



SADO

and

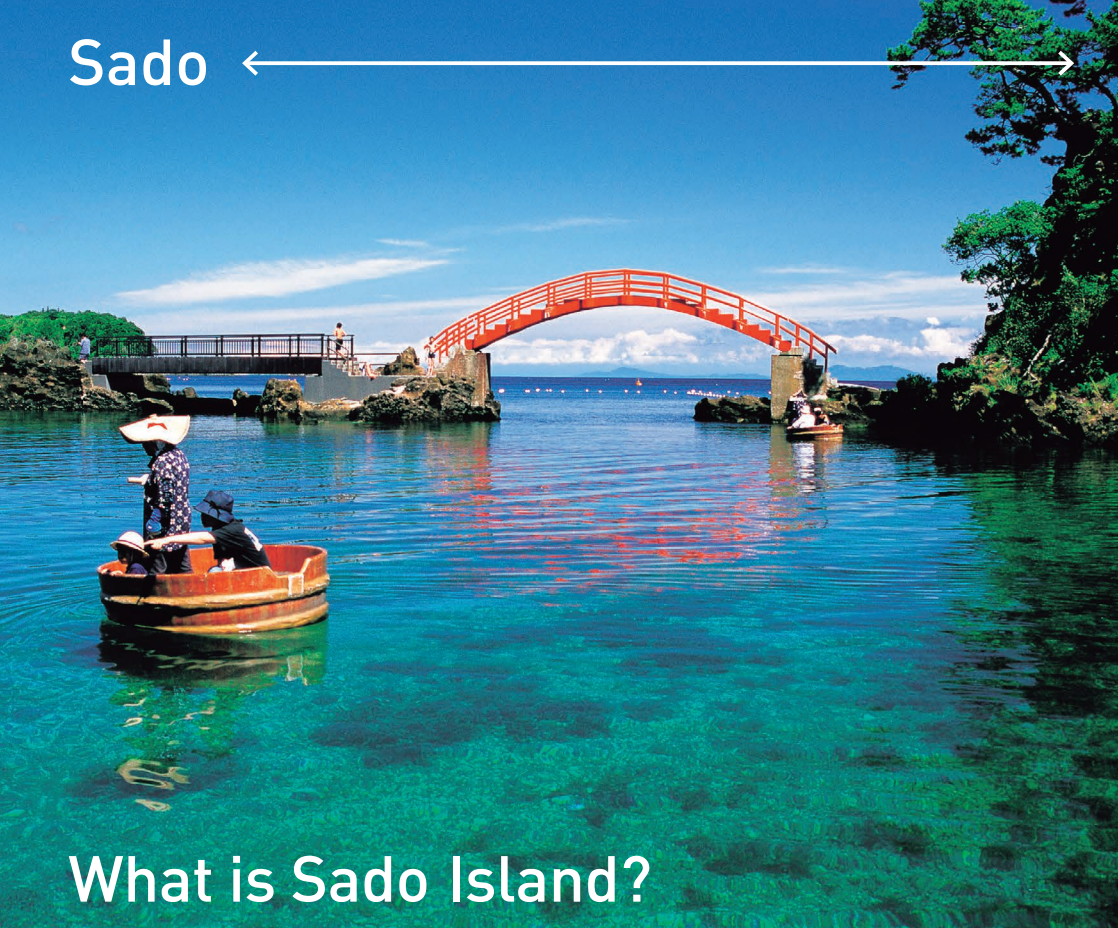


NIIGATA

GUIDE



TOKIMEKI
SADO NIIGATA
TOURISM ZONE
(2020 ~)



What is Sado Island?

Sado Island consists of two mountain ranges with plain areas in between. Part of its beautiful coastline belongs to a quasi-national park. The island was a designated penal colony for political dissidents during the Imperial Court of the Nara Period in the 8th century. The discovery of gold made the island under direct control of the Tokugawa Shogunate in the 17th century, and the following marine transport businesses brought positive socioeconomic impacts from other regions of the country. The combinations of the aristocratic, samurai and commercial exchanges have fused together to form a unique culture. Food varieties of land and sea are also a great attraction.



Shukunegi Area

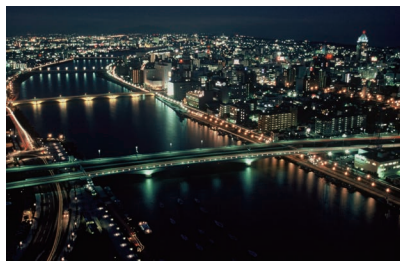
INDEX

Sado Island and Niigata City	02
Sado Map with Fixed Bus Routes	04
Sado Food	06
Sado Events	08
Sado Culture and Activities	10
Sado Model Courses	12
Sado Hotels and Shops	14
Sado Transportation	16



What is Niigata City?

The prefectural seat of government, Niigata City is located at the estuary of Japan's longest river, the Shinano. During the Edo period Niigata prospered as a port city on the *Kitamae-bune* shipping route, and during the last days of the Tokugawa Shogunate Niigata became one of the first 5 ports in Japan to be opened to outside trade. The Niigata Furumachi Geigi (geisha girls) and the former Niigata Customs House are living symbols of the port culture that still thrives in the city today. Niigata is not only home to fertile soil, relaxing hot springs, and beautiful sunsets over the Sea of Japan coast. As one of Japan's most prominent rice and sake regions, Niigata City is also the perfect place to enjoy refined cuisine and fresh seafood from the Sea of Japan.



Overlooking the Shinano River, Niigata city night view.

INDEX

Niigata City Map	18
Niigata Food	20
Niigata Events	22
Niigata Culture and Activities	24
Niigata Model Courses	26
Niigata Hotels and Shops	28
Niigata City Transportation	30
Sado and Niigata Experience Programs	32
SADO-NIIGATA PASS	35
Free Wi-Fi/Getting to Niigata and Sado	36

Culture & Activities (p10-11)

Model Courses (p12-13)

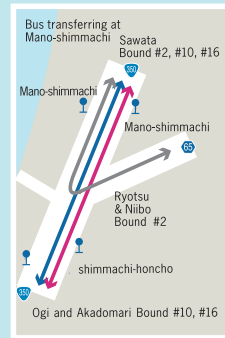
- A** Sado Gold Mine (Sado Kinzan)
- B** Shukunegi
- C** Seisuiji Temple and Guzeden Platform
- D** Myosenji Temple and Five-story Pagoda Tower
- E** Ono-game
- F** Natural Cedar Trees
- G** Senkakuwan Bay
- H** Tarabune Tub Boat (**H1** Ogi Port, **H2** Yajima-Kyojima)
- I** Gold Panning
- J** Playing the Drums at Sado Taiko Centre
- K** Sado *Bugyosho*, the Office of Magistrate
- L** Toki-no-mori Koen (Japanese Ibis Center)
- M** Sado Rekishi Densetsukan, Sado History and Folk Tale Museum
- N** Obata Sake Brewery
- O** Sado Ogi Folk Culture Museum
- P** Hokusetsu Sake Brewery
- Q** Kitazawa Flotation
- R** Kyomachi
- S** Futatsu-game

Tourist information

- Hotels (p14-15)
- Bus stop
- Port (Sadokisen)
- Airport

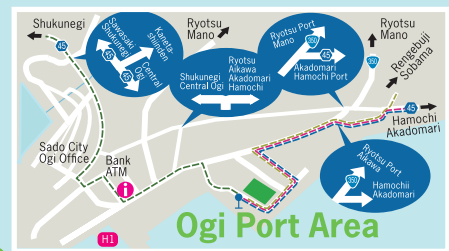
- Bus line
- Bus line (Hop-on Hop-off Zone) see p16-17

Mano Area



11 Shukunegi Line

Etsumi - Ogi-Kanetashinden - Sawasaki - Fukaura - Shukunegi - Ogi



Aikawa Area



Sawata Area



10 Ogi Line

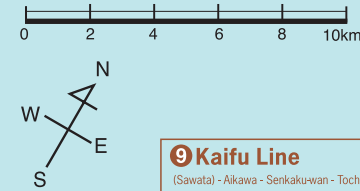
Ogi - Mano-Shimmachi - Sawata

8 Watatsu Line

Hamochi H.S. - Osaki - Kami-Kawano

16 Akadomari Line

Ogi - Akadomari - Mano-Shimmachi - Sawata



9 Kaifu Line

(Sawata) - Aikawa - Senkakuwan - Tochu - Iwayaguchi

6 Nanaura-kaigan Line

Sawata - Futami - Aikawa - Aikawa Museum - (Gold Mine) - Aikawa

*Services in the solid line are one-way loop services.
*Services via Gold Mine may be seasonal.

4 Uchikaifu Line

Ryotsu - Utami - Washizaki - Iwayaguchi

1 Honsen Line

Ryotsu - Kanai - Sawata - Aikawa

2 Minamisen Line

Ryotsu - Niibo - Mano-shimmachi - Sawata

3 Higashi-kaigan Line

Ryotsu - Ogawa - Katanoo - Oda

13 Kuninaka-Kanamaru Line

Sawata - Kanai - Niibo - Hatano - Mano-Shimmachi - Kanamaru - Kanai - Sawata

*This service is a loop line.

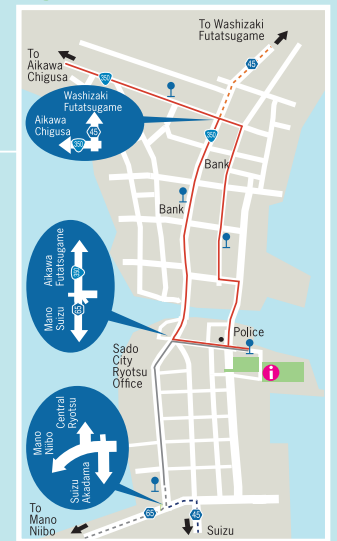
7 Maehama Line

Hamochi H.S. - Akadomari - Oda

14 Iwakubi Line

Sawata - Kanai - Oda - Kakinoura

Ryotsu Area



This map is based on the 1:200,000 regional map by Geospatial Information Authority of Japan with its approval. All rights reserved.
この地図の作成に当たっては、国土地理院長の承認を得て、同院発行の20万分1地勢図を使用した。(承認番号 平 26 北使、第 14 号) 転載不可。



Sado, with its high mountains, fertile plains and well-stocked seas round about, is a treasury of various tastes. Fresh seafood and fruit, and the very best quality Koshihikari rice, are some of the things visitors must try while they are here.



Benizuwaigani (red snow crab)

Red snow crab, or *benizuwaigani*, caught in the sea near Sado, is exceptionally fresh. It should be eaten as soon as it is boiled so that its firm flesh can be appreciated.



Namban-Ebi

Also known as sweet shrimp, or *amaebi*, are delicious when eaten raw as sashimi.



Kamburi (yellowtail)

Buri, or yellowtail, is Sado's finest fish. *Buri* caught in winter, called *Kamburi*, when the flesh is fatty is highly prized as a high quality delicacy typical of Sado.



Kaki (oysters)

As it is surrounded by the sea, Sado offers a rich variety of shellfish including oysters, *sazae* or horned turban, and *awabi*, or abalone. Oyster farming is also widely practiced.



Ika (squid)

Huge amount of squid are caught on Sado, and out at sea in summer visitors can see the fishing lights for luring the squid to the boats. *Ika somen*, or long, thin strands of noodle-like squid with a wonderful consistency, is another delicacy of Sado.



Burikatsu-don

This specialty comes with a bowl of Sado's *Koshihikari* rice topped with fried yellowtail fish caught in Sado's water. Fried pieces are flavored with an original sauce made from soy-based ago dashi broth.



Okesa Gaki (a type of persimmon)

A wide variety of fruit is grown on Sado. Of these, the *okesa gaki*, a large, flat type of persimmon without any pit, is particularly well known. Once the astringent taste has been removed, the thick, creamy flesh of the fruit is considered to be of the finest quality among persimmons.



Seafood of Sado

Visitors can taste sashimi and seasonal seafood caught in the water surrounding Sado. Enjoy it in a hotel or restaurant.



Koshihikari & Toki to Kurasu Sato Rice

Koshihikari, cultivated in a lush natural environment, enjoys a reputation as one of Japan's finest varieties of rice. *Toki to Kurasu Sato* (lit, the home of the Japanese crested ibis) Rice is grown with great concern for food safety with less than half the conventional amount of pesticides and herbicides.



a.

a. Manotsuru
Obata Shuzo
in Mano



b.

b. Hokusetsu
Hokusetsu Shuzo
in Akadamari.



c.



d.

c. Shinryo
Hemmi Shuzo
in Nagaishi.



e.

d. Tenryohai
Tenryohai Shuzo
in Kamo-Utashiro.

