

Full of the charms of Japan! Things to enjoy in Niigata City

1 Sake 日本酒

Sake is becoming increasingly popular all over the world. Niigata is one of the top sake producers in Japan and the characteristic "crisp & dry" taste of Niigata sake matches any dish. Many brands in the city offer tours of their breweries.

2 Geigi 芸妓

As Niigata developed as port town where a variety of people visited, the culture of hospitality took root. The Furumachi area grew into an entertainment district where many geigi could be found. Even now, you can enjoy a rare performance by one of Japan's geisha.

3 Manga & Anime マンガ・アニメ

Niigata has produced many world famous manga artists. Visit the manga & anime facilities to immerse yourself in the worlds they created or experience the big manga & anime event held around October-November every year.

4 Local gourmet ご当地グルメ

Niigata, blessed with bounty from both land and the sea, is heaven for foodies. Nicknamed "rice country", it is especially known for koshikari rice. Niigata is rich with local specialties including "tare katsuki", a rice bowl topped with fried pork cutlets dipped in a salty sweet sauce.

For more information

Niigata City Official Tourist Information Website
www.nvco.jp/multi/eng/

Wamuro Hot Springs Area Tourist Information
Iwamuro Hot Springs Tourism Association
<http://www.iwamurokankou.com/eng/>
 English only

Home of Wara Ur
Welcome to Nishikan Ward, Niigata City
<http://www.city.niigata.jp/nishikan/welcome/en/>

Enjoy Niigata
<https://enjoyniigata.com/en/>

Transportation guide ①

Niigata Rent-a-cycle

Bicycles can be rented and returned at any one of the rental stations.

Cost: ¥500 for 6 hours (¥100 for every additional hour)
 Hours: 9:30-19:00 (may vary), open everyday
 Contact: Please check the website.
 * Bicycles should not be taken out to Sado, Awamori or outside of Niigata Prefecture.

Information about rent-a-cycle stations:
 - Sado Island: Sado Kisen Car Ferry, Sado Kisen Jetfoil
 - Niigata: Niigata Sta., Bandal Exit Bus Terminal, Bus Information Center, Sado Kisen Ferry, Niigata West Port

Train and ferry access to major surrounding areas

Chuo Line
 Echigo-Yuzawa - Joetsu Shinkansen - Niigata Sta. 45 minutes

Joetsu Shinkansen
 Tokyo - Niigata Sta. 2 hours

Sado Island
 Sado Kisen Car Ferry: 2 hrs and 30 min
 Sado Kisen Jetfoil: 1 hr and 5 min

Domestic flights

Niigata Airport
 JR Niigata Sta., Niigata Airport, Niigata West Port

Chubu Central International Airport
 Joetsu Shinkansen

Naha Airport, Fuzuki Airport, Itami Airport, Kansai International Airport, Nagoya Airport, Chubu Central International Airport

Free Wi-Fi is available at facilities, areas and vehicles in the city with this mark.

NIIGATA CITY CENTER MAP

新潟市中心図

Scale: 1:14,000

7 minutes (0-500m / 0-1500ft)

LEGEND

- Shinkansen
- JR Line
- Ferry
- Downtown
- Featured tourist facility
- Tourist facility
- Cherry blossom viewing
- Fall colors viewing
- Niigata Rent-a-cycle
- Rent-a-car
- Lodging facility
- Convenience store
- Supermarket
- Airport Shuttle
- Hours
- Contact
- Closed
- Cost
- Access
- Walk
- Free Wi-Fi
- Accessible restroom
- Credit card OK
- Parking lot

1 Hakusan Shrine & Hakusan Park
 The local Shinto deity of Niigata, Hakusan Shrine has a long history and is popular among citizens. It is known as a god of business success and marriage, and has a variety of popular good-luck charms. It is located within Hakusan Park, one of Japan's first urban parks, a popular cherry blossom viewing spot where a variety of flowers bloom throughout the year.

2 Kami Furumachi Shopping Street
 A shopping street leading to Hakusan Shrine lined with trendy shops & souvenir stores.

3 Niigata Manga Animation Museum
 A place to enjoy and experience the world of manga and anime.

4 Niigata City History Museum "Minatopia"
 The historic buildings that fill the grounds introduce, both inside and out, Niigata's port town history and culture.

