Special Feature

Picturesque Sado

An explosion of colors, right here on Sado

Sado, where bountiful changes in appearance occur with subtle changes in the season.

On this island, be charmed by the sights and the abundant landscapes.

Make a trip to Sado and experience the colorful sights Sado has to offer.

Index

[Featured] Picturesque Sado 1
Kinzan & Akaawa Area 5
Shukunegi (Ogi) Area 7
Ryotsu & Nibio Area 8
Exploring Historical Sites 9
Fun at the Beach 10
Hands-on Experiences 11
The Great Outdoors 13
Food, Souvenirs, and Local Sake 15
Accommodations 17
Sado Rikan 19
Map of Sado Island 21
The History and Culture of this Trading Town Remains Vibrant

Shukunegi has been nationally designated as an Area Important to the Preservation of Traditional Architecture. This village once disappeared due to the trade of l兰enae ships, and visitors can learn about this local history at places like Seikuro’s Residence, an old house now open to the public. The local architecture has a charming atmosphere, with stone-weighted shingle roofing visible on almost all the houses.

Sado Island Ogi Folk Museum, Sengokubune Exhibition Hall
Visitors can see both the inside and outside of a replica of the Sengokubune, a traditional trading ship. 0259-86-2056

Sabo Yamashita
This cool shaded shed features a warm, comfortable atmosphere where guests can enjoy zenzai, meat soup, wassabi, miso, match green tea, or the ever-popular green tea ice cream. 0259-86-1312

Isaburo Eave Decoration
This house, once owned by a kilnsmen trading ship captain, features an eave decorated with the checker for “stone.” It is available for overnight stays by a single party per night. 0259-86-2782
Price: Overnight stays ¥10,000 and up (parties of up to three; additional guests ¥1,500 each)
 nơi to the house or a restaurant. It has a total floor area of 205 square meters. This house features an open terrace, a large veranda, and a sea view from the terrace.

Saito Farm
Enjoy eating all the delicious Echigo-grown strawberries you can eat, grown with minimal farm chemicals! 0259-87-7236
Open: Mid-Fab. Through early May
Prices: Farmer-picked strawberries
Market price
30 minutes “All-You-Can-Eat”: ¥1,200-1,800 (plus tax) (Children aged 0-11 years old are ¥500)

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Air-Port Sado
SADO INFORMATION CENTER
This information center is just a five-minute walk from Ryotsu Port, making it a great place to start your visit to Sado Island!

Sankakuya
Open House
An Old-Fashioned Town Close to Ogi Port
Sankakuya Open House
An area nationally designated as important to the preservation of traditional architecture. This village once disappeared due to the trade of l兰enae ships, and visitors can learn about this local history at places like Seikuro’s Residence, an old house now open to the public. The local architecture has a charming atmosphere, with stone-weighted shingle roofing visible on almost all the houses.

In the 1858 Treaty of Amity and Commerce between Japan and the United States, Ryotsu Port was established as a subsidiary to Niigata Port, making it the gateway to Sado Island. Near the port you’ll find a lively fish market and Lake Kamo, Niigata Prefecture’s largest lake. The lakeside is home to a number of accommodations, and the beautiful views of both the lake and the sea make them great places for an overnight stay. Ryotsu Port is also just fifteen minutes by car from the Toki (crested ibis) Forest Park, a popular Sado Island destination.

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Casually Explore Sado’s Historic Heritage

Major Shrines and Temples

Kataribe no Sato (Storytellers’ Village)
The delightful old ladles of Sado Island sing folk songs and tell local legends in performances held here. Please check directly with Sado History & Legend Museum on the operating periods and fees.

Sado History & Legend Museum
The History Carve features reproductions of the 1000-year-old history of Nichiren Shonin, the father Daimyo Junrai, and Daimyō, while the Nichiren Shonin Museum features exhibits which tell the life stories. This museum also features a hall dedicated to the long historical treasure, Daimyō Shū. A must see for history buffs! 0255-55-2025 Admission Adult 800, children 6-12 YEO

Miyoshi Temple
This temple is said to have been built on the spot where Shōnin Shonin lived between 1277 to 1278. The temple’s collection includes a mandala drawn by Nichiren Shonin himself.