Sake Breweries

Five breweries produce quality sake on Sado. Niigata's select rice and pure water are desirable conditions for brewing. Plant tours and free sample are available at most breweries. Enjoy.

e. Kintsuru
Kato Shuzo
in Sawane Sumiya-machi.

Events



Spring Hina-matsuri Doll Festival

Dates: During March

Locations: Aikawa and Ryotsu Area

Japan has a tradition of displaying *hina dolls* during this season to celebrate the sound growth of girls in early ages. Visitors can see those classical exhibitions in these areas.



Summer Earth Celebration

Dates: August Location: Ogi Area

An international music and arts festival held in August. The highlight of the festival is a performance by Kodo, taiko drummers who give concerts across the world. The festival lasts three days and includes various events, culminating in an open air concert.

Many enjoyable activities are held on Sado, from small, traditional festivals to sports competitions and events with a strong international flavor.



February

Massaki Shoku-no Jin (Taste of Sado in Matsugasaki)

Dates: Mid-February., Location: Oda Port

March

Ryotsu Ohinasama and Treasure Festival

Dates: During March., Location: Ryotsu area

Aikawa Hina Festival (Doll Festival)

Dates: During March., Location: Aikawa area

Yotteke Festival (Taste of Sado in Mano)

Date: Mid-March., Location: Ibuki 21 (next to Mano Park)

April

Oiran-dochu Parade in Cherry Blossom Festival

Dates: Mid-April., Location: In front of playgrounds of Hamochi Elementary and Junior High School

Daizen Shrine Festival Noh Theatre

Dates: April 18., Location: Daizen Shrine Noh Stage

Akadamari Festival

Date: April 18., Location: Yahata-hachimangu Shrine in Akadamari

Ichi-no-miya Festival

Dates: April 23., Location: Hamochi-ioka Watatsu Shrine

May

Donden Plateau Spring Festival

Dates: Late April to Early May., Location: Donden Lodge

Chokokuji Temple Peony Festival

Dates: Mid-May., Location: Chokokuji Temple

Sado-koku Ondeko .com (Onidaiko Festival)

Dates: Late May., Location: Ondeko Dome

June

Yoi-no-mai Dance Parade

Dates: Early June.,

Location: Kyo-machi dori Street and Sado Bugyosho

Sado Kanzo Festival (Yellow Day-lily Festival)

Date: the second Sunday of June., Location: Ono-game

Kusakari Shrine Annual Festival and Noh Theater

Dates: June 15., Location: Kusakari Shrine

July

Hakusan-maru Festival

Dates: 4th Sunday of July., Location: Sado-koku Ogi Folk Museum

Tanabata Star Festival in the Ocean

Dates: Early July., Location: Kita-koura and Kotoura

August

Akadamari Minato Matsuri Festival

Dates: 1st Sunday of August., Location: Akadamari Port

Ryotsu Tanabata and Kawabiraki Festival

Dates: August 7 and 8., Location: Ryotsu area

Lighting-up Senkaku-wan Bay

Dates: August 14 and 15.,

Location: Around Senkaku-wan Bay Ageshima Yuen

Ogi Minato Matsuri Festival

Dates: August 29 and 30., Location: Ogi Port area

September

Kuji Hachiman Shrine Festival

Dates: Mid-September., Location: Kujihachimangu Shrine

October

Ondeko in Niibo & Toki Yubae Flea Markets

Dates: Early October.,

Location: Spacial Stage by Sado City Niibo Office

November and December

Sado Fish Festival

Dates: Early November., Location: Ryotsu Fish Market

Osaki Soba-no-kai

Dates: Late November and early Dec., Location: Osaki Kasseika Center



Autumn

Ondeiko in Niibo & Toki Yubae Flea Markets

Dates: Early October Location: Sado City Niibo Office

This is an active local event in which the main themes are outdoor stalls, *onidaiko*, or deity-masked dance, and *toki*, or Japanese crested ibis. The event holds the island's largest gathering of outdoor stalls, with over 90 shops. A number of *onidaiko* groups demonstrate their dance performance with robust drum beats.



Winter

Do-oshi Sacred Ceremony

Dates: January 3rd

Location: Bishamon-do Temple in Tsukibuse, Ryotsu area

Do-oshi ceremony is intended to ward off evil spirits of men in *yakudoshi*, a set of believed "unlucky" ages. After a Buddhist priest has chanted a sutra, bean husks are burned on the hearth and the holy ministers bang on the wooden wall inside the hall, while those men are lifted up by holy carriers in loin and pushed round the hall. The event is held in the evening of January 3rd every year.

Performing Arts

On Sado, where a variety of cultures met and mingled, different types of traditional performing arts have been preserved.



Sado Okesa

Folk song and dance style typical of Japan, with plaintive tunes and graceful dancing, visitors can see *okesa* all over Sado.

Onidaiko

This is a rare type of traditional performing art found only on Sado. Each area of the island has its own style handed down from generation to generation. The performances, where deity-masked performers dance wildly to the stirring beat of the drum, is a Shinto ritual driving out evil spirits and praying for a good harvest.

Takigi Noh

Sado Island is a place where *Zeami*, the founder of Noh, was exiled in the 15th century. Local preservation groups occasionally present their performance. Over 30 active outdoor Noh stages are found on the island. *Takigi Noh* in particular, performed beside a bonfire, takes you back to ancient times.



Sports on Sado

The island hosts various sport events where participants can sense Sado's nature.



Bun-ya Ningyo

This puppet theater is the original form of classic *yoruri*. The simple, minimal performances are played with the plaintive melody and songs accompanied by the *shamisen*.



Suponichi Sado Long Ride 210

Dates: Mid May

Start and Finish: Sawata
Location: Sawata



Sado International Triathlon

Dates: 1st Sunday of September
Start and Finish: Sawata



Sado Open Water Swimming

Date: 1st Sunday of August
Start and Finish: Sawata Beach

🌿 Culture and Activities

HISTORY

Many influences and technologies from other regions of the country and beyond have been introduced to Sado Island since ancient times and, as a result, the island has developed a unique culture.



A Sado Gold Mine (Sado Kinzan)

Doyu-no-Wareto Outcrop

Sado Gold Mine, the symbol of Sado, was discovered in 1601 and developed to become an important base of support for the Tokugawa Shogunate, achieving maximum prosperity during the early Edo Period in the 17th century. The split in the mountain, known as *doyu-no-wareto* outcrop, was a result of open-cut mining from the summit. Although its mining business was discontinued in 1989, visitors can enter and observe the remaining mining tunnels as historic landmarks and scientific exhibitions of the days of the gold mine. Sado Gold Mine has been on the nation's tentative list of World Heritage candidate sites to be nominated to UNESCO.



B Shukunegi

The Shukunegi area in the Ogi Peninsula functioned as a base of the marine transportation shipbuilding business from the 18th century to the early 20th century and generated a great amount of wealth. Nar-

row passages and alleys along with closely-packed houses are well preserved just as they were long ago. Many houses are built with leftover materials of shipbuilding, and one of those houses looks just like a ship. The national government has designated the area as an important historic site, and a local preservation group has been maintaining this valuable townscape.



C Seisuiji Temple and Guzeden Platform

D Myosenji Temple and Five-story Pagoda Tower

Over 280 old shrines and temples can be found on Sado. Seisuiji Temple was modeled after Kyoto's Kiyomizudera Temple, while Myosenji Temple features a five-story pagoda tower, a nationally designated important cultural asset.

Hands-on Experiences

H Taraibune Tub Boat

An unusual type of tub boat was invented by local fishers out looking for *sazae*, or horned turban, and *wakame* seaweed in the Ogi area. Tourists can try out a hands-on experience on these tubs. Though it might look a little scary, there's no need to worry because an instructor in traditional island dress will provide instructions in the boat.



Pottery

Visitors can try their hand at making *mumyoji* pottery, a type of pottery unique to Sado, which uses clay containing iron dioxide found adjacent to Sado Gold Mine.



NATURE

Clear water, panoramic views and unspoiled natural beauty are all here for visitors to enjoy.

⑤ Ono-game

There are magnificent views from the summit, 167 meters above sea level, of this enormous, monolithic rock jutting out of the sea. The area is carpeted with *tobishima kanzo*, or yellow day-lilies in early June, found in the wild only here and in Tobishima in Akita Prefecture.



⑥ Natural Cedar Trees

Observe Sado's natural cedar trees which have long been preserved in areas at an altitude of about 900m. The weather-beaten shapes formed over hundreds of years give human beings a strong message of how magnificent nature is.

Everybody can enjoy it, even children!



Sado Island's charm is its many beautiful beaches and campgrounds.



⑦ Senkakuwan Bay

This area belongs to part of the Sado-Yahiko-Yoneyama Quasi-National Park, one of the first registered quasi-national parks in 1950. The name of Senkaku is a direct translation of Hardanger Fjord in Norway because of the similarity in scenic beauty. Visitors can enjoy a glass-bottomed boat cruise through the marine park zone.



⑧ Gold Panning

Sado's Nishimikawa Gold Park is a popular attraction set up near the locations in which placer mining collected gold in the

past. Visitors can experience the thrill of discovering gold deposits and take home the precious metal obtained. The exhibition hall displays scientific materials, and souvenir items are available in the shop.

⑨ Playing the Drums at Sado Island Taiko Centre



Many visitors have great fun at Sado Island Taiko Centre. Instructors are staff members of internationally renowned taiko drum group Kodo. Participants can also have a try on a pair of large drums made from a 600-year old zelkova tree.



Let's sense the powerful sound of the Japanese drum.



Model Courses

Introduction to the active model courses around Sado's nature and history by route bus and rental car.
From Niigata to Ryotsu it is 2 hrs and 30 min by car ferry, 65 min by Jetfoil, and 1hr and 40 min direct from Naoetsu to Ogi by high-speed car ferry.

Two Days and One Night

Day 1

Niigata port

2hrs and 30min

Ryotsu port

5mins on foot

Rental Car Procedure (Ryotsu Area)

60mins by car

There are several car rental services nearby Ryotsu Port. Some of them even offer a multi-language (or multilingual) car navigation system. For more details see page 16.

H Tarai tub Boat see p10

15min by car

You may choose between three locations where you can experience riding a tub boat: Rikiya Kanko Kisen, Yajima-Kyoshima, and Shukunegi Hangiri.

B Shukunegi see p10

40min by car

Having been a port since the medieval times, Shukunegi went through the prosperous 17th century brought about by Sado Kinzan Gold Mine, and developed as a kitamaebune port of call for the merchant shipping industry. Facing a small inlet, Shukunegi is characterised by the crowded rows of over 100 houses built with plate walls made from ship planks, and it has been designated as a National Important Preservation Area for Traditional Buildings and Architecture. Three private houses are open to the public (admission charges required), and the entire Shukunegi village represents a history of involvement in ship-related industries.

P Hokusetsu Sake Brewery

60min by car

Hokusetsu Shuzo Sake Brewery was established in 1872. Hokusetsu is a dry, smooth sake, which evokes images of heavy snow in the northern provinces. Sake produced by Hokusetsu is loved at Nobu restaurants in New York, Los Angeles, London, Milan, and Dubai, among others, which attract celebrities from around the world.

Lodging in Aikawa Area see p14



Day 2

Lodging in Aikawa Area

10min by car

Aikawa flourished thanks to the gold and silver mine. There are accommodations along the coast line from which one has a magnificent view over the Sea of Japan and the sunset. How about enjoying the view while soaking in an open air Onsen?



A Sado Gold Mine see p10

5min by car



K Kitazawa Flotation

15min by car

The Kitazawa area in Aikawa is home of a group of facilities such as a power plant and a thickener (designated National Historical Site), which contributed to modernization of mines. The flotation method had originally been used for copper beneficiation, but at Kitazawa Flotation Plant, the techniques were applied to silver and gold extraction, and successfully utilized for the first time in the world. Under a war-time plan of increase in production, large-scale investment was made. As a result, the Flotation Plant was able to process over 50,000 tonnes of ore per month, and the plant was declared the greatest one in the East.



