



STAY + EAT

NIIGATA AREA GUIDE

Yahiko / Sanjo Area

Yahiko village , Sanjo city , Tagami town , Tsubame city , Kamo city



NIHONKAI
GASTRONOMY



Yahiko/Sanjo Area

STAY + EAT

NIIGATA AREA GUIDE

Gastronomy and traditional food



Open-air bath a view yagihana



Echigo Plain



Blacksmith

Let's head over to Yahiko Shrine, the most sacred shrine in Niigata, and Tsubame Sanjo, an area for the metalworking industry with products including Western tableware, where the next generation of chefs are gathered.

This area, which serves as the gateway into the Echigo Plain, has been formed into a great fertile land thanks to the earth and sand brought over due to overflowing from the Shinano River. Mt. Yahiko has a sacred presence on this plain and on it, Yahiko Shrine has long been worshiped as the god giving rise to the many industries which became the basis for Niigata Prefecture's livelihoods and culture. Long ago, the repeated flooding of the Shinano River made the land unfit for agriculture but instead encouraged profitable metalworking so that in tandem with the local hardworking and research-driven character of the area, many manufacturing craftsmen were able to study their craft. Metalworking became the lead industry so that cutlery along with other metal products became known in the world's markets. With river management being put in place from about 100 years ago, flooding decreased so that this rich land transformed into a prominent grain-producing area within the prefecture leading to a plentiful food culture. The cutlery and tableware created in this land are used to dine on the produce grown here as a great example of local production for local consumption.



Yutagami Onsen



Yahiko Shrine



Autumn rice field



Metal product spot sale



Yahiko Onsen

Yahiko Onsen Village possesses two plentiful source springs, Sakuraigo Onsen and Yujinja Onsen, each providing their own characteristic waters. The historic village is located in front of the gate for Yahiko Shrine.

Sakuraya, Inn of Gastronomy at Yahiko Onsen

Address: 1043-41 Yahiko, Yahiko Village, Nishikanbara-gun
TEL: 0256-94-2009

Travel time to reach us:

About 30 minutes by car from Sanjo Tsubame Exit on the Hokuriku Expressway
About 1 minute on foot from Yahiko Station on the JR Yahiko Line

Fee (1 night stay with 2 meals on a weekday): From ¥12,500 per person (Tax not included)

Hotel Minoya, Inn of Four Seasons

Address: 2927-1 Yahiko, Yahiko Village, Nishikanbara-gun
TEL: 0256-94-2010

Travel time to reach us:

About 30 minutes by car from Sanjo Tsubame Exit on the Hokuriku Expressway
About 10 minutes on foot from Yahiko Station on the JR Yahiko Line

Fee (1 night stay with 2 meals on a weekday): From ¥15,000 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 Sakuraya, Hotel Minoya

Yahiko Shrine, Yahikoyama Ropeway, Yoshidaya

Yahiko Shrine is the shrine with the highest status in Niigata and is located at the foot of Mt. Yahiko. The peak of the mountain can be reached by ropeway and from there at the top of the 634-meter mountain, the beautiful Echigo Plain and the Sea of Japan can be viewed. Nearby, the dish of Wappa-meshi can be tried at the famous Yoshidaya.



Yahiko Shrine

Address: / 2887-2 Yahiko, Yahiko Village, Nishikanbara-gun
TEL: 0256-94-2001



Yahikoyama Ropeway

Address: / 2898 Yahiko, Yahiko Village, Nishikanbara-gun
TEL: 0256-94-4141
*Fare is charged



Yoshidaya

Address: / 941-2 Yahiko, Yahiko Village, Nishikanbara-gun
TEL: 0256-94-2020
Opening hours: / 10:00-15:00 (Last order at 14:30)
17:00-20:30 (Last order at 20:00)
Holidays: / Sometimes closed at short notice



Rankeiso, Echigo Nagano Onsen

Address: 1450 Nagano, Sanjo City
TEL: 0256-47-2211

Travel time to reach us:

About 40 minutes by car from Sanjo Tsubame Exit on the Hokuriku Expressway
Take a train for Higashi Sanjo Station (the JR Shinetsu Line) at Tsubame Sanjo Station (the JR Joetsu Shinkansen Line). Our hotel is about 30-45 minutes by car from Higashi Sanjo Station on the JR Shinetsu Line.

