



STAY + EAT

NIIGATA AREA GUIDE

Sado Area
Sado city





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Tobishimakanzo



Chozaburo Sushi Master



Sado fruit



Osaki soba



Sashimi

On the Sea of Japan's largest island where traditional culture and history sleep, enjoy its natural blessings and picturesque scenery.

Sado, the largest island in the Sea of Japan, is a treasure house of nature, history and cuisine. As the 1171m-high Mt. Kinpoku soars above, seasonal flowers such as daylilies blossom and beautiful ocean views can be enjoyed from the shore. In addition, Sado is an island that has Japan's largest mine that once produced gold and silver ore for about 400 years since the Edo era. Culture of the capital city was also brought to the island due to the arrival of people of culture from Kyoto in ancient times so that arts such as Noh theater thrived. Traditional culture including taiko drumming and lion dances has also been carefully brought down over the ages. There were also ports of call along the marine routes linking the east and west, so Sado received influences from both ends of the country to develop its own unique culture which also includes food culture. With warm and cold currents mixing in the waters surrounding Sado, fishing ports arose to bring in plenty of seafood and seaweed, so that there have been harvests of winter yellowtail, snow crab, cold water prawns, etc. However, Sado isn't just a seafood paradise; since the island crosses the 38th parallel north, flora from both north and south can be observed so that the island is also a paradise of fruits with apples in the northern areas and oranges in the southern areas. Travelers will be greeted by this delicious food but also by the warm-hearted island residents, too. By all means, come here to experience Sado's grand natural environment, plentiful food and warm people.



Sado natural cedar



Ondeiko



Myosenji Five-storied Pagoda



Fishing



Sado Futatsugame View Hotel

Address: 1116-2 Washizaki, Sado City **TEL:** 0259-26-2311 **Travel time to reach us:** About 45 minutes by car from Ryotsu Port
Fee (1 night stay with 2 meals on a weekday): From ¥13,750 per person



Ryotsu Yamaki Hotel

Address: 66 Akitsu, Sado City **TEL:** 0259-23-4141 **Travel time to reach us:** About 7 minutes by car from Ryotsu Port
Fee (1 night stay with 2 meals on a weekday): From ¥13,000 per person(Tax not included)

Hotel Shiiya

Address: 4916-7 Kamotashiro, Sado City
TEL: 0259-27-2127
Travel time to reach us:
About 8 minutes by car from Ryotsu Port
Fee (1 night stay with 2 meals on a weekday):
From ¥10,000 per person

Yoshidaya, Lakeside Hotel

Address: 261-1 Ryotsu Ebisu, Sado City
TEL: 0259-27-2151
Travel time to reach us:
About 5 minutes by car from Ryotsu Port
Fee (1 night stay with 2 meals on a weekday):
From ¥12,000 per person(Tax not included)

Hotel Ohsado

Address: 288-2 Aikawa Kabuse, Sado City
TEL: 0259-74-3300
Travel time to reach us:
About 45 minutes by car from Ryotsu Port
About 60 minutes by car from Ogi Port
Fee (1 night stay with 2 meals on a weekday):
From ¥12,000 per person

Yahatakan, International Sado Tourist Hotel

Address: 2043 Yahata, Sado City
TEL: 0259-57-2141
Travel time to reach us:
About 30 minutes by car from Ryotsu Port
About 35 minutes by car from Ogi Port
Fee (1 night stay with 2 meals on a weekday): From ¥16,000 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.

Ryokan Urashima

Address: 978-3 Kubota, Sado City
TEL: 0259-57-3751
Travel time to reach us:
About 30 minutes by car from Ryotsu Port
About 45 minutes by car from Ogi Port
Fee (1 night stay with 2 meals on a weekday): From ¥14,000 per person(Tax not included)

From Sado Futatsugame View Hotel
From Hotel Ohsado / From Hotel Shiiya, Yohidaya, Ryotsu Yamaki Hotel
From Yahatakan, Urashima

Sake Brewery Tours: Henmi, Tenryohai, Hokusetsu, Obata, Kato

There are 5 sake breweries on the island of Sado: Tenryohai, Kato, Henmi, Obata and Hokusetsu. Sake has long been brewed on Sado, alongside the island climate and topography. When you visit a brewery, you will be able to learn deeply about the food culture of Sado. Although there are the 5 breweries, please note that only Kato Brewery doesn't offer tours.



