



# STAY + EAT

## NIIGATA AREA GUIDE

### Myoko/Joetsu Area

Myoko city , Joetsu city , Itoigawa city





# Myoko/Joetsu Area

STAY + EAT  
NIIGATA AREA GUIDE

Statue of Kenshin Uesugi



Nou Fish Market



Bentenjiwa



Crab



Takada Cherry Blossom Festival



Plateau vegetables

**Get to know the food culture during the age of Lord Uesugi Kenshin as you take a gastronomical time trip in a castle town filled with history and culture.**

Joetsu is the home of the well-known Sengoku military commander Uesugi Kenshin. Visited by foreigners since the old times, there is also the highland ski and onsen resort of Myoko, popular for its top-class powder snow. The town of jade, Itoigawa, has been recognized as Japan's first Geopark and is also known for its seafood. With its northern area facing the Sea of Japan and a southern area surrounded by 3000m mountains, Niigata Prefecture links the Hokuriku and Nagano regions. It is known as one of Japan's most prominent snow areas, and in the spring, the snowmelt flows into the fertile land at the foot of the mountains, and with the cool highland weather, delicious highland vegetables are grown. The pure water and this area's climate are ideal for brewing sake, and so many breweries provide their own local brands. The sea by Itoigawa deepens fairly close to the coast so red snow crab and angler among other deep-sea fish can be caught easily, and they can be seen at the markets fresh. What is also noticeable about this area is Gangi architecture whose roofs extend from houses to keep the snow away. You can get a small glimpse of life in the snow country.



Takanami Pond



Kanzuri snow exposure



Woodwork



Kotakigawa Jade Gorge



**Akakura Onsen**  
Akakura Onsen is a famous and precious hot spring that has two qualities to its waters. Because of the temperature of its source spring, the proximity and the moderate slope from the source spring, every bathtub has the ideal waters of around 42°C, perfect for soaking.

**Myoko Onsen**  
Opened in 1911 as a branch spring of Akakura Onsen, it's proud of its view of Mt. Myoko and it is only from Myoko Onsen that the entire plain beneath the mountain can be seen.

**Oyado Furuya**

**Address** / 549-6 O-aza Akakura, Myoko City  
**TEL:** 0255-87-2102  
**Travel time to reach us:**  
About 10 minutes by car from Myoko Kogen Exit on the Joshinetsu Expressway  
About 10 minutes by car from Myoko Kogen Station on the Echigo TOKImeki Railway  
**Fee (1 night stay with 2 meals on a weekday):**  
From ¥14,000 per person

**Akakura Hotel**

**Address** / 486 O-aza Akakura, Myoko City  
**TEL:** 0255-87-2001  
**Travel time to reach us:**  
About 10 minutes by car from Myoko Kogen Exit on the Joshinetsu Expressway  
About 10 minutes by car from Myoko Kogen Station on the Echigo TOKImeki Railway  
**Fee (1 night stay with 2 meals on a weekday):**  
From ¥13,000 per person

**Hotel Taiko**

**Address** / 402 Akakura, Myoko City  
**TEL:** 0255-70-4195  
**Travel time to reach us:**  
About 10 minutes by car from Myoko Kogen Exit on the Joshinetsu Expressway  
About 10 minutes by car from Myoko Kogen Station on the Echigo TOKImeki Railway  
**Fee (1 night stay with 2 meals on a weekday):**  
From ¥13,800 per person

**Ryokan Okayama**

**Address** / 218 Tagiri, Myoko City  
**TEL:** 0255-87-2056  
**Travel time to reach us:**  
About 10 minutes by car from Myoko Kogen Exit on the Joshinetsu Expressway  
About 10 minutes by car from Myoko Kogen Station on the Echigo TOKImeki Railway  
**Fee (1 night stay with 2 meals on a weekday):** From ¥15,000 per person

**Kofukan, Onsen Hotel in a Mountain Village in Myoko**

**Address** / 643-11 O-aza Sekikawa, Myoko City  
**TEL:** 0255-86-2046  
**Travel time to reach us:**  
About 10 minutes by car from Myoko Kogen Exit on the Joshinetsu Expressway  
About 10 minutes by car from Myoko Kogen Station on the Echigo TOKImeki Railway  
**Fee (1 night stay with 2 meals on a weekday):** From ¥9,000 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 Oyado Furuya, Akakura Hotel, Hotel Taiko  
From Okayama / From Kofukan

**Sake brewery tours:  
Kiminoi, Chiyonohikari,  
Ayumasamune**

There are three sake breweries that have tours in Myoko City: Kiminoi Brewery, Chiyonohikari Brewery and Ayumasamune Brewery.



