日本のお茶のルーツを訪ねる、いま最先端の観光

嬉野ティーツーリズム

EXPLORE JAPAN'S TEA CULTURE AT ITS ROOTS SAGA URESHINO TEA TOURISM



① 茶塔 by 池田茶園

大村湾を望む標高390mの茶畑内に立つ、高さ3mの茶室。天板の上から見る茶畑は緑の海のよう。2019年5月の新茶会でお披露目されたばかり

Chatou (Tea Tower) in Ikeda Tea Plantation

Take tea alfresco in the middle of the Ikeda Tea Plantation. Scale the stairs and step out onto a picturesque 3 m high tea tower that looks out over Omura Bay from an altitude of 393 meters. This deck raised above a sea of green was recently unveiled in the May 2019 Shinchakai.

Data

住所：嬉野市嬉野町大字岩屋川内乙3729-84　温泉街より：車20分、自転車60分、徒歩120分
茶会の料金：1名10,000円（お茶、お菓子付、完全予約制）　時間：予約の際に問い合わせ　※茶空間体験参照

Address: 3729-84 Oaza-Iwayagawachi Otsu, Ureshino Town, Ureshino City / Distance from Ureshino Onsen: 20 min. by car, 60 min. by bicycle, 120 min. on foot / Tea Ceremony Charges:10,000 yen/person (Tea and a sweet confection included: Reservation required) *For more details see "Tea-based Experiences"



茶室 ／
Tea Houses and Tea Arbors

茶畑に点在する茶花をイメージした「茶花プロジェクト」として、4つの茶室が誕生。いずれか1カ所を選び、茶農家によるティーセレモニー体験が可能。今後は、嬉野市内の茶畑一帯に展開予定。山間部の茶畑にあるため、レンタサイクルやタクシーで茶畑をめぐる「茶輪」の利用がおすすめだ。※茶畑は栽培を行っておりますので、無断での立ち入りはご遠慮ください

Four different tea houses or arbors were created as part of the Chabana Project which drew inspiration from the multitudes of tiny white tea flowers (chabana) dotted throughout the fields. Currently visitors can choose one of four locations at which to experience a tea ceremony held by the tea growers, but more venues are set to appear throughout tea fields in Ureshino City. Since the tea houses and arbors are in mountainous regions, we recommend taking advantage of the Tea Cycling program and touring the fields on rental bicycles or in taxis. *Cultivation is in progress in the tea plantations. Please do not enter without permission.

①

② 天茶台 by副島園

2017年5月の新茶会でお披露目。標高約200mに位置し、目の前に嬉野温泉街を見下ろす

Tenchadai (open-air tea platform) in Soejima Gardens

Unveiled in the May 2017 Shinchakai (new tea ceremony event).
Located at an altitude of 200 m, the platform looks directly down on Ureshino Onsen Town.

Data

住所：嬉野市嬉野町大字下野甲427　温泉街より：車15分、自転車25分、徒歩60分

Address: 427 Oaza-Shimono Ko, Ureshino Town, Ureshino City
Distance from Ureshino Onsen: 15 min. by car, 25 min. by bicycle, 60 min. on foot

③ 杜の茶室 by永尾豊裕園

四方を木々に囲まれた静寂の茶室。2018年5月の新茶会の舞台となった

Morino Chashitsu (Tea arbor in the forest) in Nagao Toyohiro Gardens

A serene tea arbor surrounded by trees on all four sides. This venue hosted the May 2018 Shinchakai.

Data

住所：嬉野市嬉野町大字岩屋川内乙686　温泉街より：車20分、自転車60分、徒歩120分

Address: 686 Oaza-Iwayagawachi Otsu, Ureshino Town, Ureshino City
Distance from Ureshino Onsen: 20 min. by car, 60 min. by bicycle, 120 min. on foot

④ 吉田茶室 by副千製陶所

窯元の倉庫だった建物を利用。壁を埋め尽くす竹が、凛とした雰囲気を醸す

Yoshida Chashitsu (Yoshida Tea House) at Soesenseitosho

This building once serred as traditional pottery storehouse. The bamboo lining the walls infuses the space with a serene and stately charm.

