

Discover Itoigawa

Hidden Beauty Along the Jade Coast



Takanami-no-Ike Pond



Birthplace of Jade



Fresh Seafood



Local Sake

Discover Itoigawa

Itoigawa is where the Japanese Alps plunge into the Sea of Japan, creating dynamic landscapes like the Cliffs of Oyashirazu.

Experience Japan from a different perspective in Itoigawa!

Welcome to Itoigawa, hidden between the northernmost point of the Japanese Alps and the Sea of Japan coast. Home of the Itoigawa UNESCO Global Geopark, Itoigawa is a city of breathtaking natural beauty, rich cultural heritage, culinary delights and more. Discover for yourself the beauty and wonder to be experienced here along the Jade Coast.

Northern Alps

If you had to describe Itoigawa's scenery in one word, it would be dynamic. Bordered by the massive Japanese Alps to the south and the Sea of Japan to the north, Itoigawa is a paradise for nature lovers of all varieties.



Mt. Korenge (2766 m)-Highest Peak in Niigata



Cliffs of Oyashirazu

These imposing cliffs were known long ago as the most perilous crossing of the Hokuriku Road and have inspired artists and poets alike.

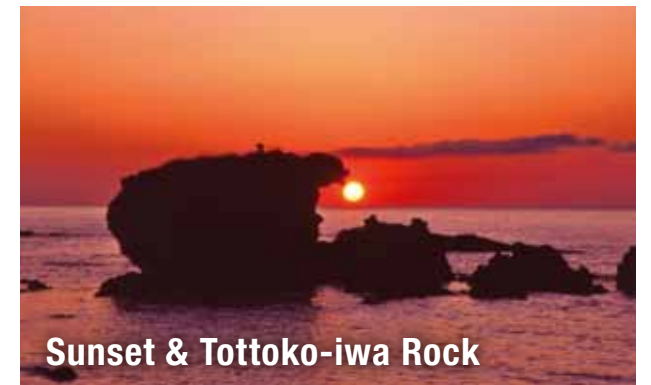


Snorkeling & Water Sports

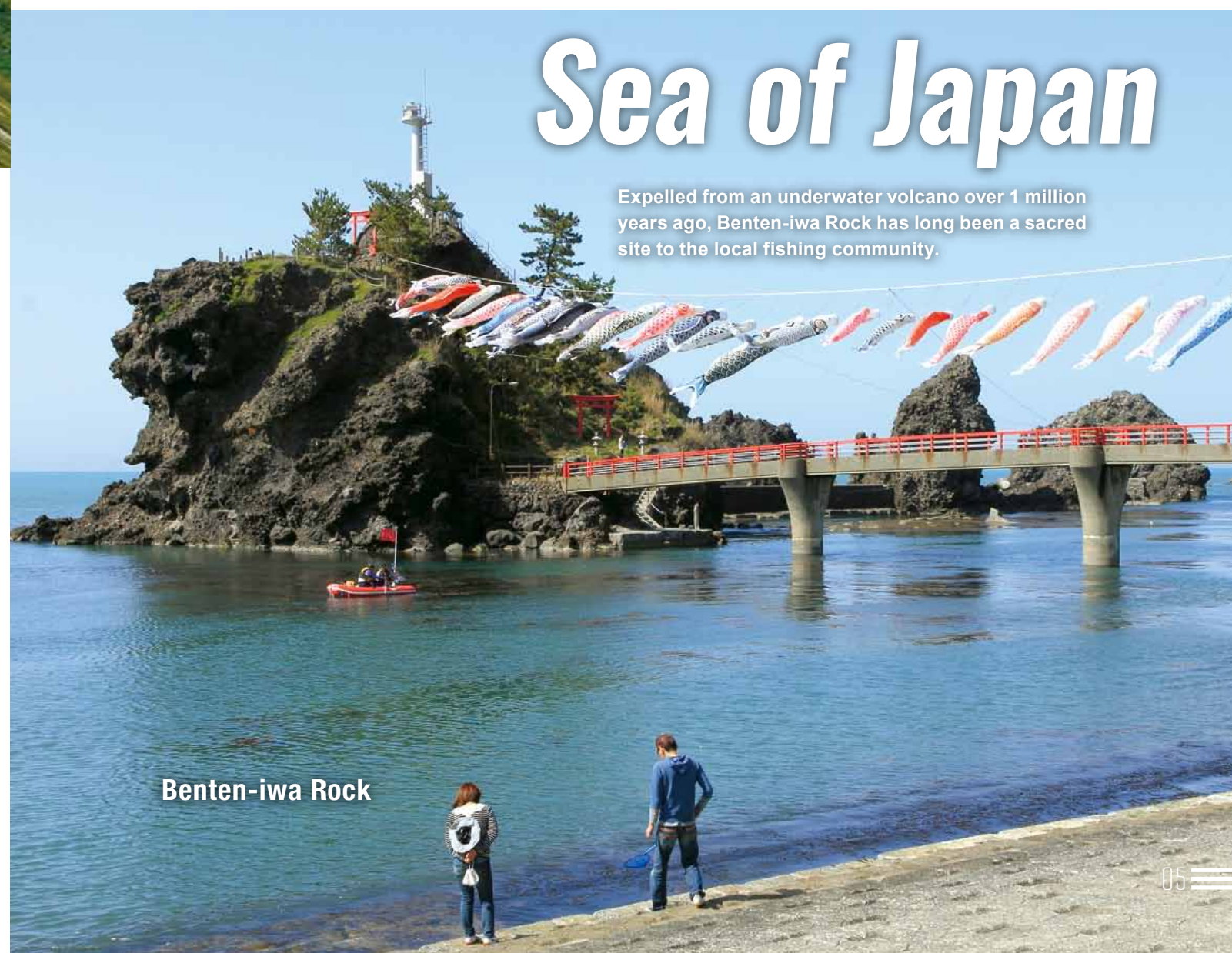
From surfing and snorkeling to swimming and fishing, enjoy a variety of water sports along the Jade Coast!



