



Delicious Cuisine



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Many photo spots!

越後道

ECHIGO-MICHI

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Gourmet Experience
Nature Events

Enjoy your trip!



Recommended spots listed by category

A lot of charms in Niigata!

*Data shown is current as of December 1, 2022. For the latest information, check the official website

Gourmet

Niigata Prefecture is a treasure trove of culinary delights. In addition to its rice and sake, you will find a range of dishes that reflect the four seasons, from mountain and sea delicacies to local cuisine. Savor all of Niigata's great flavors!



Joetsu

Classic Niigata gourmet cuisine

Facing the sea, Niigata Prefecture is known for its abundant fresh seafood and is also one of Japan's leading rice-producing regions. The fusion of these two major ingredients representing Niigata is sushi, the epitome of Niigata's gourmet cuisine! Paying close attention not only to the fish but also to the rice, soy sauce, and other ingredients, pieces of sushi are carefully prepared one by one, so the taste will satisfy even the most discerning of locals.

1 Tomizushi Takada Eki-Mae Branch

4-7-26 Naka-machi, Joetsu, Niigata Prefecture
 ✈️ 120 mins **IC** **E8** Joetsu IC

Nagaoka

Satoyama views and time-honored tastes

This is a long-established confectionery store with a history of more than 100 years. An old renovated house from the Edo period, the main store's charm is its historical atmosphere and the natural beauty of the surrounding area. On the second floor is a coffee shop where visitors can enjoy freshly made sweet dumplings and anmitsu while gazing at the ever-changing seasonal views of the nature-rich satoyama.

2 Eguchi Dango Main Store

52-1 Miyamoto Higashikata-machi, Nagaoka, Niigata Prefecture
 ✈️ 65 mins **IC** **E17** Nagaoka IC



Fantastic!!

Tsubame

Representative of Niigata ramen

In fact, Niigata Prefecture is said to be a ramen powerhouse. This well-established restaurant has become known nationwide for its back fat ramen, one of the top five ramen in Niigata. The special homemade noodles go really well with the mild flavor of the soup, which is made from dried sardines and added back fat.

3 Shumentei Jun Tsubame Main Restaurant

464-12 Komaki, Tsubame, Niigata Prefecture
 ✈️ 45 mins **IC** **E8** Sanjo Tsubame IC



Nagaoka

Enjoy the freshest seafood

Fishmongers and souvenir shops line the streets, selling fresh local seafood and other seasonal delicacies. Besides the wide selection and freshness on display, the reasonable prices are also attractive.

4 Teradomari Fish Market Street

Shimo-Aramachi, Teradomari, Nagaoka, Niigata Prefecture
 ✈️ 75 mins **IC** **E8** Makikata Higashi IC

Murakami

Stunning sight of row upon row of salmon

Murakami's salmon cuisine has a history going back 1,000 years. These flavors have been inherited by this restaurant, which serves a wide variety of processed salmon products. Visitors can also tour the 130-year-old townhouse, a designated Registered Tangible Cultural Property of Japan.

5 Sennensake Kikkawa

1-20 Omachi, Murakami, Niigata Prefecture
 ✈️ 60 mins **IC** **E7** Murakami Senami Onsen IC





Niigata

Long-established restaurant, origin of a Niigata specialty

The restaurant was established in 1931. It is the birthplace of Niigata tare katsudon, one of the specialties of the prefecture. This is a hearty bowl of rice topped with a crispy fried pork cutlet dipped in a special salty-sweet sauce. Many customers from Niigata and beyond come to this famous restaurant for this dish, so a long line is inevitable.

6 Tonkatsu Taro

6-973 Furumachi-dori, Chuo-ku, Niigata, Niigata Prefecture
✈️ 20 mins



Very delicious

Myoko

Exquisite tonjiru with white rice

This tonjiru specialty restaurant has many fans even beyond Niigata for the taste of its pork miso soup made from a recipe that has not changed for more than four decades. Tonjiru, which is pork, onion, and tofu slowly simmered in a broth of bonito and kelp, is characterized by its thick texture. The moment you eat it with Inochi-no-Ichi (Dragon's Eye), a rare type of rice, the delicious taste will make you gasp!

