A Forgotten Japan
Just 70 minutes from Tokyo!

Only 70 minutes from Tokyo and after passing through a long tunnel, we find another Japan different from Tokyo and Kyoto. Niigata Prefecture was once a wealthy region. It boasted the largest population in Japan until 150 years ago. However, due to the development of the transportation networks, the economic center shifted to the Pacific coast side, leaving the region on the Sea of Japan side behind. However, that is precisely why all of the culture, traditions, and original scenery were preserved, almost as though sealed inside a time capsule. There is another side of Japan which we miss, and it can be found in Niigata.
150 years ago Niigata was an important trade hub with the highest levels of culture and the largest population in Japan.

Niigata is the largest rice producer, and has prosperous ports, which were all relevant conditions for many people to gather here. In the past, Kitamaetune ships were the primary method for distribution of goods, so a variety of both international and domestic culture entered Niigata through these ships.
In winter we have heavy snowfall over 3 meters high. The snow-melt water flows into the Shinano River, the longest river in Japan, which helps to make the Echigo plains one of the largest rice producing locations. From the Japan Sea, we are blessed with abundant seafood, and on the plains and mountains there are many fruits and vegetables. What was once a wealthy place with the largest population in Japan continues to thrive today.
A Forgotten Japan | Excellence

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

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

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

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

Kitamaebune ships carried not only goods and supplies but also people and their technology, which enabled the birth of new industries such as metal-working and textiles in the area. These traditions and technology are still alive today, in authentic manufacturing through the outstanding skills of craftsmen.
An amazing food culture still in use almost as if preserved in a time capsule.

Niigata is a treasure trove of delicious cuisine. Dishes made using fresh ingredients leave travelers captive to their delights. Additionally, young chefs quest for the newest recipes made with ingredients from Niigata. With a topography and climate ideal for sake brewing, Niigata is also home to the largest number of breweries in Japan.
Not to be missed!

Art

The resonance of Jomon era pottery from 5000 years ago and modern day art.

Modern art and ancient art from when the Jomon culture flourished in Niigata 8,000 years ago exist in one location. On one hand, the Shinano River basin is dotted with the remains of earthenware. On the other, you have a treasure trove of modern art from the Tsumari-Echigo Art Triennale. Here, visitors can traverse the past and present.
Not to be missed! Snow

1. Powder Snow (Ski Resort)

Niseko, Japan, is renowned for its powder snow conditions, which make it a popular destination for skiers and snowboarders.

2. Katsuragi Hot Springs

Soak in the hot springs after a day of skiing to relax and recover.

3. Shirakawa Straw Huts

Visit the famous Shirakawa-go village in Japan, known for its traditional straw-roofed houses and breathtaking winter scenery.

4. Thatched Roof Colleges

Explore the ancient colleges in Kyoto, which feature beautiful thatched roofs and serene winter landscapes.

Niigata is one of the snowiest regions in Japan, with 3 meters of snowfall every winter. Winter doesn’t just mean skiing and snowboarding though. It also includes a variety of traditional events and snow-related activities for people to enjoy. In the springtime, people can also view and enjoy the cherry blossoms and snow simultaneously.
Not to be missed!

Experience

1. Kodo
   A Taiko drum troupe based in Sado Island

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

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

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

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

Your unique Niigata experience will be your lifelong memory

あなたの一生涯の思い出になる
Niigata has gorgeous natural landscapes and delicious food, along with historically valuable locations and culture, as well as a number of world-class industries. It also has four richly distinct seasons. Spring, with flowers that proudly bloom all at once; summer, with the dazzlingly beautiful sea, river, and firework; fall, when the rice fields come to golden fruition; and winter, which is blanketed in snow. Guests can enjoy the beautiful scenery through the four seasons.
Access to Niigata

By Air

[International Flights]
- From Seoul: 2hr
- From Shanghai: 2hr35min
- From Harbin: 2hr10min
- From Taipei: 3hr10min

[Domestic Flights]
- From Narita: 1hr5min
- From Osaka: 1hr5min
- From Nagoya: 55min
- From Sapporo: 1hr10min
- From Fukuoka: 1hr35min

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

By Shinkansen

From Tokyo
- Niigata Station: 100min
- Echigo Yuzawa Station: 70min
- Joetsu Myoko Station: 120min

Access to Sado Island

By Jetfoil or Ferry

From Niigata to Ryotsu
- 65min by jetfoil
- 2hr30min by ferry

From Naoetsu to Ogi
- 1hr40min by high speed ferry

From Teradomari to Akadomari
- 65min by Fast Ferry

Publisher
International Tourism Promotion Division, Niigata Prefectural Government
4-1 Shinko-cho, Chuo-ku, Niigata City, Niigata Pref. 950-8570
Tel. +81-(0)25-280-5968 ngt150020@pref.niigata.lg.jp

Enjoy Niigata