Fishing Tours



Sunset & Tottoko-iwa Rock



Sea of Japan

Expelled from an underwater volcano over 1 million years ago, Benten-iwa Rock has long been a sacred site to the local fishing community.



Autumn Colors

Explore the dense forests and mountains that surround Itoigawa on one of dozens of hiking trails and mountain roads.

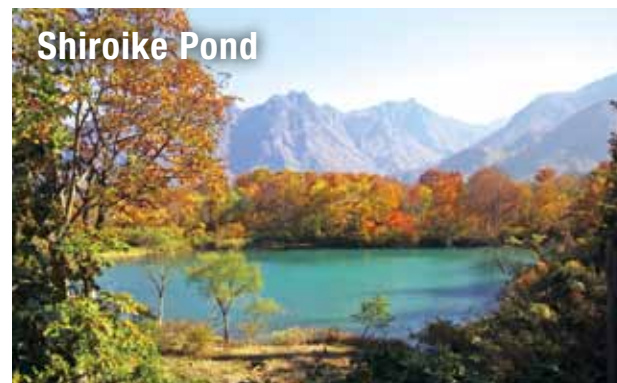


Himekawa Gorge

The romantic Oito Line winds through the scenic Himekawa Gorge, connecting Itoigawa to Hakuba, Matsumoto and other popular destinations.



Hiking Trails



Shiroike Pond

Ski

Itoigawa Seaside Valley Ski Resort
Charmant Hiuchi Ski Resort



Whether you ski or board, you're going to want to visit Itoigawa Seaside Valley and Charmant Hiuchi for some of the best powder snow in Japan.



Ride

Kubiki Cycling Road

Rent a bike or bring your own! Itoigawa's winding coastline and thrilling mountain roads are perfect for the cyclist looking for a change of scenery.





Festivals and Culture

Itoigawa Fighting Festival (Kenka Matsuri)

The Itoigawa Fighting Festival, or Kenka Matsuri, is held every April 10. Two teams of men gather at Amatsu Shrine where they fight a fierce battle with their *omikoshi* portable shrines. After a winner is declared, the mood changes as the attention turns to the shrine's stage, where local children and adults perform ancient bugaku court dances. These dances, handed down by the people of Itoigawa for over 600 years, are registered as National Culturally Important Properties of Japan.



