

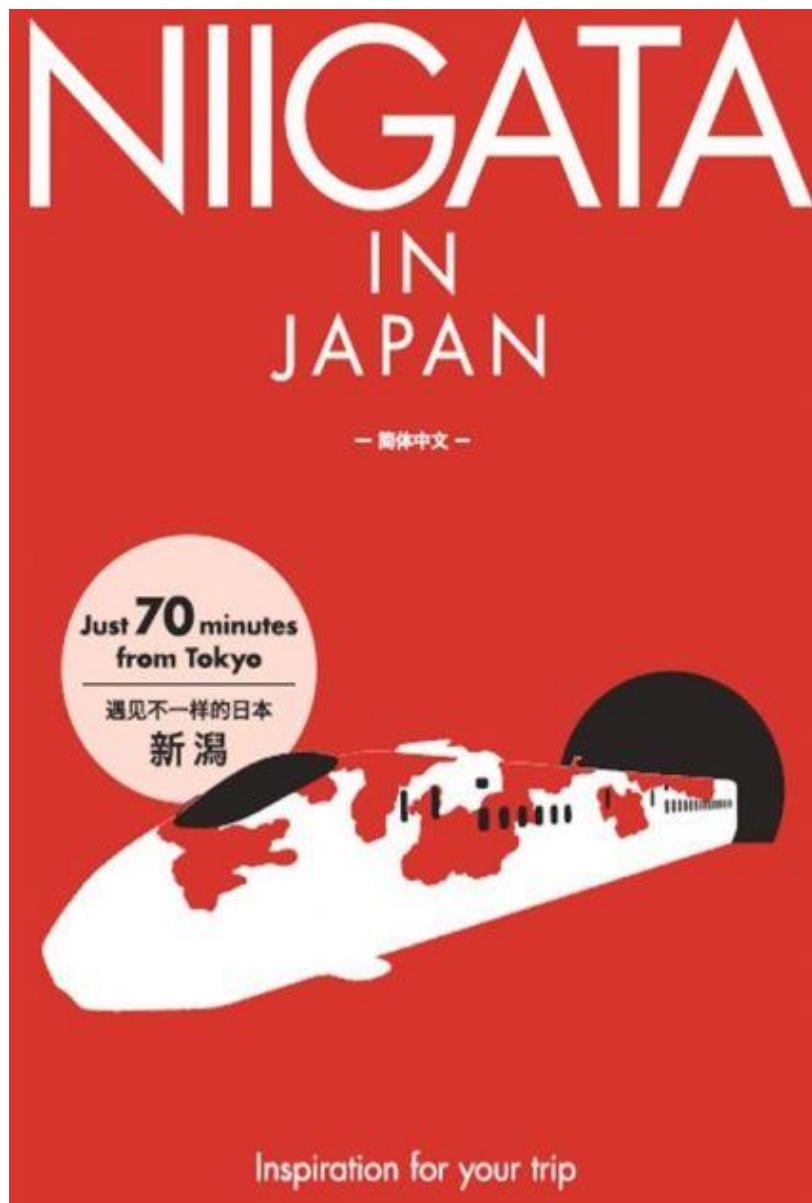
物品協賛

〈パンフレット〉

『 NIIGATA IN JAPAN 』 英語版

URL : にいがた観光ナビ 英語ページ [Travel Guides](#) より閲覧できます。

提供：新潟県庁 観光文化スポーツ部 国際観光推進課



NIIGATA IN JAPAN

Just **70** minutes
from Tokyo

A forgotten Japan



Inspiration for your trip



A Forgotten Japan Just 70 minutes from Tokyo!

Only 70 minutes from Tokyo and after passing through a long tunnel, we find another Japan different from Tokyo and Kyoto.

Niigata Prefecture was once a wealthy region. It boasted the largest population in Japan until 150 years ago. However, due to the development of the transportation networks, the eco-

nomic center shifted to the Pacific coast side, leaving the region on the Sea of Japan side behind. However, that is precisely why all of the culture, traditions, and original scenery were preserved, almost as though sealed inside a time capsule. There is another side of Japan which we miss, and it can be found in Niigata.