5 Bandal City
 A bustling area filled with fashion shops, a bus center, restaurants, cafes, and movie theaters. The bus center is where you can find favorite local dishes such as "Bus Center Curry" and "Niigata Italian".

6 Bandal Bridge
 The beautiful bridge, with its six arches that cross the Shinano River, is considered the symbol of Niigata City.

7 The Niigata Saito Villa
 Constructed by the wealthy merchant Saito Kijuro IV in 1918 around the garden which makes use of the natural sandstone terrain. The garden and the open, modern Japanese-style architecture are a cultural asset which tells the story of prosperity of port town Niigata.

8 Toki Messe
 A facilities complex that includes a towering observatory providing panoramic views of the city, an international exhibition hall, a hotel, and an art museum.

9 Pier Bandal
 A market that is popular with residents and tourists alike. Buy fish freshly caught in the Sea of Japan, locally grown fruits and vegetables, meat, rice, sake and more all for a reasonable price. Also find cafes and restaurants that serve sushi and ramen.

10 Imayotsukasa Sake Brewery
 A sake brewery located near Niigata Sta. that was founded more than 250 years ago. Free brewery tours are available.

11 Nuttari Terrace Shopping Street
 A fashionable area where a variety of shops line the retro market.

12 Ponshu-kan
 Try famous brands of sake from any of the breweries in the prefecture for only ¥500 for five cups. A wide range of products, including local and seasonal sake, and souvenirs produced in Niigata is available. Located in CoCoLo Niigata West inside of Niigata Station, it is easy to access.

Transportation Guide ②

City Bus Routes

Main spots you can get to by bus from Niigata Sta.

From Niigata Sta. Bandal Exit Bus Terminal

Main platforms	Main routes	Main areas
Platform No. 0	Bandaibashi Line	Bandal City, Furumachi, Niigata City Office, Hakusan Park
Platform No. 2	Niigata City Loop Bus	Major tourist facilities downtown (see the "Niigata City Loop Bus")
Platform No. 3	Sado Kisen sen / Ono/Shirone sen	Toki Messe, Sado Kisen Ferry, Pier Bandal, Niigata Furusato Village
Platform No. 7	Hamauracho sen	Niigata City Aquarium Marinepia Nihonkai
Platform No. 10	Rinko sen	Nuttari Terrace Shopping Street
Platform No. 13	Kameda/Yokogoshi sen	Northern Culture Museum

From Niigata Sta. South Exit Bus Terminal

Main platforms	Main routes	Main areas
Platform No. 1	Sports Koen sen	Denki Big Swan Stadium, HARD OFF ECO Stadium Niigata, Ikutopia Food & Flower Complex, Niigata City Convention Center and Niigata City Ice Arena
Platform No. 7	Kuko Limousine sen Direct	Niigata Airport
Platform No. 4	Kencho sen	Niigata Prefectural Government Office

Airport Shuttle Bus
 Non-stop bus connecting Niigata Airport and Niigata Sta. South Exit.
 Service: 1 to 3 buses every hour
 Time needed: About 25 min. Cost: One-way Adult ¥420 Child ¥210
 Contact: Niigata Kotsu (open every day 7:20-19:00)
 Niigata Sta. platform: Airport Shuttle Bus platform at Bus Terminal South Exit (Platform No. 2)

Transportation Guide ③

Niigata City Loop Bus

This bus route begins and ends at Niigata Sta.'s Bandal Exit Bus Terminal. It is an incredibly convenient bus that services popular tourist spots around downtown Niigata City.
 * Schedule may vary by season or due to a holiday so please confirm times.

Niigata City Loop Bus Fare
 One-day Pass: Adult ¥500 Child ¥250
 Show your valid One-day Pass to receive special discounts and more (Not valid! Only valid the day of the pass.)

Ticket Locations
 Bus Information Center (Niigata Sta./Bandal City Bus Center), Niitsu House, Niigata City Aquarium Marinepia Nihonkai, The Niigata Saito Villa, Northern Culture Museum Niigata Branch, Niigata City Art Museum, Niigata City History Museum "Minatopia", Aizu Yaichi Memorial Museum, Hotel Nikko Niigata

One ride fare: Adult ¥210 Child ¥110

Contact:
 ■ Niigata Kotsu Bus Center Office ☎ 025-246-6333
 ■ Tourism Promotion Division, Niigata City ☎ 025-226-2612

Major Hotels and Inns in the City

Route map

Work by Shunroku, Makoto KOBAYASHI Kodanoha

Makes a loop in 60 min! Only 30 min between buses!

