



A relaxing  
and healing tour

Explore the history  
of Nagaoka.

Visit comfortable  
hot spring resorts.



Enjoy outdoor activities and encounter cute eyes.

# My Tour of Nagaoka

The Echigo Nagaoka Tourist Guidebook with Maps

Let your heart be light  
in the serenity of Nagaoka



Regional specialties full of special techniques and traditions  
The allure of Nagaoka's local delicacies



Enjoy the nostalgic landscape of Japan  
and discover locally-grown Nagaoka vegetables.



Learn more about and enjoy the history  
and charm of the Nagaoka Fireworks.



A souvenir catalog filled with regional specialties



Nostalgia  
Brilliance  
Focus



Visitors to Nagaoka are inspired by the warm-hearted people of Nagaoka who grew up in this harsh yet nurturing natural environment.

Come enjoy a tour of this land blessed with beautiful landscapes, delicious food, and seasonal specialties.



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The **spring** in Nagaoka brings forth a variety of plants celebrating the long-awaited spring thaw.  
The fleeting **summer** of Nagaoka is packed with enjoyable moments at the beaches, mountains, and fireworks shows.

Spring

Autumn

Summer

Winter

In **Autumn**, the harvest season, maple leaves turn crimson as if they were celebrating bumper crops.  
**Winter** brings a blanket of snow and praises the beauty of the crisp air and magical landscapes.







# Stroll Around the Nagaoka Station Area

with Its Blend of Modernism and Traditions

Welcome to Nagaoka, a town with the Shinano, Japan's longest river, flowing through its center, Mt. Sumon watching over the east, and the Sea of Japan spreading out to the west. Downtown Nagaoka is the crossroad of the past and the present. How about exploring the town from the JR Nagaoka Station area, the original location of Nagaoka Castle's inner citadel?

Come and Enjoy City Hall Plaza - Aôre Nagaoka!



It's nice to relax here on this bench designed by artist Yasuhiro Suzuki while waiting for your bus. The three pairs of feet represent the past, present, and the future.

**Engawa Bench with Foot-Shaped Stepping Stones**

**Experience Nagaoka Fireworks and Discover Regional Treasures at the Theater**

The 3D 4K footage is breathtaking!



**Information Lounge**  
A variety of informational materials is available.

**Tourist Plaza Filled with Souvenirs and Information**

Rental bicycles are available from April to November.



## City Hall Plaza - Aôre Nagaoka

Architect Kengo Kuma designed this complex consisting of the city office and spaces for citizen-oriented activities.

Where: 1-4-10 Otedori, Nagaoka City  
Phone: 0258-35-1122  
<http://www.ao-re.jp/>

Historic sites in the station area  
New tourist spots in the station area



## TANITA CAFE

This is a health-oriented cafe that serves a variety of weekly lunches centered around vegetables and low-calorie diets. It also hosts various events such as health seminars.

Where: Nagaoka Civic Center 1st Floor  
2-2-6 Otedori, Nagaoka City  
Hours: 10:00 a.m. - 6:00 p.m.  
(last order - 5:30 p.m.)  
Closed: Wednesdays  
(open if Wednesday is a holiday)  
Phone: 0258-86-7867



## Tsuginosuke Kawai Memorial Museum

This museum has various articles related to Tsuginosuke Kawai, a chief councilor of the Nagaoka feudal domain during the last days of the Tokugawa Shogunate.

Where: 1675-1 1 Naga-cho Ko, Nagaoka City  
Hours: 10:00 a.m. - 5:00 p.m.  
Closed: December 28 - January 3  
Admission: General - ¥200  
SH and College Students - ¥150  
ES and JHS Students - ¥100  
Phone: 0258-30-1525  
<http://tsuginosuke.net/>



## Isoroku Yamamoto Memorial Museum

Visitors can trace the life of Isoroku Yamamoto (Commander-in-Chief of the Combined Fleet of the Japan Imperial Navy), a man of affection and integrity. The left wing of the plane he was on when he was shot down is on display.

Where: 1-4-1 Gofuku-machi, Nagaoka City  
Hours: 10:00 a.m. - 5:00 p.m.  
Closed: December 29 - January 3  
Admission: General - ¥500  
ES and JHS Students - ¥200  
Phone: 0258-37-8001  
<http://yamamoto-isoroku.com/>



## Nagaoka War Damage Exhibit Hall

Here, visitors can see various items describing the war devastation caused by the Nagaoka Air Raid, including a reproduction of the burnt down city, and Nagaoka's wishes for the pursuit of peace.

Where: 2-6-17 Jonai-cho, Nagaoka City  
Hours: 9:00 a.m. - 5:00 p.m.  
Closed: Mondays and December 29 - January 3  
Admission: Free  
Phone: 0258-36-3269

Open - Air Market

Nagaoka Civic Center 1F TANITA CAFE

Machinaka Campus Nagaoka Kiokumirai

Machinaka Tourist Plaza

Nagaoka Grand Hotel

Various night spots attract many visitors.

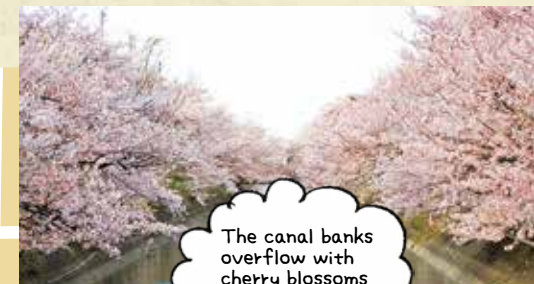


"Koshi no Shu \* Kura" in Echigo Nagaoka

## Nyozezo Museum

This museum contains rare historic materials related to Nagaoka's leaders, including the blood-stained uniform worn by Isoroku Yamamoto when he was wounded during the Battle of Tsushima.

Where: 1-3-8 Fukuzumi, Nagaoka City  
Hours: 10:00 a.m. - 4:00 p.m.  
Closed: Mondays and December 29 - January 3  
Admission: General and College Students - ¥200  
ES, JHS, and SHS Students - ¥100  
Phone: 0258-32-1489  
<http://www.hnhd.co.jp/nyozezo/>



The canal banks overflow with cherry blossoms in full bloom.

Nyozezo Museum

Nagaoka Station

Hotel New Otani Nagaoka

三尺玉筒モニュメント

## "Koshi no Shu \* Kura"

A Special Train Service Exclusive to Niigata Prefecture Passengers can enjoy a variety of locally-brewed sake, locally-made snacks, and live jazz performances while viewing beautiful landscapes through train windows.

My Special Tour Notes





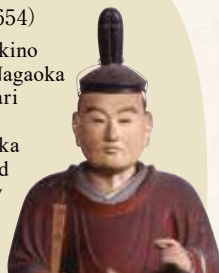
# Explore the History of Nagaoka

Learn about our prominent leaders from the past, who built the foundations of Nagaoka and who contributed their efforts in areas of education and culture.

## Tadanari Makino

(1581–1654)

The first lord of the Makino Clan appointed to the Nagaoka feudal domain, Tadanari Makino completed the construction of Nagaoka Castle and developed the civil government by establishing a legal system and developing agriculture.



## Museum of the Makinos Lords of Nagaoka Han

(Nagaoka City Science Museum)

Map (Central): p. 29 C-3

This museum has various articles related to the Makinos, some of which have the three-oak-leaf family emblem. A model of the former Nagaoka Castle is also on display.

Where: Saiwai Plaza 3F  
2-1-1 Saiwai-cho, Nagaoka City  
Hours: 9:00 a.m. – 5:00 p.m.  
Closed: 1st and 3rd Mondays and December 28 – January 4  
Admission: Free  
Phone: 0258-32-0546  
(Nagaoka City Science Museum)



## Nagaoka City Museum of Local History

Map (Central): p. 29 D-3

The castle-shaped museum situated at the top of a hill in Yukuizan Park showcases our outstanding forerunners, their accomplishments, and their humanitarian aspects.

Where: 80-24 Oyama-machi, Nagaoka City (in Yukuizan Park)  
Hours: 9:00 a.m. – 5:00 p.m.  
Closed: Mondays and December 9 – January 4  
Admission: General - ¥300, SHS Students - ¥200, ES and JHS Students - ¥150  
Discounts for Groups  
Phone: 0258-35-0185



## Tsuginosuke Kawai

(1827–1868)

As a chief counselor of the Nagaoka feudal domain during the last days of the Tokugawa Shogunate, Tsuginosuke Kawai brought about political reforms. He commanded the Nagaoka troops during the Boshin Civil War. Advocating neutralism, he asked the New Government Forces for their understanding, which was refused and led to Nagaoka's resistance against them. He died during his escape to Aizu due to a bullet wound in his left knee.

## Hokuetsu Boshin Civil War Museum

Map (Central): p. 29 D-1

Located in the Shingumi area where a fierce battle took place in order to regain the fallen Nagaoka Castle, this museum houses many precious articles related to local history, prominent leaders, and culture in the rural community.

Where: 39-2 Daikoku-machi, Nagaoka City  
Hours: 10:00 a.m. – 4:00 p.m.  
Closed: Mondays, Fridays, and December 1 – March 31  
Admission: Free  
Phone: 0258-21-2688 or 0258-32-0546  
(Nagaoka City Science Museum)

## Tsuginosuke Kawai Memorial Museum

Map (Detailed): p. 7

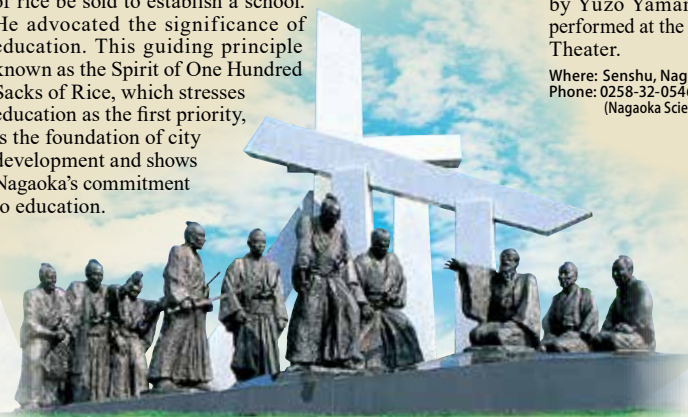
The Nagaoka feudal domain purchased two Gatling guns and used them during the battle to protect Nagaoka Castle.



