



## Location

# Kashiwazaki, at the heart of Japan

柏崎は、日本列島の、真ん中。

Just three hours from Tokyo or Kansai by air, the Joetsu Shinkansen, and a local train



## Access to Kashiwazaki

### ① from Narita/Haneda/Tokyo

**Narita/Haneda Airport**

↓ About 40 mins by airport limousine

**Tokyo Sta.**

↓ About 1hr 43 mins by Joetsu Shinkansen

**Nagaoka Sta.**

↓ About 43 mins by JR Shinetsu Line

**Kashiwazaki Sta.**

[About 2.5 hrs from Tokyo Sta.]

### ② from Kansai/Niigata Airport

**Kansai Airport**

↓ About 1hr 5 mins flight

**Niigata Airport**

↓ About 25 mins by airport limousine

**Niigata Sta.**

↓ About 23 mins by Joetsu Shinkansen

**Nagaoka Sta.**

↓ About 43 mins by JR Shinetsu Line

**Kashiwazaki Sta.**

[About 2 hrs 10 mins from Niigata Airport]



## Contact

### Kashiwazaki Tourism Promotion Association

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### Commerce Sightseeing Section, Kashiwazaki City

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Link to Kashiwazaki  
Tourist Information website



Place of sensational views  
and four beautiful seasons

# Kashiwazaki

色鮮やかな四季がある。柏崎



Tourist Information



# 柏崎

Kashiwazaki



A crystal-clear ocean, starry night skies, dramatic sunsets, gardens ablaze with autumn colors, snowscapes, the loveliest little spring flowers, and so much more.

Kashiwazaki: a beauty for all seasons.

澄んだ海、輝く夜空、感動の夕日、紅葉の庭園、白い冬、可憐な花々。  
柏崎は、いつ来ても美しい思い出が残る。

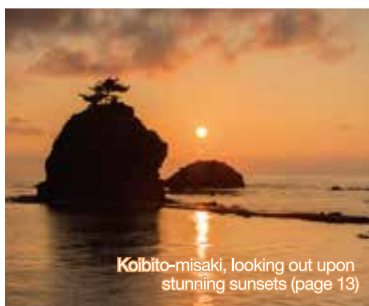
Kashiwazaki, the renowned coastal city facing the Sea of Japan, illuminates the summer night sky with its huge Seaside Fireworks display, one of three major fireworks displays in the Echigo (old name in Niigata) region. In addition to its beautiful summery attractions, Kashiwazaki is a place for all seasons, with delicate early hepaticas and cherry blossoms in spring, flaming red autumn foliage, and enchanting snowscapes of traditional houses and graceful white swans. Discover the unexplored, the spectacular and the exciting sights of Kashiwazaki.



Gion Kashiwazaki Festival Seaside Firework Display (page 5)



Omigawa Station, Japan's closest station to the ocean (page 12)



Kōbito-misaki, looking out upon stunning sunsets (page 13)



Three beautiful illuminated autumn sights in Echigo (Niigata) region/Shoun-Sanso (page 6)



One of the 100 most beautiful Japanese villages/Oginoshima (page 8)



Yume-no-mori Park with over 30,000 irises (page 11)



Over 400 cherry trees/Akasakayama Park (page 10)



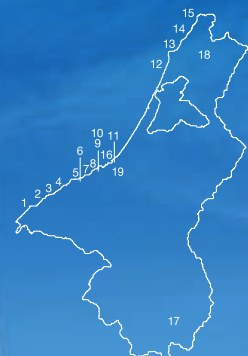


Summer

# An exciting marine leisure experience, one of the many summer attractions in Kashiwazaki

柏崎の楽しさは、すばらしい海体験。

Five-star beaches of outstanding beauty, one of three fantastic firework displays in the Echigo region, marvellous marine leisure activities, and much more. Kashiwazaki offers you an unforgettable exciting summer journey.



- |                           |   |
|---------------------------|---|
| 1. Yoneyama Beach         | 11. Chuo Beach  |
| 2. Agewa Beach            | 12. Takahama Beach                                    |
| 3. Kasashima Beach        | 13. Nagahama Beach                                    |
| 4. Omigawa Beach          | 14. Osaki Beach                                       |
| 5. Yakushido Beach        | 15. Ishiji Beach                                      |
| 6. Nishi-Kujiranami Beach | 16. Minatomachi Kaihin Park Area (Fireworks Festival) |
| 7. Kujiranami Beach       | 17. Kodomo Shizen Ohkoku                              |
| 8. Tonowa Beach           | 18. Yuugi (Nature Recreation Park)                    |
| 9. Nishi-banjin Beach     | 19. Nikoniko Dori street ~1 Chome, Nishi-honcho       |
| 10. Banjin Beach          |   |



## An exciting variety of marine leisure activities available at Kashiwazaki's fifteen beaches

柏崎の15の海水浴場

Enjoy clamming or catching fish on the rocky shores, or just unwind in the shallows. Each one of Kashiwazaki's 15 beaches is unique; offering never to be forgotten days of golden sun and memories. Named among the 100 Best Beaches or 100 Shorelines of Japan, the crystal-clear waters are a must-see.