**Restaurants: Kosobatei, Shikisaikan Hidanan, Sekigawa**



**Kosobatei**

**Address** / 681-1 Hidanomori, Myoko City  
**TEL:** 0255-72-8628  
**Opening hours** / 11:30 - Around 14:00  
**Holidays** / Mondays and Tuesdays

At Shikisaikan Hidanan, you can dine on sasazushi (a regional sushi with local toppings wrapped in bamboo leaf). Sekigawa serves soba that you can enjoy while viewing the garden but you can also have tempura made with mountain vegetables along with other dishes. The soba served at Kosobatei is a hardy native variety cultivated at the foot of Mt. Myoko whose flavor has been enjoyed since ancient times.



**Shikisaikan Hidanan**

**Address** / 58-1 Inoyama, Myoko City  
**TEL:** 0255-70-5252  
**Opening hours** / 11:00-19:30  
(Open at 10:30 on Saturdays, Sundays and national holidays / Winter, business hours changed)  
**Holidays** / Jan. 1



**Sekigawa**

**Address** / 273 Sekigawa, Myoko City  
**TEL:** 0255-86-3285  
**Opening hours** / 11:00-15:00  
**Holidays** / Wednesdays (Dec. 1 - The middle of April)

**Tours: Naena Falls, Myoko Kogen Sky Cable**

Naena Falls, which is a 30-minute car ride from Myoko Kogen Station, has been designated as one of the Top 100 Waterfalls in Japan. Walking across the two suspension bridges will reveal some picturesque scenery. Myoko Kogen Sky Cable, which is a 15-minute car ride from Myoko Kogen Station, can be enjoyed for its 1300-meter ride (admission required).



**Naena Falls**

**Address** / 2905-1 Suginosawa, Myoko City **TEL:** 0255-86-6536  
**Opening hours** / 9:00-16:00 (Naenataki-en)  
**Holidays** / winter[naenataki-en is from early November to late April]



**Myoko Kogen Sky Cable**

**TEL:** 0255-87-2503  
**Opening hours** / 8:00-16:00 (Closed at 16:30 on Saturdays, Sundays and national holidays.  
**Holidays** / Closed from early November to mid-July  
\*Fare is charged



### Unohama Onsen

A sodium chloride spring, it has a salt content similar to that of seawater for waters that are salty, transparent and colorless. Salt particles attach to the skin, preventing the evaporation of sweat for good moisture retention and the keeping of heat following the bath.

### Mikaku, Seaside Onsen

**Address** / 239 Kudohama, Ogata-ku, Joetsu City  
**TEL:** 025-534-2434

**Travel time to reach us:**

About 15 minutes by car from Kakizaki Exit on the Hokuriku Expressway  
About 10 minutes on foot from Katamachi Station on the JR Shinetsu Line  
**Fee [1 night stay with 2 meals on a weekday]:** From ¥11,000 per person

### Sankei, Hotel on a Hill

**Address** / 254 Kudohama, Ogata-ku, Joetsu City  
**TEL:** 025-534-2721

**Travel time to reach us:**

About 15 minutes by car from Kakizaki Exit on the Hokuriku Expressway  
About 10 minutes on foot from Katamachi Station on the JR Shinetsu Line

**Fee [1 night stay with 2 meals on a weekday]:** From ¥13,000 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.

### Hotel Century Ikaya

**Address** / 2-7, 1-chome, Chuo, Joetsu City,  
**TEL:** 025-545-311

**Travel time to reach us:**

About 15 minutes by car from Joetsu Exit on the Hokuriku Expressway  
About 1 minute on foot from Naetsu Station on the JR Shinetsu Line