## Torasaburo Kobayashi

(1828–1877)

After its defeat during the Boshin Civil War, Torasaburo Kobayashi (Chief Councilor of the Nagaoka feudal domain) restored war-devastated Nagaoka. He insisted that a relief package of one hundred sacks of rice be sold to establish a school. He advocated the significance of education. This guiding principle known as the Spirit of One Hundred Sacks of Rice, which stresses education as the first priority, is the foundation of city development and shows Nagaoka's commitment to education.



## Statues of One Hundred Sacks of Rice

Map (Central): p. 29 C-2

The bronze statues depict a scene from the drama entitled One Hundred Sacks of Rice written by Yuzo Yamamoto and performed at the Kabukiza Theater.

Where: Senshu, Nagaoka City  
Phone: 0258-32-0546  
(Nagaoka Science Museum)

## Isoroku Yamamoto

(1884–1943)

Isoroku Yamamoto, the Commander-in-Chief of the Combined Fleet of the Japan Imperial Navy, commanded the Pearl Harbor attack. He stressed the importance of aviation and opposed starting the war between Japan and the U.S.A. because he understood the great difference in their national strength.

## Isoroku Yamamoto Memorial Museum

Map (Detailed): p. 7

## Nyozezo Museum

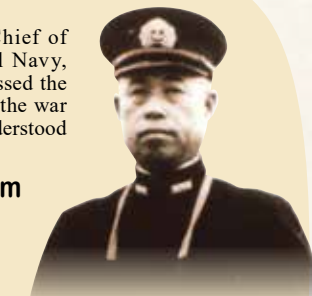
Map (Detailed): p. 7

## Nagaoka High School History Museum

Map (Central): p. 29 D-3

The current Nagaoka High School was first established in 1872 as Sotokukan (the school for the Nagaoka Feudal Domain), which later became Kokkan Gakko, followed by another change to Nagaoka Yo Gakko (western style school). The museum houses various materials related to our prominent leaders from the past.

Where: 3-13-10 Gakko-cho, Nagaoka City  
Hours: 10:00 a.m. – 3:00 p.m.  
Closed: Saturdays, Sundays, Holiday, and December 29 – January 3  
Admission: Free  
Phone: 0258-33-5114



## Former Tochio Castle Site

Map (East): p. 30 B-5

Kenshin Uesugi, a prominent samurai warrior, spent his youth at the castle situated on 227-meter high Mt. Kakujo, where he started his career as a samurai leader.

Where: Tochio-machi, Nagaoka City  
Phone: 0258-51-1195  
(Tochio Tourism Association)

## Kenshin Uesugi

(1530–1578)

Known as the Tiger of Echigo, Kenshin Uesugi, a prominent samurai warrior in the Warring States Period, spent his youth (14 – 19 years old) in Tochio. He commanded fierce battles against Shingen Takeda, Ujiyasu Hojo, and Nobunaga Oda. He is famous for his five battles at Kawanakajima against his lifelong enemy, Shingen Takeda.



## Ryokan

(1758–1831)

Ryokan, a Zen monk, is also known as a calligrapher and a poet. He was born in Izumozaki and became a monk at the age of 18. After a pilgrimage throughout Japan, he returned to his homeland of Echigo (present-day Niigata Prefecture) at the age of 39. As a humble Zen monk admired by many people, he spent the rest of his life in several parts of Echigo. Washima is known as his final destination.



## Kanetsugu Naoe

(1560–1619)

Appointed lord of Yoita Castle, Kanetsugu Naoe, a great commander, stressed the significance of justice and love. He was known for wearing the character 愛 (ai/love) on the front of his helmet. Successor to the Naoe Clan, one of the big four under Kenshin Uesugi, he contributed to the development of local agriculture, industry, and commerce.

## Yoita Museum of Local History and Folk Culture

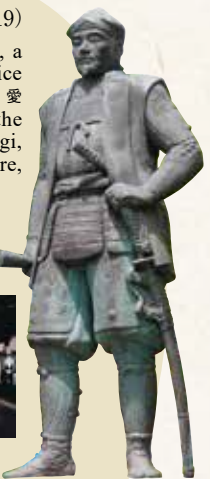
Map (North): p. 30 B-4

(Museum of Lord Kanetsugu and Lady Osen)

The statue of Kanetsugu Naoe welcomes visitors to this museum, which features a replica of his armor as well as many other historical articles.



Where: 4356 Yoita-otsu, Yoita-machi, Nagaoka City  
Hours: 9:00 a.m. – 5:00 p.m.  
Closed: Mondays and December 28 – January 4  
Admission: General - ¥300, ES and JHS Students - ¥150  
Discounts for groups  
Phone: 0258-72-0221



## Ryokan Art Museum

Map (North): p. 30 ②

This museum houses a number of poems composed by Ryokan and the nun Teishin, his disciple, as well as many other calligraphic and literary works by locals.

Where: 3938 Shimazaki, Nagaoka City  
Hours: 9:00 a.m. – 5:00 p.m.  
Closed: December 28 – January 3  
Admission: General and SHS Students - ¥500, ES and JHS Students - ¥300  
Phone: 0258-74-3700



## Hachisuba Avenue

Map (North): p. 30 ②

Visitors can trace Ryokan's life at the former house of the Kimura Family, where he spent his final days, Ryusenji Temple with his tomb, and Unagushi Shrine where he enjoyed playing with local children.

## Newly Recorded History of Recovery Efforts

## Facilities Showing Our Efforts in Recovering from Damage Caused by the Great Chuetsu Earthquake



## Yamakoshi Orataru

MAP (Southeast): p. 31 E-3

This facility focuses on the progress of recovery efforts by the people of Yamakoshi who were forced to evacuate their homes and made a happy return to their own community after years of evacuation.

Where: 2835 Takezawa-ko, Yamakoshi, Nagaoka City  
Hours: 9:00 a.m. – 5:00 p.m.  
Closed: Tuesdays and December 28 – January 3  
Admission: Free  
Phone: 0258-41-1203

## Kiokumirai Nagaoka Disaster Archive Center

Map (Detailed): p. 7

The knowledge and lessons gained from the experience of the Great Chuetsu Earthquake are shared here through various displays of related articles including aerial photos taken after the devastation and footage showing the catastrophe.

Where: Phoenix Ote East 2F, 2-6 Otedori, Nagaoka City  
Hours: 10:00 a.m. – 6:00 p.m.  
Closed: Tuesdays and December 28 – January 3  
Admission: Free  
Phone: 0258-39-5525



## Kawaguchi KIZUNA Center

MAP (Southeast): p. 31 E-5

Kawaguchi was isolated when the powerful earthquake hit the community. Visitors to this exhibit hall can feel the preciousness of the strong bonds of the people who came together to recover from the damage caused by the catastrophe.

Where: Kawaguchi Sport Park  
1441 Kawaguchi-Nakayama, Nagaoka City  
Hours: 10:00 a.m. – 5:00 p.m.  
Closed: Tuesdays and December 28 – January 3  
Admission: Free  
Phone: 0258-89-3620





The History and Charm of the

Let's learn more about and enjoy Nagaoka Fireworks!

# Nagaoka Fireworks

## — The Nagaoka Festival Grand Fireworks Show —

Summer in Nagaoka is a summer of fireworks. Why do we launch fireworks annually on August 2<sup>nd</sup> and 3<sup>rd</sup> in Nagaoka? Nagaoka Fireworks are not simply brilliant and spectacular. Nagaoka Fireworks are displayed in order to send out our sincere and special messages to the world.

### The People's Firm Determination to Restore the War Devastated City

The history of Nagaoka Fireworks is said to have started in 1879 when 350 fireworks shells were launched during the Hachiman Shrine Festival in Senju-machi. In 1926, Sho-Sanjakudama fireworks (3-foot-diameter shell fireworks) were first displayed, which made a name for Nagaoka Fireworks throughout Japan. However, the fireworks displays were discontinued due to the outbreak of the Pacific War.

On August 1<sup>st</sup>, 1945, American B29 bombers dropped a massive amount of incendiary shells over Nagaoka starting at 10:30 p.m. The bombing burned down most of the downtown area and claimed 1,486 lives.

After the Pacific War ended, the once-discontinued Nagaoka Fireworks Show was revived in 1947 during the Nagaoka Festival for Restoration from War Devastation, which was held to express our condolences to the Nagaoka Air Raid victims and to focus our thoughts on the restoration of the war devastated city. In 1951, this event was renamed the Nagaoka Festival with the revival of the Sho-Sanjakudama (3-foot-diameter shell fireworks).

The Nagaoka Festival has continued to be held on August 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> every year since then. The fireworks displays on August 2<sup>nd</sup> and 3<sup>rd</sup> have gone on since 1948, in memory of the Nagaoka Air Raid victims, in appreciation of our predecessors for their efforts in postwar restoration, and with our prayers for the pursuit of everlasting peace.

### Sho-Sanjakudama Fireworks

(3-foot-diameter shell fireworks)

When a giant 3-foot-diameter Sho-Sanjakudama (300 kilograms) is launched up to an altitude of 600 meters above the ground, a huge 650-meter-diameter flower opens.

The diameter (approximately 650 meters) is more than the height of 634-meter Tokyo Sky Tree.

Approximately 650meters in diameter

### Niagara Falls

In the image of the true Niagara Falls, this 650-meter-long dynamic fireworks display, which is set up on Chosei Bridge and Ote Ohashi Bridge, vigorously flows down into the river, creating a mystical glowing world.

### A Bridge of Peace Connecting Nagaoka and Pearl Harbor

On August 14<sup>th</sup> (15<sup>th</sup> in Nagaoka), 2015, the Memorial Service for 70<sup>th</sup> Year since the End of the Pacific War was held at Pearl Harbor. The sister cities of Nagaoka and Honolulu co-hosted and displayed Nagaoka Fireworks at Pearl Harbor with support provided by the U.S. Navy. In honor of American and Japanese war victims and with prayers for everlasting peace in the world, three shots of fireworks were presented to the sky over the site where the Pacific War broke out.

On August 15<sup>th</sup> (16<sup>th</sup> in Nagaoka), 2015, the Peace-Friendship Commemoration Ceremony was also held at Pearl Harbor, where Nagaoka Fireworks were also launched in expression of our condolences to war victims, for the pursuit of peace, and with wishes for the healthy growth of our youth.