## Seaside Fireworks of the Gion Kashiwazaki Festival, one of three spectacular firework displays in the Echigo region

ぎおん柏崎まつり 海の大花火大会



The 3-day Gion Kashiwazaki Festival kicks off with a full-on marching band performance, followed by a procession of strolling Japanese folk song players and the Taruniwaka parade. The much-anticipated finale is the annual Seaside Fireworks display taking place on July 26; a truly breath-taking array of pyrotechnics with some 15,000 fireworks bursting across the sky. Be sure to catch the Rapid-fire Marine Starmine, the 100 Synchro-Shots, and the 300 Rapid-fire!

■Venue: Minatomachi Kaihin Park area

## Exciting marine leisure activities in, on and under the crystal-clear waters of Kashiwazaki



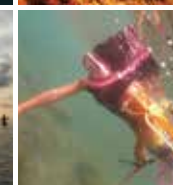
マリナクティビティ

[Sea Kayaking] Enjoy your marine adventure, exploring the beautiful rocky shores and caves.

[Scuba Diving] Introductory diving offers you an easy-start underwater taster with only simple lectures.

[SUP] Stand up paddle surfing (SUP) is a new offshoot of surfing, standing up on your board with a paddle in hands to propel yourself. Enjoy a marvellous experience of strolling on the ocean.

[Snorkeling] The simplest way to your inner dolphin with just a snorkel and fins and the ocean.



## Camping and barbecuing in the verdant mountains or by the clear rivers of Kashiwazaki

キャンプ&バーベキュー

[Kodomo Shizen Ohkoku] A large-scale facility for children surrounded by beautiful mountains and rivers. As well as great recreation equipment to keep the kids busy, you'll find campsites, restaurants, and hot spring facilities. Depending on the season try your hand at canoeing or crafting activities.

■Address: 30-33 Takayanagicho Takao, Kashiwazaki City

[Yuugi] Equipped with campsites, log cabins, and roofed barbecue sites. Soba (buckwheat noodle) making and pottery workshops are also available. Only five minutes drive to the beach.

■Address: 6713-1 Nishiyamacho Betsuyama, Kashiwazaki City





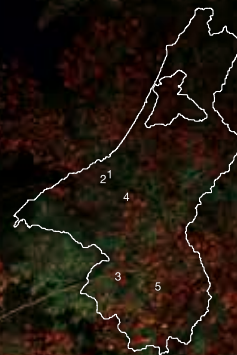


Autumn

# The autumn of your dreams, just one of Kashiwazaki's attractions

柏崎の美しさは、色鮮やかな秋。

With three major gardens, an illuminated mystical atmosphere,  
a tea ceremony with national treasure class utensils at the museum  
and so much more; autumn in Kashiwazaki is full of beauty, charm and culture.



1. Shoun-Sanso
2. Kimura Tea Art Museum
3. Ayakomai Kaikan Hall
4. Shuko-en/Iizuka-tei
5. Teikan-en Garden

Enjoy a tea ceremony with a national treasure class tea set  
at the Kimura Tea Art Museum

木村茶道美術館



Treat yourself to a little side trip to the Kimura Tea Art Museum inside Shoun-Sanso. You can enjoy a casual tea ceremony with the national treasure class tea sets exhibited at the museum and explore the refined beauty of authentic Japanese tea culture.

■Address: 3 Midoricho, Kashiwazaki City

Perfect for autumn leaf viewing Shuko-en (Iizuka-tei) and Teikan-en Garden, two of three major gardens in Kashiwazaki

秋幸苑・貞観園

[Shuko-en/Iizuka-tei] The old residence of the Iizuka family, the leading landowners in what is today's Kashiwazaki region; Emperor Showa gave the name Shuko-en to the garden. You can truly feel the high quality of Japanese modern architecture in the Echigo region.

■Address: 5212-4 Shindo, Kashiwazaki City



[Teikan-en Garden] Landscaped in the Edo Period and nationally designated as a cultural property and scenic beauty. Liberally spread over its gardens, dozens of kinds of moss can be viewed from the 200-year old Teikan-do.

■Address: 593 Takayanagicho Okanomachi, Kashiwazaki City



September features Ayakomai, 500-year of long-established classical performance art

綾子舞



With a 500 year history, Ayakomai has maintained its classical performing style including the all female Koutaodori dance and all male Hayashimai dance. Designated as an important intangible folk cultural asset, this highly-valued performing art brings the drama and atmosphere of early Kabuki into the present day.