**Fee [A single room on a weekday]:** From ¥9,900 per person

### Royal Hotel Kobayashi

**Address** / 304-2 Gangohama, Ogata-ku, Joetsu City  
**TEL:** 025-534-2555

**Travel time to reach us:**

About 15 minutes by car from Kakizaki Exit on the Hokuriku Expressway  
About 10 minutes on foot from Katamachi Station on the JR Shinetsu Line

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

### Farmstay Ushidaya

**Address** / 1283 Tamugi, Oshima-ku, Joetsu City  
**TEL:** 050-3699-1516

**Travel time to reach us:**

About 60 minutes by car from Muikamachi Exit on the Kanetsu Expressway  
About 10 minutes on foot from Oshima Station on the Hokuohoku Line (Pick up available)

**Fee [1 night stay with 2 meals on a weekday]:** From ¥9,300 per person

From Sankei, Royal Hotel Kobayashi, Mikaku  
From Hotel Century Ikaya / From Farmstay Ushidaya

## Sake brewery tours: Musashino, Myoko, Takeda, Yoyogiku, Tanaka, Yoshikawa Touji no Sato, Iwanohara Vineyard

In Joetsu City, there are at least 7 breweries where tours are held: Musashino Brewery, Myoko Brewery, Takeda Brewery, Yoyogiku Brewery, Joetsu Brewery, Yoshikawa Touji no Sato, Tanaka Brewery, etc. Iwanohara Vineyard is a winery where you can tour a stone warehouse and a snow storage room.



### Iwanohara Vineyard

**Address** / 1223 Kitagata, Joetsu City **TEL:** 025-528-4002  
**Opening hours** / 9:30-16:30 **Holidays** / New Year's holidays

\*Free winery tour

## Restaurants: Ryotei Ukiyo, Kenshin Kachidoki Meshi (cuisine)

Ryotei Ukiyo, which was first opened in the year 1800, offers kaiseki cuisine using local ingredients. Military commander Uesugi Kenshin was reputed to have eaten Kachidoki Meshi when he was on his way to the front and this is now served at the restaurants Daikokuya and Karamatsuya.



### Ryotei Ukiyo

**Address** / 5-4, 3-chome, Nakamachi, Joetsu City

**TEL:** 025-524-2217

**Opening hours** /

11:30-14:30 and 17:30-22:00

**Holidays** / Sometimes closed at short notice

### Daikokuya

**Address** / 5-2, 4-chome, Nakamachi, Joetsu City  
**TEL:** 025-523-5428

### Karamatsuya

**Address** / 4-13, 3-chome, Kasugayama-machi, Joetsu City  
**TEL:** 025-522-3043

## Tours: Takada Komachi Exchange Hall (Gangi Street)

A short walk from Takada Station will take you to Gangi Street which is named after the distinctive eaves that come out in front of houses. Takada Komachi Exchange Hall is a facility where you can purchase souvenirs and other goods in a refurbished 100-year-old house.

### Takada Komachi Exchange Hall

**Address** / 3-4, 6-chome, Honcho, Joetsu City

**TEL:** 025-526-8103

**Opening hours** / 9:00-22:00

**Holidays** / 4th Monday of each month (If it falls on a national holiday, closed on the next day)



Gangi Street



### Oyashirazu Kanko Hotel

Address / 119-1 O-aza Ichiburi, Itoigawa City  
TEL: 025-562-3005

Travel time to reach us: About 5 minutes by car from Oyashirazu Exit on the Hokuriku Expressway  
About 20 minutes by car from Itoigawa Station on the JR Hokuriku Shinkansen Line

Fee (1 night stay with 2 meals on a weekday): From ¥8,890 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 Oyashirazu Kanko Hotel



### Sake brewery tours: KAGANOI

KAGANOI Sake Brewery can be toured in Itoigawa City. Easily accessible from Itoigawa Station.