Powder snow
Niigata has the heaviest snowfall in the country, so it also has many ski resorts.



Taraibune tub boats

Originally used as tubs for washing clothes, several improvements made them into the current Taraibune tub boats. The fishing method that uses Taraibune is called "Isonegi (fishing on the seashore)." Guests can try riding Taraibune at Ogi port, Yajima, or Kojima.



Niigata is the largest rice producer, and has prosperous ports, which were all relevant conditions for many people to gather here. In the past, Kitamaebune ships were the primary method for distribution of goods, so a variety of

both international and domestic culture entered Niigata through these ships.



Kitamaebune
Up until 150 years ago, these ships were a major means of logistics from Hokkaido to Niigata and Osaka via the Sea of Japan.

Kitamae Sengoku-sen, a model ship made by living national treasure, Fusakichi Noda, is currently displayed at the Maki Ryoko Memorial Museum.



日本一を支えた豊かな大地と 海がありよ。

It's always had the rich soil and ocean
capable of supporting its inhabitants.

Hoshitoge terraced rice paddies

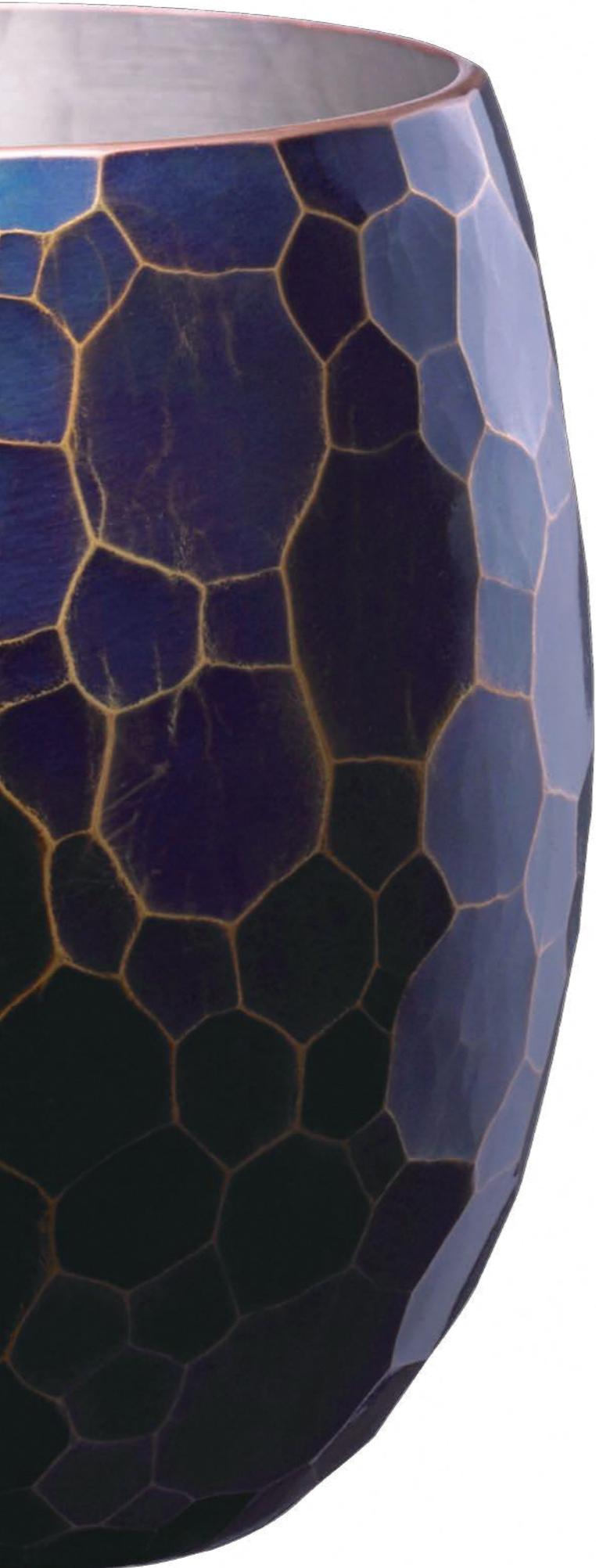
Terraced rice paddies were made by our ancestors who first cultivated in the mountains. A sea of clouds appears on mornings when there is a big temperature gap between day and night.

