

Symphony
People, Time and Land

Niigata City



NIIGATA CITY

A symphony of people, time and the land

Niigata is a city of water located along the Sea of Japan and home to Japan's two greatest rivers. Traditions live on in people's daily lives and touches of history can be found at every corner. It is a place where people, time and the land play a beautiful symphony. A trip to Niigata is like music for the soul.



Niigata is Japan's foremost rice-growing region. The paddy fields spreading across the Echigo Plain are filled with water in spring, the rice-planting season, and reflect the lovely colors of the sky.

A symphony of
people, time and the land

Symphony

— Part 1 —

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Wonderful times flow through our city

— Part 2 —

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Experience the skills and traditions handed
down through the generations

— Part 3 —

食

An abundance of gourmet food and
magical moments



Niigata Furumachi Geigi

Niigata's Furumachi district is proud of its 200-year old traditions. It exudes the hospitality of port town Niigata with sophisticated and vibrant performing arts.

#furumachigeigi #furumachi #niigatalove



— Part 1 — Wonderful times flow through our city
 Niigata has a 150-year history as a port open to international trade. Constantly taking in new influences, our culture has been handed down from generation to generation.



The Niigata Saito Villa

Built 200 years ago, the villa was the Saito family's guest house. It is well worth a visit for the circuit-style Japanese garden and the early-modern Japanese architectural style which give you an idea of the prosperous lifestyle of a rich Niigata merchant.

#theniigatasaitovilla #japanesegarden #niigatalove



Recommended Spots



Northern Culture Museum

This mansion complex belonged to the Ito family, farmers turned wealthy landowners. It is open as a museum to show people today the affluent way of life these landowners once enjoyed.

#northernculturemuseum
 #hoppoubunka
 #niigatalove



Niigata Matsuri

A weekend-long festival to pray for the safety of the port and river and the prosperity of business and commerce. The big "Minyo Nagashi" Japanese folk dancing parade is open to everyone. On the last day there is also a huge firework display.

#niigatamatsuri #minyonagashi #niigatahanabi



Niigata Soh-odori Dancing

A dance festival in which everyone can take part in the dancing. The crowds of dancers in the main street are an impressive sight. Anyone can join in on the spot.

#niigatasohodori #niigatalove



Minatopia Niigata City History Museum

In addition to the various exhibits of the museum, you can see other historic buildings such as the Former Niigata Customs House and a former bank building which now houses a restaurant.

#minatopia #historymuseum #niigatalove





Miso Warehouses

Salt and soy beans brought by ship encountered rice grown in Niigata. The result took root and developed as Niigata's fermentation culture.

#niigatamiso #niigatalove

Recommended Spots



Minemura Miso Factory

A miso warehouse built over 110 years ago. You can visit the factory where the miso is made and there is also a café and a shop selling items such as miso and pickles.

#niigatamiso
#nuttari
#minemurajozo



Imayo Tsukasa Sake Brewery

This old, traditional sake brewery was founded 250 years ago. It offers brewery tours and sake tastings and you can of course purchase the goods!

#niigatasake
#nuttari
#imayotsukasa



— Part 2 — Experience the skills and traditions handed down through the generations

Niigata is a port town which prospered through trade. Each district passed on arts and crafts which blossomed into Niigata's own unique culture.

The skills and techniques involved in these traditions continue to evolve today.

Sake Breweries

Niigata's environment, ideal for brewing sake, has given birth to many breweries. Each brewery has its own long tradition of carefully-honed techniques.

#niigatasake #niigatatanrei #niigatalove



Niigata Shikki (Lacquerware)

Niigata Shikki is a treasure trove of unique styles and techniques, nicknamed kawari nuri, that experiment with unusual colors, patterns and textures. The charm of kawari nuri lies in the innovative style of objects designed to be used as tableware.

#niigatashikki #japaneselacquerware #niigatalove

Kameda-jima

A fabric originally developed as a material for farmers' clothes which is famous for its striped pattern in traditional colors, its sturdiness and its soft texture.