Data

住所：嬉野市嬉野町大字吉田丁4116　温泉街より：車10分、自転車25分、徒歩60分

Address: 4116 Oaza-Yoshida Cho, Ureshino Town, Ureshino City
Distance from Ureshino Onsen: 10 min. by car, 25 min. by bicycle, 60 min. on foot

茶会料金：1名10,000円（お茶、お菓子付、完全予約制）※茶空間体験参照

Charges: 10,000 yen / person (Tea and a sweet confection included; Reservation required) *For more details see “Tea-based Experiences”.


②


③

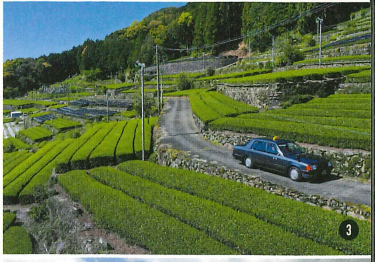

④

移動手段 ／ Getting Around

茶畑や観光スポットなどをめぐるには、レンタサイクルやタクシーを活用した「茶輪」が便利。茶輪では市内13の茶商の協力により、お茶を携えての観光が楽しめる。のんびり茶畑の景観を楽しむなら「九州オルレ嬉野コース」でのトレッキングもおすすめ。嬉野では移動自体も観光になるのだ。

The best way to tour the tea plantations and tourist spots is by taking advantage of the Tea Cycling program offering transport via rental bicycles or taxis. With Tea Cycling, participants can take in the sights supplied with tea, thanks to the support of the 13 tea merchants in the city. Want to stretch your legs and enjoy views of the tea plantations at a more relaxed pace? Try trekking on the Kyushu Olle Ureshino Course. In Ureshino, getting from place to place is a form of sightseeing in itself.









1 茶輪 byシモムラサイクルズ

ロードバイクなどを貸出。うれしの茶を片手に市内をめぐれる

Tea Cycling with Shimomura Cycles

Rent a road bike and meander through the city at your own pace with a flask of Ureshino Tea in one hand.

Data

住所：嬉野市嬉野町大字下宿乙938-1　Tel：0954-27-7733　営業時間：11:00 ～ 18:00　定休日：水曜、不定休あり　料金：レンタル料800円（茶輪ボトル代300円込）※自転車持ち込み可
www.shimomuracycles.com

Address:938-1 Oaza-Shimojuku Otsu, Ureshino Town, Ureshino City / Hours of Operation: 11 a.m.–6 p.m. / Closed: Wednesdays, some unscheduled closures / Charges: Rental fees of 800 yen (includes Tea Cycling bottle for 300 yen) *Visitors may bring their own bicycles www.shimomuracycles.com

2 歩茶

肥前吉田焼窯元会館でうれしの茶を購入可。窯元めぐりのお供に

Walking With Tea

Purchase Ureshino tea at the Hizen Yoshida Pottery Museum and fuel your tour of local potters.

Data

料金：300円 ※肥前吉田焼窯元会館にて購入可

Charges: 300 yen
*Tea can be purchased at the Hizen Yoshida Pottery Museum.

3 茶輪 by佐賀タクシー

2019年夏から運行を開始。屋外茶室、茶畑などを案内してくれる

Tea Cycling offered by Saga Taxi

Take advantage of a new taxi service that began in summer 2019, and ride to open-air tea arbors and tea plantations in comfort.

Data

問：佐賀タクシー
Tel：0952-24-4311
www.sagataxi.co.jp

Inquiries: Saga Taxi

4 九州オルレ 嬉野コース

茶畑や里山などを歩き、温泉街を目指す12.5㎞のトレッキング

Kyushu Olle Ureshino Course

A 12.5 km trekking course that traverses tea plantations and rural forests as it winds its way to the hot spring town.