Fee (1 night stay with 2 meals on a weekday): From ¥15,000 per person (Tax not included)

Sanjo Royal Hotel

Address: 5-25, 3-chome, Honcho, Sanjo City
TEL: 0256-34-8111

Travel time to reach us:

About 10 minutes by car from Sanjo Tsubame Exit on the Hokuriku Expressway
About 10 minutes by car from Tsubame Sanjo Station on the JR Joetsu Shinkansen Line

Fee (1 night stay with 2 meals on a weekday): From ¥5,000 per person (Only breakfast) (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.

Open Factories

Sanjo city / Tsubame city

From Sakuraya, Hotel Minoya
From Sanjo Royal Hotel / From Rankeiso
From Wakatake, Oyanagi, Hatsune

Tojiro Open Factory, Gyokusendo, Marunao, SUWADA

In the Yahiko/Sanjo areas, there are open factories for cutlery manufacturers representing Japan. At Tojiro, there are tours of the production of cleavers right up to their completion where you can see the techniques of the craftsmen. Gyokusendo produces Tsuiki copperware (a product is hammered into shape from one copper plate) which proudly boasts a 200-year tradition and has been designated as an Intangible Cultural Property. SUWADA nail clippers known as the Rolls-Royce of their kind are also renowned. Marunao's chopsticks are all handcrafted one-by-one.



Tojiro Open Factory

Address: / 9-5 Yoshida Higashisakae-cho, Tsubame City
TEL: 0256-93-4195
Factory tour: / 10:00-17:00 (Store is open 10:00-18:00)
Holidays: / Sundays and national holidays



Gyokusendo

Address / 2-2-21 Chuo-dori, Tsubame City
TEL: 0256-62-2015

Workshop tour (5 tours a day) /
 10:00-, 11:00-, 13:00-, 14:00-, 15:10-
 Store is open 8:30-17:30

Holidays / Sundays and national holidays



Marunao

Address / 1662-1 Yada, Sanjo City
TEL: 0256-45-7001

Factory tour: 9:00-17:30 (Weekdays) 10:00-17:30 (Saturdays and Sundays)
 (Store is open 10:00-19:00)

Holidays / Open throughout the year. Production is stopped on some Saturdays, Sundays and national holidays. Contact us for more information (Store is open throughout the year)



SUWADA OPEN FACTORY

Address / 1332 Koanji, Sanjo City
TEL: 0256-45-6111

Factory tour: 10:10-17:00
 (Store is open 10:00-18:00)

Holidays / Sundays, Mondays and national holidays
 (Store is open throughout the year)



From Sakuraya, Minoya
 From Sanjo Royal Hotel / From Rankeiso
 From Wakatake, Oyanagi, Hatsune

Tsubame Industrial Materials Museum, Tsubame City Migakiya Ichibankan, Sanjo Kajidojo Blacksmith Hall, Ominato Bunkichi Shoten, Shigeno Tansu Ten

Recommended for those who feel that a tour is simply not enough!

At Tsubame Industrial Materials Museum, you can try your hand at coloring titanium spoons and hammering copper tumblers. At Tsubame City Migakiya Ichibankan, try polishing beer cups, and at Sanjo Kajidojo, you can make your own paper-cutting knives. Ominato Bunkichi Shoten is a venerable shop specializing in folding screens where you will be impressed by the workshops where you can make your muntin frets through skilful techniques using paper and wood. At the Kamono Cabinet Shop, you can make your own small creations with the paulownia wood used in making their cabinets.