7 Tonjiru Tachibana

2-3-10 Kurihara, Myoko, Niigata Prefecture
✈️ 120 mins **IC** **E8** Joetsu IC



Tokamachi

Niigata's best-known soba noodles, hegi soba

Established in 1922, this famous restaurant is known as the pioneer of hegi soba, a byword for Niigata's soba noodles. Homemade stone-ground buckwheat flour is bound together with funori (seaweed), which has been handed down from the textile culture, to produce soba noodles that are both smooth and firm.

8 Kojimaya Sohonten

758-1 Nakayashiki, Tokamachi, Niigata Prefecture
✈️ 95 mins **IC** **E17** Echigo-Kawaguchi IC



Rice balls

Niigata Prefecture is known as one of the nation's leading rice-producing areas. Its best known rice varieties, such as Koshihikari, Shinnosuke, and Koshihikari, are sweet and sticky, delicious even when cold, and make excellent rice balls!

Sasa dango

Sasa dango are a local specialty, dumpling mixed with mugwort, filled with a sweet bean paste, and finally wrapped in bamboo leaves. Because of the antiseptic properties of bamboo leaves, this historical specialty has also been consumed as a preserved food for about 500 years.



Kurosaki chamame

Kurosaki chamame were registered under the Geographical Indications (GI) protection system in 2017. The rich water and fertile soil produce a flavorsome, sweet taste that has earned these edamame the reputation of being the best in Japan.

Experiences

Sake brewery tours and onsen town walks ... Enjoy your trip to Niigata to the fullest by experiencing the history, culture, and natural bounty the prefecture has to offer.



Niigata

Tours and tastings! Enjoying sake culture

Sake is a specialty of Niigata Prefecture. Founded in 1767, the Imayo Tsukasa Sake Brewery is a popular tourist spot located near the center of Niigata City. The popular brewery tours include audio-guided tours and English-language tours, making it easy for overseas visitors to experience Japanese sake culture. We also recommend the tasting corner and gift shop for buying souvenirs.

9 Imayo Tsukasa Sake Brewery

1-1 Kagamigaoka, Chuo-ku, Niigata, Niigata Prefecture
 ✈️ 20 mins



Sado

Coastal excursions by tub boat

This is a facility where visitors can experience a leisurely ride along the coast in a tarai, an oval-shaped flat tub made of cedar wood. With a vermilion bridge in the background and a boatman wearing a bamboo hat, this tarai boat ride offers the traveler a real taste of traditional Japan. Another attraction is that the boat has a glass bottom, giving a close-up view of fish swimming in the sea.

10 Yajima Taiken Koryukan

365-1 Ogi, Sado, Niigata Prefecture
 Approx. 70 minutes by car from Ryotsu Port,
 5 minutes by car from Ogi Port
 *For directions and travel times to Ryotsu Port and Ogi Port, see Map of Listed Places



Hot Spring ☺☺☺

Shibata

Enjoy a foot bath after a stroll around town

This onsen town makes you want to walk around, its center being dotted with stores where you can sample sake and wine, try locally born dried fish and fermented foods, and try your hand at baking and painting rice crackers. There is also a public footbath that anyone can use for free, so enjoy soaking your feet after your walk.

11 Tsukioka Onsen Resort

Tsukioka Onsen, Shibata, Niigata Prefecture
 ✈️ 40 mins IC E7 Toyosaka Niigata Higashiko IC



Niigata

Experience Niigata's Kagai culture

This cafe lets you experience the culture of Niigata's Kagai (geisha district) in a casual setting. You can interact with geisha in a historic tatami room while enjoying green tea and other treats served by them.

