



STAY + EAT

NIIGATA AREA GUIDE

Niigata / Aga Area

Niigata city , Agano city , Gosen city , Aga town





Niigata / Aga Area

STAY + EAT
NIIGATA AREA GUIDE



The Niigata Saito Villa



Geisha



Sakihana Onsen



Market

A rich treasure house of food was created from the two major rivers of Agano and Shinano. The area is alive with this distinctive food culture which includes geisha culture and fermentation culture.

Japan's longest river, the Shinano, flows into the Sea of Japan in Niigata City. The city, whose ports open out into the sea, has had marine routes for a very long time and from trade and cultural exchange, ryotei culture and fermentation culture and other phenomena have developed together to form a distinctive food culture. The geisha quarters which were patronized by visitors to the port towns are still going strong today, so that geisha can still be seen in the elegant townscapes, and the atmosphere of these old towns can be felt. Along the Agano River, swans in large numbers come over in the winter to create a wide and beautiful scene surrounded by plentiful villages and deep mountains. This area, where a variety of seasonal flowers bloom, also has its share of unique natural hot springs. Soaking in these onsen in the middle of Mother Nature and dining on the local dishes blessed from the mountains and rivers will bring relaxation to body and soul away from the busy everyday.



Iwamuro Onsen



Shinanogawa Water Shuttle



Tulips



SL Banetsu Monogatari



NIIGATA TOEI HOTEL

Address: 1-6, 2-chome, Benten, Chuo-ku, Niigata City
TEL: 025-244-7101

Travel time to reach us:
 About 15 minutes by car from Niigata Chuo Exit on the Hokuriku Expressway,
 About 5 minutes on foot from Niigata Station on the JR Joetsu Shinkansen Line
Fee (1 night stay with 2 meals on a weekday): From ¥14,770 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 Niigata Toei Hotel

Along with brewing culture



Nuttari Vicinity, Town of Fermentation (Imayo Tsukasa, Nuttari Beer, etc.)

Niigata City's Nuttari district is alive with the culture of brewing. Enjoy brewery tours including sake tastings. It's also the production center of koji (malted rice) products and of craft beer.



Imayo tsukasa sake brewery

Address / 1-1 Kagamigaoka, Chuo-ku, Niigata City
TEL: 025-245-0325 **Opening hours /** 9:00-17:00
Holidays / New Year's holidays



Nuttari Beer

Address / 1-6-1 Nuttari Higashi, Chuo-ku, Niigata City
TEL: 025-383-8720

Niigata Beer Pub

Opening hours / 17:00-21:00
 [Saturday: From 13:00 Sunday: 11:30-16:30]
Holidays / Mondays-Wednesdays
Last business day at our current location / Sunday, July 12, 2020
Start of operations at our new location / Saturday, August 1, 2020

Minemura Jozo direct sales store

Address / 2-3-44 Akashi, Chuo-ku, Niigata City
TEL: 025-250-5280
Opening hours / 10:00-17:00
 [Saturdays, Sundays and national holidays until 18:00]
Holidays / New Year's holidays



Ponshukan Niigata Station Branch

Located near JR Niigata Station's west exit, Ponshukan Sake Museum has a popular sake-tasting corner with all of the breweries in Niigata. For 500 yen, you can enjoy 5 ochoko cups' worth of sake.

Address / 1-96-47 Hanazono, Chuo-ku, Niigata City
TEL: 025-240-7090
Opening hours / 9:00-21:00
 [Sake tasting: 9:30-Last order at 20:15]
Holidays / Open throughout the year



Furumachi Ryuto Café

Niigata, the port city, is said to be one of Japan's three greatest geisha quarters where the culture of luxurious ryotei restaurants which involve the geisha still lives on. Furumachi Ryuto Cafe is an establishment which utilizes geisha tatami mat waiting rooms. Geisha wearing their training clothes bring coffee over to you.

Address / 9-1462 Furumachi-dori, Chuo-ku, Niigata City
TEL: 025-222-2237
 [Niigata Sangyo Cooperative Union]
Opening hours / 13:00-15:00
Holidays / Saturdays and Sundays



Northern Culture Museum

This is a museum which shows the history of Japan's wealthiest farmers and the nation's everyday life. The four seasons can be enjoyed through the garden which can be seen from the large reception hall. There is a Japanese restaurant and cafe within the facility and even a souvenir shop.