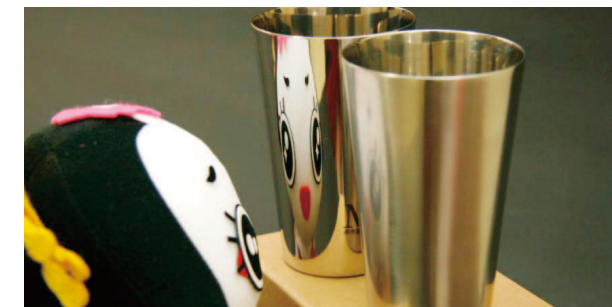


Tsubame Industrial Materials Museum

Address / 4330-1 Omagari, Tsubame City
TEL: 0256-63-7666

Workshop reception / 9:00-16:00
Holidays / Mondays (Open if Monday falls on a national holiday, but closed on the next day)

*Fee is Charged

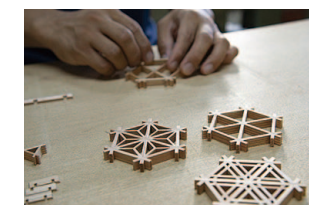


Tsubame City Migakiya Ichibankan

Address / 3633-7 Koike, Tsubame City
TEL: 0256-61-6701

Experience session / 9:00-12:00 and 13:00-16:00
Holidays / Saturdays, Sundays and national holidays

*Fee is Charged



Ominato Bunkichi Shoten

Address / 1-26 Akifusa, Kamo City
TEL: 0256-52-0040

Opening hours / 9:00-16:00

Holidays / Saturdays, Sundays and national holidays

*Fee is Charged



Shigeno Tansu Ten

Address / 30-1 Haragasaki Shinden, Tagami Town, Minamikanbara-gun

TEL: 0256-57-3610

Experience session / 8:00-16:00

*Reservation required one week in advance

*Fee is Charged



Sanjo Blacksmith Training Hall

Address / 11-53 Moto-machi, Sanjo City
TEL: 0256-34-8080

Experience session / 9:00-11:00 and 13:00-15:30

Holidays / Mondays (Open if Monday falls on a national holiday, but closed on the next day)

*Fee is Charged

From Sakuraya, Minoya
From Sanjo Royal Hotel / From Rankeiso
From Wakatake, Oyanagi, Hatsune

Bit Tsubamesanjo, Kamameshi Shogetsu, Koshu Hanten, Kayamori Nouen, Yama Café

Even dining establishments originated from craftsmanship. The roast pork ramen at Koshu Hanten is made so that it doesn't get cold until the artisans get to eat it. Shogetsu is a restaurant that specializes in kama-meshi (rice, meat and vegetables cooked in a small pot), a dish that has had its roots in Tsubame City for over 60 years. At Bit Sanjo, traditional art handicrafts from places such as Gyosendo and Marunao are used. And at Kayamori Nouen, after trying some farming workshops, why not have a meal at a brazier in an old-style Japanese house? Yama Cafe is a long-established ryotei restaurant but its decor is modern Japanese.



Bit Tsubamesanjo

Address / 1F Tsubamesanjo Regional Industries Promotion Center 1-17 Sugoro, Sanjo City
TEL: 0256-46-0680
Opening hours / 11:30-15:00 (Last order at 14:30)
18:00-23:00 (Last order at 21:30)
Holidays / Wednesday, Sometimes closed at short notice



Kamameshi Shogetsu

Address / 227 Sakura-machi, Tsubame City
TEL: 0256-62-4075
Opening hours / 11:00-14:00 17:00 - Last order at 21:30
Holidays / Mondays



Koshu Hanten

Address / 49-4 Tsubame, Tsubame City
TEL: 0256-64-3770
Opening hours / 11:00-14:30
17:00-Last order at 20:00
(11:00-Last order at 20:00 on Saturdays, Sundays and national holidays)
*Closed when sold out
Holidays / Mondays