Henmi Sake Brewery

Address: / 84-Ko, Nagaishi, Sado City
TEL: 0259-55-2046
Opening hours: / 8:30-16:30
Holidays: / Open throughout the year



Tenryohai Sake Brewery

Address: / 458 Kamo Utashiro, Sado City
TEL: 0259-23-2111
Opening hours: / 9:00-17:00
Holidays: / Open throughout the year



Hokusetsu Sake Brewery

Address: / 2377-2 Tokuwu, Sado City
TEL: 0259-87-3105 **Opening hours:** / 8:00-17:00
Holidays: / Open throughout the year



Obata Sake Brewery

Address: / 449 Mano Shinmachi, Sado City **TEL:** 0259-55-3171
Opening hours: / 8:00-17:00 **Holidays:** / Open throughout the year



Kato Sake Brewery

Address: / 50 Sawane Sumiya-machi, Sado City **TEL:** 0259-52-6511
Opening hours: / 8:30-19:00 **Holidays:** / Open throughout the year

Restaurants: La Plage, Ishihara Sushi, Chozaburozushi, Mochidaya, Shimafuumi, Sabo Yamashita, Kappachi, Soba Mozem, Shiratsuyu

La Plage is a French restaurant located within the hotel Ryokan Urashima overlooking Mano Bay, and its chef Yoshitaka Sudo encourages visitors to enjoy the island's black pork and seasonal vegetables.

Ishihara Sushi can be enjoyed for its dishes using seasonal local varieties of fish, and its nigiri zushi made from fresh seafood and Koshihikari rice directly procured from farms on the island is very much a product of Sado Island.

Sabo Yamashita is a Japanese-style cafe located in the community of Shukunegi.

Chozaburozushi is famous for its delicious sushi, rice bowl dishes and ramen!

Kappachi is a famed local restaurant where the fishermen gather.

Shimafuumi boasts a location with a panoramic view of Mano Bay and is proud of its natural yeast bread.

Mochidaya is a cafe-restaurant operated by a 50-year-old fish retailer. Fish, desserts, sake and other Sado delicacies can be found here.

Shiratsuyu is an izakaya specializing in seafood dishes also patronized by local residents with the Okijiru soup made by the manager, a daughter of a fisherman, being especially popular.

Soba Mozem (reservations required) is famous for its Juwari soba handmade by the owner. Look forward to wonderful courses including soba and seasonal fare.



La Plage Address / 978-3 Kubota, Sado City[Inside Hotel Urashima East Bldg.] TEL: 0259-57-3751
Opening hours / 11:30 - Last order at 14:00 17:30 - Last order at 20:30 Holidays / Sometimes closed at short notice



Ishihara Sushi
Address / 192-2 Ryotsu Ebisu, Sado City TEL: 0259-27-2658
Opening hours / 11:00-14:00 and 17:00-23:00
Holidays / Tuesdays



Chozaburozushi
Address / 81-4 Niibo, Sado City TEL: 0259-22-2125
Opening hours / 11:00-22:00
Holidays / 1st, 3rd and 5th Sunday of each month 2nd and 4th Monday of each month



Mochidaya, Old Folk House Restaurant, Café and Tavern

Address / 1-7 Aikawa, Sado City TEL: 0259-67-7268
Opening hours / 11:00-14:00 and 18:00-21:00
Holidays / Mondays (Only open for lunch on Sundays)