G Senkakuwan Bay see p11

Temple and Shrine see p10

30min by car

It is challenging to visit all of Sado's 280 plus temples and shrines, but how about getting an impression of Sado's history by visiting two or three of them?



Rental Car Return

5min on foot

Ryotsu Port

Please be advised that the model courses suggested in this guide do not ensure on-time bus operation and connections. Use this information at your own discretion.



Visitors can stay overnight in a hotel and enjoy the charm of Sado more deeply. Japanese-style Onsen inns are available. (see p.14-15)

Three Days and Two Nights

Day1

Niigata port
2hrs and 30min



Ryotsu port
5min on foot

**Rental Car Procedure
[Ryotsu Area]**
60min by car

A SadoGold Mine see p10
5min by car

R Kyomachi
5min on foot



Kyomachi Street is a main street that connects Aikawa's gold and silver mines with the Sado Commissioner's Office. Kyomachi Street leads up the hill from Shimokyomachi, where the time bell tower is located, through Nakakyomachi to Kamikyomachi. In the past, many residences of both mine-related workers and merchants used to stand side-by-side on this street. The street itself, studded with narrow alleyways, is a reminder of the haphazard town planning that took place during Aikawa's time of prosperity. A symbolic event of Kyomachi Street, "Yoi-no-mai", is held in early June. Dancers, clad in kimonos of the past, dance to the Aikawa Ondo folk song and accompanying music.

Q Kitazawa Flotation

Lodging in Aikawa Area
see p14

Day2

Lodging in Aikawa Area
10min by car

**Bike Rental at Aikawa
Tourism Information,
Kirarium Sado**
40min by bike



G Senkakuwan Bay
40min by bike



**Return bike at Aikawa
Tourism Information**
60min by car

H Tarai tub Boat
15min by car

H Shukunegi see p10
40min by car

J Kodo Taiko Centre see p11



Lodging in Ryotsu Area
see p14

Day3

Lodging in Ryotsu Area
60min by car

Ryotsu Port's vicinity is an area where restaurants line up and from which you can see the sunrise. It's the location of Niigata Prefecture's largest lake, Kamoko, around which Japanese crested ibises live. You might even get to watch them flying from your accommodation's window.

Q Ono-game
15min by car



S Futatsu-game



Futatsugame resembles two turtles nestling closely and the scenery changes according to the tide. The water around Futatsugame is the clearest in Sado, and Futatsugame Bathing Beach has been selected as one of the Top 100 Sea-Bathing Spots in Japan. Futatsugame is also listed with two stars on the Michelin Green Guide, along with Onogame.

Temple and Shrine see p10
30min by car

Rental Car Return
5min on foot

Ryotsu Port

HOTELS



SAKURA QUALITY

Sakura Quality is a system for valuing the quality of Japanese hotels and other lodgings. The higher the rating, the better the quality of the accommodation. The rating is done by a private unbiased investigator.

S = Sakura Quality



Ryotsu Area

- 1** Minami Ryokan
215-1 Sumiyoshi, Sado Island
Tel. 0259-27-5621
- 2** Sado Green Hotel Kiraku
658 Harakuro, Sado Island
Tel. 0259-27-6101
- 3** Hotel New Katsura
696 Harakuro, Sado Island
Tel. 0259-27-3151
- 4** Sunset & Lake The Hotel Aokiya
685 Harakuro, Sado Island
Tel. 0259-27-4145
- 5** Sado Grand Hotel
4918-1 Kamo-Utashiro, Sado Island
Tel. 0259-27-3281
- 6** Hotel Shiiya **S**
4916-7 Kamo-Utashiro, Sado Island
Tel. 0259-27-2127

- 7** Ryotsu Yamaki Hotel **S**
66 Akitsu, Sado Island
Tel. 0259-23-4141

- 8** Kagetsu Hotel
262 Ryotsu-Ebisu, Sado Island
Tel. 0259-27-3131

- 9** Yoshidaya Ryokan **S**
261-1 Ryotsu-Ebisu, Sado Island
Tel. 0259-27-2151

- 10** Sado Futatsugame View Hotel **S**
1116-2 Washizaki, Sado Island
Tel. 0259-26-2311

Sado's hotels and ryokan offer tourists comfortable stays with delicious seasonal offerings and onsen. The island is divided into 4 areas: Ryotsu, Aikawa, Sawata and Ogi.



Aikawa Area

- 11** Hotel Mancho
58 Aikawa-Orito, Sado Island
Tel. 0259-74-3221
- 12** Ryokan Doyu
333-1 Aikawa-Kabuse, Sado Island
Tel. 0259-74-3381
- 13** Hotel Meoto
1267-5 Takose, Sado Island
Tel. 0259-76-2511
- 14** Hotel Azuma
548-1 Aikawa-Oura, Sado Island
Tel. 0259-74-0001
- 15** Hotel Familio Sadoaikawa
1267-1 Ogawa, Sado Island
Tel. 0259-75-1020
- 16** Hotel Osado **S**
288-2 Aikawa-Kabuse, Sado Island
Tel. 0259-74-3300

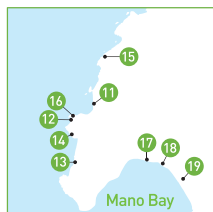
Sawata Area

- 17** Sawata Onsen Hotel Iriumi
782 Kubota, Sado Island
Tel. 0259-52-3521
- 18** Ryokan Urushima **S**
978-3 Kubota, Sado Island
Tel. 0259-57-3751
- 19** Hotel Yahatakan **S**
2043 Yahata, Sado Island
Tel. 0259-57-2141
- 20** Tabino Hotel Sado
113-12 Chigusa, Sado Island
Tel. 0259-58-8020

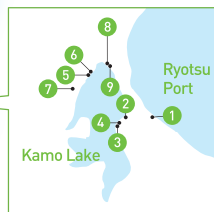
Ogi Area

- 21** Ogi Onsen Ryokan Kamomoso
11-7 Ogimachi, Sado Island
Tel. 0259-86-2064

Aikawa and Sawata Area



Ryotsu Area





SHOPS

The below is a list of some shops for souvenirs as well as OTC-medicine and toiletries.



Shop Name	Location
Lawson Convenience Store Chain	Mano, Aikawa, Sawata, Hamochi etc.
⌚ Open: 24 hours	
Kodama (Pharmacy & Supermarket) -Cocokarafine Group	Ryotsu, Sawata
⌚ 8:00~21:00 (Ryotsu 9:00~)	
Welcia (Pharmacy & Supermarket)	Ryotsu, Sawata, Niibo
⌚ 9:00~22:00 (Ryotsu ~24:00)	
Matsumoto Kiyoshi (Pharmacy & Supermarket)	Sawata, Mano
⌚ 9:00~22:00	
Tsuruha Drug (Pharmacy & Supermarket)	Sawata
⌚ 9:00~21:00	
King (Supermarket)	Ryotsu, Sawata, Aikawa etc.
⌚ 9:00~19:00	
Matsuya (Supermarket)	Ryotsu, Sawata, Mano, Kanai
⌚ 9:00~20:00	
Marui (Supermarket)	Sawata
⌚ 9:00~21:00	
A-Coop (Supermarket)	Niibo, kanai, Ogi, Akadomari etc.
⌚ 9:00~19:30 *Closing time may vary seasonally at each shop.	
Souvenir Shop Street in Ryotsu Port	Ryotsu Port
⌚ 8:00~17:00 *Closing time may vary seasonally at each shop.	
Souvenir Shop Ogiya	Ogi Port
⌚ 9:00~17:00	
*Closed from the end of November to the end of February.	

Transportation (From Niigata to Sado)

Visitors can cross by sea from Niigata, or Naoetsu. Refer to the section "Transportation to Niigata" for access details from other major cities to Niigata.



Car Ferry

The car ferry takes 2 hours and 30 minutes between Niigata and Ryotsu. Apart from the large, carpeted 2nd class lounge, reservations are required for all upper class seats. There is also a suite complete with a reception room. Reservations can be made at all Sado Kisen information desks and travel agencies. Early reservations for vehicles are recommended.

Fast Car Ferry Akane

Naoetsu Port - Ogi Port : For 1 hour and 40 minutes.

To Sado



Ship course



Jetfoil

The jetfoil takes just 65 minutes. All seats must be reserved. Tickets are available from Sado Kisen information desks, travel agencies and the JR Midori-no-madoguchi (Reservation Ticket Office).

Sado Kisen

<http://www.sadokisen.co.jp/en/>

Getting from Niigata to Sado

Port of Departure	Craft	Time
Niigata Port – Ryotsu Port	Jetfoil Ferry	65 min. 2 hours 30 min.
Naoetsu Port – Ogi Port	Fast Car Ferry Akane	1 hour 40 min.

On Sado

There is no rail transport on Sado Island. However, multiple other methods of are available, including car rentals. Information about the various modes of transport on the island, along with contact addresses and telephone numbers can be found following.

Car Rentals

Ryotsu Area



Sado Kisen Kanko Co., Ltd. (Tel. 0259-27-5195)
Watanabe Sansyou Co., Ltd. (Tel. 0259-27-5705)
Toyota Rental Lease (Tel. 0259-27-2100)
Times Rental Car Ryotsu Office (Tel. 0259-24-7211)
Island Rent-a-car (Tel. 0259-23-2455)
Nippon Rent-a-car (Tel. 0259-23-4020)
Niko Niko Rental Car (Tel. 090-1883-9747)
Kigaruni Rent-a-Car (Tel. 0259-58-8031)
Sado Rental Car (Tel. 0259-86-3010)
Aburaya Rental Car (Tel. 0259-67-7791)
Maesado Unso Co., Ltd. (Tel. 0259-87-3101)
JA Rental Car (Tel. 0259-22-3133)

Ogi Area

Akademari Area Niibo Area

A valid international driving permit (IDP) is needed to drive a vehicle in Japan. Please be advised that an IDP must be issued by a signatory country to the 1949 Geneva Convention.

Tourist Taxi



This is a good way to see the island for visitors who you come with a small group of friends. Small taxis for five people, medium-sized ones for six people, and jumbo taxis for ten people, including the driver in each case, are available. There are 17 regular sight-seeing routes, but special arrangements can be made upon request.

Transportation (on Sado)

S a d o
佐渡

Roads on Sado are slightly narrower than those on the mainland and there are a large number of tunnels. There is no railway. Cars are the principal means of transportation, but the bus network covering the whole island is also widely used both by locals and tourists. Regular tourist buses, taxis and car rentals are also an important means of transport.



Bus



There are 16 fixed bus routes on the island which can take visitors to places where tourist buses do not go. During the tourist season there are additional bus services, for convenience, to Sado Gold Mine and Sobama Beach. The fun of bus journeys on the island is that, with the exception of certain parts of main routes, visitors can hop on and off as often as they wish. Some routes offer less frequent services. English bus time-tables are available at the tourist information offices.

Fares for fixed route buses are calculated based on the distance traveled each trip (up to ¥820), and payment is made when passengers get off. Bus passes are also available. See right.



Regular Sightseeing Buses

Guided sightseeing bus tours comfortably take participants to select spots. These tours are all Japanese. The tours may be canceled due to irregular conditions. No partial refunds for leaving the tour early.

Private Cars



Generally speaking, cars are the principal means of transport. Since Sado is bigger than many people would think, there is often quite a distance between point of arrival and destination. If driving on Sado, it is wise to prepare for ample fuel and time.

Fixed Route Bus Passes

Convenient
& Good deal

Passes are available at the following information offices: Niigata Kotsu Sado in Ryotsu, Aikawa, Sawata, and Ogi; Sado Kisen Niigata Port and Naoetsu Port; and on board the Sado Kisen car ferry.

Three-day Pass

Unlimited bus ride for three consecutive days
Adults: ¥3,000
Children: ¥1,500

Two-day Pass

Unlimited bus ride for two consecutive days
Adults: ¥2,500
Children: ¥1,250

One-day Pass

Unlimited bus ride for one-day
Adults: ¥1,500
Children: ¥750

These passes provide discount benefits at the service providers. More detail information, visit <http://www.sado-bus.com/>



Bus Line (Hop on-off Zones) See p4-5 MAP

Hop-on/Hop-off zones indicated by dotted lines allow passengers to get on and off a bus on fixed-route services anywhere. Raise a hand so that the bus driver can easily recognize it, and notify him/her approximately 100m before getting off. Hop-on/Hop-off services are not available on the solid lines. Passes are also available. See above.