Start: Niigata Sta. Bandal Exit Bus Terminal

Goal: Niigata Sta. Bandal Exit Bus Terminal

Hotels and Inns (1-49):
 1 Hotel Okura Niigata, 2 Niigata Grand Hotel, 3 Country Hotel Niigata, 4 Hotel Diamond Niigata, 5 APA Hotel Niigata Furumachi, 6 Toyo Inn Niigata Furumachi, 7 Hotel Crown Hills Niigata, 8 Niigata City Hotel, 9 Hotel Italia Ken, 10 APA Hotel Niigata Higashinakaori, 11 Guesthouse Angosou, 12 Irisawa Ryokan, 13 Guest House Kuku, 14 Ueda Ryokan, 15 Tsukada Ryokan, 16 Higuchi Ryokan, 17 Bandal Silver Hotel, 18 ANA Crowne Plaza Niigata, 19 Hotel Nikko Niigata, 20 Hotel Global View Niigata, 21 Niigata Station Hotel, 22 Niigata Keihin Hotel, 23 Comfort Hotel Niigata Ekimae, 24 Book Inn Hostel, 25 APA Hotel Niigata-Ekimae Odori, 26 Niigata Toei Hotel, 27 Court Hotel Niigata, 28 Urbanex Inn Niigata, 29 Toyo Inn Niigata Ekimae, 30 Niigata Daiichi Hotel, 31 Niigata Terminal Hotel, 32 Juraku Stay Niigata, 33 Hotel Sunroute Niigata, 34 Hotel Alpha-One Niigata, 35 Dormy Inn Niigata, 36 Super Hotel Niigata, 37 Single Inn Niigata Daiichi, 38 Single Inn Niigata New Annex 2, 39 Single Inn Niigata Daini, 40 Art Hotel Niigata Station, 41 Hotel Terminal Inn, 42 Terminal Inn, 43 Niigata Park Hotel, 44 Niigata East Hotel, 45 JR-East Hotel Mets Niigata, 46 Single Inn Niigata Daisan, 47 Hotel Livemax Niigata-Ekimae, 48 Nuttari NARI, 49 APA Hotel & Resort Niigata Ekimae Odori

Transportation guide ②

Car Rental

Drive a car and go anywhere you like. Many rental car companies around Niigata Sta. have plans starting from just a few hours.

The Roads of Niigata City
 The roads of Niigata City are paved and easy to drive on with few hills. There is a lot of traffic around Niigata Sta. day and night so take care when driving. There are many one-way and narrow streets so using the GPS system in the rental car is recommended.

Rent-a-car companies around Niigata Sta. & Airport

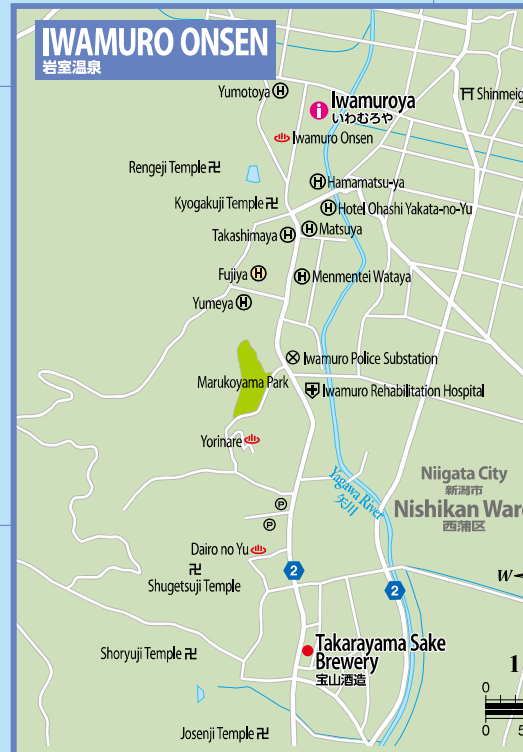
Toyota Rent-a-car (Niigata Sta., South Exit, Niigata Airport)	https://rent.toyota.co.jp
Nissan Rent-a-car (Niigata Sta., Niigata Airport)	https://nissan-rentacar.com
Times Car Rental (Niigata Sta., Niigata Airport)	https://rental.timescar.jp
Orix Rent-a-car (Niigata Sta., Bandal Exit, Niigata Airport)	https://car.orix.co.jp
Nippon Rent-a-car (Niigata Sta., North Exit, Niigata Shinkansen Exit, Niigata Bandal, Niigata Airport)	https://www.nipponrentacar.co.jp
Eki Rent-a-car (East Japan Niigata Office)	https://www.ekiren.co.jp
Net Rent-a-car (Niigata, Niigata Sta., South Exit, Niigata Airport)	https://www.j-netrentacar.co.jp
Carlfe Stadium Rent-a-car (Niigata Sta., South Exit)	https://rentacar.carlfe.stadium.com

