

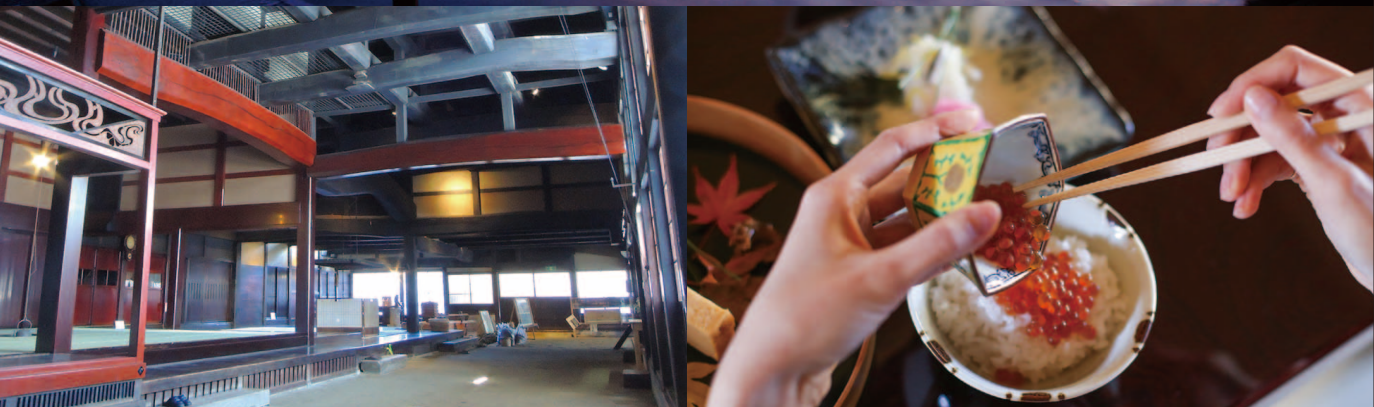
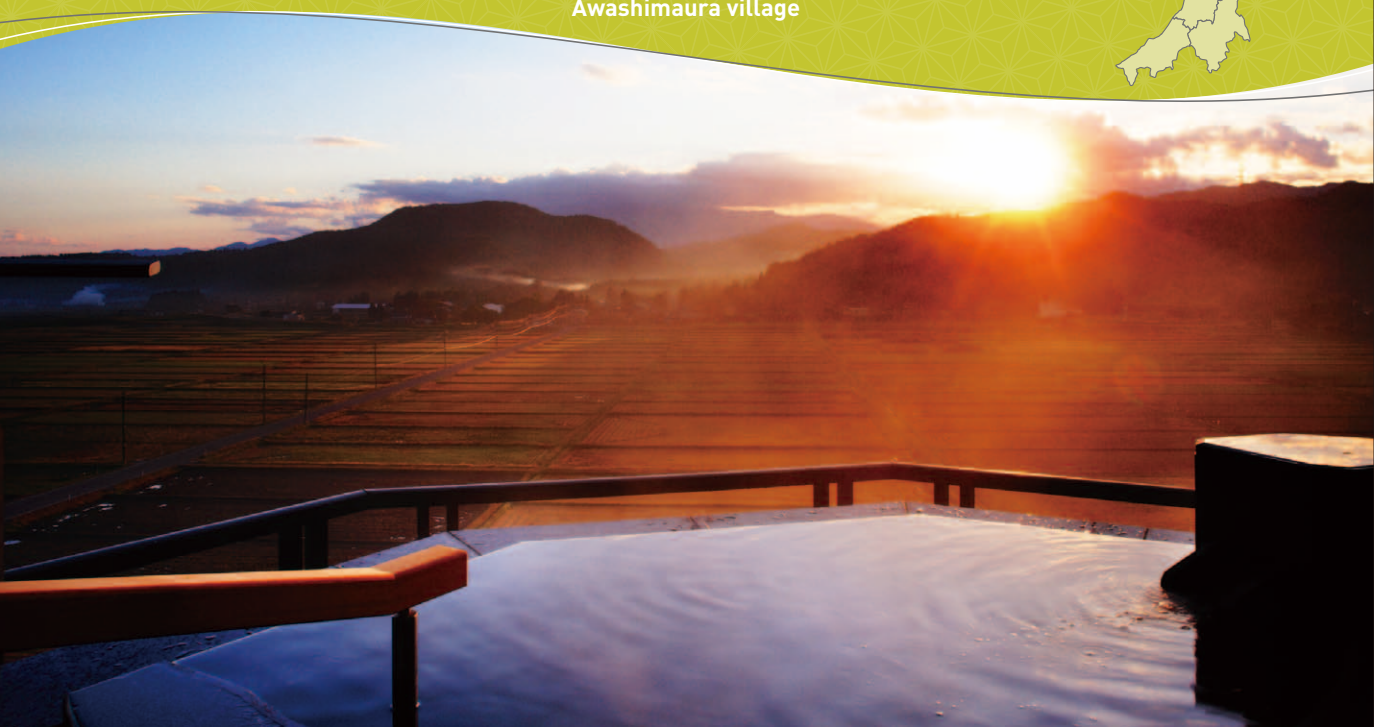


