

SHONAN HIRATSUKA

Shichifukujin Meguri



湘南の七福神
お参り

About Shonan Hiratsuka “Shichifukujin Meguri” – Seven Gods of Good Fortune Pilgrimage

The “Shichifukujin Meguri” was a popular event throughout Japan from the end of the Meiji period to the beginning of the Showa period, where people made a pilgrimage to the gods who bestowed seven blessings, excluding the seven misfortunes, and prayed for good fortune. It must have been a very attractive pastime for people to escape from work and daily life for a while, enjoy traveling freely, and receive the blessings of the gods.

The charm of the Shonan Hiratsuka Seven Gods is that the temples and shrines that worship the Gods are located around Hiratsuka Station. The entire journey is about 8 kilometers. On the gentle road with few ups and downs, you will find the historical site of Hiratsuka-shuku on the Tokaido, Shonan Itako, Hiratsuka Sand Dunes, a famous flower spot at Banyu area, Hiratsuka Fishing Port and so on. On a clear day, you can walk while looking at Mt. Fuji.

It takes about 3 to 4 hours to walk around the area, let's enjoy a leisurely stroll through the friendly town of Hiratsuka, with its power spots, a variety of shops and restaurants. You are sure to discover something new and be moved.

Hiratsuka City Tourism Association & Shonan Hiratsuka Shichifukujin Kai

Shichifukujin guided tour

The 7th of every month (except July and August) is the day for the Seven Gods of Good Fortune Tour!

Citizen volunteers conduct guided tours of Seven Gods and the surrounding area.

For tour details and inquiries, please contact the Hiratsuka City Tourism Association.



Copyright 2025.Hiratsukashi-kankoukyoukai.Syounan-Hiratsuka-Shichifukujinmeguri

Copyright 2025.Hiratsukashi-kankoukyoukai.Syounan-Hiratsuka-Shichifukujinmeguri

YOUBOUJI Temple

-The Nichiren Sect-

Add: Hiratsuka 4-10-10, Tel: 0463-34-0618



In 1282, Hiratsuka Saemonnojo Yasutomo, the second son of Hojo Yasutoki (the regent of the Kamakura Shogunate) received a prophecy from Shichimen Tennyō that “Saint Nichiren will stop by this area,” and welcomed Nichiren Daishonin to his residence with over 160 people. That night, when Nichiren Daishonin preached the “Shiku Youbou”, purple clouds floated over the pine tree on the mound in Hiratsuka. Deeply moved, Yasutomo donated his residence to make it a temple, and Nichiren Daishonin gave him the mountain and temple names “Shouzan” (pine cloud mountain) after the way it floats in spring, and “Youbouji” after the Shiku Youbou, and he founded the temple.



Bishamon senten

– Fukutoku Fuki: Gives courage and the ability to act –

He is also famous as “Tamonten,” one of the four heavenly kings who protect Buddhism. It is said that he was originally an Indian god who controlled wealth, fortune, and prosperity.



Lotus flowers

Many lotus pots are lined up in the grounds of Yohuouji Temple from spring to summer. The grounds are like paradise. The best time to see them is from late June to early July.

Copyright 2025.Hiratsukashi-kankoukyoukai.Syounan-Hiratsuka-Shichifukujinmeguri

MYOUANJI Temple

-The Nichiren Sect-

Add: Hiratsuka 1-12-15, Tel: 0463-31-3309



Founded around 1624, Myoanni, a maid of Yojuin Oman (a concubine of Tokugawa Ieyasu) opened the tomb and received a statue of Kishimoin, which was Oman's personal Buddha, and the temple was built with Nichizai Shonin as the founder. It is popularly known as Hiratsuka Kishimoin. It is a branch temple of Minobusan Kuonji Temple. The mountain name is Kennozan. Every year on the last Sunday of November, many small Daikoku statues are gathered together to hold the Daikoku Festival, where prayers are offered to wash away the dirt of the year.



Daikoku senten

– Daikoku-sama of Fukuroku Enju –

Originally an Indian god of destruction and war, in Japan he became confused with “Okuninushi no Mikoto (Daikoku-sama)” and came to be known as the god of fertility.