These historic events allowed us to pass our messages of peace to our sister city, Honolulu, which also experienced the misery of war, in the hopes that our stronger messages will be further conveyed to the world and to the future.

### Featuring the Highlights of Nagaoka Fireworks



### Ten Chi Jin Fireworks

Commemorating the broadcast of Ten Chi Jin, a long-running period TV drama, Ten Chi Jin fireworks have continued since 2008, filling the summer night sky with a sparkling glow. The highly artistic fireworks in a magnificent scale (shot from nine locations along the Shinano River) depict the life of Kanetsugu Naoe, a samurai warrior who had a special connection to old Nagaoka.



### Kome Hyappyo Fireworks

(One Hundred Sacks of Rice)

### 100 Shots of Fireworks Shells in Sequence

A magnificent spectacle to behold, 100 shots of 8-inch-diameter fireworks shells go up in sequence in a "wide screen" method, passing the torch of the spirit of One Hundred Sacks of Rice to the children for their future.



### Messages with Lights

At the end of the show, all the spectators join the finale by waving light-emitting devices in appreciation of the great efforts of the pyrotechnicians and the great support of the sponsors of the show.

### What makes the Nagaoka Fireworks Show different from others?

The vast fireworks launching site along the Shinano, the longest river in Japan, allows pyrotechnicians to present wide-scaled fireworks shows by launching an abundance of 8-inch-diameter fireworks shells in sequence, creating an incredible number of 300-meter-diameter flowers in the sky.

Overwhelmed by the extravagant sounds of fireworks, spectators truly feel a marvelous sensation of the huge blossoms opening overhead.

The combination of the great location of the launch sites and the highly sophisticated techniques of Nagaoka's pyrotechnicians makes Nagaoka Fireworks quite unique and special.

### "Kono Sora no Hana" Fireworks

In commemoration of a film entitled "Kono Sora no Hana (The Flower of This Sky)", the Story of the Nagaoka Fireworks," many colorful flowers bloom along with the theme music of the film. They paint the sky in various colors with the citizens' wishes for the pursuit of peace.

### Fireworks with Our Condolences

The Nagaoka Air Raid started at 10:30 p.m. on August 1<sup>st</sup>, 1945. At this memorial time every year, during the Nagaoka Peace Festival on August 1<sup>st</sup>, three shots of fireworks are presented quietly in expression of our condolences to war victims. Bells in the city's temples also ring out extensively through the city.



Nagaoka Fireworks Foundation (a general incorporated foundation)  
Phone: 0258-39-0823 <http://nagaokamatsuri.com/>





## One Hundred Sacks of Rice Festival

This festival tells us about the history of Nagaoka, our predecessors, and the teaching known as the spirit of One Hundred Sacks of Rice. People dressed in samurai warrior costumes re-create a historic picture scroll of the Nagaoka feudal domain that fought to regain their once-lost Nagaoka castle.

When: Early October  
Where: Ote Street and Nagaoka Station Area  
One Hundred Sacks of Rice Festival Organizing Committee  
Phone: 0258-39-2221



## Echigo Nagaoka Sake no Jin (Sake Tasting Event)

Come enjoy tasting a variety of sake produced exclusively by 16 local sake breweries as well as locally-produced snacks in the city with an ordinance that encourages its citizens to drink sake when making a toast.

When: Early October  
Where: City Hall Plaza - Aôre Nagaoka Nakadoma  
Nagaoka City Tourism Planning Division  
Phone: 0258-39-2344



## Yukuizan Cherry Blossom Festival

Visitors can enjoy nearly 2,500 cherry trees of various species such as Someiyoshino, weeping cherry trees, and double-flowered cherry trees in full bloom. In the evening, cherry trees are illuminated, creating a mystical world awash in highlights of pink.

When: Early April - Early May  
Where: Yukuizan Park (Oyama-machi)  
Nagaoka Incorporated Association of Tourism and Conventions  
Phone: 0258-32-1187

# Let's Enjoy Various Festivals!

Besides the Grand Fireworks Show, Nagaoka has a lot of fun and traditional festivals. Even in snowy months, visitors can enjoy many exciting snow-related programs full of the locals' enthusiasm.

## Mishima Festival with the National Log-Sawing Competition

The team of two contestants who can saw through a cedar log the fastest with a 2-meter-long saw are crowned the champions. Cedar logs and saws are local special products.



When: August 15 and 16  
Where: Mishima Sports Gym Parking Lot  
Industrial Construction Division, Mishima Branch Office  
Phone: 0258-42-2249



## Imamachi-Nakanoshima Giant Kite Battle

People on both sides of the Kariyata River try to pull down the opposing side's huge kites, which are about the size of eight tatami mats.

When: 1<sup>st</sup> Saturday - Monday in June  
Where: Nakanoshima Ohashi Bridge  
Kariyata Riverbanks  
Commerce, Industry, and Tourism Section  
Industrial Construction Division,  
Nakanoshima Branch Office  
Phone: 0258-61-2013



## Yoita Full Moon Festival



Cute and smiley bamboo lanterns with a variety of designs line up on the main street to welcome visitors.

When: Late October  
Where: Honcho Street, Wakino-machi  
Industrial Construction Division,  
Mishima Branch Office  
Phone: 0258-42-2249



## Echigo-Mishima Illuminated Bamboo Lantern Road



## Oguni Snow Festival and Enduro Snow Race

Riders compete with each other for the number of circuits they can finish. It is indeed a spectacular sight to watch the riders dashing at full speed, with their engines roaring and kicking up snowy rooster tails.

When: Late February  
Where: Around Oguni Sport Park (Aramachi, Oguni-machi)  
Oguni Snow Festival Organizing Committee  
Industrial Construction Division, Oguni Branch Office  
Phone: 0258-95-5906



## Echigo Kawaguchi Snow Hut and Firefly Festival

A mystical world of lights blooms in the dark night over the snow-covered grounds. The festival features snow-piling competitions, food stalls with locally-produced ingredients, fireworks in the snow, and many other fun programs.

When: Late February  
Where: Kawaguchi Sport Park (Nakayama, Kawaguchi)  
Echigo Kawaguchi Snow Hut and Firefly Festival Organizing Committee  
Industrial Construction Division, Kawaguchi Branch Office  
Phone: 0258-89-3113



## Nagaoka Yukishika Snow Festival

This festival is full of fun programs in which visitors can fully enjoy winter in Nagaoka, including making 100 snowmen, candle lights on the snowy ground, stage shows, and fireworks blazing in the night sky.

When: Mid-February - Late February  
Where: HIVE Nagaoka and around Senshugahara Furusato no Mori Park  
Nagaoka Chamber of Commerce and Industry  
Phone: 0258-32-4500

## Koshi Bonfire Festival

A 25-meter high bonfire known as Sainokami is set up to pray for blessings of good health and bountiful crops. Bullfighting in the snow also attracts many visitors.



When: Early March  
Where: Around Amayachi Hall (Tanesuhara, Yamakoshi)  
Koshi Bonfire Festival Office  
Industrial Construction Division  
Yamakoshi Branch Office  
Phone: 0258-59-2343



Come Together, Nagaoka!  
Six Echigo Nagaoka Winter Festivals

## Tochio Playing with Snow Festival

Visitors can enjoy playing with snow, stage performances, and gourmet tents full of regional specialties. 1,000 snow huts with candles bring forth a world of fantasy.

When: Early February  
Where: Michi no Eki R290 Tochio (Miyazawa, Tochio)  
Tochio Tourism Association  
Phone: 0258-51-1195



## Koshiji Snow Festival

This festival features snow sculpture contests with many 2-meter-tall figures, snowmobile rides, a penalty kick competition on the snow, and many other fun programs. Visitors can enjoy free amazake, a sweet beverage made from sake lees.

When: At the beginning of February  
Where: Naride Sport Plaza (Fudosawa Area)  
Snow Festival in Koshiji Organizing Committee  
Industrial Construction Division, Koshiji Branch Office  
Phone: 0258-92-5903



## Festival and Event Calendar

- April**
  - Yukuizan Cherry Blossom Festival
  - Oguni Cherry Blossom Festival
- May**
  - Tochio Temari Festival
  - Exploring Tochio's Gangi Walkways
  - Rakuzanen Illumination
  - Teradomari Tourism Yosakoi Festival
  - Opening of Mt. Sumon
- June**
  - Imamachi-Nakanoshima Giant Kite Battles
  - Tochio Tourism and Product Fair
  - Koshiji Firefly Festival
- July**
  - Kimpu Shrine Yabusame (horseback archery)
  - Akiba Bonfire Festival
  - Kawaguchi Festival

- August**
  - Nagaoka Festival
  - Teradomari Port Festival
  - Furusato (Hometown) Washima Festival
  - Washima Festival Bow Dance Parade
  - Mishima Festival with Log Sawing Competition
  - Seibei Nakagawa Beer Festa
  - Mochihito Festival with Fireworks Show
  - Tochio Festival
- September**
  - Lord Kenshin Festival
  - Yoita Jugoya (Full Moon) Festival
  - Hachisuba Avenue Ryokan Temari Theater
- October**
  - One Hundred Sacks of Rice Festival
  - Sake Tasting Event at Aôre Nagaoka
  - Agriculture and Fishery Festival in Teradomari
  - Nagaoka City Nishikigoi Fair
  - Route 290 Festival
  - Kawaguchi Autumn Festival

- Echigo Mishima Take Akari Kaido** (Illuminated Bamboo-Lantern Road)
- November**
  - Koshiji Momiji Festival
  - Nagaoka City Autumn Festival
  - Hotokusan Inari Shrine Night Festival
  - Raiden Tenjin Shrine Gokaku (Passing Exams) Prayer Festival
- February**
  - Snow Festival in Koshiji
  - Tochio Playing with Snow Festival
  - Sumon Shrine Hadaka Oshiai (Naked Pushing) Festival
  - Nagaoka Yukishika Snow Festival
  - Oguni Snow Festival and Enduro Snow Race
  - Echigo Kawaguchi Snow Hut and Firefly Festival
- March**
  - Koshi Bonfire Festival
  - Hodare (Rice Plants Bowing down with Full Heads of Grain) Festival





## Hammered Iron Blades of Echigo Yoita

A tradition of craftsmanship and special smithing methods forged since the warring states period

Based on the craftsmanship of swordsmithing in the warring states period, high quality carpentry tools have been produced and supplied from Yoita across Japan since the Edo period. In 1986, the national government designated the Yoita area as a traditional craftwork producer. The hammered iron tools created with Yoita's special smithing methods have a superb cutting quality.



