



Auberge Homachi Mikuniminato Fact Book

2024.1

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About Mikuniminato

- Location: Situated in the northern part of Fukui Prefecture, within Mikuni-cho, Sakai City.
- Access: Approximately a 1-hour drive from Komatsu Airport
- Population: Approximately 20,000 residents* in Mikuni-cho, Sakai City, Fukui Prefecture, as of 2020
- Area: 46.42 square kilometers * in Mikuni-cho, Sakai City, Fukui Prefecture
* <Source: Annual Statistical Report of Sakai City, 2022>
- Number of tourists: 283,000 in 2022, representing the total count of individuals exploring Mikuniminato
<Source: Fukui Prefecture Tourism Data 2022>

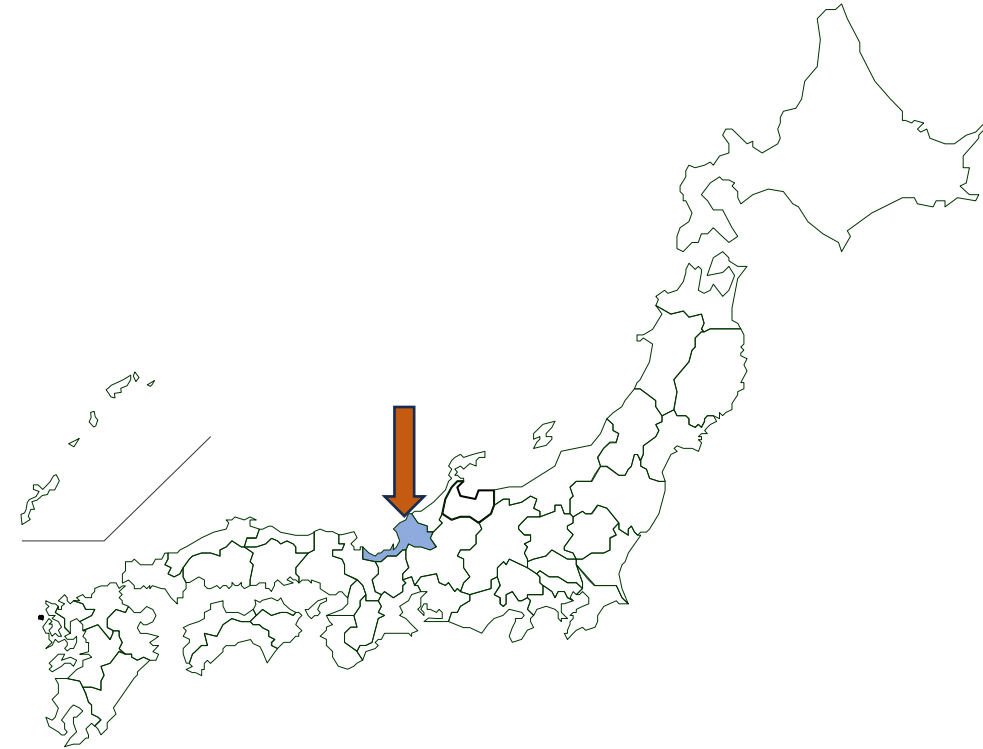
Fukui Prefecture Tourism Data <Source: Fukui Tourism Vision, March 2020, Fukui>

- Ratio of Visitors to Fukui by Origin: Kansai 41.8%, Chukyo 24.9%, Hokuriku 14.7%, Kanto 9.4%

Compared to Ishikawa Prefecture, Kanto and other regions exhibit lower visitation rates.

- Number of Foreign Overnight Visitors to Fukui: 75,860 in 2018, ranking 46th in Japan
- Ratio of Foreign Overnight Visitors in Fukui Prefecture by Country:
Taiwan 28.4%, Hong Kong 20%, China 15.8%, South Korea 5.1%

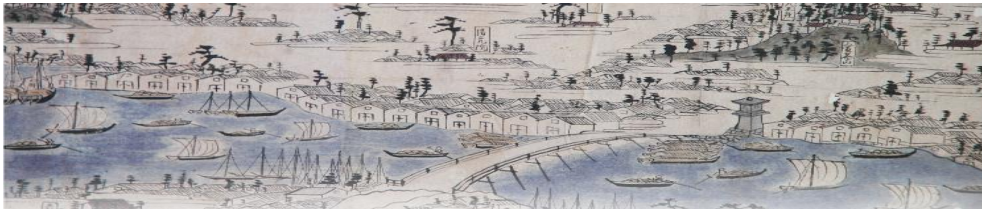
The ratio of East Asian visitors is slightly higher than the national average.