Sabo Yamashita

Address / 442 Shukunegi, Sado City TEL: 0259-86-1212
Opening hours / 10:00-16:00 (Lunch: 11:00-14:00)
Holidays / Thursdays



Kappachi

Address / 211 Kawaharada Suwa-machi, Sado City
TEL: 0259-52-6455 Opening hours / 17:00-22:00
Holidays / Sometimes closed at short notice



Shimafuumi

Address / 105-4 Daisho, Sado City TEL: 0259-55-4545
Opening hours / 10:00-17:00 Holidays / Wednesdays



Soba Mozem

Address / 163-1 Niibota Nosawa, Sado City TEL: 0259-67-7972
Opening hours / 11:30-14:00 (Last order is 13:30)
17:00-22:00 (Last order at 21:00)
*Reservations required by lunchtime on the day before
Holidays / Sundays (If Sunday falls on a day before a national holiday, closed on the next Tuesday)

Shiratsuyu

Address / 189-5 Ryotsu Ebisu, Sado City TEL: 0259-23-5288
Opening hours / 17:30-23:00
Holidays / Sundays (If Sunday falls on a day before a national holiday, closed on the next day)



Tours: Sado Kinzan Gold Mine, Kitazawa Flotation Plant, Shukunegi

The historical site of the Sado Kinzan Gold Mine located in Aikawa District (admission required) had produced 78 tons of gold and 2,380 tons of silver mined over 400 years. Visitors can go through the remaining shafts and other areas to find out about the mine's long history and mining methods.

The Kitazawa Flotation Plant which was constructed to extract gold from ore is a modern relic from approximately 90 years ago. The fantastic nighttime illumination of the plant (please confirm illumination dates) is something not to be missed.

Shukunegi is an elegant old townscape established by shipwrights around 200 years ago. Take a leisurely stroll through the area since there are plenty of cafes and restaurants.



Sado Gold Mine

Address / 1305 Shimo-aikawa, Sado City
TEL: 0259-74-2389
Opening hours /
 8:00-17:30 (April-October)
 8:30-17:00 (November-March)
Holidays / Open throughout the year
 *Fee is charged



Shukunegi

Address / Shukunegi, Sado City **TEL:** 0259-86-3200 (Minami Sado Tourist Information Center)
Townscape conservation cooperation money / ¥100 (Junior high students and older)

Experiences: Tarai Bune (tub boats), Sado Nishimikawa Gold Park

In Ogi District, there is the tradition of the tarai bune, or tub-turned boat (admission required). Along the Ogi coast, where there are many reefs tightly huddled together, the idea behind these unique boats came about from the need to safely harvest seaweed, abalone, sazae shellfish, etc. Getting into the tarai bune is a popular experience for tourists. Nishimikawa Gold Park is an interactive museum where you can find out anything about gold. In the popular gold panning (admission required) activity, swishing the sand in the water can leave some gold which has a heavy relative density, after which you can take it home as a souvenir.



Remains of Kitazawa Flotation Plant

Address / 3-2 Aikawa Kitazawa-machi, Sado City *Admission free **Illumination** / From late April to early January: 19:00-22:00 (planned)



“tub-boat” Rikiya Kanko Kisen

Address / 1935 Ogimachi, Sado City
TEL: 0259-86-3153
Opening hours / 8:20-17:00 (March-early October)
 8:20-16:30 (Late October-late November)
 9:00-16:00 (Late November-February)
Holidays / Open throughout the year
 *Fee is charged

Yajima Taiken Koryukan

Address / 365-1 Ogi, Sado City
TEL: 0259-86-2992
Opening hours / 8:00-17:00
Holidays / From November-March
 *Fee is charged

Shukunegi Hangiri

Address / 393 Shukunegi, Sado City
TEL: 090-4835-5446
Opening hours / 9:00-18:00
 (17:00-18:00 reservation required)
Holidays / Late November-Mid March
 *Fee is charged



Sado Nishimikawa Gold Park

Address / 835-1 Nishimikawa, Sado City
TEL: 0259-58-2021
Opening hours / 8:30-17:00 (December-February: 9:00-16:30)
Holidays / Open throughout the year
 *Fee is charged

Sado Kisen Jetfoil and Car Ferry

Sado is the largest island in the Honshu area, and there are two routes to access it. One is from Niigata Port to Ryotsu Port on the island via the leisurely car ferry (150 minutes) or the faster jetfoil (about 1 hr 7min), so it is up to you on which ride you prefer to and from the island. On the car ferry, there is a souvenir shop and a restaurant.

