



# STAY + EAT

## NIIGATA AREA GUIDE

### Yuzawa / Uonuma Area

Yuzawa town , Minami-uonuma city , Tokamachi city , Uonuma city ,  
Tsunan town



Ma Yansong / MAD Architects [Tunnel of Light] Photo by Tsutomu Yamada





# Yuzawa / Uonuma Area

STAY + EAT  
NIIGATA AREA GUIDE

Jiro



Uonuma Koshihikari



Matsunoyama Onsen Ski Resort



Satoyama Jujo

**Enjoy the delicacies that go side-by-side with the snow, along with the scenic views that go with an area deep in the mountains.**

Yuzawa is a snow resort that is also well-known as the setting for Kawabata Yasunari's novel "Yukiguni" (Snow Country). There are also the towns of Tokamachi and Tsunan with their wide terraced rice paddies and they are also areas where large-scale art festivals are held. Then, there is Minami-Uonuma which is known as the home of the world's most delicious rice, and Uonuma which is surrounded by an environment of mountains and water. These natural areas deep in the mountains are known as the nation's snowiest regions with as much as 3 meters of snow accumulating each year. The tasty rice here is created from the clean water derived from the mountain snow and the distinct temperature difference between day and night. The traditional lifestyle here includes spending half a year on stored food since during winter, the rice fields are buried in snow so harvesting is impossible. Therefore, going into winter, a number of storage methods of the various ingredients were devised so that a unique food culture known as "Yukiguni Gastronomy" evolved from a variety of knowledge and techniques such as using the snow to help preserve vegetables (Yukishita Yasai) to help get past the harsh winter. Experience the cuisine and lifestyle of the snow country while trying out the many high-quality and distinct onsen of the area.



Matsunoyama Onsen



Snow storage



Flame pottery



Imanari Pickle Store



### Echigo-Yuzawa Onsen

As a simple hot spring with slight alkalinity, it's said to be effective for muscle aches, neurological pain and fatigue. This is an onsen resort area which you can enjoy all year round.

#### Echigo Yuzawa Onsen Sakura Tei

**Address** / 1926-4 Yuzawa, Yuzawa Town, Minamiuonuma-gun  
**TEL:** 025-775-7830

**Travel time to reach us:**

About 5 minutes by car from Yuzawa Exit on the Kanetsu Expressway  
About 4 minutes on foot from Echigo Yuzawa Station on the JR Joetsu Line or JR Joetsu Shinkansen Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥12,200 per person

#### YUZAWA TOEI HOTEL

**Address** / 3459 Yuzawa, Yuzawa Town, Minamiuonuma-gun  
**TEL:** 025-784-2150

**Travel time to reach us:**

About 7 minutes by car from Yuzawa Exit on the Kanetsu Expressway  
About 7 minutes on foot from Echigo Yuzawa Station on the JR Joetsu Line or JR Joetsu Shinkansen Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥9,000 per person (Tax not included)

#### Otowaya Ryokan

**Address** / 419 Yuzawa, Yuzawa Town, Minamiuonuma-gun  
**TEL:** 025-784-3412

**Travel time to reach us:**

About 5 minutes by car from Yuzawa Exit on the Kanetsu Expressway  
About 7 minutes on foot from Echigo Yuzawa Station on the JR Joetsu Line or JR Joetsu Shinkansen Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥10,000 per person (Tax not included)

#### KKR Yuzawa Yukiguni

**Address** / 2574 Yuzawa, Yuzawa Town, Minamiuonuma-gun  
**TEL:** 025-784-3424

**Travel time to reach us:**

About 10 minutes by car from Yuzawa Exit on the Kanetsu Expressway  
About 6 minutes on foot from Echigo Yuzawa Station on the JR Joetsu Line or JR Joetsu Shinkansen Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥10,050 per person



### Takinoyu, Hotel for Comfort

**Address** / 345-1 Yuzawa, Yuzawa Town, Minamiuonuma-gun  
**TEL:** 025-784-3421

**Travel time to reach us:**

About 7 minutes by car from Yuzawa Exit on the Kanetsu Expressway  
About 7 minutes on foot from Echigo Yuzawa Station on the JR Joetsu Line or JR Joetsu Shinkansen Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥16,000 per person

### Yuzawa New Otani

**Address** / 330 Yuzawa, Yuzawa Town, Minamiuonuma-gun  
**TEL:** 025-784-2191

**Travel time to reach us:**

About 7 minutes by car from Yuzawa Exit on the Kanetsu Expressway  
About 7 minutes on foot from Echigo Yuzawa Station on the JR Joetsu Line or JR Joetsu Shinkansen Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥12,000 per person

### Yuimakura, Hotel Viewing the Onsen

**Address** / 933 Yuzawa, Yuzawa Town, Minamiuonuma-gun  
**TEL:** 025-784-2033

**Travel time to reach us:**

About 9 minutes by car from Yuzawa Exit on the Kanetsu Expressway  
About 19 minutes on foot from Echigo Yuzawa Station on the JR Joetsu Line or JR Joetsu Shinkansen Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥31,900 per person

### Takahan, Snow Country Hotel

**Address** / 923 Yuzawa, Yuzawa Town, Minamiuonuma-gun  
**TEL:** 025-784-3333

**Travel time to reach us:**

About 10 minutes by car from Yuzawa Exit on the Kanetsu Expressway  
About 20 minutes on foot from Echigo Yuzawa Station on the JR Joetsu Line or JR Joetsu Shinkansen Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥14,300 per person

### HATAGO Isen, Echigo Yuzawa

**Address** / 2455 Yuzawa, Yuzawa Town, Minamiuonuma-gun  
**TEL:** 025-784-3361

**Travel time to reach us:**

About 6 minutes by car from Yuzawa Exit on the Kanetsu Expressway  
About 1 minute on foot from Echigo Yuzawa Station on the JR Joetsu Line or JR Joetsu Shinkansen Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥15,000 per person

### Yuzawa Grand Hotel

**Address** / 2494 0-aza Yuzawa, Yuzawa Town, Minamiuonuma-gun  
**TEL:** 025-784-2351

**Travel time to reach us:**

About 6 minutes by car from Yuzawa Exit on the Kanetsu Expressway  
About 2 minutes on foot from Echigo Yuzawa Station on the JR Joetsu Line or JR Joetsu Shinkansen Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥10,000 per person (1 room for 2 people)

\*The fees are per person when two adults stay in one room for one night on a weekday with two meals. The fees are valid as of December 2019. Please contact each hotel in case the fees have changed.