Kishimoin without “horns”

Kishimoin, who is said to eat human children, was persuaded by Shakyamuni to become a goddess of safe childbirth and child rearing, and as proof of this, the horn (dot) on the character for “oni” (demon) has been removed. This can be seen at the Sanmon Gate of Myouanji Temple and other places.

Copyright 2025.Hiratsukashi-kankoukyoukai.Syounan-Hiratsuka-Shichifukujinmeguri

HIRATSUKA HACHIMANGUU Shrine

Add: Sengen-cho1-6, Tel: 0463-23-3315



This shrine was built to worship the 15th Emperor Ojin, praying for peace and restoration to the people who suffered great damage from a major earthquake that occurred about 1600 years ago. Deeply revered by successive emperors and samurai as Minamoto no Yoritomo and Tokugawa Ieyasu, she is revered as a god of military luck, victory, safe childbirth and child-rearing, and as a god who protects against earthquakes and other disasters.



Benzai ten

– God of performing arts and fortune –

In India, she has long been worshipped as a god who calms disasters caused by rivers and the sea. She is also worshiped as a god of music, performing arts, learning, and beauty.



Satsuki and Kochi

The sacred horse Satsuki (May) was dedicated to commemorate the enthronement of the Emperor in 2019, and Kochi (East wind) was dedicated in 2023. During the day, they take turns welcoming visitors from the stables in the grounds of Hiratsuka Hachimangu Shrine. (They may be absent due to festivals, health conditions, etc.)

Copyright 2025.Hiratsukashi-kankoukyoukai.Syounan-Hiratsuka-Shichifukujinmeguri

RENKOUJI Temple

-The Koyasan Shingon Sect-

Add: Enoki-cho9-9, Tel: 0463-21-0313



Built by Kobo Daishi Kukai during the Keicho era (around 1600). He also served as a priest at Hiratsuka Hachimangu Shrine, and was also associated with Banyu Shinmeisha Shrine and Ichinomiya Samukawa Shrine. The imposing mountain gate was moved from Chojiji Temple (Tokyo branch of Kongobuji Temple), the Edo domain office of the former Tokugawa Shogunate.



Hotei son

– A god of peace and harmony –

It is said to have been a real person who existed in ancient China. He dressed simply and did not have a beard, but would make predictions and tell people's fortunes in exchange for offerings. In China, he is revered as a symbol of bliss.



Lifting Jizo

Inside Renkouji Temple. It is said that if you hold the Jizo while making a wish and it feels light, your wish will come true.

Copyright 2025.Hiratsukashi-kankoukyoukai.Syounan-Hiratsuka-Shichifukujinmeguri

MISHIMA JINTA Shrine

Add: Yuuhigaoka60-27, Tel: 0463-22-3510



It was founded over 1000 years ago. It is written in ancient documents that it is the “original Buddha of Yakushi Mishima Oyoin,” and it is thought that it was already attracting the faith of fishermen in the Heian period. During the “Oyama Pilgrimage,” which was popular during the Edo period, people who came by sea visited the shrine as a prayer for safe travels. At the “New Year's Ebisu Festival” in mid-January, it is crowded with people who pray for good luck and seek “lucky bamboo.” In mid-July, the “Suga Festival” is held for two days to pray for a good catch and good harvest, and on the second day, the seven mikoshi floats enter the sea at the same time, which is a very spectacular sight.



Ebisu God

– Brings good fortune and virtue –

The only Japanese god among the Seven Gods of Good Fortune. It is said to have originated from Kotoshironushi no Okami, the son of Okuninushi no Mikoto, and is deeply revered as a god of fishing, abundant harvest, and prosperous business, as he is seen fishing in the myth of national protection.



Ebisu Statue

Ebisu God at Mishima Shrine is the guardian deity of Hiratsuka Fishing Port. The large sea beam is a symbol of all good fortune. It is said that stroking the head of the sea beam will bring you good fortune.

