

Guide map

English



Yuzawa Kogen Panorama Park
Ride the ropeway for breathtaking views at 1000m from the open deck!
Enjoy attractions and an alpine village full of mountain flora. Relax and take your time.
*free buses and lifts inside the park

Yuzawa Kogen Panoramapark
30-minute walk from the station to enjoy the stunning waterfall! Refresh yourself with the mist!

Fudo Falls
from Park 15 min.

Baan Thai
Sawadee ka! Thai food in snowy Yuzawa!
That's right Non-spicy dishes available!

Aji-doraku
A relaxing space to enjoy long conversations with loved ones. Please stop by.

Night Lounge Yuzawa
All-you-can-drink and sing for 3,000 yen for 90 min!
Have a fun time!

Yasuyoshi
We have both tatami and chair seating for all ages to enjoy their meal!

Yukiguni Gyunabe
Try our original beef hot pot with Japanese black beef (wagyu) and signature miso.

Day trip to Yuzawa Onsen
Day trips are possible at inns with this mark!
Please call the inn
*Bathing possibility and business hours may change depending on cleaning hours and overnight reservations.
You can save 1200 yen
Municipal hot springs tour ticket
*Sales at various public baths and tourist information centers

Kumano Shrine
As you ascend the 100 stone steps, you reach a serene and solemn shrine, home to a magnificent cedar tree over 10 meters in circumference. A quiet and calming place.

GALA Yuzawa
100Kannon Pilgrimage
Yumakura
Yamanoyu
Price ¥500/Adult
Time 6:00-21:00
Last entry 20:30
Closed on Tue

Shinbashi
Price ¥1500/Adult
Time 15:00-21:00
Outdoor bath
025-784-2150
Homemade soba, noodles restaurant!!

Murasaki
Enjoy a walk along the river from the bridge

Yuzawa Museum
Price ¥1000/Adult
Time 11:30-17:00
Outdoor bath
025-784-3412

Yasuyoshi lounge
Speciality sake and Japanese food

MANHATTAN
Yuta
Shine place
Issa
Benicho
Kagetsu
Yukinohana
Okame

Yuzawa Grandhotel
Solo travelers welcome in Yuzawa's bars!

Fukujuan
Try our soba noodles with grated yam, freshly deepfried juicy maitake mushroom tempura, curry udon with Echigo pork, specialty tempura rice bowl with extra sauce, etc.

Ramen shop
Nagataya
Ikeya

Hinoya
Hirokawa hotel

Suwa Shrine
Vegetarian OK! Breakfast available!

The spot
chalo coffee
Ninjin-tei
Yuzawa Ski house

Artemode
Furniture showroom, café, wine bar and restaurant

Mitsubaya
Okumanya
Cotatsu
Taikoen
you
Neboke

Asakusa
Since 1976. Enjoy our rice dishes and seasonal fish from the Sea of Japan.

JOY PLAZA
Tatsunoya
SOUQ
Daruma
Dondon
Kamakura
Yamakou
Kanda
Hibiki

Sake bath
This hot spring contains alcohol! *Specialty mixed refined sake. Children and drivers can bathe as well. Afterwards, enjoy shopping and eating at the Ponshu-kan.

Echigo-Yuzawa Sta.
The station is CLOSED 0:00-5:30
Please use the walk way.

Kakashi Tourist Info
Foot Bath 24h

Mt. Akiba climbing entrance
100 Kannon Pilgrimage

TOP 5 Most popular gifts from Echigo Yuzawa
Kamon's
NO.1 koshihikari
NO.2 SAKE
NO.3 Sasa Dango
NO.4 Onsen Manju
NO.5 Karaisuke

chalo coffee
A café popular for cheese-cake. 3 types of coffee beans available. Great for lunch as well!

Ninjin-tei
Since 1982. Deep-fried breaded pork cutlet restaurant serving carefully selected Echigo pork, koshihikari rice & seasonal cabbage.

Asakusa
Since 1976. Enjoy our rice dishes and seasonal fish from the Sea of Japan.

Kanae
Japanese restaurant serving local foods and a wide selection of sake.

Mankame
Our best-selling products are the 8 types of dorayaki and Yuzawa shigure. We are an all-handmade Japanese sweets store.

