

THE DAY YUZAWA

Find out what's happening in Yuzawa! A LINE OpenChat that connects travelers and locals. *A LINE service you can participate anonymously in to exchange information and ask/answer questions.



Yama no Yu
山の湯
Adult ¥500
6:00-20:30
Closed on Tue

Yuzawa kougen
湯沢高原 Ski resort

20min from the Sta.

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

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.

Hotel Futaba
ホテル双葉

kojimaya
小島家
Fresh eel Prepared after order!

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!

MANHATTAN
Darts Karaoke
Have a fun time at this homey bar!

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

Wako yakuhin
In a world full of stress and food additives, we offer Japanese and Chinese medicines and high-quality health products to stay healthy and activate the immune system. Feel free to ask us questions.

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

Katsumi
Try our charcoal grilled chicken skewers and homemade chicken meatballs with sauce!

S&P car driving agency
025-785-5336
Yuzawa Uonuma Taxi
025-784-2025
Asahi Taxi
0120-109-482

Vegetarian Ok! Breakfast available!

The spot
Yakata 館

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

Artemode
Furniture showroom, café, wine bar and restaurant

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

Mitsubaya 三葉屋
Okumanya 億万屋
Yorozuya よろずや
Taikoen 泰幸堂
Star light スターライト

Asakusa あさくさ
Swing bar
Nomisugi-kenshin 呑みすぎ謙信
Maruchin まるちん
Yayoi Manjyu 弥生まんじゅう
13 炙り屋 十三
Oozushi 大寿司
Mirakuan 味楽庵

JOY PLAZA
Tatsunoya たつのや酒店
CHENDA RENTAL
SOUG
Takarabune 宝船
Dondon どん登
Marqleen マークリーン
kamakura 湯沢釜蔵

Yu-no-sawa, Sake bath
This hot spring contains alcohol! Children and drivers can bathe as well. Afterwards, enjoy shopping and eating at the Ponshukan. *Specially mixed refined sake

kanda かんた
Tiny stay
Hibiki ひびき

Echigo-Yuzawa Sta.
越後湯沢駅
OPEN 5:30-0:00
The station closes at midnight. Use the underpass to go through.

Foot bath
West. TAXI
Carry a towel with you to enjoy the footbaths

Vitraux
Come enjoy our home-made pizza, pasta and charcuterie.

Yungparnas
石打コンクパルナス
Adult ¥900
10:00-23:00
irregular holidays

Yama no Yu
山の湯
Adult ¥500
6:00-20:30
Closed on Tue

komakono Yu
駒子の湯
Adult ¥500
10:00-20:30
Closed on Thur

Matsunoya
松野屋酒店

Shirataki sake Brewery

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

Egami Onsen
Close to the station! Enjoy a quick bath while you wait for your bullet train. A historic hot spring since 1938.

Restaurant Yuzawa
レストランゆざわ
There's a covered arcade outside the eastern gate!

Kirahoshi BASE
You're sure to make friends at this co-working space that is a 7-minute walk from the station. Outlets and Wi-Fi available.

Yuzawa town hall
湯沢町役場

Echigo Yuzawa guide map

2022-23 winter よってけてMAP

There are various snow-covered places that are inaccessible during winter. Look forward to those sites on the summer map!

Yuzawa melts snow with groundwater so the roads are wet even in sunny weather! Make sure to wear rain or snow boots!

Water bursting out of roads are called sho-pai (snow-melting pipes)

Be careful of skippans! Pedestrians beware!

*Water splashes caused by cars driving over puddles.

Be careful when walking around buildings that are removing snow from rooftops!

A hidden bar with a characteristic countertop table. Let us know that you saw this map!

Yuzawa winter fireworks
Dec 24th to May 3rd
Fireworks almost every weekend until mid-March! Enjoy the double display of snow and fireworks! Scan the code for details about the Yuzawa travel information!

Food recommendations in Echigo Yuzawa TOP 3

- NO.1 koshihikari Rice
- NO.2 hegi-soba
- NO.3 maitake

Map Legend

- Restaurant
- Japanese bar
- Barbecue
- Ramen
- Cafe
- Sushi / Sea food
- Bar
- Karaoke Bar
- Tourist attraction
- Souvenir / Liquor shop
- Hotel
- Hot spring including day use
- Snow spot / Snow shop
- Car rental
- Co-working space

For ski resort shuttle bus stop

The Blue Line and Orange Line move in an anti-clockwise direction. Be careful not to get on the wrong one and lose time!

Check the time table on the digital map!

for → NASPA/Yuzawa Kogen/GALA/Ishiuchi Maruyama
for → Kandatsu ski resort

1 Naeba/Kagura ski resort

Yuzawa Park ski resort
Green plaza
Jyoetsu info centre
Iwappara ski resort
Maiko snow resort/
Chateau Shiozawa-ski resort

Yuzawa Nakazato ski resort

Yuzawa I.C



Yuzawa is so big!

Where should I go?