#kamedajima #niigatafabric #niigatalove



Wara Art

Niigata is a rice-growing region and at one time people turned rice straw into items that could be used in daily life. These days during autumn, gigantic works of art made with rice straw embellish autumn in Niigata.

#waraart #uwasekigata #niigatalove



Shirone Giant Kite Battle

A dynamic festival in which lovingly-crafted kites get tangled up as they battle it out in mid-air. The gigantic kites, painted with vivid pictures, make a wonderful spectacle as they whirl about high above your head.

#shirone #shironetako #niigatalove



Shirone Giant Kite Battle

YouTube



Niigata Gourmet



Japanese Sake

“Ponshu-kan” is a popular spot in Niigata Station where for ¥500 you can taste sake from any brewery in Niigata Prefecture.
#niigatasake #ponshukan #niigatalove



Craft Beer

Nuttari Beer is a microbrewery in the Nuttari area of Niigata, where you can enjoy the mellow, full-bodied flavor of beer made from lively brewer’s yeast.
#nuttari #niigatabeer #niigatalove



Wine

There are five vineyards along the “Niigata Wine Coast” that each make wine with their own distinctive flavors.
#wine #niigatawinecoast #niigatalove



“Nishikigoi”- celebration sake from Imayotsukasa Sake Brewery

Niigata’s Sake Culture

The Echigo Plain, watered by broad rivers, is Japan’s foremost rice-growing region. Tasty rice and plentiful water gave rise to Niigata’s sake culture.

#niigatasake #nishikigoi #niigatatanrei



— Part 3 —
An abundance of gourmet food and magical moments

The rich variety of Niigata’s gourmet cuisine derives from a climate with wide extremes of temperature, fertile earth, abundant water and the many gifts bestowed by the Sea of Japan.

Niigata Gourmet



Ramen

In Niigata, the “Ramen Kingdom,” ramen dishes such as “Niigata Light Ramen” and “Niigata Rich Miso Ramen” have long been particularly popular.

#niigataramen #assari #miso



Tarekatsu-don

A type of katsu-don served only in Niigata, in which a big bowl of rice is topped with freshly-fried pork cutlets dipped in sweet soy sauce.

#tarekatsu #tokuseikatsudon #niigatagourmet



Japanese dish unique to Niigata Hegi Soba

A rare type of Japanese soba (buckwheat noodles) which uses seaweed as thickener, “hegi soba” is elegantly arranged on a big wooden tray called a “hegi” that is placed in the middle of the table to share.

#hegisoba #niigatagourmet #niigatalove



Gourmet Spots



Niigata Furusato Village Bazaar Hall

The first floor is a food hall where you can buy local produce, specialties, and souvenirs and the second floor is full of restaurants.

#furusatomura #niigatagourmet



Pier Bandai Market

This is a market complex that sells Niigata goods such as rice, sake, fish, meat, vegetables, fruits, and fresh flowers. Enjoy a meal, such as sushi, at one of the restaurants.

#pierbandai #niigatagourmet

Niigata Seafood

Niigata City, on the Sea of Japan, abounds in seafood and you can enjoy a feast of fresh local fish all year round.

#sushikiwami #echigosushidon #niigatagourmet



Niigata Fruit and Sweets

Echigohime strawberries, pears, grapes and other fruit grown in Niigata’s fertile soil are wonderfully sweet and tasty.

#niigatafruits #echigohime #lelectier



Gourmet Spots



Shirone Grapes Garden

Here you can pick your own fruit year round: grapes, strawberries, pears, peaches and more. Gelato is also popular.

#shirone #grapesgarden #niigatalove



Niigata Senbei Okoku (Niigata Rice Cracker Kingdom)

As well as being famous for rice, Niigata is also Japan’s largest producer of rice snacks. Here you can grill your own senbei (rice cracker) and go on a tour of the factory.

#senbei #niigatasenbei #niigatalove



Iwamuro Onsen

The 300-year old Iwamuro Onsen, the only hot spring in Niigata City, is also known as “Reigan no Yu.” Reigan means “spirit of the wild goose.” and according to legend, the spring (yu) was discovered when an injured wild goose was healed by bathing in its waters.