Address / 2-15-25 Somi, Konan-ku, Niigata City
TEL: 025-385-2001
Opening hours / 9:00-17:00
 [Close at 16:30 from November to March]
Holidays / Open throughout the year
 *Guided tour (10:30, 12:00, 13:30, 15:00)



Iwamuro Onsen

Also known as Reigan-no-Yu, means "the hot spring of holy wild geese", Iwamuro Onsen is an onsen village that has about 300 years of history. It's also been designated by the government as an official hot spring resort, and the high quality has a fine reputation.

Hamamatsu-ya, an inn that offers the warmth of wood

Address : 328 Iwamuro Onsen, Nishikan-ku, Niigata City
TEL : 0256-82-5533
Travel time to reach us : About 25 minutes by car from Makikata-higashi Exit on the Hokuriku Expressway,
 About 10 minutes by car from Iwamuro Station on the JR Echigo Line
Fee (1 night stay with 2 meals on a weekday) : From ¥15,500 per person(Tax not included)

Yumotoya Onsen Ryokan

Address : 91-1 Iwamuro Onsen, Nishikan-ku, Niigata City
TEL : 0256-82-2015
Travel time to reach us : About 25 minutes by car from Makikata-higashi Exit on the Hokuriku Expressway,
 About 10 minutes by car from Iwamuro Station on the JR Echigo Line
Fee (1 night stay with 2 meals on a weekday) : From ¥13,000 per person(Tax not included)

Small Ryokan Komatsuya

Address : 681 Iwamuro Onsen, Nishikan-ku, Niigata City
TEL : 0256-82-2021
Travel time to reach us : About 25 minutes by car from Makikata-higashi Exit on the Hokuriku Expressway,
 About 10 minutes by car from Iwamuro Station on the JR Echigo Line
Fee (1 night stay with 2 meals on a weekday) : From ¥15,000 per person(Tax not included)

Takashimaya, an inn of high aspirations

Address : 678 Ko, Iwamuro Onsen, Nishikan-ku, Niigata City
TEL : 0256-82-2001
Travel time to reach us : About 18 minutes by car from Makikata-higashi Exit on the Hokuriku Expressway
 About 10 minutes by car from Iwamuro Station on the JR Echigo Line
Fee (1 night stay with 2 meals on a weekday) : From ¥18,000 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 Hamamatsuya, Yumotoya, Komatsuya



Akari no Shokutei KOKAJIYA

Akari no Shokutei KOKAJIYA, located in Iwamuro Onsen Village, combines the techniques of Italian and Japanese cuisine and applies them to local ingredients for innovative dishes that can be sampled inside a century-old traditional Japanese private house.

Address / 666 Iwamuro Onsen, Nishikan-ku, Niigata City
TEL: 0256-78-8781
Opening hours / 11:30-Last order at 13:30
 18:00-Last order at 20:30
Holidays / Tuesdays and Wednesdays



Cave D'Occi

Located at the foot of Mt. Kakuda, there are 5 wineries located along this wine coast surrounded by sea and sand. Among these wineries, Cave D'Occi was the first to be built and visitors can enjoy cuisine and shopping here.

Address / 1661 Kakuda-hama, Nishikan-ku, Niigata City
TEL: 0256-77-2288
Opening hours / Opening hours vary according to the facility
Holidays / Open throughout the year



Niigata City Iwamuro Tourist Facility "Iwamuroya"

This is a facility providing information on the onsen of Iwamuro where you can also take foot baths for free. There are also shops directly selling local vegetables and restaurants.

Address / 96-1 Iwamuro Onsen, Nishikan-ku, Niigata City
TEL: 0256-82-1066
Opening hours / 9:00-19:00
 (Foot bath closed at 18:30)
Holidays / 1st and 3rd Wednesday of each month



Murasugi Onsen

Murasugi Onsen is approximately 700 years old and is a famous hot spring which boasts an abundance of elements including top-level radon. Not only does the spring provide health benefits from radon, which is derived from radium, but it also prides itself on other good medicinal effects from drinking its waters.