About Mikuniminato

- History :

Nestled at the mouth of the Kuzuryu River, Mikuniminato boasts a history dating back over 1,000 years, with the name "Mikuni" found in documents from ancient times. It thrived as a bustling port for small cargo vessels navigating the Sea of Japan, engaging in the trade of goods during the 18th to 19th centuries, commonly referred to as the era of "Kitamae-bune."



- Seasonal Event(partial):

Mikuni Festival :



Every year on May 19-21

Ranked among the top three festivals in the Hokuriku region, this event features enormous, distinctive floats parading through narrow streets, standing as tall as six and a half meters. These floats vividly portray figures from Japanese history and legends, creating a captivating spectacle.

Obino machinagashi :



Late August- early September

In a lively procession, dancers clad in summer kimonos, known as yukata, move gracefully to the tunes of a Japanese folk song. The term "Obi no machi" captures the essence of a town with narrow streets resembling kimono sash belts.

- Culture :

A distinctive culture took root with the rise of the Kitamae-bune port in Mikuniminato.



Shakudani stone :

Shakudani stone, a green tuff exclusive to Mt. Asuwa, takes on a rich emerald hue when damp. This stone finds extensive use in the temples and shrines of Mikuniminato.



Kaguradate : (Photo: Former Kishina Family House)

In Mikuniminato, you'll find a unique townhouse architectural style featuring a gabled main part with an additional gable-end and a front room boasting a flat roof something you won't see anywhere else.

Crab festival :



Mid-November

Explore a variety of local delights, including fresh Echizen Crab and other seafood sourced from Mikuni Harbor, all prominently displayed and available for purchase.

Auberge Homachi Mikuniminato

- About the name:

"Homachi," meaning "Waiting for Sail," reflects the state when Kitamae-bune ships waited for calm waves or favorable winds before embarking. During this period, sailors engaged in selling cargo or other tasks to earn a reward. In Mikuni, the children's reward was termed "Sail Waiting." We hope to offer our guests a rewarding break from their bustling lives, allowing them to rest here before continuing to their next destination.

- About the logo :



The motif is a Kitamae-bune.

The slightly billowing sail reflects the excitement of a delightful journey, embodying both the essence of the region and a captivating Japanese ambiance for foreign visitors.

This pentagonal shape of the vessel embodies the "Kaguradate" characteristic inherent in the townhouses of Mikuniminato.

- What is an auberge?

The concept of the Auberge has its roots in France, denoting a "restaurant with accommodations situated in the outskirts or rural regions." It is believed to have emerged as chefs, in pursuit of fresh and delectable ingredients, settled in suburban or rural locales. They would host guests who traveled from distant places in search of exquisite cuisine, providing not just delicious meals but also lodging.

- Outline of facilities :

Accommodations : 9 buildings with 16 rooms (as of opening)
maximum number of guests per room: 2 to 4

