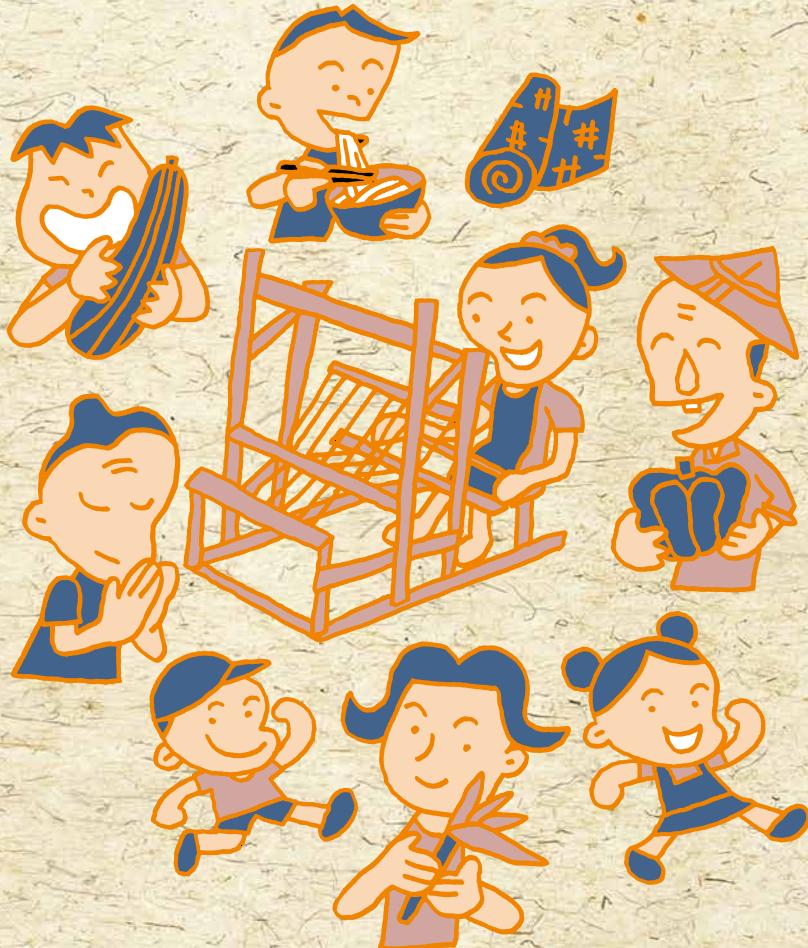


Discover What's Great About Haebaru♪

# HaeValue!



Haebaru Town Tourism Association

Rev4.

## Haebaru

Located in the center of the southern region of Okinawa's main island, the town of Haebaru is surrounded by six other municipalities and is the only town in Okinawa that does not face onto the sea.

Located inland, it has long served as a transportation hub, with the Naha Airport Expressway and trunk roads running through the town.

## ACCESS

### Access

#### Bus

From Naha Bus Terminal About 25 mins

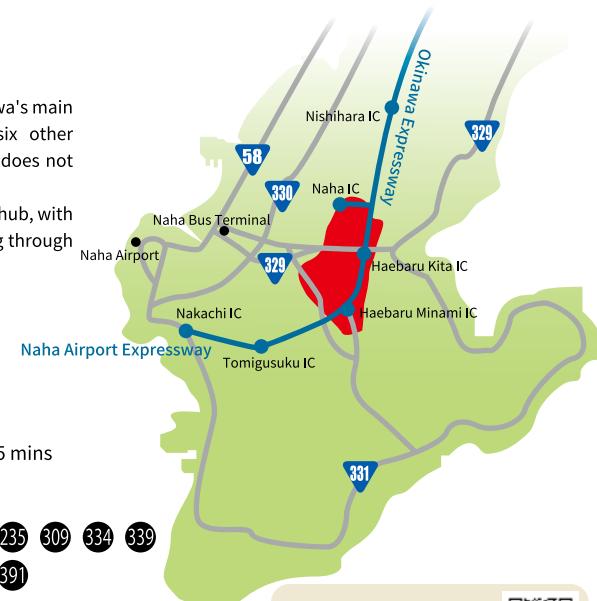
Ryukyu Bus 50 51 54 83

Okinawa Bus 34 35 39 40 200 235 309 334 339

Toyo Bus 30 37 38 191 338 391

#### Taxi

From Naha Airport About 25 mins About 35 mins in traffic



Haebaru Tourism Promotion Site  
Find Haerun on social media!