Kadoya Ryokan, Murasugi Onsen

Address : 4631-1 Murasugi, Agano City
TEL : 0250-66-2221
Travel time to reach us :
 About 15 minutes by car from Yasuda Exit on the Banetsu Expressway,
 About 30 minutes by car from Suibara Station on the JR Uetsu Line
Fee (1 night stay with 2 meals on a weekday) : From ¥18,000 per person

Yumotokan, Gozu Imaita Onsen

Address : 795-2 Imaita, Agano City
TEL : 0250-66-2321
Travel time to reach us :
 About 15 minutes by car from Yasuda Exit on the Banetsu Expressway,
 About 30 minutes by car from Suibara Station on the JR Uetsu Line
Fee (1 night stay with 2 meals on a weekday) : From ¥13,000 per person

Chouseikan, Murasugi Onsen

Address : 4632-8 Murasugi, Agano City
TEL : 0250-66-2111
Travel time to reach us :
 About 15 minutes by car from Yasuda Exit on the Banetsu Expressway,
 About 30 minutes by car from Suibara Station on the JR Uetsu Line
Fee (1 night stay with 2 meals on a weekday) : From ¥16,000 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 Kadoya Ryokan, Yumotoya, Chouseikan



Hyoko

Hyoko, the lake which has been registered as a Ramsar site, has become the first place in Japan which succeeded in feeding wild swans, and annually from October, there are as many as 5000 swans which come over. At noon, the swans go out from the lake searching for food, so the early morning is the best time to view them.

Address / 314-19 Suibara, Agano City
TEL: 0250-62-2690
 (Park Management Office of Agano City)



Gozu Onsen Village

The radium hot springs at Gozu Onsen Village near Hyoko are famous. Soaking in the waters, you also breathe in the steam so your whole body is suffused in radon which heightens the beneficial effects.

Address / Deyu, Imaita and Murasugi Onsen in Agano City
TEL: 0250-61-3003
 (Cooperative Union of Hotels in Gozu Hot Spring Village)



Yasuda Yogurt

At Yasuda Yogurt, which is just 12 minutes away from Gozu Onsen Village by car, local dairy farmers make the yogurt from fresh milk. Have a fresh taste which can't be replicated anywhere else.

Address / 940 Yasuda, Agano City
TEL: 0250-68-5028
Opening hours / 9:00-17:00
Holidays / Open throughout the year
 (Factory tour: Morning only)



Sakihana Onsen

Sakihana Onsen is located right beside the grand Agano River. It's popular for its natural emerald-green waters that are ideal for beautiful skin. You will want to enjoy this spring while taking in the sight of the gently flowing river.

Satorikan

Address: 3008 Sadori, Gosen City
TEL: 0250-47-2211

Travel time to reach us:

About 15 minutes by car from Yasuda Exit on the Banetsu Expressway,
About 5 minutes on foot from the Sakihana Station on the JR Ban-etsu-West Line

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

Bousenkaku, the Blessings of Aga

Address: 2869 Sadori, Gosen City
TEL: 0250-47-1000

Travel time to reach us:

About 10 minutes by car from Yasuda Exit on the Banetsu Expressway,
About 25 minutes by car from Suibara 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 Satorikan, Bousenkaku



Jikoji

About a 30-minute drive from Sakihana Onsen, this is an ancient temple established around the year 1403 in the middle of a dense cedar forest. Visits are free and zazen meditation lessons can also be experienced for free but with advance reservations.

Address / 870 Hiruno, Gosen City
TEL: 0250-58-4000
Opening hours / 9:00-16:30 (viewing hours from November to March until 16:00)



Gosen Sakura Aroma Workshop

About a 20-minute drive from Sakihana Onsen, the wonders of Gosen City Muramatsu Park's cherry trees, which have been selected as one of the Top 100 Sakura sites in Japan, can be experienced all year round. You can also have a taste of Sakura udon and Sakura ice cream here.

Address / 2712-1 Atago Ko, Gosen City
TEL: 0250-47-7081
Opening hours / 9:00-17:00 (Store is open 10:00-16:00)
Holidays / Mondays (Open if Monday falls on a national holiday, but closed on the next day)

Aga town Kirinzan Onsen, Mikawa Onsen



Jet Boat The Isabella Bird

Enjoy the beauty of the valley and lush nature from the Agano River. The boat arrives and departs at the roadside station, Aganosato.

Address / 4301 Ishima, Aga Town, Higashikanbara-gun (Agano Sato, Roadside Station)
TEL: 0254-99-2121 (Agano Sato, Roadside Station)
Opening hours / 10:00, 11:00, 12:00, 13:00, 14:00, 15:00
Holidays / Open throughout the year (Cancelled when the weather is bad)
*Fee is charged

Canoe Experience

You can enjoy canoeing on the Agano River deep in the mountains. The contrast of the view from the river and nature is superb. If you are lucky, you may even be able to spot some kamoshika antelope. Advance reservations are necessary.