Echigo Yuzawa, the gateway to Niigata Prefecture, is the famous location of 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.

Only a 70-minute bullet train ride from Tokyo, don't miss the hot springs around the train station, beautiful seasonal scenery, delicious local foods and souvenirs, and historic and cultural sites! Enjoy Echigo Yuzawa all year round!

Where in Japan is YUZAWA?

Here is Niigata Prefecture!
Kanto Koshin-etsu Region
Niigata City

Here is Yuzawa!

Yuzawa in Numbers
Population: 7,892 (as of August 2022)
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



『Heroes of Yuzawa: Snow Removal Team to the Rescue!』

Mr. Sone, BUNEMEIYA Co.,Ltd.

BUNEMEIYA is responsible for the snow removal of a 13.6km distance from Mikuni Tunnel at the border next to Gunma Prefecture. The area records the deepest snowfall in Niigata Prefecture and the snow can only be removed with machinery. They are called into action "when the snow is more than 5cm deep with a possibility that it will snow further". National Route 17 is protected by roughly 30 workers using 8 machines of 5 different types. During heavy snowfall, snow removal continues all night.

They work with a strong sense of responsibility that "Route 17 must not be blocked". Snow is removed from town and prefectural roads at fixed times, but snow on national roads is removed when it accumulates! "We go out when it snows and scatter (anti-freeze) when it gets cold." Snowplow machines travel a total distance of roughly 45,000km per season to clear the 13.6km distance. The tire chains are changed 3 to 4 times. They even provide snow removal assistance to other areas including the Kanto region if the government makes a request. As Japan's top snow removal team, they are dedicated to their mission of supporting life in the snow country.

From Mr. Sone to visitors: "When driving behind a snowplow, do not try to overtake it. The snowplow will allow cars to go ahead when it reaches an open road where cars can pass easily. Drive carefully behind a snowplow because the snow can be flat and slippery."

『Learn about Sake from Shirataki Sake Brewery』

A Sake Brewery in Yuzawa since 1855!

Mr. Tomizawa, Local Sales Representative, Shirataki Sake Brewery Co.,Ltd.

Winter is a busy time for sake brewery workers who are in the midst of making sake. This season is also perfect for hot sake. According to Mr. Tomizawa, "Tanrei Karakuchi Unonuma [Junmai] is the best choice for hot sake. It won the gold prize at the Kan Sake Award and you can enjoy a completely different taste compared to drinking it cold. Try drinking it at around 50°C. It's absolutely delicious! A hot pot full of local vegetables and mushrooms, and seafood from the Sea of Japan is the perfect meal to have while drinking it." "When drinking hot sake, choose a sake with a balanced taste that will not change when heated. Although sake can be enjoyed at a wide range of temperatures, there are sake that are not suitable for drinking hot. "It is important to pick a temperature that complements the sake quality," says Mr. Tomizawa. [Minatoya Tosuke Junmai Daiginjo] can be enjoyed cold, but the aroma is even stronger when heated!

Can't decide on which type of sake to pick?

In that case, visit Shirataki's showroom which has reopened after 3 years! Seasonal and limited time sake are available for sampling and purchase. You can sample the sake while learning about the differences and characteristics of each sake and how they make sake at the brewery.

Enjoy the winter season with your favorite sake and hot pot!

Showroom: 10AM to 3PM Weekdays Only (Last Entry 2:30PM) No reservation required. Contact the company in advance when visiting in a large group.



Niigata Prefecture Minamiunonuma city



THE TRAIN came out of the long tunnel into the snow country. The earth lay white under the night sky. "Shimizu tunnel is mentioned in the famous opening of the novel, "Snow Country," which made Yuzawa known to the world. *Currently, the tunnel is only used for trains bound for Tokyo.

Title: Snow Country
Author: Yasunari Kawabata,
Translated by Edward G. Seidensticker
ISBN: 9784805306352
Publisher: Turtle Publishing

About the Tunnels

Yuzawa's Tunnels Explained

- 1 New Mikuni Tunnel: A new tunnel created due to the deterioration of Mikuni Tunnel and expansion of roads.
- 2 Mikuni Tunnel: Prompted the development of ski resorts in Yuzawa.
- 3 Kan-etsu tunnel: Japan's longest mountain tunnel for cars.
- 4 Oo-Shimizu Tunnel: World's longest tunnel for bullet trains at the time of completion.
- 5 Shimizu Tunnel: There are many tunnels in Yuzawa and every tunnel is considered a light of hope to the commuters. Yuzawa prospered as an important point of travel until the Edo period, but after the completion of a railway that connected Kanto and Niigata via Nagano in the Meiji period, Yuzawa's economy declined. The many tunnels literally breathed fresh air into the town.



Naeba area

Enjoy delicious foods in Naeba too!!

- Naeba Prince hotel
- Prosperita
- Kenji
- Yomoyama
- Nakaji Inn
- Otarakko
- Haizai
- Smile Plaza
- Toukichi
- Shirakaba
- Yakusaka no Ya
- TAKE
- Wakakoya

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