In winter we have heavy snowfall over 3 meters high. The snow-melt water flows into the Shinano River, the longest river in Japan, which helps to make the Echigo plains one of the largest rice producing locations. From the Japan Sea, we are blessed with

abundant seafood, and on the plains and mountains there are many fruits and vegetables. What was once a wealthy place with the largest population in Japan continues to thrive today.

Niigata is a culinary treasure trove.
Blessed with the sea, mountains and plains, Niigata is a culinary treasure trove. Agriculture and fisheries, which are essential for any Japanese kitchen, thrive in Niigata.





A Forgotten Japan Excellence

人々やモノが
集まり、卓越
な技術が
生まれました。

With the cumulation
of people and things,
outstanding
workmanship was
produced.



Tsuikidouki, Hammered copperware

Tsubame is known as a world leading place for the manufacturing of metal wares. It has its roots in the production of Japanese nails. The traditions still remain as Tsuikidouki, or hammered copperware, in which a craftsman molds the form of different items by hammering on a sheet of copper.

Kitamaebune ships carried not only goods and supplies but also people and their technology, which enabled the birth of new industries such as metalworking and textiles in the area. These traditions and technology are still alive today, in authentic manufacturing through the outstanding skills of craftsmen.



Echigo-woven textiles (Echigo jofu)

These top quality textiles are symbols of Japan, and are also registered as a UNESCO intangible cultural heritage.



Sanjo Kaji Blacksmith Dojo

Sanjo City has developed with blacksmithing, the origin of metal ware processing in Japan, as its primary, basic industry. At Sanjo Blacksmith Dojo, guests can try a number of hands-on blacksmithing experiences, all under the instruction of current professional blacksmiths.



A major producer of kimono
Made suitable for "Snow Country's" climate, these textiles and their production are one of Niigata's major iconic industries.



**Japanese Cuisine:
Nabejaya** (Niigata City)

An iconic, classical Japanese kitchen that carries on the traditional flavors, techniques, and style of Minatomachi and Niigata. In the evenings, be entertained with traditional musical performances by Furumachi Geisha as you enjoy some sake.

| A Forgotten Japan | Gastronomy

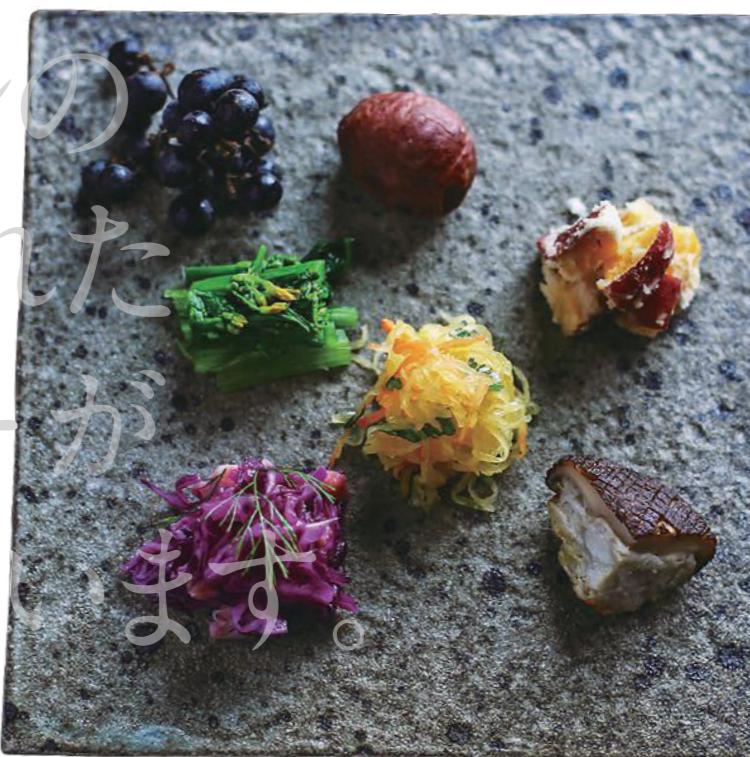
タイムカプセルの
よう、に保有された
方がストローバリーが
注目を集めています。

Niigata is a treasure trove of delicious cuisine. Dishes made using fresh ingredients leave travelers captive to their delights. Additionally, young chefs quest for the newest recipes made with ingredients from Niigata. With a topography and climate ideal for sake brewing, Niigata is also home to the largest number of breweries in Japan.