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Kouyosushi
Kirahoshi BASE
Takasui

Chef Sugii

Yungparnas
Price ¥1000/Adult
Time 5:30-23:00
Last entry 22:00
irregular holidays

Yungannex
Price ¥1000/Adult
Time 15:00-08:00 sat/sun/holidays
13:00-08:00 irregular holidays

Komakonoyu
Price ¥500/Adult
Time 10:00-21:00
Last entry 20:30
Closed on Thu

Shirataki sake Brewery
New shop grand opening planned for spring 2025

Mikuni Kaido
an ancient highway, has been used for about 400 years ago. Yuzawa has a lot of history!

Restaurant Yuzawa
Price ¥400/Adult
Time 15:00-22:00
*7/1-8/31 13:00- Last entry 21:30
Closed on Wed/3rd Tue

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Nagataya
Ikeya

Hinoya
Hirokawa hotel

Map Legend

- Restaurant
- Japanese bar
- Cafe
- Barbecue
- Soba
- Ramen
- Sushi/Sea food
- Bar
- Karaoke Bar
- Hotel
- Bank
- Tourist attraction
- Tourist information place associated with nobel "Snow country"
- Souvenir/ Liquor shop
- Supermarket
- Drug store/pharmacy
- Hot spring / day use
- Shooting Gallery
- Car rental
- Co-working space
- Bus stop

S&P car driving agency • 025-785-5336
Yuzawa Unonuma Taxi • 025-784-2025
Asahi Taxi • 0120-1094-81

Co-working space
330yen/30min
*Private room available
Snow Country Tourism Information Center
9:00am-5:00pm info@yuzawaonsen.gr.jp

New shop grand opening
planned for spring 2025!
Exclusive sake available only at the brewery.
SHIRATAKI
Sake Brewery Co.,Ltd.
2640 Yuzawa Minami-Unonuma
0120-858520 (10:00~17:00)

Leisure Pool Aurora
9:30~17:00
025-787-6600
Parking available
Rental swim suits and towels available.

Handmake & experience food culture!
Let's learn how to make soba, sasa dango, chimaki and anbo!
Daigenta
9:00~16:00 closed on Wed
025-787-1121

Mt. Akiba Walking Tour
Enjoy the scenery and cultural exchange with our local guide!
Let's Survey the town from the top!

THE DAY YUZAWA
LINE Open Chat
Find out what's happening in Yuzawa! connects travelers and locals.

How to use Yottekete MAP
Welcome to Yuzawa!
Hi! I'm Kamon, your serow guide.
I'll introduce you to all the major and lesser-known spots around town so you can enjoy your time in Yuzawa!
Scan the QR code to find local restaurants, opening hours and your current location on the digital map!
Keep both the paper and digital map handy!

Yuzawa town hall
Yuzawa central park
Yuzawa IC

Recommended viewing spot for
 sakura autumn leaves
 The elevation difference between the Naeba area and the Echigo yuzawa station is around 500 meters. The cherry blossom and autumn leaves season can be enjoyed for about a month!

In summer, you can enjoy many fireworks festivals in Niigata. one of the three greatest fireworks in Japan at Nagaoka, the largest firework at Katakai Town, and the Sea Fireworks at Kashiwazaki!

Yuzawa's Annual Events Calendar
 This is a guideline and events are subject to change.

Edible wild plants	4
Swamp lanterns	4
Fawn Lily	4
Cherry blossom	4
Echigo Yuzawa National Children's Art Exhibition	4
Green Festival	5
Yuzawa boardwalk camp	5
Naeba boardwalk camp	5
Watch fireflies	6
Edible wild plants	6
Bamboo shoots & edible wild plants week	6
Naeba boardwalk camp	7
AVU sweetfish	7
Fuji Rock Festival	8
Naeba Summer Festival	8
Yuzawa Summer Fireworks Festival	8
Hachiroku Yukata Festival	8
New rice season	9
Spartan Race	9
Naeba boardwalk camp	10
Fall leaves season	10
Echigo Yuzawa Craft Fair	10
Naeba boardwalk camp	11
Yuzawa Nakazato Fall Festival	11
Fall leaves season	11
Yuzawa Winter Fireworks almost every weekend!	12
Yuzawa Night Marche	1
Field irregularly during winter	1
Yuzawa Night Marche	2
Kagura Mitsumata snow light festival	2
Torch Skiing	3
Tashiro snow light festival	3
Yuzawa Candle Night	3



The Japanese serow, a natural treasure, actually belongs to the cattle family!

Yuzawa is so big! Where should I go?