# STAY + EAT

## NIIGATA AREA GUIDE

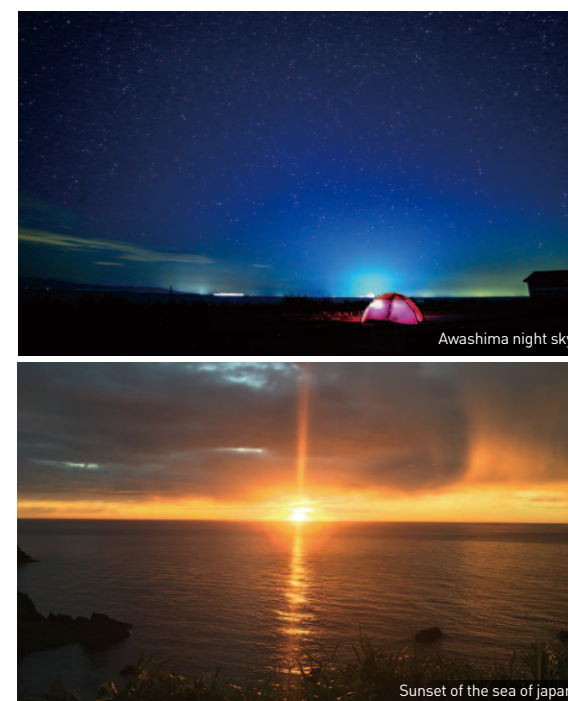
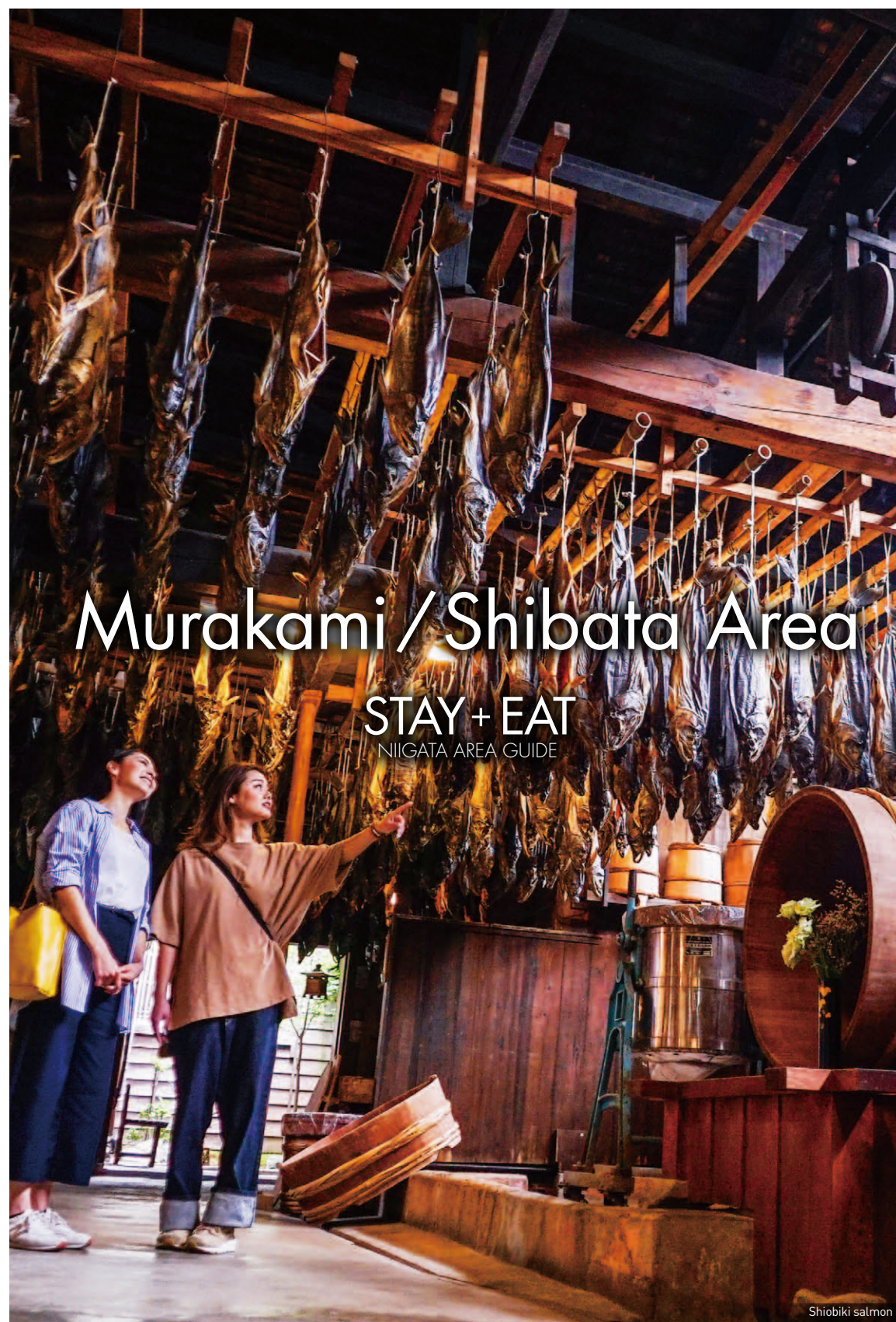
### Murakami / Shibata Area