Miyoshi Temple
One of the three major Nichiren Buddhist temples on Sado Island. Miyoshi is home to Nippon’s only beautiful pagoda modeled after the pagoda at Risshō-ji Temple in Nara. It is also the graves of Hisa Saketsura.

Kakitsuzuki Temple
The Nichiren Temple Junrai is famously said to have spoken the temple’s charism blossom to Kaiso, after which the single tree grew to bear fruit. The temple was designated by Emperor Junrai, who was an ancestor of Nichiren Shonin, as an official temple.

Kasuga Temple
The original Kasuga Shrine is the place where Nichiren Shonin held the Taiyo-daichi meeting with his sect, as well as a place where Nichiren Shonin, the Kacho-kan, was born.

Miyoshi Temple
The canonical records of the temple Junrai, Junrai Shonin, who was visited after the Iyukyu Kaibetsu, are housed here. The deity of Nichiren Shonin, who is classified as a Nichiren’s Junrai, is located here.

Kasuga Temple
Kasuga is the main hall, said to have been built around the year 1400, the year the temple became a quasi-national park. A wooden bell hanging in the temple’s tower is one of the few remaining with a direct connection to Nichiren Shonin. The temple is also a place where Nichiren Shonin, who is classified as a Nichiren’s Junrai, is located here.

Miyoshi Temple
Koriyama is the main hall, said to have been built around the year 1400, the year the temple became a quasi-national park. A wooden bell hanging in the temple’s tower is one of the few remaining with a direct connection to Nichiren Shonin. The temple is also a place where Nichiren Shonin, who is classified as a Nichiren’s Junrai, is located here.

Miyoshi Temple
The temple is said to have been built as a thank you to the people who helped in the construction of the temple. The temple is located at the foot of the hill where Nichiren Shonin held a meeting with his sect.

Miyoshi Temple
Kasuga Temple
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Create Your Own Souvenirs - Both Crafts and Memories!

Sado Island offers many number of incredible hands-on experiences to make for the perfect visit! Whether you decide to ride in a tarabune tub boat, pan for gold, play taiko drums, make soba noodles, make ceramics, or weave your own saki-ori textiles, these hands-on experiences are great fun for both beginners and experts alike. In addition to these cultural experiences Sado Island also offers marine sports like sea kayaking and scuba diving.

### Hands-on Experiences Available!

- **Tarabune Tub Boats**
  - Tarabune tub boats are still used to bring in akame seaweed, abalone, hermit crabs, and more. Riders are available at Ogi Port and Yamasaki Kyoume. If you’re able to handle the boat well enough you may even qualify to get in boating license.

- **Senkakuwan Bay Glass-bottom Boats**
  - Enjoy incredible underwater views of Senkakuwan Bay from a glass-bottom boat (15-minute ride).

- **Sea Kayaks**
  - Sado Island is one of Japan’s top scuba diving destinations! Helpsful instructors are available to help out so even beginners can have a great time.

- **Paint a Noroma Puppet**
  - Noroma puppets have that unique in Sado are famous for their intricate designs and colors. Shinroo Sado: 0259-50-2131
  - Price: Adult ¥3,000, Children ¥1,500
  - Visitors 3 years and older can make a Noroma puppet.

- **Saki-ori Textile Weaving**
  - Sakiori textiles are woven using torn pieces of cotton cloth in pieces of crosswise threads. A variety of creative options are available, from table runners to placemats to choose your starting materials and which project you’d like to complete during the two-hour lesson.

- **Taiko Drums**
  - Learn from the drumming of famous taiko group Yumiko you can drumming on taiko drums that are made from giant, 600-year-old trees! Come experience the rich, deep base of these traditional Japanese drums.

- **Takino Zoo**
  - Takino Zoo has a variety of animals to see and interact with, including elephants, giraffes, and many more.

- **Make Mummyoyaki Ceramics**
  - Ceramic art classes are offered at a variety of locations, including Senkakuwan Bay and Takino Zoo.

- **Make Soba Noodles**
  - Even complete beginners can make delicious soba noodles from start to finish with the help of a local soba expert.

- **Make Obijime**
  - Learn how to make traditional obijime from local artisans.

- **Sea Gypsy Shop**
  - Experience the Wonders of the Sea Firsthand!

- **Takino Terraced Rice Fields**
  - Take a stroll around this beautiful rice terraces designated as ‘part of human heritage’. Local guides will guide you around and share the history as well as the charm of the surrounding area.