The big bath and the outdoor bath are the largest in the area. This is the only hotel in Niigata with a stone sauna.

Ryokan hoho

340 Iwamuro Onsen,
Nishikan-ku, Niigata City
TEL.0256-82-4126
<https://www.oohashiya.co.jp/>



A Japanese interior with an open atrium lobby. There are two types of lovely, relaxing big baths.

Yumotoya

91-1 Iwamuro Onsen,
Nishikan-ku, Niigata City
TEL.0256-82-2015 (switchboard)
<http://www.yumotoya.co.jp/>



The only inn in the Iwamuro Onsen area which has its own hot spring source. They also take great pride in their cuisine based on local ingredients.

Fujiya

693 Iwamuro Onsen,
Nishikan-ku, Niigata City
TEL.0256-82-4151
<https://www.hotel-fujiya.co.jp/>



This is the place to get tourist information in Iwamuro. You can also use the footbath free of charge.

Niigata City Iwamuro Tourist Information Center Iwamuroya

96-1 Iwamuro Onsen,
Nishikan-ku, Niigata City
TEL.0256-82-1066

Places of Interest

These are some of the many tourist locations which can be easily reached from Niigata City. You are sure to enjoy the delights of these areas in all their rich variety.

Sado Island

An island with a rich historic heritage and great natural beauty, where traditions handed down from days of old can still be found. The island offers a wealth of different experiences, tours and other activities.



Sado Gold and Silver Mine

There is a lot to see in this historic landmark which tells you about the 400-year history of gold and silver mining on Sado. You can visit the remains of the mine shafts, some of which were manually-dug, and the places where the gold and silver were smelted and sorted.



Tarai Bune (tub boat)

The tarai bune was designed to catch abalone and other types of mollusks. The boats are still used for this purpose, but have expanded for tourists. Enjoy a leisurely trip in a tub on the water while the boat-woman steers and take a turn steering for yourself.

Tsubame-Sanjo

Tsubame focused mainly on *tsuiki* (hammered) copperware and western tableware. Sanjo prospered thanks to cutlery and other types of hardware. Under the name Tsubame-Sanjo, the area is world famous for its metal processing industries.



Gyokusen-do

Gyokusen-do is the name of an old copperware workshop and showroom, founded 200 years ago. It produces *tsuiki* or hammered copperware, a traditional metalworking technique in which copper objects are made by hammering single sheets of copper into shape. You can go on a guided tour of the workshop. The building itself is well worth seeing since it is a registered tangible cultural property.



Hocho-Kobo Tadafusa

Sanjo, famous as “the blacksmiths’ town,” enjoys an excellent reputation in Japan and worldwide for its metalworking industry. Tadafusa, founded seventy years ago, produces kitchen knives that are entirely handmade by craftsmen. Guided tours are offered but must be reserved beforehand.

Hotels and Guesthouses

Recommended as great bases for travel in Niigata. There are also some reasonably-priced options.



ANA Crowne Plaza Hotel Niigata

5-11-20 Bandai, Chuo-ku, Niigata City
TEL.025-245-3333
<https://www.anacrowneplaza-niigata.jp/>



Hotel Okura Niigata

6-53 Kawabata-cho, Chuo-ku, Niigata City
TEL.025-224-6111
<http://www.okura-niigata.co.jp/>



Hotel Nikko Niigata

5-1 Bandaijima, Chuo-ku, Niigata City
TEL.025-240-1888
<https://www.hotelnikkoniigata.jp/>



Hotel Italia Ken

7-1574 Nishiboridori, Chuo-ku, Niigata City
TEL.025-224-5111
<http://www.italiaken.com/>



Niigata Grand Hotel

3-2230 Shimo-okawamaedori, Chuo-ku, Niigata City
TEL.025-228-6111
<http://www.ni-grand.co.jp/index.php>