Brothers' Sushi (Kyodai Sushi) (Niigata City)

Particular in their use of local ingredients, only superior techniques are used in handling the fruits of the sea at this sushi restaurant.



Satoyama Jujo (Minamiuonuma City)

A traditional hot spring inn where guests can enjoy flavors unique to Uonuma. The inn's themes are "feel the blessings of the earth" and "taste the power of each ingredient."



Kura
(Tsukioka Onsen Street)

A location to stop by casually where guests can try premium sake from every one of Niigata's breweries.

Not to be missed!
Art



5000年前の縄文土器と 現代アートが共鳴

Modern art and ancient art from when the Jomon culture flourished in Niigata 8,000 years ago coexist in one location. On one hand, the Shinanogawa River basin is dotted with the remains of earthenware. On the other, you have a treasure trove of modern art from the Tsumari-Echigo Art Triennale. Here, visitors can traverse the past and present.





Not to be missed!
Snow

1.Powder snow (Ski Resorts)

Skiers from all over the world gather here for the excellent quality powder snow.

2.Kaikake Hot Springs

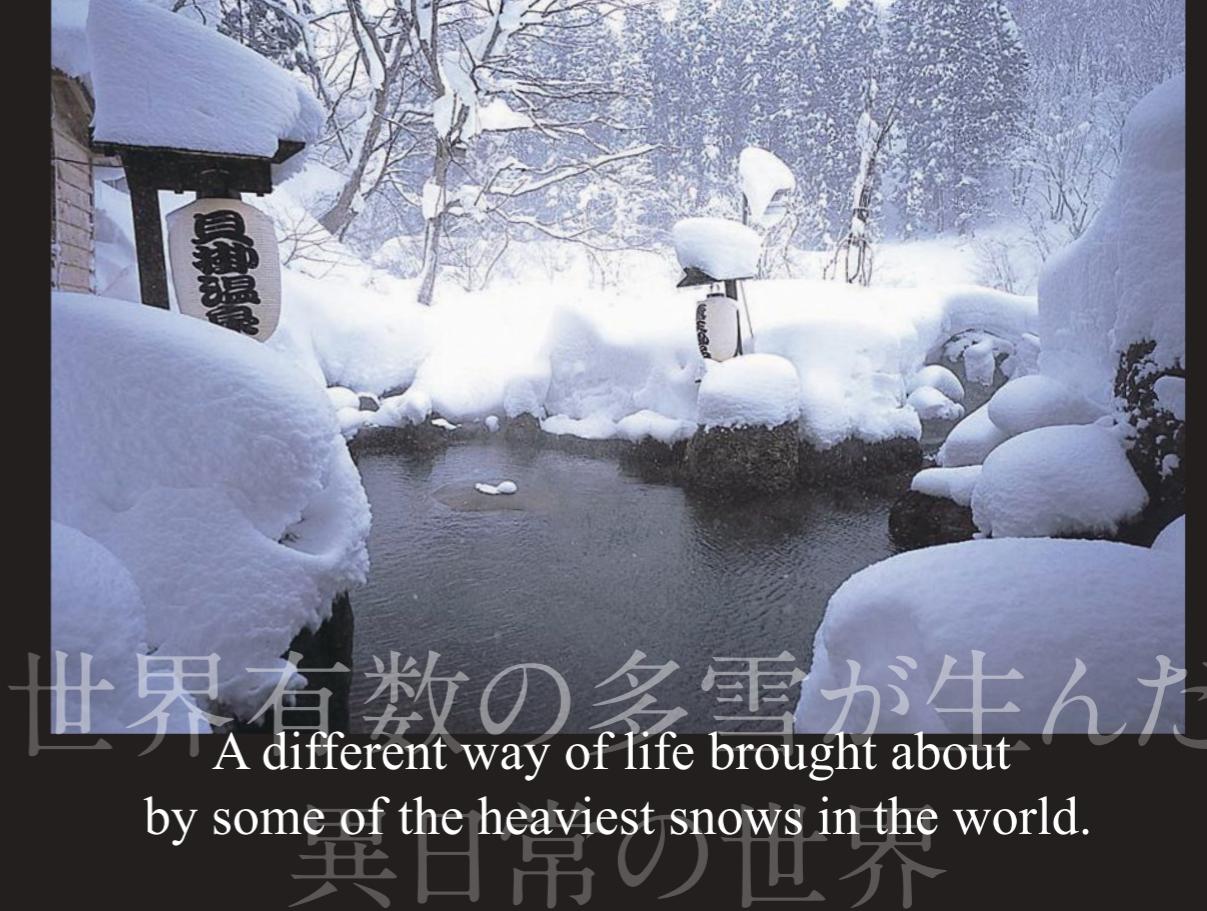
Overflowing with rustic beauty, the stone outdoor baths allow guests to enjoy soaking in the bath while watching the surrounding snowy landscape.