Rent-a-cycle Places



Sado Tourism Association Offices:

Ryotsu Area: Ryotsu Port Tourist Information Office

Tel. 0259-27-5000

Ogi Area: Minami-Sado Tourist Information Office

Tel. 0259-86-3200

Aikawa Area: Aikawa Tourist Information Office

Tel. 0259-74-2220

Others:

Sawata Area: Niigata Kotsu Sado Tourist Information Office

Tel. 0259-57-2121

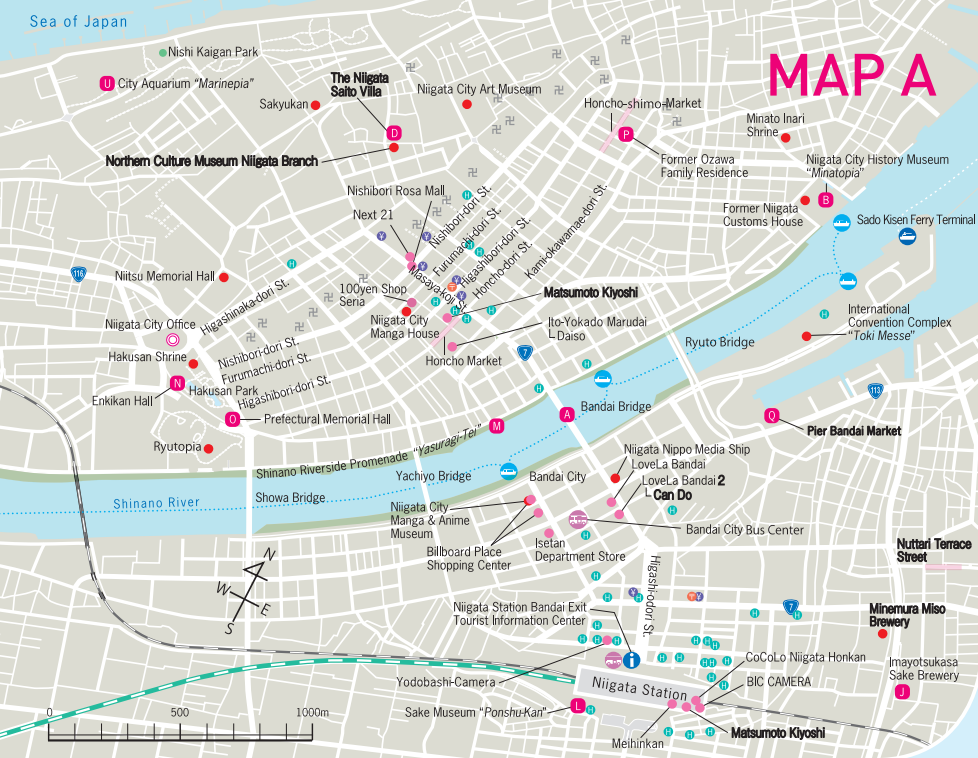
Futatsu-game Area: Sado Futatsu-game View Hotel

Tel. 0259-26-2311

Akadamari Area: Sado Kisen Akadamari Port

Tel. 0259-87-3101

Rental cycles are battery-assisted bikes. Users will be liable for costs of damages in case of accidents due to negligence.

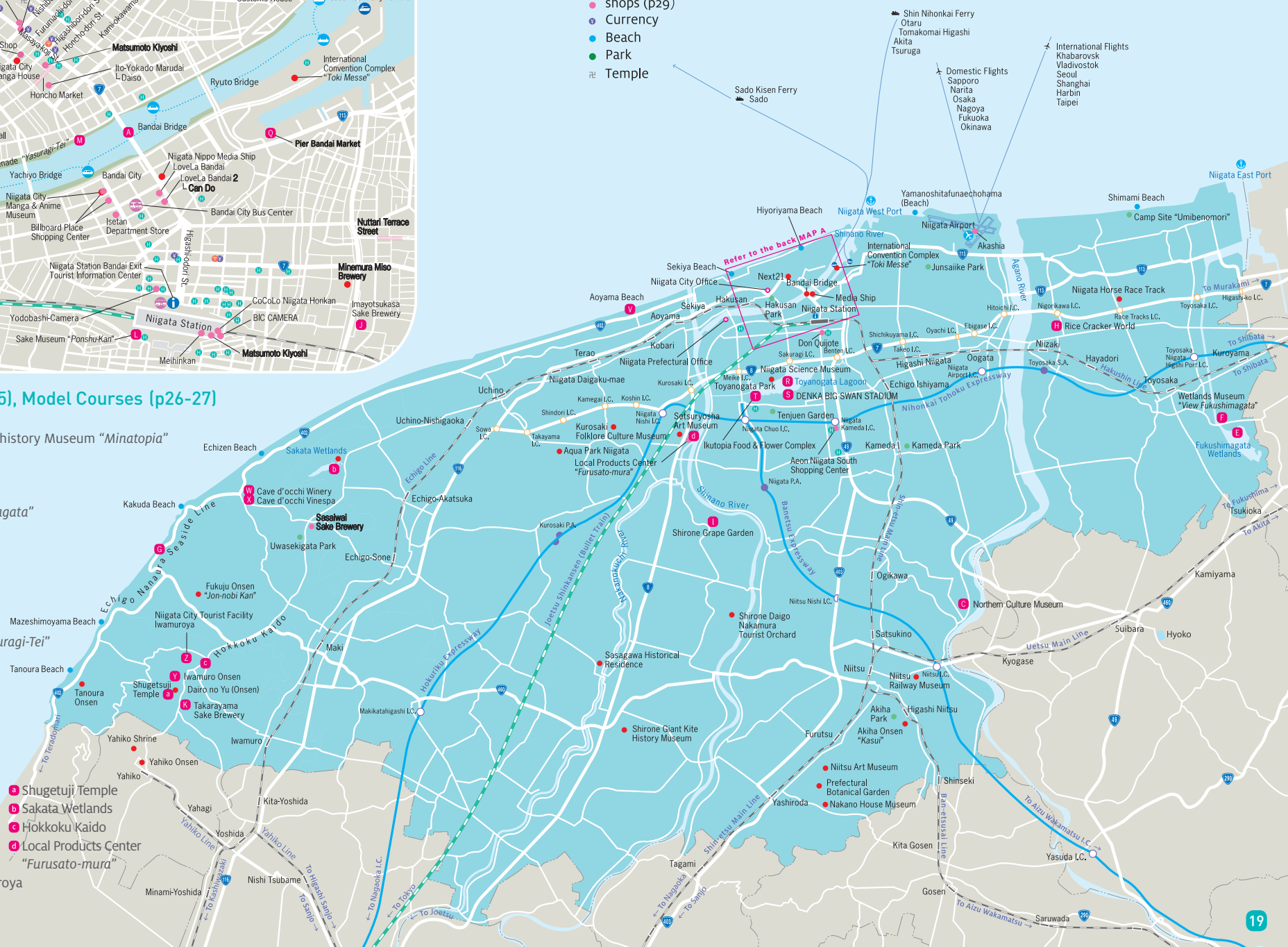


Culture & Activities (p24-25), Model Courses (p26-27)

- A** Bandai Bridge
- B** Former Niigata Customs House – City history Museum “Minatopia”
- C** Northern Culture Museum
- D** The Niigata Saito Villa
- E** Fukushimaagata Wetlands
- F** Wetlands Museum “View Fukushimaagata”
- G** Echigo Nanaura Seaside Line
- H** Rice Cracker World
- I** Shirone Grape Garden
- J** Imayotsukasa Sake Brewery
- K** Takarayama Sake Brewery
- L** Sake Museum “Ponshu-Kan”
- M** Shinano Riverside Promenade “Yasuragi-Tei”
- N** Enkikan Hall
- O** Prefectural Memorial Hall
- P** Former Ozawa Family Residence
- Q** Pier Bandai Market
- R** Toyonogata Lagoon
- S** DENKA BIG SWAN STADIUM
- T** Ikutopia Food & Flower Complex
- U** City Aquarium “Marinepia”
- V** Aoyama Beach
- W** Cave d’Occhi Winery
- X** Cave d’Occhi Vinespa
- Y** Iwamuro Onsen (Hot spring)
- Z** Niigata City Tourist Facility Iwamuroya
- a** Shugetuji Temple
- b** Sakata Wetlands
- c** Hokkoku Kaido
- d** Local Products Center “Furusato-mura”

Niigata City Map

- i** Tourist Information Center
- BT** Bus Terminal
- H** Hotel
- PO** Post Office
- Tourist Facilities
- shops (p29)
- Currency
- Beach
- Park
- ⛪** Temple





Food

Niigata is a culinary wonderland. Our rich culinary heritage has been shaped by Niigata's variegated topography, with ingredients from the sea, rivers, mountains and fields. Bon appetit!



Niigata Sushi Zanmai Kiwami

A limited-time sushi set specially created by local sushi chefs. Comprised of ten types of sushi, the set includes a selection of the finest seasonal catches such as *uni* (sea urchin roe), *chu toro* (medium-grade fatty tuna), and *ikura* (salmon roe). The set costs ¥3,500 before tax. Tel: 025-246-3020 (Niigata Prefectural Sushi Merchant Environmental Health Association)



Tarekatsu Donburi

A famous Niigata gourmet dish. It consists of a large bowl of rice (donburi) topped with a cutlet fried in bread-crumbs, cut into thin strips, and mixed with an exotic sweet and sour sauce.



Nodoguro

This premium white fish is one of the most delicious kinds of local fish in Niigata. It is called *Nodoguro* (literally "black throat") because of its distinctive, charcoal colored throat. It can be enjoyed salt grilled, raw, or char-grilled.

Fresh Seafood: Nanban Shrimp

These are best eaten locally since freshness is everything. They melt in the mouth.



Wappa Rice

A local cuisine that combines delicacies from both mountain and sea. Ingredients are steamed over rice in a *wappa*—a special cylindrical container made from Japanese cedar.



Hanmi-age

It with a spice that was formulated the curry powder and salt in a half body of the chicken, which was fried at high temperatures. Outside is crispy, juicy inside.



Koshihikari Rice

Japan's most delicious type of rice, fluffy and gleaming when steamed. Everyone wants a second helping.



Niigata Restaurant Guide by Gurunavi



Light, dry sake brewed with a winning combination of high quality sake rice, sweet water, and Niigata's ideal climate. There are fourteen sake breweries in the City of Niigata.



HOT EVENT

pairing with Sake



Produced in the city's Kurosaki district, these beans are famous

throughout Japan. Delicious and full of flavor, each bean is like a mouthful of Niigata's summer.



A local representative dish indispensable during New Years and on ceremonial

occasions. Flavored with light soy sauce, fish stock, and juice from the taro root, this dish is filled with the taste of the sea and mountains.



A special local soba noodle served in delicate bite-sized coils and arranged in a wooden box known as a "Hegi." These noodles mix buckwheat and seaweed for a pleasantly smooth and unique texture.

Echigo-hime Strawberries

Meaning Princess of Echigo, Echigohime is a type of strawberry developed in Niigata, so-called because it is as sweet and pretty as a princess.



A pear whose cultivation has been centered around Niigata's Minami ward for more than 100 years. You can enjoy its characteristic mellow flavor and melt in the mouth texture in winter.



Chrysanthemum flowers have been eaten in Niigata for hundreds of years. Edible purple chrysanthemums are harvested every autumn in the city's Minami ward. The flowers are loved for their characteristic texture.



Thin curly noodles in light soy sauce broth with dried sardine stock type and thick noodles in a full bodied vegetable stock with heavy miso type ramen.



A representative local sweet. These dumplings are made from yomogi-flavored glutinous rice and red bean paste wrapped and steamed in a bamboo leaf.

Popular local sweets



Poppo-yaki

A chewy, brown sugar flavored specialty sweet representative of Niigata City. Traditionally served at festival stands.



Niigata Hanae Project

Dates: Late April to Early May

Location: Niigata Station South Exit Plaza

Niigata City is one of the country's major tulip producers. Participants at this event create a giant "flower painting" using tulips discarded in the process of bulb cultivation. The flowers come in six colors: red, white, yellow, pink, orange, and purple. The "painting" is created by inserting the remnant stems into the holes in the "canvas" board.

Spring



Summer

Niigata Festival

Dates: Early August., Location: Furumachi and Bandai

Three days of excitement in Niigata. On the first day 14,000 people dance at Japan's biggest folksong event. On the second day there is a parade full of Japanese atmosphere. The final day concludes with a fireworks display. The grande finale, when fireworks are set off to music, is most impressive.