Haerun  
LINE stamps  
now on sale!!



Haebaru's beloved mascot character, Haerun, now appears for the first time as a stamp!! Haerun's friends will be appearing too♪



40 types in total

On sale for 150 yen  
(50 coins)



### Beaury's

Serving as Haebaru Town Loofah Ambassadors, Beaury's is the kids' dance team managed by the Haebaru Town Tourism Association.

Made up of elementary school students from Haebaru, this group enthusiastically spreads the word about locally grown loofahs through community events and PR activities. ♪

Beaury's delivers the charm and appeal of Haebaru through dance!  
Requests for performances and PR appearances are also welcomed. ❤



Haebaru Town Tourism Association

Tel: 098-851-7273 Fax: 098-851-7109

158 Motobu, Haebaru, Shimajiri-gun, Okinawa Prefecture

<https://www.haebaru-kankou.jp/>

Email: [chiiki-machidukuri@haebaru-kankou.jp](mailto:chiiki-machidukuri@haebaru-kankou.jp)



# Hello!

## This is Haeburu Tourist Information Center.

Discover the true Haeburu here—all its skills, flavors, and local charm.

If you're ever visiting Haeburu, please stop in. Find all of Haeburu's wonderful "Hae Value" products gathered in one place. You can also find all kinds of tourist information about Haeburu Town.



## Shu-Shu

Wear tiny Shisa temple lions to quietly watch over you!



## Marumasa Orimono Weaving Studio

Tenugui (hand towels) / T-shirts

All products featuring Kasuri patterns are original creations.



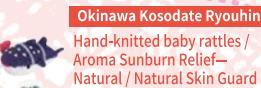
## Kamesen

Kamesen – a secret Okinawan flavor known only to a few. Delicious on its own or paired with vanilla ice cream!

## Tamaki Seika

## Plum Kogame

The local specialty, Kogame, has a distinctive texture with a hint of plum that keeps you coming back for more!



## Okinawa Kosodate Ryouhin

Hand-knitted baby rattles / Aroma Sunburn Relief—Natural / Natural Skin Guard



Made with local Okinawan materials, these products are gentle for babies and those with sensitive skin. Use them with confidence when you're out and about.



## Challenged Komugi (Type B Continuous Employment Support)

## Maru Maru Chinsuko / Resin coasters



## Bookmarks

The character *iyashi* adds a calming touch to everyday life. Makes a perfect gift too.



## Calligrapher's Studio Issho

## Name in Poem

They create one-of-a-kind poems. (Orders forwarded to Calligrapher's Studio Issho)

## Ryukyu-kasuri (Ryukyu Ikat) Cooperative Association

Kasuri Pouches / Flower pins / Straps  
Items for daily use made from Kasuri fabric woven with care. For an elegant souvenir.



## Hand in Hand social welfare facility

## Hand in Hand Assorted Soaps

Gentle, additive-free soap for your skin!



## Fēgama (Ceramics Studio)

## Shisa Lions

Expressive Shisa lion figurines. You might even find your own favorite lion!



## Oshiro Vegetable Farm &amp; Factory

## Vegetable jam



## Zuisen

Distillery  
Other Haeburu specialties also available!



Hours 10:00-16:00

Closed : Wednesdays

241-1 Kyan, Haeburu Tel: 098-882-6776

P: Available

\*Business hours are subject to change depending on circumstances.

# Welcome.

## To a museum created by everyone.



Air raid shelter experience A silent storyteller conveying the grim reality of military "hospitals"



Route used to deliver food to wartime This route was used to transport supplies to the various "military hospital" cave shelters.

### Learn about peace at the Haeburu Cultural Center

Haeburu was the first town in Japan to designate a World War II site, the Okinawa Imperial Army Hospital Haeburu Bunker, as a cultural property, making it a pioneering advocate for peace education.