Bandai Silver Hotel

1-3-30 Bandai, Chuo-ku, Niigata City
TEL.025-243-3711
<https://www.silverhotel.co.jp/>



Hotel Sunroute Niigata

1-11-25 Higashiodori, Chuo-ku, Niigata City
TEL.025-246-6161
<https://www.sunrouteniigata.jp/>



Toyoko Inn Niigata Ekimae

1-2-2 Hanazono, Chuo-ku, Niigata City
TEL.025-241-1045
<https://www.toyoko-inn.com/search/detail/00060/>



Niigata Toei Hotel

2-1-6 Benten, Chuo-ku, Niigata City
TEL.025-244-7101
<https://www.toeihotel-niigata.com/>



Hotel Global View Niigata

1-2-4 Benten, Chuo-ku, Niigata City
TEL.025-244-5151
<https://www.rio-hotels.co.jp/niigata/>



Guesthouse Nari

2-11-31 Nuttari-higashi, Chuo-ku, Niigata City
TEL.025-369-4126
<https://nuttari-nari.com/>

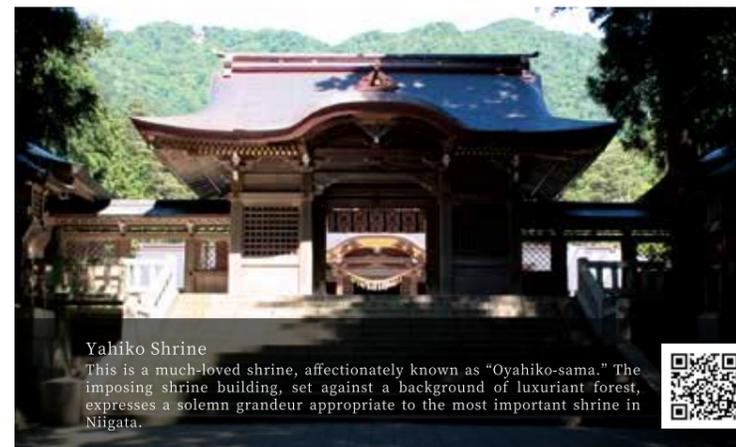


Guest House Kuku

2F, 3-557 Furumachidori, Chuo-ku, Niigata City
TEL.025-378-1107
<https://gh-kuku.com/>

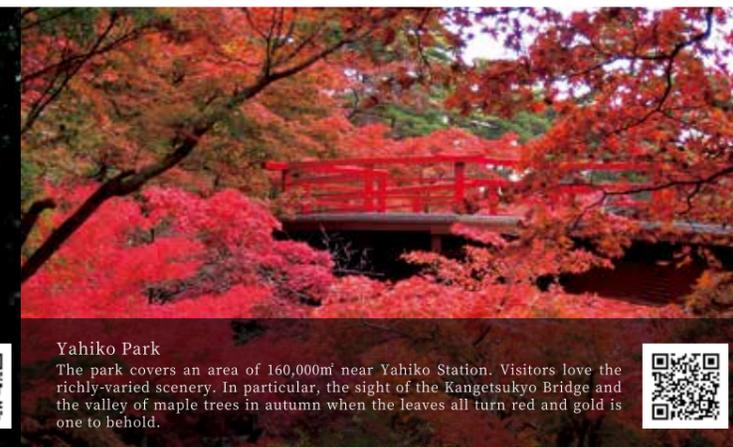
Yahiko

The village of Yahiko, located in the foothills of Mount Yahiko, is full of charm all times of the year. Here you will find Yahiko Shrine, a place of mystical energy, a cable car offering magnificent views, and Yahiko Park, famous for its autumn leaves.



Yahiko Shrine

This is a much-loved shrine, affectionately known as “Oyahiko-sama.” The imposing shrine building, set against a background of luxuriant forest, expresses a solemn grandeur appropriate to the most important shrine in Niigata.



Yahiko Park

The park covers an area of 160,000m² near Yahiko Station. Visitors love the richly-varied scenery. In particular, the sight of the Kangetsukyo Bridge and the valley of maple trees in autumn when the leaves all turn red and gold is one to behold.