### Hammered Iron Blade Craftsmanship Museum

Map (North): p. 30 Detailed Map ③

Where: 487 Yoita, Yoita-machi, Nagaoka City  
Hours: Sundays 9:00a.m. - 5:00 p.m.  
Closed: Mondays - Saturdays  
Phone: 0258-72-2619  
(Kawamasa Hamono)



## Saw Manufacturing in Wakino-machi

A long tradition of craftsmanship has been supporting local craftsmen since the Edo period.

Saw-manufacturing technology in Wakino-machi originated with Shobei Ogawa (later renamed Nakaya,) who acquired his expertise through an apprenticeship in Aizu-Wakamatsu under Juzaemon Nakaya. It was through his work that locally-produced saws became well-known throughout Japan. The many kinds of saws manufactured in Wakino-machi can meet any customer's needs.



## Rice

Golden rice grains nurtured by the rich soil and the farmers' diligent care

Nagaoka's rice, cultivated both in flat and terraced paddy fields, is highly prized for its excellent taste, color, and luster. In addition to Koshihikari, a well-known brand of rice, another kind of rice exclusively produced for sake brewing is also cultivated in Nagaoka.

## Echigo Nagaoka

# Regional Specialties

Full of Special Techniques and Traditions

Nagaoka is proud of its traditional techniques and spirit nurtured by the harsh environment of this snowy region. There is a collection of regional treasures that will capture your heart once you taste, touch, or use them.



## Tochio's Temari (Ornamental Cloth Handballs)

Gifts for special occasions and for beloved children

Tochio's temari are elaborately hand-made with brightly colored silk threads that are wound in various creative and intricate patterns. Local women began creating temari by using leftover threads from local weaving factories to make toys for children to play with.



Demonstrations and Hands-on-Experience of Temari Making

Michi no Eki R290 Tochio

Map (East): p.30 B-6

Where: 1764 Tochio-Miyazawa, Nagaoka City  
Hours: 2nd Sunday of every month  
10:15 a.m. - 3:00 p.m.

Fee: ¥600  
Phone: 0258-77-0100



## Oguni's Hand-Crafted Washi Paper

Created by families of warm-hearted people in a snowy region

Paper-making originated as farmers' side jobs in the snowy winter months. Oguni's paper-making involves a special process that utilizes the bleaching action of snow, which is known as "kangure." In 1974, this process of paper-making was designated as an intangible cultural property in Niigata Prefecture.



Hands-on-Experience of Paper-Making (reservations required)

Oguni Washi Manufacturers' Association

Map (Southeast): P. 31 A-6

Where: 145 Koguriyama, Oguni-machi, Nagaoka City  
Hours: 9:00 a.m. - 4:00 p.m.  
Closed: 2nd and 4th Saturdays of every month, Sundays, and National Holidays  
Phone: 0258-95-3016

## Japanese Sake

A line-up of a variety of sake produced with pure water, excellent sake rice, and special sake-brewing techniques!!

Local sake breweries are blessed with pure water from the Shinano River full of snow-melt water from the nearby mountains, sake rice exclusively cultivated in fertile lands, and the traditional techniques of the master sake brewers. With these three essential elements of sake brewing, local brewers have produced various kinds of excellent sake. Snow is an essential element necessary for the kanzukuri method of sake-brewing in cold months.



Toasts with Nagaoka's Sake



A city ordinance encourages the people of Nagaoka to toast with sake.

The City of Nagaoka has 16 sake breweries, the largest number of all municipalities in Niigata Prefecture, which is known as a sake-brewing region. The city established an ordinance to encourage the people of Nagaoka to drink sake for toasts. This ordinance is the first of its kind in Niigata Prefecture. This idea was brought up in the hopes that koji-based food culture, such as sake brewing, will be handed down from generation to generation. Just taste-test the local brands and find your favorite! Sake also makes for a wonderful local souvenir.



## Highly-Recommended Regional Souvenirs



### Fresh Seafood

At various stores lining the Teradomari Fish Market Street, enjoy the bounty fresh from the Sea of Japan. [refer to p. 17](#)

### Tochio's Aburage (deep-fried tofu)

Each aburage shop has its own special texture of aburage prepared with different ways of frying. Tochio's jumbo aburage is the largest in size and the best in taste. How about visiting an aburage shop early in the morning and enjoying a piece of freshly-fried aburage?



### Rice Crackers

Unlike other cities across Japan, Nagaoka, known as a rice-farming community, has many rice cracker producing factories. The highly-popular Kaki-no-Tane, in the shape of persimmon seeds, originated in Nagaoka.



You Need to Try These!  
Standard Menu Items in Nagaoka

# The Allure of Nagaoka's Local Delicacies

Local gourmet dishes are such a part of Nagaokans' daily diet that many of us don't usually realize that these dishes are only available in Nagaoka. Visitors from other areas often tell us how unique these dishes are. Enjoy these local delicacies when you visit Nagaoka.

One of the  
top five ramen  
in Niigata

## Nagaoka Shoga Joyu Ramen (Ginger and Soy Sauce Ramen)

The aroma of ginger in soy sauce soup fills your mouth, easily warming you up on cold days. For many years, this ramen has been deeply rooted in Nagaoka, which is known as a highly competitive area for ramen in Japan.

## Remen

Quite different from ordinary cold noodles or Chinese style cold noodles, Nagaoka remen is truly local soul food. The chemistry between the sour soup, sweet mayonnaise, and crisp vegetables is perfect.

## Tochio's Cold Ramen

This chilled ramen with less fat is refreshing on a typically hot and humid summer day in Tochio, which is also known for its heavy snowfall in winter. This cold and tasty ramen is the result of local ideas.

## Osen Ramen

In the image of Lady Osen, the dedicated wife of Lord Kanetsugu Naoe of old Yoita in the Warring States Period, this soy-milk-based ramen originated in the Yoita District in 2015. The harmony of the mild white broth seasoned with salt and the locally-grown vegetables create an exquisite taste.

## Yofu Katsudon

(Western-Style Pork Cutlet Dish with Rice)

Slices of pork cutlet lie on a bed of rice and are drenched with a western-style sauce. There is the "Western-Cuisine" type with a ketchup-based sauce and the "Restaurant" type with a demi-glace sauce, both lovingly called "yokatsu (western-style cutlet)" among the locals.

## Italian

Yakisoba (a stir-fried noodle dish) topped with meat sauce is a popular fast-food dish in Niigata Prefecture. It is often presented on TV as a typical Niigata B-grade cuisine.

When people here say "Italian," it means this kind of stir-fried noodles, which should always come with gyoza (pot stickers).

## Shoyu Sekihan

Nagaoka's unique sekihan is made from glutinous rice steamed with kidney beans and flavored with soy sauce. The delicate balance of soy sauce, steamed rice, and mildly sweet kidney beans make Nagaoka's sekihan, a regional specialty, incredibly delicious. Shoyu sekihan is available at any supermarket in town throughout the year.

## Hegi Soba, Buckwheat-Funori Noodles

A special feature of soba-making in Nagaoka is the use of funori (a kind of seaweed) as a thickener, which makes these soba noodles smooth, firm, nutritious, and delicious. Soba noodles are served on a special tray called hegi. The accompanying tempura, deep-fried vegetables and seafood, are also dipped in the soy-based sauce for the buckwheat noodles. This is the local way to enjoy tempura.

## A Lineup of the Bounty of the Sea of Japan and Seasonal Specialties



## Teradomari Fish Market Street

Map (North): p. 30 B-2

Facing the Sea of Japan, this bustling market street lined with wall-to-wall storefronts providing a variety of fresh marine products and souvenirs attracts a great number of locals and tourists throughout the year. This marketplace is nicknamed Ameyoko Fish Alley, in the style of Ameyoko Alley in Ueno, Tokyo.



## Hamayaki Grilled Seafood

Fresh seafood grilled on-site at the Teradomari Fish Market is a constant draw. One of the most popular treats is grilled squid, but you should find your own favorite.

## Banya Jiru Soup

In the old days, fishermen used to prepare a large pot of soup called banya nabe with various kinds of fish and seafood at their guard lodges (banya) on the beach. These days, banya nabe is often served during seasonal events.





# Enjoy Outdoor Activities

Nagaoka has a naturally-blessed environment surrounded by rivers, mountains, the ocean, and snow. You can enjoy outdoor activities with your family and friends at various locations around the city throughout the year.



## Echigo Hillside National Government Park

Map (Central): p. 29 A-3

The largest national government park in the Hokuriku region is well equipped with various recreational facilities. Seasonal flowers and occasional light shows always attract many visitors.

Where: 1950-1 Aza-Mitsumata, Miyamoto-Higashikatamachi, Nagaoka City  
Hours: 9:30 a.m. - 5:00 p.m. in April, September, and October  
9:30 a.m. - 6:00 p.m. from May to August  
9:30 a.m. - 4:30 p.m. from November to March

Admission: ¥450 (¥210 for 65 years old and above)  
Free for junior high school students and under

Closed: January 1  
Mondays in January - March  
(Tuesday if Monday is a holiday.)  
Irregularly in April - December  
(check park information for details)

Phone: 0258-47-8001  
<http://echigo-park.jp/>



## Washima Autocamp Site

Map (North): p. 30 A-3

This camping site overlooking the Sea of Japan is an ideal place for vacationers to refresh themselves with the pleasant ocean breeze, swimming at the beach, the beautiful sunset on the water, followed by a dark sky full of twinkling stars.

Where: 1 Ryotaka, Nagaoka City  
Open: Mid-April - Early November  
Phone: 0258-74-3010  
<http://www.kizuna-camp.com/>



## Beaches

Map (North): p. 30

Nozumi Beach, Chuo Beach, Kanayama Beach, Gomoto Beach, and Ochimizu Beach

These five beaches sit along the 16-kilometer coastline stretching south from Teradomari. The sea is fairly shallow for a good distance from the shore. Families visiting from in and around Niigata Prefecture can enjoy the water and have a relaxing time.

Phone: 0258-75-3363 (Teradomari Tourism Association)  
<http://www.city.nagaoka.niigata.jp/kankou/asobu/asobu/kaisuiyoku>



## Umamichi Forest Park

Map (North): p. 30 B-4

You can feel the deep richness of nature in this forest. The tree-shaped cottages are a popular attraction for vacationers.