## Hotel Futaba

**Address** / 419 Yuzawa, Yuzawa Town, Minamiuonuma-gun  
**TEL:** 025-784-3357

### Travel time to reach us:

About 7 minutes by car from Yuzawa Exit on the Kanetsu Expressway  
About 7 minutes on foot from Echigo Yuzawa Station on the JR Joetsu Line or JR Joetsu Shinkansen Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥13,000 per person

## Shosenkaku Kagetsu

**Address** / 318-5 0-aza Yuzawa, Yuzawa Town, Minamiuonuma-gun  
**TEL:** 025-784-2540

### Travel time to reach us:

About 5 minutes by car from Yuzawa Exit on the Kanetsu Expressway  
About 5 minutes on foot from Echigo Yuzawa Station on the JR Joetsu Line or JR Joetsu Shinkansen Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥17,000 per person



## NASPA New Otani

**Address** / 2117-9 Yuzawa, Yuzawa Town, Minamiuonuma-gun  
**TEL:** 025-780-6111

### Travel time to reach us:

About 7 minutes by car from Yuzawa Exit on the Kanetsu Expressway  
About 24 minutes on foot from Echigo Yuzawa Station on the JR Joetsu Line or JR Joetsu Shinkansen Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥12,000 per person

## Lodge Masaemon

**Address** / 589-1 Yuzawa, Yuzawa Town, Minamiuonuma-gun  
**TEL:** 025-784-2644

### Travel time to reach us:

About 7 minutes by car from Yuzawa Exit on the Kanetsu Expressway  
About 15 minutes on foot from Echigo Yuzawa Station on the JR Joetsu Line or JR Joetsu Shinkansen Line

**Fee (Without meals on a weekday):** From ¥7,500 per person

## Yuzawa Ski House

**Address** / 498-1 0-aza Yuzawa, Yuzawa Town, Minamiuonuma-gun  
**TEL:** 025-784-2455

### Travel time to reach us:

About 7 minutes by car from Yuzawa Exit on the Kanetsu Expressway  
About 8 minutes on foot from Echigo Yuzawa Station on the JR Joetsu Line or JR Joetsu Shinkansen Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥7,600 per person

## Takanoya Hotel

**Address** / 146-2 Tsuchitaru, Yuzawa Town, Minamiuonuma-gun  
**TEL:** 025-787-3054

### Travel time to reach us:

About 5 minutes by car from Yuzawa Exit on the Kanetsu Expressway  
About 9 minutes by car from Echigo Yuzawa Station on the JR Joetsu Line or JR Joetsu Shinkansen Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥7,800 per person

## Inamoto, Echigo Inn

**Address** / 2497 Yuzawa, Yuzawa Town, Minamiuonuma-gun  
**TEL:** 025-784-2251

### Travel time to reach us:

About 6 minutes by car from Yuzawa Exit on the Kanetsu Expressway  
About 2 minutes on foot from Echigo Yuzawa Station on the JR Joetsu Line or JR Joetsu Shinkansen Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥13,000 per person (Tax not included)

\*The fees are per person when two adults stay in one room for one night on a weekday with two meals. The fees are valid as of December 2019. Please contact each hotel in case the fees have changed.

From Echigo Yuzawa Onsen Sakura Tei, Otowaya, Yuzawa Toei Hotel, KKR Yukiguni, Takinoyu, Yuzawa New Otani, Yuimakura, Takahan, Isen, Yuzawa Grand Hotel, Hotel Futaba, Kagetsu, NASPA New Otani, Lodge Masaemon, Takanoya, Yuzawa Ski House, Inamoto



## Naeba Dragonbola

Naeba Dragonbola, located approximately 30 minutes away from Echigo-Yuzawa Station by bus, boasts the longest ropeway in Japan. Enjoy the 5.5-km ride through the sky while viewing the magnificent Mt. Tairappyo and the mysterious Lake Futai.

**Address** / Mikuni, Yuzawa Town, Minamiuonuma-gun  
**TEL:** 025-789-4117

### Opening hours

/ 9:00-15:00

(Last downward ride at 16:00)

### Holidays

/ Closed from June to early

October and Early November to late April

\*Fare is charged \*The fare varies

depending on the day

## Yuzawa Kogen Ropeway

Yuzawa Kogen Ropeway is just 10 minutes away on foot from Echigo-Yuzawa Station and you can reach the alpine flower park, Alp-no-Sato, at the top of the mountain within 7 minutes. At Alp-no-Sato, you can view highland flora among other natural phenomena.