Getting to Niigata



Air

- New Chitose Airport (Sapporo) → Niigata Airport (approx. one hour 15 minutes)
- Sapporo Okadama Airport (Sapporo) → Niigata Airport (approx. one hour 45 minutes)
- Sendai Airport → Niigata Airport (approx. 50 minutes)
- Narita Airport → Niigata Airport (approx. one hour)
- Chubu Centrair International Airport → Niigata Airport (approx. one hour)
- Nagoya (komaki) Airport → Niigata Airport (approx. 55 minutes)
- Itami Airport → Niigata Airport (approx. one hour)
- Kansai International Airport → Niigata Airport (approx. one hour 25 minutes)
- Fukuoka Airport → Niigata Airport (approx. one hour 35 minutes)
- Okinawa Airport → Niigata Airport (approx. two hour 25 minutes)
- Incheon International Airport (Seoul) → Niigata Airport (approx. two hours)
- Shanghai Pudong International Airport → Niigata Airport (approx. three hours)
- Harbin Taiping International Airport → Niigata Airport (approx. two hours 20 minutes)
- Taiwan Taoyuan International Airport → Niigata Airport (approx. three hours 10 minutes)

Train

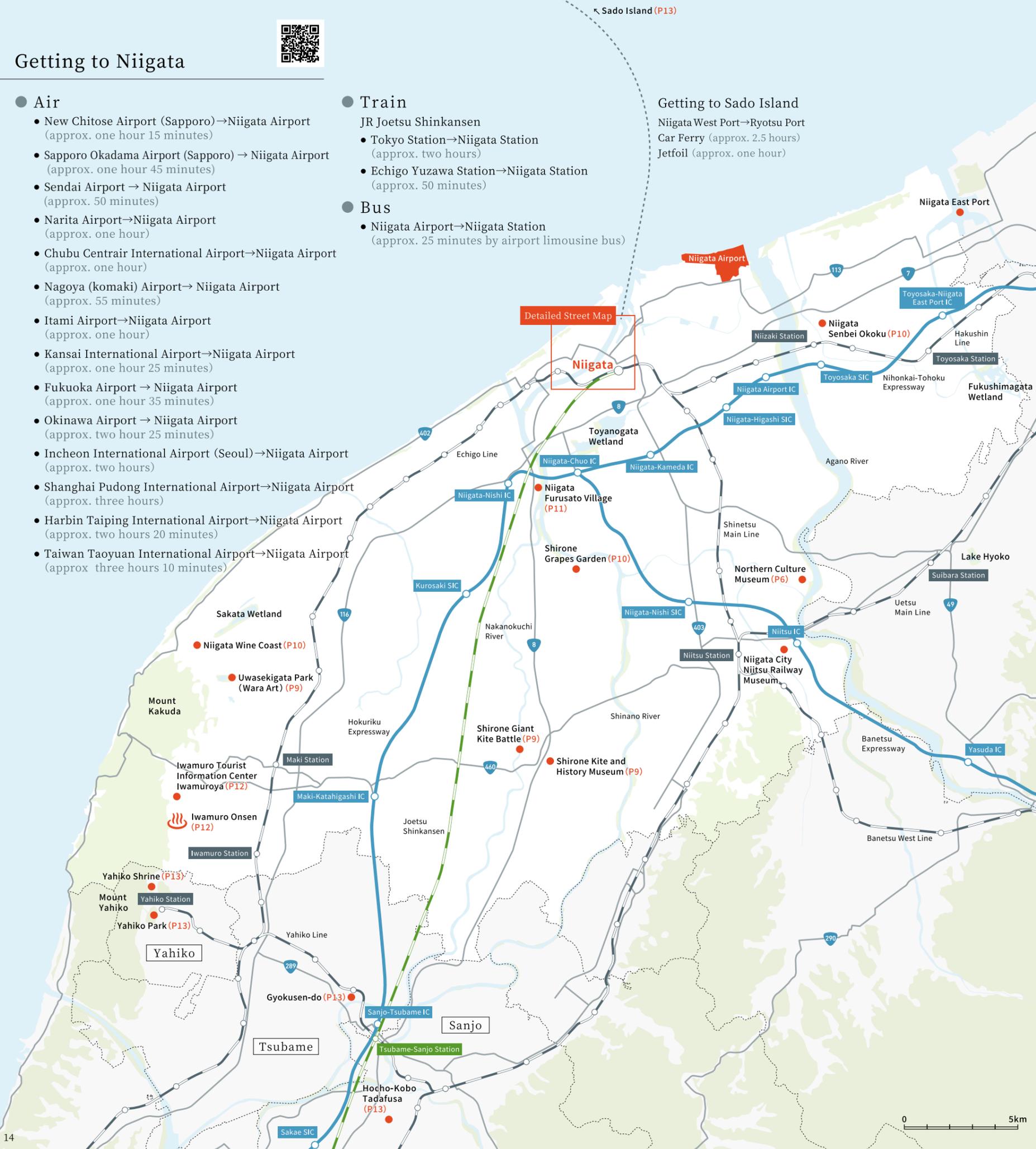
- JR Joetsu Shinkansen
- Tokyo Station → Niigata Station (approx. two hours)
- Echigo Yuzawa Station → Niigata Station (approx. 50 minutes)