The other route is from Naoetsu Port on the mainland to Ogi Port on Sado for which there is a high-speed car ferry (about 100 minutes) which makes round trips.

You can go from Niigata Port to Ryotsu Port and then make your way to Ogi Port back to Naoetsu Port (and vice versa) so you can choose your way of transportation.



Car ferry Tokiwamaru



Jetfoil Ginga / Tsubasa / Suisei

Tourist information centers



Sado Tourism Association Cat.2

Address / 353 Ryotsu-minato, Sado City
TEL / 0259-27-5000 Opening hours / 8:30-17:30

Sado Tourism Association Minamisado Office Partner

Address / Ogimachi 1935-26, Sado City Opening hours / 8:30-17:30 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.

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

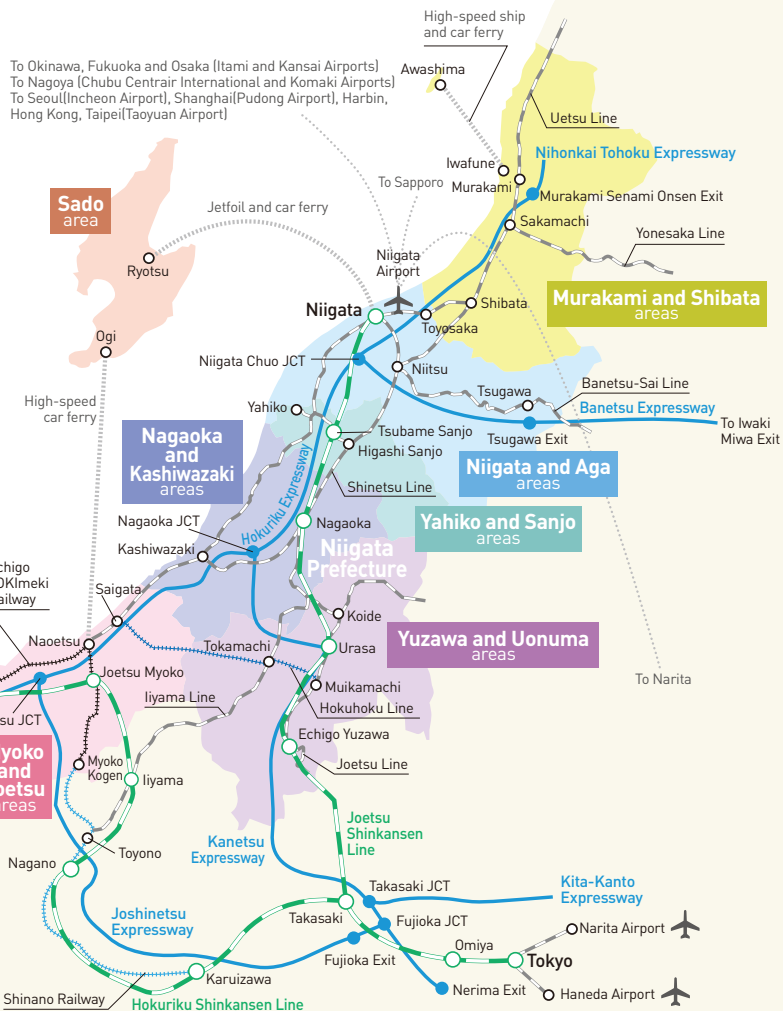
Getting to Niigata by Airplane

- **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>