**Address** / 490 0-aza Yuzawa, Yuzawa Town, Minamiuonuma-gun  
**TEL:** 025-784-3326 **Opening hours** / 8:40-17:00

### Holidays

/ Inspection period (spring and late autumn)

\*Fare is charged



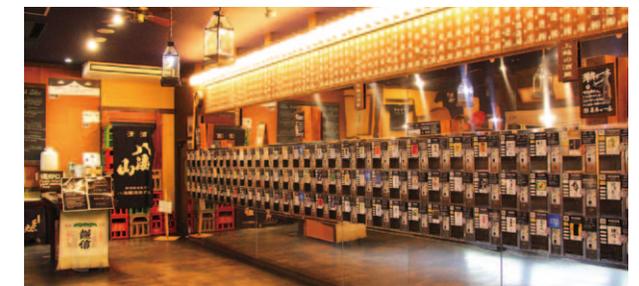
## Shinbashi, Echigo's Handmade Soba

Shinbashi, which is about 10 minutes away on foot from Echigo-Yuzawa Station, serves up fresh soba made from local soba flour. You can also try local sake and other dishes made from local ingredients.

**Address** / 488-1 0-aza Yuzawa, Yuzawa Town, Minamiuonuma-gun  
**TEL:** 025-784-2309 **Opening hours** / 11:00-20:00

### Holidays

/ Wednesdays



## Ponshukan (Sake Museum)

Ponshukan, which is located inside Echigo-Yuzawa Station, is a theme park dedicated to sake. You can pay for tastings of Niigata sake and even soak in a sake bath (admission required).

**Address** / Inside JR Echigo-Yuzawa Station 2427-3 Yuzawa, Yuzawa Town, Minamiuonuma-gun

**TEL:** 025-784-3758

### Opening hours

/ 9:00-19:00 (Open till 20:00 on Dec. 21-22 and Dec. 27- Jan. 5)

### Holidays

/ Open throughout the year



## Muikamachi Onsen

A nationally-designated hot spring resort blessed with a rich source spring and a beautiful natural environment, this is the largest resort in the Minami-Uonuma Onsen Village. You can fully enjoy an elegant soak in the variety of accommodations here.

## Satoyama Jujo

**Address** / 1209-6 Osawa, Minamiuonuma City  
**TEL:** 025-783-6777

### Travel time to reach us:

About 10 minutes by car from Shiozawa Ishiuchi Exit on the Kanetsu Expressway  
Take a train to Osawa Station (the JR Joetsu Line) at Echigo Yuzawa Station (the JR Joetsu Shinkansen Line).

About 5 minutes by car from Osawa Station on the JR Joetsu Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥26,800 per person  
(Tax not included)

## Hotel Sakadojyou

**Address** / 292-4 Sakado, Minamiuonuma City  
**TEL:** 025-773-3333

### Travel time to reach us:

About 10 minutes by car from Muikamachi Exit on the Kanetsu Expressway  
About 5 minutes by car from Muikamachi Station on the JR Joetsu Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥14,420 per person

## La Famille Nakakaku

**Address** / 1700-2 Ishiuchi, Minamiuonuma City  
**TEL:** 025-783-2171

### Travel time to reach us:

About 11 minutes by car from Yuzawa Exit on the Kanetsu Expressway  
About 9 minutes by car from Echigo Yuzawa Station on the JR Joetsu Line or JR Joetsu Shinkansen Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥7,500 per person  
(Tax not included)

## Shinanoso, Echigo Tanaka Onsen

**Address** / 2163 Kamigo Ueda Otsu, Tsunan Town, Nakauonuma-gun  
**TEL:** 025-765-2442

### Travel time to reach us:

About 30 minutes by car from Shiozawa Ishiuchi Exit on the Kanetsu Expressway

About 5 minutes on foot from Echigo Tanaka Station on the JR Iiyama Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥12,000 per person  
(Tax not included)

## ryugon

**Address** / 1-6 Sakado, Minamiuonuma City  
**TEL:** 025-772-3470

### Travel time to reach us:

About 10 minutes by car from Muikamachi Exit on the Kanetsu Expressway  
About 5 minutes by car from Muikamachi Station on the JR Joetsu Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥22,880 per person

## Ishiuchi Yung Parunas

**Address** / 946 Aza Tsuchido, Ishiuchi, Minamiuonuma City  
**TEL:** 025-783-7888

### Travel time to reach us:

About 10 minutes by car from Yuzawa Exit on the Kanetsu Expressway  
About 9 minutes by car from Echigo Yuzawa Station on the JR Joetsu Line or JR Joetsu Shinkansen Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥12,000 per person

\*The fees are per person when two adults stay in one room for one night on a weekday with two meals. The fees are valid as of December 2019. Please contact each hotel in case the fees have changed.

From Satoyama Jujo  
From Shinanoso, Hotel Sakadojyou, ryugon, Ishiuchi La Famille Nakakaku, Yung Parunas



## Bokushi Street

Bokushi Street is a 15-minute walk from Shiozawa Station and is a street which has recreated Shiozawa-juku (Shiozawa Post-Station Town) from 300 years ago in the Edo era. A variety of establishments such as breweries, restaurants and souvenir shops can be found here. Please feel free to take a stroll.

**Address** / Around 1146 Shiozawa, Minamiuonuma City  
**TEL:** 025-782-1206  
(Shiozawa Chamber of Commerce and Industry)



## Kometaro, Iron Pot Restaurant

Some 4 minutes away by car from Ishiuchi Station is the hot pot restaurant Kometaro where you can have rice made with spring water and boiled over firewood in a 300-year-old house.

**Address** / 323-5 Kami-hitoichi, Minamiuonuma City **TEL:** 025-783-3132  
**Opening hours** / 11:00-15:00 and 17:00-21:30 **Holidays** / Thursdays



## Imanari Tsukemono (Pickles shop)

Imanari Tsukemono Store is just a 3-minute walk from Muikamachi Station and hasn't changed its appearance one bit from its original status as a storehouse over 200 years ago. Plus, its homemade pickled vegetables are splendid.