Bus

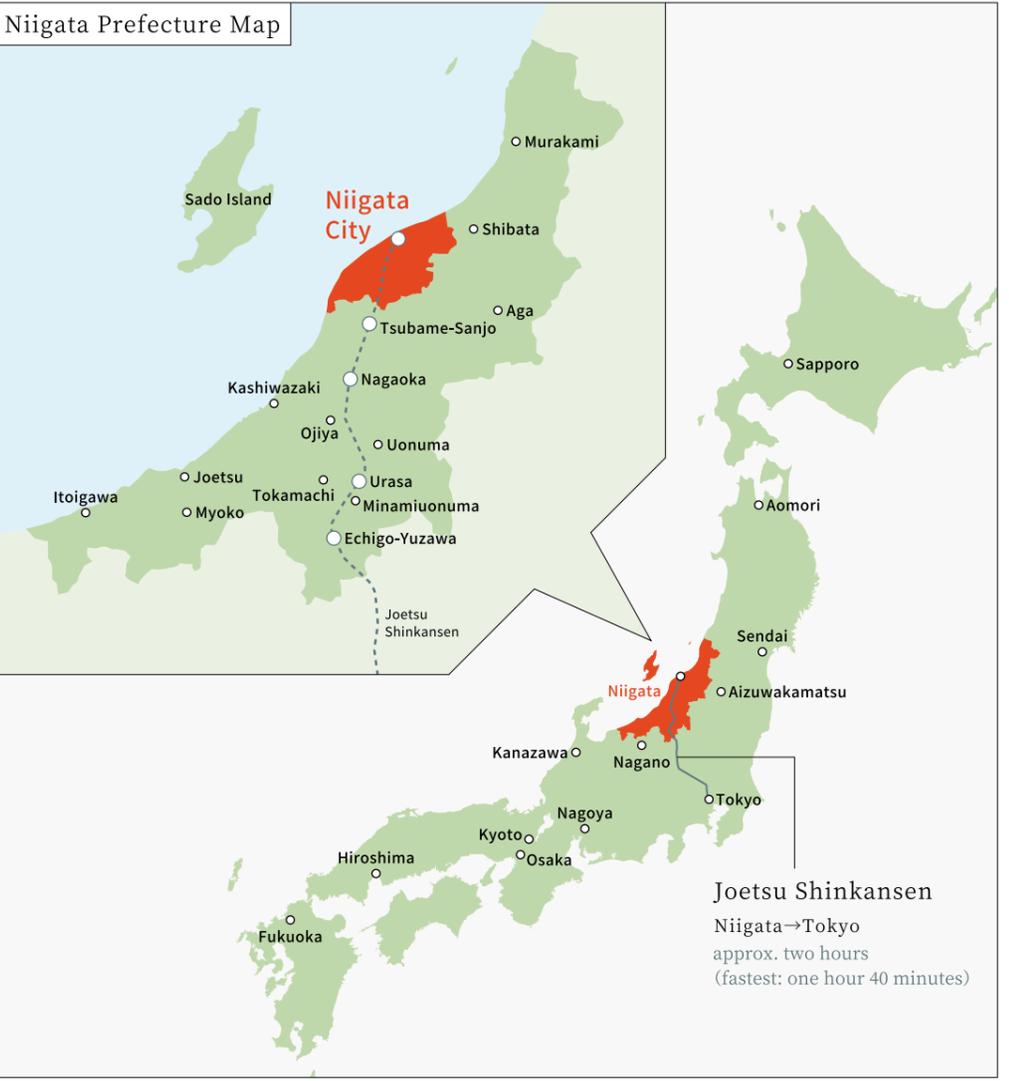
- Niigata Airport → Niigata Station (approx. 25 minutes by airport limousine bus)