Copyright 2025.Hiratsukashi-kankoukyoukai.Syounan-Hiratsuka-Shichifukujinmeguri

ZENSHOUJI Temple

-The Nichiren Sect-

Add: Yuuhigaoka45-6, Tel: 0463-21-2183



The mountain name is Bongyōzan and was founded by Nichiei Shonin around 1661. The temple was originally located in Yokosuka, Miura County, but was moved to Hiratsuka City in 1942. It was completely burnt down in 1945 during the war, but the main hall and guest hall were rebuilt in 1981 and took its current form.



Fukurokuju

– The blessings of Fukurokuju and the art of Yuonmi Temple –

A god whose name comes from the three happinesses preached in Chinese Taoism (Fuku: descendants, Roku: wealth, and Ju: longevity). He is depicted as a short old man with a distinctive long head and a thick beard.



Stained Glass

The stained glass designed with tachibana decorates the door of the main hall of Zenshouji Temple. Be sure to take a look from inside.

Copyright 2025.Hiratsukashi-kankoukyoukai.Syounan-Hiratsuka-Shichifukujinmeguri

CHOURAKUJI Temple

-The Koyasan Shingon Sect-

Add: Fudaba-cho15-42, Tel: 0463-22-0610



It was founded between 782 and 833, after Kukai stayed there to pass on the knowledge of shipbuilding, navigation, medicine, etc. It is a historic temple that was the center of 13 branch temples as the main temple in Sagami Province. The main hall was burnt down in the war damage in 1945, and there was a long period without it, but was rebuilt in 2012 at last. You can see the colorful principal image of Yakushi Nyorai and the twelve heavenly generals. On January 7th, the “New Year's First Yakushi” is held, where worshippers are served medicinal rice porridge in hopes of staying healthy for the year.



Juroson

– God who grants longevity and good fortune –

It is said that the star “Canopus” (part of the constellation Carina) in the constellation is called “Ju-sei” and is personified. This star is rarely seen in the Northern Hemisphere as it sits just above the horizon, and so it has been believed to be an auspicious star that only appears when the world is at peace.



Chourakuji Temple Tower Gate

The mountain gate of Chourakuji Temple was completed in November 2023. It is a magnificent structure housing the statues of the Four Heavenly Kings who protect Buddhism.

Hiratsuka Hachimangu Shrine. (They may be absent due to festivals, health conditions, etc.)

Copyright 2025.Hiratsukashi-kankoukyoukai.Syounan-Hiratsuka-Shichifukujinmeguri

Historical sites related to Hiratsuka-shuku



A The remains of Edo Mitsuke (Mitsuke-cho 1)

Mitsukes were built on both ends of the post town. They served as lookout posts and marked the boundaries of the post town. This Mitsuke was restored based on photographs from the Meiji period.



B Honjin Site (Hiratsuka 2-31)

A large inn where feudal lords and others who were on alternate attendance trips stayed. When Honjin could not accommodate everyone, Wakihonjin was used. Honjin was only available to those of high status, but Wakihonjin was available to commoners when there were no guests.



D Remains of “Kousatsuba” the notice board (Hiratsuka 2-30)

A place where laws and regulations established by the shogunate were posted in places with a lot of foot traffic. Notice boards were made over 3 meters high to show the dignity of the shogunate.



F The East Group (Hiratsuka 1-10) **F** The West Group (Hiratsuka 4-2)

The wholesaler was a place where the transportation of men, horses, and letters for the shogunate and feudal lords was handled. In 1601, there was only one wholesaler, but in 1651, due to the increase in traffic, the West Group and the East Group took turns to operate on a 10-day basis. The former site of the West Group Wholesaler is now a fire station.



G Kyomitsuke Remains of Hiratsuka Post Town (Hiratsuka 2-22)

The mitsuke on the west side of the post town was called “Kyo Mitsuke” or “Kyogata Mitsuke.” “Hiratsuka Navi” (QR code above) introduces the view of Mount Koma from here and the anecdotes of the people who ran the post town.



Kousatsuba image



H Okiku-zuka (Beniya-cho Park, Beniya-Cho 15)

The grave of “Okiku”, known from the “Bandouch Sarayashiki” story, was located here. It stands quietly in a corner of the park.



I Hiratsuka no Tsuka (Hiratsuka 4-10)

Inside “Hiratsuka no Tsuka Green Space,” there is a signboard explaining the origin of the place name “Hiratsuka.”