There are many more fun events where visitors can experience seasonal scenes and flowers, food and art.

February

Niigata Shoku no Jin Food Festival

Dates: Mid-February.,

Location: Furumachi area and other venues



Enjoy sushi delights prepared by participating sushi chefs; original sake cocktails concocted by participating bartenders; various types of nabe (hot pots) and other local specialties; and much more.

April

Niigata Harusaki Festa

Dates: Mid-April.,

Location: Shinanogawa River Yasuragi Embankment (left bank)



The banks of the Shinanogawa River in central Niigata are famous for their cherry blossoms and tulips. Mid-April is the time to enjoy the explosion of color.

June

Shirone Giant Kite Battle

Dates: Early June

Location: Nakanokuchigawa River Bank



A heroic kite battle, the biggest of its kind in the world, where enormous kite 7m high, 5m wide and weighing 50kg get entangled with each other.

July

Niigata Jazz Street

Dates: Mid-July.,

Location: Bandai, Furumachi, and Hakusan areas



Local musicians and musicians from further afield play different styles of jazz on some 30 different stages in the City of Niigata. This event is also held in winter.

August

Japan Sea Sunset Concert

Dates: Early August.,

Location: Aoyama Beach Stage



Come hear top Japanese singers in concert, while watching a magnificent sunset at the same time. The concert is performed on a stage set up directly on the city's Aoyama Beach.

October

Niitsu Railway Festival

Dates: Mid-October., Location: Niitsu Station Exit Plaza

To promote the railway town of Niitsu various events are held such as the operation of mini steam locomotives in the square in front of Niitsu Station, a stage show, or an exhibition of railway materials.



Autumn



Niigata Soh Odori Festival

Dates: Mid-September., Location: Furumachi and Bandai areas

A dance festival that is a revival of the festival held in Niigata 300 years ago where people danced for four days and nights. Over 15,000 dancers perform a wide variety of dances.

Niigata Anime & Manga Festival

Dates of: Mid-October,
Location: Bandai, Furumachi, and
Hakusan areas



Birthplace of many important manga artists, Niigata City celebrates the art form with this festival. Enjoy voice-actor performances, anime and manga exhibits, cosplay photo events, a painted-car exhibition, and more.

December to January

Niigata Pageant of Lights

Dates: Early December to
Mid-January., Location: Keyaki Street,
on the south side of Niigata Station



A beautiful light display honoring winter in Niigata—with 260,000 lamps adorning approximately 200 trees along Keyaki Street (on the south side of Niigata station).

Winter



Sake no Jin (Niigata Sake Festival)

Dates: Mid-March., Location: Toki Messe

A major event for Niigata Prefecture, home to the largest concentration of sake brewers in the country. Here you can sample over 500 varieties, from approximately 90 local brewers! Just purchase a tasting ticket, and you're on your own. Niigata sake is known for its own distinctive taste. And, of course, it goes great with the Niigata food on offer, too.

Seasonal Views



Fujidana Wisteria Trellis

The Northern Culture Museum (see P25) exhibits the greatest landowner's residence of Ito family in Echigo (old name of Niigata). From about the middle of May each year the wisteria flowers taken from one tree of 150 year old fill up its courtyard. The beautiful wisteria trellis is lit up during the season.



Autumn Leaves

In many areas of Niigata city you can enjoy the colored leaves in autumn, and at the Nakano house maple garden in Akiha ward there are 2,000 maple trees of 130 varie ties changing color; it is a famous place for colored autumn leaves. You can enjoy the beauty of the colored autumn leaves also at the Niigata Saito Villa (see P25) and at the Shugetsu-ji temple (see P27).

Sports in Niigata



Niigata City Marathon

A marathon founded in 1983 on civic participation which runs through the capital of water, Niigata City.

Popular sports events are collected here which include the marathon where you can run along the Sea of Japan and the Shinano riverside, and the soccer held at the beautiful stadium.



Soccer

You can enjoy the J League Albirex team matches in their hometown of Niigata City.



Culture and Activities

Port Town Niigata

The old Furumachi/Shimomachi downtown area was once lined with canals. With many old houses, this part of town still looks much as it did in the past.



Furumachi Geigi

The Furumachi Geigi (geisha) district in downtown Niigata ranks alongside Kyoto's Gion district and Tokyo's Shinbashi geisha area. The geisha scene here was very lively 200 years ago, as seafaring visitors delighted in the lovely dances and treats of geisha society. Some of this culture can still be found here today.

experiences



Tel: 025-259-0161., Opening Times: 9:30-17:00., Closed: Open every day., (occasionally closed due to circumstances)

Grilling your own rice crackers at Niigata

H Rice Cracker World

Niigata Prefecture is Japan's largest producer of rice crackers. At Niigata Sembei Okoku you can watch rice crackers being made, learn about the manufacturing process, and try making your own.

Tel: 025-259-0161., Opening Times:



Picking fruit at the ● Shirone Grape Garden

A tourist farm where you can enjoy fruit all year round. You can pick the fruit off the tree and eat as much as you want. The gelato is also popular.

Tel: 025-362-5535.,
Price: Open every day

A Bandai Bridge

An important national cultural asset, the 306.9 meter long Bandai Bridge spans Japan's longest river, the Shinano. With its granite sides and six elegant arches, this bridge is the symbol of Niigata City.



B Former Niigata Customs House - City history Museum "Minatopia"

Of the five Japanese ports first opened to overseas trade, the Port of Niigata is the only one whose former customs house, is still extant. A nationally Designated Important Cultural Property, it is a precious structure built with the technology of the time

in imitation of western style architecture. The History Museum presents the history of Niigata City and its long struggle with the water.

Tel: 025-225-6111., Opening Times: 9:30-18:00 (17:00 October to March)., Closed: Monday (the following day if Monday is a public holiday)., Price: Adults ¥300, high school students ¥200, junior high school and elementary school students ¥100., Customs House is free



The new symbol at one end of the Bandai Bridge, up the 20 stairs of the Niigata Nippo (Niigata Daily Newspaper) Mediaship, is "The Open Space of the Sky." It is approximately 100m above ground and you can enjoy a 360 degree panoramic view.

HISTORY

Gono, or greatest land owners, laid the foundations that allowed Niigata to become Japan's premier rice-belt. The stately manors and gardens of the landowners are a powerful testament to the prosperity of the past.

D The Niigata Saito Villa

The villa built in the Taisho era by Kijuro Saito, the fourth generation of the Saito business magnate family. You can thoroughly enjoy strolling through the garden and the beauty of the modern Japanese-style building. Together with the garden walk, looking at the garden from the rooms is also splendid. Exhibitions are held from time to time, too.



building. Together with the garden walk, looking at the garden from the rooms is also splendid. Exhibitions are held from time to time, too.

Tel: 025-210-8350., Opening Times: from Apr. to Sep. 9:30-18:00, from Oct. to Mar. 9:30-17:00., Closed: Monday (If Monday is a holiday, closes Tuesday instead)., Price: Adults ¥300, elementary and junior high school students ¥100, (Weekends and holidays: Admission is free).

C Northern Culture Museum

The residence of the Itoh family, the greatest of the Niigata landowners, is open to the public as a museum. It is an enormous manor with sixty-five rooms, of which the most impressive is the one hundred tatami mat room which was used only for important ceremonial occasions, and looks out onto a breathtaking garden. Some Japanese films have been shot here as well.



Tel: 025-385-2001., Opening Times: 9:00-17:00., (-16:30 December to March) Closed: Open every day., Price: Adults ¥800, elementary and junior high school students ¥400 (Sun & Nat. Holidays: Jr. High School Students and younger get in free)

E Fukushima Wetlands

The largest wetlands in Niigata Prefecture. The pastoral scenery and flowers surrounding it are reminiscent of Niigata's past. Fukushima Wetlands was selected as one of Japan's 100 most beautiful natural areas.

B Sakata Wetlands

Ramsar Convention Wetlands. You can admire approximately 3,000 swans flying in every year, and the precious aquatic plants like water lily in clusters.



NATURE

F Wetlands Museum "View Fukushima"



Presenting the history, animals and plants of the Fukushima Wetlands. From the 3rd floor the building's glass walls provide a 360 degree panoramic view.

Tel: 025-387-1491., Opening Times: 9:00-17:00., Closed: Monday (the following day if Monday is a public holiday) and New Year., Price: Adults ¥400, elementary and junior high school students ¥200



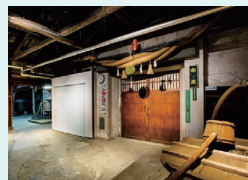
G Echigo Nanaura Seaside Line

A popular route for a drive with wonderful scenery, craggy rocks, and the Japan Sea breaking on the shore. The view of the sunset is also glorious.

Sake Breweries

J Imayotsukasa Sake Brewery

Tel: 025-245-3231., Location: 1-1-1 Kagamigao-ka, Chuo ward, Niigata City., Opening Times: 9:00-16:00 (reservations required)., Closed: New Year Holiday., Price: Free



K Takarayama Sake Brewery

Tel: 0256-82-2003
Location: 1380 Ishise, Nishikan ward, Niigata City., Opening Times: 9:00-11:30, 13:00-16:30 (reservations required)., Open Every Day., Price: Free



Sake Tasting

L Sake Museum "Ponshu-Kan"

Tel. 025-240-7090
Getting There: Very close to Niigata Station west exit., Opening Times: 9:30-20:15., Opens: every day., Price: 5 cups of sake for ¥500





Model Courses

These 1-day courses are a great way to experience Niigata City by foot, bike, or bus. Have a little more time? Rent a car and try one of the 1-night 2-day courses on the next page. Hot springs and more await!

One Day

(walk)

Niigata Station 15min. on foot



A Bandai Bridge

see p24
5min. on foot



M Shinano Riverside Promenade "Yasuragi-Tei"

15min. on foot

Both banks of the downstream Shinano River have civic resting dikes. While feeling the river breeze you can walk and cycle. Rows of cherry blossom trees costarring with tulips are beautiful in spring. The view from the Shianano River Water Shuttle (see p31) are beautiful in spring.



N Enkikan Hall

5min. on foot.

The former residence of one of Niigata's best known wealthy merchants. Enjoy a cup of green tea and a Japanese cake in these elegant surroundings.



O Prefectural Memorial Hall

20min. on foot

The old Niigata Prefectural Assembly Hall which was constructed in 1883. With beauty particular to Westernization, it has been appointed an important cultural property.



Niigata Station

One Day

(bus)

Niigata City Loop Bus

A bus that takes you around the main tourist attractions in the Niigata City center. The bus is decorated with manga cartoons by Niigata manga artists. A day bus pass entitles you to a discount on the entrance price to some tourist attractions.

Tel: 025-246-6333.,
Price: One day pass
Adult ¥500

For Bus
Information
see p30

Niigata Station 30min. by bus



D The Niigata Saito Villa

see p25
6min. by bus



F Former Ozawa Family Residence 6min. by bus

The open house and store of the Ozawa's who was a rice dealer since the latter part of the Edo era and became a shipping agent in the early Meiji era. You can come to know a typical house, "Machi-ya", in the town of Niigata.



B Former Niigata Customs House – Niigata City History Museum

"Minatopia" see p24
6min. by bus



O Pier Bandai Market

8min. by bus

Restaurants & markets selling fresh fish, locally grown vegetables, rice, processed food products, local sake, and more!

Tel: 025-249-2560 (Bandai Nigiwai Sozo)
Opening Times: 9:00–21:00 (varies by location)., Closed:Varies by location



Niigata Station

One Day

(rent-a-cycle)

Niigata Station

south exit.
10min. by cycle

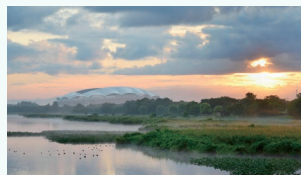


For Rent-a-Cycle information
see p30

R Toyanogata Lagoon

10min. by cycle

A lagoon 2-3km southwest from Niigata Station. The surrounding neighborhood consists of 3 areas, there is Toyanogata Park, canal and stadium, dotted with cultural spots such as the Prefectural Niigata Science Museum and library, and rest spots.