Murakami city , Shibata city , Sekikawa village , Tainai city ,  
Awashimaura village



NIHONKAI  
GASTRONOMY





**This is an area which still retains the charm of an old castle town and a mood of history. Enjoy the salmon cuisine and local flavors while taking in the traditional culture.**

In the former castle towns of Murakami and Shibata, there remain townscapes filled with historical spirit. It's fascinating to take a walk through history while feeling the atmosphere of the Edo era and viewing places such as Japanese gardens, temples, the remains of old castles and streets lined with black kurobei fences. Murakami, along the Miomote River, is a town which has been naturally cultivating salmon for over 200 years. Salmon is a food resource that the citizens came to develop during times of poor crops. With more than 100 ways of using salmon in dishes, none of the salmon, from the head to the tail, is wasted and it is all used in cooking which is the Murakami way. A sign of winter is salted salmon which has the fish rubbed in salt and then hung out to dry in the cold winds, something that can be seen hanging from the eaves of houses. As well, delicious salmon dishes are made through the unique wintry climate here. There are hot springs such as Tsukioka Onsen characterized by its emerald-green waters and an enjoyable walk through its townscape, Echigo-Sekikawa Onsen Village which has become one with Mother Nature, and Senami Onsen, famous for its view of the sun setting into the Sea of Japan. This is an area where hot springs of the sea, towns and mountains can be enjoyed. Untamed nature spreads out on the small island of Awashima and its sunsets and starry skies are absolutely breathtaking.







## Senami Onsen

Senami Onsen, which has a history of over a century, has been called "The Waters of Heat" because of its abundant quantity of water and the high temperature of its source spring. The onsen area by the shore has plenty of charm.

## Taikanso Senaminoyu

**Address** / 10-24, 2-chome, Senami Onsen, Murakami City  
**TEL:** 0254-53-2131  
**Travel time to reach us:**  
 About 10 minutes by car from Murakami Senami Onsen Exit on the Nihonkai Tohoku Expressway  
 About 10 minutes by car from Murakami Station on the JR Uetsu 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.