Kayamori Nouen

Address / 2336 Tenjinbayashi, Kamo City
TEL: 025-333-9555
Opening hours / 11:00-14:00 (2-3 hours)
*Reservation required 3 days in advance
Minimum number of participants: 4
Maximum number of participants: 15
From ¥3,500



Yama Café

Address / 4-15 Naka-machi, Kamo City
TEL: 0256-52-0104
Opening hours / 11:30-17:00
Holidays / Mondays and Tuesdays
(Open if Monday falls on a national holiday, but closed on Tuesday and Wednesday)

Tagami town



Yutagami Onsen

A 280-year-old onsen village, this hot spring at the foot of Mt. Gomado which overlooks the Echigo Plain has waters which can be consumed, something that is unusual in Niigata Prefecture. These waters are also beneficial for health from inside the body.

Wakatake, Echigono Oyado

Address / 1370 O-aza Tagami Otsu, Tagami Town, Minamikanbara-gun
TEL: 0256-57-2044
Travel time to reach us:
About 30 minutes by car from Sanjo Tsubame
Exit on the Hokuriku Expressway
About 5 minutes by car from Tagami Station on the JR Shinetsu Line
Fee (1 night stay with 2 meals on a weekday):
From ¥10,000 per person (Tax not included)

Hotel Oyanagi

Address / 1322-1 Tagami Otsu, Tagami Town, Minamikanbara-gun
TEL: 0256-57-5000
Travel time to reach us:
About 30 minutes by car from Sanjo Tsubame
Exit on the Hokuriku Expressway
About 5 minutes by car from Tagami Station on the JR Shinetsu Line
Fee (1 night stay with 2 meals on a weekday):
From ¥10,000 per person

Ryokan Hatsune

Address / 1318-4 Tagami Hei, Tagami Town, Minamikanbara-gun
TEL: 0256-57-2351
Travel time to reach us:
About 30 minutes by car from Sanjo Tsubame
Exit on the Hokuriku Expressway
About 5 minutes by car from Tagami Station on the JR Shinetsu Line
Fee (1 night stay with 2 meals on a weekday):
From ¥10,000 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.

Tagami town From Wakatake, Oyanagi, Hatsune



Chinjuso

Chinjuso, located close to Yutagami Onsen, was a sumptuous villa of a wealthy farmer of over a hundred years standing. The garden is well worth seeing in any season.

Address / 2402-8 Tagami Tei, Tagami Town, Minamikanbara-gun
TEL: 0256-57-2040
Opening hours / 9:00-16:00
Holidays / Wednesdays (Open every day in October and November)
*Fee is charged



Snow Peak Headquarters Campfield

The campground operated by Snow Peak, a company that has been a favorite the world over is 15 minutes away from Echigo-Nagano Onsen by car. It also has a direct sales shop.

Address / 456 Nakanohara, Sanjo City
TEL: 0256-41-2500 **Opening hours** / 9:00-19:00 (shop)
Holidays / Wednesdays

Tourist information centers



Michi-no-Eki (Roadside Station) Tsubamesanjo Regional Industries Promotion Center

Address / 1-17 Sugoro, Sanjo City
TEL / 0256-32-2311
Opening hours / 9:30-16:00
Holidays / Every first Wednesday of month, New Year's holidays



Tsubamesanjo Wing

Address / 502-3, Shimosugoro, Sanjo City
Opening hours / 10:00-18:30
Holidays / New Year's holidays



Yahiko Tourist Information Center

Address / 971-4, Oaza Yahiko, Yahiko Village, Nishikanbara-gun
TEL / 0256-94-3154
Opening hours / 9:00-17:00