NIIGATA CITY MAP

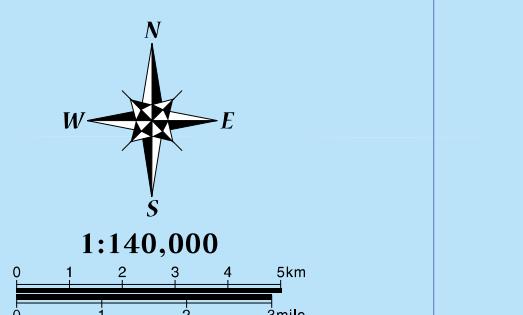
新潟市全図



LEGEND	
	Shinkansen
	JR Line
	Expressway
	National highway
	Ferry
	Featured tourist facility
	Tourist facility
	Cherry blossom viewing
	Fall colors viewing
	Rent-a-car
	Free Wi-Fi
	Accessible restroom
	Credit card OK
	Parking lot
	Hours
	Closed
	Cost
	Access
	Walk
	Contact



Iwamuro Onsen
A dozen or so hot spring inns and souvenir shops can be found in the Iwamuro Onsen area. The soft, luxurious natural hot spring has a history of over 300 years and it is said that it was discovered when an injured goose was seen healing itself in the water. On the south end of the area is the long-standing traditional Takarayama Sake Brewery that is another must-see.



2 Cave d'Occhi Winery
カブドツウワイナリー

Located 20 km southwest of central Niigata City at the base of Mount Kakuda is this winery that produces high-quality wines from grapes they grow themselves. Winery tours are available with reservation. Popular as a place you can enjoy all day thanks to the shops, restaurants, and hot springs bathhouse.

Winery: 10:00-17:00 (Varies by facility)
Free shuttle from Niigata Sta.
☎ 0256-77-2288

3 Yahiko Shrine & Yahiko Park
湯原神社・湯原公園

Known as "Oyashiko-sima" since long ago, this power spot is close to the hearts of the citizens of Niigata Prefecture. The magnificent look of the main shrine building, the old cedars, the giant zelkova trees, and the changing leaves in fall are worth the trip. Ride the ropeway to the top of Mt. Yahiko and enjoy the panoramic views of the Echigo Plain and the Sea of Japan.

Free access
Take the Echigo Line then Yahiko Line 90 min from Niigata Sta. to Yahiko Sta. and walk 15 min
☎ 0256-74-2001

4 Shirone Grapes Garden
白根グレープガーデン

One of the many fruit-picking farms in Minami Ward, Enjoy year-round picking of fruits that are low in pesticide use or even entirely organic. From Jan. to June, Niigata's Echigohime strawberries can easily be picked from raised beds. After you're done picking your fruit, enjoy delicious gelato made from natural ingredients.

9:00-18:00 (From Nov. to June: 10:00-17:00)
Admission free (cost of fruit picking varies)
30 min by taxi from Niigata Sta. or take the Asama bound bus or Katsuyoshi Echigo bound bus from Niigata Sta. and get off at Otoni Newtown and walk 20 min
☎ 025-362-5335

5 Northern Culture Museum
北方文化博物館

This museum is the house of the To family, previously one of Niigata's biggest landowners. Boasting 65 rooms, this grand residence shows the beauty of traditional Japanese building techniques as well as the way of life in rural Niigata both past and present. Enjoy the views that change with the seasons from springtime azaleas and wisteria to the rich colors of fall.