**Address** / 1848 Muikamachi, Minamiuonuma City  
**TEL:** 025-772-2015 **Opening hours** / 10:00-18:00  
**Holidays** / Sometimes closed at short notice



## Keyakien

Keyakien, which is 15 minutes away by car from Muikamachi Station, was named after the large 1500-year-old forest of Japanese zelkova trees in the surrounding area. You can thoroughly enjoy the countryside delicacies of local vegetables, fish such as char and sea bream broiled over a brazier, and homemade Koshihikari rice.

**Address** / 24 Nagamori, Minamiuonuma City **TEL:** 025-775-2419  
**Opening hours** / 11:30-15:00 (Last entry at 13:00)  
17:00-21:30 (Last entry at 19:30)  
**Holidays** / Sometimes closed at short notice  
\*Reservations required one day in advance \*Set menus only



## Uonumano Sato

Uonumano Sato is a tourist destination 15 minutes away by car from Muikamachi Station which centers around the brewery for Hakkaisan sake and includes various establishments such as cafes, the soba restaurant Nagamori and the confectionary Satoya. A tour of Hakkaisan's Yukimuro (Snow Storage) Storehouse is recommended.

**Address** / 459 Nagamori, Minamiuonuma City **TEL:** 025-775-7707(Hakkaisan Yukimuro)  
**Opening hours** / 10:00-17:00 (Varies according to the facility) **Holidays** / Jan. 1



## Matsunoyama Onsen

All of the chloride springs here are naturally-flowing, and due to the high salinity, bathers tend to stay warm after soaking even during the winter. Because of its medical efficacy, Matsunoyama Onsen lines up alongside Arima and Kusatsu as one of the top three medicinal hot springs in the country.

## Hinanoyado Chitose, Matsunoyama Onsen

**Address** / 49-1 Matsunoyama Yumoto, Tokamachi City  
**TEL:** 025-596-2525  
**Travel time to reach us:** About 50 minutes by car from Shiozawa Ishiuchi Exit on the Kanetsu Expressway  
 About 15 minutes by car from Matsudai Station on the Hokuohoku Line  
**Fee (1 night stay with 2 meals on a weekday):** From ¥15,000 per person

## Ryounkaku, Matsunoyama Onsen

**Address** / 81 Matsunoyama Amamizukoshi, Tokamachi City  
**TEL:** 025-596-2100  
**Travel time to reach us:**  
 About 60 minutes by car from Shiozawa Ishiuchi Exit on the Kanetsu Expressway  
 About 15 minutes by car from Matsudai Station on the Hokuohoku Line  
**Fee (1 night stay with 2 meals on a weekday):**  
 From ¥14,450 per person

## Izumiya, Matsunoyama Onsen

**Address** / 7-1 Matsunoyama Yumoto, Tokamachi City  
**TEL:** 025-596-2001  
**Travel time to reach us:**  
 About 60 minutes by car from Shiozawa Ishiuchi Exit on the Kanetsu Expressway  
 About 20 minutes by car from Matsudai Station on the Hokuohoku Line  
**Fee (1 night stay with 2 meals on a weekday):**  
 From ¥11,150 per person

## Ryokan Myojo

**Address** / 88-2 Matsunoyama Amamizukoshi, Tokamachi City  
**TEL:** 025-596-2544  
**Travel time to reach us:**  
 About 65 minutes by car from Shiozawa Ishiuchi Exit on the Kanetsu Expressway  
 About 15 minutes by car from Matsudai Station on the Hokuohoku Line  
**Fee (1 night stay with 2 meals on a weekday):**  
 From ¥8,500 per person (Tax not included)

## Nomoto Ryokan, Matsunoyama Onsen

**Address** / 56 Matsunoyama Yumoto, Tokamachi City  
**TEL:** 025-596-2013  
**Travel time to reach us:**  
 About 65 minutes by car from Shiozawa Ishiuchi Exit on the Kanetsu Expressway  
 About 15 minutes by car from Matsudai Station on the Hokuohoku Line  
**Fee (1 night stay with 2 meals on a weekday):**  
 From ¥11,950 per person

## Sake Hotel Tamakiya

**Address** / 13 Matsunoyama Yumoto, Tokamachi City  
**TEL:** 025-596-2057  
**Travel time to reach us:** About 50 minutes by car from Shiozawa Ishiuchi Exit on the Kanetsu Expressway  
 About 15 minutes by car from Matsudai Station on the Hokuohoku Line  
**Fee (1 night stay with 2 meals on a weekday):** From ¥18,000 per person (Tax not included)

## Fukuzumi, Hotel in the Mountain Forest

**Address** / 1388-2 Matsunoyama Yumoto, Tokamachi City  
**TEL:** 025-596-2323  
**Travel time to reach us:**  
 About 50 minutes by car from Shiozawa Ishiuchi Exit on the Kanetsu Expressway  
 About 20 minutes by car from Matsudai Station on the Hokuohoku Line  
**Fee (1 night stay with 2 meals on a weekday):**  
 From ¥12,000 per person

## Kiyotsukan

**Address** / 2126-1 Koide Mizunoto, Tokamachi City  
**TEL:** 025-763-2181  
**Travel time to reach us:** About 20 minutes by car from Shiozawa Ishiuchi Exit on the Kanetsu Expressway  
 Take a bus bound for Morimiyanojara at Echigo Yuzawa Station on the JR Joetsu Shinkansen, get off the bus at Kiyotsukyo, and walk 20 minutes.  
**Fee (1 night stay with 2 meals on a weekday):**  
 From ¥12,000 per person (Tax not included)

\*The fees are per person when two adults stay in one room for one night on a weekday with two meals. The fees are valid as of December 2019. Please contact each hotel in case the fees have changed.