Address / 3469-2 Obanachi, Aga Town, Higashikanbara-gun (Boathouse of Mikawa B&G Ocean Center)
TEL: 070-2170-6270 (Hotel Mikawa (Health Care Division))
Opening hours / April-November
Morning session: 9:45-12:00 Afternoon session: 13:15-15:30 (About 2 hours and 15 minutes)
*Fee is charged
*Reservation required 1 day in advance *Minimum number of participants: 2
*Maximum number of participants: 10



Miyakawa koujiya

Address / 3760 Tsugawa, Aga Town, Higashikanbara-gun
TEL: 0254-92-2453 **Opening hours /** 8:00-18:00
Holidays / Open throughout the year

Tourist information centers



Nexco east kurosaki parking area information (inbound) Cat.1

Address / 1810 Urata Itai, Nishi-ku, Niigata City
TEL / 025-377-5661
Opening hours / 8:30-19:00



Nexco east kurosaki parking area information (outbound) Cat.1

Address / 1206-3 Oominami Kiba, Nishi-ku, Niigata City
TEL / 025-377-5773
Opening hours / 8:00-18:30



Niigata station bandai exit tourist information center Cat.2

Address / 1-1-1 Hanazono, Chuo-ku, Niigata City
TEL / 025-241-7914
Opening hours / 9:00-19:00
Holidays / 31 Dec. and 1 Jan.



Niigata airport tourist information Cat.1

Address / 3710 Matsuhama-cho, Higashi-ku, Niigata City
Opening hours / The information desk is staffed only on International flight arrivals.



Iwamuroya Cat.1

Address / 96-1 Iwamuro Onsen, Nishikan-ku, Niigata City
TEL / 0256-82-1066 **Opening hours** / 9:00-19:00
Holidays / 1st and 3rd Wed., Dec.31st and Jan.1st (In Jan. and Dec., open also on 1st Wed.. In case a national holiday falls on 3rd Wed., open on the day, and Holidays the next day.)

Niigata grand hotel Partner

Address / 3-2230 Shimo-Okawamaedori, Chuo-ku, Niigata City **TEL** / 025-228-6111 **Opening hours** / 24h

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.

	有限会社 昌 商事 AkiraShoji		プラスチック製容器メーカー 株式会社曙産業		株式会社イートラスト埼玉		イオカ電子株式会社		株式会社五十嵐製作所
	株式会社アオスフィールド		Ito Denki LTD. 株式会社イハネマ		BEST CAR 株式会社イハネマ		浦佐管理物産株式会社		越後交通工業株式会社
	株式会社大原鉄工所		有限会社大矢組		OGUMA IRON WORKS CO.,LTD.		越後のお茶屋 お茶の紫香園		OFFICE HANAKO オフィスハンナコ株式会社
	有限会社かたおか		歯科器材総合商社 株式会社カタギリ		株式会社片山鋳造製作所		株式会社加藤工業所		川崎バウムメット株式会社
	株式会社カゴエ		株式会社北日本水研		株式会社吉兆楽		株式会社共伸商会		株式会社亨和建設
	株式会社雲田商会		株式会社CRAVIS		株式会社恒成		株式会社小林超硬研磨		コンドウ印刷株式会社
	サカエ鋼業株式会社		笹葉薬品株式会社		株式会社佐藤食肉		株式会社サトウフーズ		住渡汽船観光株式会社
	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		三和化工株式会社
	ジー・エム建機リース株式会社		MOON JAPAN		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		株式会社新和組		株式会社ステビア新潟		3E THREE MILES		セキサーマル株式会社
	株式会社双建		株式会社5カゴ3		有限会社田辺工業		株式会社千代田開発		有限会社津南高原農産
	株式会社長岡総合設備		株式会社永徳		株式会社中元組		新潟交通商事		株式会社新潟三エール
	株式会社橋本不動産		POS パンファルサービス		P&D CO.,LTD.		HIDA TEC 株式会社ヒダテック		藤木鉄五株式会社
	PRIME プライムテック株式会社		一般貨物自動車運送業 株式会社豊明運輸		北越重車輜株式会社		北越メタル株式会社		株式会社北辰金型工業所
	HOSHINO Co., Ltd. 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		有限会社松田鑄造		株式会社マテラル
	マルト 株式会社丸菱電子		株式会社丸菱電子		株式会社満日製作所		株式会社水倉組		Inatoku 株式会社皆徳
	株式会社ムネケン		山田修整有限公司		株式会社ヤマト松井本店		Uvar YAMAMOTO		吉沢工業株式会社
	有限会社渡辺組		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