9:00-17:00 (From Dec. to March: 9:00-16:30)
Open everyday
Adults ¥800, children ¥400 (elementary and Jr. high school students free on weekends/holidays)
20 min by taxi from Niigata Sta. or take the Kyogasei Echigo bound bus from Niigata Sta. and get off at Kamisomi Hakubutsukan Mae and walk 3 min.
☎ 025-385-2001

6 Niigata City Agri-Park
新潟市アグリパーク

At this experience facility try your hand at harvesting vegetables and fruits, feeding goats and sheep, milking cows, making ice cream, making pizza or naan in the brick oven, and so much more! On the grounds there are cottages for overnight stays, a market filled with locally grown ingredients, and a restaurant that serves up dishes made with local produce.

Depends on the activity, facility, and season
Open everyday
Depends on the activity
30 min by taxi from Niigata Sta.
☎ 025-378-3109

7 Niigata Senbei Okoku
新潟せんべい王国

Watch the pros make the rice crackers found at the store then roast your own. Decorate and draw on a rice cracker bigger than your face and make your own unique giant snack!

9:30-16:00 on weekdays. Food order ends at 15:00 and activity registration ends at 15:30 and 9:30-17:00 on Sat., Sun., & holidays
Take the Hakushin Line 12 min from Niigata Sta.
☎ 025-259-4161

8 Uwasekigata Wetland Park
上塚湖公園

A magnificent park located at the base of Mt. Kakuda known for its flowers. Enjoy cherry blossoms and mustard flowers in the spring, sunflowers in the summer, and cosmos in the autumn when you can also enjoy the larger-than-life sculptures made of rice straw during the Wara Art Festival.

Free access
15 min by taxi from Maki Sta.
☎ 0256-74-8507 (Construction Division, Nishikan Ward)

9 Nakano House Art Museum
中野邸記念館

The estate of 1900s' Japan's "Oil Magnate" Nakano Kanichi, is now a public art and history museum. The grand garden full of 2000 Japanese maple trees of 130 varieties color the landscape in fall, making this a popular place to see the changing leaves.

Open: Sept. to Nov. Mus. 9:00-5:00 (last admission at 4:30). From Sept. to Oct. 9:00-5:00 (last admission at 4:30). From Nov. to Feb. 9:00-5:00 (last admission at 4:30). Open everyday from the last Wed. in Oct. through Nov.
Adults ¥1,000, High school students and younger free
Take the Shinetsu Line 30 min from Niigata Sta. to Yahiko Sta. and walk 20 min
☎ 0258-25-1000

10 Shirone Kite Museum
しろね大凧と歴史の館

As one of the world's largest, this kite museum has a grand collection of rare kites from all over Japan and the world. In the 3D video hall, immerse yourself in the scenes and atmosphere of the Shirone Kite Battle event held every June.

9:00-17:00 (From Dec. to Feb.: 9:00-16:30)
Open everyday
Adults ¥400, Children ¥200 (Elementary and Jr. high school students free on weekends/holidays)
30 min by taxi from Niigata Sta. and get off at the Echigo Station and walk 10 min
☎ 025-372-4314

11 Ikutopia Food & Flower Complex
いくとぴああな花

A food and flower-themed facilities complex that has 13 gardens full of flowers that change by the season. There is a market full of fresh produce and flowers, a restaurant that serves local wagyu beef, and an area to pet alpacas and goats.

Varies by facility
Closed irregularly
Admission free (cost of activity varies)
Take the City General Hospital bus from Niigata Sta. and get off at the Ikutopia Shokuhan Mae bus stop
☎ 025-282-4181

It's also great to plan your visit by event or season! Niigata City Events Calendar