■Open to the public: Second Sunday of September ■Venue: Ayakomai Kaikan Hall/4529 Onadani, Kashiwazaki City



Beautiful nature illuminated at Shoun-Sanso,  
mystically projected to the autumn night sky.



松雲山荘

Landscaped over 90 years ago, the round-walk Shoun-Sanso is one of three major gardens in Kashiwazaki. Its red and yellow autumn leaves are illuminated and mystically projected on to the night sky in late October to November; its stunning evening views are a big visitor attraction and the verdant beauty of the garden is a must-see.

■Address: 3 Midoricho, Kashiwazaki City





Winter

# Snowscapes, steaming hot springs, and swans all coloring Kashiwazaki's coat of winter white

柏崎の冬は、雪と湯気と白鳥の白。

Snow laden thatched houses, puffs of steam rising from beautiful hot springs, graceful swans set against the vast landscape, and more.

Kashiwazaki heals and relaxes you with its winter colors and quiet.



1. Oginoshima Circular Village of Thatched Roof Houses
2. Jon-nobi Mura
3. Garuru Ski Resort
4. Nagamine Lake



## Beautiful snowscapes and the nostalgia for an old Japan at Oginoshima Circular Village of Thatched Roof Houses

荻ノ島かやぶき環状集落

Discover nostalgic village landscapes reminiscent of old Japanese folk tales. The village's authentic scenery of circular thatched houses scattered amidst paddy fields, and the surrounding mountain forests won the Minister of Agriculture, Forestry and Fisheries Award and it was selected as one of the 100 Beautiful Japanese Villages. Step back in time, unwind with delicious meals and traditional accommodation in a thatched house, or go hiking in spring and summer.

■Address: 1090-2 Takayanagicho Oginoshima, Kashiwazaki City



## One-day hot spa and delicious meals at Jon-nobi Mura



じよんのび村

"Jon-nobi" in the local Kashiwazaki dialect means "perfectly relaxing and comfortable". With its one-day hot spa, drawing sodium hydrocarbonate water from the Kurohime Piedmont, a spacious lounge, and restaurants offering local specialties, this residential style tourist facility offers you the complete spa relaxation package.



■Address: 10-1 Takayanagicho Takao, Kashiwazaki City

## Feeding swans who have flown in from the north at Nagamine Lake

長嶺大池



Nagamine Lake is famous as a wintering spot for over 400 Whooper swans who have flown from the north. Equipped with restrooms, promenades, parking, and feeding areas enabling visitors to observe the swans up close. Morning and evening are particularly recommended.

■Season: November - March ■Address: Nishiyamacho Nagamine, Kashiwazaki City

## Garuru Ski Resort, perfect for beginners' skiing, snowboarding, and sledging

ガルルのスキー場



Gentle ski slopes are perfect for beginners and snowboarders and children can enjoy sledging. Just bring your own ski suit, as rental skis and snowboards are available. Please contact us in advance for the snow conditions.

■Address: 1709 Takayanagicho Okanomachi, Kashiwazaki City





Spring

# Lots of lovely little flowers delicately announcing Spring has come to Kashiwazaki

柏崎の春は、可憐に咲く花々から。

Green fingers poking up through the snow before bursting into bloom, the mystical atmosphere of 400 night cherry trees in a park, a market with over 500 street stalls, and still more.

You can feel the joy of spring coming to Kashiwazaki.

## Stunning night scenery at Akasakayama Park cherry blossom viewing

赤坂山公園

With 400 Somei-yoshino cherry trees, double-flowered Yae, and the weeping Shidare, Akasakayama Park is one of the most beautiful cherry blossom viewing spots in Kashiwazaki. Mystically and subtly illuminated night cherry trees with lanterns are a can't-miss.

■Best time to see: Early to late April ■Illumination: Sunset - 21:00 ■Address: Midoricho/Akasakacho, Kashiwazaki City



1. Akasakayama Park
2. Osaki Yukiwariso-no-sato
3. Enma Ichi Market
4. Kashiwazaki Yume-no-mori Park

Osaki Yukiwariso-no-sato, this colony of delicate hepatica quietly signals the coming of spring

大崎雪割草の里



Hepatica is a symbolic flower of early spring, its colorful flowers are the first to bloom in this snowy region. Walk on the promenade and discover the elegance and natural beauty of about 300,000 clustered hepaticas; breathe it in, and feel spring in the air.