Restaurant : 1

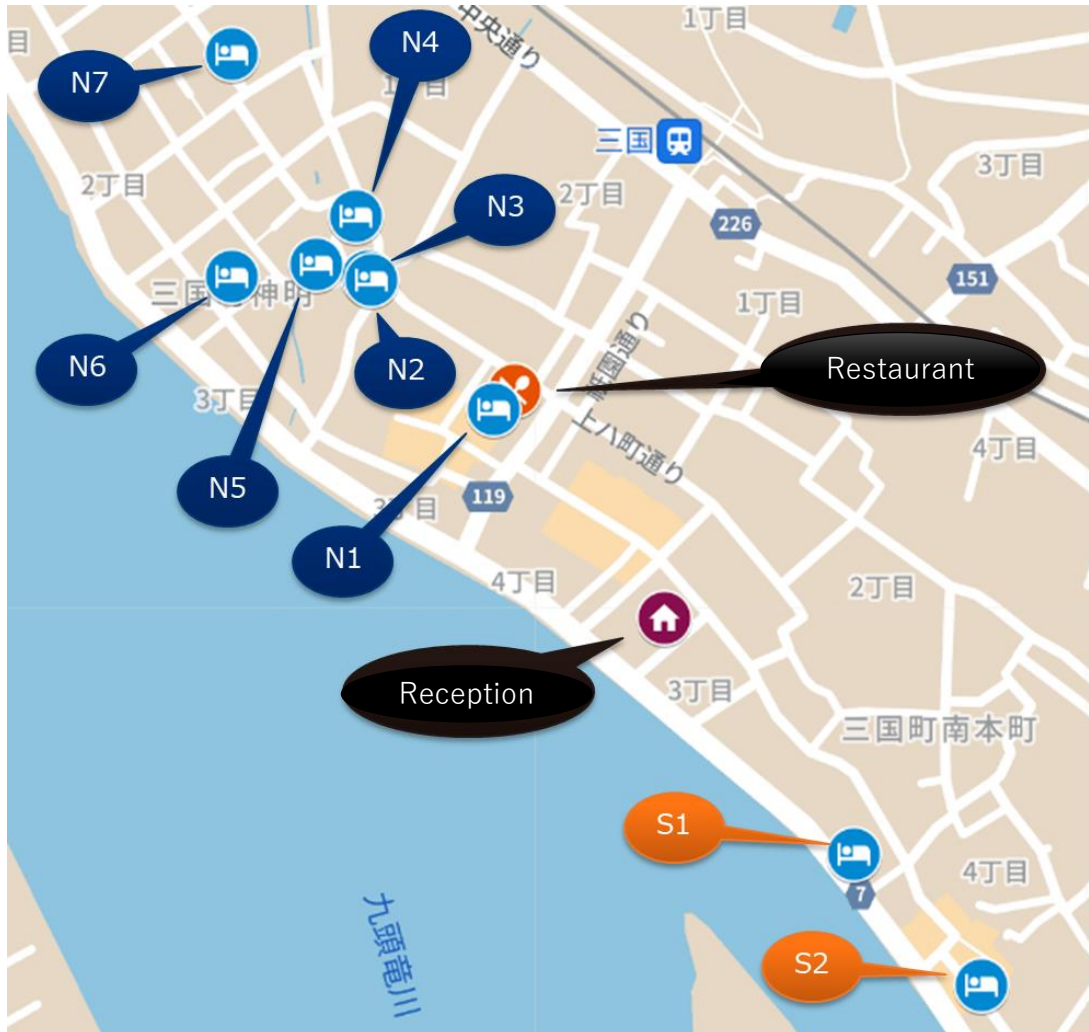
Front desk : 1

Facilities : Gym (Scheduled to open in late Feb)



Auberge Homachi Mikuniminato

- The accommodations are spread across an 800-meter radius around the reception building.



Code	Room Name	Features	Room size(m2)	Capacity (PAX)
N1	工の字／KONOJI	Largest "Machiya" Two-Storey Suite with Tatami Room, Wood Deck, Courtyard, 108sqm, Non-Smoking	108.09	4
N2	毘沙門／BISHAMON	Traditional "Machiya" Two-Storey Suite with Tatami Room, Connecting Room, 89sqm, Non-Smoking	88.52	4
N2	矢羽根／YABANE	Traditional "Machiya" Two-Storey Suite with Courtyard, Connecting Room, 74sqm, Non-Smoking	73.55	2
N3	麻の葉／ASANOHA	Traditional "Machiya" Two-Storey Suite with Separate Tatami Room, 70sqm, Non-Smoking	69.90	2
N3	鱈／UROKO	"Machiya" Two-Storey Tatami Bedroom Suite with Courtyard, 56sqm, Non-Smoking	55.96	2
N4	立湧／TATEWAKU	"Machiya" Two-Storey Suite with Separate Bathhouse and Courtyard, 90sqm, Non-Smoking	90.36	2
N5	井桁／IGETA	"Machiya" Two-Storey Tatami Bedroom Suite with Wood Deck, 64sqm, Non-Smoking	64.23	2
N5	七宝／SHIPPO	"Machiya" Two-Storey Tatami Bedroom Suite with Wood Deck, Courtyard, 67sqm, Non-Smoking	66.60	2
N6	榎／MASU	"Machiya" Two-Storey Suite with Separate Tatami Room and Courtyard, 72sqm, Non-Smoking	71.85	2
N6	松皮葺／MATSUKAWABISHI	"Machiya" Two-Storey Suite with Courtyard and Bath with a View, 65sqm, Non-Smoking	65.01	2
N7	桧垣／HIGAKI	"Machiya" Two-Storey Suite with Separate Tatami Room and Courtyard, 98sqm, Non-Smoking	98.31	4
S1	分銅／BUNDO	Traditional "Machiya" Room, 33sqm, Non-Smoking	33.13	2
S1	青海波／SEIGAIHA	Traditional "Machiya" Two-Storey Suite with Courtyard, 60sqm, Non-Smoking	59.96	2
S1	蔵鍵／KUROKAN	Traditional "Kura" Suite, 44sqm, Non-Smoking	44.11	2
S1	亀甲／KIKKO	Traditional "Kura" Room with River View from Wood Deck, 40sqm, Non-Smoking	39.76	2
S2	千鳥／CHIDORI	"Machiya" Two-Storey Tatami Bedroom Suite with Hinoki Bath and Courtyard, 70sqm, Non-Smoking	69.89	2