Where: 745 Motoyoita, Yoita-machi, Nagaoka City  
Office Hours: 9:00 a.m. - 5:00 p.m.  
Closed: November 21 - March 31  
Phone: 0258-74-3010  
<http://www.kizuna-camp.com/>



## Doin Heights Camping Site

Map (East): p. 30 C-7

Situated at the foot of beautiful Mt. Sumon, this site is an ideal place for camping including an autocamp area, mountain climbing, and glestain skiing (a form of grass skiing).

Where: 8092 Tochibori, Nagaoka City  
Season: Mid-May - Early November (tentative)  
Closed: Wednesdays  
Phone: 0120-33-0773  
<http://www.tochio.net/doin>



## Oguni Forest Park

Map (Southwest): p. 31 A-6

Visitors can enjoy camping at this spacious park blessed with rich vegetation. The park has facilities for overnight accommodations, a hot bath on a day trip, and a hands-on experience of the natural environment.

Where: 208 Ogunimachi-Kamiiwata, Nagaoka City  
Open: 10:00 a.m. - 8:00 p.m.  
Closed: Wednesdays (or Thursday if Wednesday is a holiday)  
December 1 - March 31  
Phone: 0258-95-3161 (Yoraku-kan)  
<http://www.ogurin-park.com/>



You may be able to find Japanese rhinoceros beetles or stag beetles.

## Kawaguchi Sport Park

Map (Southeast): p. 31 E-5

Autocamp Site and Tableland Camp Site

These camping sites are well equipped with a baseball park, a multi-purpose plaza, and cottages. The Echigo Kawaguchi hot spring bath house is nearby for day-trippers. (p. 24)

Where: 2456 Kawaguchi-Nakayama, Nagaoka City  
Open: April 1 - November 30 (depending on the accumulation of snow)  
Phone: 0258-89-4171  
0258-89-3000 (for cottage reservation)  
<http://www.city.nagaoka.niigata.jp/kankou/asobu/taiken/kawa-camp.html>



## Popular and Friendly Ski Areas in Nagaoka City

### Tochio Family Ski Area

Map (East): p. 30 C-6

The cornice (a huge icy overhang) of Mt. Sumon, is a work of art created by Mother Nature. At the end of the season, you can enjoy the "Mt. Sumon Cornice Tour" and the "Appreciation Festival."

Where: 6044 Tochibori, Nagaoka City  
Season: Late December - Early March  
Hours: 9:00 a.m. - 5:00 p.m.  
5:00 p.m. - 9:00 p.m.  
(Fridays, Saturdays, and the day before a holiday)  
Phone: 0120-33-0773  
<http://www.tochio.net/ski/>



The cornice of Mt. Sumon



### Nagaoka Municipal Ski Area

Map (Central): p. 29 D-3

Surrounded by the natural environment of the East Mountain Range, the slopes welcome snowboarders and skiers, from beginners to experts. The top of the hill commands a panoramic view of the city.

Where: 3300 Suyoshi-machi, Nagaoka City  
Season: Late December - Early March  
Hours: 9:00 a.m. - 5:00 p.m.  
Phone: 0258-34-2225

### Koshi Kogen Ski Area

Map (Southeast): p. 31 DE-3

Skiers can feel the at-home atmosphere on the slopes equipped with only a single chair lift. A continuous variety of events on the snow-covered ground are always being planned.

Where: 910 Yamakoshi-Takezawa-ko, Nagaoka City  
Season: Late December - Early March  
Hours: 9:00 a.m. - 5:00 p.m.  
Night Skiing (Wednesdays, Fridays, and Saturdays)  
5:00 p.m. - 9:00 p.m.  
Closed: Mondays and Tuesdays  
(open if they are national holidays)  
Phone: 0258-59-3500





# Encounter Cute Eyes

The opportunity to make friends with marine animals and soft and fluffy land animals awaits!

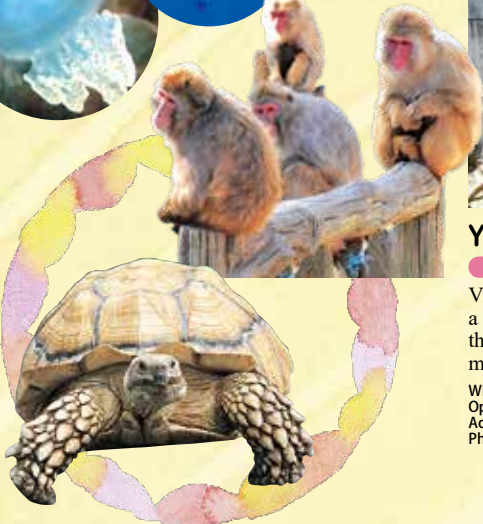


## Teradomari Aquarium

Map (North): p. 30 B-2

Built on the Sea of Japan, this aquarium has a variety of collections of nearly 10,000 marine and fresh water animals of about 400 different species, including Magellan penguins and harbor seals. On a clear day, visitors can enjoy a panoramic view of Sado Island from the observatory.

Where: 9353-158 Teradomari-Hanata, Nagaoka City  
Hours: 9:00 a.m. - 5:00 p.m. (last admittance - 4:30 p.m.)  
Closed: December 28 - January 4  
Admission: General - ¥700, JHS Students - ¥450  
ES Students - ¥350, 3- to 5-year-olds - ¥200  
Phone: 0258-75-4936  
<http://www.aquarium-teradomari.jp/>



## Yamakoshi Alpaca Farms

Map (Southeast): p. 31 E-2 F-1

In 2009, the owner of Green Dog Alpaca Ranch in Colorado, U.S.A. presented some alpacas to the earthquake-devastated district of Yamakoshi in order to encourage the disaster-affected people and suggested they establish an alpaca farm as a tourist spot. The quiet and gentle alpacas are now used to life in Yamakoshi, relaxing in the mini-farms at two locations in the district.

Where: 169 Yamakoshi Takezawa-otsu, Nagaoka City (Yubu Farm)  
2978 Yamakoshi-Tanesuhara, Nagaoka City (Tanesuhara Farm)  
Open: 9:00 a.m. - 5:00 p.m.  
Closed: Snowy months  
Admission: Free  
Feed: ¥100/bag  
Phone: 0258-59-2062  
(Yamakoshi Alpaca Village Co., Ltd.)



## Yukyuzan Mini-Zoo

Map (Central): p. 29 D-3

Visitors can see several species of birds including a peacock, black-headed ibises (closely related to the crested ibis), and pheasants. At the "monkey mountain," playful monkeys romp and relax.

Where: Otsu, 96 Oyama-machi, Nagaoka City (in Yukyuzan Park)  
Open: 8:30 a.m. - 5:00 p.m. (all year round)  
Admission: Free  
Phone: 0258-37-6385



## Niigata Prefectural Museum of History

Map (Central): p. 29 B-3

Situated on the hill of Sekihara, the home of ancient flame-shaped pots, this facility is a Jomon-culture-based museum where Niigata's history and culture as well as Jomon culture are introduced and studied from a national and global point of view. Along with the permanent displays, there are also special exhibits.

Where: 2247-2 Gongendo, 1 Sekihara-machi, Nagaoka City  
Hours: 9:30 a.m. - 5:00 p.m.  
Closed: Mondays (or Tuesday if Monday is a holiday)  
December 29 - January 3  
Admission: General - ¥510  
SHS and College Students - ¥200  
JHS Students and under - Free  
Discounts for groups of 20 or more  
Phone: 0258-47-6130  
<http://nbz.or.jp/>

# The Vast Land of the Jomon Culture

Where did our ancestors come from? Civilizations usually form and flourish in areas where water exists. This is basic knowledge throughout the world. With the Shinano River flowing through it, Nagaoka is also a land with numerous historic sites and ancient objects being discovered.

## The Flame-Shaped Pot and the Umataka Historic Site

The Flame-Shaped Pot (exclusively named), whose projections resemble tongues of flames, was first unearthed at the Umataka Historic Site in 1936. Together with this ancient pot, 300 other pieces of ancient earthenware and stone tools have been designated as important cultural properties.



## Umataka Jomon-Kan Museum

Map (Central): p. 29 B-3

Where: 3060-1, 1 Sekihara-machi, Nagaoka City  
Hours: 9:00 a.m. - 5:00 p.m.  
Closed: Mondays (or Tuesday if Monday is a holiday)  
December 29 - January 3  
Admission: General and College Students - ¥200 (Party - ¥150)  
HS Students and under - Free  
Discounts for groups of 20 or more  
Phone: 0258-46-0601  
<http://www.museum.city.nagaoka.niigata.jp/umataka/>

## Fujihashi Historic Site

This historic site features elevated-floor-style dwellings of an ancient community which is believed to have flourished in the western hills of the Shinano River at the end of the Jomon period. The site is known as one of the few communities where gemstones such as jade were processed.



## Fujihashi Historic Plaza

Map (Central): p. 29 B-3

Where: 4157-1 Nishizu-machi, Nagaoka City  
Hours: 9:00 a.m. - 5:00 p.m.  
Closed: Mondays (or Tuesday if Monday is a holiday)  
Winter months  
Admission: Free  
Phone: 0258-46-8441

Flame-Style Pot



Crown-Style Pot



The Flame-Shaped Pot was discovered first in Japan at the Umataka Historic Site.

## Flame-Shaped Pot

Flame-Style Pottery, Sophisticated Artifacts from the Jomon Period

On Display at the British Museum



Nagaoka's approximately 5,000-year-old flame-style pots, which were unearthed at the Iwanohara Historic Site of Fukasawa-machi, are on display at the British Museum in the U.K. for three years starting from October 2016. In 2012, Nagaoka's ancient pottery pieces were in a special display at the museum. On the occasion of a renewal project of the Jomon Period Section of the Japanese Gallery at the British Museum, the museum requested that the City of Nagaoka display some pieces of its ancient pottery. The highly artistic flame-style pottery fascinates all who see it.





# Enjoy the Nostalgic Landscape of Japan.

## Terraced Rice Paddies and Carp Ponds

Yamakoshi

The step-like terraced rice paddies and ponds dotting the hillsides of mountainous Yamakoshi are our historic heritage. They present to us special seasonal features and remind us of nostalgic rural landscapes from the good old days. Raising *Nishikigoi* by utilizing terraced ponds is the symbolic industry of this area. "The System of the *Nishikigoi* Breeding Industry and Rice Farming Utilizing the Bounty of Snow" was one of the first items listed as Japan's Important Agricultural Heritage Systems.