12 Furumachi Ryuto Cafe

9-1462 Furumachi-dori, Chuo-ku, Niigata, Niigata Prefecture
 ✈️ 20 mins



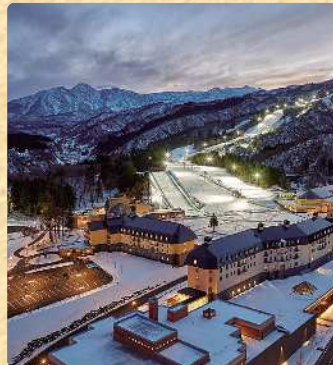
Myoko

Enjoy Niigata in winter

This resort facility is based on the concept of a premium mountain resort. In addition to winter sports, the hotel offers accommodation, an onsen and spa, a variety of restaurants, indoor and outdoor activities, and more. Against the backdrop of the majestic Mt. Myoko, visitors can enjoy Niigata's winter to the fullest.

13 Lotte Arai Resort

1966 Ryozenji, Myoko, Niigata Prefecture
 ✈️ 120 mins IC E18 Arai Smart IC (available for ETC vehicles only)



Tsubame

Traditional techniques up close

Tojiro has been making high-quality knives for many years in Tsubame Sanjo, one of Japan's leading cutlery production centers. You can observe the process of making knives and, if you find one you like, you can purchase it at the store.

14 Tojiro Open Factory

55-18 Yoshida-Higashi Sakae-Cho, Tsubame, Niigata Prefecture
 ✈️ 50 mins IC E8 Sanjo Tsubame IC

Niigata Snow Fan Club

The Niigata Snow Fan Club is a website providing information about ski resorts throughout the prefecture. Check it out if you want to enjoy winter sports in Niigata!



Nature

Niigata Prefecture is set amidst rich natural surroundings and dotted with beautiful landscapes. Even at the same location, the scenery changes with the seasons, so you can find spectacular views all year long.



Myoko

Famous waterfall where you can feel the four seasons

Naena Falls is selected as one of the 100 best waterfalls in Japan, and nicknamed "Earthquake Waterfall" because of the roar created by its dramatic 55 m drop. In the summer it is cool, and in the fall you can enjoy the vivid colors of the surrounding trees. Feel the four seasons of Japan as you soak up negative ions around the waterfall.

15 Naena Falls

Suginosawa, Myoko, Niigata Prefecture
 ✈️ 150 mins **IC E18** Myoko Kogen IC



Niigata

Japanese beauty in magnificent buildings

The museum preserves the buildings of the Ito family who once flourished here, and is spread across a magnificent area. Wisteria blossoms in spring and snowy landscapes in winter create a perfect match between nature and buildings. The view of the kaiyushiki strolling garden from the 100-tatami-mat hall is particularly breathtaking. In the autumn leaves season, the park is illuminated and open to the public in the evening.

16 Northern Culture Museum, a prosperous farmer's home

2-15-25 Soumi, Konan-ku, Niigata, Niigata Prefecture

✈️ 35 mins **IC E49** Niitsu IC



Spiritual Site



Yahiko Village

Power spot for good fortune

This is a symbol of the Yahiko area, visited by more than a million visitors a year. At the end of the tranquil approach stands a magnificent shrine building. You can enjoy walking around the streets of the surrounding hot spring resort area, which are lined with souvenir shops and restaurants. A power spot tour given by one of the Yahiko Kanko Volunteer Guides is also recommended.



17 Yahiko Shrine

2887-2 Yahiko, Yahiko-mura, Nishikanbara, Niigata Prefecture

✈️ 65 mins **IC E8** Makikata Higashi IC

Sado

Mirror of water stretching all over

On days when the wind is calm, you can see a beautiful mirror of water all around, just like the Salar de Uyuni in Bolivia, often called the world's most spectacular view. The shallows are crystal clear, and at low tide you can walk across a mirror of water. The view changes with the tide and the time of morning or evening, making it a popular photo spot.



18 Diez mil tatamis

Sawasaki, Sado, Niigata Prefecture (Sawasaki Kaigan)
 Approx. 70 minutes by car from Ryotsu Port, 15 minutes by car from Ogi Port
 *For directions and travel times to Ryotsu Port and Ogi Port, see Map of Listed Places



Sado

Cinematic location

These are the ruins of an ore processing plant in the Kitazawa district of Aikawa, Sado. Gold, silver and other useful minerals were extracted from ore mined at the Sado Gold Mine. It is called the "Laputa of Sado Island," and is one of the most popular tourist attractions here.