S DENKA BIG SWAN STADIUM

5min. by cycle



The Denka Big Swan Stadium is located in a sports park within Toyanogata Park, where home games are held for the Albirex Niigata soccer team. Many people enjoy a walk with the comfortable waterside open space in the surrounding canals which flow in front.



I Ikutopia Food & Flower Complex

20min. by cycle



The spot's theme is the food and flowers Niigata City is proud of. "Food and Flower Growing Center", you can enjoy an experience at the "Child Creative Center," meet Alpacas at the "Animal Contact Center," and there is also shops, restaurants and gardens.

Tel: 025-384-8732.,
Opening Times: 9:00–17:00., Closed:
irregular holidays



Niigata Station south exit.

Two Days
and One Night

(Rent-a-car)

Niigata Station

1st day

① City Aquarium "Marinepia"

15min.



The foremost aquarium on the Japan Sea, with a dolphin show every day.

Tel: 025-222-7500 (Opening Times: 9:00-17:00., Closed: New Years, the first Thursday and following Friday of March., Price: High school students and older ¥1500, elementary and junior high school students ¥600, age 4 till elementary school ¥200)

⑦ Aoyama Beach 15min.

Close from the Niigata City neighbourhood, there is a wide shore full of people enjoying marine sports. Sea of Japan Sunset Concert (p.22) meeting place.



⑥ Cave d'Occi Winery 40min.

Surrounded by vast vineyards, the winery produces only pure Japanese

wine. The cellars offer wine-tasting (Adults: Field trip of wine making ¥1,620, reservation is required). Cave d'Occi is also home to a wide range of restaurants.

Tel: 0256-77-2288 (Opening Times: 10:00-17:00 depending on the facility)., Closed: Open every day



⑧ Cave d'Occi Vinespa

A spa complex amid the vineyards where you can relax and enjoy the scenery, the wine and the spa. You can also stay the night. The perfumed bath is particularly popular.

Tel: 0256-77-2226., Opening Times: Onsen (Day Trip), Weekdays 10:00-22:00 Weekends & Holidays 7:00-22:00., Closed: Open every day., Price: Entrance Fee ¥1,000 ¥600 after 17:00 on weekdays

Echigo Nanaura Seaside Line

see p25

⑤ Iwamuro Onsen 10min.

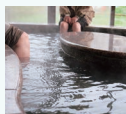


A Onsen that has prospered as an inn town since the Edo Period. The waters help to alleviate neuralgia and rheumatism and make the skin beautifully smooth. There are thirteen old inns at the Onsen which pride themselves on their cuisine.

Tel: 0256-82-5715., Iwamuro Onsens Tourist Association

② Niigata City Tourist Facility Iwamuroya 5min.

Nishikan ward history and culture centered around Iwamuro Onsen, posting of tourist information. You can enjoy eating and drinking spaces, shops, and foot bathing at Iwamuro Onsen too. Events such as the Firefly Festival and Farmhouse Dining are held too.



Tel: 0256-82-1066., Opening Times: 9:00-19:00 Closed: The first and third Wednesday

⑨ Shugetsuji Temple 10min.



This is one of the largest of Echigo Soto sect's 4 temples such as the Untouan temple in Minami-Uonuma City. The main hall of the Buddhist temple has been designated an important cultural property. It was founded in the Bun-an era 3 (1446).

Tel: 0256-82-2160

③ Sakata Wetlands see p25 15min.

You can observe waterfowl and aquatic plants with a field scope from the observation space of the "Sakata Waterfowl and Wetlands Center".

Tel: 025-264-3050, Opening Times: 9:00-16:30., Closed: Monday Year-end and New Year holidays



④ Hokkoku Kaido

At the village and Iwamuro Onsen at the foot of Kakuda mountain in Nishikan ward, there was the Hokkoku Highway where people came and went from in the Edo era, it leads from Niigata to Naoetsu. Dotted around still are stone signs, historical and liquor brewing sites.

④ Local Products Center "Furusato-mura" 30min.

Roadside station providing a wide range of special products, local cuisine and tourist information. There is also an unusual section with snow falling.

Tel: 025-230-3030., Opening Times: Bazaar Hall 9:30-17:30 Appeal Hall 9:00-17:00., Closed: Open every day



Niigata Station south exit. 30min.

Sale of local sake, rice, fresh fish and sweets.



Hotels and Shops

HOTELS

The hotels of Niigata city area are concentrated in the 4 areas. In the suburban area more than 20 minute drive by car, there are also business hotels, and Onsen hotels in the Iwamuro Onsen area (see P27).

㊦ = Sakura Quality

Niigata Station (Bandai Exit) Area

1 RAMADA HOTEL NIIGATA

1-2-4, Benten, Chuo-ku
Tel. 025-244-5151

2 NIIGATASTATION HOTEL

1-2-10, Benten, Chuo-ku
Tel. 025-243-5151

3 NIIGATA KEIHIN HOTEL

1-3-15, Benten, Chuo-ku
Tel. 025-249-1177

4 APA HOTEL NIIGATA

2-1-21, Higashiodori, Chuo-ku
Tel. 025-249-3611

5 NIIGATA TOEI HOTEL ㊦

2-1-6, Benten, Chuo-ku
Tel. 025-244-7101

6 COURT HOTEL NIIGATA

2-3-35, Benten, Chuo-ku
Tel. 025-247-0505

7 TOYOKO INN (Niigata ekimae)

1-2-2, Hanazono, Chuo-ku
Tel. 025-241-1045

8 NIIGATA DAIICHI HOTEL

1-3-12, Hanazono, Chuo-ku
Tel. 025-243-1111

9 NIIGATA TERMINAL HOTEL

1-6-31, Hanazono, Chuo-ku
Tel. 025-241-7777

10 HOTEL SUNROUTE NIIGATA

1-11-25, Higashiodori, Chuo-ku
Tel. 025-246-6161

11 DORMY INN NIIGATA

1-7-14, Akashi, Chuo-ku
Tel. 025-247-7755

12 SUPER HOTEL NIIGATA

1-6-13, Akashi, Chuo-ku
Tel. 025-247-9000

13 HOTEL ALPHA ONE NIIGATA

1-7-18, Hanazono, Chuo-ku
Tel. 025-246-5555

14 COMFORT HOTEL NIIGATA

3-3-1, Benten, Chuo-ku
Tel. 025-242-0611

15 SINGLE INN NIIGATA 1

1-6-1, Hanazono, Chuo-ku
Tel. 025-290-7112

16 SINGLE INN NIIGATA 2

1-11-3, Higashiodori, Chuo-ku
Tel. 025-383-6613

17 SINGLE INN NIIGATA ANNEX 2

1-11-10, Higashiodori, Chuo-ku
Tel. 025-255-5351

18 SINGLE INN NIIGATA 3

2-2-23, Hanazono, Chuo-ku
Tel. 025-256-8851

Niigata Station (South Exit) Area

19 HOTEL METS NIIGATA

1-9-47, Hanazono, Chuo-ku
Tel. 025-246-2100

20 ART HOTEL NIIGATA STATION

1-1, Sasaguchi, Chuo-ku
Tel. 025-240-2111

21 NIIGATA TERMINAL INN

1-14-3, Sasaguchi, Chuo-ku
Tel. 025-245-1100

22 TERMINAL ART INN

1-15-1, Sasaguchi, Chuo-ku
Tel. 025-246-7111

23 NIIGATA PARK HOTEL

1-8-10, Minamisasaguchi, Chuo-ku
Tel. 025-245-5571

Banda City Area

24 BANDAI SILVER HOTEL

1-3-30, Bandai, Chuo-ku
Tel. 025-243-3711

25 ANA CROWNE PLAZA NIIGATA

5-11-20, Bandai, Chuo-ku
Tel. 025-245-3333

26 HOTEL NIKKO NIIGATA

5-1, Bandaijima, Chuo-ku
Tel. 025-240-1888

Furumachi Area

27 HOTEL OKURA NIIGATA

6-53, Kawabatacho, Chuo-ku
Tel. 025-224-6111

28 NIIGATA GRAND HOTEL

3-2230, Shimookawamaedori, Chuo-ku
Tel. 025-228-6111

29 HOTEL DIASMONT NIIGATA

6-1099, Honchodori, Chuo-ku
Tel. 025-223-1122

30 COUNTRY HOTEL NIIGATA

6-1140-1, Honchodori, Chuo-ku
Tel. 025-229-3300

31 NIIGATA CITY HOTEL

8-1430, Furumachidori, Chuo-ku
Tel. 025-224-4121

32 HOTEL CROWN HILLS NIIGATA

8-1429, Higashiboridori, Chuo-ku
Tel. 025-229-1695

33 HOTEL ITALIAKEN

7-1574, Nishiboridori, Chuo-ku
Tel. 025-224-5111

34 TOYOKO INN (Niigata-Furumachi)

7-1168-2, Kami-okawamaedori, Chuo-ku
Tel. 025-227-1045

35 APA HOTEL (Niigata-Furumachi)

6-1037, Higashiboridori, Chuo-ku
Tel. 025-229-2211

36 APA HOTEL (Niigata-Higashinakadori)

2-289-2, Higashinakadori, Chuo-ku
Tel. 025-229-7111

20min. from Niigata Station by car

37 ROUTE INN NIIGATA KENCHO MINAMI

11-14, Higashidekijima, Chuo-ku
Tel. 025-280-9811

38 COMFORT INN NIIGATA KAMEDA

2-1-11, Higashihayadori, Konan-ku
Tel. 025-382-1500

39 HOTEL BUSINESS INN NIIGATA MINAMI

3188-1, Kamedahayadori, Konan-ku
Tel. 025-381-8800

40 CHISUNINN NIIGATA CHUOU IC

14-5, Konan, Chuo-ku
Tel. 025-284-2711

41 HOTEL DIASMONT NIIGATA-NISHI

2517-2, Yamada, Nishi-ku
Tel. 025-230-0055

Iwamuro Onsen Area

42 KOMATSUYA ㊦

681 Iwamuro Onsen, Nishikan-ku
Tel. 0256-82-2021

43 TAKASHIMAYA ㊦

678 Iwamuro Onsen, Nishikan-ku
Tel. 0256-82-2001

44 HAMAMATSUYA ㊦

328 Iwamuro Onsen, Nishikan-ku
Tel. 0256-82-5533

45 HOTEL OHASHI YAKATA-NO-YU

340 Iwamuro Onsen, Nishikan-ku
Tel. 0256-82-4125

46 MATSUYA

605 Iwamuro Onsen, Nishikan-ku
Tel. 0120-82-5120

47 MINAMOTO

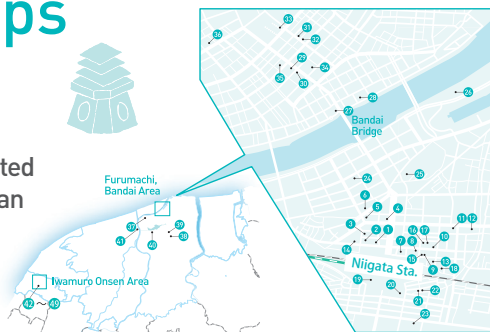
723-1 Iwamuro Onsen, Nishikan-ku
Tel. 0256-82-4266

48 YUMOTOYA ㊦

91-1 Iwamuro Onsen, Nishikan-ku
Tel. 0256-82-2015

49 MENMEN-TEI-WATAYA

581 Iwamuro Onsen, Nishikan-ku
Tel. 0256-82-0001



SHOPS

Let's introduce the typical shops where Niigata souvenirs and daily necessities can be purchased. Because there are increasing numbers of duty-free shops, please check and get your tax free shopping.