From Chitose, Tamakiya, Ryounkaku, Ryokan Myojo, Hotel Fukuzumi, Izumiya, Nomoto Ryokan / From Kiyotsukan

# Matsudai Nohbutai, Kinare, Kiyotsu Gorge Tunnel, Hoshitoge Terraced Rice Fields, Bijin-bayashi and Soba-no-Sato Abuzaka

Hoshitoge Terraced Rice Fields is a 40-minute car ride from Tokamachi Station while Bijin-bayashi Woods is 30 minutes away by car from the same station. Both of them are must-see sites. A one-minute walk from Matsudai Station is Echigo Matsudai Satoyama Shokudo in Matsudai Nohbutai where you can also enjoy artistic creations (admission required). As well, regional cuisine using plenty of fresh vegetables can also be enjoyed here.

Kinare, which is located 10 minutes away on foot from Tokamachi Station, can be visited all year as the Echigo-Tsumari Satoyama Museum of Contemporary Art (admission required). Next door is the roadside station Cross Ten Tokamachi which has plenty of souvenirs. Kiyotsu Gorge Tunnel can be reached within about 30 minutes by car from Tokamachi Station. It's an incredibly popular spot for its dream-like space with a reflective water surface.

Soba-no-Sato Abuzaka is just 10 minutes away by car from Tokamachi Station and its buffet of homemade soba ground with a stone mortar and local vegetables can be enjoyed as an example of the rich food culture of Echigo-Tsumari.



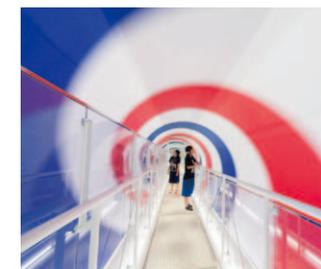
## Matsudai Snow Land Agrarian Culture Center "Nohbutai"

**Address** / 3743-1 Matsudai, Tokamachi City  
**TEL:** 025-595-6180  
**Opening hours** / 10:00-17:00 (Last entry at 16:30)  
**Holidays** / Wednesdays (Open if Wednesday falls on a national holiday, but closed on the next day)  
 Varies according to the project



## Echigo Matsudai Satoyama Restaurant

**Address** / Inside Matsudai Nohbutai 3743-1 Matsudai, Tokamachi City  
**TEL:** 025-594-7181  
**Opening hours** / 10:00-17:00 (Lunch: 11:00-14:00)  
**Holidays** / Wednesdays (Open if Wednesday falls on a national holiday, but closed on the next day)



## Echigo-Tsumari Satoyama Museum of Contemporary Art, KINARE

**Address** / 6-1-chome, Honcho, Tokamachi City  
**TEL:** 025-761-7767  
**Opening hours** / 10:00-17:00  
 [There may be changes during an event period]  
**Holidays** / Wednesdays (Open if Wednesday falls on a national holiday, but closed on the next day. Varies according to the exhibition.)  
 \*Fee is charged (Varies according to the exhibition)

Carsten Höller [Rolling-Cylinder, 2012]  
 Photo by Osamu Nakamura



Ma Yansong / MAD Architects [Tunnel of Light] Photo by Tsutomu Yamada

## Tunnel of Light

**Address** / Koide, Tokamachi City **TEL:** 025-763-4800  
**Opening hours** / 8:30 - (Last entry at 16:30)  
**Holidays** / Open throughout the year. (Temporarily closed in winter)  
 \*Fee is charged



## Bijin-bayashi

**Address** / Around 1712-2, Matsunoyama Matsuguchi, Tokamachi City  
**TEL:** 025-597-3442  
 [Matsudai Matsunoyama Onsen Tourist Information Center]



Tokamachi Tourist Association

## Hoshitoge Terraced Rice Fields

**Address** / Toge, Tokamachi City **TEL:** 025-597-3442  
 [Matsudai Matsunoyama Onsen Tourist Information Center]



## Abuzaka, Soba no Sato

**Address** / 2132 Minami-abuzaka, Tokamachi City  
**TEL:** 025-755-5234  
**Opening hours** / 11:00-17:00  
 (Lunch: 11:00-15:00)  
**Holidays** / Thursdays



### Ooyu Onsen

With a history of 1300 years, Ooyu Onsen has continued to provide soothing relaxation to travelers since ancient times. No matter who has entered its simple and slightly alkaline springs, Ooyu has been beloved for its gentle and relaxing waters.

### Tomoya Hotel

**Address** / 282 Oyu Onsen, Uonuma City  
**TEL:** 025-795-2111

**Travel time to reach us:** About 20 minutes by car from Koide Exit on the Kanetsu Expressway About 30 minutes by car from Urasa Station on the JR Joetsu Line or JR Joetsu Shinkansen Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥12,000 per person

### Izumiya Ryokan, Yumoto Syoya

**Address** / 298 Oyu Onsen, Uonuma City  
**TEL:** 025-795-2031

**Travel time to reach us:** About 20 minutes by car from Koide Exit on the Kanetsu Expressway About 30 minutes by car from Urasa Station on the JR Joetsu Line or JR Joetsu Shinkansen Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥10,050 per person

### Jizaikan

**Address** / Tochiomata Onsen, Uonuma City  
**TEL:** 025-795-2211

**Travel time to reach us:** About 20 minutes by car from Koide Exit on the Kanetsu Expressway Take a train to Koide Station (the JR Joetsu Line) at Urasa Station (the JR Joetsu Shinkansen). About 15 minutes by car from Koide Station on the JR Joetsu Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥9,300 per person (Tax not included)

### New Greenpia Tsunan

**Address** / 12300 Akinari, Tsunan Town, Nakaonuma-gun  
**TEL:** 025-765-4611

**Travel time to reach us:** About 55 minutes by car from Echigo Kawaguchi Exit on the Kanetsu Expressway About 50 minutes by shuttle bus from Echigo Yuzawa Station on the JR Joetsu Shinkansen Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥10,000 per person

### Yukiguni, Village of Flowers and Firefly Onsen

**Address** / 2274 Tomaru Tei, Tsunan Town, Nakaonuma-gun  
**TEL:** 025-765-3359

**Travel time to reach us:** About 50 minutes by car from Echigo Kawaguchi Exit on the Kanetsu Expressway About 1 minute on foot from Tsunan Station on the JR Iiyama Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥12,000 per person (Tax not included)

\*The fees are per person when two adults stay in one room for one night on a weekday with two meals. The fees are valid as of December 2019. Please contact each hotel in case the fees have changed.