Getting to Sado Island (P13)

- Niigata West Port → Ryotsu Port Car Ferry (approx. 2.5 hours)
- Jetfoil (approx. one hour)



Detailed Street Map



Joetsu Shinkansen
Niigata → Tokyo
approx. two hours
(fastest: one hour 40 minutes)

Transportation

● Niigata City Loop Bus

The loop bus is an efficient way visiting the attractions in the city center such as the aquarium and museums.

Fare-one ride Adult 260 JPY Child 130 JPY
One-day Pass Adult 500 JPY Child 250 JPY



Artwork featuring Bandai Bridge, designed by Shunsuke



● Niigata Rent-a-cycle

There are 14 rent-a-cycle stations in the city and bicycles can be rented and returned at any one of them.



● Car Rental

- Eki Rent-a-car East Japan Niigata Office TEL.025-245-4292
- Nissan Rent-a-car Niigata Station TEL.025-243-5523
- Toyota Rent-a-car Niigata Station South Exit TEL.025-245-0100
- Nippon Rent-a-car Niigata Shinkansen Exit TEL.025-243-7666
- Toyota Rent-a-car Niigata Airport TEL.025-270-0100
- Nippon Rent-a-car Niigata Airport TEL.025-272-0956

Shinano River Water Shuttle

A water bus on the Shinano River in Niigata, the city of water. The shuttle goes from the Niigata City History Museum Minatopia to Toki Messe, under Bandai Bridge, all the way down to Niigata Furusato Village, and back again. As you enjoy a pleasure cruise on the river you have a great view of the city.



Tourist Information



Enjoy Niigata
Official Travel Guide



Niigata Prefecture Official Tourism Website

Fresh seafood, delicious local sake only a rich rice-producing region can create, townscapes and ski resorts that overflow with "snow country" atmosphere, hot springs and so many more charming and exciting spots await you in Niigata Prefecture. Check out some of the featured articles and sample itineraries based on different travel themes to plan your next trip!



● Niigata City Tourist Information Center

Place: 2F Niigata Station (JR Line East Gate), 1-1-1 Hanazono, Chuo Ward, Niigata City
TEL: 025-241-7914 Hours: 09:00-19:00 Close: Dec. 31, Jan. 1, Jan. 2

Outline of Services: Accommodation arrangements while in the city (only for people who come to the counter), sightseeing information, transportation information, flyer distribution, baggage delivery service "Hands-Free Travel from Niigata Station"



What's NIIGATA

A popular monument for souvenir photographs located on the Bandai Terrace along the Shinano River.

#what'sniigata #niigatalove



Bandai Bridge

Built 90 years ago, the beautiful bridge, supported by a row of stone arches, has become the symbol of Niigata. It has been designated an important national cultural asset.

#bandaibashi #niigatalove

Niigata City



Niigata Promotional Video
【NIIGATA-A HIDDEN GEM】



What people say about Niigata
【Trip Advisor Niigata City】