Omi Takenokarakai Festival

Held every January 15 in front of Omi Station, the Omi Takenokarakai Festival celebrates the New Year. Two teams of local men paint their faces with wild, kabuki-inspired makeup and engage in an intense tug-of-war using massive bamboo poles. The winning team is said to be blessed with a bountiful harvest in the coming year. It is a very unique festival in Japan and its origins are lost to history.



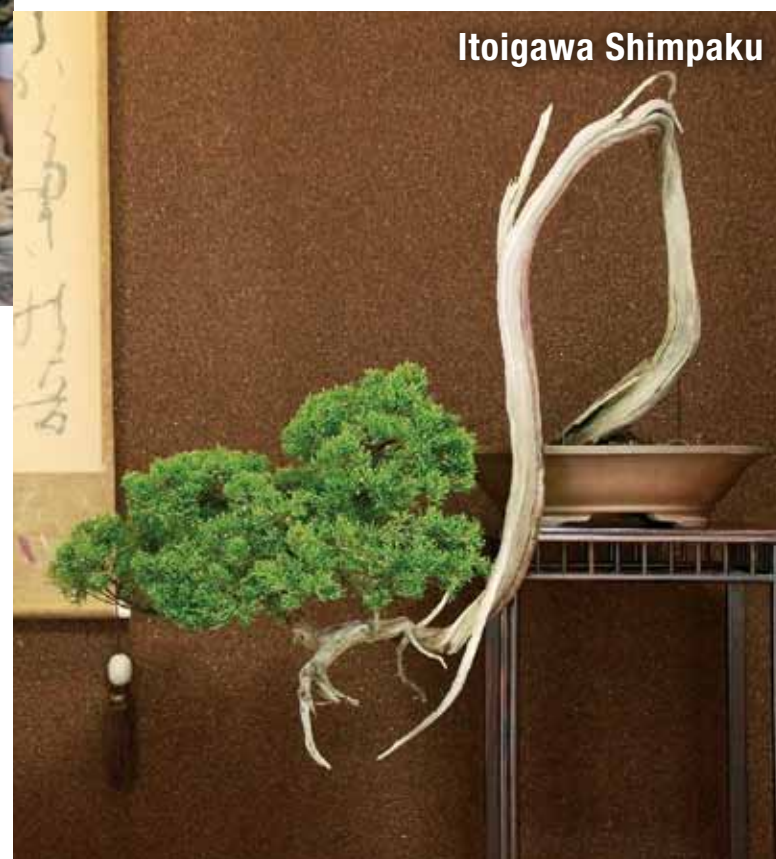
Nou Hakusan Shrine Spring Festival

On April 24, Nou Hakusan Shrine celebrates the arrival of spring with its Spring Grand Festival. The festival is centuries old and features unique bugaku court dances performed by local children and adults. It culminates in the stirring dance Ryō'ō-no-Mai, which depicts an ancient king who was said to control the sun.



Renge Hot Springs

Itoigawa is home to over 10 natural hot spring baths, including the stunning Renge Hot Springs, located in the Northern Alps 1500 m above sea level. Each of Itoigawa's hot springs is unique, so try them all!



Itoigawa Shimpaku

Itoigawa's Mt. Myojyo is the birthplace of the Itoigawa Shimpaku, a beautiful juniper tree that is considered one of the finest in the bonsai world.



Tanimura Art Museum

Experience beauty on a spiritual level at this unique art museum. Designed by renowned architect Togo Murano, this museum is dedicated to the Buddhist artwork of sculptor Seiko Sawada.



Gyokusuien Garden and Hisuien Gardens

While visiting the Tanimura Art Museum, be sure to stop by the nearby Gyokusuien and Hisuien Gardens. These stunning Japanese gardens combine Itoigawa's jade and natural landscape to create beautiful scenery no matter what season you visit!



Sasazushi

Sushi rice, wild vegetables and pickles are used to make this colorful local delicacy.



Itoigawa Benizuwai Crab

Itoigawa is one of Japan's largest producers of crab, especially the bright red Benizuwai Crab.