Echigo Yuzawa is the gateway to Niigata Prefecture. Only a 70-minute Shinkansen ride from Tokyo. It's known by the novel "Snow Country" written by Yasunari Kawabata. (*The first Japanese to win the Nobel Prize in Literature in 1968.) Roughly half the size of central Tokyo, 90% of the land consists of forests, mountains and rivers.

Where in Japan is Yuzawa?

Here is Niigata Prefecture!
Kanto Koshin-etsu Region

Here is Yuzawa!

Yuzawa in Numbers

- Population: 8,359 (as of late February 2025)
- Area: 357.5 km²
- at 36° 56' N. and long. 138° 49' E.
- Average temperature: around 19.5 °C
- Average winter temperature: around -6.3 °C

Niigata Prefecture
Tsunan town

- ◆ MonET - Echigo of Contemporary Art
- ◆ Matsunoyama Onsen - Japan's three major medicated baths
- ◆ Bijin bayashi - Beech tree forest
- ◆ Mithila Museum - Indian folklore art
- ◆ Sasayama historic ruins - excavation site of national treasures
- ◆ Tokamachi City Museum - see Japan's national treasure, *kaen gata doki*

Nagano Prefecture
Sakae village

- ◆ Tsunan Sunflower park
- ◆ Ryugakubo pond - a mystical pond made from a natural spring.
- ◆ Tsunan sake brewery
- ◆ Naeba sake brewery

Summer mountain trekking

There is a wide variety of mountains in Yuzawa that range from beginner friendly to advanced that require tools. Here is a guide to 8 of Yuzawa's most popular mountain climbing and trekking courses. You can also travel to Mt Akiba, Mt Tanigawa, Mt Makihata and Oze from Yuzawa. The same mountain can be enjoyed multiple times as the views and plants differ depending on the season! Enjoy a delicious meal and relaxing bath after your hike.

Yuzawa: The Town of Fuji Rock

Naeba Ski Resort hosts Japan's largest music festival, the FUJI ROCK FESTIVAL, every year at the end of July! Artists and fans from around the world gather for this grand event. This year marks the 26th year in Yuzawa! Enjoy summer in Yuzawa to the fullest!

Enlarged map of the Kandatsu and Tsuchidaru area

No need to bring anything! Try mountain stream fishing in the middle of nature!
You can cut up the fish you catch, grill them, and eat them on the spot!

Forest adventure
Enjoy sky-walking between trees with a harness! Reach a maximum height of 15m on the Adventure Course! 31 types of activities across 5 sites! A totally different experience from your park playground!

Rainy day recommendations!

- Experience Kobo Daigenta Experience soba and sasa dango making.
- Yukiguni Reopened in Jan 2024. Learn about the area's culture and "Snow Country".
- Shirataki Sake Brewery New shop grand opening planned for spring 2025!!
- Hot springs tour Enjoy 5 town-managed hot springs and other day trip hot springs.

Yuzawa fishing park

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Yuzawa Town thrived as a vital point of the Mikuni Highway connecting Kanto and the Sea of Japan during the Edo period. However, when the Shin'etsu Line opened in 1893, linking Tokyo and Niigata via Nagano, the number of users of the Mikuni Highway plummeted, leading to economic decline. Tunnels literally opened a way out of that situation. The catalyst for the creation of many ski resorts in Yuzawa Town, **Mikuni tunnel**, Japan's longest mountain tunnel for vehicles, **The Kanetsu tunnel**, **The Oshimizu tunnel**, once the longest in the world at completion, **The Shimizu Tunnel** that brought Yuzawa Town to global fame at the beginning of the novel "Snow Country." Yuzawa has many tunnels, and each one has been a ray of hope for the region. Without the Shimizu tunnel, there is no Joetsu Line. On November 1, 2025, we will celebrate the 100th anniversary of Echigo Yuzawa Station. Behind the opening of Echigo-Yuzawa Station, there were the great efforts of Mitsugi Okamura and Kinoshichi Nagumo, who devoted their personal wealth and worked for 30 years to connect the Joetsu Line. There are two reliefs by the station piano. Take this opportunity to reflect on the inspiring past century.

Yottekete-MAP was started by volunteers so that visitors can enjoy their time and get to know Yuzawa more. We hope that more exciting things follow your journey!

Contact | yottekete.map@gmail.com
 Yottekete map committee:
 Supervised by: Sansan Yuzawa - Backpackers-
 Designed: 369Design Concept
 Design of Kamon-kun: Arisa
 Production: Yuzawa Town Tourist Association
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