- **Takino Terraced Rice Fields Golf Course**
  - Tee off with Sado salt and rice

- **Tanuki Grotto**
  - Experience the Wonders of the Sea Firsthand!

- **Experience the Wonders of the Sea Firsthand!**

- **One-of-a-kind Souvenir!**

- **Takino Terraced Rice Fields Golf Course**
  - Tee off with Sado salt and rice

- **Tanuki Grotto**
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- **One-of-a-kind Souvenir!**

- **Takino Terraced Rice Fields Golf Course**
  - Tee off with Sado salt and rice

- **Tanuki Grotto**
  - Experience the Wonders of the Sea Firsthand!

- **One-of-a-kind Souvenir!**
Tobishima Kanzyo Lilies (Onogame) A spectacular monochrom that bloomed over the sea from a height of 107 meters. Season: March to May. Inonogame was the location for the Aikido movie, "Sado".

Adonis Flowers (Katani, others) Season: March to April. 

Dogtooth Violets (Mt. Dondon, others) Season: March to May.

Cherry Blossoms (Sakurasakaji, others) Season: March to April.

Hydrangeas

Japaneese Azaleas (Sada Skyline, Mt. Dondon, others) Season: Early to mid-May.

Yazuyuri Lilies (Kikushima, others) Season: Mid-May to mid-June.

Japanese Roof Peonies (Mt. Dondon, others) Season: May to June.

Chestnut Tiger Butterflies These butterflies can be seen in early summer. Season: July to August. (Ajigawacho in Goshiki) 

Maple Trees (Momijiyama Park) Season: Late March to early November. (The Momijiyama Festival is held on the last Sunday of October.)

Enjoy the Outdoor Life! Campground Guide

Sado Trekking Council

A Flower-Filled Paradise: the Gift of Sado's Nature

Sado is known for having plants that can be found throughout the Japanese islands despite its separation. Various seasonal blooms all over the island make Sado into a veritable flower paradise. Perhaps the most famous are the million or so Tobishima kanzyo lilies that bloom from late May to mid-June at Onogame, a sight that can only be called a gift from nature. There are also the giant 300-year-old sagi cedar trees that lie on the north side of the Osaka Mountains, which rise over 600 meters above sea level. The island's incredible forests include the Nagato University Research Forest as well as the Osaka Ishina Natural Cedar Forest, the latter of which contains a lovely walking path for anyone who wishes to immerse themselves in the beauty of Sado's nature.
Food, Souvenirs, and Local Sake
Discover a Treasure Trove of Delicious Foods on Sado Island

The exceptional foods and ingredients available on Sado Island as well as the fermented delicacies that are prepared with these local ingredients all make great souvenirs. Sado Island is also home to outstanding local sake; each of the island’s breweries produces a distinctly unique sake, making a visit to Sado Island a must for sake aficionados.

Sado Gohan

On Sado the seasonal tastes of long ago as well as the traditions passed down for generations are preserved. To ensure you continue to enjoy Sado style, we recommend you try Sado Gohan at each of the participating hotels.

Sado Gohan is made from the island’s delicious rice and pure water for a crisp, clean, dry flavor that’s beloved in the region.

### Hotels in the Sado Gohan Area

- **Hotel New Katana**
  - Guests: 320
  - Address: 1-1-10 Katana, Kato Town, Kato District
  - Phone: 0066-97-3713

- **Hotel Shigyo**
  - Guests: 121
  - Address: 1-1-10 Kato, Kato Town, Kato District
  - Phone: 0066-97-7106

- **Hotel Green Hotel Kato**
  - Guests: 100
  - Address: 1-1-10 Kato, Kato Town, Kato District
  - Phone: 0066-97-2441

- **Hotel Yoko**
  - Guests: 200
  - Address: 1-1-10 Kato, Kato Town, Kato District
  - Phone: 0066-97-2121

- **Hotel Otsuka**
  - Guests: 120
  - Address: 1-1-10 Otsuka, Kato Town, Kato District
  - Phone: 0066-97-3430

- **Hotel Azuma**
  - Guests: 240
  - Address: 1-1-10 Kato, Kato Town, Kato District
  - Phone: 0066-97-7001

**Shiro Nippon Gohan**

Sado Nippon Gohan is a rich and hearty meal with a seasonal taste that provides energy for the whole day and is an excellent choice to enjoy on the go.