APR 4月	MAY 5月	JUN 6月	JUL 7月	AUG 8月	SEP 9月	OCT 10月	NOV 11月	DEC 12月	JAN 1月	FEB 2月	MAR 3月
Sakura & mustard flowers Wisteria blossoms at the Northern Culture Museum Shirone Giant Kite Battle Hiyosuma Firefly Festival Niigata Hanamachi Chaya Sakura & mustard flowers Wisteria blossoms at the Northern Culture Museum Shirone Giant Kite Battle Hiyosuma Firefly Festival Niigata Hanamachi Chaya	Shirone Giant Kite Battle Hiyosuma Firefly Festival Niigata Hanamachi Chaya	Hakusan Shrine Tanabata Festival Hakusan Shrine Tanabata Festival Niigata Soh Odori Wara Art Festival	Niigata Festival & Fireworks Niigata Festival & Fireworks Niigata Soh Odori Wara Art Festival	Niigata Festival & Fireworks Niigata Festival & Fireworks Niigata Soh Odori Wara Art Festival	Niigata Festival & Fireworks Niigata Festival & Fireworks Niigata Soh Odori Wara Art Festival	Gata Fest Niigata City Marathon Wara Art Festival Niigata Hanamachi Chaya	Gata Fest Niigata City Marathon Wara Art Festival Niigata Hanamachi Chaya	Niigata Pageant of Lights Fall Colors Niigata Hanamachi Chaya	Niigata Pageant of Lights Winter Landscape at Fukushima Wetland Strawberry Picking Niigata Sake no Jin	Winter Landscape at Fukushima Wetland Strawberry Picking Niigata Sake no Jin	Winter Landscape at Fukushima Wetland Strawberry Picking Niigata Sake no Jin

Expand your range and visit a nearby city or island

Tsubame & Sanjo
燕三条

Located along the Joetsu Shinkansen Line, the Tsubame & Sanjo area is a perfect place to visit before or after your trip to Niigata City. Known as the place where Apple got the metal back for the iPod, it is well known as a place where high quality metalworking is done. Visit famous factories and see the traditional craftsmanship with your own eyes.

Access
Joetsu Shinkansen
Tsubame Sta. 11 min
Sanjo Sta. 11 min

3 Popular Factories

Gyokusendo
玉川堂

Tour this factory, boasting a history of over 200 years, and see how they make their tsuki hammered copperware. Reservations for the 20-min tour are required for groups of 5 or more. Of course you can buy any items that catch your eye!

Tours are Mon.-Sat. at 10:00, 11:00, 13:00, 14:00, & 15:10
Sun. and holidays
Tours are free
Walk 5 min from Tsubamesanjo Sta.
☎ 0256-43-2015
https://www.gyokusendo.com/en/

Suwada Open Factory
諏訪田製作所

Using their expert techniques, this factory crafts nail clippers, bonsai tools, and more. After taking a free factory tour to see their expert techniques in action, buy things at the shop or take a breather at the restaurant or cafe on site.

Tours are Tue.-Sat. at 10:10-12:00, 13:00-17:00
Shop hours are 10:00-18:00
New Year's Holidays
Tours are free
20 min by car from Tsubamesanjo Sta.
☎ 0256-45-1111
https://www.suwada.co.jp/en/

Hocho-Kobo Tadafusa
虎工工務タダフサ

A traditional high-quality knife producer that carries on the techniques and passion of Sanjo, a blacksmithing city. The knives are favored around the world for their sharpness. You can buy the products at the shop on site.

9:00-17:00
Sun. (New Year's Holidays, summer holidays and others) are closed
1,000 yen (18 years and under free)
English-speaking appointment only
10 to 15 min by car from Tsubamesanjo Sta.
☎ 0256-32-7184
https://www.tadafusa.com/english/

Sado Island
佐渡島

Located off the west coast of Niigata City, Sado Island is rich with unique culture and bountiful nature, full of charms different from Niigata City. Choose between the jet foil and the car ferry that depart from Niigata's port with enough times that you could make a day trip out of it.

Access

Niigata West Port	Sado Kisen Car Ferry	2 hours 30 min	Ryotsu Port
	Sado Kisen Jetfoil	1 hour 5 min	

Go to Ogi, near the historic Shukunegi Village, to ride in the famous tarabone sub-boats and try paddling yourself.

The site of the Sado Gold Mine's Kitayama Flotation Plant is a popular site for its spectacular scenery viewed in green.

Onigame, located in northern Sado, is famous for the warr city that blankets the area in gold from late-May to mid-June.

Onsako is one of the many traditional arts that are rooted in the island.

Senkawan Bay has steep 20-meter cliffs that shoot out from the blue water. This scenic bay represents the west side of the island.