From Taikanso, Shiomiso

## Restaurants specializing in salmon courses



### Sennenzakekikkawa Izutsuya

Sennenzakekikkawa Izutsuya is a Registered Tangible Cultural Property of Japan and Murakami's first restaurant specializing in salmon cuisine. None of the ingredients such as the salted salmon grilled on the brazier or the Koshihikari rice boiled in earthen cookers use chemical seasonings or preservatives.

**Address** / 1-12 Ko-machi, Murakami City **TEL:** 0254-53-7700  
**Opening hours** / 9:30-15:30 [Meals are from 11:00] Last order at 15:00  
**Holidays** / New Year's holidays



### Ryoutei Notoshin

Ryoutei Notoshin is a venerable 270-year-old restaurant. In addition to the salmon dishes, you can also enjoy Murakami-gyu beef and cuisine using local ingredients.

**Address** / 2-1-9 Iino, Murakami City  
**TEL:** 0254-52-6166  
**Opening hours** /  
 11:30-14:00 Last order at 13:30/  
 17:00-23:00 Last order at 22:00  
**Holidays** / Sometimes closed at short notice



### Kappou Shintaku

Shintaku, which first opened in 1867, provides salmon courses and seasonal full-course menus, and at noon, a reasonable lunch menu is served to satisfy all tastes.

**Address** / 3-38 Ko-machi, Murakami City  
**TEL:** 0254-53-2107  
**Opening hours** /  
 11:30-Last order at 13:30/  
 17:00-Last order at 20:00  
**Holidays** / Wednesdays and  
 Sometimes closed at short notice

Furthermore, Zenzo and Matsuuraya also serve salmon courses starting from 3000 JPY.



### Kappou Zenzo

**Address** / 1-3 Kamikata-machi, Murakami City  
**TEL:** 0254-53-3813  
**Opening hours** / 10:00-22:00  
 \*Reservation required  
**Holidays** / Sometimes closed at short notice



### Kappou Matsuuraya

**Address** / 1-3 Tera-machi, Murakami City  
**TEL:** 0254-53-2015  
**Opening hours** /  
 11:00-15:00 17:00-21:00  
**Holidays** / Sometimes closed at short notice

## Recommended lunch spots



### Harakochaya

At Harakochaya, the salmon tare katsudon (deep-fried filets in sauce on rice) using local Koshihikari rice and salmon courses are popular.

**Address** / 13-34 Shio-machi, Murakami City  
 (Inside Salmon House)  
**TEL:** 0254-52-1990  
**Opening hours** / 11:30-15:00 17:00-21:00  
**Holidays** / Dec. 31



### Omotenashinoyado Ishidaya

Ishidaya is famous for its harakodan using salmon roe marinated in sake and soy sauce and local Koshihikari rice.

**Address** / 10-24 Tabata-machi, Murakami City  
**TEL:** 0254-53-2016  
**Opening hours** / 11:00-14:00  
 (Contact us about nighttime hours)  
**Holidays** / Sometimes closed at short notice



### Kappou Chidori

Chidori serves seasonal sashimi and salted salmon, and its kaisendon topped with more than 10 ingredients including salmon roe and homemade fried egg is very popular.

**Address** / 2-14 Saiku-machi, Murakami City  
**TEL:** 0254-53-6666  
**Opening hours** / 11:00-Last order at 13:00  
 17:00-Last order at 21:30  
**Holidays** / Lunchtime from Tuesday to Thursday  
 Sunday  
 Sometimes closed on other days at short notice





### Tsukioka Onsen

This hot spring which boasts the highest content of sulfur in Japan can be depended upon for promoting beautiful skin from its emerald-green waters. It's popular as "the hot spring of beauty" for the fact that once you take a dip, your skin will feel smooth.