Yamakoshi



Kawaguchi



Tochio

## Bullfighting (Yamakoshi District)

Map (Southeast): p. 31 F-3

Cattle are essential for farming in mountainous areas. The approximately 1,000-year-old tradition of bullfighting is considered to be a sacred event in Yamakoshi. The specific feature of this tradition is to pull the two bulls apart at the climax of fighting without deciding victory or defeat. The locals' strong determination helped revive and preserve this tradition of bullfighting that was once discontinued. The bullfighting in this community is designated as an important national treasure of intangible folk culture.

Where: 960 Minamidaira-otsu, Yamakoshi, Nagaoka City  
(Yamakoshi Bullfighting Ground)  
Hours: 10:00 a.m. (doors open), 1:00 p.m. (matches start)  
Season: May - Early November  
Admission: General - ¥2,000, ES Students and under - Free  
Phone: 0258-59-3933 (Yamakoshi Bullfighting Association)  
0258-59-2343 (Yamakoshi Tourism Association)



*Ancient times  
Reminiscing about them  
In a dream or reality  
While listening to the sounds of  
Drizzling rain*

(by Ryokan, a Zen monk)

**If you feel like Ryokan did,  
come visit Nagaoka where  
nostalgic landscapes pull at  
your heartstrings.**



The Echigo Plain from Nakanoshima



The land where the Shinano  
and the Uono meet



Late July - Mid-August

## Okuchi Renkon (Lotus Root) Field (Nakanoshima District)

Even though the soil in the Nakanoshima Okuchi area was inappropriate for rice cultivation, it was found to be good for growing lotus roots. Since that discovery, for over 90 years, Okuchi lotus roots with their crisp texture have been a well-known brand in Japan. The vast field with large green leaves in spring and with pristine lotus flowers in summer is truly a wonderful sight.



## Rengeji's Osugi (Giant Japanese Cedar Tree) (Mishima District)

Map (Central): p. 29 A-1

The beautiful giant Japanese cedar tree towering over the grounds of Shichishagu Shrine is estimated to be about 1,200 years old and designated as a natural monument in Niigata Prefecture. The neighboring Osugi Park with its deep, rich nature is ideal for picnicking.

## Osugi Park

Map (Central): p. 29 A-1

Where: 1993-4 Rengeji, Nagaoka City  
Open: 9:00 a.m. - 5:00 p.m.  
Closed: Tuesdays and winter months  
Admission: Free  
Phone: 0258-42-3478  
(Osugi Hall in Osugi Park)

## Todo no Mori Yusui (Spring Water) (Tochio District)

Supplying drinking and irrigation water, this spring has been a source of life for the community since the old days. Thanks to the locals' worship of the nearby mountain and a mythological god with the upper body of a horse and the lower body of a human, the spring continues to provide fresh and clear water in the sacred forest. The spring water is recognized by the Environmental Agency as one of the top 100 spring water locations in Japan, and is also recognized as one of Niigata's "Excellent Waters." The forest's soft spring water attracts many visitors who enjoy drinking it and even taking containers of it home.

## Todo no Mori Meisui Park Map (East): p. 30 B-7

Where: 3996 Nishinakanomata, Nagaoka City  
Open: 9:00 a.m. - 5:00 p.m.  
Closed: Winter months and Tuesdays  
(Open on Tuesday if it is a holiday and on Tuesdays in August)  
Admission: Free  
Phone: 0258-58-3050 (Atore Todo)  
0258-51-1195 (Tochio Tourism Association [during winter months])



## Yukiwariso (a kind of primrose) (Prefectural Flower)



Early March - Early April

A kind of primrose known as yukiwariso in Japanese literally means a plant that grows by breaking through the snow cover. People from snowy regions especially admire yukiwariso because it is a plant that announces the arrival of spring. You can enjoy many colonies of yukiwariso in various shapes and colors throughout Niigata Prefecture. In Nagaoka, the Echigo Hillside Park (refer to p.18), the Snowy Region Botanical Gardens, and the Washima District are the places where you can enjoy yukiwariso.

## Snowy Region Botanical Gardens Map (Central): p. 29 A-2

Where: 3 Miyamoto-machi, Nagaoka City  
Open: 9:00 a.m. - 5:00 p.m.  
Closed: Mid-November - Late March  
Admission: General - ¥400, ES/JHS/SHS Students - ¥50  
Discounts for groups of 20 or more  
Phone: 0258-46-0030 <http://www.niks.or.jp/syokubut/>

## Mini Illustrated Guide to Nagaoka Nishikigoi

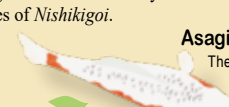
(Multi-Colored Ornamental Carp)

The former "20-Village Communities" with the Yamakoshi District as their center are said to be the birthplace of the *Nishikigoi*, which is known as the symbolic fish of Japan. Nagaoka designated *Nishikigoi* as its official city fish. Here are a few examples of *Nishikigoi*.



**Kohaku**

The most popular breed with red patterns on a white body



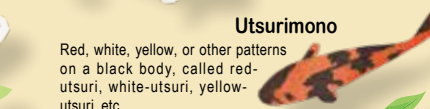
**Asagi**

The back is covered in blue scales and the lower body has accents of red.



**Taishosanshoku**

Tri-colored with black and red patterns on a white body



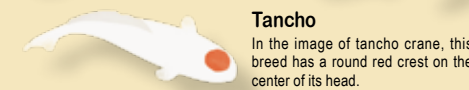
**Utsurimono**

Red, white, yellow, or other patterns on a black body, called red-utsuri, white-utsuri, yellow-utsuri, etc.



**Showasanshoku**

Tri-colored with red and white patterns on a black body



**Tanchu**

In the image of tanchu crane, this breed has a round red crest on the center of its head.







## Yomogihira Hot Spring Resort

Map (Central): p. 29 D-4

Located in a suburban mountainous area, the hot spring water of the three Japanese-style inns are different in quality, yet they are all effective for skincare. At the neighboring Koryu Shinto Shrine, worshippers from various parts of Japan pray for business prosperity and the well-being of their families. This naturally-blessed area also allows visitors convenient access to the Yamakoshi District, which is known for its Nishikigoi (multi-colored ornamental carp) farming and bullfighting.



## Koryu Shrine

Map (Central): p. 29 D-4

Where: 1284 Yomogihira-machi, Nagaoka City  
Phone: 0258-23-2020

## Hot Spring Resorts in Nagaoka

Yomogihira Hot Springs:Izumiya .....	P. 29 D-4	0258-23-2231
Fukubikiya .....	P. 29 D-4	0258-23-2221
Yomoyamakan .....	P. 29 D-4	0258-23-2121
Aoba Hot Spring SQUARE Nagaoka .....	P. 29 A-3	0258-47-5656
Nagaoka Kamaburo Hot Spring Inn .....	P. 29 C-4	0258-22-2036
Katsura Hot Spring .....	P. 30 A-5	0258-44-8480
Nagaoka Hot Spring Yumotokan .....	P. 29 D-3	0258-32-2492
Mishimadani Hot Spring Eikyuso.....	P. 29 A-3	0258-46-2258
Jiho Hot Spring .....	P. 29 B-2	0258-28-4126
Airin Hot Spring .....	P. 29 D-3	0258-35-6151
Haige Hot Spring Haige no Yu Toaikan .....	P. 29 A-3	0258-47-0596
Asoda Kannondo Hot Spring Aso no Yu .....	P. 29 D-2	0258-31-9300
Teradomari Hot Spring Teradomari Onsen Hokushinkan .....	P. 30 B-2	0258-75-2172
Teradomari Kaigan (Seaside) Hot Springs		
Bimi Tankyu no Yado Sumiyoshiya .....	P. 30 (Detailed)	0258-75-3228
Tajin .....	P. 30 (Detailed)	0258-75-3377
Teradomari Misaki (Cape) Hot Springs		
Hotel Asuka .....	P. 30 B-1	0258-41-6111
Teradomari Nozumi Kaigan (Seaside) Hot Spring Yasuragi no Yado Yuhana .....	P. 30 B-1	0258-75-5032
Shionoiri Hot Spring Shiho no Sato So .....	P. 30 B-3	0258-72-4649
Koshi no Yu.....	P. 30 B-3	0258-72-4385
Nishidani Hot Spring: Chuseikan .....	P. 31 B-3	0258-94-2417
Yumoto Ryokan .....	P. 31 B-3	0258-94-2406
Nigoro Mineral Spring Choseikan .....	P. 30 B-6	0258-52-2365
Enmei no Yu Yorakukan .....	P. 31 A-6	0258-95-3161



## Hanamizuki Hot Spring Kiho

Map (Central): p. 29 B-2

Surrounded by the rich natural environment of the Mishima District, visitors can enjoy the beautiful landscape and various types of hot spring baths. Free foot baths are also offered in August, December, and January.

Where: 6964 Kamiwai, Nagaoka City  
Hours: 10:00 a.m. - 10:00 p.m. every day  
Admission: ¥870 for a hot bath on a day trip  
Phone: 0258-42-4126  
<http://www.kihou.jp/index.html>



## Teradomari Hot Spring Resort

Map (North): p. 30 B-1 B-2

Teradomari Kaigan (Seaside) Hot Spring is located near Teradomari Port. Teradomari Hot Spring is slightly inland. Teradomari Misaki (Cape) Hot Spring and Teradomari Nozumi Kaigan (Seaside) Hot Spring are to the north of the fish market street.



## Echigo Tochio Hot Spring Oirako no Yu

Map (East): p. 30 B-6

As oirako means “my home” in Tochio’s local dialect, young and old alike are welcome to enjoy the at-home atmosphere here. A free foot bath is offered from spring to autumn.

