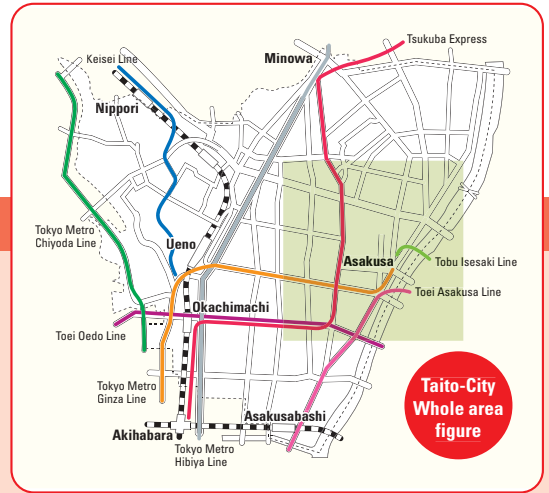


ASAKUSA

浅草

Known for its old-town atmosphere and historic Buddhist temples, Asakusa is one of Tokyo's most traditional neighborhoods. The finest part of Asakusa is centered upon several blocks around the centuries-old Asakusa Kannon Temple, or Sensoji, which itself is the main attraction of the area. Come and feel something of the old-world charm as the commercial and entertainment center for the townspeople of the Edo times, and enjoy the locals' lively lifestyle in this day and age.



Taito-City Whole area figure



Watching and Walking around Asakusa

浅草の見る・遊ぶ

浅草寺 Sensouji Temple



Japan's oldest Buddhist temple for ordinary people. It has attracted widespread popularity with its affectionate appellation for a merciful goddess of Kannon, or "Asakusa no Kannon-sama". Inside the precincts, fairs and markets open to sell various goods such as ground cherries and battledores to many visitors. The gate "Kaminarimon", symbol of Asakusa, is a main gate to the temple.

Address: 2-3-1 Asakusa Taito-Ku **Telephone:** 03-3842-0181
Access: 6 minutes walk from Metro Asakusa station

浅草神社 Asakusa Shrine



Dedicated to Hajino Nakamoto and Hinokuma brothers, Hamanari and Takenari who found and came to understand the miracle-working of the principal icon of Sensouji Temple. In 1649, the shrine pavilion of the classic architectural style, or Gongen-zukuri, was dedicated by Tokugawa Iemitsu, third tycoon of the Tokugawa shogunate, and has been designated as a nationally important cultural property. The annual shrine festival "Sanja Matsuri", one of the three biggest festivals in Edo era, is still held in every May.

Address: 2-3-1 Asakusa Taito-Ku **Telephone:** 03-3844-1575
Access: 6 minutes walk from Metro Asakusa station
<http://www.asakusajinja.jp/>

江戸下町伝統工芸館 Edo Shitamachi Traditional Crafts Museum



Traditional handicrafts attract people with their warmth and charm which do not come out of mass-produced articles. Exhibition and demonstration will make you interested in Japanese authentic handicrafts and awakened to their splendor.

Address: 2-22-13 Asakusa Taito-Ku **Telephone:** 03-3842-1990
Access: 8 minutes walk from Tsukuba Express Asakusa station
Business Hours: 10:00 a.m.-8:00 p.m.
Admission Fee: Free **Closed:** Open Every Day

合羽橋道具街 Kappabashi Kitchenware Town



Kappabashi Dougugai-dori, a unique one-kilometer stretch of wholesaler street, is best known as "Kitchenware Town." All sorts of equipment and utensils, both modern and traditional, for restaurant and home kitchens can be found here. Life-like plastic food displays are a tourist attraction.

Access: 5 minutes walk from Metro Tawaramachi station

Annual Events in Asakusa

January

New Year's Visit to Shrines and Temples

February

Bean-Throwing Festival and Dance of Fukuju (Sensoji Temple)

March

Cherry Blossom Festival in Sumida Park (Sumida Park)

April

Asakusa Yabusame (Shooting arrows on horseback)

Dance of Shirasagi (snowy heron) (Sensoji Temple Precincts)

May

Takarano Mai (Dance of Treasure) (Sensoji Temple Precincts)

Sanja Matsuri (Festival of Asakusa Shrine) (Asakusa Shrine)

Memorial Service for Firefighters, or Yayoi Festival
(Sensoji Temple Precincts)

Ofuji-san no Ueki-ichi (Bonsai fair) (Around Sengen Shrine)

June

Ofuji-san no Ueki-ichi (Bonsai fair) (Around Sengen Shrine)

July

Shitamachi Tanabata Matsuri (Star Festival)

(Kappabashi Hondori Street)

Hozuki-ichi (potted chinese lantern fair) (Sensoji Temple Precincts)

Sumida Riverside Fireworks Display (Sumida River)

August

Asakusa Samba Carnival (Umamichi Dori to Kaminarimon Dori)

October

Asakusa Chrysanthemum Exhibition

Dance of Golden Dragon
(Sensoji Temple Precincts)

November

Tokyo Jidai Matsuri (Ancient Japan festival)

(Umamichi Dori to Kaminarimon Dori)

Dance of Shirasagi (snowy heron)

(Sensoji Temple Precincts)

Tori-no Ichi (Ohtori Shrine)

December

Hagoita Ichi (Ornamental Battledore Fair)

(Sensoji Temple Precincts)

Jyoya no Kane (Bells on New Year's Eve)

(Sensoji Temple and Others)

Where to Call

Inquiry about Sightseeing Tour

The Tokyo Metropolitan Area SGG Club 03-3842-5566
(Open Every Day 10:00-17:00)

Tokyo TIC 03-3201-3331

Tokyo Tourist Information Center

TMG Building Headquarters 03-5321-3077

Haneda Airport Branch 03-5757-9345

Keisei Ueno Branch 03-3836-3471

TCVB Tourist Information Center 03-3287-7024

Transportation

Flight Information

Tokyo International Airport (Haneda) 03-5757-8111

New Tokyo International Airport (Narita) 0476-34-5000

JR East 050-2016-1603

Tokyo Metro Information 03-3941-2004

Hotels

Taito Hotel and Ryokan Association 03-3834-2008

Tokyo International Youth Hotel 03-3235-1107

Health-care Information

Tokyo Metropolitan Medical Institution Information (HIMAWARI)
03-5285-8181

AMDA International Medical Information Center 03-5285-8088

Emergency

Police (calls answered in English) 03-3501-0110