A visit to the Haeburu Cultural Center exhibits, together with the related DVD and Okinawa Haeburu Hospital Bunker #20, offers a rewarding and educational lesson on peace.

Don't miss the chance to take part in a unique peace-focused learning experience—only in Haeburu.

### Peace-focused learning found only here

Experience and learn about the Battle of Okinawa using all your senses.



Odor experience Experience the odor inside the shelter, recreated after 80 years



Haeburu Cultural Center is often called a "hand-made museum."

This is because many of its hand-crafted exhibits were donated by local Haeburu residents, making it a museum created by a community looking to its roots.

A visit to Haeburu Cultural Center will reveal many aspects of Haeburu.



### The lives of locals

A place to truly sense Okinawa and Haeburu as they once were. It encapsulates all of the events and daily life of Haeburu.



### Postwar: Rebuilding from Zero

Witness the history of the people of Haeburu who rebuilt their island from the scorched earth of postwar Okinawa.

### Emigration

Overseas emigration: a chapter in Okinawan history. Here, discover the trail of the passionate Haeburu spirit that spread across the world.



Hours 9:00-18:00 Closed : Wednesdays

257 Kyan, Haeburu Year-end/New Year holidays

Tel: 098-889-7399 P: Available

	Elementary school students	Junior/High school students	General public
■ Admission fee	Individual 150yen	200yen	300yen
Group (groups of 20 or more)	100yen	150yen	250yen

\*Free for town residents



Vibrantly dyed, the thread is born.



Legacies of traditional divisions of labor, showcasing the art of beautiful thread-tying.



The essence of Kasuri weaving is the thread. Everyone puts their heart into the work.

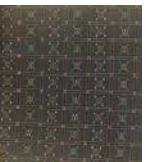
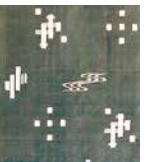


The yarn-stretching area on Kasuri Road, best visited on a sunny day.



# Whirr-clack-clack... A town where the sound of looms echoes.

Haebaru is the home of Ryukyu Kasuri fabric weaving. But that's not all ... Haebaru Hana-ori and Hio Haebaru fabrics, along with the world-famous Akezuba fabric, were crafted by talented artisans in Haebaru's past. Haebaru truly is a place of excellence in weaving.

Choban 88 pattern  
Ceremonial Tokachi costumeYashirami Kasuri pattern  
Single-sided flower patternKwan Kwan pattern  
Single-sided flower patternKunji Nanakashi pattern  
Hanafu costumeKunji Kujirigoshi pattern (two bobbins)  
Hamachidori costumeKujirigoshi pattern (one bobbin)  
Traditional Kanayo Amaka costume

Freshly woven Sayun fabric is carefully steamed and stretched to finish. Woven fabric ripples in the wind, evoking a sense of nostalgia.



Whirr-clack-clack ... The weaver's skill is truly remarkable. Walk the Kasuri Road, and you'll hear the sound of Kasuri fabric being created, both near and far.

**Ryukyu-kasuri Hall**  
Experience truly unique woven fabrics, found only here.

This facility serves as a hub for the Kasuri weaving industry in Haebaru. In addition to observing the weaving process and purchasing Kasuri fabric by the meter as well as accessories, you can also try your hand at weaving. Why not create a one-of-a-kind woven piece as a memento of your visit to Haebaru?

Ryukyu-kasuri Hall  
157 Motobu, Haebaru  
Tel: 098-889-1634

Hours Mon-Sat : 9:00-17:30

Closed : Year-end/New Year holidays, P : Available  
Sundays, public holidays  
Fee: 1,650 yen  
Duration: Approx. 30 minutes

Weaving experience (booking required)  
Fee: 1,650 yen  
Duration: Approx. 30 minutes

\*Please book by phone in advance.

## Kasuri Road Walking Tour

- Dates: Flexible, please inquire
- Duration: 2.5 hours
- Organizer: Haebaru Town Tourism Association
- Inquiries: ☎ 098-882-6776



### What is Kasuri Road?

Patterns resembling Ryukyu Kasuri textiles, a traditional industry of Haebaru Town, decorate the stone pavement underfoot.