Auberge Homachi Mikuniminato

- Features:

- Revitalizing townhouses, including unique Kaguradate homes exclusive to Mikuniminato.
- Preserving the exterior while enhancing earthquake resilience.
- Incorporating Fukui Prefecture timber and Shakudani stones for the interior. Traditional local furniture and decor were also employed.
- Each room is named after a Mokko embroidery pattern that Ama divers in Antou, Mikuni-cho used to do between work.

Example : 工の字／KONOJII

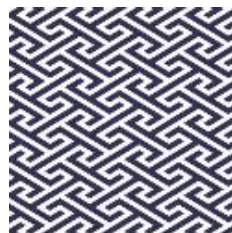


Maximum capacity : 4
(With 2 guests on futons in
Tatami room)

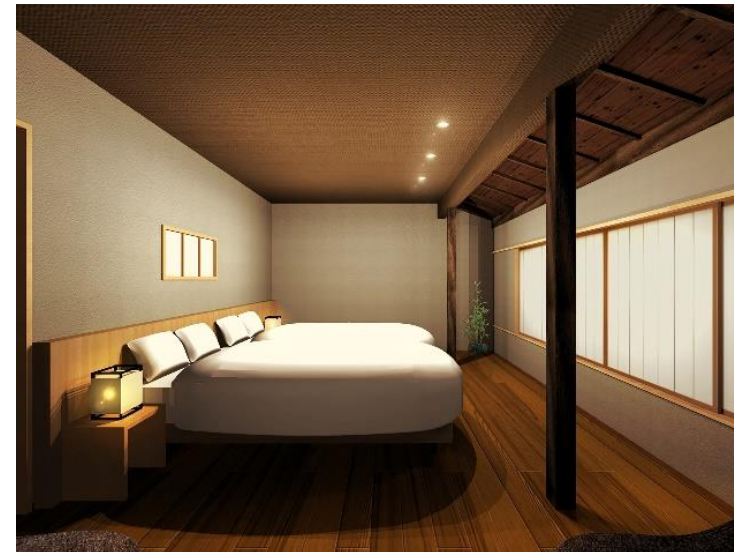
Room size : 108.09㎡

Two-Storey

A pattern consisting of a series of diagonal "KO" (工) characters joined together in succession. It signifies prolonging life and longevity, with a single line running through the middle, expressing the strength of will that carries through to the core.



麻の葉／ASANOHA

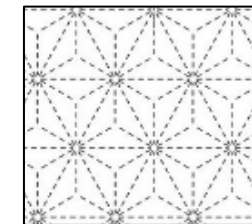


Maximum capacity : 2

Room size : 69.90㎡

Two-Storey

ASANOHA, the hemp leaf, grows fast and straight, and is therefore associated with children's healthy growth. The strong fibres of hemp are also used in Shinto tools such as Shimenawa (sacred rope) and are meant to ward off evil. They have been popular in patterns for maternity clothes since ancient times.



Tateru Yoshino Mikuniminato

- Indulge in a dining experience showcasing the finest ingredients sourced from Mikuni Minato and Fukui Prefecture at our restaurant.
- Helmed by Tateru Yoshino*, a renowned French cuisine chef and the mastermind behind globally acclaimed establishments like "Maison Tateru Yoshino," our dining venue promises culinary delights that surpass the expectations of both local and international guests.
- Seating capacity: Maximum 30 (8 tables with 16 seats, counter with 4 seats, 1 private room with 10 seats)
- About the logo



Tateru Yoshino
Mikuniminato

The motif is based on Chef Tateru Yoshino's initials "T" and "Y". The design expresses "softness" and "gentleness" in line with the chef's wishes. The silhouette of the restaurant is inspired by the connection with the hotel, and is fluttering in the sea breeze.