### Hotel Seifuen

**Address** / 278-2 Tsukioka Onsen, Shibata City  
**TEL:** 0254-32-2000

#### Travel time to reach us:

About 20 minutes by car from Yasuda Exit on the Banetsu Expressway  
About 20 minutes by car from Toyosaka Niigata Higashi-ko Exit on the Nihonkai Tohoku Expressway  
About 5 minutes by bus from Tsukioka Station on the JR Uetsu Line on weekday  
About 25 minutes by shuttle bus from Toyosaka Station on the JR Hakushin Line  
**Fee (1 night stay with 2 meals on a weekday):**  
From ¥15,000 per person (Tax not included)

### Hisagoso, Tsukioka Onsen Hotel

**Address** / 552-16 Tsukioka Onsen, Shibata City  
**TEL:** 0254-32-3111

#### Travel time to reach us:

About 20 minutes by car from Yasuda Exit on the Banetsu Expressway  
About 20 minutes by car from Toyosaka Niigata Higashi-ko Exit on the Nihonkai Tohoku Expressway  
About 5 minutes by bus from Tsukioka Station on the JR Uetsu Line on weekday  
About 20 minutes by shuttle bus from Toyosaka Station on the JR Hakushin Line  
**Fee (1 night stay with 2 meals on a weekday):**  
From ¥12,000 per person

### Mashu

**Address** / 654-1 Tsukioka Onsen, Shibata City  
**TEL:** 0254-32-2131

#### Travel time to reach us:

About 20 minutes by car from Toyosaka Niigata Higashi-ko Exit on the Nihonkai Tohoku Expressway  
About 5 minutes by bus from Tsukioka Station on the JR Uetsu Line on weekday  
About 20 minutes by shuttle bus from Toyosaka Station on the JR Hakushin Line  
**Fee (1 night stay with 2 meals on a weekday):**  
From ¥16,650 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 Seifuen, Hisagoso, Mashu



## Tsukioka Onsen Village

Tsukioka Onsen which is approximately 40 minutes away from downtown Niigata City by car is a district fragrant with the smell of a hot spring (sulfur) that is reputed to be good for the skin. There are 12 onsen inns of varying sizes.

**Tsukioka Onsen Tourism Association** TEL: 0254-32-3151

Tsukioka Onsen, as a village to enjoy walking through, has plenty of spots to visit such as KURA where you can sample local sake, and DEN where you can try your hand at making rice crackers.



### Premium Sake KURA

**Address** / 566-5 Tsukioka Onsen, Shibata City  
**TEL:** 0254-32-1101  
**Opening hours** / 9:00-12:00 13:00-18:00  
**Holidays** / Open throughout the year



### Premium Senbei DEN

**Address** / 562-1 Tsukioka Onsen, Shibata City  
**TEL:** 0254-32-1101  
(Premium Sake KURA)  
**Opening hours** / 9:00-13:00 14:00-18:00  
**Holidays** / Mondays and Wednesdays

## Shibata Castle, Shimizu-en and Ashigaru-Nagaya

As a castle city, Shibata has relics of the prosperous Edo era. The remains of Shibata Castle (free admission), the former feudal lord residence of Shimizu-en (admission required) and the Ashigaru-Nagaya house (admission required) are a reminder of that time.



### Shibata Castle

**Address** / 6 Ote-machi, Shibata City  
**TEL:** 0254-22-9354  
**Opening hours** / 9:00-17:00 (Closed at 16:30 in November)  
\*Admission free



### Shimizu-en

**Address** / 7-9-32 Daiei-cho, Shibata City  
**TEL:** 0254-22-2659  
**Opening hours** / 9:00-17:00 (Closed at 16:30 from November to March)  
\*Fee is charged



### Ashigaru-Nagaya

**Address** / 7-9-32 Daiei-cho, Shibata City  
**TEL:** 0254-22-2659  
**Opening hours** / 9:00-17:00 (Closed at 16:30 from November to March)  
\*Fee is charged

## Ichishima, Kikusui, Kanemasu and Fujinoi Sake Breweries

There are 4 breweries in Shibata City among which Ichishima and Kikusui provide guided tours. There are historical artifacts on display, sake tastings and souvenirs can also be purchased.