3.Ojirakura Straw Huts: Baitoh

The Baitoh festival is an unusual celebration held once a year. A straw hut is constructed and later burned down to pray for a bountiful harvest and good health. The highlight of the event is a spectacle of interwoven flames and snow.

4.Thatched-roof Cottages

A thatched roof covered in a blanket of snow creates a magical ambience.



世界有数の多雪が生んだ
異日常の世界
A different way of life brought about
by some of the heaviest snows in the world.

Niigata is one of the snowiest regions in Japan, with 3 meters of snowfall every winter. Winter doesn't just mean skiing and snowboarding though. It also includes a variety of traditional

events and snow-related activities for people to enjoy. In the spring-time, people can also view and enjoy the sakura blossoms and snow simultaneously.





Not to be missed!
Experience

1 2
3 4
5

1.Kodo
A Taiko drum troupe
based in Sado Island.

**2.Northern Culture
Museum**
The view of the vibrant
classical Japanese
garden from the Great
Hall is a must-see!

**3.Nagaoka
Fireworks Festival**
One of the three largest
firework displays in the country.

**4.Ojiya Hot Air Balloon
Festival**
Large hot air balloons colorfully
dot the pure white snow-
covered fields.

**5.Fuji Rock Festival
(Naeba Ski Resort)**
Over 200 artists from
around the world gather
for Japan's largest
outdoor music festival.

Photo by ©宇宙大使☆スター

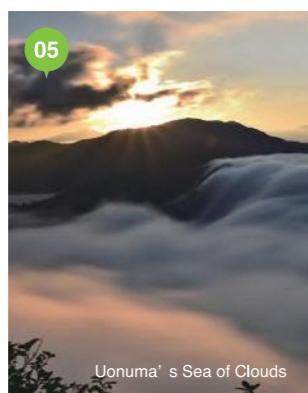


新潟ならではの体験は
あなたの一生の思い出になる
Your unique Niigata experience
will be your lifelong memory