### Restaurants: Marine Dream Nou

Roadside station Marine Dream Nou can be reached within 5 minutes by car from Nou Station. You can purchase freshly-caught crab, fresh fish and shellfish brought in from Nou Fishing Port. There is a menu of fresh seafood at Banya Restaurant on the second floor.



### Marine Dream Nou

Address / 3596-2 Noukodomari, Itoigawa City TEL: 025-566-3456

Opening hours / 8:00-17:00 (Daytime auction started at 15:00 in Nou fishing port)

Holidays / Open throughout the year (Daytime auction: Closed on Tuesdays and Saturdays Sometimes closed on other days at short notice)

### Tours: Gyokusuien Garden and Tanimura Art Museum, Hisuien Garden, Fossa Magna Museum

In Itoigawa City, Tanimura Art Museum in Gyokusuien Garden is a facility with creations from collaborations between sculptors and architects. Hisuien is a true garden which displays a huge jade boulder.

At the Fossa Magna Museum, which has been designated as a UNESCO Global Geopark, you can explore the great rift which was formed from the birth of the Japanese archipelago.



### Gyokusuien Garden and Tanimura Art Museum

Address / 1-13, 2-chome, Kyogamine, Itoigawa City  
TEL: 025-552-9277 (Garden Museum Management Council)

Opening hours / 17:00-19:30 (Last entry at 19:00)

Holidays / Mondays in December

\*Fee is charged



### Hisuien Garden

Address / 11-1, 2-chome, Rendaiji, Itoigawa City

TEL: 025-552-9277 (Garden Museum Management Council)

Opening hours / 9:00-16:30 (Last entry at 16:00)

Holidays / Closed from December to the middle of March

\*Fee is charged



### Fossa Magna Museum

Address / 1313 Ichinomiya, Itoigawa City  
TEL: 025-553-1880

Opening hours / 9:00-17:00 (Last entry at 16:30)

Holidays / Mondays in December, the day after a national holiday and December 28-31

\*Fee is charged

\*Admission is free for high school students and younger

# Tourist information centers

## Itoigawa City Tourism Association Cat.1



**Address** / Geo Station(GeoPal) 1-7-47 Omachi, Itoigawa City  
**TEL** / 025-555-7344  
**Opening hours** / 8:30-19:00  
**Holidays** / The closing day is only New Year's Day.

## Joetsu Myoko Station Tourist Information Center Cat.1



**Address** / 5-192-5 Yamato, Joetsu City  
**TEL** / 025-512-6016  
**Opening hours** / 8:30-20:00

## Michi-no-Eki (Roadside Station) Marine-Dream Nou Cat.1



**Address** / 3596-2 Kodomari Nou-Oaza, Itoigawa City  
**TEL** / 025-566-3456  
**Opening hours** / 9:00-18:00  
**Holidays** / Jan. 1

## Michi-no-Eki (Roadside Station) Umiterasu Nadachi Partner

**Address** / 4280-1 Nadachimachi, Nadachiku Joetsu City **TEL** / 025-531-6300 **Opening hours** / 9:00-18:00

## Michi-no-Eki (Roadside Station) Yoshikawa Toujinosato Partner

**Address** / 1 Toujinosato, Yoshikawaku Joetsu City **TEL** / 025-548-2331 **Opening hours** / 9:00-17:00 **Holidays** / Every Mondays.

## Michi-no-Eki (Roadside Station) Yukinohurusato Yasuzuka Partner

**Address** / 140 Taruda, Yasuzukaku Joetsu City **TEL** / 025-595-1010 **Opening hours** / 9:00-18:00  
**Holidays** / Every Mondays. (If Monday is a national holiday, closed the following day instead.)

**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.

## Joetsu City Tourist Information Center Naoetsu Station Cat.1



**Address** / 459-7 Azumacho, Joetsu City  
**TEL** / 025-539-6515  
**Opening hours** / 9:30-17:30(From April 1 to October 31), 10:00-17:00(From Nov. 1 to Mar. 31)  
**Holidays** / Dec. 31 and Jan. 1

## Michi-no-Eki (Roadside Station) Arai Kubikino Information Center Cat.1



**Address** / 58-1 Oaza Inoyama, Myoko City  
**TEL** / 0255-70-1021  
**Opening hours** / 9:00-21:00

## Myokokogen Tourism Office Cat.2



**Address** / taguchi309-1, Myoko City  
**Opening hours** / 9:00-19:00

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.