Each circuit is about **2 kilometers**.



### Experience tradition with a local guide along the road

Tours are available to visit the workshops along the Kasuri Road. Interested? Join us!

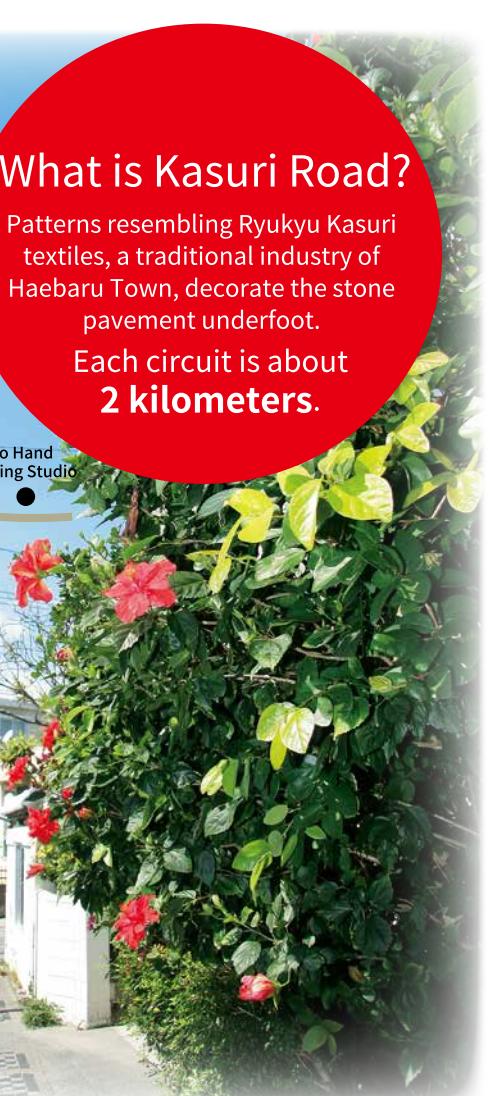


**Jana House** An old folk residence that has watched over Motobu since the post-war era. This is the location of the Kasuri Road Walking Tour and events.



**Marumasa Orimono Weaving Studio**  
A workshop weaving Ryukyu Kasuri fabric—from classical patterns to modern color combinations

**Oshiro Koshiro Textile Studio**  
This workshop, dedicated solely to weaving, continues the passion and craftsmanship of third-generation master artisan Kazuo Oshiro.



## Local Walking Tour organized by Haebaru Town Tourism Association

Haebaru has 12 districts (known as "aza"), each with its own distinctive history and culture. Join local guides and coordinators and make the most of the fantastic sights all across Haebaru.

### Currently available tours

#### [Kasuri Road Walking Tour]

Haebaru is one of Okinawa's premier textile destinations. Walk along streets adorned with Ryukyu Kasuri patterns—known as the Kasuri Road—and stop at various workshops to learn more about textiles.

#### [Tsukazan Town Walking Tour]

The Tsukazan area comprises three ancient districts. Here you can view structures like traditional raised storehouses and traditional wells—rare to see in Okinawa.

The area has produced many notable figures, including Tetsuo Kinjo and Tobi Asato. This tour visits places associated with them.

#### [Teruya Town Walking Tour]

Teruya developed along the southern slope of a gently elevated hill called a demui—a site used during the Ryukyu Kingdom era. Its summit features stone lions and a sacred utaki site, still visited today as a place of worship. The tour also stops at a Hana-ori weaving workshop.

#### [Miyagusuku Town Walking Tour]

Miyagusuku, home of the legend of Hagoromo. According to local legend, a celestial maiden's hairpin lies at the bottom of the Usukuga well to this day. At the traditional house serving as a rest stop, enjoy a kamishibai (paper-theater) telling of the Hagoromo legend.

#### [Kanegusuku Town Walking Tour]

In the late 14th century, a local lord led his family from Shuri to the area and constructed Uchimine-aji. Explore the ruins of Uchimine-gusuku, and see the lord's tomb and the residences of clan members to learn about their history and culture.