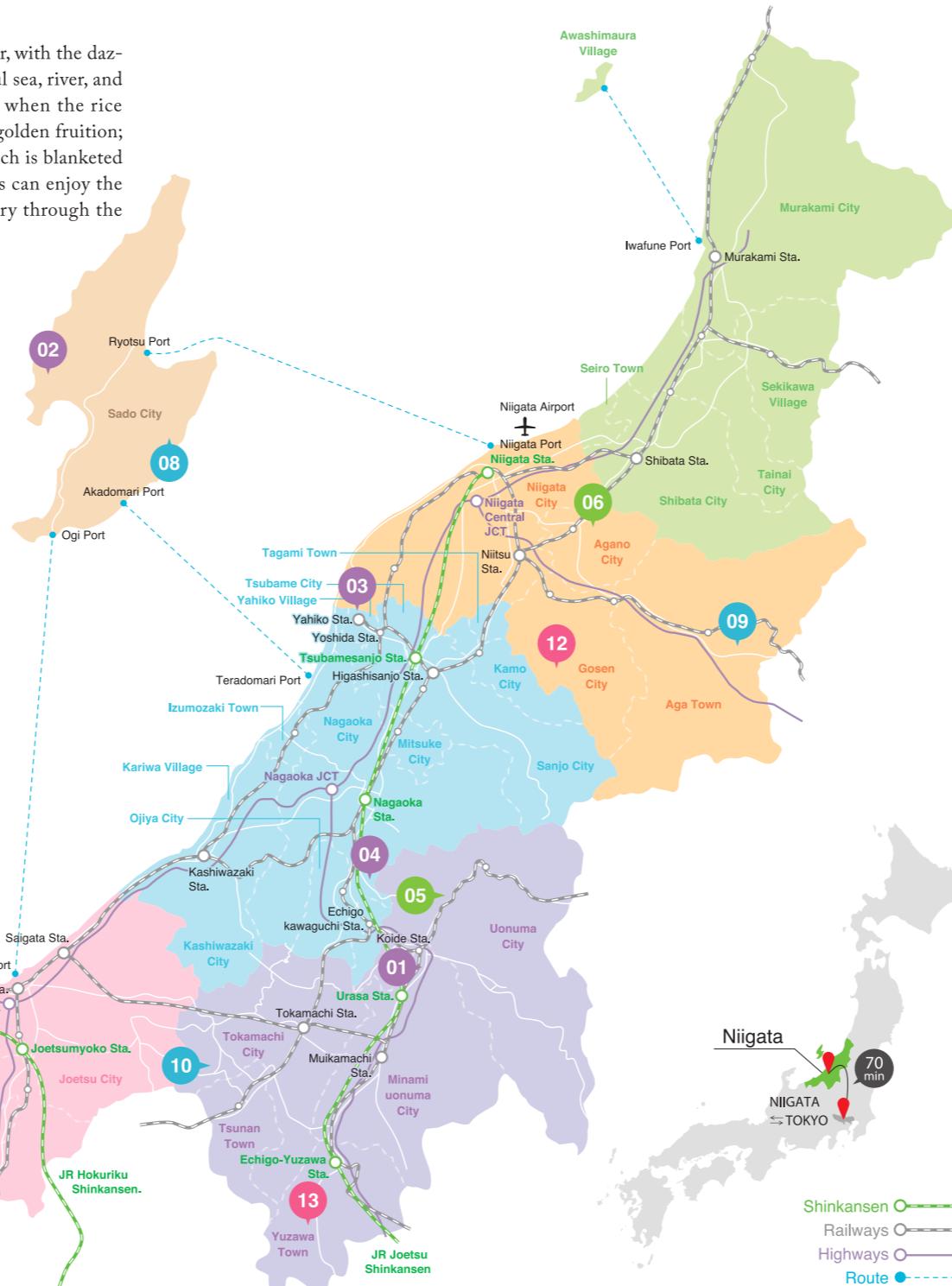
Facts About Niigata

History & Culture



Niigata has gorgeous natural landscapes and delicious food, along with historically valuable locations and culture, as well as a number of world-class industries. It also has four richly distinct seasons. Spring, with flowers that proudly bloom all

at once; summer, with the dazzlingly beautiful sea, river, and fireworks; fall, when the rice fields come to golden fruition; and winter, which is blanketed in snow. Guests can enjoy the beautiful scenery through the four seasons.



