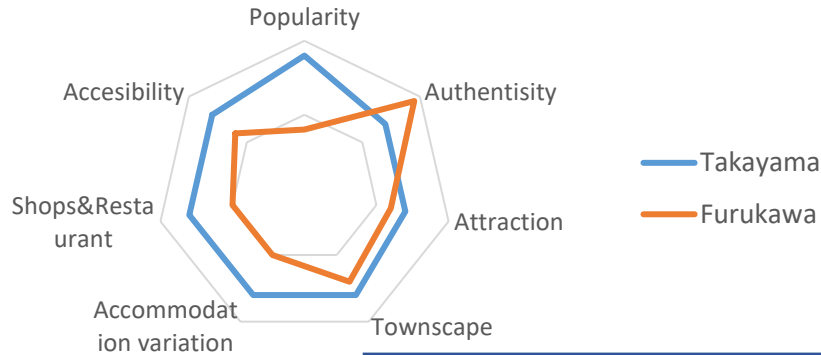
Reception here is the check-in point for all guests, whether they come to stay with us or for tours. Guests have the full range of SATOYAMA EXPERIENCE services at their fingertips. We are delighted to arrange a variety of activities, from cycling and walking tours to Shirakawa-go day trips.



 *only 20mins away from
Takayama
&
Easy access
from JR station*



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 travelers.

	Hida Takayama A popular destination and transportation hub	Hida Furukawa A peaceful, atmospheric small town
Recommended for tourists who...	<ul style="list-style-type: none"> • prefers to stay major destination • seeks in variety of restaurants and shops • values convenience (Limited, shorter length of stay) 	<ul style="list-style-type: none"> • prefer to get off the beaten track • is keen to get a taste of local life • travels by rent-a-car
Popularity	<ul style="list-style-type: none"> • A popular destination, though some people may find it too ‘touristy’ these days 	<ul style="list-style-type: none"> • Less developed, with fewer tourists
Attractions	<ul style="list-style-type: none"> • A wide variety of museums and historical sites 	<ul style="list-style-type: none"> • Two museums, dedicated to the local festival and to carpentry
Townscape / Landscape	<ul style="list-style-type: none"> • Beautifully preserved traditional townscape with some houses dating back 200 years 	<ul style="list-style-type: none"> • Well-preserved, charming local townscape, combined with traditional rural landscape, including farms and rice fields
Accommodation	<ul style="list-style-type: none"> • A wide range of accommodation from backpackers to western-style hotels with over 5,000 rooms 	<ul style="list-style-type: none"> • 1 cozy ryokan, 1 biz. Hotel & guesthouses • <u>SATOYAMA STAY, designed for adventurous overseas visitors</u>
Shops & Restaurants	<ul style="list-style-type: none"> • A wide range of shops and restaurants catering for both tourists and locals, some locally owned and some not 	<ul style="list-style-type: none"> • A more limited range of shops and restaurants, mostly catering for locals, so perhaps offering a more authentic shopping and dining experience
Access	<ul style="list-style-type: none"> • Convenient, a transport hub for trains and buses to all directions 	<ul style="list-style-type: none"> • Just 15 mins away from Takayama by train or taxi

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 options: '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 'week', along with a 'Display Style' button. A legend indicates four status categories: 'Not Available' (grey), 'Fully Booked' (pink), 'Available' (light blue), and 'Reserved' (green). The availability calendar shows dates from 2020-04-06 to 2020-04-12. The first column, '[Group Tour] Morning Standard', is grey. The subsequent columns show 'Available' status with a price of 8,100Yen (8PAX) for most days, except for 2020-04-07 which is 'Fully Booked' (x 8,100Yen).

	2020 04-06(Mon)	2020 04-07(Tue)	2020 04-08(Wed)	2020 04-09(Thu)	2020 04-10(Fri)	2020 04-11(Sat)	2020 04-12(Sun)
[Group Tour] Morning Standard	○ (8PAX) 8,100Yen	x 8,100Yen	○ (8PAX) 8,100Yen	○ (8PAX) 8,100Yen	○ (8PAX) 8,100Yen	○ (8PAX) 8,100Yen	○ (8PAX) 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 - 2026

Category	Tour/Program	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Cycling	STANDARD												
	HALF												
	WOODWORK + CYCLING												
	FOOD WALK + CYCLING												
	E-BIKE&HIKE												
	TAILORMADE E-BIKE												
	JAPAN ALPS E-BIKE												
Crafts,Cuisine & Culture	All tours	no group tours											
Seasonal	HIDA CAMPING TOUR												
	SNOWSHOEING												
Guest Only	Izakaya												
	Mt.Anbo Hiking												
	Bird Watching												
	RIDE&HIKE												
	Cookery Class												
	Light Snack Preparation												
	Home Visit												
	Farm Visit												
	Kimono Experience												

*Tours and programs does not run from Feb 24-28, 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)	✓
	E-BIKE & HIKE JAPAN ALPS E-BIKE DAY TOUR TAILORMADE E-BIKE TOURS	×	×	13 years or above (150cm+)
	FOOD WALK + CYCLING WOODWORKING DISCOVERY + 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, assuming any food provided is shared with the adults in the party)	✓	✓
Seasonal	HIDA CAMPING TOUR	✓ (No charge / Food is shared with adults, and a mattress and sleeping bag can be provided 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.

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
Guest Only Program	Izakaya	✓ (No charge/Share)	✓	✓
	Anbo	×	×	✓
	Bird Watching	✓	✓	✓
	Ride & Hike	×	×	✓ 13 years or above (RIDE & HIKE:145cm+)
	Furukawa Festival Backstage	✓	✓	✓
	Cookery class	✓ (No charge/Share)	✓	✓
	Light snack	✓ (No charge/Share)	✓	✓
	Home visit	✓ (No charge/Share)	✓	✓
	Farm visit	✓ (No charge/Share)	✓	✓
	Kimono experience	✓	✓	✓

Notes:

*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 COOKERY CLASS HIDA CAMPING TOUR SATOYAMA SNOWSHOEING Guest only programs	FESTIVAL INSIGHTS(FURUKAWA)
Start at	<p>Takayama Jinya</p> 	<p>Hida Furukawa Office (SATOYAMA STAY NINO-MACHI)</p> 	<p>Hida Furukawa Station</p> 
Access	10 mins from Takayama Station on foot	20 mins from Takayama by JR train and 8 mins walk from Hida Furukawa Station	20 mins from Takayama by JR train
The nearest station	JR Takayama Station	JR Hida-Furukawa station	-

Notes for tours (Cycling)

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

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.
- 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.
- 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 of riding a bicycle.
- For the safety of our guests, we have a summertime period to prevent heat stroke. During this time, cycling tours run in the morning and evening. If the temperature is still too high, we may change part of the tour to indoor activities like museum visits.
- If there is an alert for high temperatures outside the official summertime period, there may also be a change in the program.



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.

Notes for tours (General)

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	<p>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.</p> <p>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.</p>
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	<p>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</p> <p><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.</p>
SATOYAMA STAY	<p>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</p>
Travel Arrangements / Custom tours	<p>31 days prior to the first day of travel: 10% of total charge 30 - 8 days prior to the first day of travel: 20 % of total charge 7 - 2 days prior to the first day of travel: 50 % of total charge 7 - 2 days prior to the first day of travel/No Show: 100% of total charge</p>



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
+81-577-73-5715

Travel Agency License No: Gifu prefecture 3-298

*Note: Information in this document is subject to change without notice