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	 プラスチック製品メーカー 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 イバネマ	 Ito Denki CO. LTD. 株式会社 イバネマ	 BEST CAR IPANEMA 株式会社 イバネマ	 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.	 OTAMAYA	 越後のお茶屋 お茶・紫香園
 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 片山抜型製作所	 株式会社 加藤工業所	 川崎バウムツ株式会社
 株式会社 カタギリ	 北日本水研株式会社	 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 雲田商会	 株式会社 雲田商会	 株式会社 雲田商会	 株式会社 雲田商会
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 里味	 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
 GIM 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	 株式会社 新越ワークス
 新精工工業株式会社	 株式会社 新和組	 株式会社 ステビア新潟	 3THREE MILES	 セキサーマル株式会社
 株式会社 双建	 株式会社 三カヨシ	 有限会社 田辺工業	 千代田設備グループ 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 新潟ニエル
 株式会社 橋本不動産	 POS 株式会社 パンパルサービス	 P&D CO., LTD.	 HIDA TEC	 株式会社 藤木鉄五郎
 PRIME プライムテック株式会社	 HOMEI 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 松田铸造	 株式会社 マテラル
 マルト 株式会社	 M 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
 MK 有限会社 ムネケン	 山田修整有限会社	 株式会社 ヤマト松井本店	 Ugar YAMAMOTO	 吉沢工業株式会社
 有限会社 渡辺組	 株式会社 渡辺陸三商店			

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

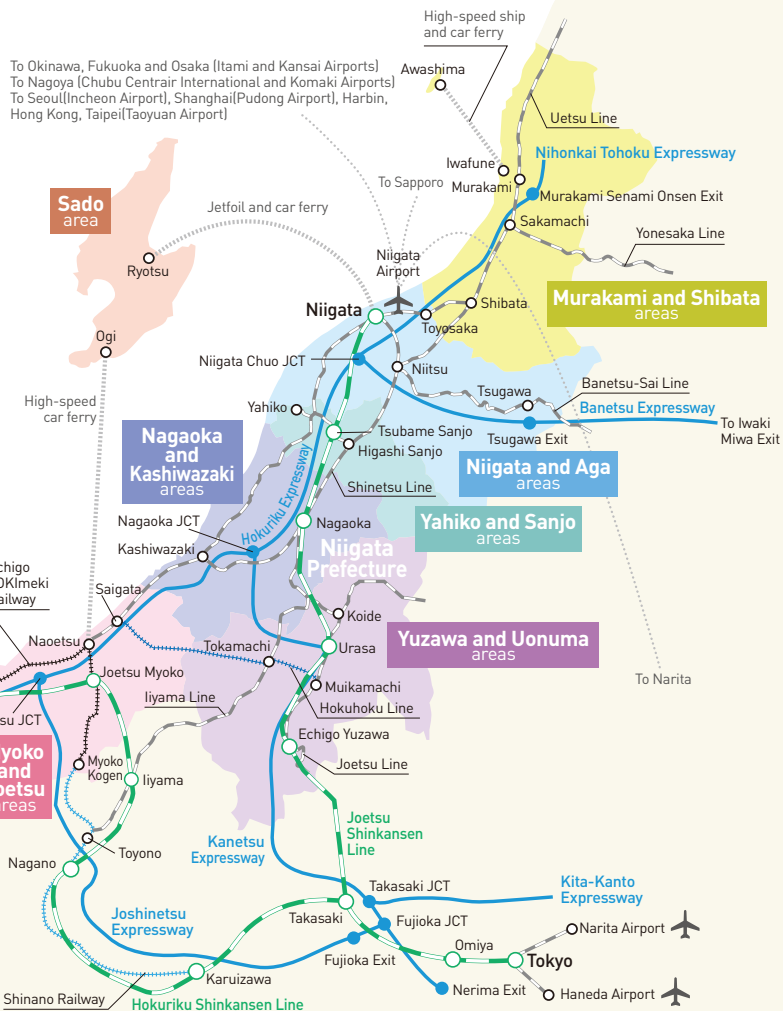
Getting to Niigata by Airplane

- **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



(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>