19 Kitazawa Flotation Plant ruins

3-2 Aikawa Kitazawamachi, Sado, Niigata Prefecture
 Approx. 50 minutes by car from Ryotsu Port, 50 minutes by car from Ogi Port
 *For directions and travel times to Ryotsu Port and Ogi Port, see Map of Listed Places

Cherry Blossom

Joetsu

Niigata's proudest cherry blossom viewing spot

This is one of the best cherry blossom viewing spots in Niigata Prefecture. About 4,000 cherry trees bloom together all around the park. While lovely in the daytime, the blossoms are especially famous in the evening when they are illuminated. The cherry blossom viewing season, which attracts many visitors every year, is really stunning. In the fall, visitors can also enjoy the rows of cherry trees as turn into autumn colors.

20 Takada Castle Site Park

44-1 Motoshirocho, Joetsu, Niigata Prefecture
 ✈️ 110 mins **IC E18** Joetsu Takada IC



Events

Niigata Prefecture hosts a variety of events throughout the four seasons, including world-class fireworks displays and other annual events that attract many people from all over the country. Attend events that interest you.



Joetsu

Cherry blossoms in full bloom create a magical world

One of the best places in the prefecture to see cherry blossoms, it has been named one of Japan's Three Great Evening Cherry Blossom Viewing Spots. In the daytime, you can admire the magnificent cherry blossoms that fill the sky, and at night, you can enjoy the magical world created by the reflection of the illuminated triple turrets and cherry blossoms on the surface of the moat. During the cherry blossom season, there are also many food stalls where you can enjoy delicious street food.



Late March to mid-April

21 Cherry blossom viewing at Takada Castle Site Park

6-1 Motoshirocho, Joetsu, Niigata Prefecture
 120 mins IC E18 Joetsu Takada IC

Nagaoka

World-class fireworks display

This is one of Japan's Three Great Fireworks Festivals, attracting many visitors from all over the country every year. The huge flowers that decorate the night sky fascinate and move the spectators. The music fireworks, launched one after another in time with music, are a special feature of the festival, moving many people to tears with their beauty.

Firework



August 2-3

22 Nagaoka Fireworks Festival

Riverbed of Shinano River, downstream of Chosei Bridge in Nagaoka, Niigata Prefecture
 80 mins IC E17 Nagaoka IC



Ojiya

Silver and multicolor hot balloons

This is a winter tradition in Ojiya held every February. The vast silvery world is decorated with colorful hot air balloons.

At the evening Glow Balloon Festival, the hot air balloons are lit up and a magical world unfolds before your eyes. Various food stalls are set up, and hot air balloon rides are also popular.



Mid to late February

23 Ojiya Balloon Festival

Oaza Hirasawashinden, Ojiya, Niigata Prefecture
 80 mins IC E17 Ojiya IC

*Events are subject to change or cancellation.



Good!!

Event Calendar

Mid to late February

Tokamachi Snow Festival

This festival has something for everyone, from snow sculptures created by local residents to the plaza where all kinds of events are held. At Tokamachi's unique Snow Festival, you can "enjoy snow, make it your friend."

March 1-April 3

Townhouse doll tour in Murakami castle town

The city of Murakami is home to a large number and variety of dolls, including hina dolls. During the festival period, they are displayed in townhouses and shops for visitors to see while walking around the town.

Mid-March (2 days)

Niigata Sake no Jin

This sake festival brings together sake breweries from all around the prefecture. A tasting ticket lets you compare sakes from the exhibiting breweries, or you can just buy a drink on the spot. You can also enjoy a variety of dishes unique to Niigata at the food booths.

Mid-April

Tsubame Sakura Festival, Bunsui Oiran Dochu

Oiran performers, dressed in gorgeous costumes and accompanied by their attendants, parade under the cherry trees lining the Okozu Canal. There are also stalls selling food, drink, and various merchandise.

June-October (once a month)

*Excluding August

Tenryosado Ryotsu Takigi Noh

Noh theater is one of Japan's traditional performing arts. The Noh stage at the Shizaki Suwa Shrine in Sado's Ryotsu district is the site of Takigi Noh performances. The plays are performed in a mystical atmosphere and will take your breath away. *Monthly schedule is subject to change.