	Shop Name	Location	Tel	Items
TAX FREE	Don Quijote Niigata Ekinan Store	Niigata Station	025-290-4333	Food, Sundries, Apparel, Brand products, Electrical appliances, etc.
TAX FREE	BIC CAMERA Niigata Store	Niigata Station	025-248-1111	Electrical appliances, Cameras, Travel goods, Toys, Games, Liquor, etc.
TAX FREE	Yodobashi-Camera Niigata	Niigata Station	025-249-1010	Electrical appliances, Cameras, Toys, Games, etc.
TAX FREE	Station Shopping Center CoCoLo Niigata Honkan	Niigata Station Building	025-247-6388	Souvenirs, Restaurants, Foods, Sundries, Clothes, Services
TAX FREE	Meihinkan (Station Shopping Center CoCoLo Niigata Higashi)	Niigata Station Building	025-240-6090	Souvenirs, Sake, Foods, Marine products
TAX FREE	Ponshukan (Station Shopping Center CoCoLo Niigata Nishikan)	Niigata Station	025-240-7090	Sake, Sweets
TAX FREE	ZEBIO SPORTS Expressus Store (Station Shopping Center CoCoLo Niigata Minamikan)	Niigata Station	025-240-0511	Sports Goods
TAX FREE	Bisho-do (Station Shopping Center CoCoLo Niigata Minamikan)	Niigata Station	025-240-0511	Cosmetics
TAX FREE	Matsumoto Kiyoshi (Station Shopping Center CoCoLo Niigata Higashi)	Niigata Station	025-240-0001	Medicine
TAX FREE	Imayotsukasa Sake Brewery	Niigata Station	025-245-3231	Sake, Observation tour
TAX FREE	Niigata Isetan	Bandai	025-242-1111	Clothes, Accessories
TAX FREE	LoveLa Bandai	Bandai	025-255-0808	Fashion, Interior, Cosmetics, Books, Music, Foods, Restaurants, etc.
TAX FREE	LoveLa Bandai 2	Bandai	025-255-0808	Fashion, Cosmetics, Music, Foods, Restaurants, etc.
TAX FREE	Can Do (LoveLa Bandai 2) (100 yen shop)	Bandai	025-255-5388	Sundries, Foods
TAX FREE	BANDAI-City BILLBOARD PLACE, BANDAI-City BP2	Bandai	025-240-4600	Clothes, Sundries, Muvie, Culture (Tax free some stores)
TAX FREE	Souvenir Pier Bandai	Bandaijima	025-249-2560	Foods, Liquor, Flowers, Restaurants
TAX FREE	Ito-Yokado Marudai Niigata	Furumachi	025-228-1141	Foods, Clothes, Household appliances
	The Daiso (Ito-Yokado Marudai Niigata) (100 yen shop)	Furumachi	025-223-2175	Sundries, Foods
	Seria (100 yen shop)	Furumachi	025-224-8858	Sundries
TAX FREE	Matsumoto Kiyoshi Honchodori Store	Furumachi	025-210-2070	Medicine
TAX FREE	Akacia in Niigata Airport Building	Niigata Airport	025-275-2635	Niigata Confections and Specialities, Rice, Local Beer, etc.
TAX FREE	Aeon Niigata South Shopping Center	Konan-ku	025-383-1301	Fashions, Interiors, Sundries, Electronics, Cosmetics, Books, Food, etc.
TAX FREE	Niigata Local Products Center, "Furusato-Mura"	Nishi-ku	025-230-3030*	Gifts, Foods, Fish, Vegetables, etc. *(Appeal Hall)

Not all of stores on the list above (below) are available for Tax Free Shopping. Ask stores for detail.

TAX FREE Duty-free Shop Information

A list of duty-free shops which use the duty-free emblem can be seen inside and outside the country on the homepage of the Japan National Tourism Organization (JNTO).
JNTO Japan National Tourism Organization <http://tax-freeshop.jnto.go.jp/>

Currency Exchange

Daishi Bank, Tel. 0120-86-4464
<https://www.daishi-bank.co.jp/tenpo/>
Hokuetsu Bank Tel. 0120-86-8922
<https://www.hokuetsubank.co.jp/dhfg/contents/kojin/gaikaryogae/>
Mizuho Bank, Niigata branch Tel. 025-229-2331
<http://shop.www.mizuho-bank.co.jp/b/mizuho/info/BA340693/>

Mitsubishi UFJ Bank, Niigata branch
Tel. 025-233-5161
http://sasp.mapion.co.jp/b/bk_mufj/info/BA592400/
Yuchu Bank Tel. 0120-992-504
https://www.jp-bank.japanpost.jp/en_index.html
Taiko Bank Tel. 0258-36-4111
<https://www.taikobank.jp/personal/gaika-takuhi.php>

ATMs

You can withdraw cash using your international brand credit, debit, prepaid and cash cards nationwide at ATMs Niigata-chuo Post Office and Niigatanaka Post Office and Seven Bank. Citibank ATMs are also in service but number of ATMs is very limited with most of their ATMs located in major international airports and in their branch offices. Please note that no other Japanese banks currently accept international transactions. To find ATMs near your destination, Visa provides an ATM locator on their website which you can use to locate ATMs by your nearest subway/train station.



Niigata City Transportation

As well as on foot, you can get around Niigata City by route bus, Loop bus, rent-a-cycle and taxi. Express busses also run from Niigata Station to various places in the prefecture.



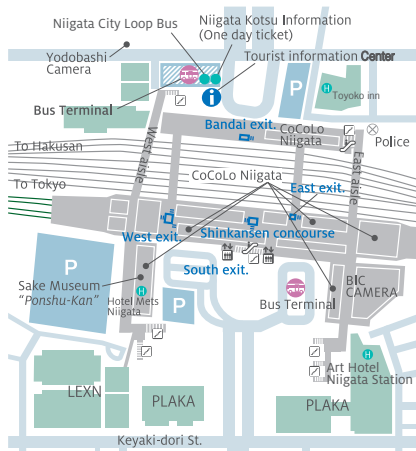
Niigata Kotsu Bus

Around Niigata City the "Niigata Kotsu Bus" runs route and express busses. Many route and express busses run from the 3 bus terminals at Niigata Station Bandai Exit (in front of Niigata station), Niigata Station South Exit, Bandai City Bus Center.

How to Ride

Get on at either the center or rear door, get off through the front door, and pay the fare when you leave. You can pay with cash by taking a numbered ticket when you get on, or you can use an IC card such as "SUICA" or "RYUTO".

Niigata Kotsu <http://www.niigata-kotsu.co.jp/>



Route Bus



Niigata City Loop Bus see p26

A bus which goes efficiently around tourists sites in the Chuo-ku (ward), Niigata's inner city. Departing and arriving from Niigata Bandai Exit bus terminal, there are 15 stops you can get on and off at around inner Niigata City. A tulip shaped bus stop is it's mark.



Loop Bus Route

- 1 Niigata Station ▶ 2 Bandai City ▶ 3 Honcho ▶ 4 Higashibori-dori
Rokuban-cho ▶ 5 Hakusan Park ▶ 6 Niitsu House ▶ 7 Gokoku Shrine ▶
8 Marinepia Aquarium ▶ 9 Nishi Ohata Sakae ▶ 10 Northern Culture
Museum Niigata Branch ▶ 11 Furumachi Kagai ▶ 12 Former Ozawa Family
Residence ▶ 13 Minatopia, the City History Museum ▶ 14 Pier Bandai ▶
15 Niigata Nippo MEDIA SHIP ▶ 16 Niigata Station

One-day Pass

Unlimited bus ride for one-day
Adults: ¥500
Children: ¥250

Limited to Niigata City Loop Bus, with a bus ticket you can get on and off freely for one day and there are discount privileges at tourist sites and restaurants. To use this ticket, use a coin to scratch off one place of the silver part (if you scrape off two parts it will be invalidated), and show it the ticket to the bus crew when you get off.

Sales Locations: ※ Passes can also be purchased on the bus

Bus Information Center (Niigata Station/Bandai City Bus Center), City History Museum "Minatopia," Niigata Bandaijima Art Museum, Northern Culture Museum Niigata Branch, City Aquarium "Marinepia Nihonkai," Aizu Yaichi Memorial Museum, Niigata City Art Museum, Niitsu House, The Niigata Saito Villa.

Holidays: From December 28th until January 3rd.



Rent-a-Cycle

see p26

Around Niigata's inner city you can cheaply use a recycled bicycle with "Niigata Rent-a-Cycle," and there is "Smart Cruise" where for ¥1,000 24 hours you can use a world top brand sports bicycle.

Rent-a-Cycle is available at Iwamuro Onsen in Nishikan-ku (Nishikan ward), Kita-ku (North ward), Konan-ku (Konan ward), Akiha-ku (Akiha ward), Nishi-ku (West ward), and Minami-ku (South ward).



Rent-a-cycle station

A carefree way to see the sights. High quality, stylish bikes are also available.

Rent-A-Cycle 9:30~19:00 (Registration Fee ¥200.

6 hours ¥300. additional ¥100 per hour)

Available at hotels throughout the city center.

"Smart Cruise" Bicycle Rentals 9:00~21:00

(Registration Fee ¥200, One day ¥1,000)

Available at:

Niigata Grand Hotel Tel. 025-228-6112

Hotel Nikko Niigata Tel. 025-240-1888

Hotel Italia-ken Tel. 025-224-5111

ANA Crowne Plaza Niigata Hotel Tel. 025-245-3333

Ishimiya Park Bicycle Parking Tel. 025-249-1480

and others

Niigata City cycle NAVI

<http://www.niigata-furumachi.jp/rentc/>



Taxi

Niigata city's taxi Service and fare

Fare from Niigata Station to the main tourist facilities

- City History Museum "Minatopia" (about 3km)
about ¥1,100 (10-15 minutes)
- The Niigata Saito Villa (about 3km)
about ¥1,100 (10-15 minutes)
- Northern Culture Museum (about 16km)
about ¥4,700 (about 30 minutes)

Please use the time system fare in Niigata city tour sightseeing. ¥2650 / 30 minutes ¥5,300 / 1 hour

Niigata City Hire Taxi Association Tel. 025-285-3613



Rent-a-car

A rent-a-car is recommended for sightseeing a wider area. You can lease a rental car at Niigata Station yard and the surrounding area. Let's make a reservation in advance online or by telephone.

From Niigata Airport

Orix Rent-a-Car Niigata Airport Counter Tel. 025-275-0543

Nissan Rent-a-Car Tel. 0120-00-4123

Times Car Rental Global Customer Desk Tel. 050-3786-0056 (8:00-18:45)

Nippon Rent-a-Car English Service Desk Tel. 03-6859-6234

From Niigata Station

Station Rent-a-Car East Japan Niigata Office

(Niigata Station South Exit CoCoLo South Building 3F) Tel. 025-245-4292

Nippon Rent-a-Car English Service Desk Tel. 03-6859-6234

Toyota Rent-a-Car Niigata Station South Exit Branch Tel. 025-245-0100

Orix Rent-a-Car Niigata Station North Exit Branch

(Niigata Station Bandai Exit) Tel. 025-255-0543

An international driving permit, a passport and a credit card are necessary at the time of use. When it seems you will be late for the promised return time, contact the shop by telephone. (There is an overcharge if you return it after the scheduled return time.) When you return it, fill up the fuel tank and show the receipt for the gasoline stand where you filled it up. If you don't fill up the tank when you return it a fuel charge will be established and calculated by the supplier according to the mileage.

Nippon Rent-a-Car English Site

<http://www.nrgroup-global.com/en/locations.php>

Shinanogawa Water Shuttle

<http://www.watershuttle.co.jp/>

A water bus cruising the Shinano River, the biggest river in Japan. Navigate between "Minatopia - Niigata City History Museum" at Shinano River estuary, as well as from "Toki Messe," passing through Bandai Bridge to the upstream "Niigata Furusato-mura" souvenir spot. From the end of March until the end of November there is a regular "shuttle service" and sightseeing "round trip service" in operation, but during the winter season (beginning of December to the end of March) there is only the "tour service" in operation (only getting on and off at Toki Messe).

Route: Minatopia ▶ Toki Messe ▶ Bandai-bashi Nishi-zume ▶ Bandai City ▶ Kencho mae ▶ Furusatomura

You can also load bicycles. It is ¥200 together with one bicycle. For elementary students and under, "Niigata Rent-a-Cycle" is ¥100 for one bicycle.

A cruise up the great Shinano River.

Tel. 025-227-5200

Price: One-way ¥300 -¥1,100, round trip Adult ¥1,100 Child ¥550, day pass ¥1,800 (children travel half price).



Hands free Travel

Hand luggage delivery service for tourists staying Niigata city partners
Partner of Tsukioka Onsen Yahiko Onsen Senamionsen.

Price: ¥1,000 per item of luggage

Reception location

Bandai Exit Tourist Information Center

Reception time

9:00-14:00 (Accommodations in Chuo ward, Niigata City)

9:00-11:00 (Accommodations other than in Chuo ward, Niigata City)

Luggage will arrive at your hotel around 17:00.