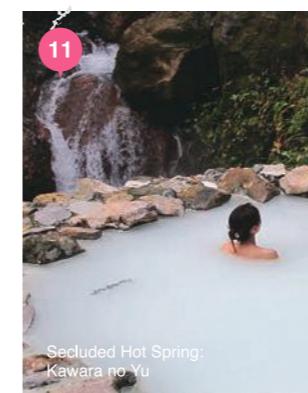
Nature



Food



Festivals



Things to do

Access to Niigata

By Air

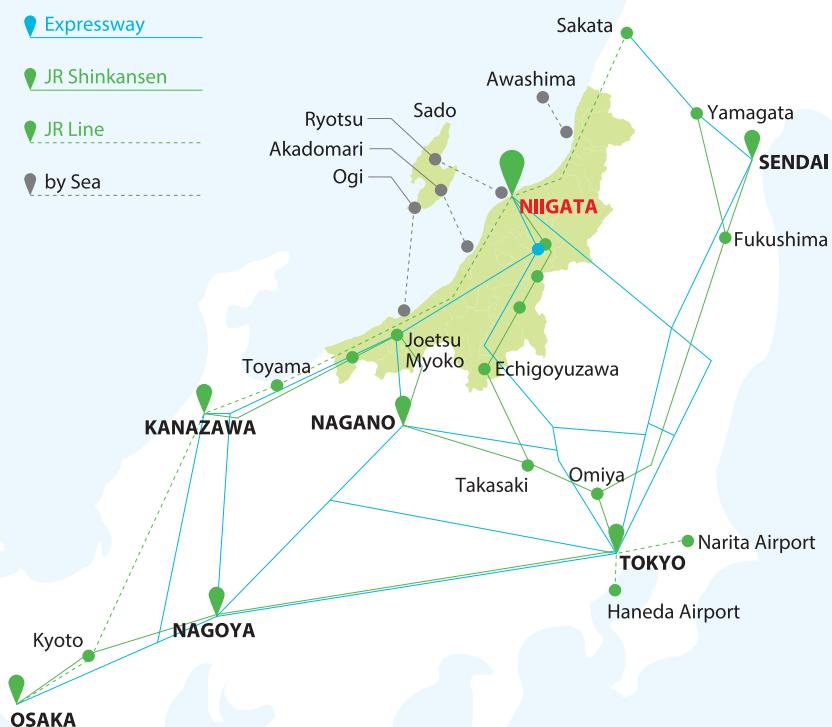
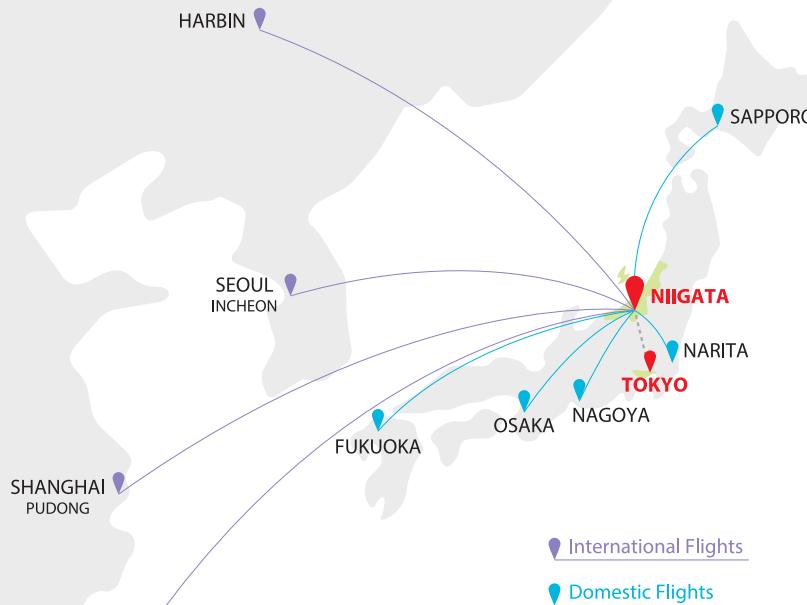
[International Flights]

From Seoul —— 2hr
From Shanghai — 2hr35min
From Harbin —— 2hr10min
From Taipei —— 3hr10min

[Domestic Flights]

From Narita —— 1hr5min
From Osaka —— 1hr5min
From Nagoya —— 55min
From Sapporo —— 1hr10min
From Fukuoka — 1hr35min

Airport limousine buses depart every 30 minutes from Niigata Station South Exit. Travel time is 30min.



By Shinkansen

From Tokyo

— Niigata Station	100min
— Echigo Yuzawa Station	70min
— Joetsu Myoko Station	120min

| Access to Sado Island |

By Jetfoil or Ferry

From Niigata to Ryotsu

65min by jetfoil
2hr30min by ferry

From Naoetsu to Ogi

1hr40min by high speed ferry

From Teradomari to Akadomari

65min by Fast Ferry

Publisher

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◀ Enjoy Niigata

<https://enjoy-niigata.com/>

うまさ ぎっしり
新潟
NIIGATA - KEN

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