July 24-26

Gion Kashiwazaki Festival

This grand festival heralds the arrival of summer. The Sea Fireworks Display on the final day captivates the audience, with around 16,000 fireworks launched one after another over the sea.

Mid-September (3 days)

Niigata Soh Odori Festival

This is one of the largest all-genre dance festivals in Japan, drawing 200,000 enthusiastic participants from about 250 groups from inside and outside the prefecture. The entire venue is filled with excitement and emotion for three days.

November 1-24

Yahiko Chrysanthemum Festival

The best chrysanthemum exhibition in Japan is held in the grounds of Yahiko Shrine. The grounds of the shrine are decorated with around 3,000 pots created by enthusiasts from inside and outside of the prefecture. The autumn foliage can also be enjoyed at this time of year.

Data shown is current as of December 1, 2022. Please see official information regarding timing and availability of events.

Map of Listed Places

Niigata Port - Ryotsu Port and Naoetsu Port - Ogi Port travel times

- Niigata Port - Ryotsu Port
 - Car ferry, approx. 150 min.
 - Jetfoil, approx. 65 min.
- Naoetsu Port - Ogi Port
 - Car ferry, approx. 160 min.

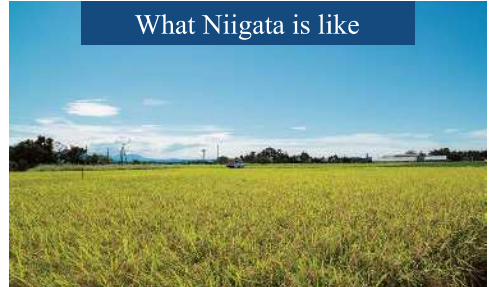
* Check with Sado Kisen for the latest operation status



Directions to Niigata

	Narita International Airport → 70 mins	Niigata Airport	⇒ Rental car to various locations!
	Chubu Centrair International Airport → 65 mins		
	Osaka International Airport → 60 mins		
*Check with your airline for the latest information			
	Tokyo Station → 120 mins	Niigata Station	
	Chiba (Narita IC) → 270 mins	Niigata	
Nagoya (Centrair Higashi IC) → 350 mins			
Osaka (Chugoku-Toyonaka IC) → 400 mins			

What Niigata is like

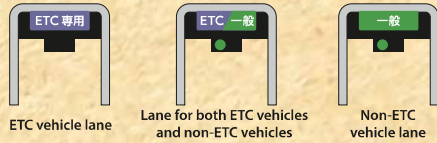


Niigata Prefecture offers beautiful nature, rural scenery, and a blend of cultures

It is located almost in the center of Honshu, facing the sea. Blessed with vast land and abundant nature including the sea, mountains and rivers, the prefecture is a thriving rice and sake producer. The prefecture is long from north to south, and is divided into four regions, Joetsu, Chuetsu, Kaetsu, and Sado, each with its own unique traditions and culture. The four seasons also have their own distinct character, so you can enjoy their respective charms throughout the year.

How to use toll booths

1 Toll booth lanes



[Entry toll booth]

When you're driving a car with ETC

Enter at less than 20 km/h and drive slowly through the ETC lane. If the word "STOP" is displayed, do not back up. Turn on your hazard lights and wait where you are until a clerk arrives.

Non-ETC vehicles

Stop at the entrance toll booth and take a toll ticket from the automated ticket machine. You will pay when exiting the expressway.



The toll between Sapporo-nishi and Sapporo-minami ICs is a flat fee.

Otaru IC ↔ Sapporo-nishi IC The Sapporo-nishi Interchange entrance has no toll booth, so drivers will pay the toll at the exit.

ETC vehicles: Vehicles equipped with ETC★ ETC vehicles can use entrances and exits without stopping.

Non-ETC vehicles: Vehicles not equipped with ETC Non-ETC vehicles must take a toll road ticket at the road entrance and pay by cash or credit card at the exit.