Uonuma city | From Tomoya Hotel, Izumiya Ryokan / From Jizaikan

## Irori Jinen, Okutadami Pleasure Boat and Aburuma River Gorge

The Okutadami Pleasure Boat can be reached after an 80-minute bus ride from Urasa Station. Closed in winter. The Aburuma River Gorge is located 80 minutes away by car from Urasa Station on National Route 252. At Aburuma River Dam, you can see ice floes from the middle of April.

In the area of Oyu Onsen, there is Irori Jinen, a country-style restaurant where you can savor seasonal dishes from the mountains such as mushrooms in the autumn.



### Irori Jinen

**Address** / 718 Kamioritate, Uonuma City  
**TEL:** 025-795-2577

**Opening hours** / 11:00-15:30

\*Closed when sold out

**Holidays** / Thursdays (Open if Thursday falls on a national holiday, but closed on the next day)



### Lake Okutadami Pleasure Boat

**Address** / 1317-3, Aza Otori, Yunotani Imogawa, Uonuma City  
**TEL:** 025-795-2242 **Opening hours** / 9:30-15:30

**Holidays** / Open throughout the year (Closed in winters)  
\*Fare is charged

### Aburuma-gawa Canyon

**Address** / Oshirakawa, Uonuma City  
**TEL:** 025-792-7300  
(Uonuma City Tourist Association)



Tsunan town | From New Greenpia Tsunan, Yukiguni

## Ryugakubo Spring, Kutari and Tsunan Midama Park

In the town of Tsunan, there is Ryugakubo which is one of the Top 100 Springs in Japan and Tsunan Midama Park which includes some spectacular pillar-life cliffs. Kutari is a secluded soba restaurant which uses an old Japanese house in the snow country.



### Ryugakubo

**Address** / 6217 Yachi, Tsunan Town, Nakaonuma-gun

**TEL:** 025-765-5585  
(Tsunan Town Tourist Association)



### Kutari

**Address** / 487 Ketto Ne, Tsunan Town, Nakaonuma-gun

**TEL:** 025-767-2023  
**Opening hours** / 12:00-15:00 (Reservations required)  
\*Reservations required



### Tsunan Mitama Park

**Address** / Akinari (Mitama Village), Tsunan Town, Nakaonuma-gun

**TEL:** 025-765-5585  
(Tsunan Town Tourist Association)

Echigo tsumari area (Tokamachi City and Tsunan Town)

## Permanent Display at Echigo-Tsumari Art Field

The Tokamachi and Tsunan districts are collectively called Echigo Tsumari and there are many exhibits on permanent display from Echigo-Tsumari Art Triennale.

### Contact information

**Address** / Echigo Tsumari Satoyama Museum of Contemporary Art, KINARE, 6 Honcho, Tokamachi City  
**TEL:** 025-761-7767 (Echigo Tsumari Art Field Information Center)



Yayoi Kusama [Tsumari in Bloom] Photo by Osamu Nakamura

# Tourist information centers



## Area Information Center Cat.2

**Address** / 2427-1 Oaza-yuzawa, YuzawaTown Minamiuonuma-gun  
**TEL** / 025-785-5678  
**Opening hours** / 8:00-18:00(winter Season 8:00-19:00)



## Matsudai Matsunoyama-Onsen Tourist Information Cat.1

**Address** / 3816-1 Matsudai, Tokamachi City  
**TEL** / 025-597-3442  
**Opening hours** / 9:00-17:00  
**Holidays** / From Dec. 30 to Jan. 3



## Michi-no-Eki (Roadside Station) Cross10 Tokamachi Cat.2

**Address** / 71-26, 6-1chome, Honcho, Tokamachi City  
**TEL** / 025-757-2323  
**Opening hours** / 9:00-18:00 (to 17:30 from Nov.to Mar.)  
**Holidays** / 2nd Wednesday every month (except Aug), also closed Dec. 31

## Snow Country Tourism Zone Information Center Cat.2



**Address** / 2431-1 Yuzawa Yuzawa Town, Minamiuonuma-gun  
**TEL** / 025-785-5353  
**Opening hours** / 9:00-18:00

## Tokamachi Tourist Information Cat.2



**Address** / 251-17 Asahicho, Tokamachi City  
**TEL** / 025-750-1277  
**Opening hours** / 9:00-17:00  
**Holidays** / From Dec. 30 to Jan. 1

## GALA YUZAWA SNOW RESORT CONCIERGE DESK Partner

**Address** / Kayabira 1039-2, YuzawaTown Minamiuonuma-gun **Opening hours** / From mid-December to early May,8:00-19:00  
**Holidays** / From early-May to mid-December

## Hop Step Japan.com Partner

**Address** / 2F Shogetsu Bldg, 2449 Ozayuzawa,Yuzawa Town, Minamiuonuma-gun **TEL** / 025-784-4567 **Opening hours** / 9:00-19:00

**Cat.1** There are regular staff who can at least respond in English and provide guidance over a wide area.

**Cat.2** Although they are not regular staff, they can provide some response in English about the region.

**Partner** Although this isn't a facility that specializes in providing tourist information, the staff are more than happy to help foreign tourists in providing information on the region fairly and impartially.