You will find a list of participating hotels at the following site:



⚡ Sado Experience Programs

For more information and reservations see
www.enjoysado.net



High-Speed Motor Boat Kotoura Cave Tou



Take a spin on Rikiya's Sightseeing High-Speed Motor Boat on a tour around the Ogi Peninsula, feeling the crisp sea breeze and learn more about the scenery while exploring the Kotoura Cave, otherwise known as "The Blue Caves".

Take a dive in Sado's crystal clear waters! (Snorkeling)



Sado Island has one of the best diving spots in all of Japan. Every year people from all over Japan gather in Sado to enjoy diving in the crystal clear waters. Feel at ease as our friendly diving instructors will guide you through your diving experience. Beginners are most welcome to join!

Hike in a primeval forest (Senjusugi Route)



Take a deep breath in Sado's finest primeval forests overflowing with intertwining moss and intriguingly-shaped trees. This course is highly recommended to those who are experiencing Sado's giant cedar trees for the first time.

Make and ride on an ancient boat



Experience making "Yoshibune", an ancient boat made of common reed grass used to cross ocean. Take a leisure cruise on board your very own creation out on Lake Kamo.

Sea Kayak Experience



Kayak out to sea along the Ogi Peninsula, where even beginners and children will be able to navigate and enjoy with ease. Designated as a marine park, you will be able to enjoy the ocean's spectrum of colors, explore naturally formed caves, and bask in the private beach atmosphere.

Casual Fishing



Sado is known to have many frequent fishers. Come on down and experience casual fishing with an instructor in the southern part of the island.

Enjoy the Sights on a Sailboat



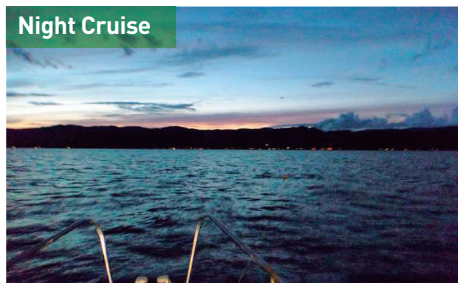
Enjoy the sea breeze on a sailboat sightseeing tour for a small group of friends or families upto 8 people.

Squid fishing & squid breakfast



Enjoy Fishing early in the morning and tasting the freshly fished squid on the boat.

Night Cruise



Night Cruise in the southern part of the island. Enjoy the natural aquarium with fishes attracted to the lights mounted on top the boat. Transport yourself into a magical world which can only be experienced here at night.

Horseback riding in the mountain



Enjoy the morning fresh air while riding a horse through the forest. The view from on top the horse is a whole new experience.

Bamboo Athletic Park



Have fun in the Athletic Park with playground equipments made of Sado Bamboo. From toys to utensil, there are endless possibilities as to what the bamboo are used for. Enjoy making your own Bamboo water pistols and bow & arrows with an instructor.

The island where deities dance. Stay on Sado and experience the festival!



Onidaiko is a traditional performing art only found on Sado that is performed at festivals around the island to pray for safety for each household, give thanks for the abundant harvest and catch of the previous year, and also to ward off misfortune. Come to Sado for a unique festival experience.

TIPSY Pass - Taste of Niigata "Furumachi"explorer pass -

TIPSY Pass
Taste of Niigata "Furumachi" explorer pass



TIPSY Pass is a year long promotion where you can enjoy eating and drinking in Japanese restaurants and izakayas in Niigata City's Furumachi. A historical part of the city with a rich, vibrant culture which continues today. There are many wonderful Japanese restaurants and izakayas which have traditional atmospheres in Niigata City's 'Furumachi' area, which means 'Old Town'. The TIPSY Pass lets you sample unique, local gourmet dishes and famous sake at various venues around the town. We guarantee you will have a fantastic time and return with many good memories. You can share one ticket book with other people!

⑤ Please check the website below.

HP <http://furumachi-kagai.info/tipsy>

Japanese Sake Tasting Lecture [EDGE OF NIIGATA]



Would you like to learn the fundamentals of genuine Japanese sake in Niigata? Please, don't worry if you have no knowledge about Japanese sake, a Professional International Kikisake-Shi (Meister) will kindly and carefully teach you about Japanese food, history, and culture. You can enjoy learning about delicious Japanese sake. Freshly prepared Japanese food is also waiting for you. We will also teach you how to order (in Japanese) at a Japanese style pub. There's no mistake you too will surely be called a connoisseur.

⑤ 5,000 yen~(Depends on the number of participants)

HP/Booking/Inquiries <https://edge-of-niigata.com/>

Niigata Furumachi Geigi(Geisha) Traditional Dance



The Niigata Furumachi Geigi (geisha) district in downtown Niigata ranks alongside Kyoto's Gion district and Tokyo's Shinbashi geisha area. The geisha scene here was very lively 200 years ago, as sea-faring visitors delighted in the lovely dances and treats of geisha society. This experience program, held in the classical Japanese residence, allows private groups to watch the Niigata Furumachi Geigi perform traditional dances.

⑤ Please inquire for details.

⑤ Niigata Visitors & Convention Bureau TEL 025-223-8181

Email nvcb@nvcb.or.jp

Rice Cooking with Local Cuisines at the Mansion of a greatest landowner



Niigata Prefecture is the largest rice producing region in Japan. The ancestor of the Ito family, a historical greatest landowner, laid the foundation for rice farming culture. Participants can enjoy rice cooking by traditional methods, such as using hagama, or a traditional cooking pot for rice. The rice used for this workshop is Koshihikari. This rice is harvested in the vicinity of the museum. Local cuisines are also served. An admission to the museum is included.

⑤ 2,420 yen each person (an admission charge of the museum included) for a group of 2 or more.

⑤ The Northern Culture Museum TEL 025-385-2001

Email ncm2006@vanilla.ocn.ne.jp

Experience making gold inlaid Niigata lacquerware



During the Edo Period (1603 to 1868), Niigata Port was one of the ports for the marine transportation business. Many cultural influences, as well as commercial goods, were brought in from the other regions of the country. One of those art influences was the lacquer painting technique, which is believed to have begun 400 years ago. This workshop provides people with an opportunity to make Niigata Lacquer-ware. Participants can carve designs and/or patterns on the ware, then gold powder will be applied over them.

⑤ 3,300 yen each person (with an admission charge of the museum) for a group of 10 or more. Contact if a group is less than 10.

⑤ The Northern Culture Museum TEL 025-385-2001

Email ncm2006@vanilla.ocn.ne.jp

Mochi Pounding, a Unique 150-year-old Method



One of Japan's oldest customs and tradition is pounding mochi, or rice cake, before every new year. The ancestor of the Ito family, a historical greatest landowner, developed the quick production technique called three-pounder method, which has been handed down over 150 years. Participants can join the mochi-pounding workshop with specialists. Fresh mochi is very delicious.

⑤ 22,000 yen/group (tax included) Max required number of participants : 30 people. Contact if a group is more than 30. Admission fee for NCM is required separately.

⑤ The Northern Culture Museum TEL 025-385-2001

Email ncm2006@vanilla.ocn.ne.jp

Making your original Kite [Shirone Kite History Museum]



Shirone Kite History museum is the world largest Kite museum that collect not only domestic traditional Shirone-Kite but also foreign rare kite. In this museum, you can try making Japanese Small Kite. Experts of making Kite teach kindly. It is a valuable time to enjoy the making kite.

⑤ Entrance Fee: Adults \400 yen Elementary, junior and senior high school students \200 yen

Kite Making Fee \300 yen

⑤ Shirone Kite History Museum TEL 025-372-0314

SADO-NIIGATA PASS

Great value pack for JR EAST PASS holders
(Nagano Niigata Area)

Save Over
40%!!

Adult (12 and older)

¥5,000

Child (6 to 11)

¥2,500

Sado Island

Niigata City

(Bullet train)
Joetsu
Shinkansen

Tokyo

All included!!



Niigata City Loop Bus

One Day Pass

Niigata City Loop Buses go to various different sightseeing locations in Niigata city center; such as the aquarium, museums etc. The pass can be used any number of times within one day. So you can enjoy spending the day visiting the places that most interest you.



Return Car Ferry Second Class Cabin Coupons

These Car Ferry Second Class Cabin Coupons are for an outward trip to Sado Island and a return trip to Niigata City. Each journey takes 2 hours 30 minutes. The second class cabin consists of either chairs or a raised floor where you can sit or lay down. They are non-reserved seats. Please feel free to sit wherever you like and enjoy the trip!



Return Bus Pass

2 single tickets

Niigata Station to Niigata Port and return

Niigata Station (Bandai Exit) and Niigata Port (Sado Kisen Terminal) are connected by local buses. Niigata Station is the terminus of the Joetsu Shinkansen and Niigata Port is the gateway to Sado Island.

The pass (made up of 2 single tickets) can be used on these bus services connecting the port and the station. Each journey takes approximately 15 minutes.



Sado Local Bus

Three Day Pass

The pass is useful because local buses connect all the major sightseeing spots on Sado Island.

Benefits

- The equivalent of over 8,700 yen worth of travel in one handy pack.
- Save time buying regular tickets.
- You can rent one of the electric bicycles available at Sado Tourism Information Centers, without having to pay the basic charge of 500 yen for the first 2 hours. Simply show the pass at the counter.

Validity and Expiration

JR EAST PASS holders. (Except JR Rail Pass)

Valid for 10 days from the date of purchase.

Please show your JR EAST PASS when purchasing the Sado-Niigata Pass.

Important Information

- After you purchase the Sado Niigata Pass you can use the Niigata City Loop Bus Pass, Local Bus Pass between Niigata Station and Niigata Port, and Sado Three Day Bus Pass. These passes work just as regular tickets on the bus services. However, Return Car Ferry Second Class Cabin Coupons must be exchanged for ferry tickets at the Sado Kisen Niigata Port and Ryotsu Port ticket counters.
- Tickets cannot be refunded unless all car ferries on the day of travel have been cancelled.
- The Niigata City Loop Bus does not operate between December 28th and January 3rd.

Where to Buy

① Niigata Station Bandai Exit Tourist Information Center.

1-1-1 Hanazono, Chuo-ku, Niigata City, Niigata 950-0086
Tel 025-241-7914 Office Hour 9:00am to 7:00pm

② Sado Kisen Niigata Port Information Center.

9-1 Bandaijima, Chuo-ku, Niigata City, Niigata 950-0078
Tel 025-245-1234 Office Hour 8:00am to 6:00pm

- The Sado Three Day Bus Pass is valid for 3 consecutive days starting from the first day of use.
- Some local bus routes on Sado Island may change at certain times of the year.
- The return Car Ferry Coupon must be exchanged and used within 10 days of the outbound departure.
- The Sado Niigata Pass can **only be purchased with cash in Japanese Yen.**
- The fee is subject to change under certain circumstances.

For more information
<https://sado-niigata.com/pass/>



With this APP you can get Wi-Fi from either **Sado City** or **Niigata City**



Sado City



SSID:Sado_City_Free-Wi-Fi



Niigata City



SERVICE GUIDE (PDF)



SSID:Niigata_City_Free-Wi-Fi

Now available at the Niigata Airport, on the Airport Shuttle Bus, and wherever else you can find the mark above!

Getting to Niigata and Sado

Welcome to Niigata!

Niigata Airport is the foremost international gateway to Japan on the Japan Sea, with six regular international routes to four different countries: Shanghai and Harbin (China), and Seoul (South Korea), and Taipei (Taiwan), and Khabarovsk and Vladivostok (Russia). You can get from Niigata to Tokyo in one hour and forty minutes by shinkansen or four hours by expressway.



CONTACT

Sado City

Sado Tourism Association
Tel. 0259-27-5000
<http://www.visitsado.com/en/>

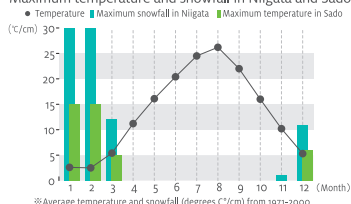
Niigata City

Niigata Station Bandai Exit
Tourist Information Center
Tel. 025-241-7914

Niigata Visitors & Convention Bureau
Tel. 025-223-8181
<http://www.nvcb.or.jp/travelguide/en/>

Niigata City Hall
Tourist Policy Department
Tel. 025-228-1000 (switchboard)

Maximum temperature and snowfall in Niigata and Sado



Niigata Official Tourist Information Website <http://www.nvcb.or.jp/travelguide/en/index.html>

All information current as of Jan. 2020. Disclaimer: This publication is for reference only. Please visit our website for updates. Thank you.