- Opening Hours

Breakfast: 7:00-10:00 (LO9:00)
Dinner: 17:30-22:00 (LO20:00)

Currently, breakfast and dinner is served to overnight guests.
In the future, the restaurant may be open for lunch and for visiting guests.

- ***Chef Tateru Yoshino Profile**

Born in Kagoshima Prefecture in 1952, he moved to France in 1979 and trained at numerous French restaurants, including Jamain in Paris, which was led by Joel Robuchon at the time. He was awarded stars in the Michelin Guide in both France and Japan, and in 2007, he was in charge of the cuisine at the Davos Forum in Switzerland. 2010, he was awarded the Ordre du Mérite agricole (Chevalier) by the French government. In April 2013, he served on the jury for the iTQi (International Taste Judge's Institute) "Superior Taste Award" held annually in Belgium.



Things to do in Mikuniminato

- Highlights (Example) :

Mikuni Shrine :



The torii gate at the shrine, crowned with copper, and the statues adorning the grand Zuijin Gate were gifts from affluent local merchants in the era of Kitamae-bune.

The shrine grounds boast a towering ancient tree some dating back as far as 600 years.

Takidanji Temple :



Established in 1375, this temple holds the distinction of being the oldest in Mikuniminato.

The main hall, Kannon-do hall, and temple gate have earned recognition as National Important Cultural Properties.

The serene and picturesque atmosphere is further enhanced by the camellia trees lining the temple approach and the tranquil temple garden within the grounds.

Mikuni Port Jetty :



Mikuniminato once grappled with sediment buildup from the Kuzuryu River during its heyday as a bustling trade hub with Kitamae-bune.

In the 19th century, affluent merchants from Mikuniminato collaborated with Dutch engineers to initiate construction efforts.

This port, ranking among the three largest of the Meiji Era, stands as a testament to their vision and determination.

Former Kishina Family House :



One of the prominent merchant houses in Mikuniminato, engaged in the timber trade with Kitamae-bune, still stands today and is open for tours.

The house showcases a distinctive architectural style known as "Kaguradate."

Things to do in Mikuniminato

- Activities (Example) :

Walking Tour :



A walk through the town with stories about its deep history and culture as a town that developed as a port of call for Kitamae-bune.

Shamisen Experience :



The shamisen is a traditional Japanese musical instrument with three strings.

At "Takeyoshi," you can experience the enchanting sounds of shamisen music and Edo kouta (short songs). Visitors have the opportunity to enjoy Edo kouta while savoring matcha green tea, or even try their hand at playing the shamisen in the tatami room.

Lantern Making Experience :



"Itoya", a lantern store founded in Mikuniminato in 1791, stands out as one of the rare lantern studios with integrated manufacturing. Visitors have the chance to experience the art of crafting and painting lanterns.

- Gourmet :

Echizen Gani(Crab) :



Fukui Prefecture is renowned for its catch of male snow crabs. The crabs from Mikuniminato are renowned for their unparalleled freshness. Boats arrive at the port around 5:00 p.m., followed by an auction at 6:00 p.m. at the market. This ensures that locals get to savor the freshest Echizen crabs available.

Period : Nov 6-Mar 20

Amaebi Sweet Shrimps :



Mikuniminato takes pride in having the biggest haul of Amaebi sweet shrimp in Fukui Prefecture. The story goes that this shrimp was initially discovered in Mikuni Minato around 1959 when it got accidentally caught in a crab fishing net.

Period: Spring-Autumn

Sake Bun with red bean paste :



Sake-manju stands out as one of Mikuni's signature sweets, with its preparation technique inherited from the sailors of Kitamae-bune. The dough is combined with aged amazake (sweet sake) after the squeezing process.

Local Sake :



For a considerable time, Fukui Prefecture has held a prominent position as one of Japan's major rice producers, yielding ample rice suitable for sake brewing. The prefecture is home to over 30 traditional sake breweries, ranging from large to small, offering a diverse array of sake choices.

<Source> Enjoy Fukui, Fukui dot com

Neighborhood Highlights

Tojinbo Cliffs :



Situated about 3 km from Auberge Homachi Mikuniminato, the stunning cliffs consist of numerous natural stone columns formed through volcanic activity.

Visitors have the opportunity to stroll around and climb these rocky cliffs.

Maruoka Castle :



Maruoka Castle is among the twelve castles in Japan that have endured the post-feudal ages.