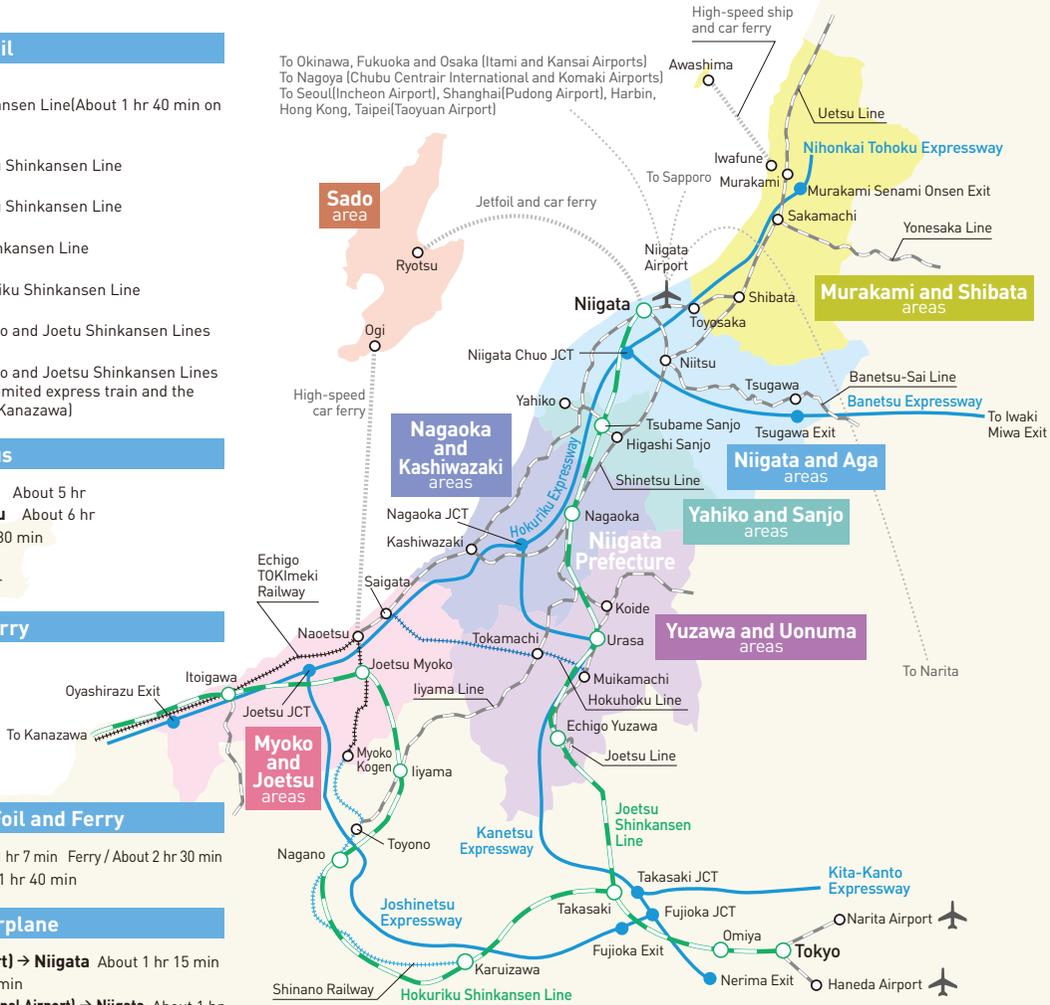
- **Sapporo (New Chitose Airport) → Niigata** About 1 hr 15 min
- **Narita → Niigata** About 1 hr 5 min
- **Nagoya (Chubu Centrair International Airport) → Niigata** About 1 hr
- **Nagoya (Komaki Airport) → Niigata** About 55 min
- **Osaka (Itami Airport) → Niigata** About 1 hr
- **Osaka (Kansai International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