### What is SAKURA QUALITY?

Sakura Quality refers to a tourism quality certification system centering on accommodations such as hotels, ryokan inns, etc. Facilities that can pass standards related to security and safety are certified, and the facilities introduced here have been certified under Sakura Quality.

Daishi Bank and Hokuetsu Bank have jointly worked on Private Placement Bonds for Supporting the Communication of Niigata's Attractiveness (SDGs Private Placement Bonds). In addition to providing financial support to companies that have agreed to this initiative, we made this guidebook, utilizing part of the handling fee and the donations made under the joint names of our customers, Daishi Bank and Hokuetsu Bank, for the Niigata Prefecture Tourism Association, which is a Public Interest Incorporated Association.

With the collaboration of industry, government and finance, this project is to encourage the expanding inbound demand to visit Niigata Prefecture by supporting the work to communicate Niigata's attractive tourism resources to domestic and overseas tourists. This contributes to promoting regional revitalization and achieving the SDGs.

Based on the Daishi Hokuetsu Financial Group SDGs Declaration, both Daishi Bank and Hokuetsu Bank continue to contribute to achieving the SDGs and developing local communities through this project and other financial products and services.

株式会社 昌商事 AkiraShoji	フラスタック情報センター 株式会社 曙産業	株式会社 三井信託	イオカ電子株式会社	株式会社 五十嵐製作所
株式会社 Ito Denki	BEST CAR 株式会社 イパネマ	浦佐管理物産株式会社	越後交通工業株式会社	株式会社 オオハシ
株式会社 大原鉄工所	株式会社 大矢組	株式会社 OGUMA	越後のお茶屋 お茶の紫香園	株式会社 オフィス ハナコ
株式会社 有限会社 かたおか	株式会社 有限会社 南科器材総合商社 株式会社 カタギリ	株式会社 片山製作用具	株式会社 加藤工業	株式会社 川崎板金
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株式会社 有限会社 里味	株式会社 有限会社 里味食品加工	株式会社 三愛	株式会社 三起電装	株式会社 三幸
株式会社 有限会社 GIM	株式会社 有限会社 MOBIL JAPAN	株式会社 新発田鍛工	株式会社 情報システム	株式会社 新越ワークス
株式会社 新精工業	株式会社 新和組	株式会社 ステビア新潟	株式会社 3THREE MILES	株式会社 セキサーマル
株式会社 双建	株式会社 5カヨシ	株式会社 田辺工業	株式会社 千代田開発	株式会社 津南高原農産
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株式会社 星野製作所	株式会社 政昭製作所	株式会社 松井組	株式会社 松田铸造	株式会社 マテラル
株式会社 有限会社 マルト鮮魚	株式会社 丸菱電子	株式会社 満日製作所	株式会社 水倉組	株式会社 Inatoku
株式会社 有限会社 ムネケン	株式会社 山田修整	株式会社 ヤマト松井本店	株式会社 Uvar Yamami	株式会社 吉沢工業
株式会社 渡辺組	株式会社 渡辺三商店			

Company names are in Japanese syllabary order.



# How To Get There

## Getting to Niigata by Rail

- **Tokyo → Niigata**  
About 2 hr on the Joetsu Shinkansen Line (About 1 hr 40 min on the fastest train)
- **Tokyo → Nagaoka**  
About 1 hr 45 min on the Joetsu Shinkansen Line
- **Tokyo → Echigo-Yuzawa**  
About 1 hr 10 min on the Joetsu Shinkansen Line
- **Tokyo → Joetsu Myoko**  
About 2 hr on the Hokuriku Shinkansen Line
- **Tokyo → Itoigawa**  
About 2 hr 15 min on the Hokuriku Shinkansen Line
- **Nagoya → Niigata**  
About 3 hr 40 min on the Tokaido and Joetsu Shinkansen Lines
- **Osaka → Niigata**  
About 4 hr 30 min on the Tokaido and Joetsu Shinkansen Lines  
About 6 hr at minimum on the limited express train and the Hokuriku Shinkansen Line (via Kanazawa)

## Getting to Niigata by Bus

- **Tokyo (Ikebukuro) → Niigata** About 5 hr
- **Tokyo (Ikebukuro) → Naoetsu** About 6 hr
- **Osaka → Niigata** About 9 hr 30 min
- **Sendai → Niigata** About 4 hr
- **Nagoya → Niigata** About 7 hr

## Getting to Niigata by Ferry

- **Otaru → Niigata**  
About 16 hr by car ferry (Shinnihonkai Ferry)
- **Tomakomai → Niigata**  
About 20 hr by car ferry (Shinnihonkai Ferry)

## Getting to Sado by Jet Foil and Ferry

- **Niigata → Ryotsu** Jet Foil / About 1 hr 7 min Ferry / About 2 hr 30 min
- **Naoetsu → Ogi** Ferry / About 1 hr 40 min