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

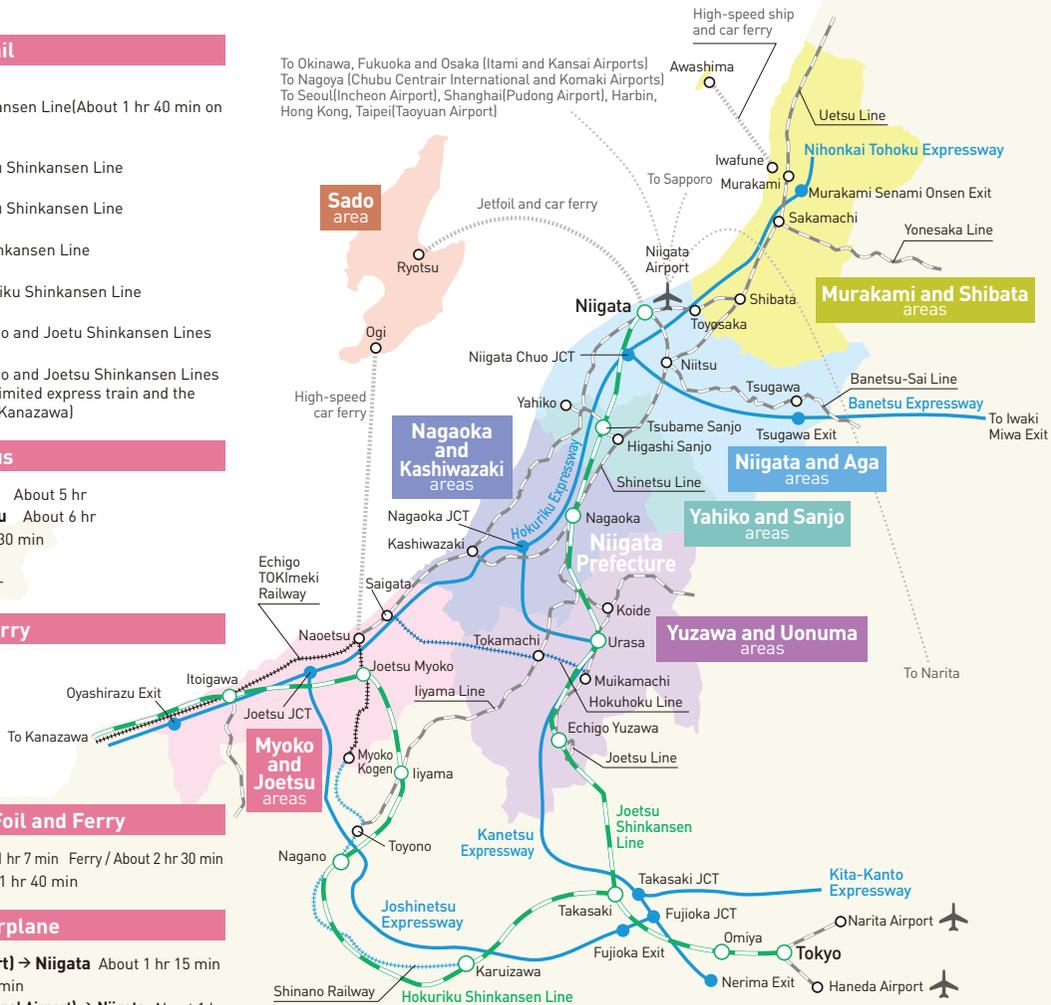
- **Sapporo (New Chitose Airport) → Niigata** About 1 hr 15 min
- **Narita → Niigata** About 1 hr 5 min
- **Nagoya (Chubu Centrair International Airport) → Niigata** About 1 hr
- **Nagoya (Komaki Airport) → Niigata** About 55 min
- **Osaka (Itami Airport) → Niigata** About 1 hr
- **Osaka (Kansai International 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>