- **Restaurant Rakuken**
  - Address: 1-1-10 Kato, Kato Town, Kato District
  - Phone: 0066-97-2441

- **Sado Tuffy Cafe**
  - Address: 1-1-10 Kato, Kato Town, Kato District
  - Phone: 0066-97-2121

- **Sado Tuffy Restaurant**
  - Address: 1-1-10 Kato, Kato Town, Kato District
  - Phone: 0066-97-2121

**Dairy Products from Sado Nyugyo**

Sado Nyugyo is a delicious and natural cheese product and water, and the fresh cheese products make a popular new souvenir from Sado Island.

- **Hotel New Katana**
  - Address: 1-1-10 Katana, Kato Town, Kato District
  - Phone: 0066-97-3713

- **Hotel Shigyo**
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  - Phone: 0066-97-7106

- **Hotel Green Hotel Kato**
  - Address: 1-1-10 Kato, Kato Town, Kato District
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- **Hotel Yoko**
  - Address: 1-1-10 Kato, Kato Town, Kato District
  - Phone: 0066-97-2121

**Hige Egg Roll Cake**

Made with plenty of rich, flavorful yolk, Hige Egg Roll Cake is a traditional regional snack. This light, delicious sponge cake is rolled around a fresh cream filling.

- **Hotel New Katana**
  - Address: 1-1-10 Katana, Kato Town, Kato District
  - Phone: 0066-97-3713

- **Hotel Shigyo**
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  - Phone: 0066-97-7106

- **Hotel Green Hotel Kato**
  - Address: 1-1-10 Kato, Kato Town, Kato District
  - Phone: 0066-97-2441

**Dango Dumplings**

This dish specially made of sweet rice flour and filled with a bit of steamed rice flour. It’s the perfect local sweet treat.

- **Hotel New Katana**
  - Address: 1-1-10 Katana, Kato Town, Kato District
  - Phone: 0066-97-3713

- **Hotel Shigyo**
  - Address: 1-1-10 Kato, Kato Town, Kato District
  - Phone: 0066-97-7106

**Shima Cheese**

Made with premium ingredients from Sado Island, Shima Cheese is a delicious and traditional cheese that is enjoyed throughout Sado Island.

- **Hotel New Katana**
  - Address: 1-1-10 Katana, Kato Town, Kato District
  - Phone: 0066-97-3713

- **Hotel Shigyo**
  - Address: 1-1-10 Kato, Kato Town, Kato District
  - Phone: 0066-97-7106

**Obata Brewery**

Obata Brewery is a microbrewery with a rich history in Sado. It produces a variety of sake, including a unique sake called the “First Climate of Asia,” which is made with rice grown in the Sado climate.

- **Address**: 1-1-10 Kato, Kato Town, Kato District
  - Phone: 0066-97-3713

**Tenyohai Brewery**

Tenyohai Brewery is a microbrewery located in the historic town of Kato. It produces a unique sake called “Tenyohai,” which is made with rice grown in the Sado climate.

- **Address**: 1-1-10 Kato, Kato Town, Kato District
  - Phone: 0066-97-3713

**Henni Brewery**

Henni Brewery is a microbrewery located in the historic town of Kato. It produces a unique sake called “Henni,” which is made with rice grown in the Sado climate.

- **Address**: 1-1-10 Kato, Kato Town, Kato District
  - Phone: 0066-97-3713

**Kato Brewery**

Kato Brewery is a microbrewery located in the historic town of Kato. It produces a unique sake called “Kato,” which is made with rice grown in the Sado climate.

- **Address**: 1-1-10 Kato, Kato Town, Kato District
  - Phone: 0066-97-3713

**Sado no Yuhi Donuts**

These donuts are made with premium ingredients from Sado Island, and are a popular treat in Sado.

- **Address**: 1-1-10 Kato, Kato Town, Kato District
  - Phone: 0066-97-3713

**Tote Bags**

Available at the Sado Kisen Nippon Ferry Terminal and the Sado airport.

- **Address**: 1-1-10 Kato, Kato Town, Kato District
  - Phone: 0066-97-3713

**Sado Kirin**

A specialty sake made with rice grown in the Sado climate.