Where: 179-2 Akatani, Nagaoka City (Senior Citizens' Center Tochio)  
Hours: Sunday - Wednesday  
11:00 a.m. - 8:00 p.m.  
12:00 a.m. - 7:00 p.m. (hot bath)  
Fridays and Saturdays  
11:00 a.m. - 9:00 p.m.  
12:00 p.m. - 8:00 p.m. (hot bath)  
Closed: Thursdays and December 29 - January 3  
Admission: Senior Citizens - ¥250, General - ¥400, SHS Students - ¥350  
JHS Students - ¥250, ES Students - ¥200  
Discounts for groups  
Phone: 0258-89-8590

## Echigo Kawaguchi Hot Spring Hotel Sun Rolla

Map (Southeast): p. 31 E-5

This hot spring complex equipped with hot spring baths, a sport gym, and a heated swimming pool will help visitors rehabilitate and promote good health. Along with the fine quality of the hot spring water and the beautiful view of the surrounding landscape, this facility features unique types of baths such as baths with water straight from the hot spring source and an electric bath with a low-frequency electric current. The adjacent Hotel Sun Rolla is perfect for accommodations.

Where: 2515-4 Kawaguchi-Nakayama, Nagaoka City  
Hours: 10:00 a.m. - 9:00 p.m.  
Closed: 1<sup>st</sup>, 3<sup>rd</sup>, and 5<sup>th</sup> Tuesdays  
Admission: General - ¥800, Children - ¥550  
Phone: 0258-89-4511 (Echigo Kawaguchi Hot Spring)  
0258-89-3000 (Hotel Sun Rolla)  
<http://www.hotel-sunrolla.jp/>

## Momijien Maple Garden

Map (Southwest): p. 31 C-2

Completed in 1896 as a villa for the Takahashi Family, wealthy landowners of the former Raikoji Village, the garden is well-known for its breathtaking view of crimson maple leaves in the autumn, during which the Momiji Festival is held. The illuminated garden in the autumnal evening creates a spectacular world of lights.

Where: 600 Asahi, Nagaoka City  
Closed: Winter months  
Admission: Free  
Phone: 0258-92-5903  
(Commerce, Industry, and Tourism Section  
Industrial Construction Division, Koshiji Branch Office)

## Shoraikaku

Map (Southwest): p. 31 C-2

This traditional Japanese-style house is the former residence of Yonosuke Hirasawa, the founder of the Asahi-Shuzo Sake Brewing Co., Ltd. The house is decorated with art déco-style architecture such as round windows and stained glass windows.

Where: 880-1 Asahi, Nagaoka City  
Hours: 10:00 a.m. - 3:00 p.m.  
Closed: Saturdays, Sundays, national holidays, and winter months  
(Asahi-Shuzo Sake Brewing Co., Ltd.)  
Admission: Free  
Phone: 0258-92-3181



## Rakuzanen Garden

Map (North): p. 30 B-4

Completed in 1892 as a villa for the wealthy merchant Miwa Family, the illuminated Rakuzantei Cottage and azalea blossoms in the Japanese-style landscape garden attract many visitors in May.

Where: Ko 627, Yoita-ko, Yoita-machi, Nagaoka City  
Open: 9:00 a.m. - 9:00 p.m.  
Closed: December 28 - January 3  
Admission: Free  
Phone: 0258-72-3201  
(Industrial Construction Division, Yoita Branch Office)



## Hasegawa Residence

Map (Southwest): p. 31 A-4

The Hasegawa Residence, the oldest private house in Niigata Prefecture, was owned by the Hasegawa Family, landowning wealthy farmers in the former Koshiji Village. In 1706, a large-scale fire broke out and burned down the original mansion. The present-day mansion is said to have been reconstructed in 1716. The historic mansion with its unique architectural features was designated as one of the nation's important cultural monuments in 1982.

Where: 773-1 Tsukanoyama, Nagaoka City  
Hours: 9:00 a.m. - 4:30 p.m.  
Closed: December 1 - March 31  
Admission: SHS students and above - ¥420  
ES and JHS Students - ¥210, Discounts for groups  
Phone: 0258-94-2518 (Hasegawa Residence)  
Phone: 0258-92-5903  
(Commerce, Industry, and Tourism Section  
Industrial Construction Division, Koshiji Branch Office)



Shoraikaku



Momijien Maple Garden Tomoeagaoka Cottage

## Otake Memorial House

Map (North): p. 30 C-4

Kanichi Otake, a well-known local lawmaker, was born in this house. He dedicated himself to various river improvement and development projects for the Kariyata River and the Okozu Diversion Channel. The landscaped garden is blessed with beautiful cherry blossoms in spring.

Where: 4-1 Nakanoshima, Nagaoka City  
Hours: 10:00 a.m. - 3:00 p.m.  
1<sup>st</sup> and 3<sup>rd</sup> Fridays and 2<sup>nd</sup> Sundays of every month  
Closed: December 28 - January 4  
Admission: Free  
Phone: 0258-61-2010  
(Regional Promotion Division  
Nakanoshima Branch Office)



# A Relaxing and Healing Tour

Nagaoka, a modern city with all the excitement of a bustling town, is where you can also find a nostalgic atmosphere from the good old days. How about visiting these cozy places and taking a step back in time?

## Settaya

A Time-Honored Neighborhood with Breweries



Settaya flourished as a hub of transportation starting in the Edo period. Kofukuji Temple, the former headquarters of the Nagaoka feudal domain during the Boshin civil war, still remains in this neighborhood. Blessed with quality water, the Settaya area has been known as a neighborhood of breweries over the years. Many time-honored sake and shoyu (soy sauce) breweries and miso (soybean paste) factories are concentrated within a 500-square-meter area. Visitors can smell the sweet fragrance of koji malt all around the town. The Settaya area has several registered tangible cultural assets of Japan including old storehouses and other buildings as well as many little shrines including Inari shrines. How about strolling around this retro town with its nostalgic atmosphere from the good old days?

Map (Central): p. 29 (Detailed)



## Enjoy Guided Tours

Enjoy interesting and relaxing guided tours of this historical neighborhood filled with various types of breweries.

**Fee: ¥1,000 per Group (1-15 visitors) for 2 hours**

**Application: Nagaoka Incorporated Association of Tourism and Conventions**

**Phone: 0258-32-1187 (9:00 a.m. - 6:00 p.m.)**









**NAGAOKA CITY MAP**

The Sea of Japan

Map (North) → p. 30

Map (Central) → p. 29

Map (East) → p. 30

Map (Southwest) → p. 31

Map (Southeast) → p. 31

Legend:

- JR-Trains
- JR Joetsu Shinkansen Bullet Trains
- Expressways

**Map (Central)**

Map of Nagasaki City, Japan, showing major roads, parks, museums, and landmarks. The map is divided into a grid with letters A, B, C, D across the top and numbers 1, 2, 3, 4 down the left side.

**Key Landmarks and Locations:**

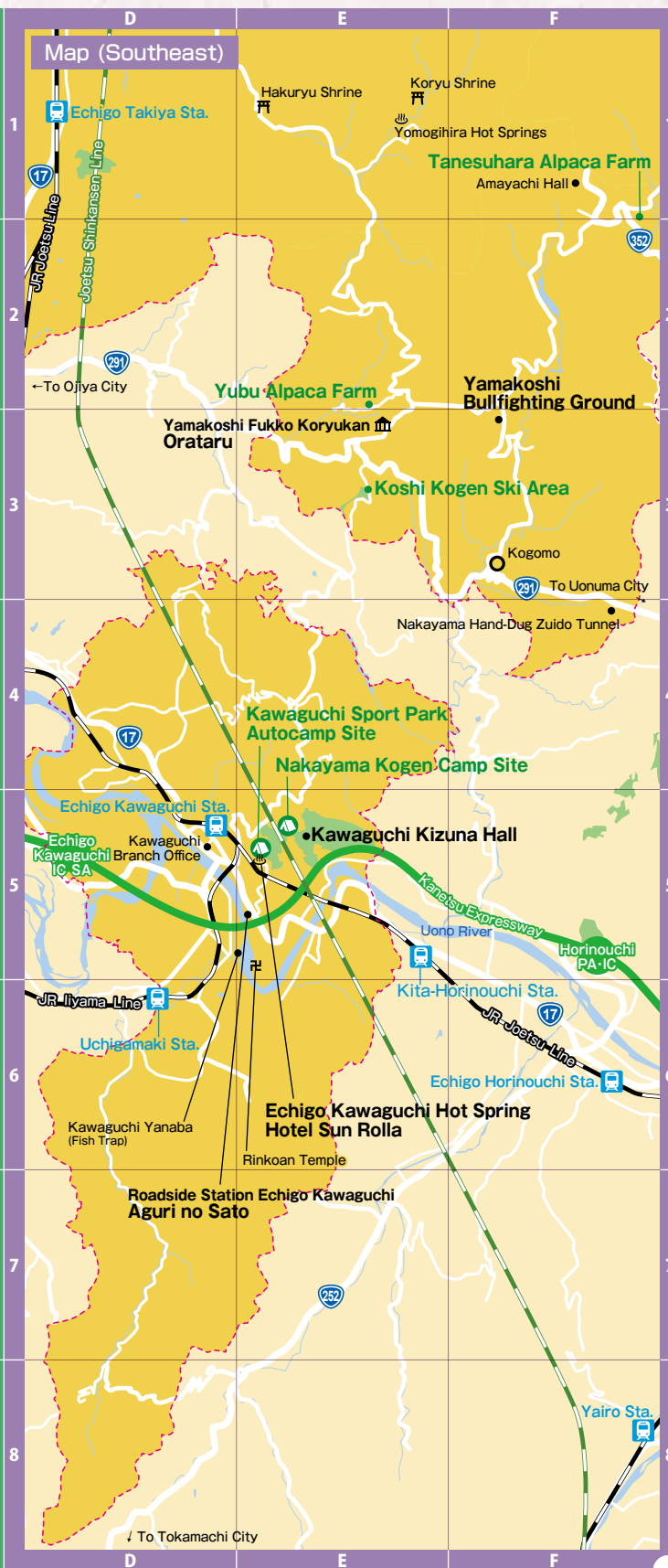
- Parks:** Osugi Park, Rengeji's Giant Japanese Cedar Tree, Snowy Region Botanical Gardens, Umataka Jomon Kan Museum, Echigo Hillside National Government Park, Momijien Maple Garden, Tomoegaoka Nature Park, Koshiji Riverside Park, Yukyuzan Park, Higashiyama Family Land.
- Museums:** Niigata Prefectural Museum of History, Museum of the Makinos Lords of Nagaoka Han, Nagaoka Municipal Museum of Local History, Nagaoka High School Memorial Museum, Nagaoka Municipal Ski Area.
- Hot Springs:** Mishima Hot Spring, Kiho Hot Spring, Jiho Hot Spring, Aoba Hot Spring, Haiga Hot Spring, Nagaoka Hot Spring, Aso no Yu Hot Spring, Nagaoka Kamaburo Hot Spring, Yomogihira Hot Spring.
- Temples and Shrines:** Hokkeji Temple, Mishima Branch Office, Mishima Museum of Local History, Nagaoka Lyric Hall, Nagaoka Ohashi Shrine, Hiragata Shrine, Chosei Shrine, Kofukuji Temple, Koryu Shrine, Hakuryu Shrine.
- Hotels and Accommodations:** Mishima Hotel, Nagaoka Lyric Hall, Nagaoka Ohashi Shrine, Hiragata Shrine, Chosei Shrine, Kofukuji Temple.
- Transportation:** Nagaoka Expressway, Kanetsu Expressway, JR Joetsu Line, JR Shinkansen Line, Nagaoka Station, Kita-Nagaoka Station, Miyauchi Station, Maekawa Station, Echigo-Takiya Station, Raikoji Station, Nagaoka-Minami-Koshiji Smart IC.
- Other:** Monument of One Hundred Sacks of Rice, Former Site of Zaodo Castle, Nagaoka Red Cross Hospital, Niigata Prefectural Museum of Modern Art, Nagaoka Nishi Hospital, Municipal Athletic Field, Nagaoka Municipal Auditorium, Nagaoka Chuo General Hospital, Airin Hot Spring, Nagaoka Country Club, Nagaoka Kamaburo Hot Spring, Nagaoka Kamaburo Hot Spring, Nagaoka Kamaburo Hot Spring, Nagaoka Kamaburo Hot Spring.