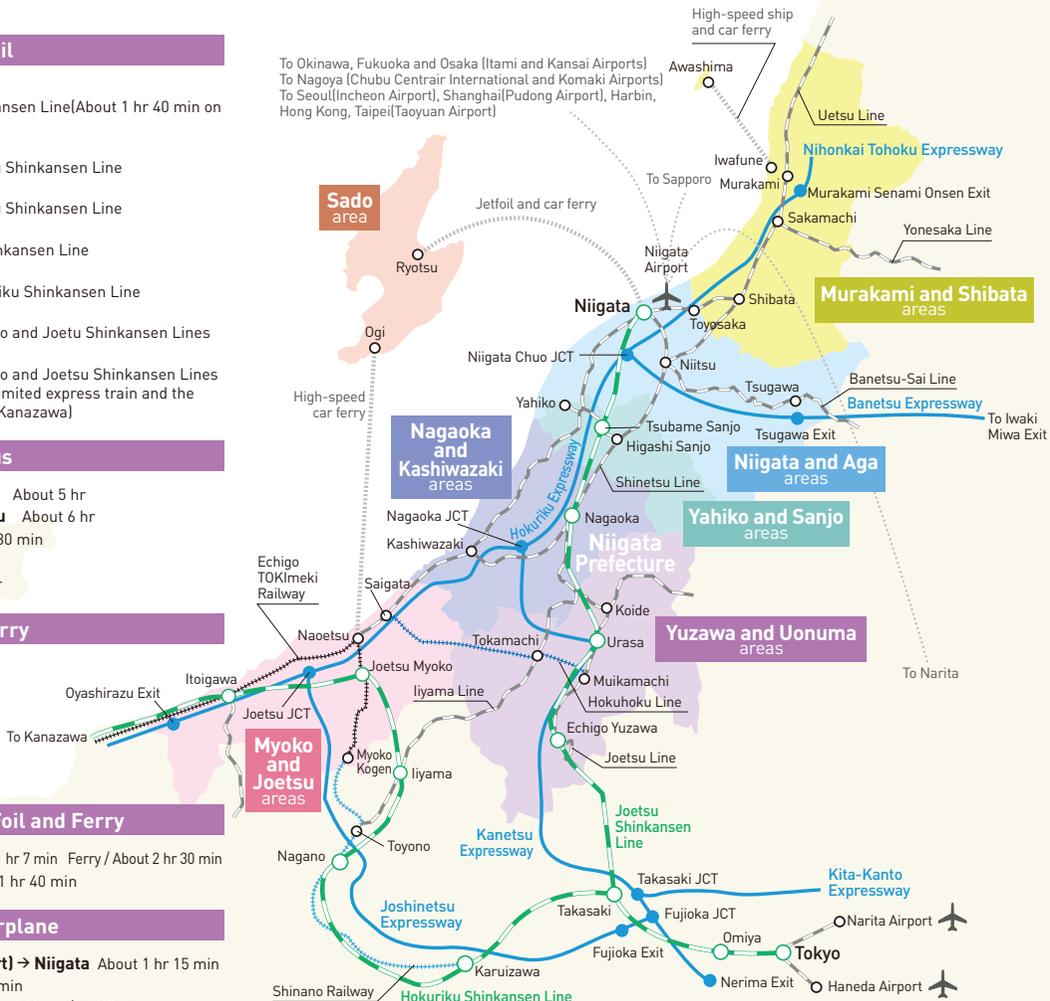
## Getting to Niigata by Airplane

- **Sapporo (New Chitose Airport) → Niigata** About 1 hr 15 min
- **Narita → Niigata** About 1 hr 5 min
- **Nagoya (Chubu Centrair International Airport) → Niigata** About 1 hr
- **Nagoya (Komaki Airport) → Niigata** About 55 min
- **Osaka (Itami Airport) → Niigata** About 1 hr
- **Osaka (Kansai International Airport) → Niigata** About 1 hr 15 min
- **Fukuoka → Niigata** About 1 hr 40 min
- **Okinawa (Naha Airport) → Niigata** About 2 hr 30 min  
\*Between October 1 and May 31
- **Seoul (Incheon Airport) → Niigata** About 1 hr 55 min
- **Shanghai (Pudong Airport) → Niigata** About 2 hr 30 min
- **Harbin → Niigata** About 2 hr 10 min
- **Hong Kong → Niigata** About 4 hr
- **Taipei (Taoyuan Airport) → Niigata** About 3 hr 20 min

## Direct rides to and from Niigata Airport

- ◆... Indicates reservation required
- **Niigata Station**  
About 25 min by direct bus About 33 min by city bus
- **Sado Kisen**  
About 25 min by Mini Liner
- **Tsukioka Hot Spring**  
Going: About 2 hr by bus (◆)  
Returning: About 1 hr 35 min by bus (◆)
- **Senami Hot Spring**  
About 1 hr 10 min \*From Niigata Airport only
- **Yahiko and Iwamuro Hot Springs**  
About 1 hr by Mini Liner \*From Niigata Airport only

To Okinawa, Fukuoka and Osaka (Itami and Kansai Airports)  
To Nagoya (Chubu Centrair International and Komaki Airports)  
To Seoul (Incheon Airport), Shanghai (Pudong Airport), Harbin,  
Hong Kong, Taipei (Taoyuan Airport)



### (Remarks)

- \*The information in this booklet is as of January 1, 2020. Please double-check at the relevant websites, airports or stations before leaving because changes may occur.
- \*The photos are for illustrative purposes only. The actual situations may differ.
- \*The locations, scale and time required on the map are estimated.
- \*Only some station names are provided and their positions on the map are also estimated.

## Getting to Niigata by Car

- **Kanetsu Expressway**  
Nerima <About 1 hr 50 min> Yuzawa <About 1 hr> Nagaoka
- **Hokuriku Expressway**  
Maibara <About 3 hr 10 min> Oyashirazu <About 40 min> Joetsu <About 40 min> Nagaoka <About 40 min> Niigata Chuo
- **Joshinetsu Expressway**  
Fujioka <About 2 hr> Myoko Kogen <About 30 min> Joetsu
- **Banetsu Expressway**  
Iwaki Miwa <About 2 hr> Tsugawa <About 40 min> Niigata Chuo

## Niigata Prefectural Tourist Association

4-1 Shinko-cho, Chuo-ku, Niigata City 950-8570, Japan  
<https://enjoyniigata.com/en>