[Exit toll booth]

When you're driving a car with ETC

Enter at less than 20 km/h and drive slowly through the ETC lane. If the word "STOP" is displayed, do not back up. Turn on your hazard lights and wait where you are until a clerk arrives.

Non-ETC vehicles

Stop at the exit and hand over your toll road ticket at the exit toll booth. Pay the toll road ticket in cash or with a credit card. Use the lane marked "一般 払金機" and pay using the self-operated toll machine.



2 ETC★ (Electronic toll collection)

This expressway toll payment system allows your vehicle to pass through the tollgate and pay the toll without stopping. Securely insert your ETC card (an IC card) into the ETC device in your vehicle. When the device transmits your ETC data to the receiver at the toll booth, your toll is paid and the tollgate opens.

- If your vehicle is ETC-equipped, use an ETC lane "ETC専用" or a lane open to both ETC "ETC一般" and non-ETC vehicles.
- Look at the signage in the lane to determine what type of lane it is.
- There are boom barriers installed at entrance and exit lanes. If there is some problem with the wireless ETC signal, the roadside display will flash "STOP" and the barrier will not be raised.
- If the ETC lane is [閉鎖中], use the non-ETC lane.
 - If the entrance is [閉鎖中], take a toll road ticket in the non-ETC lane; and then at the exit, make sure that you use the non-ETC lane and hand over your ETC card. (You cannot use the ETC lane to exit the expressway)
 - If the exit is [閉鎖中], use the non-ETC lane and hand over your ETC card. Signs and signals indicating whether a lane is ETC専用 ETC一般 can be found above each lane.
- If you accidentally enter the ETC lane in a non-ETC vehicle, turn on your hazard lights and wait in place for a service member to respond.

ETC precautions

- Is your ETC card properly inserted into the ETC device?
 - If you forget to insert your ETC card into the device or if it is only partially inserted, the barrier will not rise. Ensure that the card is properly inserted into the on-board device while driving.
- Stay a reasonable distance behind the vehicle in front of you.
 - The vehicle driving in front of you may suddenly come to a stop. Stay a reasonable distance behind the vehicle in front of you and remain under 20 km/h.
- Absolutely never put your vehicle in reverse in the lane!
 - Even if you have stopped your vehicle in the ETC lane, putting your vehicle in reverse may result in you running over service staff or crashing into the vehicle behind you. Please simply wait for a service member to come to your vehicle.

3 Regarding Smart ICs

A Smart Interchange (Smart IC) is an interchange that is only open to ETC vehicles. There are two Hokkaido Smart ICs in Hokkaido: Wattsu Smart IC and Sunagawa SA Smart IC.

- Wattsu Smart Interchange and Sunagawa SA Smart Interchange only use ETC. (A vehicle with an ETC card but no ETC transponder can't use a smart IC gate.)
- ETC only works at this gate when the vehicle is stopped. The gate will not open if you do not stop your vehicle. Be sure to stop.



Winter freeway awareness

In the winter season, you absolutely must ensure that you slow down and that you maintain a reasonable distance between vehicles.

Watch out for blizzards and snow blown on the ground by winds from the northwest. Even if the weather is relatively good, visibility can suddenly worsen. To be able to cope with sudden weather changes, be mindful of gathering information, slowing down and maintaining a safe distance between cars.

Winter expressways: Pay especially close attention in spots like these!					
Ahead of a curve Decelerate before a curve and never suddenly brake or turn the steering wheel!	Long descents Your speed can increase without you realizing it. Remember to slow down and maintain a safe distance between cars.	Shaded road surfaces Shaded locations are cold and easily freeze.	On bridges Bridges are exposed to the wind and easily freeze. Be careful not to slip.	Tunnel entrances/exits Strong winds and sudden snowfalls. Roads freeze easily inside tunnels.	Interchange entrances/exits Slow down before entering the ramp at interchange entrances and exits.
Safe Driving Tips on Winter Roads		1) Don't be overconfident in your driving skills or your vehicle's performance 3) Don't push too hard		2) Always anticipate what's on the road ahead 4) Prepare early for winter conditions	

越後道

2023 edition
ECHIGO 越後

Niigata Prefecture Wide-Area Map