Data

問：嬉野市観光商工課
www.welcomekyushu.jp/kyushuolle

Inquiries: Ureshino City Tourism Commerce Division

一杯のお茶を飲む。そのために嬉野に行きたい。

およそ580年前に茶が栽培されたことに端を発する嬉野（うれしの）。西日本有数の茶の生産地であり、全国茶品評会では何度も日本一を受賞。名実ともに日本を代表する茶処だ。この町で2016年夏から始動したのが日本茶プロジェクト「嬉野茶時（うれしのちゃどき）」。中心産業である茶業、観光業、窯業の3者協力で、茶農家が自ら育てたお茶を淹れ楽しんでもらう期間限定の催しがきっかけとなり、全国的に注目を集めることとなる。このプロジェクトは、これからの嬉野の観光の基軸となり得る「嬉野ティーツーリズム」に進化し、点在する茶畑をレンタサイクルやタクシーでめぐる「茶輪」や、広大な茶畑の中を歩く「九州オルレ嬉野コース」など、お茶をテーマとした体験型観光に特化している。また空間創出にも着手。お茶の歴史と文化に触れる「うれしの茶交流館 チャオシル」のほか、市内にはフォトジェニックな4つの茶室が点在している。これらの茶室は、今後も市内の茶畑や各所に展開していく予定。単にお茶を味わい、茶畑を見て回るだけではないのが嬉野ティーツーリズムの醍醐味。ぜひ現地へ訪れて体験してみてほしい。

Travel to Ureshino and steep yourself in green tea culture

Cultivation of green tea in Ureshino first began around 580 years ago. The area is now one of western Japan's foremost tea-growing regions, and teas from this area have won first place at the National Tea Competition countless times, making it a tea center that truly represents Japan's tea industry in both name and substance.

In summer 2016, the town embarked on a Japanese tea project they call Ureshino Chadoki, which translates as Teatime in Ureshino. This project started life as a one-off event that saw tea-growers making and serving tea for appreciative customers in a collaboration between three of the area's key industries - tea, tourism, and ceramics. This unique initiative by the tea growers attracted the nation's attention and in time evolved into Ureshino Tea Tourism, a project that has the potential to become the focus for Ureshino's tourism industry. Ureshino's tea tourism specializes in experience-based tourism with a green-tea focus, and includes Tea Cycling , where participants tour tea plantations on rented bicycles or in taxis, and the Kyushu Olle Ureshino Course that treks through vast tea fields in fresh shades of green. The town also got to work creating new spaces to experience tea. Visit the Ureshino Tea Exchange Hall, CHAOSHIRU to find out about the historical and cultural aspects of green tea, or stop by one of four tea rooms dotted around the city, each so photogenic you will find yourself reaching for your camera. Over time, the city has plans to develop more of these tea rooms in tea fields and other locations through the city. The true charm of Ureshino's Tea Tourism lies in the experiences that run deeper than simply tasting tea or looking at tea plantations. For an unforgettable cup of green tea, head to the Ureshino region and immerse yourself in one of the experiences on offer.

佐賀県嬉野市までのアクセス ／ Access to SAGA Ureshino

飛行機：福岡空港より車で約１時間（高速道路利用）、
佐賀空港より車で約１時間、
長崎空港より車で約30分（高速道路利用）

Getting to SAGA Ureshino
Access from airports:
From Fukuoka Airport: Approx. 1 hr. by car (via expressway)
From Saga Airport: Approx. 1 hr. by car
From Nagasaki Airport: Approx. 30 min. by car (via expressway)





Check

茶空間体験 ／ Tea-based Experiences

うれしの茶交流館「チャオシル」
Morino-chashitsu by Nagao en

うれしの茶の歴史やつくり方などを学べる。お茶に関するさまざまな体験もできる

Ureshino Tea Exchange Hall, CHA OSHIRU Learn about the history of Ureshino tea, how to prepare it, and other interesting facts, and then try one of the unique experiences relating to tea (listed below).