■Open: Early March to early April ■Address: Nishiyamacho Osaki, Kashiwazaki City

## Striking view of irises in full bloom at Kashiwazaki Yume-no-mori Park

柏崎・夢の森公園

Enjoy a spectacular view of over 30,000 irises grown in clusters. Go for a walk, have a picnic in nature at her best. Limited-time foot bath is your must-visit for this season.

■Best time to see: Early to mid May  
■Address: 4544-1 Karuigawa, Kashiwazaki City



## Enma Street Market with over 2km of street stalls

えんま市

With over 200 years of history from the Edo Period, the market is known as one of the 3 major fairs in Niigata. Over 500 street stalls from all over the country stretch for 2 km lining Honcho street home of Enma-do. Some, 200,000 people visit the market annually.

■Open: June 14-16 ■Venue: Nishi-honcho/Higashi-honcho, Kashiwazaki City







All year round

# All four seasons are the best time to visit Kashiwazaki

柏崎の旬は、春夏秋冬365日。

Japan's closest station to the ocean,  
Lovers' Cape with a romantic atmosphere,  
a variety of exhibitions on tradition and history, and much more.  
Kashiwazaki offers you all kinds of fabulous entertainment.



1. Omigawa Station
2. Chigo-no-ya
3. Kurofune-kan
4. Ai Mingei-kan
5. Koibito-misaki



## Omigawa, closest station to the Sea of Japan

青海川駅

On a clear day, right in front of the platform at the small unmanned station is a beautiful blue ocean, with nothing obstructing the panoramic view of Omigawa Beach, designated as one of the 100 Shorelines of Japan. You can just enjoy the tranquil Sea of Japan. Wait until evening, and the blazing red sunset, often featured in TV dramas or film locations, attracts many visitors.



■Address: Omigawa, Kashiwazaki City (Shinetsu Line Station, JR East)

## Lovers swear never-ending love with an infinite view of the ocean before them

恋人岬



Famous as a lovers' destination, the cliff top Koibito-misaki surrounded by the Sea of Japan, overlooks distant Sado, clearly seen on a fine day or provides a stunning panoramic sunset. Nearby the Nihonkai Fisherman's Cape offers delicious gourmet treats and great shopping.

■Address: 133-1 Omigawa, Kashiwazaki City

## Exhibition of local toys, art of civilization and enlightenment, and folk art at Kashiwazaki Collection Village

柏崎コレクションビレッジ



[Chigo-no-ya] Art collection of Shoji Iwashita. National class quality and numbers. An exhibition displayed from his collection of over 50,000 local toys from all regions in Japan.

[Kurofune-kan] Art collection of Shotaro and Kogoro Yoshida. Artwork centered on the time of civilization and enlightenment including lithographs from the Meiji Period and artwork of the printmaker Sumio Kawakami are displayed.

[Ai Mingei-kan] Art collection of Masahide Matsuda. Livingware used from the end of the Edo to the early Showa Period presents "beauty in function".

■Address (Kashiwazaki Collection Village): 181 Omigawa, Kashiwazaki City





# Kashiwazaki gourmet, harvested from the ocean, mountains, and paddy fields

柏崎の味は、海と山と田が育てる。

A restaurant offering Japan's most delicious rice soup with sea bream,  
Japanese sake made from rice and water from Niigata, a fish market with a 60m frontage,  
a place to more than satisfy the appetite of any hungry visitor.



1. Hara Shuzo Sake Brewery
2. Ishizuka Sake Brewing
3. Nihonkai Fisherman's Cape

## "Rice soup with sea bream", grand-prize winner of Japan Local Donburi Championship

鯛茶漬け

The deeply indented coastline of Kashiwazaki is a perfect fishery for the auspicious sea bream. As a reflection of this natural environment, "rice soup with sea bream", the grand-prize winner of Japan Local Donburi Championship 2013 was created. Each restaurant in the city offers its own unique rice soup.

■URL: <http://www.uwatt.com/taityaduke>



## Tour of sake brewery in Kashiwazaki



酒蔵見学

High-quality sake is brewed with premium brewer's rice, pure mountain water, and a natural clean environment as well as the masterbrewers' enthusiasm.  
[Open brewery]\*accompanying interpreter and prior reservation required.



Hara Shuzo Sake Brewery ■Address: 5-12-1 Shinbashi, Kashiwazaki City  
Ishizuka Sake Brewing ■Address: 1820-2 Takayagicho Okanomachi, Kashiwazaki City

## Grand-scale fish and souvenir market, Nihonkai Fisherman's Cape

日本海フィッシャーメンズケープ



Known like as the Sanjusangen-do, a fish market with a spacious 60m frontage, features a wide range of fresh seafood that showcases the richness of the Sea of Japan. Visitors can enjoy traditional Japanese cuisine or grilled seafood after shopping.

■Address: 133-1 Omigawa, Kashiwazaki City