### Kikusui Sake Brewery

**Address** / 750 Shimagata, Shibata City  
**TEL:** 0254-24-5544



### Ichishima Sake Brewery

**Address** / 3-1-17 Suwa-cho, Shibata City  
**TEL:** 0254-22-2350 [Office]  
0254-22-5150 [Brewery tour]



### Kanemasu Sake Brewery

**Address** / 1-9-30 Yutaka-cho, Shibata City  
**TEL:** 0254-22-3131



### Fujinoi Sake Brewery

**Address** / 1335 Fujitsukahama, Shibata City  
**TEL:** 0254-41-3165

## Shibata Hassun (participating shops)

Shibata Hassun refers to kaiseki cuisine appetizers arranged on 24-centimeter square plates. These are provided in restaurants within Shibata City as part of the food culture of a castle city.



### Shubou okan

**Address** / 3-13-2 Chuo-cho, Shibata City  
**TEL:** 0254-22-9234



### Sazanami

**Address** / 3-12-2 Chuo-cho, Shibata City  
**TEL:** 0254-22-2607



### Sushi tokiwa

**Address** / 3-7-8 Chuo-cho, Shibata City  
**TEL:** 0254-22-3358



### Shunsaishokubou senya

**Address** / 3-11-10 Chuo-cho, Shibata City  
**TEL:** 050-5572-8859



### Shimaya

**Address** / 1-1-1 Miyuki-cho, Shibata City  
**TEL:** 0254-22-2102





## Takanosukan

**Address** / 1072 Yuzawa, Sekikawa Village, Iwafune-gun  
**TEL:** 0254-64-1009

**Travel time to reach us:** About 20 minutes by car from Arakawa Tainai Exit on the Nihonkai Tohoku Expressway  
 About 10 minutes by car from Echigo Shimoseki Station on the JR Yonesaka Line

**Fee (1 night stay with 2 meals on a weekday):** From ¥25,000 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.



## Royal Tainai Park Hotel

**Address** / 1191-3 Natsui, Tainai City  
**TEL:** 0254-48-2211

**Travel time to reach us:** About 20 minutes by car from Nakajo Exit on the Nihonkai Tohoku Expressway  
 Take the Inaho Limited Express Train at Niigata Station on the JR Joetsu Shinkansen Line.  
 Ride the Inaho Limited Express Train from Niigata Station for about 30 minutes and get off at Nakajo Station.  
 Free shuttle-bus service is available from Nakajo Station (About 30 minutes)

**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 Takanosukan

### Toukei-en, Watanabe-tei

In Echigo-Sekikawa Onsen Village along the clear waters of the Arakawa River, Takanosu Onsen by picturesque Takanosu Bridge is a resort surrounded by Mother Nature.

**Watanabe-tei** (admission required) located in central Sekikawa is a mansion built by the wealthy Watanabe family in the Edo era that has been designated as a national Important Cultural Property. Meals can also be enjoyed at the adjoining annex, **Toukei-en** (admission required).



#### Toukei-en

**Address** / 906-2 O-aza Shimoseki, Sekikawa Village, Iwafune-gun  
**TEL:** 0254-64-1349  
**Opening hours** / 9:00-16:00  
**Holidays** / From late November to early April  
 \*Fee is charged



#### Watanabe-tei

**Address** / 904 Shimoseki, Sekikawa Village, Iwafune-gun  
**TEL:** 0254-64-1002  
**Opening hours** / 9:00-16:00  
**Holidays** / New Year's holidays  
 \*Fee is charged

## From Royal Tainai park Hotel

### Royal Tainai Park Hotel, Tainai Kogen Beer and the Tainai Natural Astronomy Museum

The tourist spot Tainai Highland can be enjoyed during all four seasons (Tainai Natural Observation Deck, Tainai Kogen Beer, Royal Tainai Park Hotel, Okutainai Hutte, etc.).



#### Tainai Natural Astronomy Museum

**Address** / 1251-7 Natsui, Tainai City  
**TEL:** 0254-48-0150  
**Opening hours** / 9:00-17:00  
 (Can open at nighttime if reservations are made)  
**Holidays** / Mondays (Open from April to November)  
 \*Fee is charged  
 \*Nighttime admission: Saturday Closed when the weather is bad



#### Tainai Kogen Beer Garden

**Address** / 670 Atsutazaka, Tainai City  
**TEL:** 0254-48-2020  
**Opening hours** / 11:00-16:00  
**Holidays** / Sometimes closed at short notice



#### Okutainai Hutte

**Address** / 1202-49 Tainai-yama, Shimo-arasawa, Tainai City  
**TEL:** 0254-48-0161  
 \*Scheduled to open from late June to the middle of November



## Awashima Island

Arrive at the small island of Awashima in the Sea of Japan in 85 minutes from Iwafune Port. Awashima is truly an island of nature where you can do some nature exploration through a 23-kilometer circuit of the island by rental bicycle.