- **Address**: 1-1-10 Kato, Kato Town, Kato District
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A specialty sake made with rice grown in the Sado climate.

- **Address**: 1-1-10 Kato, Kato Town, Kato District
  - Phone: 0066-97-3713

**Sado Kisen Castle**

Located in the historic town of Kato, Sado Kisen Castle is a popular destination for visitors.

- **Address**: 1-1-10 Kato, Kato Town, Kato District
  - Phone: 0066-97-3713

**Sado no Tsubasa**

A specialty sake made with rice grown in the Sado climate.

- **Address**: 1-1-10 Kato, Kato Town, Kato District
  - Phone: 0066-97-3713
Relax yourself by savouring gourmet food, enjoying the picturesque scenery and soaking in an onsen.

On Sado Island, there are plenty of hot springs located in various areas around the island. Of course, each has its own unique style of hospitality, allowing guests to feel completely relaxed and at home.

**Sado Tourist Hotel Federation Affiliated Hotels**

**Sado Lake Kamo Onsen**

**Hotel Grand Onsen**

Located at the Northern end of Sado, this hotel offers a picturesque view of Lake Kamo.

Hot spring type: Simple hot spring

**Sado Lake Kamo Onsen**

**Hotel Shiyia**

A hotel with a breathtaking view of Lake Kamo, this hotel offers a serene and tranquil atmosphere.

Hot spring type: Simple hot spring

**Sado Lake Kamo Onsen**

**Hotel Kōhan no Yado Yoshidaya**

An onsen with a traditional Japanese style, guests can enjoy the natural beauty of the hot springs while relaxing.

Hot spring type: Simple hot spring

**Sado Lake Kamo Onsen**

**Hotel Azuma**

An onsen hotel with a traditional Japanese style, this hotel offers a relaxing and refreshing experience.

Hot spring type: Simple hot spring

**Sado Lake Kamo Onsen**

**Hotel Yotsuba Onsen**

This hotel is located 5 minutes away from Lake Kamo, making it an ideal escape from the hustle and bustle of everyday life.

Hot spring type: Simple hot spring

**Sado Lake Kamo Onsen**

**Sado Lake Kamo Onsen**

**Hotel Misaki Onsen**

A hotel with a unique charm, this onsen offers a relaxing and soothing experience.

Hot spring type: Simple hot spring

**Sado Lake Kamo Onsen**

**Hotel Oyado Kagetsu**

A hotel with a calming atmosphere, this onsen offers a peaceful and tranquil environment.

Hot spring type: Simple hot spring

**Sado Lake Kamo Onsen**

**Hotel Azuma**

A hotel with a stunning view of the surrounding mountains, this onsen offers a relaxing and rejuvenating experience.

Hot spring type: Simple hot spring

**Sado Lake Kamo Onsen**

**Hotel Azuma**

A hotel with a view of Lake Kamo, this onsen offers a soothing and relaxing environment.

Hot spring type: Simple hot spring

**Sado Lake Kamo Onsen**

**Hotel Misaki Onsen**

A hotel with a unique charm, this onsen offers a relaxing and soothing experience.

Hot spring type: Simple hot spring

**Sado Lake Kamo Onsen**
Every Trip is a Breathtaking Experience when Traveling on a Sado Kisen Ferry

Sado Kisen Ferries offer a safe and pleasant voyage to every passenger, as well as reliable and speedy cargo transportation.

Car Ferry [Tokiwamaru]

A high class hotel within a ferry, making your ride a pleasant one.

With the majestic Toki as the motif for the design, this ferry connects Niigata to Ryotsu and takes 2 hours 30 minutes one-way. Within the ferry, there is a observatory lounge, 1st class cabin with chairs, 2nd class cabin with chairs, kids room, etc., fully furnished. Your ride will definitely be comfortable and pleasant.

High-Speed Car Ferry [Akane]

Takes 100 minutes to get to Sado. As though you're flying, the feeling of the ferry speeding over the ocean is very refreshing.

Commissioned in Spring 2015, a new type of high-speed car ferry (double-null boat) was introduced. Referred to as a "New Love", this ferry connects Ogi and Naetsuki Port. The 1st class cabin (Toki Class) and 2nd class cabin is reserved seating only. As all seats are reclining, you will be able to unwind and enjoy your ride.