#### [Kyan/Teruya Town Walking Tour]

The settlement has Koganemori at its back: Haebaru's largest and most verdant forest. Kyan is famous for its unique somintashiya, a local somen noodle dish.

#### [Yonaha Town Walking Tour]

Did you know that Haebaru, which doesn't face the sea, has its own Urashima Taro legend? Take a tour of Yonaha in Haebaru, a place connected to the folklore hero Urashima Taro, known as Usanshi in Okinawa.

#### [Miyahira Town Walking Tour]

Miyahira, where the local Yokotsuna legend still lingers. Regarded as the birthplace of education in Haebaru, Miyahara still retains the remains of a traditional Tenrairo school and a sacred utaki site. Its traditional Shishi-mai lion dance is also very famous.

#### [Higashi-Arakawa Town Walking Tour]

Historic sites can be found here, including Shichara Bridge, part of a road that has survived since the Ryukyu Kingdom era, offering insight into the town's past.

#### [Kamizato Town Walking Tour]

This settlement—selected as one of Okinawa's Top 100 Hometowns—preserves traditional culture and fosters the spirit of community cooperation. It is also home to the distinctive traditional shisa kerashi lion dance ceremony.

#### [Yamagawa Town Walking Tour]

This district is characterized by thriving agriculture, scenic beauty, and a slow-paced lifestyle. Visit sites such as Nakajin-no-udun, the Agariga well, and the site where the Ufui Bridge monument was excavated.

#### [Ona Town Walking Tour]

This settlement (yaadui) was formed in the late modern period by samurai families who sought new lands, relocating from Sakiyama, Akata, and Torihori in Shuri. Visit Okinawan designated cultural properties such as the Mabuni Family Tomb, and explore sites like Gufunshijii/Hijaga.

#### [Motobu Town Walking Tour]

Motobu has preserved the unusual custom of enshrining a Buddhist altar in a community center. Stroll through this district known for its Kasuri weaving, encounter charming stone lions, and take a break at the historic Jana House.

\*Tours are held regularly. Details are posted on the Tourism Association website. Group reservations are also accepted.

Inquiries Haebaru Tourist Information Center Tel: 098-882-6776 (10:00–16:00, closed Wednesdays) Email: chiki-machidukuri@haebaru-kankou.jp



Tetsuo Kinjo Museum (Tsukazan)

Haebaru: A town where stories are born

Haebaru has a rich collection of legendary stories, many of which are recorded in historical texts like the "Ryukyu-koku Yuraiki" and "Irou Setsuden."

These range from familiar legends you may have heard before to uniquely distinctive tales. It's definitely worth taking a leisurely stroll to explore these legends.



Each of the 12 "aza" districts has its own leaflet!

Now this is fun!

&lt;p

\*Information is current as of publication date. For the latest details,



Gourmet Food Info  
on Haeburu website  
Haeburu  
Gourmet Map



please call ahead before visiting.



Fresh Eggs and Cake Store  
Churatama Youkeijo  
Address: 293 Kanegusuku, Haeburu  
• 396-8 Kyan, Haeburu  
Open: • Kanegusuku 11:00-18:00  
• Kyan 11:00-17:30  
Closed: Thursdays  
Instagram →



Patisserie Duo  
Address: 1597-3 Tsukazan, Haeburu  
Tel: 098-888-3678  
Open 10:00-19:30  
Closed: Tuesdays & 4th Monday each month  
P: Available



Patisserie Akahiro  
Address: Saison Light Tsukazan 1F, 1277-12 Tsukazan, Haeburu  
Tel: 098-894-6866  
Open 10:00-18:00  
Closed: Wednesdays & irregular holidays  
P: 4 spaces by the store (plus 2nd parking lot)



Izakaya Hanaichi  
Address: 399 Kanegusuku, Haeburu  
Tel: 098-889-7186  
Open 18:00-24:00  
Closed: Mondays  
P: Available (2 spaces)



Dining

Introducing beloved local eateries where locals gather to enjoy delicious food

A local food spot with unique flavors and atmosphere