### Octopus catching on a rocky shore

Awashima Tourist Information Center  
TEL: 0254-55-2146 (8:30-17:00)



### Rent-a-cycle

Address / 1491-8  
Aza Hinomi-yama,  
Awashimaura Village,  
Iwafune-gun  
TEL: 0254-55-2146  
Opening hours /  
8:30-17:00  
Holidays / Open  
throughout the year  
\*Rental fee is charged



### Awashima Bokujyo

Address / 656 Awashimaura Village, Iwafune-gun  
TEL: 080-8492-5869  
Opening hours / 9:00-12:00 14:00-17:00  
Holidays / Sometimes closed at short notice  
\*Fee is charged  
\*Experience session requires reservation

## Tourist information centers



### Murakami Tourist Information Center Cat.1

Address / Tabatamachi 11-8, Murakami City  
TEL / 0254-53-2258  
Opening hours / 9:00-17:00  
Holidays / Dec. 30 to Jan. 3



### Shibata city tourism information center Cat.2

Address / 1-2-11, Suwacho, Shibata City  
TEL / 0254-26-6789  
Opening hours / 8:30-17:00  
Holidays / New Year's holidays

**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.


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

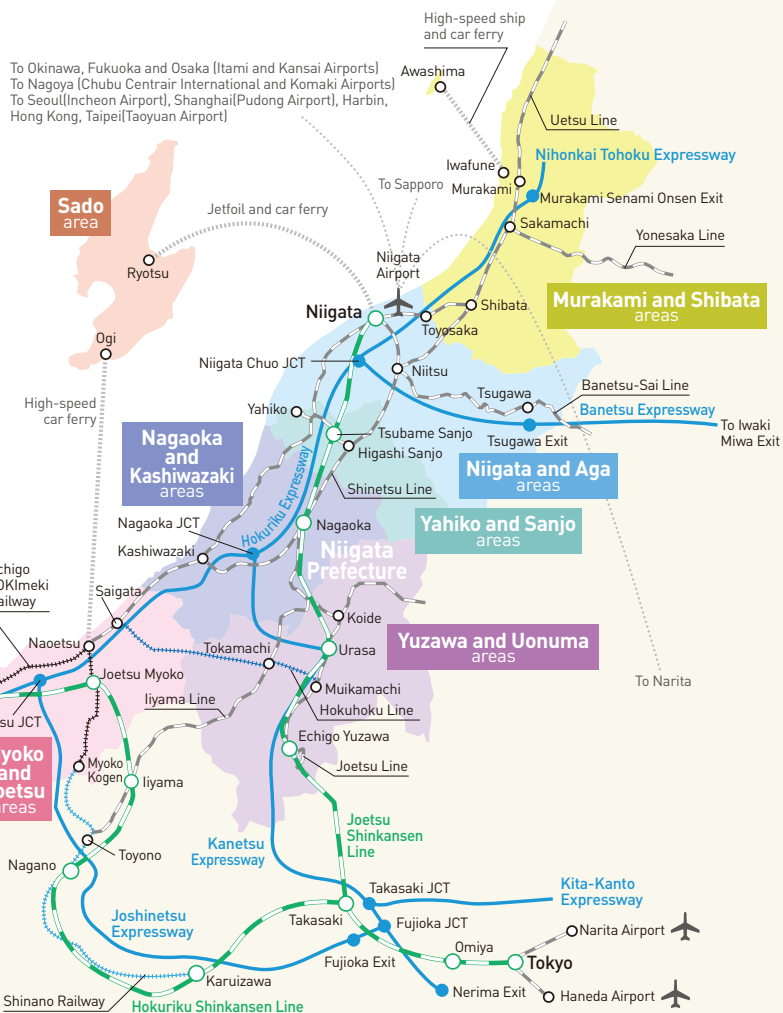
## Getting to Niigata by Airplane

- **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



### (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>