The surrounding park comes to life with the beauty of 400 cherry blossom trees in bloom.

Eiheiji :



Founded in 1244 as a temple of the Soto school of Zen Buddhism by Zen Master Dogen, continues to be a center where numerous monks partake in rigorous daily ascetic practices. Visitors to the temple have the opportunity to learn about these practices even today.

Heisenji Hakusan Shrine :



As you follow the path to the shrine, sections of the stone pavement are adorned with moss, and towering Japanese cedar trees line both sides.

Mount Hakusan has historically been a focal point of faith, and the Heisenji Hakusan Shrine has functioned as a starting point for pilgrimages to the sacred Hakusan mountain from the Echizen side.

Echizen Washi Village(Japanese Washi Paper) :



Echizen City proudly holds the largest market share in Japan for high-grade handmade washi paper.

Noteworthy in the region are Okafuto Shrine, devoted to the god of paper, and Otaki Shrine, located near the village renowned for having the "Most complicated roof in Japan" among shrine buildings.

Takefu Knife Village :



Experience a collaborative workshop where 13 Echizen blade companies come together. Visitors have the opportunity to delve into the history, witness the intricate process of knife-making by skilled artisans, and explore a diverse range of Echizen Blades available for purchase.

Additionally, visitors can observe the craftsmanship of smiths and sharpeners at no cost.

About the Owner and Operator

The owner : Actibase Fukui corporation



By enhancing tourism services and improving the townscape, we aim to elevate the charm of "good old Mikuniminato" and disseminate information about it both domestically and internationally. This initiative is designed to attract tourists, stimulate local consumption, and collaborate with the community, businesses, and local government to address diverse issues in host environment development. The goal is to create a town that aligns with local lifestyles.

The term "Actibase" in "Actibase Fukui" is a blend of "activate" and "base" in Fukui, reflecting our commitment to establishing a base in Fukui and serving as a catalyst for regional revitalization. The hiragana form of "Fukui" symbolizes our intention to "respond softly and flexibly" to various challenges.

- Company Name Actibase Fukui corporation
- Representative President Yoshihisa Higuchi
- Address 4-4-18 Kitahonmachi Mikuni-cho, Sakai City, Fukui, 913-0046
- Founded Oct. 19, 2022
- Capital 495 million Yen (with equity capital 990 million yen)
- Primary Business Lodging, food and beverage, activities, and townscape development in the Mikuniminato area.
- Investing companies NTT West Corporation, NTT Urban Solutions, Inc.
Kumagai Gumi Co., Ltd., Sumitomo Forestry Co., Ltd.
The Fukui Bank, Ltd., FUKUI SHINKIN BANK,
Seiren Co., Ltd., THE FUKUI SHINBUN CO., LTD,
Fukui Broadcasting Corporation,
Fukuvi Chemical Industry Co., Ltd.,
Hokuriku Electric Company (11 companies)

- URL <http://ab-fukui.com/>



"Auberge Homachi Mikuniminato" Operating Company : CORE GLOBAL MANAGEMENT COMPANY, LIMITED



Our focus lies in the development of exclusive hotel brands across Japan, each independent of any other affiliation. We are dedicated to creating distinctive "spaces," "food," and "experiences" that fully leverage regional characteristics and the unique allure of each locality.

Among our offerings is Hewitt Resorts, a resort brand designed for guests to immerse themselves in the complete culture of the area. Furthermore, our future plans include the launch of additional innovative hotels, such as Quintessa Hotel Comic & Books—a distinctive urban tourist hotel brand featuring a MANGA Library with an impressive collection of 8,000 to 10,000 volumes.

- Company Name CORE GLOBAL MANAGEMENT COMPANY, LIMITED
- Representative CEO Masazumi Nakano
- Address 1-8-12 Harumi, Chuo-ku, Tokyo 104-6223
- Founded Jul. 4, 2007
- Capital 20 million Yen
- Primary Business Management of 22 hotels in Japan
(23 hotels after opening of Auberge Homachi Mikuniminato),
- Brand HEWITT RESORT HOTEL : Hakodate, Karuizawa, Naha [3]
HEWITT HOTEL : Koshien
QUINTESSA : Sapporo [3], Ginza, Haneda, Ogaki, Iseshima
Osaka [2], Fukuoka [3], Kokura, Sasebo, Kagoshima
HEDISTER: Narita, Kyoto
Others: Narita Gateway Hotel

- URL <https://cgman.jp/>

Contact

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