

Period

Once a month from
April 1, 2026 to March 31, 2026

A genuine cultural
experience that connects you
with the craftsmanship, flavor, and
heart of the artisans.



About

Matsue Lake Shinji Hot Springs



There are eight inns lined up in this hot spring town facing
the northern shore of Lake Shinji.

Enjoy a blissful stay with Matsue's beautiful scenery,
delicious cuisine, and the finest hospitality.

Matsue Shinjiko Onsen is committed to universal design
and universal tourism so that all guests can enjoy Matsue,
regardless of age or disability.

Web Site



Instagram



Questions Here!

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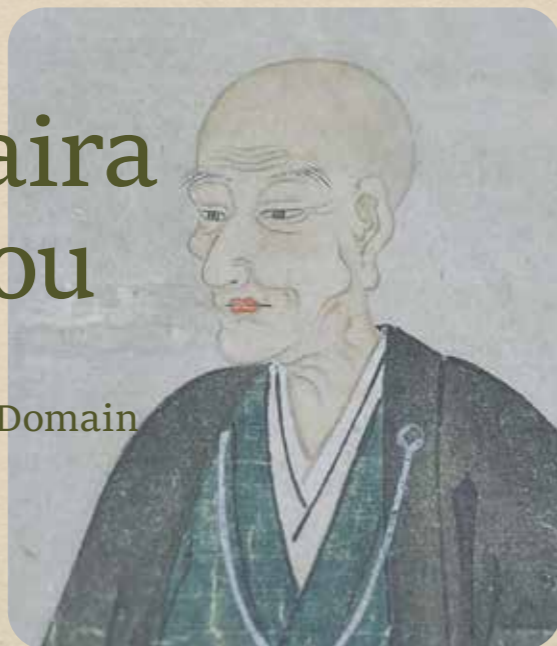
Reception Hours : 9:00 AM - 5:00 PM (Weekdays)

【Operation and Sales】 Urban Goen Travel

【Supervision】 Matsue City, Matsue Tourism Association, Shimane Museum of Art, Yuai,
Matsue City Tourism Promotion Corporation, Matsue Confectionery Association

Matsudaira Fumaikou

The seventh feudal lord of the Matsue Domain



Tea Ceremony Culture

Traditional Craftsmanship

Tea Ceremony Culture

SPECIAL TOUR EXPERIENCE

This special experience tour combines traditional culture with the tea ceremony culture that has taken root in Matsue.

We have prepared content that will allow you to fully experience the culture unique to this region. Be sure to experience the charm of Matsue on this experience tour.

What's FUMAIKOU?

Matsudaira Harusato was the seventh lord of the Matsue Domain during the Edo period. He is remembered as a wise and capable ruler who successfully reformed local governance. At the same time, he was a renowned tea master, founding the tea ceremony school known as Fumai-ryu.

Through his passion for tea culture, he collected and studied numerous tea utensils and supported the development of Japanese sweets, traditional crafts, and the arts, leaving a lasting influence on the cultural identity of Matsue.

Experience content

A guide will accompany you on each experience.

Foreign languages are also available, so people from overseas can participate with peace of mind. We have created an environment where anyone can have a comfortable experience.

Tea Ceremony Cultural Experience



Take a break while looking out at the tea room designed by Lord Fumai and the garden.

Sugata-an is a tea house designated as an Important Cultural Property, designed by Matsudaira Harusato (also known as Fumai). It was built on a hillside overlooking the former castle town of Matsue.

While enjoying the beauty of the changing seasons, visitors can stroll through the surrounding garden and then experience tea at the neighboring tea house, Kogetsu-tei.

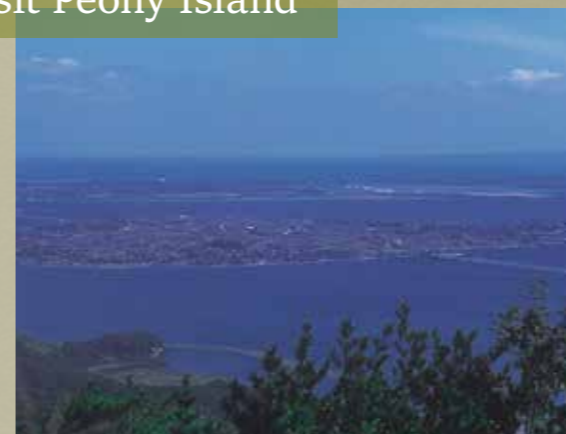
Papermaking



Experience the traditional papermaking techniques of Izumo with the artisans.

You will make postcards and fans at a workshop that continues to make Izumo Art Paper, a tradition that dates back to the Matsue Domain's paper shop in the Edo period. The paper is made using the traditional method of making paper from mitsumata, a tree that is the raw material for Japanese paper.

Visit Peony Island



Let's take a look at the regional branding strategy of this wise ruler who laid the foundation for local specialties.

As feudal lord, Matsudaira Harusato is also known as a wise ruler who restored the domain's finances. "Goshi-ninjin (medicinal ginseng)" was exported to China (Qing Dynasty). We will visit Daikonjima, the "flower island" now known as Peony Island.

Tatara Iron Making and Swordsmithing Experience



Tatara ironmaking, which brought glory to the Matsue domain along with the tea ceremony culture.

The Izumo region has been a thriving area for "Tatara iron smelting" since ancient times, providing the raw material for swords. During the time of Lord Matsudaira Fumai, iron was distributed nationwide and supported the financial foundation of the feudal domain. Visit an area where ironworks from that time still remain, and experience swordsmithing to make a paper knife.