Data

住所：嬉野市嬉野町大字岩屋川内乙2707-1　Tel：0954-43-1991　営業時間：9:00～17:00　定休日：火曜、年末年始
体験料：(要予約)　お茶の淹れ方教室300円、ハンカチ茶染め体験1500円、茶摘み体験600円、釜炒り体験1000円

Address: 2707-1 Oaza-Iwayagawachi Otsu, Ureshino Town, Ureshino City / Hours of operation: 9 a.m.–5 p.m. / Closed: Tuesdays, Year-end and New Year holiday / Charges (reservation required): 300 yen for a tea brewing lesson, 1,500 yen for the handkerchief tea-dyeing workshop, 600 yen for the tea-picking experience, 1,000 yen for the kamairicha (pan-fired tea) workshop

茶会
Tea Ceremony

茶畑に点在する４つの茶室で茶農家によるティーセレモニー体験が可能。いずれか１カ所より選べる

Experience a tea ceremony hosted by the growers at one of four tea houses or arbors scattered amidst the tea fields. Visitors can select one of the four locations.



Data

料金：1名10,000円（お茶、お菓子付き、完全予約制）※事前予約制（2名以上からの予約、1名利用の場合20,000円）※詳しくは嬉野ティーツーリズムHPをご参照ください　www.tea-tourism.com

Charges: 10,000 yen/person (Tea and a sweet confection included; Reservation required.) *Prior reservation required (Reservations accepted for groups of two or more persons) / Note: Charges increase to 20,000 yen for a single person. *For more details visit the Ureshino Tea Tourism website.

肥前吉田焼 えくぼとほくろ ／ Hizen Yoshida Ware -Ekubo to Hokuro

有田焼と同じく、約400年の歴史を有する焼物。青に白の水玉模様の急須や湯飲みが代表的な柄だ。加盟する６窯による工房見学「えくぼとほくろ」はおすすめ

Like Arita ware, Hizen Yoshida ware dates back around 400 years. The signature pattern of white polka dots on a blue background decorates teapots, teacups and the like. We recommend the Ekubo to Hokuro factory tour offered by the six participating potters.



Data

予約方法：電話またはウェブページ
問：肥前吉田焼窯元会館　Tel：0954-43-9411　www.yoshidayaki.jp

Reservations: Via phone or website
Inquiries: Hizen Yoshida Pottery Museum

嬉野温泉 ／ Hot Spring

1300年以上前に開湯。美肌効果が高いことから日本三大美肌の湯のひとつといわれ、市内では温泉旅館のほか、日帰り入浴施設や無料の足湯などで温泉を楽しめる

Ureshino Onsen welcomed its first visitors over 1300 years ago. The wonderful skin-beautifying properties of the water have seen it ranked amongst Japan's top three rejuvenating hot springs, and guests can soak away their cares at one of the traditional inns with baths, or relax in the day-use baths or free foot baths.



Data

問：嬉野温泉観光協会
Tel：0954-43-0137
https://spa-u.net

Inquiries: Ureshino Onsen Tourist Association

新幹線が開通します！ ／ The shinkansen is coming to Ureshino!

2022年度中の開通を目指している九州新幹線西九州ルート。それに合わせて嬉野市内にも「嬉野温泉（仮称）駅」が新たに開業予定。いままで以上にアクセスが至便になり、より気軽に嬉野市を訪れることができる日は、もうすぐそこだ

The West Kyushu Route of the Kyushu Shinkansen is scheduled to open sometime in 2022, and a new station serving the shinkansen will be opened in Ureshino City. This new route will make it easier than ever to visit us, and the day when you can drop into Ureshino City with is just around the corner.



問い合わせ ／ Inquiry

嬉野市広報・広聴課／住所：嬉野市塩田町大字馬場下甲1769
Tel：0954-66-9115　www.city.ureshino.lg.jp

Ureshino City Public Information Section
Address: 1769 Shiota Babashitakou, Ureshino Town, Ureshino City

観光 Tourism

嬉野市観光商工課／Tel：0954-42-3310
嬉野温泉観光協会／Tel：0954-43-0137　https://spa-u.net

Ureshino City Tourism Commerce Division
Ureshino Onsen Tourist Association

ティーツーリズム Tea tourism

www.tea-tourism.com