Rice Planting



Farm Experience



Itoigawa Black Yakisoba



Koshihikari Rice



Wild Vegetables



Geopark Rice Bowls



Jade Jewelry



Itoigawa Namban Shrimp



Five Local Sake Breweries

Enjoy your night out with sake from one of Itoigawa's five local breweries. They are also available for purchase at all local supermarkets, liquor stores and gift shops.



Fossil Valley

Join in the hunt for 300 million year old fossils at Fossil Valley!



Sushi Making



The Jade Coast

Discover jade and other stones along Itoigawa's Jade Coast!



Fossa Magna Museum

The heart of the Itoigawa UNESCO Global Geopark, this science museum is dedicated to the unique geological heritage of Itoigawa, including jade, rare minerals and fossils. Through exhibits on Itoigawa's geology, visitors can learn the story of how the Japanese Islands were formed.



Japanese Sweets



Bars & Restaurants

Enjoy a variety of bars and restaurants throughout Itoigawa as well as cafes, noodle shops and more!



Itoigawa UNESCO Global Geopark

In 2009, Itoigawa was recognized as Japan's first Global Geopark. UNESCO Global Geoparks are areas recognized by UNESCO as areas of international geological significance whose geological and cultural heritages are managed with a holistic approach of conservation, education and sustainable development.

Today, the Itoigawa UNESCO Global Geopark features 24 Geosites where visitors can experience the stories to be told by our planet's geology and how the land has shaped our lives and communities.

For more information about the Itoigawa UNESCO Global Geopark, visit us online at <http://www.geo-itoigawa.com/eng/>

Itoigawa Geopark

Itoigawa Jade – The National Stone of Japan

Itoigawa is the only place in Japan where gemstone quality jade is found. Home to the world's oldest jade culture, jade has been collected here since prehistoric times. Discover more about the history of Itoigawa's jade at the Fossa Magna Museum and the Chojagahara Archaeological Museum.

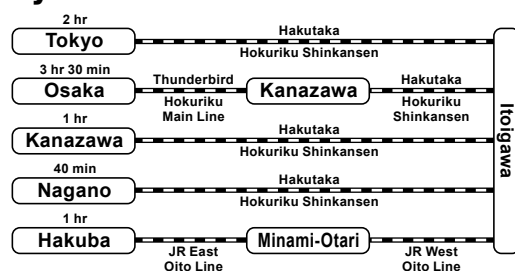


Visiting Itoigawa

Major Sites of Interest in Itoigawa

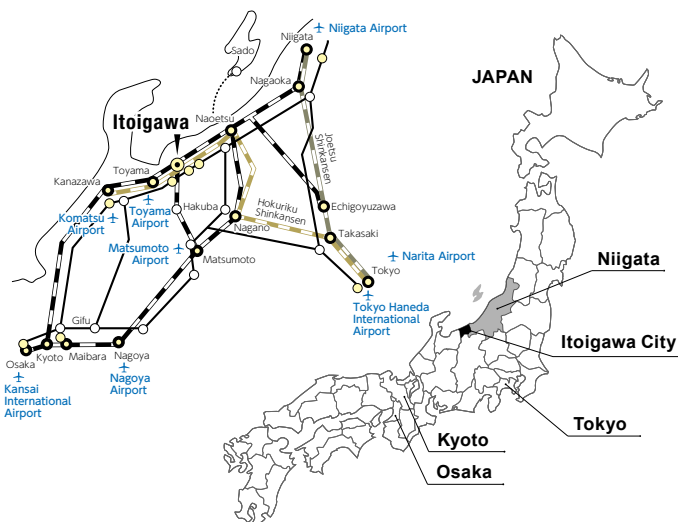


By Train



GURURI ITOIGAWA

Check out our official app Gururi Itoigawa, available for Android and iOS, and explore everything Itoigawa and the Itoigawa UNESCO Global Geopark have to offer including hotels, restaurants, activities, events, scenic sites and more! Use the smart QR code or search for "Gururi Itoigawa" to download and install it today!



More Information

Interested in more information about Itoigawa? Download our official app or visit us online at the address below:
<http://www.geo-itoigawa.com/eng/>

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