**Callout Box: Settaya, a Historical Neighborhood Filled with Various Types of Breweries**

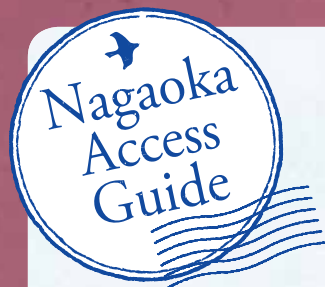
This callout box provides a detailed view of the Settaya neighborhood, showing various types of breweries and historical sites. Key locations include:

- Kina Saffronshu Hongo (Saffron Liqueur Brewery)
- Takekoma Inari Shrine
- Koshi no Murasaki (Soy Sauce Producer)
- Yoshinogawa (Sake Brewery)
- Hisagotai (Sake Brewery Museum)
- Kompira Shrine
- Hoshiroku (Soybean Paste Producer)
- Settaya Nursery School
- Kofukuji Temple
- Hoshino Honten (Soybean Paste and Soy Sauce Producer)
- Hasegawa Shuzo (Sake Brewery)









### Information

**JR Nagaoka Station**  
(Train Schedule, Paging, Lost & Found)  
Phone: 050-2016-1600

**Echigo Kotsu Information Desk**  
(Nagaoka Station Office)  
Phone: 0258-32-2809

**Sado Kisen Teradomari Port**  
(Sadokisen Tourism Teradomari Office)  
Phone: 0258-75-3294



### Expressways

Tokyo	→ Nagaoka IC	Approx. 3 hrs.
Koriyama	→ Nagaoka IC	Approx. 2 hrs. and 30 min.
Nagoya	→ Nagaoka IC	Approx. 5 hrs. and 10 min.
Nagano	→ Nagaoka IC	Approx. 1 hr. and 50 min.
Kanazawa	→ Nagaoka IC	Approx. 3 hrs.
Osaka	→ Nagaoka IC	Approx. 6 hrs. and 40 min.

### Express Buses

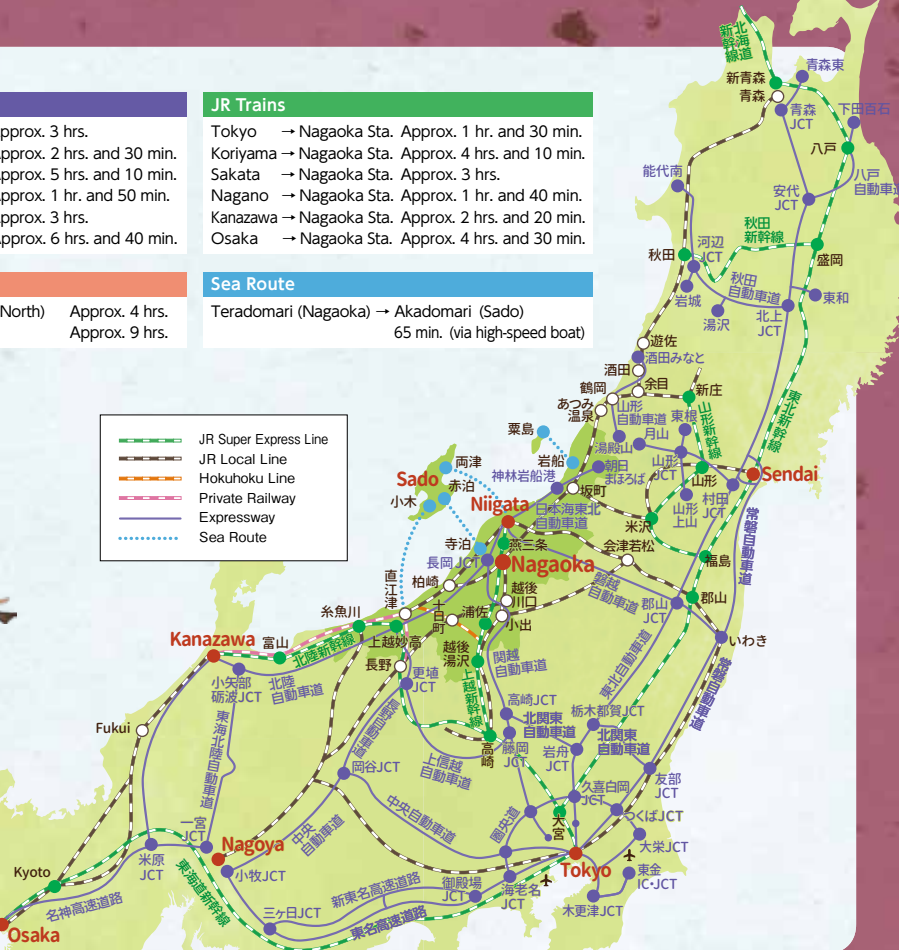
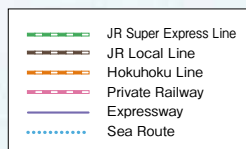
Tokyo	→ Nagaoka Kita (North)	Approx. 4 hrs.
Osaka	→ Nagaoka Sta.	Approx. 9 hrs.

### JR Trains

Tokyo	→ Nagaoka Sta.	Approx. 1 hr. and 30 min.
Koriyama	→ Nagaoka Sta.	Approx. 4 hrs. and 10 min.
Sakata	→ Nagaoka Sta.	Approx. 3 hrs.
Nagano	→ Nagaoka Sta.	Approx. 1 hr. and 40 min.
Kanazawa	→ Nagaoka Sta.	Approx. 2 hrs. and 20 min.
Osaka	→ Nagaoka Sta.	Approx. 4 hrs. and 30 min.

### Sea Route

Teradomari (Nagaoka)	→ Akadomari (Sado)	65 min. (via high-speed boat)
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## Nagaoka City Tourism Planning Division

Nagaoka City Office Otedori Building Phoenix Ote East 6F  
2-6 Otedori, Nagaoka City 940-0062  
Phone: 0258-39-2344 FAX: 0258-39-3234  
E-mail: kanko@city.nagaoka.lg.jp  
PC: <http://www.city.nagaoka.niigata.jp>  
Cell: <http://www.city.nagaoka.niigata.jp/m/>



▲ Smartphone



▲ Feature Phone

### Tourist Information

■ Machinaka Tourist Plaza  
Phone: 0258-31-5202 Fax: 0258-31-5203  
PC: <http://www.nagaoka-navi.or.jp>

■ Nagaoka Station Tourist Information  
Phone: 0258-36-3520

■ Nagaoka City Teradomari Tourist Information  
Phone: 0258-75-3363

### Accommodation Information

■ Nagaoka City Hotel/Inn Association  
Phone: 0258-29-7654

■ Nakanoshima Branch Industrial Construction Division  
788 Nakanoshima, Nagaoka City 954-0192 Phone: 0258-61-2013

■ Koshiji Branch Industrial Construction Division  
715 Ura, Nagaoka City 949-5493 Phone: 0258-92-5903

■ Mishima Branch Industrial Construction Division  
1261-1 Kamiwai, Nagaoka City 940-2392 Phone: 0258-42-2249

■ Yamakoshi Branch Industrial Construction Division  
461 Yamakoshi Takezawa-Otsu, Nagaoka City 947-0204 Phone: 0258-59-2343

■ Oguni Branch Industrial Construction Division  
793 Hozaka Oguni-machi, Nagaoka City 949-5292 Phone: 0258-95-5906

■ Washima Branch Industrial Construction Division  
3434-4 Ojimaya, Nagaoka City 949-4511 Phone: 0258-74-3114

■ Teradomari Branch Industrial Construction Division  
1977-8 Eboshidaira Teradomari, Nagaoka City 949-2592 Phone: 0258-75-3105

■ Tochio Branch Commerce, Industry, and Tourism Division  
2-1-5 Kane-machi, Nagaoka City 940-0298 Phone: 0258-52-5827

■ Yoita Branch Industrial Construction Division  
134 Yoita-Ko Yoita-machi, Nagaoka City 940-2492 Phone: 0258-72-3201

■ Kawaguchi Branch Industrial Construction Division  
1974-26 Higashi Kawaguchi, Nagaoka City 949-7592 Phone: 0258-89-3113

### Photo Providers and Supporting Organizations:

Izumiya, Hanamizuki Hot Spring Kaho, Kokokuji Temple, Echigo Hillside National Government Park, Nagaoka High School Memorial Museum, Najirate-JA Echigo Nagaoka Farm Product Processing Plant, Niigata Prefectural Museum of History, Nyozezo Museum, Bimi Tankyu no Yado-Sumiyoshiya, Friend Co., Ltd., Isoroku Yamamoto Memorial Museum, and Yoshinogawa Co., Ltd.

• The information in this booklet is current as of January 2018. Facility admission fees and hours are subject to change. Please check for updated information before you visit.

• This booklet has been designed specially for people with color-vision problems.

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