J Grave of Ohatsu (Hiratsuka 4-19)

“Ohatsu” is the model for the woman who appears in the Kabuki play “Kagamiyama Kōkyō no Nishikie” who avenges her master's death.

Copyright 2025.Hiratsukashi-kankoukyoukai.Syounan-Hiratsuka-Shichifukujinmeguri

Banyu River and Suka Port



K Chonmage-zuka (Enoki-cho 5)

In 1838, on the way home from the Kokufu Festival, a group of young men who should have been severely punished for letting a portable shrine float down the river escaped the death penalty, and instead their “chonmages” topknots are buried here.



L Banyu Ichiri-zuka (Banyu 5)

A mound set up every 1 “ri” (about 4 km) along the highway as a landmark for travelers. It is the 15th one counting from Nihonbashi.



M The remains of the ferry at Banyu (Banyu)

This monument records the existence of ferries and a ferry landing for travelling back and forth across the Banyu River (Sagami River). It is located within the Banyu Fureai Park grounds.



N Fudanotsuji (Fudaba-cho 17-22)

Like Hiratsuka-shuku, this is a place where notices were posted. The port was a gateway for pilgrims to Mt. Oyama and a logistics hub, and there are records that it was a bustling place with people coming and going.



O Hiratsuka Tamasaburo Fishing Port (Sengokugashi 28)

It has flourished as a natural port since ancient times, and was a bustling hub for maritime transport during the Edo period. Currently, it is known as “Hiratsuka Tamasaburo Fishing Port,” and a direct sales event is held every month. For details about the event, please visit the “Hiratsuka Fisheries Cooperative Association Website” (QR code on the right).

Copyright 2025.Hiratsukashi-kankoukyoukai.Syounan-Hiratsuka-Shichifukujinmeguri

Various mounds handed down in Hiratsuka



H Okiku-zuka (Beniya-cho Park, Beniya-Cho 15)

The grave of “Okiku”, known from the “Bandouch Sarayashiki” story, was located here. It stands quietly in a corner of the park.



I Hiratsuka no Tsuka (Hiratsuka 4-10)

Inside “Hiratsuka no Tsuka Green Space,” there is a signboard explaining the origin of the place name “Hiratsuka.”



J Grave of Ohatsu (Hiratsuka 4-19)

“Ohatsu” is the model for the woman who appears in the Kabuki play “Kagamiyama Kōkyō no Nishikie” who avenges her master's death.

Copyright 2025.Hiratsukashi-kankoukyoukai.Syounan-Hiratsuka-Shichifukujinmeguri

Banyu River and Suka Port



K Chonmage-zuka (Enoki-cho 5)

In 1838, on the way home from the Kokufu Festival, a group of young men who should have been severely punished for letting a portable shrine float down the river escaped the death penalty, and instead their “chonmages” topknots are buried here.



L Banyu Ichiri-zuka (Banyu 5)

A mound set up every 1 “ri” (about 4 km) along the highway as a landmark for pilgrims to Mt. Oyama and a logistics hub, and there are records that it was a bustling place with people coming and going.



M The remains of the ferry at Banyu (Banyu)

This monument records the existence of ferries and a ferry landing for travelling back and forth across the Banyu River (Sagami River). It is located within the Banyu Fureai Park grounds.



N Fudanotsuji (Fudaba-cho 17-22)

Like Hiratsuka-shuku, this is a place where notices were posted. The port was a gateway for pilgrims to Mt. Oyama and a logistics hub, and there are records that it was a bustling place with people coming and going.



O Hiratsuka Tamasaburo Fishing Port (Sengokugashi 28)

It has flourished as a natural port since ancient times, and was a bustling hub for maritime transport during the Edo period. Currently, it is known as “Hiratsuka Tamasaburo Fishing Port,” and a direct sales event is held every month. For details about the event, please visit the “Hiratsuka Fisheries Cooperative Association Website” (QR code on the right).

Copyright 2025.Hiratsukashi-kankoukyoukai.Syounan-Hiratsuka-Shichifukujinmeguri